

HAVEN

HOMES + LIFESTYLES

Compelling,
multi-platform
content delivered
to the right
audience.

As one of the largest real estate publishers in North America, HAVEN leverages unique data insights and thoughtfully crafted content to engage readers on devices and platforms that make up today's media landscape.

We create a range of article formats, newsletters, and social media content, which attract sought-after demographics via organic and paid marketing strategies.



Strategic Targeting

HAVEN utilizes advanced targeting strategies to ensure the subject is reaching an audience that is relevant for the content 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 real estate market.

43

Median Age

48%

Female Readers

52%

Male Readers

200K

Monthly Users

2.86M

Monthly Impressions

\$175K

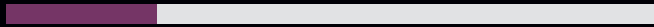
Average Reader Income

DEVICES BREAKDOWN:

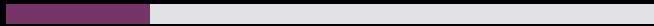
Smartphone 55%



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

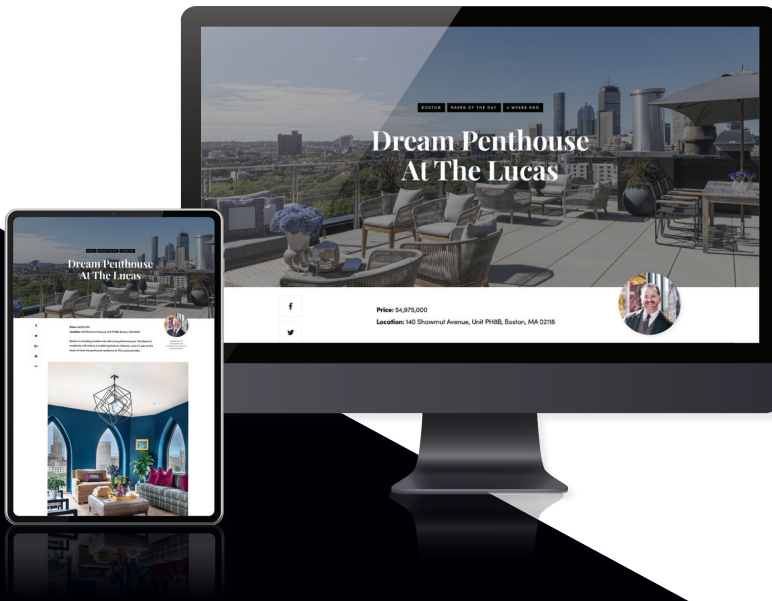
1

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 across all of HAVEN's social media channels.

\$195.00

[VIEW EXAMPLE](#)



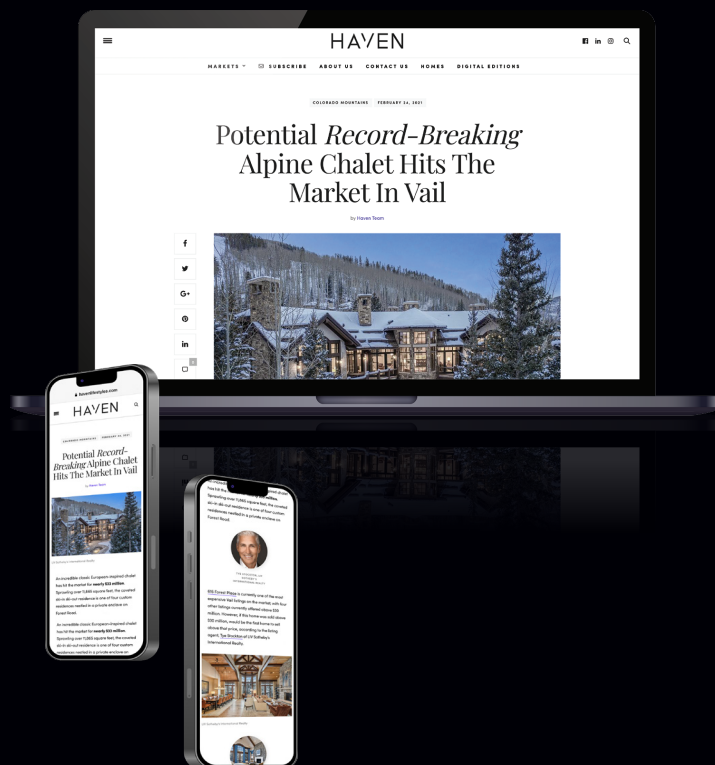
2

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

[VIEW EXAMPLE](#)



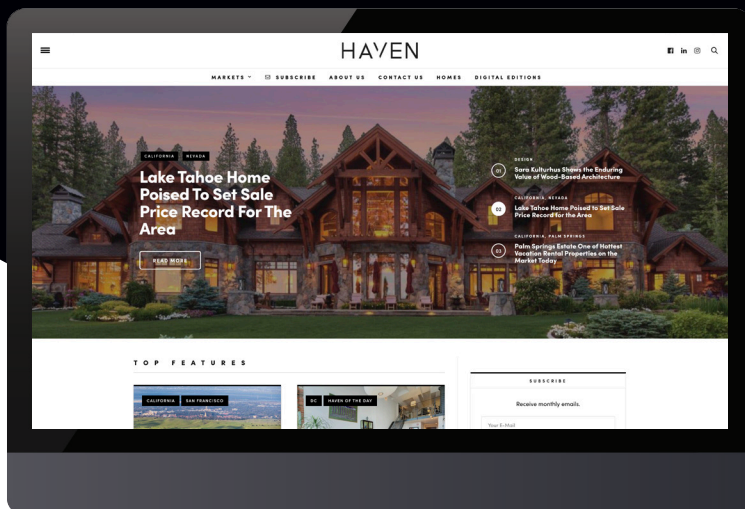
3

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](#)



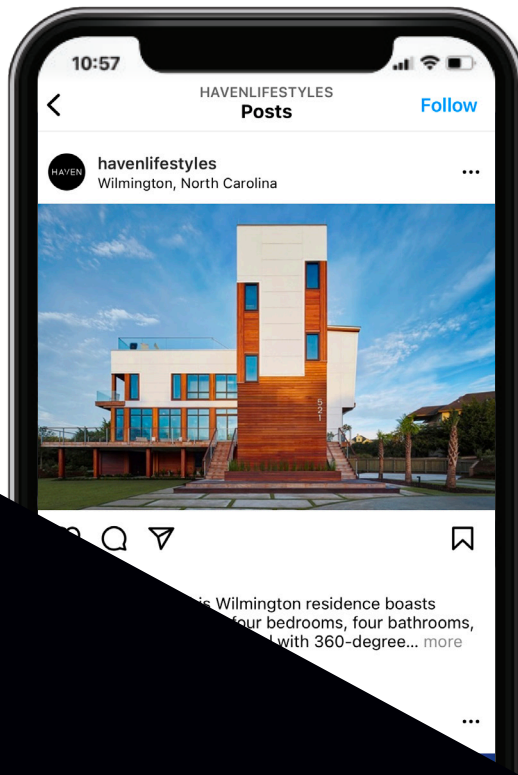
4

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

[VIEW EXAMPLE](#)



6

Listing Article Featured Placement

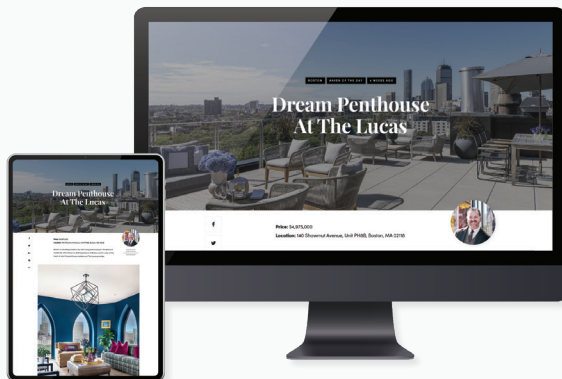
Our team creates hundreds of articles monthly featuring collections of listings in markets throughout North America. Your listing can be featured among other listings within an article, reaching up to 10,000 users. Prospective buyers are able to reach out to agents directly through the articles.

\$75.00

[VIEW EXAMPLE](#)

Haven of the Day

\$195.00



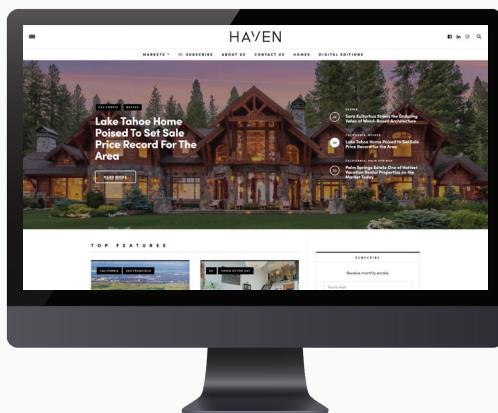
Collaborative Sponsored Article

\$150.00



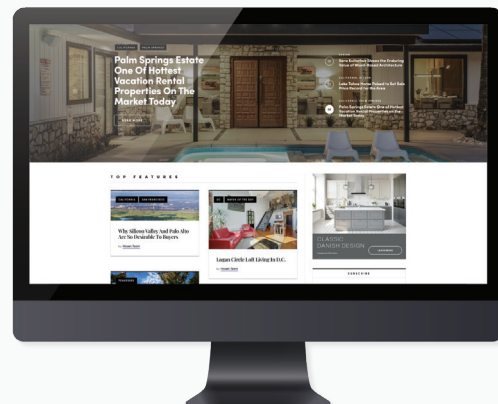
Homepage Carousel Featured Listing

\$95.00 per day



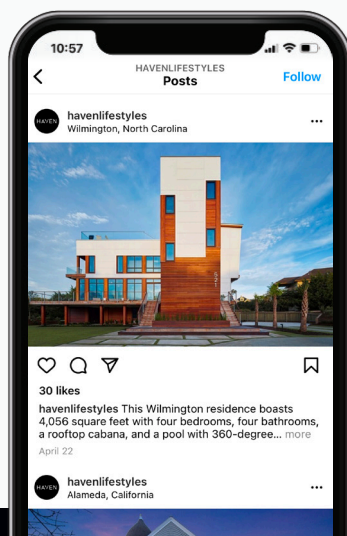
Banner Ad: Strategic Placement

\$30.00 per 1K views



Dedicated Social Media Post

\$95.00 per post



Listing Article: Featured Placement

\$75.00

