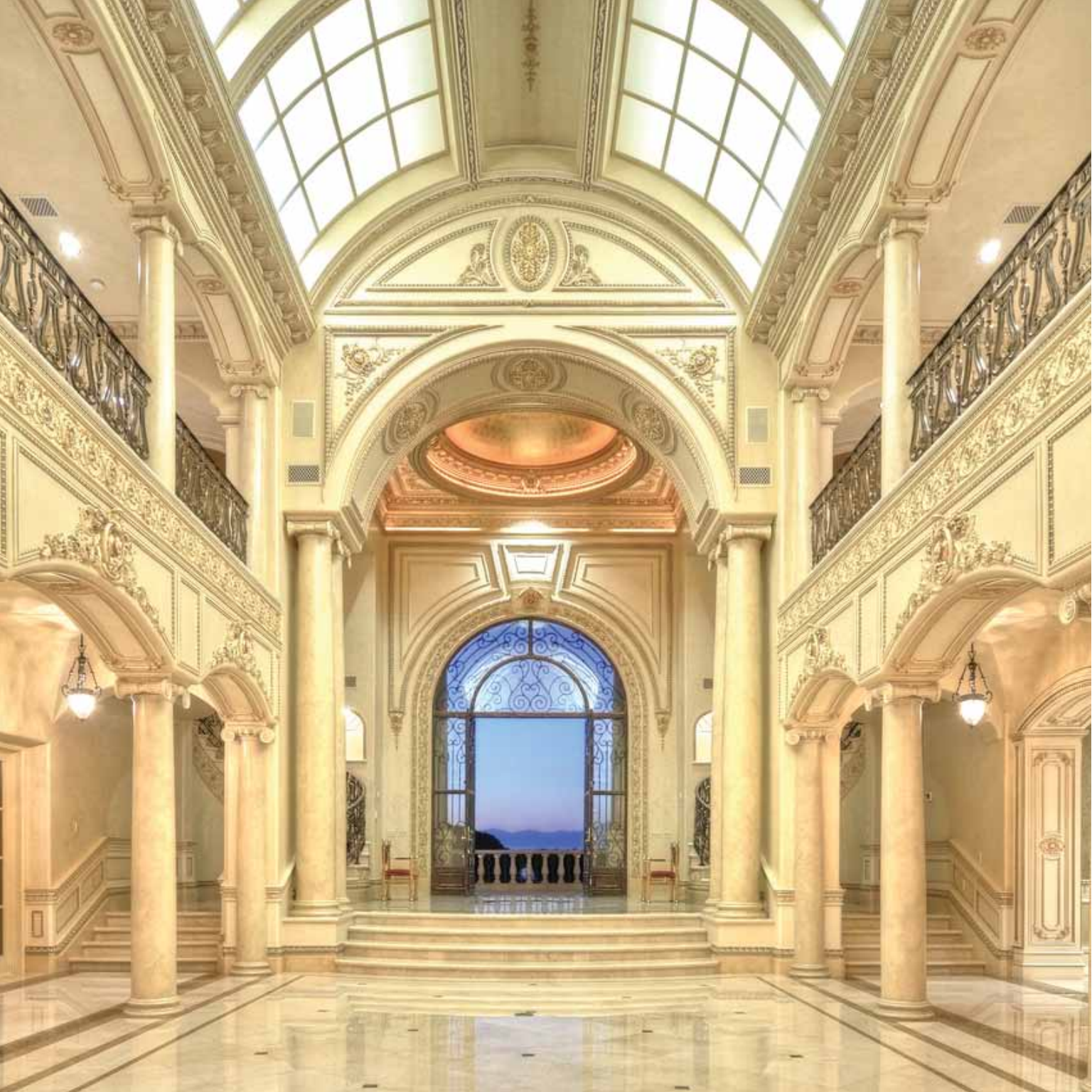


2013 MEDIA KIT



duPont REGISTRY
A BUYERS GALLERY *of* FINE HOMES®

www.duPontREGISTRY.com



ABOUT US

The current state of the luxury real estate market is creating an ever-growing gap between the top real-estate professionals and the average order-taker broker. The number-one factor fueling this gap is marketing. Those who take a deliberate, aggressive marketing approach to their business are the ones on top or moving up.

This is where the *duPont REGISTRY A Buyers Gallery of Fine Homes®* can help. For more than 17 years, we've been delivering an important marketing tool that reaches buyers and sellers every month. Even as the market changes, we will continue to do what we do best: help you obtain listings and sell houses.

We'll drive the wealthy, the super wealthy, and the uber wealthy to your door. Join us.



DEMOGRAPHICS

duPont REGISTRY's™ buyers are active, affluent, and ready to buy.

Average Household Income *\$315,000*

Household Average Net Worth *\$2.2 million*

Average Age *38.1*

Employment Background *32.5% Top Management*

Average Assets *89.9% Own Investments*



CIRCULATION & DISTRIBUTION

“We don’t reach millions of readers;
we reach readers with millions.”

- Publisher Thomas L. duPont

Total Paid Circulation 101,359

Subscribers 14,686

Monthly Newsstand Readers 86,673

Readers Per Copy 2.9

Source: Simmons Research

- Circulation to every state and 54 countries
- Subscription list of Fortune 500 and Forbes 400 executives, celebrities and entertainers
- Exclusive distribution to locker rooms of the NFL, NBA, MLB and NHL, and PGA golfers
- Participation at high-end automobile, boat, and home events

St. John’s Concours d’Elegance, Boca Raton Concours d’Elegance, Amelia Island Concours d’Elegance, Winter Park Concours d’Elegance, Barrett-Jackson Collector Car Auction, Fort Lauderdale Boat Show, Miami Boat Show, Palm Beach Boat Show, Annapolis Boat Show, St. Petersburg Boat Show, RE/MAX R4 Convention, Prudential Real Estate Sales Convention, ILHM Leaders in Luxury, Who’s Who in Luxury Real Estate Conference

- 14,000+ newsstands, upscale bookstores and international airports
- Luxury home buyers and top real estate offices
- First-class airline seats and lounges
- 5-diamond hotel suites and resorts around the globe
- duPont REGISTRY A Buyers Gallery of Fine Automobiles® subscribers



BUYER BEHAVIOR

PRINT

Readers spend a significant amount of time reading *duPont REGISTRY A Buyers Gallery of Fine Homes®*.

Average Minutes Spent Reading	107.1
Average Months Magazine is Kept	6.3

81.5% of *duPont REGISTRY A Buyers Gallery of Fine Homes®* readers responded to advertisements within a 12-month period.



BUYER BEHAVIOR

WEB

duPontREGISTRY.com™ is the
#1-ranked* luxury real estate marketplace.

*According to Alexa, Quantcast and Compete.

- 420,000+ unique visitors per month from 209 countries
- 8.5+ million page views per month
- 1+ million property searches per month
- 40,000+ total luxury property listings
- 45,000+ digital magazine subscriptions

Source: Omniture



EDITORIAL CALENDAR

JANUARY

Featuring
The Southeast
California
Colorado
Resort Properties

Space Closing: October 24
Issue Release: November 14

FEBRUARY

Featuring
Arizona
Waterfront Properties
Snow Properties
Scottsdale & Phoenix

Space Closing: November 16
Issue Release: December 12

MARCH

Featuring
Florida
Miami
Boca Raton
Florida Keys

Space Closing: December 18
Issue Release: January 16

APRIL

Featuring
Texas
Resort & Golf Living
Hilton Head Island
Island Destinations

Space Closing: January 24
Issue Release: February 13

MAY

Featuring
Florida
Naples
Ranches/Equestrian

Space Closing: February 22
Issue Release: March 13

JUNE

Featuring
Virginia
Georgia
Lakefront Living
Nashville

Space Closing: March 22
Issue Release: April 17

JULY

Featuring
The Carolinas
Fly-In Communities
Asheville
Hendersonville
Savannah

Space Closing: April 24
Issue Release: May 15

AUGUST

18th Anniversary Issue
Adirondacks
Carolina Coastal
Chicago

Space Closing: May 24
Issue Release: June 19

SEPTEMBER

Featuring
California
City Living
Pebble Beach & Carmel
Newport, RI

Space Closing: June 24
Issue Release: July 17

OCTOBER

Featuring
New England
New York
Mountain Properties

Space Closing: July 24
Issue Release: August 14

NOVEMBER

Featuring
Nevada
Waterfront
Fort Lauderdale
Ranches/Equestrian

Space Closing: August 23
Issue Release: September 18

DECEMBER

Featuring
Florida
Coastal Living
Luxury Rentals

Space Closing: September 24
Issue Release: October 16

duPont REGISTRY A Buyers Gallery of Fine Homes® will also feature Canada and International picks in each issue.



SUCCESS STORIES

“I have been a duPont REGISTRY™ advertiser for seven years. My business has grown quite steadily during that time. I am ranked as one of the top 100 agents in the United States, and that does not happen without extensive marketing.

The duPont REGISTRY™ has always been so supportive. I have advertised elsewhere in a number of publications in the United States and Europe, but yours is the only publication where buyers come to me, magazine in hand. Not long ago a delightful couple from Texas called me after seeing my ad in the duPont REGISTRY™. They wanted someone who really knew the area, and felt confident in calling me about finding a perfect South Florida retreat. After flying here and looking at several homes, they selected a beautiful waterfront property in Harbor Beach. We closed just last week. The duPont REGISTRY™ gets results - it is that simple.”

- Julie Jones, Premier Estate Properties in Fort Lauderdale, Florida



SUCCESS STORIES

“*duPont REGISTRY A Buyers Gallery of Fine Homes®* works! Last month, a client called and wanted me to list his home. When we got together, I asked him what prompted his call. He showed me a copy of your magazine and thumped it down on the table. ‘I love this magazine,’ he said. ‘And I want you to list my house.’

This is one great reason to love the *duPont REGISTRY™*, but there’s more to it. To sell luxury homes, I need to reach beyond the Las Vegas market. I need to find the wider audience, nationally and internationally. With the *duPont REGISTRY™*, the research and homework are done for me. If I want to hit a specific luxury market, I know the magazine will get in front of the right people. That’s very important. I also like the fact that the *duPont REGISTRY™* thinks outside the box. They take the homes magazine to luxury car and boat shows. Celebrities read it. It goes into locker rooms and airport lounges.

In the end, it’s the return - the bang for the buck - that keeps me coming back to the *duPont REGISTRY™*. When you are looking at a beautiful ad, you can get lost in the moment. That’s powerful.”

- Lee M. Medick, *Luxe Estates Collection in Las Vegas, Nevada*



SUCCESS STORIES

“Luxury homeowners have higher expectations for marketing their home for sale, and duPont REGISTRY™ always exceeds their expectations. duPont is a staple when it comes to marketing a luxury home because of the quality, the brand, and the results. I’ve used duPont multiple times for my listings, and I’ve seen results from doing so.

Most recently, when the December 2011 issue of *duPont REGISTRY A Buyers Gallery of Fine Homes®* came out, I picked up a copy to help one of my clients, NASCAR Hall of Famer Junior Johnson, find a new home. He was instantly interested in that month’s cover property, Seven Eagles in Charlotte, North Carolina. He toured the home, made an offer, and he and the homeowner closed on the property just a few weeks ago. We’re now placing Junior’s previous estate in the next issue of the duPont REGISTRY™.”

- John Mark Mitchell, eXp Realty of the Carolinas in Winston-Salem, North Carolina

Access wealth, sell luxury.

For more than 17 years, luxury real estate Realtors, brokers, agents and offices have relied on *duPont REGISTRY A Buyers Gallery of Fine Homes®* to build their business. Today, we offer a multimedia platform that includes display ads in our publication, complete web marketing programs, and targeted direct mail campaigns along with special event marketing. Look no further...



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