



# MANSION GLOBAL

## EXPERIENCE LUXURY



Partner with Mansion Global as we explore the most desired properties and luxury trends in **Experience Luxury!**

Mansion Global Experience Luxury gives brands, agents and brokers a **one-of-a-kind opportunity** to showcase their brand message and exceptional properties to **100,000 of The Wall Street Journal's high net-worth subscribers within the top markets across the United States.**

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 Edition on Saturdays.*



[VIEW ALL PREVIOUS ISSUES HERE](#)

# Specifications

**DISTRIBUTION:** 100,000 Wall Street Journal print subscribers of the WSJ Weekend Edition across the following regions:

**New York | Miami | LA | SF | Houston | Dallas | Chicago | Boston**



## REAL ESTATE RATES:

**Property Listing - Full Page:** \$980 Net per page

- Located after the editorial content, organized by location

- Must use provided WSJ listing templates to build creative

**Premium Ad - Full Page:** \$1,950 Net per page

**Premium Ad - Spread:** \$3,900 Net per page

- Located up front, surrounding content articles, before property listings

- Supplied, client branded creative

- Premium positioning and advertorials available by request

## Premium Positions (Limited Availability, Net Rates):

- Inside Front Spread: \$5,070
- Pre-TOC Spread: \$4,680
- Opposite Welcome Page: \$2,245
- Opposite TOC: \$2,245
- Center Spread: \$4,485
- Opposite Property Showcase Opener: \$2,245
- Inside Back Cover: \$2,245
- Back Cover: \$2,440

**All insert participants receive the following added value:**

- **Digital Version** of the insert on Mansion Global [HERE](#)

**Interested in this opportunity? Contact:**

[sales.realestate@wsj.com](mailto:sales.realestate@wsj.com)

# Digital Upgrade Opportunity

Experience Luxury is now offering an exclusive digital add-on to enhance your brand with high-impact visuals, functioning on all devices: mobile, tablet, and desktop.

Supplement your print listing with the digital upgrade opportunity and connect with an expanded pool of affluent individuals.

## Details:

- Feature a video in place of your photo listing
- OR option to create custom slideshow (up to 5 images) of your listing instead of video
- One-time purchase for unlimited impressions - Lives on site permanently



HIGH POTENTIAL TO PURCHASE

40%

Own two (2) or more homes

DESIGN IS TOP OF MIND FOR OUR READERS

\$23B

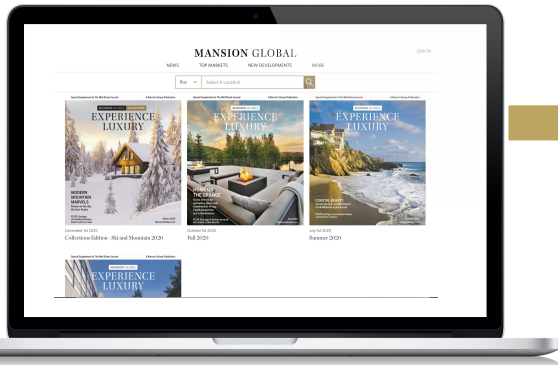
Spent annually on home decorating/remodeling services

AN IDEAL ENVIRONMENT

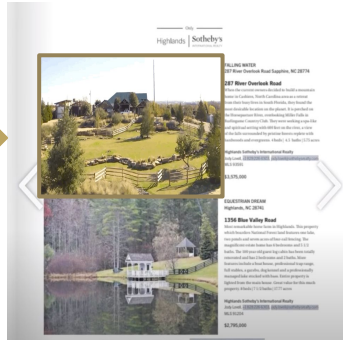
8/10

Take action as a result of advertising in our pages

# Digital Upgrade Opportunity



**Mansion Global Flipbook**  
**[\(Mansion Global Landing Page Here\)](#)**



**Flipbook Experience with video upgrade**

## Video Specifications:

- Can be embedded to play inline and in a popup on any device
- Video must be sent as a YouTube, Vimeo, or Wistia link

Investment: \$250 Net per Video

## Photo Specifications:

- Client must provide materials
- Up to 5 images
- Acceptable file formats are JPEG, PNG, BMP or TIFF
- Recommended max size per photo 2MB

Investment: \$250 Net per Photo Gallery

**MANSION GLOBAL**  
**EXPERIENCE LUXURY**



## **MANSION GLOBAL EXPERIENCE LUXURY**

*Inserted into WSJ Weekend, Mansion Global Experience Luxury showcases exceptional properties alongside newsworthy luxury lifestyle content.*

FEBRUARY 2024

### **WINTER ISSUE**

Publish: 02.24.2024

Close: 01.17.2024

Materials: 01.22.2024

OCTOBER

### **FALL ISSUE**

Publish: 10.19.2024

Close: 09.11.2024

Materials: 09.16.2024

APRIL

### **SPRING ISSUE**

Publish: 04.13.2024

Close: 03.06.2024

Materials: 03.11.2024

DECEMBER

### **YEAR END ISSUE**

Publish: 12.14.2024

Close: 10.30.2024

Materials: 11.04.2024

JULY

### **SUMMER ISSUE**

Publish: 07.20.2024

Close: 06.12.2024

Materials: 06.17.2024

*\*Dates subject to change*



# General Specifications

**Page Size:** 9.625 in x 10.17 in

**Spread Size:** 20.125 in x 10.17 in

**Binding:** Folded

**Stock:** Hi-Brite

**Color:** 4-color process

**Line Screen:** 100

**Graphics:** All images should be 200 dpi

Please note, your page will appear with a margin around all sides. There is no full bleed on these pages.

## ADVERTORIALS

Any of the story content you have created must include “Paid Advertisement” label prominently at the top of the page.

## Other Color Quality Reminders:

**MAXIMUM COLOR DENSITY | 220%**

For optimum results, use Gray Component

Replacement (GCR) when preparing files. [SNAP ICC](#) newspaper profile is available at [wsjmediakit.com](https://www.wsjmediakit.com), or contact the local ad services bureau.

**MAXIMUM FOUR-COLOR BLACK |** 90% Black, 40% Cyan, 32% Magenta, 30% Yellow

**TEXT & GRAPHICS |** Type should only be surprinted in areas having tint values of 30% or less. Multi-Colored type, and type reversed out of two or more colors should not be smaller than 14 point and should be reversed out of areas having at least 70% tone value in Black, Magenta or Cyan. Remove all colors under reverse to avoid registration problems.

**UNSHARP MASKING |** Higher levels of unsharp masking should be applied to newspaper advertising where the subject matter permits.

**TRANSPARENCIES |** Use of transparencies in original files should be avoided due to unpredictable results that create image artifacts when flattened prior to publication. All transparencies must be flattened prior to original file submission.

The Wall Street Journal does not run spot-color inks. All files containing spot color or Pantone elements must be converted to a CMYK ink mix. Not all Pantone colors are able to be matched with CMYK inks.

**All files must be sent using the profile provided and as a single page PDF.**

**For more details, please see the [WSJ Manual Specifications guide.](#)**

## MATERIAL SUBMISSION:

All Print-Ready PDF files should be uploaded to <https://epic.dowjones.com/>