



Why Choose The High End?

**Elevate your listings, amplify your brand,
and establish yourself as the go-to
luxury real estate expert in your market.**

THE HIGH END — Your own private-label luxury magazine sent to your provided list of past clients and top prospects. Your magazine showcases the luxury lifestyle you represent with 32 pages of sophisticated articles designed for affluent audiences, plus four pages of your own customized content, including your own listing on the cover if you choose.

New for 2024: Add targeted digital advertising, or our new *Luxuries* digital magazine. Or, go Platinum and customize the name of The High End specifically for you and your business!

Read further for complete details!

Bruce Griset • Director of Sales
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833.928.9020 or 310.977.5915 / cell

A sophisticated luxury lifestyle marketing program that allows you to customize *how* you reach your sphere with new **Print and Digital options.**

KELLY THOMAS-JAYMES PRESENTS

THE HIGH END™

INSIGHTS INTO EXTRAORDINARY LIVING

PERFECT IN PARIS
REFINED RENOVATIONS
DINING IN STYLE



Kelly Thomas-Jaymes KTJ Real Estate Services
800.456.7890 KTJ@ajre.com www.ktjre.com

KELLY THOMAS-JAYMES
THE KTJ REAL ESTATE MAGAZINE



Kelly Thomas-Jaymes KTJ Real Estate Services
800.456.7890 | ktj@ajre.com | www.ktjre.com

NEW for 2024:
Platinum Program
advertisers can
customize the name
of their magazine.

The feature stories in *The High End* cover all aspects of the luxury lifestyle — everything from travel and art to the latest in architecture and interiors. There are colorful spreads on luxury personal treasures (like fashion and jewelry), wellness, interior design, food and wine, technology and more.

FOCUS

Settling Down in Wine Country

By Roger Grady

California's premier wine-growing regions are enormously popular with tourists, and some guests are deciding to stay awhile.

There is nothing more relaxing than sipping a glass of red wine on a sunny afternoon in a vineyard. It's a scene that is becoming more popular in California's wine country. With their sleek black tables, red chairs, and outdoor heaters, the California Napa Valley is an ideal setting for a sophisticated dining experience. The modern architecture — an appeal to the new millennial generation — is evident in the design of the buildings. The modern architecture — an appeal to the new millennial generation — is evident in the design of the buildings. The modern architecture — an appeal to the new millennial generation — is evident in the design of the buildings.

Seoul Food

As Americans continue to be fascinated with the cuisines of Asia, Korean cooking takes its turn in the spotlight.

JUDY JOOS
KOREAN SOUL FOOD

CHAMPAGNE
The bubbly beverage is making a comeback in the U.S. market.

WELLNESS
The focus on health and wellness is driving new products in the market.

TECHNOLOGY
The integration of technology in luxury living is a growing trend.

Front Inside Cover Example

Welcome to the World of Extraordinary Living

Dear First Name,

Joy. It's just me, or are we all due for a little more joy back in our lives? A joyful world is embracing hope in us by finding a new path, pandemic normal. This edition of *The High End* celebrates the beauty and simplicity of pleasure and happiness.

First, travel and art provide joy for many, make you find intriguing experiences of each. "Travel First" gets a taste of how each are refining and redefining travel. Second, the new edition of *The High End* is a beautiful collection of articles, all created for the reader. It's a beautiful collection of articles, all created for the reader. It's a beautiful collection of articles, all created for the reader.

Patricia Wallace
International President's Premier
Coldwell Banker Bain

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4227 East Madison Street, #1
Seattle, WA 98102

Inside Back Cover Example

Patty Bobasco
Coldwell Banker Realty III

2302 Maple Leaf Circle — Bid4, OK \$579,900

In a stunning residential setting, this beautiful 2-story brick home is located in one of OKC's most premier and desirable neighborhoods. Custom built by the owner and features a full kitchen with quality and sophisticated finishes. As you enter through the beautiful front door, you will be greeted by the 2-story vaulted ceiling above you and the impressive curved staircase leading to the upper level. The kitchen is a chef's dream with a full suite of high-end appliances, including a double oven, built-in refrigerator, and a large island with a breakfast bar. The main level features a large living area with a fireplace, a dining room with a chandelier, and a master bedroom with a walk-in closet. The second level includes a master bedroom with a private bathroom, a full bath, and a laundry room. The home also features a finished basement with a recreation room, a full bath, and a storage area. The home is a true masterpiece and a must-see for anyone looking for a luxury home in OKC.

For more, see the back cover.

Patty Bobasco - 580.233.8831 - Call: 580.548.4646 - PFB@cbain.com - PattyBobasco.com

Back Cover Example

THE HIGH END
INSIGHTS INTO EXTRAORDINARY LIVING

Jennifer Hopkins
Coldwell Banker Realty
Luxury Estates Team, #200
Arlington, VA 22204

Experience & Results

With over 20 years of experience in real estate, Jennifer Hopkins has established a reputation for excellence in the luxury market. Her expertise in marketing and sales has resulted in numerous successful transactions for her clients. Jennifer is a member of the National Association of Realtors and the Virginia Association of Realtors. She is committed to providing exceptional service and ensuring that her clients achieve their real estate goals.

JENNIFER HOPKINS
C.E.O.

Keller Williams Realty
Luxury Estates Team, #200
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703.223.2222

Member of the Virginia Association of Realtors
Member of the National Association of Realtors

The key is in the customization. The covers include all your own content — everything from your contact information to market knowledge to your record of expertise (listings/solds), and more. You can use one of our templates or supply your own creative.

2024 The High End Print Magazine Rates

Costs are based on the number of copies you order with a minimum order of 100 copies.

Number of Copies	Rate
100	\$5.00 per copy (\$500 per quarter)
250	\$4.75 per copy (\$1,187.50 per quarter)
500	\$4.50 per copy (\$2,250 per quarter)
1,000	\$4.00 per copy (\$4,000 per quarter)
2,000+	\$3.75 per copy (\$7,500 per quarter)

The rate includes all direct-mail set-up, postage and freight costs. You can order quantities in between these specified amounts.

Mailing lists must be supplied in a spreadsheet format, and we will provide you with this template. We do not send copies to duplicate recipients; if two or more luxury specialists submit the same name and address for distribution, we will send the magazine to that person from the specialist who submitted it first.

Copies mailed outside the United States incur a 70-cent surcharge each if mailed to Canada, and \$1.40 per copy if mailed to any other country.



Add a Listing on the Cover

Customize the front cover image with one of your own listings for an additional \$195.

For quantities of 500 or more, this customization is included at no additional charge.

THE HIGH END PLUS - Add An Additional 4 Pages of Your Content

The minimum order is 500, and these pages will be inserted in the middle of the magazine for an extra \$1.50 per copy.

Number of Copies	Rate
500	\$6.00 per copy (\$3,000 per quarter)
1,000+	\$5.50 per copy (\$5,550 per quarter)
2,000+	\$5.25 per copy (\$10,500 per quarter)

What People Are Saying About The High End



The High End Magazine is one of my absolute favorite marketing tools. Through our selective distribution, we are able to target my highly affluent clientele.... In today's world, everyone has time to read a magazine that is delivered directly to their homes. The magazine brings great value as a seasonal reminder of my name, brand, and newest listings into my clienteles' households.

— Joyce Rey

Coldwell Banker Global Luxury, Beverly Hills, California



"I was delighted and surprised to have a new construction luxury home builder send me a text message with a picture of the cover of The High End magazine with a congratulations note saying what a lovely magazine you have.

The perception was not that we had done an inexpensive commoditized publication, but the consumer actually felt like we published our own magazine. He asked if he could be on the cover of the magazine if he gave us a \$4 million listing."

— Terry Sprague

LUXE Forbes Global Properties, Lake Oswego, Oregon



When I learned of The High End, I knew I had found my print piece.... It sets me apart from the competition with taste and professionalism. With 4 publications a year, it is just the right amount of a unique, custom touch, and the articles reflect current trends. The High End keeps me connected with clients who have relocated out of my market, but still refer to me, promotes my name in front of new clients and is a quality print channel."

— Leslie Dougherty

Barnes & Associates Sotheby's International Realty, California



The High End magazine is well-received by past clients. It's a great tool to secure future business as well. Our boutique luxury brokerage is enchanted to incorporate it in our very selective marketing approach.

— Adriana Resl-Loschner

Tangible Wealth, Tucson, Arizona

"We have presented The High End Magazine for several years during our many marketing presentations and these potential sellers are so impressed! Many of our past clients tell us they love receiving it since it gives them decorating ideas and keeps them updated on our market after they move. We highly recommend the High End magazine to all agents that want to make a good first impression on a listing appointment."

— Doreen Drew and Amy Wylie, Daisy Dream Homes Real Estate LLC, Arizona

Let us know what you think of The High End — e-mail sales@uniquehomes.com

Schedule for 2024

Spring 2024

Sales Close: January 26, 2024
 Materials and Mailing Lists Due: January 30, 2024
 Mailing/Shipping Begins: February 29, 2024

Fall 2024

Sales Close: July 26, 2024
 Materials and Mailing Lists Due: July 30, 2024
 Mailing/Shipping Begins: August 22, 2024

Summer 2024

Sales Close: April 26, 2024
 Materials and Mailing Lists Due: April 30, 2024
 Mailing/Shipping Begins: May 31, 2024

Winter 2024-25

Sales Close: October 25, 2024
 Materials and Mailing Lists Due: October 29, 2024
 Mailing/Shipping Begins: November 25, 2024

NEW IN 2024 DIGITAL ADS

THE HIGH END Digital Ads - Targeted mobile and desktop ads that are sent to the clients and prospects on your address list.

Address-Specific Digital Ads

We're sending your digital ads directly to the specific addresses in your database for you. Our technology is able to find the IP addresses for many of the homes on your list, so your ads show up directly on the devices in the homes you want to reach.

Addresses	Number of Ads	Cost
100	4,000	\$100
250	10,000	\$250
500	22,000	\$500
1,000	46,000	\$1,000
2,500	120,000	\$2,500

Your digital ads will be featured on sites such as these:



NEW IN 2024 *Luxuries* eMagazine

Beautifully optimized for mobile, *Luxuries* is an innovative and interactive experience designed to keep your base engaged with you. *Luxuries* is offered to High End advertisers at 50% off the regular rate. For \$195 per issue, we'll send you an exclusive link to your digital magazine, with curated content, branded for you, just as we do with The High End. Or, for \$395, simply give us the email addresses and we'll do the rest, sending your digital magazine out to as many email addresses as there are mailing addresses on your High End list.



Here's a sample of a story from our first *Luxuries* issue!

NEW IN 2024

THE PLATINUM PLAN

Our most exclusive and most impactful package gives you an omni-channel marketing strategy that is sure to set you apart from your competitors. Here, you get all of the elements of The High End program for one price each quarter, plus a game-changing complementary bonus.

If you order 1,000 copies four times a year and you are also utilizing the digital advertising option:

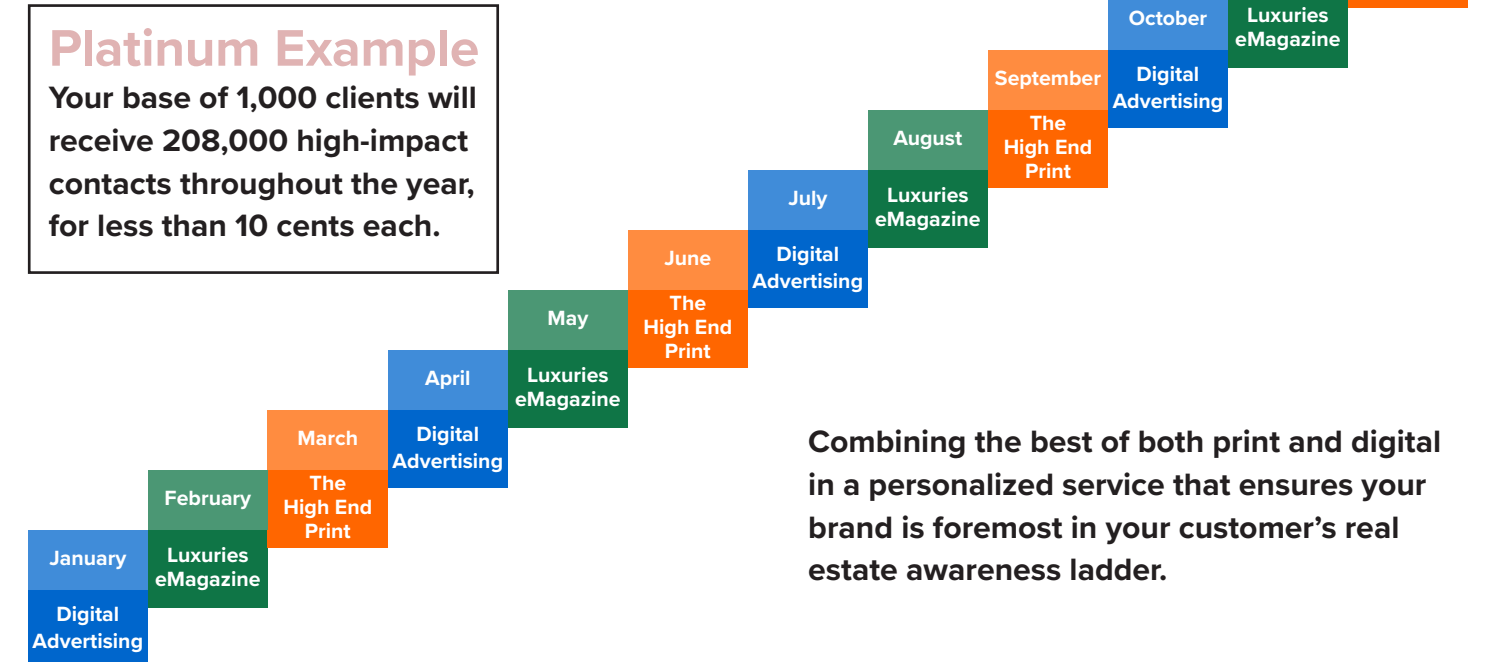
- You will receive the *Luxuries* eMagazine at no charge.
- You can customize the name of The High End specifically for you and your business!*



*Unique Homes Media Inc., and The High End are not responsible for client trademark violations. Please check with the United States Patent and Trademark Office at uspto.gov prior to submitting a magazine name for consideration.

Your Platinum Program Schedule

Bundling *all three* components creates a high-impact, “always on” marketing program specifically designed to reach and nurture your base each month.



Combining the best of both print and digital in a personalized service that ensures your brand is foremost in your customer’s real estate awareness ladder.

- 1. PRINT.** The High End print magazine is sent to your mailing list of 1,000+.
- 2. DIGITAL ADS.** We’ll deliver 50,000+ targeted digital ads to mobile, tablet, laptop and desktop screens at the addresses on your exclusive distribution list, reaching your audience while they are online at home.
- 3. LUXURIES eMAGAZINE.** We’ll send you an exclusive link to your digital magazine, or we’ll email your branded *Luxuries* eMagazine to your provided list of emails (up to the number of addresses on your mailing list).

Platinum Program Rates

Number of Print Copies	Number of Digital Ads	Number of Emailed <i>Luxuries</i> eMagazines	Quarterly Price For Each
1,000	50,000	1,000	\$5.00 (\$5,000 total)
2,000	128,000	2,000	\$4.75 (\$11,875 total)

A minimum of 1,000 addresses is required, along with a commitment to four quarters.

For more information, contact your Unique Homes sales representative or:

Bruce Griset • Director of Sales
 bgriset@uniquehomes.com
 833.928.9020 or 310.977.5915 / cell