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## **Co-op Media Demographics 2009**

### **International Herald Tribune**

The *International Herald Tribune* is a sophisticated and comprehensive daily report for opinion leaders and business decision makers around the world. The mission of the *International Herald Tribune* is to enhance the global community by creating, collecting and distributing high quality news information and entertainment.

Readership Specifics

Distribution: 242,073

Median Income: \$286, 743

Median Age: 50

Number of Listings per Page: 35

### **The New York Times** *Escape*

The *New York Times* is widely recognized as America's paper of record, the most influential news source for some of the nation's most sophisticated -- and loyal -- readers. And today's Times is more influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The largest 7-day newspaper in the U.S. -- *The New York Times* delivers the buying power of America's top prospects.

Readership Specifics

Distribution: 1,037,828

Median Income: \$103,200

Median Age: 47.6

Number of Listings per Page: 15

# The New York Times Magazine

Today's most influential and entertaining writers offer the in-depth narratives, trend stories, and opinionated essays that are the heart of The New York Times magazine. The Magazine's general interest focus gives it the freedom to cover the world and appeal to its readers' restless imaginations. A portion of the magazine is dedicated to luxury real estate, and that section is aptly titled "Luxury Homes & Estates." Every week, for the last 28 years, this portion of the magazine showcases luxury properties of all types – from the country's most exquisite homes, from lavish vacation getaways and contemporary masterpieces to elegant city pied a terres and historic, stately mansions.

## Readership Specifics

Distribution: 1,500,000

Median Income: \$99,900

Median Age: 49.4

Number of Listings per Page: 16

## The Robb Report COLLECTION

*The Robb Report Collection* is delivered monthly with *Robb Report* to individual subscribers and to fine newsstands in the U.S. and internationally also offering national and/or regional marketing programs. Each month, the evocative writing and rich photography of *The Robb Report Collection*, captures with authority, the elegance and sophistication of a life well lived. The Robb Report Collection encompasses all facets of luxurious living including: jewelry, watches, autos, yachting, aircrafts, real estate, finance, style, culture, travel, and the best of epicure. *The Robb Report Collection* is the most extensive direct marketplace for purchasing and selling exclusive luxury goods.

## Readership Specifics

Distribution: 104,227

Median Income: \$1,200,000

Median Age: 54

Number of Listings per Page: 12

## Robb Report Vacation Homes

Exclusively for owners, buyers, and sellers of luxury homes and real estate. *Robb Report Vacation Homes* celebrates the growing and exclusive world of multiple luxury home ownership. *Robb Report Vacation Homes* addresses the unique interests and needs of wealthy multiple-home owners, buyers, and sellers. These consumers are the decision makers responsible for the phenomenal growth of the multiple luxury home market worldwide. In each issue our editors explore all aspects of second, third, and fourth home ownership, including real estate investment opportunities.

## Readership Specifics

Distribution: 110,000

Median Income: \$1,180,000

Number of Listings per Page: 12

# THE WALL STREET JOURNAL

The Wall Street Journal is the premier media franchise for delivering news and information to success-minded professionals worldwide. Exceptional brand recognition, content-rich environment and high reader involvement exemplify the brand's distinction. Long recognized as an authority on living life to the fullest, The Journal connects you to the world's most affluent home-buying audience. In print and online, The Journal provides an environment of quality, tradition and innovation, offering unrivaled access to qualified homebuyers. An ideal venue for your luxury real estate, The Journal successfully helps enterprising real estate professionals gain new listings and close billions of dollars in real estate sales.

## Readership Specifics

Distribution: 1,878,927 (Global)

Median Income: \$315,548

Median Age: 51

Number of Listings per Page: 35

# duPont REGISTRY

The *duPont Registry* Fine Homes Magazine is the Luxury Destination Real Estate Magazine, designed to reach both buyers and sellers of High End residential real estate. The *duPont Registry* also markets and is a global networking tool for Luxury Real Estate Agents, Brokers and real Estate offices.

## Readership Specifics

Distribution: 80,000

Median Income: \$345,000

Median Age: 36

Number of Listings per Page: 12

# COUNTRY LIFE

Published weekly in London, *Country Life* is the UK market leader for property advertising. Overseas properties now account for 45% of all advertising carried in *Country Life*, reflecting the increased demand in the market. 42% of *Country Life* readers plan to buy an overseas property in the next 12 months. The most common purchase reasons are: holiday home (60%), investment (18%) and retirement (15%). The average intended spend on an overseas property is just under \$1million, with 6% looking to spend in excess of \$2 million on a home abroad. 57% of readers will fund their property purchase with cash. 84% of readers currently do not own property abroad, with 75% reading the magazine to gain information on buying a home abroad, and 35% to find out about relocating abroad.

## Readership Specifics

Distribution: 40,408

Median Income: \$200,000

Median Age: 57

Number of Listings per Page: 16