

The two powerhouses The duPont REGISTRY Homes & Unique Homes have joined forces!

UNIQUE HOMES

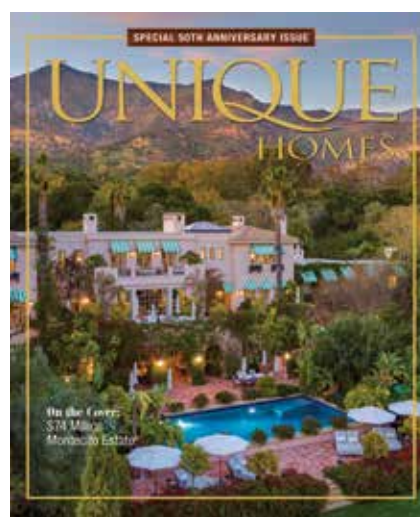
— A Dupont Registry Publication —

Unique Homes Magazine and **duPont Registry, A Buyers' Gallery of Fine Homes** have been the leading two national and international luxury real estate publications for decades. Both offer a multi-faceted presence, with print, digital, online and social media reach. Since 2014, both publications have been owned and published by DuPont Publishing.

In order to broaden the impact for luxury agents who have utilized these publications over the years, their strengths will be combined and the magazines will be merged into **Unique Homes, A Dupont Registry Publication**, beginning with the Spring 2022 issue (Mar-Apr). The new and improved Unique Homes will continue to publish 6x per year, and offer luxury agents a powerful collection of tools designed to promote their listings and themselves, including:

A layered distribution that harnesses the power of:

- direct-mail, sent to wealthy individuals and to homes valued at \$5 million-plus
- personal promotion and branding, with custom-cover copies of the magazine that include an agent's photo and contact information on the cover
- newsstands and bookstores worldwide
- airport lounges, subscription, NFL, NBA, MLB, NHL, and PGA locker rooms, and more



Unique Homes is consistently recognized as one of the best magazines in the country for its award-winning editorial coverage of the luxury real estate industry. Adding to that is the strong online and social media footprint of the publications, including digital editions of the magazine, blogs, and a rich, targeted social-media presence.

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