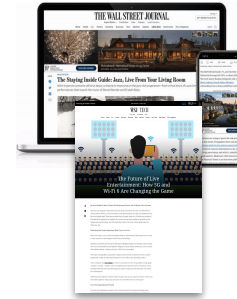




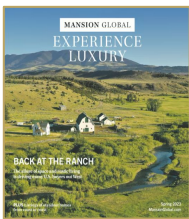
PRINT
WSJ
 Newspaper | Mansion
 Free-standing Inserts
 WSJ. Magazine



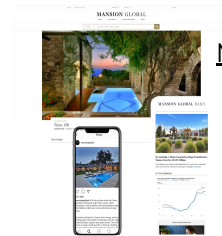
DIGITAL
WSJ
 Listings
 Display
 Buyouts
 Newsletters
 Social



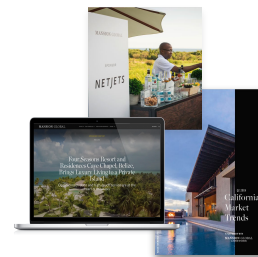
CUSTOM
WSJ
 Articles
 High-Impact Units
 Content Programs



MANSION GLOBAL
 Experience Luxury



MANSION GLOBAL
 Listings
 Display
 Buyouts
 Newsletters
 Social



MANSION GLOBAL
 Articles
 High-Impact Units
 Market Reports
 Events

OUR REAL ESTATE AUDIENCE:

AFFLUENT

\$4.7M+
 Average Household
 Net Worth

+8% net increase YoY

ASPIRATIONAL

50%

own 2+ homes

With an average value for their
primary homes of \$1.4M (\$3.2M
 for our audience with a **\$10M+**
HHNW)

+14% net increase YoY

ACTIVE

32%

of readers are planning to
purchase a primary residence.

+28% of readers are planning to purchase a secondary residence, +8 pts. vs. last year.

Our Lifestyle and Real Estate coverage is grounded in the core DNA of the WSJ audience – **Power, Success, and Wealth.**

Our reader's Real Estate investments are direct reflection of the lives they lead and the legacies they build through their investments. Our market coverage provides breaking industry news, global and local listings, as well as design and home build trends. Readers come to us for inspiration—and information—as they consider and take action on their next Real Estate purchase.

View 2023 WSJ Residential Real Estate Audience Study [here](#) for more audience insights.

Source: WSJ Intelligence 2023 Residential Real Estate Study; Base US: Own 1+ residential properties n=2,095; Q: What is the approximate market value of your current primary residence? (Please give your best estimate, if unsure.) WSJ Intelligence 2023 Residential Real Estate Study; Base US: n=2,212; Q: Now we would like to begin by asking you details around your upcoming real estate plans, or plans in consideration. Please indicate the most appropriate time frame that you plan to partake in purchasing a primary and/or secondary residence.

MANSION GLOBAL

EXPERIENCE LUXURY

A LUXURY REAL ESTATE SUPPLEMENT FROM THE WALL STREET JOURNAL



A TARGETED OPPORTUNITY FOR BROKERS & AGENTS

Showcase Your Distinctive Properties in Experience Luxury

Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to **The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.**

With beautifully photographed features and articles, **Mansion Global Experience Luxury** reports on the latest real estate tips and trends for home buyers—providing an ideal environment to highlight your covetable properties.

Mansion Global Experience Luxury is printed on **hi-brite paper**, an **ultra-premium, high-quality** paper stock that allows qualified leads a brighter, more enhanced visual of your stunning listing.

Inserted into the **WSJ Weekend (Saturday) Edition**. Then, the e-book lives under the masthead [here](#) at MansionGlobal.com.



Specifications

Distribution

Distribution: 100,000 Wall Street Journal print subscribers of the Weekend Journal to the top zip codes and markets across the country.

**Please contact your WSJ rep for details on those areas as it can change based on the editorial calendar*

Full Page Size:

9.625 in x 10.17 tall ", 4/c

2024 EDITORIAL CALENDAR

Feb. 24	Winter Issue	Closes Jan. 17
April 13	Spring Issue	Closes March 6
July 20	Summer Issue	Closes June 12
October 19	Fall Issue	Closes Sept. 11
December 14	Year End Issue	Closes Oct. 30

RATES (Real Estate Only)

Branded Ad Page: \$1,950 Net

Listing Page: \$980 Net

**Premium positioning and advertorials available by request. Additional fees for typesetting/creative assistance on assets*

2024 Print Opportunities Fridays in Mansion in The Wall Street Journal

The Real Estate section of WSJ showcases the most beautiful properties and amenities to an **unparalleled wealth network**. Featuring insightful content on design and home, WSJ's Real Estate section inspires and empowers both homebuyers and home enthusiasts alike.



WSJ INSIGHTS RESULTS*

\$3.07 million

Average household net worth

\$384.87k

Average household income

65% agree

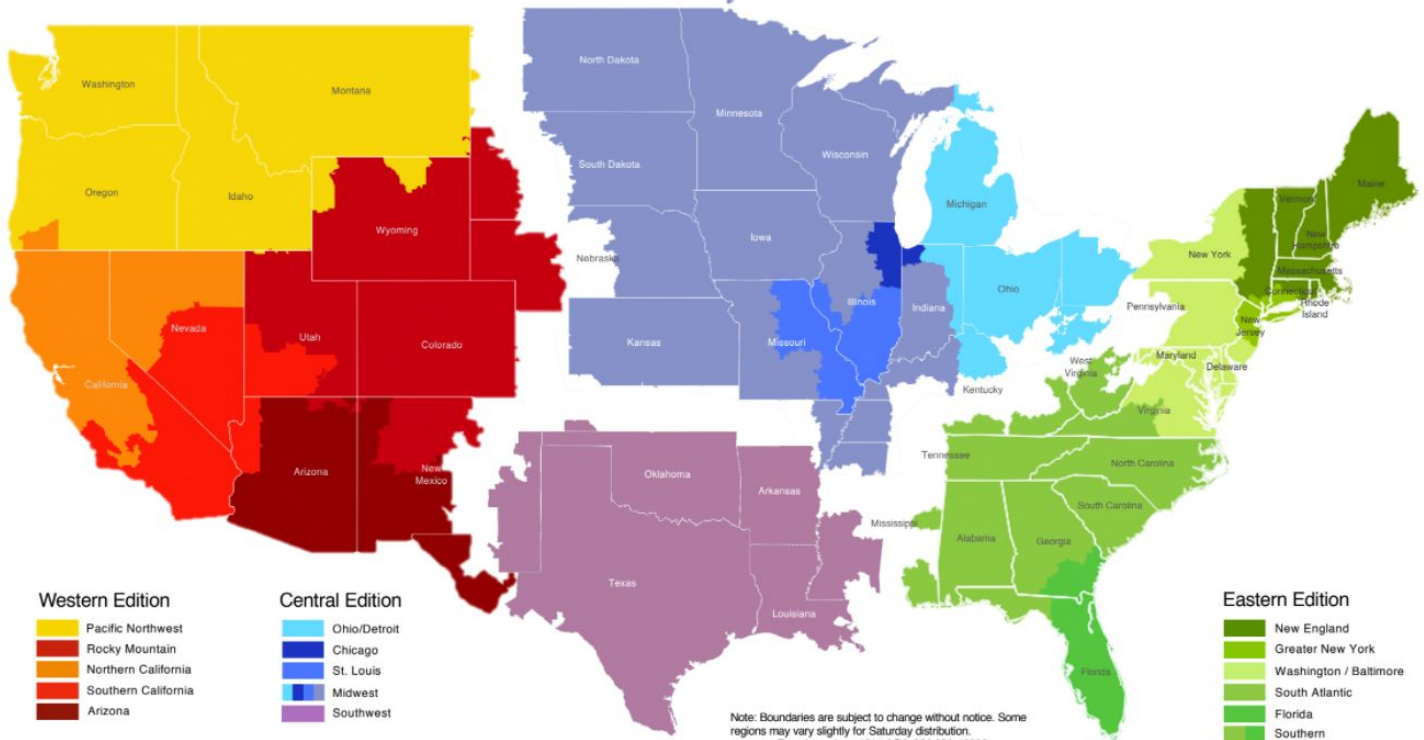
WSJ's editorials have improved my real estate knowledge and interest in the market.

39%

of primary buyers intend to pay for their future home entirely in cash.

THE WALL STREET JOURNAL

Classified Advertising Editions & Regions



WSJ MANSION | Property Portfolio

Fridays in Mansion in The Wall Street Journal

Showcase stunning property listings in Mansion, The Wall Street Journal's trustworthy guide to the luxury real estate market.

Property Portfolio provides a cost-effective, uniform way to reach the affluent WSJ audience within a relevant editorial environment. All listings include one photo, a brief description, and three lines of contact information.

Advertising Opportunity

2 col x 5 inch property listing
 Actual ad size: 3.52" width x 4.75" depth

Full-color National Reach

Cost per listing: \$2,000 net

Available every Friday, space permitting. Reservation deadlines: Mondays, but subject to availability and sold on a first-come, first-serve basis

To reserve your space, contact your WSJ rep or sales.realestate@wsj.com



Advertisement

CHARLOTTESVILLE, VIRGINIA
 An excellent home - finished at the base of the Blue Ridge and just 20 minutes from the University of Virginia, this 6 bed, 8 bath, 12,000 sq. ft. Georgian-style home sits on a sprawling 200-acre estate overlooking the Blue Ridge mountains and offering views of the Shenandoah Valley. The estate includes a swimming pool, tennis court, and a 100+ acre horse farm. Call for more information. \$4,750,000. www.turkeyfunerals.com

DOWNTOWN ST. PETERSBURG, FLORIDA
 Used a Modern Urban Lifestyle in classic downtown St. Petersburg, 3 blocks from the water, an early designed townhome now under construction on a private, gated lot. Building 2,225 sq. ft., 2 bedrooms, 2 1/2 baths, 2 car garage, granite kitchen, and amazing rooftop terrace. Low HOA fees. Walking distance to world-class restaurants, museums, shopping, parks, and more. Call for more info. From the \$200's to the \$300's. www.RegentLabs.com

PETRA ISLAND MAHOPAC NEW YORK
 11 ACRES PRIVATE ISLAND with use of a lake from a large 18th-century designed house and guest cottage. Situated on the north shore of the Great Neck of Long Island Sound, this beautiful island home is a 1500 sq. ft. 4 bedroom, 3 1/2 bath, 2 car garage, with a 1500 sq. ft. 2 bedroom, 2 1/2 bath, 2 car garage. Call for more information. \$14,000,000. www.petraisland.net

THE FARMS AT TURKEY RUN
 phone: 64.96.6562 email: info@turkeyrun.com

NJR Property Investments LLC
 phone: 732.515.0556 email: info@njpropertyinvestments.com

IRE MASSARO
 phone: 914.481.3762 email: ire@iremassaro.com

JOHN'S ISLAND - VERO BEACH, FLORIDA
 Located where the "Tropic's Edge" sits one of the most renowned private communities on the east coast with 15 miles of private beaches, 1 championship golf course, 17 hole tennis courts, tennis & beach club. This beautiful 1500 sq. ft. 4 bedroom, 3 1/2 bath, 2 car garage, with a 1500 sq. ft. 2 bedroom, 2 1/2 bath, 2 car garage. Call for more information. \$4,200,000. johnslandrealestate.com

BOYNTON BEACH, FLORIDA
 Simply the Best! Situated in Florida's "Silicon" Bay area, close to the heart of the community in an excellent downtown location, a fully equipped fitness center, spa, restaurant, pool, and more. Call for more information. From the \$200's to the \$300's. www.vancio-city.com

LANDRUM, SOUTH CAROLINA
 Contemporary executive home offering breathtaking views of Long Point Lake. 5,000 sq. ft. 4 bedrooms, 3 1/2 baths, 2 car garage, with a 1500 sq. ft. 2 bedroom, 2 1/2 bath, 2 car garage. Call for more information. \$2,100,000. go.cml.com/landrum

John's Island Real Estate Company
 phone: 772.221.0300 email: info@johnslandrealestate.com

GL Homes
 phone: 800.432.7017

The City of Estuary
 phone: 800.431.5773 email: info@cityofestuary.com

ATLANTA, GEORGIA
 45-acre Milling Ridge offers a secluded setting with entry that opens into a grand foyer, marble floors, double doors, grand staircase, pool, tennis court, and more. Call for more information. \$12,250,000. www.beachcom.com

TAMPA AREA, FLORIDA
 Florida's Best! Situated in Florida's "Silicon" Bay area, close to the heart of the community in an excellent downtown location, a fully equipped fitness center, spa, restaurant, pool, and more. Call for more information. From the \$200's to the \$300's.

AUSTIN, TEXAS
 Located only 25 minutes from downtown Austin you will find an incredible 45-acre estate with 15 miles of private beaches, 1 championship golf course, 17 hole tennis courts, tennis & beach club. This beautiful 1500 sq. ft. 4 bedroom, 3 1/2 bath, 2 car garage, with a 1500 sq. ft. 2 bedroom, 2 1/2 bath, 2 car garage. Call for more information. \$2,100,000. www.PenthouseLake.com

Beachcom & Company, Realtors
 phone: 404.261.9026 email: info@beachcom.com

GL Homes
 phone: 800.432.7017

The Peninsula at Rough Hollow
 phone: 512.458.3750 email: info@peninsulaatroughhollow.com

ORLANDO, FLORIDA
 Twin Lakes is now selling homes from the \$200's to the \$300's. Call for more information. From the \$200's to the \$300's. www.TwinLakes.com

MIAMI BEACH, FLORIDA
 Miami Single-Family Estate Homes located in an area famous for celebrity golf courses, beautiful beaches and just one championship course. Call for more information. From the \$200's to the \$300's. www.miamibeach.com

KIAWAH ISLAND, SOUTH CAROLINA
 All new, 2300 sq. ft. 4 bedroom, 3 1/2 bath, 2 car garage, with a 1500 sq. ft. 2 bedroom, 2 1/2 bath, 2 car garage. Call for more information. \$2,650,000. www.kiawahisland.com

ORLANDO, FLORIDA
 Twin Lakes is now selling homes from the \$200's to the \$300's. Call for more information. From the \$200's to the \$300's. www.TwinLakes.com

MIAMI BEACH, FLORIDA
 Miami Single-Family Estate Homes located in an area famous for celebrity golf courses, beautiful beaches and just one championship course. Call for more information. From the \$200's to the \$300's. www.miamibeach.com

Kiawah Island Real Estate
 phone: 803.312.1700

Twin Lakes
 phone: 407.686.2222

Miami Communities
 phone: 305.373.9888

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WSJ MANSION | Mansion Display, - Color, NET Fridays in Mansion in The Wall Street Journal

Mansion Display advertising is typically placed within the first half of the Mansion section and provides guaranteed placement on a page of editorial. Specific regions and set sizes only. Typesetting services are not available. Sample Sizes and rates below:

Luxury Well 2x7 Unit

Dimensions: 3.52" x 7" tall

Full National: \$4,923.06

Full Western Edition: \$1,500.53

Western South: \$742.75

Western North: \$907.79

Full Midwest Edition: \$1,787.65

Chicago: \$411.16

Southern Central (TX): \$766.12

Full Eastern: \$2,795.12

New York City: \$740.96

New England: \$391.32

Florida: \$503.12

Jewel Box 4x7 Unit

Dimensions: 7.19" x 7" tall

Full National: \$9,846.12

Full Western Edition: \$3,001.06

Western South: \$1,485.50

Western North: \$1,815.58

Midwest Edition: \$3,575.30

Chicago: \$822.32

Southern Central (TX): \$1,532.24

Full Eastern Edition \$5,590.24

New York City: \$1,481.92

New England: \$782.64

Florida: \$1,006.24

2 x 7



2c x 7"
Unit Size: 3.52" x 7"
Page coverage: 11.1%

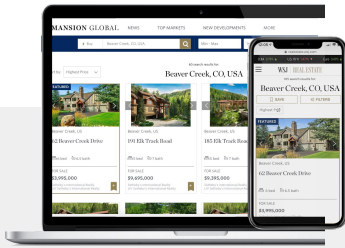
4 x 7



4c x 7"
Unit Size: 7.19" x 7"
Page coverage: 22.2%

Available every Friday, space permitting.
Reservation deadlines:
Friday prior by noon EST.

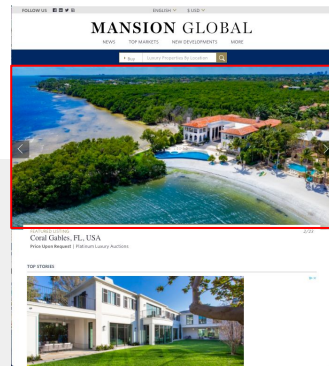
To reserve your space, contact your WSJ
rep or sales.realestate@wsj.com



FEATURED LISTING UPGRADE

Surface your listing at the top of any relevant search result across Mansion Global, The Wall Street Journal, MarketWatch, Barron's & Penta & showcase your beautiful properties in the most robust, impactful way.

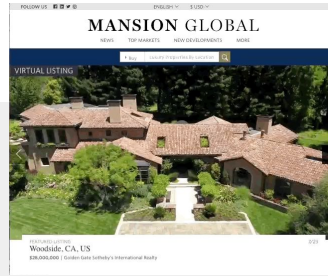
Pricing Starts at: \$500 /3 months (property listing must already be included in the listings feed)



HOMEPAGE HERO

Mansion Global's Homepage Hero listing opportunity provides premium, full-width top page visibility of your properties through beautiful images.

Pricing Starts at: \$2,000/30 days

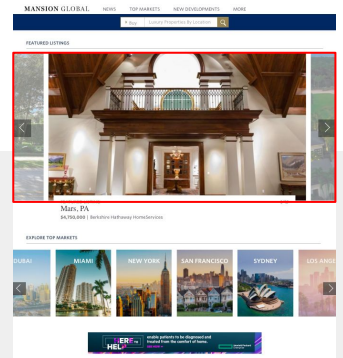


VIRTUAL HOMEPAGE HERO

The virtual listing opportunity, featured on the Homepage Hero, provides HNW buyers a more intimate view of your exceptional property through video.

45x more visits than the average listing

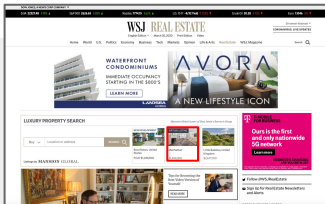
Pricing Starts at: \$2,250/30 days



HOMEPAGE FEATURED LISTINGS MODULE

The Homepage Featured Listing Module offers prominent positioning about halfway down on the Mansion Global homepage and showcases listings regardless of region.

Pricing Starts at: \$1,000 /month

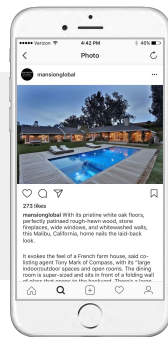


VIRTUAL LISTING UPGRADE

As the first upgraded listing that appears on WSJ.com Real Estate's Skybox, the Virtual Upgrade Listing Opportunity provides ultra-premium positioning for brokers and agents who want to attract qualified leads

Featured on: Barron's, MarketWatch & Penta and WSJ.com Real Estate

Pricing Starts at: \$1,500 /90 days

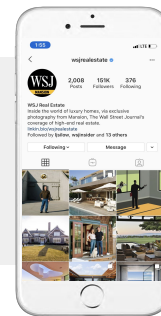


@MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

Followers: 145K

Pricing Starts:
Organic Post: \$2,000 ea
Organic Post + Boost: \$7,000 ea
Dark Post: \$5,000 ea

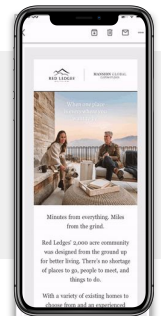


@WSJREALESTATE INSTAGRAM

Spotlight your brand to our mobile-first audience with a social Instagram post directly on the @WSJRealEstate editorial handle.

Followers: 282K

Pricing Starts:
Organic Post: \$3,000 ea
Organic Post + Boost: \$10,000 ea
Dark Post: \$5,000 ea



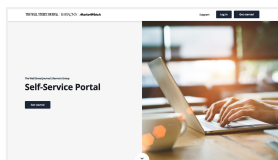
CUSTOM NEWSLETTER

A go-to read for the most powerful and affluent consumers, delivering all your newsworthy content directly to their inboxes--inspiring the luxury lifestyle & delivering results.

Pricing Starts at: \$6,000 per

DIGITAL DISPLAY

Increase brand awareness and surround Mansion Global and The Wall Street Journal's affluent digital readers as they immerse themselves in our leading content through a high-impact digital display campaign.



NOW AVAILABLE IS DIGITAL VIA SELF-SERVICE

wsjbg-adsmanager.com



Looking for real estate options? Recommended placements are:

- **Mansion Global US - ROS**
 - Select Network or Site **Run of Site**
 - Rotational Placements **MansionGlobal.com**
- **WSJDN Global - Run of Real Estate**
 - Select Network or Site **Run of network**
 - **Wall Street Journal Digital Network**
 - Scroll down & select:
 - **WSJDN Global - Run of Real Estate**
 - **WSJDN Global - Audience & Contextual Targeting** (Enthusiasts - Real Estate)

Source: Adobe Analytics, July - Sept 2023

THE WALL STREET JOURNAL.

The most trusted news brand and the definitive word on business.

34.4MM
Global Monthly Uniques

WSJ.

At the intersection of business and culture, dedicated to the luxury and lifestyle passions of WSJ's global audience.

1.7MM
Global Monthly Uniques

BARRON'S

Detailed coverage and actionable insight for the world's most sophisticated investors and advisors.

7.5MM
Global Monthly Uniques

PENTA

Personality-driven luxury & wealth content about how to spend your money with passion and purpose.

347K
Global Monthly Uniques

MarketWatch

The fastest growing financial news and information site empowering active investors.

16.3MM
Global Monthly Uniques

MANSION GLOBAL

Ultra high-end listings and property search functionality with editorial that spans global market insights, architecture, design, and lifestyle.

2.5MM
Global Monthly Uniques

fn Financial News

Agenda-setting, read by ambitious professionals in the City of London and across Europe's financial markets..

326K
Global Monthly Uniques

INVESTOR'S BUSINESS DAILY

Actionable investing content, comprehensive tools, and educational resources to help users make smarter trading decisions.
**recently acquired by Dow Jones*

4.2MM
Global Monthly Uniques

THE WALL STREET JOURNAL.
BARRON'S GROUP