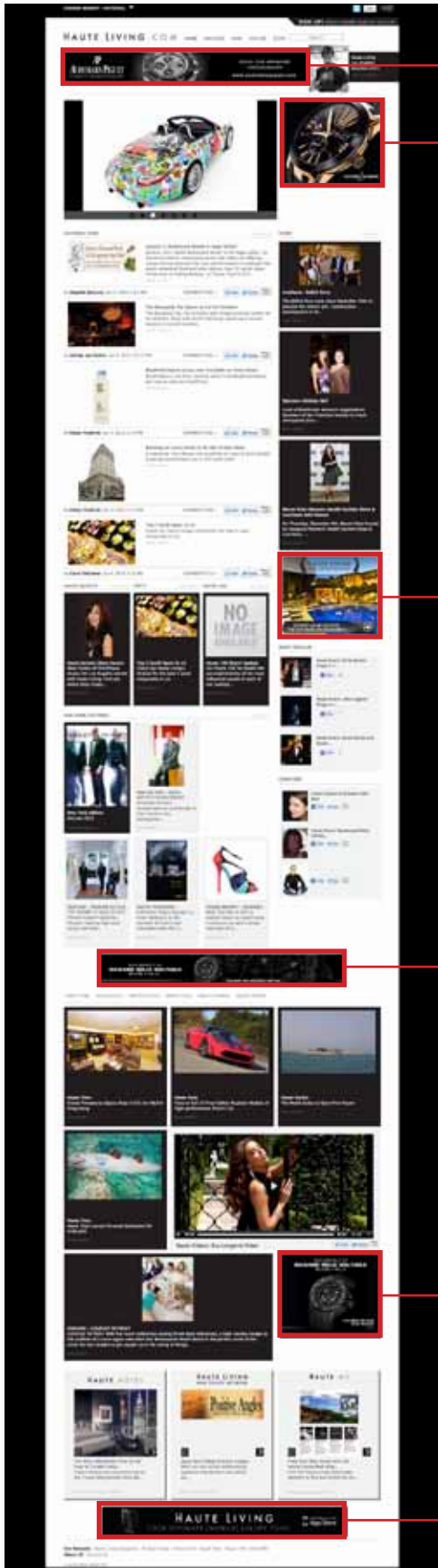


HAUTE LIVING.COM

MEDIA KIT 2012



728px X 90px

300px X 250px

300px X 250px

728px X 90px

300px X 250px

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
- 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.



You are your own masterpiece.

Start 2012 the healthy way with 3 complimentary days at The Sports Club/LA.

Now offering a special New Year savings on Membership when you join by January 26th.

Go here to receive your complimentary 3-day membership which must begin on or before January 24th*.


THE SPORTS CLUB/LA
The Finest Sports and Fitness Complex in the World
Four Seasons Tower • 1441 Brickell Avenue • Miami, FL 33131

ligne roset®

TODD

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

728px X 90px



HAUTE LIVING NEWS LOS ANGELES

FEATURED STORES: LA EDITION

DRINK! BEHOLD, WOMEN
 She will always play a prominent role in our content! Her decisions, come rather addiction. Covering everything from great to casual advice, let's...

BLOG

July 13th, 2011
 After recently selling his \$76.5M "Palau" megayacht to Hollywood mogul David Geffen for \$100 million, Russian billionaire Roman Abramovich did...

July 13th, 2011
 We've seen some gorgeous, lit-up-out phones before, but in the long-awaited smartphone recently came out, we've absolutely to die with the...

July 13th, 2011
 Some things never go out of style, including Louis Vuitton's turn-of-the-century, orange-walnut trunks. Currently on sale through M.S. Rae Antiques...

WATCH OF THE WEEK

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

HAUTE TOYS

HAUTE TOYS: DIVERGING SWIMMERS
 Inside the \$10.5 Million Calsonic

HAUTE LIVING REAL ESTATE NETWORK

Exotic of the day
 View, View, View! Our exclusive pocket watch offers like other items and around the clock, with a room, kitchen and dining room. Also view it...

HAUTE HOTEL

Montage Beverly Hills
 In a city renowned for its ultra-luxury and amenities, Montage Beverly Hills stands out as a special hotel. It's the heart of the Beverly Hills lifestyle.

HAUTE MD

Dr. Rai (Board-certified Orthopedic Surgeon
 Dr. Rai, Board-certified Orthopedic Surgeon in Los Angeles, with over 20 years of experience, is a Double Board Certified Orthopedic and Spine Surgeon with a passion for...

HAUTE MARKETS

London
 Come visit us on the other side of the Atlantic!

Dubai
 Come to the heart of the Middle East!

Moscow
 Come to the heart of Russia!

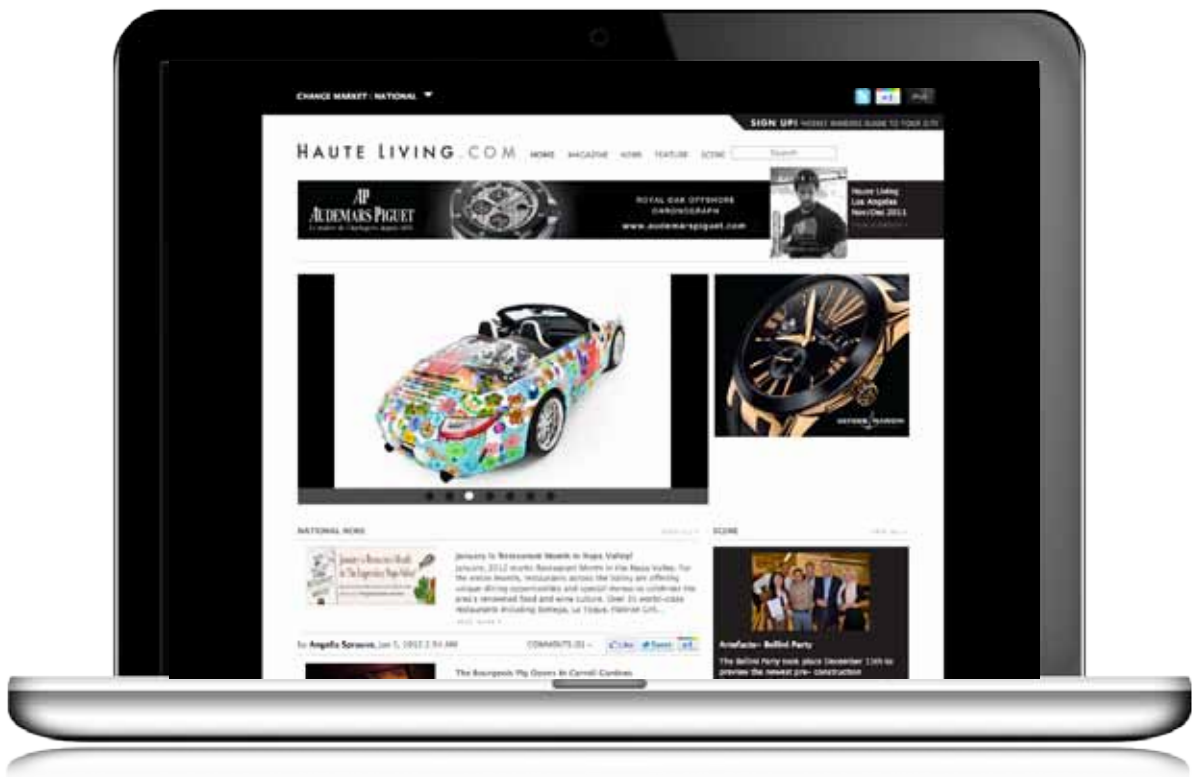
Tokyo
 Come to the heart of Japan!

60px X 468px



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.



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 |



Haute Living City Guides

HauteLiving.com 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, HauteLiving.com keeps you updated on everything important going on in your market.

HauteLiving.com is one of the best ways to earn recognition for your luxury brand on what quantcast.com and alexa.com ranks as one of the top luxury websites in the world.

ALEXA RANKINGS

Haute Living	#44,000
Robb Report	#62,091
Cigar Aficionado	#91,762
Modern Luxury	#99,975
Luxury Portfolio	#116,572
Christie's Great Estates	#145,322
Departures Magazine	#191,148
Plum	#198,106
Elite Traveler	#302,492
Unique Homes	#362,626
Premier Estate Properties	#436,839
Ocean Drive	#494,947
Gotham Magazine	#619,350
LA Confidential	#641,784

QUANTCAST RANKINGS

Haute Living	#17,005
Robb Report	#47,841
Plum	#49,984
Luxury Portfolio	#62,885
Cigar Aficionado	#63,128
Departures Magazine	#63,945
Christie's Great Estates	#144,997
Modern Luxury	#225,954
Unique Homes	#233,427
LA Confidential	#666,329
Ocean Drive	#683,225
Premier Estate Properties	#N/A
Elite Traveler	#N/A
Gotham Magazine	#N/A



Mobile & Ipad Application

The Haute Living 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, The Haute Living app 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.



Haute Living

HauteLiving.com was launched to compliment our print editions, providing our readers a trusted source about the luxury lifestyle in each of our four markets. The site gives us an opportunity to expand our editorial content and compliment our print editions. While the magazines cover solely the best of the world of luxury, HauteLiving.com was designed to become the ultimate source for information about all aspects of high-end lifestyles.

These include our sites:

HAUTE TIME

Haute Time is your #1 online resource's for luxury watches worldwide. We are the first website that is dedicated exclusively to watches valued at over \$10,000. Here you'll find real time news, up-to-date information, exclusive watch reviews, interviews, and community forums from your favorite luxury brands.

HAUTE AUTO

Haute Auto covers news on the latest models, shows, and developments within the industry to information on classic, vintage and collectors luxury vehicles from experts in the field

HAUTE YACHTS

Bringing you the latest news and developments in the nautical world, Haute Yachts features interviews with experts and information on the latest and most luxurious maritime vessels.





The Haute Living Network

THE HAUTE LIVING NETWORK consists of:

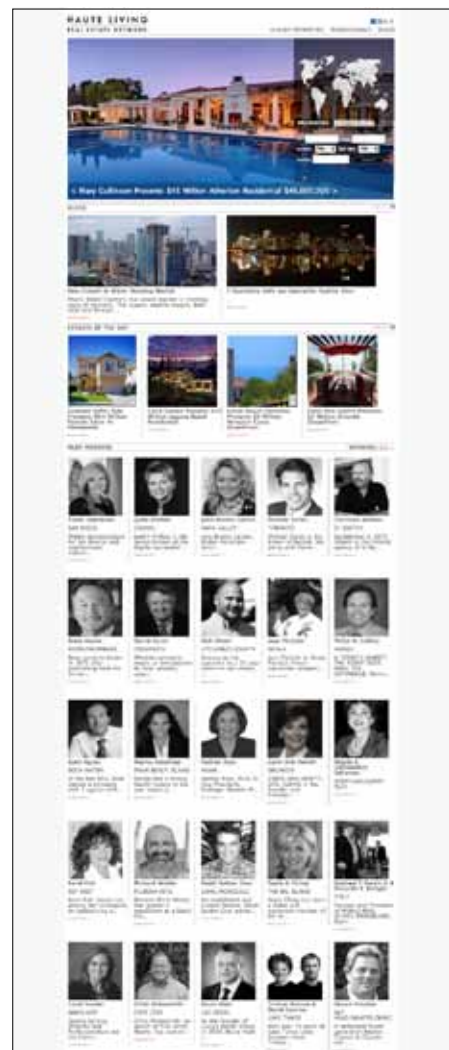
- Haute Hotel Network
- Haute MD
- Haute Living Real Estate Network

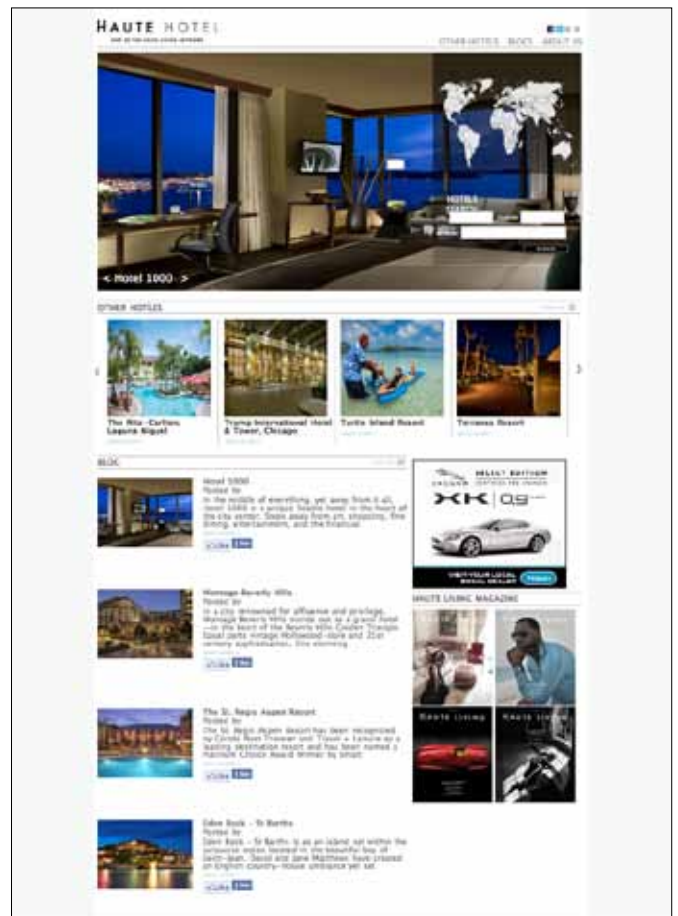
HAUTE HOTEL NETWORK is an exclusive, invitation-only membership circle that features a limited number of luxury hotels worldwide verified by Haute Living as the best in their region. Invitations to the Haute Hotel Network are only extended to hotels and resorts with exceptional amenities and a proven service record that meets only the highest standards.

HauteHotelNetwork.com is traveler's #1 source for the latest information about Haute Hotels, including daily blogs, booking specials, Haute Living reviews, and more.

THE HAUTE MD NETWORK is an exclusive, invite-only membership circle. Doctors and surgeons that are at the pinnacle of their industries will be invited to be a part of the network as their market's exclusive representative in their specialty. Invites to the Haute MD network are extended to members of the medical profession who are board-certified, from highly rated institutions, have received the highest rating of patient satisfaction, and have demonstrated superior skills in their respected specialty.

THE HAUTE LIVING REAL ESTATE NETWORK is designed as an exclusive, invitation only, membership circle consisting of one leading real estate agent in top markets across the world. This powerful network connects Haute Living's affluent audience with the real estate professionals deemed to be the best in their specific regions.





Haute Hotel Network

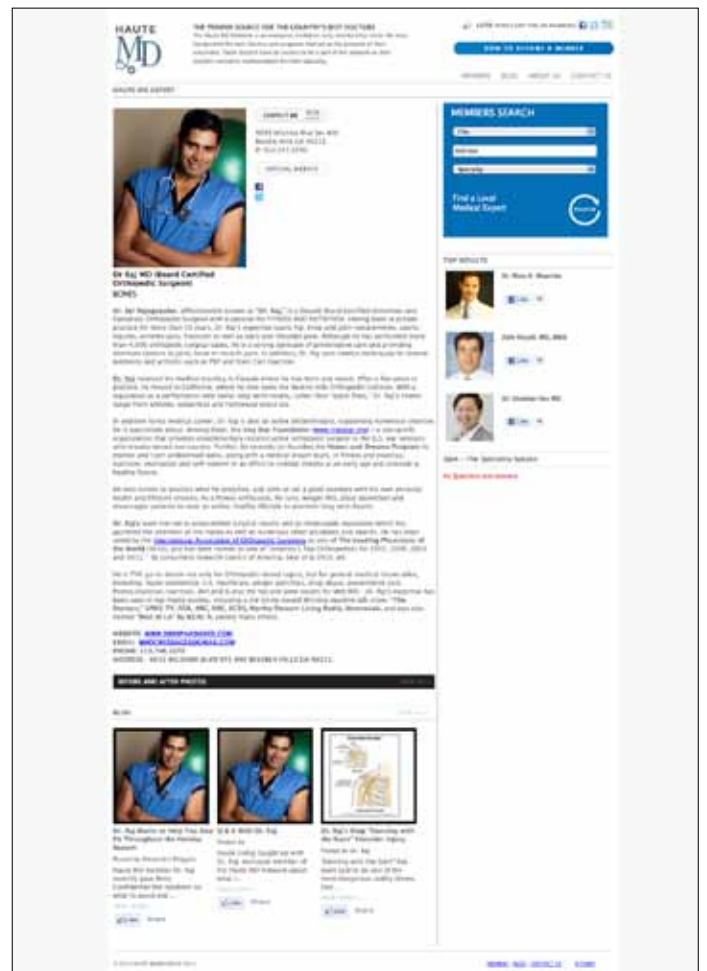
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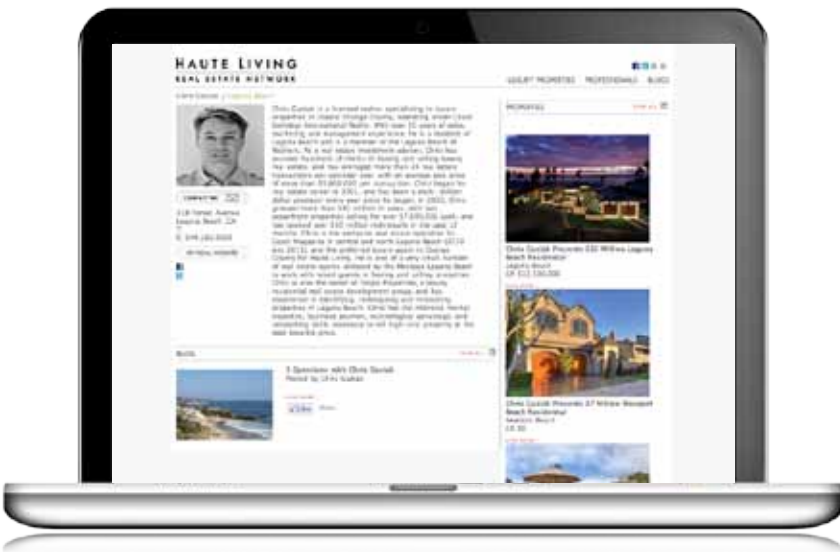
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The Haute Living Real Estate Network

THE HAUTE LIVING REAL ESTATE NETWORK is designed as an exclusive, invitation only, membership circle consisting of one leading real estate agent in top markets across the world. This powerful network connects Haute Living's affluent audience with the real estate professionals deemed to be the best in their specific regions.



Haute Living Media Group

HAUTELIVING.COM is part of the HAUTE LIVING MEDIA GROUP. The separate sites for the various branches of our luxury group will easily showcase your brand so as to make our exclusive readership become familiar with what you wish to present. The sites are consistently updated, which ensures that people will constantly be viewing your top of the line product. By narrowing down the categories, your advertisement is guaranteed to be seen by our elite clientele who are looking for the best of the best.

HAUTE MEDIA GROUP owns and operates a network of media properties in the print, web, mobile and e-commerce arena that targets the high luxury market:

- Haute Living
- Haute Time
- Haute Hotel Network
- Haute Real Estate Network
- Haute 100
- Haute MD
- Haute Yachts
- Haute Auto
- Haute Living Custom Publishing

