

HAUTE LIVING.COM

MEDIA KIT 2011



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
- newsletters sponsorships
- Semi-permanent category placement

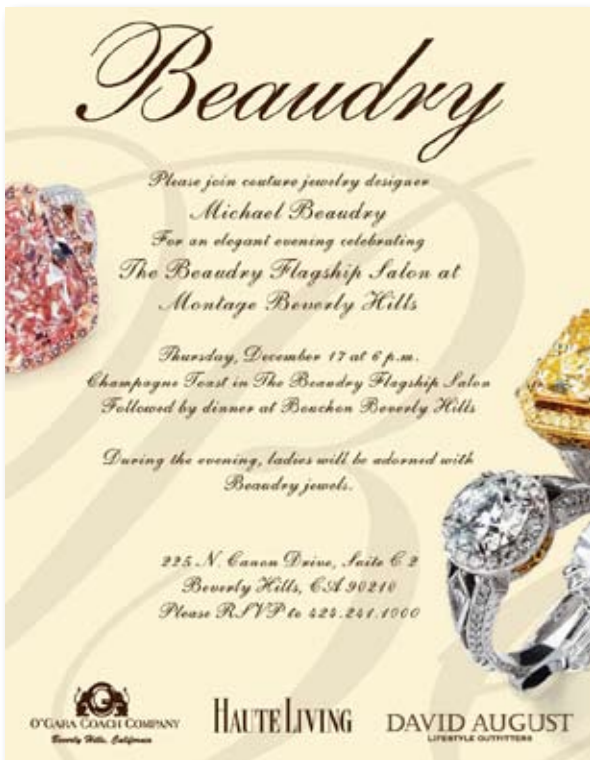
BANNER AD UNITS

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:

- 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.



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

728px X 90px

To view this from your Newsletter online, click here.



HAUTE LIVING NEWS

LOS ANGELES

FEATURED STORIES: LA EDITION

TREND REPORT: WOMEN
 Like will always stay a prominent role in women's wear for its elegance, come rather attraction. Covering everything from gowns to casual dresses, let's...



BLOG

July 28th, 2011
 After recently selling his 375-ft. "Paloma" megayacht to Hollywood mogul David Geffen for \$100 million, Russian billionaire Roman Abramovich can...

July 27th, 2011
 We've seen some gorgeous, striped-out iPhones before but, in the long-awaited white version recently came out, we're absolutely in love with the...

July 27th, 2011
 Some things never go out of style, including Louis Vuitton's line-of-the-century, vintage wardrobe trunks. Currently on sale through M.S. Rau Antique...

SCENE

05.02.11
 Paris (Left) Celebrates Latest Cartier Collection

WATCH OF THE WEEK

Haute Living San Francisco July/August Issue is Now Online!

04.06.11
 2011 Annual SIAM Media Awards

HAUTE TOYS

HAUTE TOYS: Designer Showcases Inside the \$125.8 Million Fairchild

04.06.11
 2011 Annual SIAM Media Awards

HAUTE LIVING REAL ESTATE NETWORK

Estates of the day
 Views, Views, Views! Our exclusive pocket guide offers the latest from across the city, from a lush, historic and grand estate. Book view it...

HAUTE HOTEL

Montage Beverly Hills
 In a city renowned for affluence and opulence, Montage Beverly Hills stands out as a special hotel. It's the heart of the Beverly Hills Golden Triangle...

HAUTE MD

Dr. Rai (Board certified Orthopedic Surgeon) Dr. Rai, Neurologist, orthopedic, Medical at USC, M.D. is a Board Certified American and Canadian Orthopedic Surgeon with a passion for...

60px X 468px

HAUTE MARKETS

London
 Come visit us the city side on the streets of London

Dubai
 Explore TV star, Heidi Klum's Dubai residence.

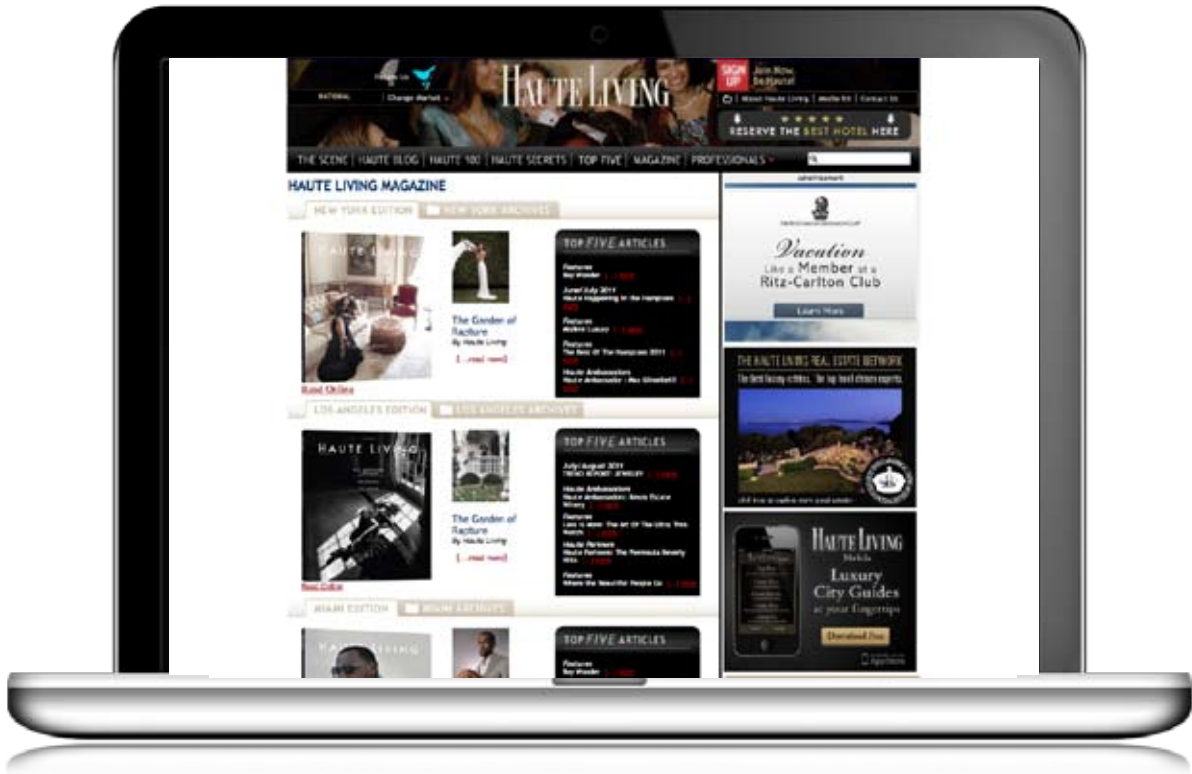
Moscow
 Explore the city of Moscow.

Tokyo
 On July 11, Publishers' Rights Japan held the 2011...

eNewsletters Sponsorship

Never losing touch with our readers, HauteLiving.com connects with our audience on a weekly basis through our weekly e-newsletter. With more than 50,000 subscribers, the HauteLiving.com weekly newsletter is a snapshot of the latest and greatest in each of our (17) markets. Our newsletters provide the insider's guide to the best and newest venues in town, from the most popular restaurants to the top hotels and preferred luxury boutiques. Get the inside scoop from Haute Living's VIPs on the best locales in town, and find out the most relevant news and posh events occurring in the luxury industry and your city, including the most exclusive calendar listings and social scene photos from red-carpet events. The Haute Living weekly newsletter is the premier opportunity for brand recognition. These 50,000 email subscribers also receive the monthly Haute Living magazine newsletter, which features teasers from the print publication and highlights the most significant news occurring in the luxury industry. Partners of HauteLiving.com are offered the chance to sponsor the monthly Haute Living magazine newsletter or the HauteLiving.com weekly newsletter, with opportunities available on a national level or by specific city markets. The monthly newsletter is designed with two banner ads (728 x 90 and 60 x 468) and the weekly newsletter is designed with two banner ads (728 x 90 and 160 x 600). Exclusive sponsors may skin the background of the newsletters and reserve the right to appear as the only sponsor on the HauteLiving.com or Haute Living magazine newsletters.

60px X 468px



Pricing

BANNER

- | | |
|---|----------------|
| • Leaderboard (appears on all pages of HauteLiving.com) | \$12,000/month |
| • Leaderboard (for 1 market of HauteLiving.com) | \$4,000/month |
| • 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 | \$10 cpm |

HOMEPAGE/SECTION ROADBLOCK

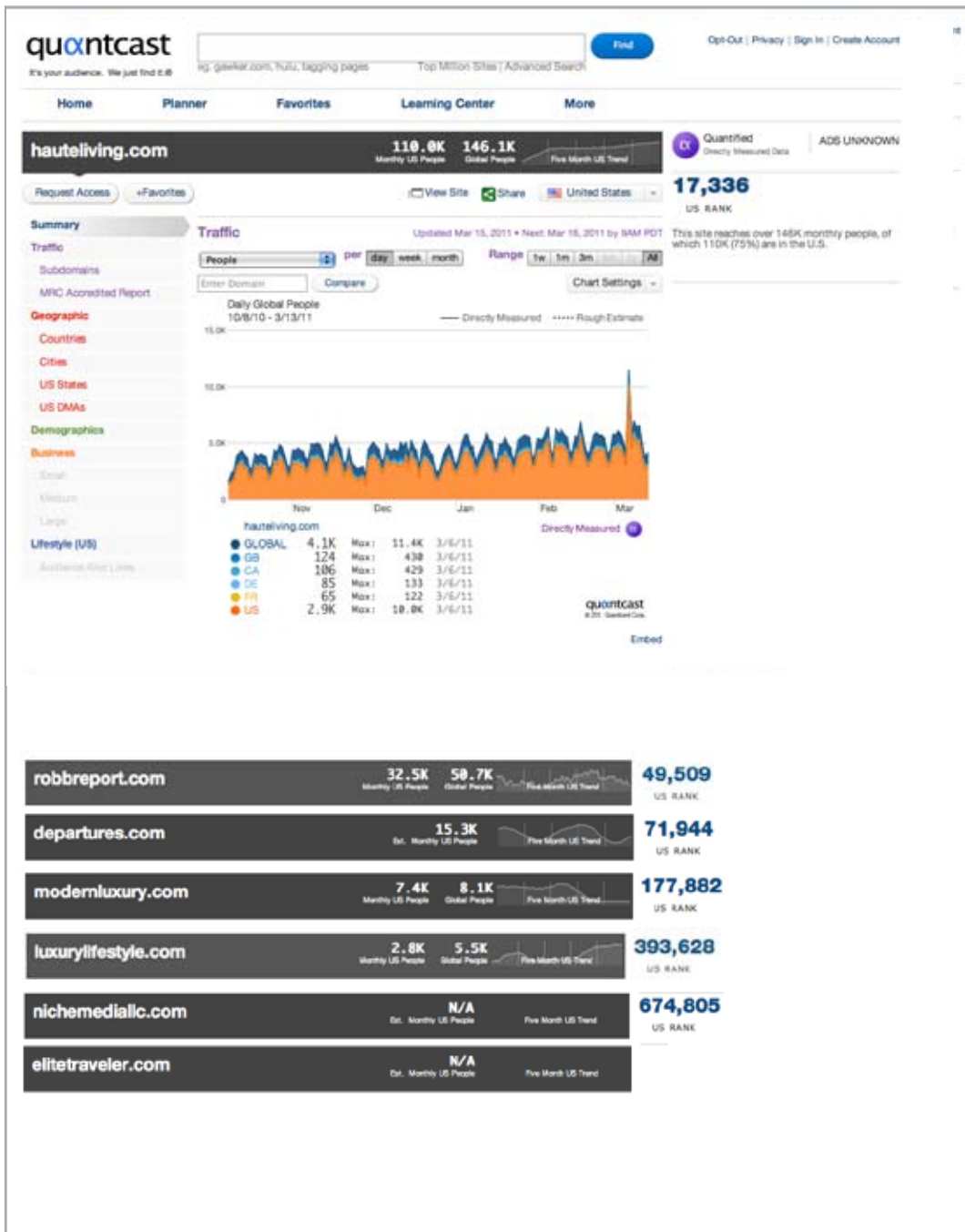
Please Inquire

DEDICATED E MAIL

\$5,000 per date

NEWSLETTER SPONSORSHIPS

- | | |
|--|------------------|
| • Exclusive Sponsor – 728 x 90 | \$2,400 per date |
| • Non-Exclusive Sponsor – 728 x 90 or 60 x 468 | \$1,500 per date |



HauteLiving.com is one of the best ways to earn recognition for your luxury brand on what quantcast.com ranks as one of the top luxury websites in the world. Quantcast provides publishers and marketers with innovative solutions to support better decisions and to deliver audience based media. Quantcast's audience measurement for marketers provides detailed user demographics and deep audience insights at the campaign, site and conversion level. This information includes traffic, demographics, geography, site affinity and categories of interest.



Mobile Application

The Haute Living Mobile application is your one stop luxury and city guide resource. From comprehensive top five lists of local hot spots to insider's guides of favorite places from the VIPs who make your city, Haute Living Mobile keeps you updated on everything important going on in your market. With Haute Blogs, Haute Toys, and Haute Living Magazine, you get all the luxury information you expect from Haute Living on the go.