

# HAVEN

HOMES + LIFESTYLES

## ENGAGING, MULTI- PLATFORM CONTENT DELIVERED TO THE RIGHT AUDIENCE.

As a leading publisher in housing, home design, and lifestyles, HAVEN utilizes its distinctive data insights and curated content to captivate audiences across both print and digital mediums. Our engagement extends seamlessly to the diverse array of devices and platforms that define the modern consumer landscape.

Our portfolio encompasses visually striking print publications as well as a variety of article formats, newsletters, and dynamic social media content. These offerings serve as magnets for coveted demographics, drawing them in through a blend of organic and strategic paid marketing strategies.

Included with  
the purchase of  
page space in the  
magazine:

FULL PRINT DISTRIBUTION

DIGITAL ARTICLE FEATURING THE LISTING

LANDING PAGE FEATURING THE LISTING

SPONSORED CAMPAIGN ON SOCIAL

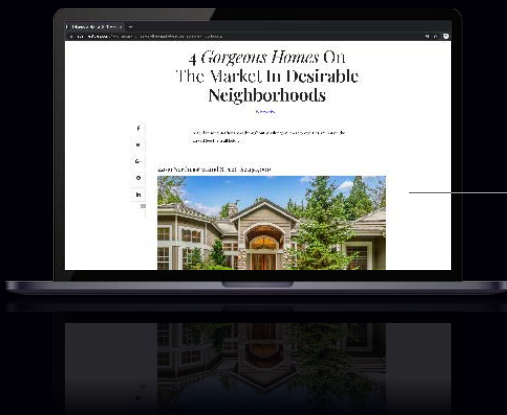
PERSONAL COPIES OF THE MAGAZINE

15k readers  
per issue

PRICE BREAKS DOWN  
TO LESS THAN

3¢ per reader.

FOR A FULL PAGE



#### Questions/space reservation:

hello@havenlifestyles.com  
332.203.3386



## Print Distribution

### DIRECT MAIL:

HAVEN's print distribution strategy is focused on reaching readers through direct mail. Addresses are selected based on zip code income statistics, home values and proximity to listings featured in the magazine.

All participating agents also receive 5 copies to their preferred address for their own uses, like providing to clients, using on listing appointments, etc.

### EVENT DISTRIBUTION:

As distribution timing often coincides with notable events in the area, HAVEN partners with event management, exhibitors, and local distributors to ensure additional exposure and reach among relevant demographics. Event types include art and cultural events, home remodeling and improvement shows, and boat shows.



## Digital Distribution

### ARTICLE FEATURING THE LISTING:

Our editorial team develops content in the form of advertorials to showcase each property featured in the magazine. This aspect of the package enables agents the opportunity to leverage appealing property features across a collection of listings to drive relevant and large audiences.

Readers are reached via paid campaigns on the following platforms: **f G in @**

### LANDING PAGE:

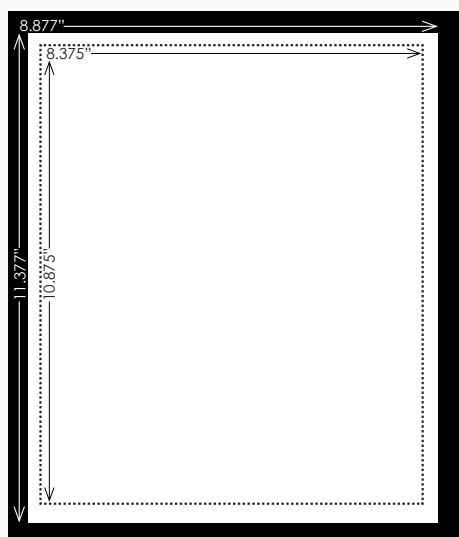
All advertised properties are featured on Haven's property database, homes.havenlifestyles.com. Agent profiles are attached to each property page, providing users easy access to agent contact information, bios and additional inventory.

# Print Specs.

We can create the layout for you or you can submit your own artwork by the ad approval deadline.



Artwork can be sent to [hello@havenlifestyles.com](mailto:hello@havenlifestyles.com)

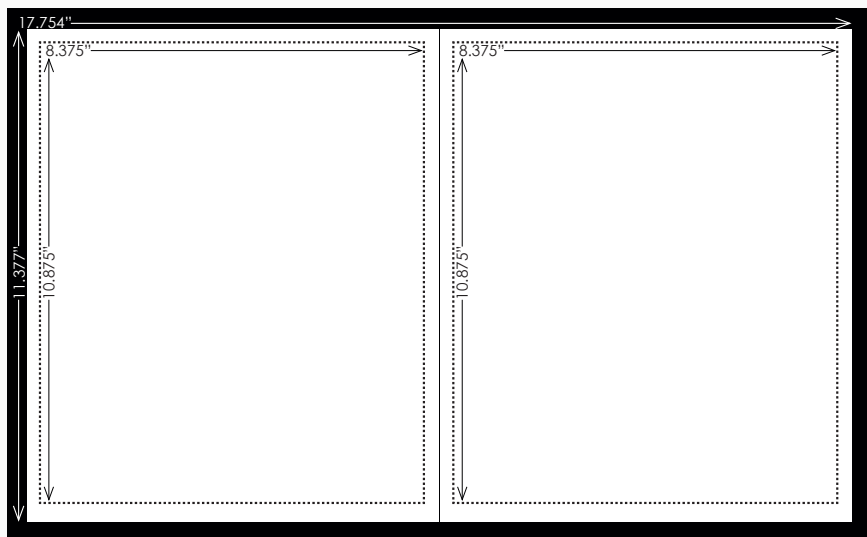


## FULL PAGE

**8.877 x 11.377"**  
full page ad including bleed

**8.375 x 10.875"**  
document trim size

**.25" margins**



## TWO-PAGE SPREAD

**17.754 x 11.377"**  
two page ad including bleed

**16.75 x 10.875"**  
document trim size

**.25" margins**



## Digital Strategic Targeting

We utilize advanced digital targeting strategies to ensure the content is reaching an audience that is relevant for the products and services featured. While many publishers rely solely on subscription models to drive traffic, we source a large component of the readership through sponsored, multi-platform campaigns to ensure that we're reaching a dynamic audience comprised of individuals active in the selling and buying process of homes.

# 43

Median Age

# 48%

Female Readers

# 52%

Male Readers

# 200K

Monthly Users

# 2.86M

Monthly Impressions

# \$175K

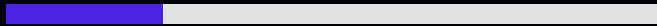
Average Reader Income

### DEVICES BREAKDOWN:

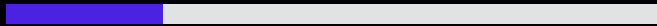
**Smartphone 55%**



**Desktop 23%**



**Tablet 22%**



### READERSHIP SOURCES:



HAVEN reaches readers via multiple platforms and devices, ensuring visibility to key demographics on mediums in which they're sure to be consuming content. Utilizing search engine and social media advertising platforms, as well as diversified paid traffic strategies, we drive a readership that increases the opportunity for brand visibility and potential leads.

### BEHAVIORAL/INTERESTS:

- COLLEGE GRAD
- CONTEMPORARY/MODERN ART
- FINE ART
- FINE DINING
- FIRST-TIME BUYER
- FREQUENT TRAVELERS
- HOUSE HUNTING
- INVESTMENT
- LUXURY GOODS
- LUXURY REAL ESTATE
- NEW HOUSE
- PRIVATE JETS
- PRIVATE SCHOOL
- PROPERTY INVESTING
- REAL ESTATE
- REAL ESTATE DEVELOPMENT
- STOCK MARKET
- YACHTING

# HAVEN

TESTIMONIALS



This publication is a *higher quality publication* than most of any other competitors out there.

SEBASTIAN CHOU

COLDWELL BANKER J. DAVID THOMPSON | HAVEN CHICAGO

After the ad launched *we got a huge uptick*, and... ended up with a full-priced cash offer and are under contract!

HALEY MILLER

BERKSHIRE HATHAWAY HOME SERVICES & C. DAN JOYNER | HAVEN SOUTH CAROLINA



I have paid more than five times as much for less results after three months than I got on *the first day of HAVEN landing in mailboxes.*

IVEY HUGHES

CHESTATEE REAL ESTATE | HAVEN ATLANTA

The ads your team have created for me have been *so beneficial in obtaining listings* just based on the look and feel of your magazine.

ANNIE HARPER

BEVERLY-HANKS REALTORS | HAVEN NORTH CAROLINA



All prices include  
**full print + digital distribution**

1

Issue

**1 Page**

\$395.00

**2 Pages**

\$750.00

**Premium**

\$595.00

(PER ISSUE PRICES)

4

Issues

**1 Page**

\$350.00

**2 Pages**

\$650.00

**Premium**

\$550.00

(PER ISSUE PRICES)

8

Issues

**1 Page**

\$295.00

**2 Pages**

\$575.00

**Premium**

\$495.00



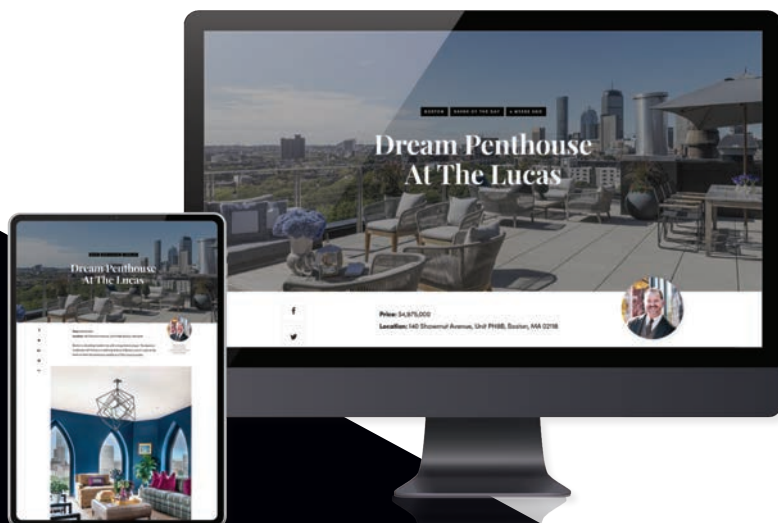
THE FOLLOWING DIGITAL ADD-ONS CAN BE PURCHASED SEPARATELY FROM PAGE SPACE IN THE PRINT PRODUCT

1

## Haven *of the Day*

Work with HAVEN's editorial team to create an article featuring your listing to be prominently placed on the homepage of havenlifestyles.com and promoted through various social media channels.

**\$195.00**

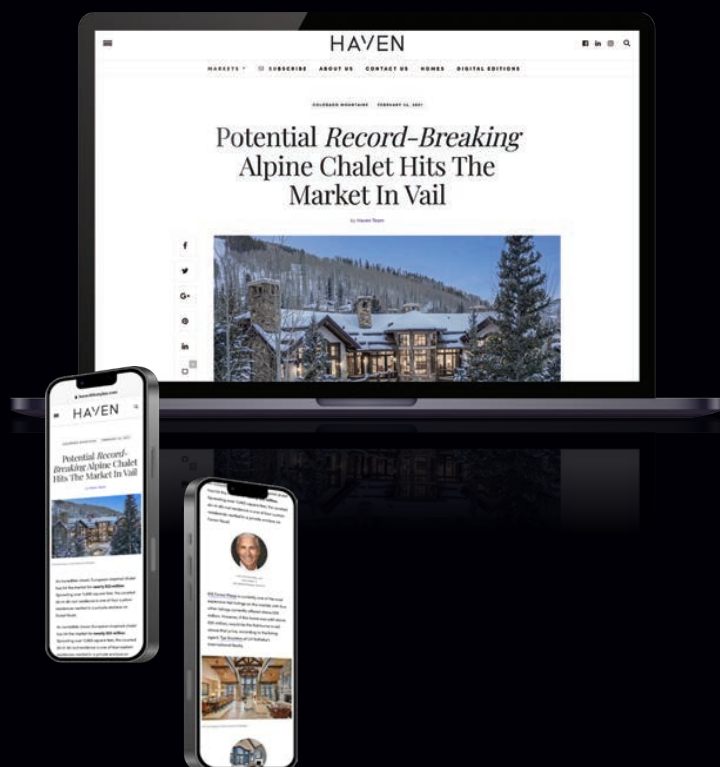


2

## Collaborative Sponsored Article

Agents collaborate with our editorial team to feature content aligned with the agent's objectives. Article types include Q&A's, stories highlighting significant sales or listings, as well as agent or community spotlights.

**\$150.00**



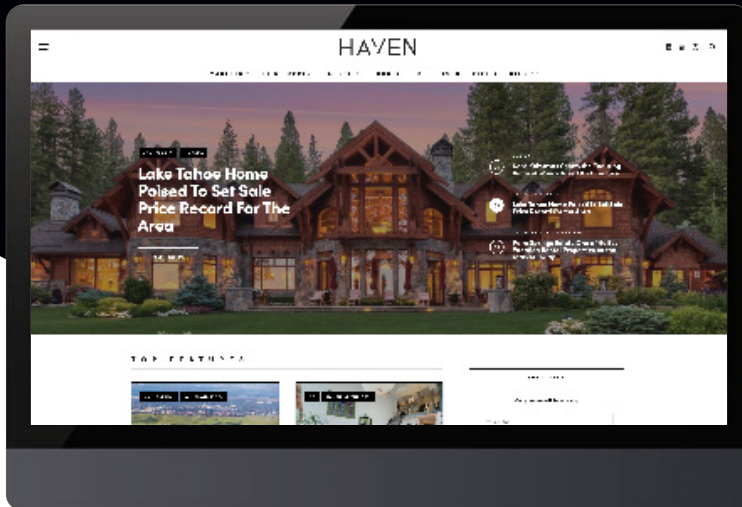
3

## Homepage Carousel *Featured Listing*

This is the premier space on havenlifestyles.com for desktop users. There are only three spaces available on the homepage carousel. Sitewide, 6500 users access the content per day — placement on the homepage carousel provides one of the best opportunities to reach those users.

**\$95.00 per day**

[VIEW HOMEPAGE](#)



4

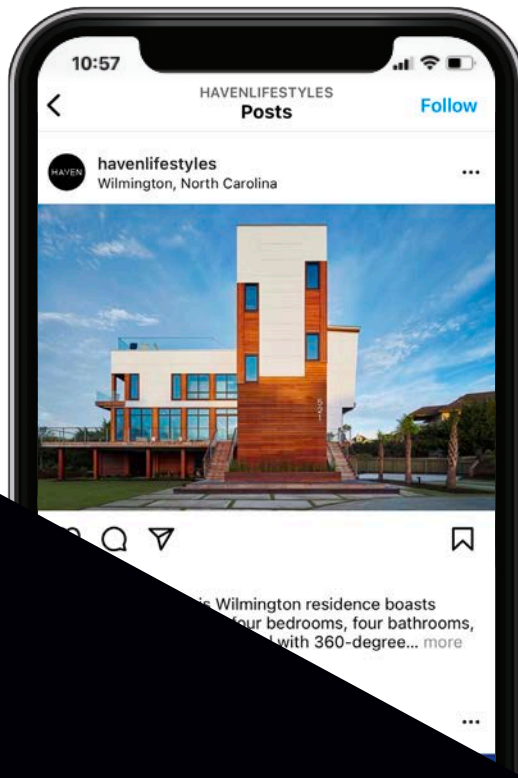
## Banner Ad *Strategic Placement*

With customized and branded artwork, either sent by the agent or developed by our design team, banner ads are placed alongside relevant content on our site. Placements are determined based on the agent's targeted demographics.

**\$30.00 per 1,000 views**







5

## *Dedicated Social Media Post*

Work with our design and editorial team to come up with an attractive post that reaches our 15K+ followers across platforms. Post content can feature a listing, a recent accomplishment or a unique story. Posts like these help agents develop and increase awareness for their listings or their brand.

**\$95.00 per post**



6

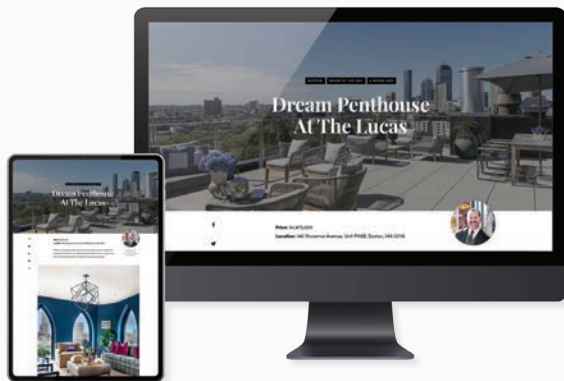
## *Listing Article Featured Placement*

Our team creates hundreds of articles monthly featuring collections of listings in markets throughout North America. Your listing can be featured among other listings within an article, reaching up to 10,000 users. Prospective buyers are able to reach out to agents directly through the articles.

**\$75.00**

## Haven of the Day

\$195.00



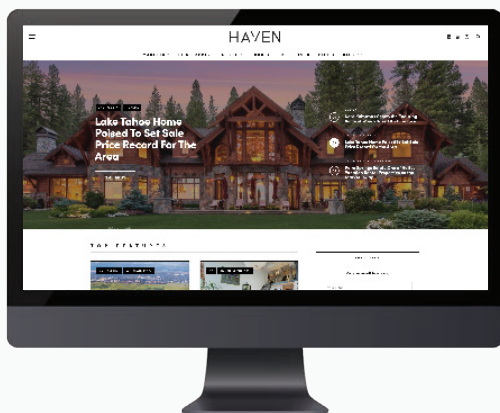
## Collaborative Sponsored Article

\$150.00



## Homepage Carousel Featured Listing

\$95.00 per day



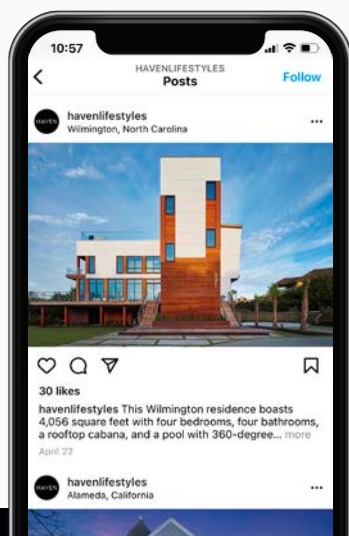
## Banner Ad: Strategic Placement

\$30.00 per 1K views



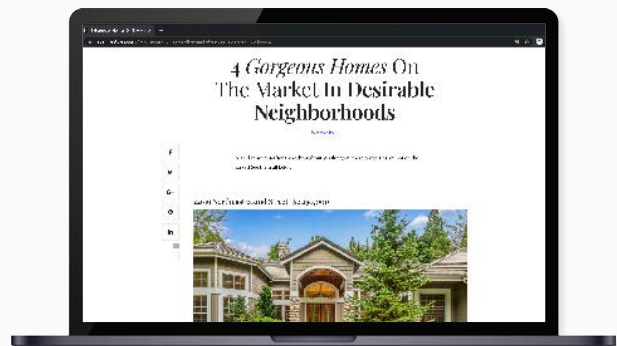
## Dedicated Social Media Post

\$95.00 per post



## Listing Article: Featured Placement

\$75.00



# Talk to us:

332.203.3386

[hello@havenlifestyles.com](mailto:hello@havenlifestyles.com)

[HAVENLIFESTYLES.COM](http://HAVENLIFESTYLES.COM)

## HAVEN

18 W 18TH ST, SUITE 05-123, NEW YORK, NY 10011