

NEW HOME *Worldwide*

MEDIA PACK

Life abroad. It's something that many people consider but New Home Worldwide isn't concerned with the many – rather the few. In fact, our focus is entirely on an affluent, privileged audience with the financial freedom to sample and explore life's most deluxe experiences.

What is New Home Worldwide?

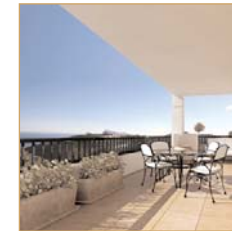
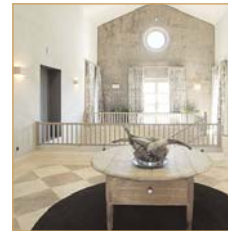
New Home Worldwide is a one-stop read for discerning individuals, those considering buying and investing in new property abroad, or simply looking for the last-word in luxurious developments. It will offer a privileged and selective overview of each country and territory – the pros and the cons, as well as valuable local insight. We're accessing this market by making New Home Worldwide available through the most privileged of distribution channels, including 5* hotels, Business and First Class airport lounges.

New Home Worldwide, Big Spark Publishing, Publishing House
3 Bridgebank Industrial Estate, Taylor Street, Horwich, Bolton BL6 7PD, UK
Tel: +44 (0)161 909 0909 www.newhomeworldwide.com

COLDWELL BANKER®

NEW HOME *Worldwide*

PORTFOLIO



WWW.NEWHOMEWORLDWIDE.COM

NEW HOME *Worldwide*

The vision

Our mission is to produce a high quality title to meet the expectations of a sophisticated and exclusive audience. The production values will be sumptuous with a lush 300gsm cover and text of 100gsm silk. Perception with this audience is everything and our aim is to deliver a deluxe reading experience. That's why we're enlisting the help of respected writers including Louisa Fletcher one of the UK's foremost experts on property and the title will be helmed by Dave Beevers one of the UK's leading editors with an impressive record of new launches. The title will both resonate for and understand its target audience – an audience already well acquainted with upscale designer products and bespoke services and with a hunger for more. Most importantly, our brand will be able to access an exclusive and high net worth audience.

New Home Worldwide, Big Spark Publishing, Publishing House
3 Bridgebank Industrial Estate, Taylor Street, Horwich, Bolton BL6 7PD, UK
Tel: +44 (0)161 909 0909 www.newhomeworldwide.com





NEW HOME *Worldwide*

Distribution of 49,500 magazines

Underpinning the whole Life Abroad experience is a bespoke and targeted distribution which embraces the following channels:

Heathrow First Class Lounges	3,000
Heathrow Business Lounges	4,500
UK 4 and 5 Star Hotels and exclusive establishments	13,500
Eurostar First Class Lounges	2,000
European 5 Star Hotels	19,500
Stansted First Class Lounge	500
Coldwell Banker offices worldwide	6,500
	<hr/>
	49,500

Demographics

 We estimate our demographics to be:

Male	56%
Female	44%
Core age group	35 - 70
Socio economic	AB

New Home Worldwide, Big Spark Publishing, Publishing House
3 Bridgebank Industrial Estate, Taylor Street, Horwich, Bolton BL6 7PD, UK
Tel: +44 (0)161 909 0909 www.newhomeworldwide.com

NEW HOME *Worldwide*

Advertising Rates

DPS	(€9,250) £7,500
OBC	(€5,950) £4,750
IBC	(€5,300) £4,250
IFC	(€5,300) £4,250
Special positions	(€4,950) £3,950
Page	(€4,350) £3,500
Half page	(€2,500) £1,995
Series discounts on request	
Sponsorship positions on request	
Agency commission 10%	

Contact details

Advertising:

Tel: +44 (0)161 909 0909

info@newhomeworldwide.com

New Home Worldwide, Big Spark Publishing, Publishing House
3 Bridgebank Industrial Estate, Taylor Street, Horwich, Bolton BL6 7PD, UK
Tel: +44 (0)161 909 0909 www.newhomeworldwide.com





NEW HOME *Worldwide*

Schedule 2009

January	Spring	Artwork by 15th December
April	Summer	Artwork by 9th March
July	Fall/Autumn	Artwork by 8th June
October	Winter	Artwork by 7th September

Technical details

DPS:	276mm (high) x 432mm (wide)	+ 5mm bleed
	10.875 inches (high) x 17 inches (wide)	+ .25inches bleed
Page:	276mm (high) x 216mm (wide)	+ 5mm bleed
	10.875 inches (high) x 8.5 inches (wide)	+ .25inches bleed
Half page (land):	125mm (high) x 196mm (wide)	
	5 inches (high) x 8.5 inches (wide)	
Half page (vert):	256mm (high) x 95mm (wide)	
	10 inches (high) x 3.75 inches (wide)	
Cover stock:	300gsm	
Text stock:	100gsm	

Advertisement submission

Ads to be supplied in digital format: Acrobat pdf High-res (300dpi) all colours CMYK. Please ensure that the transparency is flattened.
Any questions contact: production@newhomeworldwide.com

New Home Worldwide, Big Spark Publishing, Publishing House
3 Bridgebank Industrial Estate, Taylor Street, Horwich, Bolton BL6 7PD, UK
Tel: +44 (0)161 909 0909 www.newhomeworldwide.com