

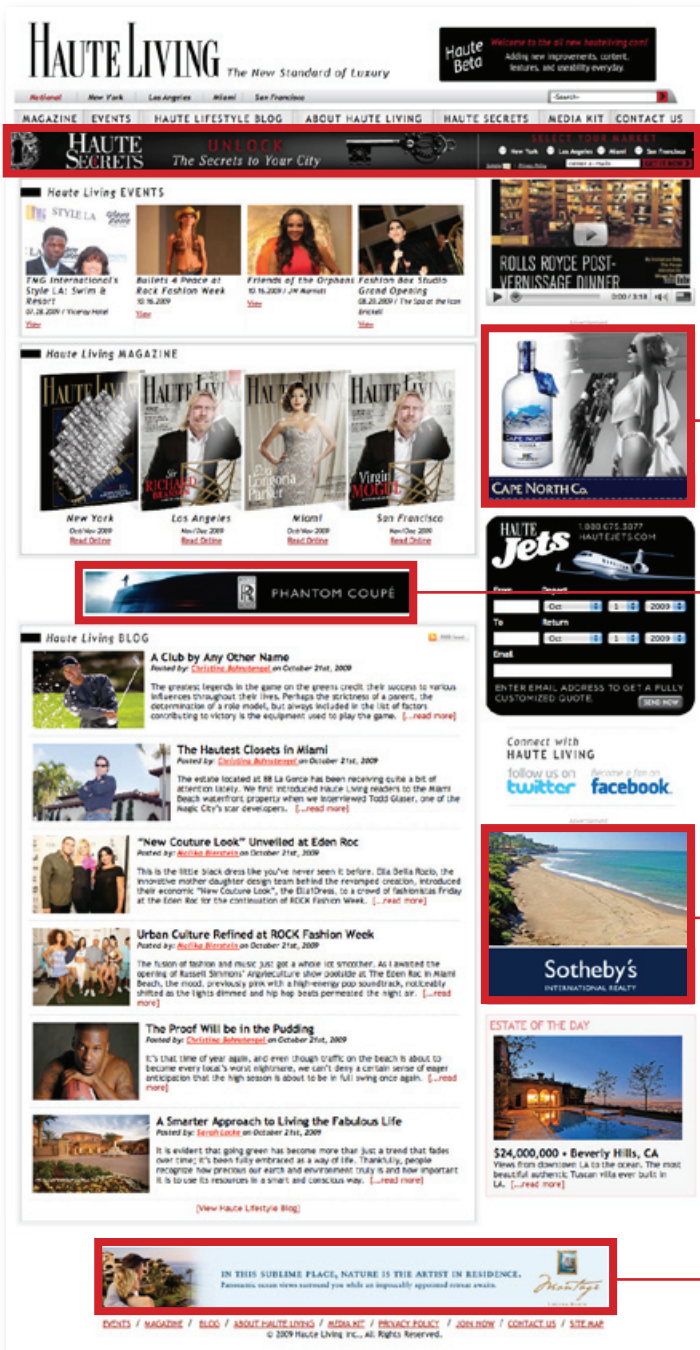
# Online Network HAUTE LIVING

The New Standard of Luxury



## 2010 Online Media Kit

For more information, please contact your advertising manager or call 305.446.0052 or email [adsales@hauteliving.com](mailto:adsales@hauteliving.com)



**LEADERBOARD  
RESERVED FOR  
MAIN SPONSORS &  
APPEARS ON EACH  
PAGE OF THE SITE  
900px X 180px**

**300px X 250px**

**468px X 60px**

**300px X 250px  
(lower)**

**728px X 90px**

## Haute Living Website Partnership

HauteLiving.com collaborates with elite website partners to promote their brands on our site in a unique and sophisticated way. We help influence the buying decisions of our affluent audience, offering web partners the ultimate value in reaching potential customers and speaking to them about new product launches, opening events, and distinguished brand information through:

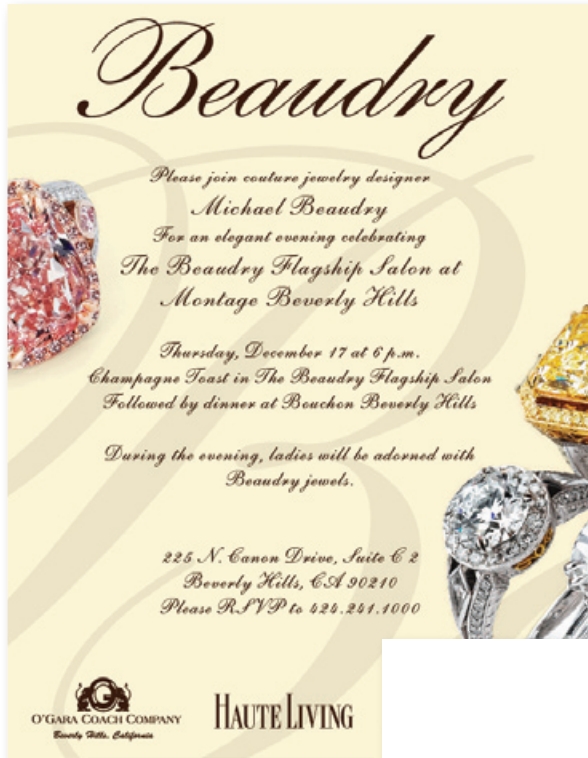
- Banner ad units
- Exclusive emails
- eNewsletters sponsorships
- Semi-permanent category placement

## Banner Ad Units

Advertising opportunities appear throughout HauteLiving.com for our distinguished website partners, including via highly visible banner ads that can appear on category specific pages of the Haute Living site and/or with prime placement on the homepage.

- Ad Sizes:
- 900 x 180 Leader Board
  - 728 x 90
  - 300 x 250
  - 468 x 60

*These impression-based offerings are available according to a first-come-first-serve policy and may be adjusted based on specific brand campaign needs.*



*Beaudry*

Please join couture jewelry designer  
*Michael Beaudry*  
For an elegant evening celebrating  
*The Beaudry Flagship Salon at  
Montage Beverly Hills*

Thursday, December 17 at 6 p.m.  
*Champagne Toast in The Beaudry Flagship Salon  
Followed by dinner at Bouchon Beverly Hills*

*During the evening, ladies will be adorned with  
Beaudry jewels.*

225 N. Canon Drive, Suite C 2  
Beverly Hills, CA 90210  
Please RSVP to 424.244.1000

O'GARA COACH COMPANY  
Beverly Hills, California

HAUTE LIVING



ligne roset®

**TOGO**

COVER DESIGNED BY CRISTIAN ZUZUNAGA  
PREVIEW DURING DESIGN MIAMI



Private Cocktail Reception

Thursday December 3rd, 5pm  
RSVP 305.576.4662 info@lignerosemiami.com

Ligne Roset Miami | 160 NE 40th Street Miami, FL 33137 | 305.576.4662  
www.lignerosemiami.com

VODKA

HAUTE LIVING

## Dedicated E-mail

Haute Living possesses one of the most sought-after email lists in the industry. HauteLiving.com web partners are afforded a way to directly connect with that exclusive list through dedicated emails targeted to more than 50,000 readers who have specifically chosen to be a part of our email network.

Benefits for HauteLiving.com Partners:

- Exclusive email reserved solely for web partner with content and design reinforcing specific brand message
- Simple and direct links guiding HauteLiving.com readers straight to brand's online site
- Email copy written in a manner that is as sophisticated as the brand, showcasing products, events, and company legacy
- Exposes HauteLiving.com partners to an audience with an immeasurable amount of purchasing power

Dimensions: HTML, Max width 620 pixels

Text: Max 300 words No embedded links (.txt file preferred)

File Size: All image(s), 110K combined with no single image larger than 60K

## 2010 Online Media Kit

728px X 90px

Your needs have evolved. So have we.

citationair by Cesena

HAUTE SECRETS WEEKLY Newsletter

The HAUTE Insiders

**Catherine Mairino**  
GUIDE TO LOS ANGELES

WHERE WERE YOU BORN? Genoa, France

HOW LONG IN LOS ANGELES? I have been visiting Los Angeles ever since I moved to the United States. However, last November I opened the Catherine Mairino Salon on La Cienega Blvd near Andrew Place. This has become my home away from home and brings me to Los Angeles more often.

NEIGHBORHOOD? My favorite neighborhood is West Hollywood. I love the buildings, stores, restaurants, and the people.

OCCUPATION? Fashion Designer

WHO DO YOU THINK IS THE MOST NOTABLE PERSON IN LOS ANGELES? Rachel Zoe. She is... [\[...read more\]](#)

**Suzanne Saperstein**  
GUIDE TO LOS ANGELES

WHERE WERE YOU BORN? Sweden

HOW LONG IN LOS ANGELES? 15 years

NEIGHBORHOOD? Hollywood Hills

OCCUPATION? Entrepreneur

FAVORITE RESTAURANT? Piccolino

BEST SUSHI? Yu-Nail Sushi

BEST ETHNIC FOOD? My mom's Swedish meatballs

BEST ITALIAN? Piccolino

BEST PLACE FOR LATE NIGHT DRINKS ... [\[...read more\]](#)

**TOP 5**

- STEAK HOUSES -

LA's Haute 5 Steakhouses: For Carnivores Only

Posted By Heidi Copping-Laffler on December 3rd, 2009

There's nothing quite like a good steak, maybe with some spinach or mashed potatoes on the side. Unless you're a vegetarian, in which case, enjoy your tofu. Los Angeles is home to many a mouth-watering steakhouse serving up choice cuts of meat with just the right amount of smoky flavor and juicy tenderness. Salivating yet? Good, here's a true haute list of LA's top steakhouses. [\[...read more\]](#)

- SUSHI PLACES -

Memorable Miniatures: Miami's Top 5 Sushi Restaurants

Posted By Alison Agudo on December 1st, 2009

Those that love sushi know that finding a great sushi place is tough coin for a hit or miss experience. Here's a list of South Florida's top 5 sushi places to ensure every sushi meal under the sun is a truly a hit.

Haha Almost everyone has heard of... [\[...read more\]](#)

HAUTE LIVING MAGAZINE NEW YORK EDITION

New York Dec - Jan 2009 [Read Online](#)

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**HAUTE SECRETS WEEKLY ENEWSLETTER**  
Featuring the inside scoop on the hottest restaurants, hotels, and boutiques from the most high profile names in business and entertainment

## eNewsletters Sponsorship

Never losing touch with our readers, HauteLiving.com connects with our audience on a weekly basis with our Haute Secrets eNewsletter. With more than 50,000 subscribers choosing to receive this weekly email, it is the forum where the most influential VIPs in each of our four markets share their favorite locales in the city. These are the power players who have the inside scoop on the best venues in town, from the most popular restaurants to their favorite hotels to their preferred luxury boutiques. The weekly Haute Secrets eNewsletter is the premier opportunity for brand recognition.

These 50,000 email subscribers also receive the monthly HauteLiving.com eNewsletter, focusing on relevant news and events occurring in the luxury industry and on our site. The monthly eNewsletter features teasers from the print publication, which can be viewed online, along with other popular category sections of the site, including the most exclusive calendar listings and social scene photos from red carpet events.

Partners of HauteLiving.com are offered the chance to sponsor the monthly eNewsletter and/or the weekly Haute Secrets eNewsletter, with opportunities available on a national level or by specific city markets. The monthly eNewsletter is designed with two banner ads (728 x 90 and 60 x 468) and the Haute Secrets weekly eNewsletter is designed with one banner ad (728 x 90).

Exclusive sponsors may skin the background of the eNewsletters and reserve the right to appear as the only sponsor on the HauteLiving.com eNewsletters.

728px X 90px

Your needs have evolved. So have we.

citationair by Cesena

HAUTE LIVING MAGAZINE NEW YORK EDITION

In this October - November 2009 Issue

**Haute 100**  
By Haute Living

We first introduced our list of "Haute 100" New Yorkers to readers in last year's anniversary edition. The positive response was so overwhelming that we revamped the list for other cities, but New York remains, undoubtedly, the hub for the elite leaders across the globe. In the past year, many experienced dramatic shifts in their financial portfolios due to the changes in the global economy. These pages feature the top 100 power players who managed to stay at the top of their game, even through adversity. Congratulations Haute 100ers of New York. Category Entrepreneurs Roger Ailes, Company Fox Television Industry Media What [\[...read more\]](#)

OUR TOP ARTICLES

**An Opinion That Matters**  
By Peter Tunney

Peter Tunney's Insider's Guide to New York City [\[...read more\]](#)

**The First Lady of Finance**  
By Stephanie Wilson

Maria Bartiromo was the first person—man or woman—to report live from the floor of the New York Stock Exchange, thus [\[...read more\]](#)

**Material Girls**  
By Christina Bohnstengel

From Armani to Hermès, the season is shaping up to highlight everything glamorous about being a girl. [\[...read more\]](#)

**Behind the Scenes**  
By Kelsey Karp

Mercedes-Benz Fashion Week Spring 2010 at Bryant Park [\[...read more\]](#)

**Ferrari in the Sky**  
By Alison Agudo

The environmentally friendly Piaggio P180 Avanti II [\[...read more\]](#)

HAUTE SECRETS THE BEST Kept Secrets in Luxury

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Become a fan on [facebook](#)

**HAUTELIVING.COM MONTHLY ENEWSLETTER**  
Highlighting the most relevant news occurring in the luxury industry, covered on our site and in our print editions

60px X 468px



*Online Network*  
**HAUTE LIVING**  
 The New Standard of Luxury

## Pricing

LEADERBOARD (APPEARS ON ALL PAGES OF HAUTELIVING.COM)	<b>\$12,000</b>
<b>BANNERS</b>	
Leaderboard (appears on all pages of HauteLiving.com)	\$12,000
National (appears on all webpages) 300 x 250	\$55 cpm
Regional (one market) 300 x 250	\$35 cpm
National (appears on all webpages) 728 x 90	\$42 cpm
Regional (one market) 728 x 90	\$25 cpm
National (appears on all webpages) 468 x 60	\$28 cpm
Regional (one market) 468 x 60	\$18 cpm
HOMEPAGE/SECTION ROADBLOCK	Please Inquire
DEDICATED EMAIL	\$5,000 per date
<b>eNEWSLETTER SPONSORSHIPS</b>	
Exclusive Sponsor – 728 x 90	\$2,400 per date
Non-Exclusive Sponsor – 728 x 90 or 60 x 468	\$1,500 per date

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## Alexa Rankings

Alexa is a web ranking site that is considered the industry standard for measuring the amount of traffic specific websites receive. Alexa compares and rates the visibility of websites and the prestige of their data results is unparalleled in the industry. HauteLiving.com is one of the best ways to earn recognition for your luxury brand on one of Alexa's fastest growing luxury websites.

### ALEXA RANKINGS AS OF 12/15/09

- 1. Cigar Aficionado ..... Alexa Ranking 93,870
- 2. Robb Report ..... Alexa Ranking 109,003
- 3. Modern Luxury ..... Alexa Ranking 141,555
- 4. HAUTE LIVING ..... ALEXA RANKING 168,794**
- 5. Unique Homes ..... Alexa Ranking 308,680
- 6. Elite Traveler ..... Alexa Ranking 396,256
- 7. Departures Magazine ..... Alexa Ranking 563,763
- 8. Niche Media ..... Alexa Ranking 623,063
- 9. Luxe Magazine ..... Alexa Ranking 821,497

Source: Alexa.com

