

THE GLOBAL AUTHORITY IN LUXURY REAL ESTATE

CHRISTIE'S

INTERNATIONAL REAL ESTATE



AFFILIATE PACK 2022

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WELCOME

Christie's International Real Estate Magazine. A publication that invites attention.

As the world's leading art house, Christie's is a name that speaks of extraordinary art, unparalleled expertise, and international glamour. Dedicated to the marketing and sale of luxury residential real estate worldwide, the Christie's International Real Estate network has achieved more than \$500 billion in sales over the last five years. The marketing of fine art and high-end properties has proved to be a natural combination, resulting in a real estate marketing powerhouse driven by the passion and success of the Christie's name and the local connections and expertise of experienced brokers. By balancing this unique worldwide scope with a personal touch, Christie's International Real Estate has become a global authority on marketing exceptional properties.

Christie's International Real Estate magazine delivers exclusive access to the clientele of Christie's and Christie's International Real Estate, creating an unprecedented level of international visibility to buyers and sellers of high-value properties. Your message is delivered to a select, private,

and qualified group of readers who are proven purchasers of luxury goods, collectors of fine art, and investors in multimillion-dollar properties—the most affluent demographic.

Produced four times a year, this industry-leading publication has an estimated annual readership of approximately 500,000; as well as a Chinese language edition distributed in mainland China and Hong Kong. Our magazine provides personality and flair with engaging, lively articles that draw on the Christie's brand's rich heritage and expertise. The editorial content covers the world of ultra-luxury alongside a showcase of the world's most exclusive real estate.

Content is also promoted via digital channels, including a dedicated page on christiesrealestate.com; through Christie's newsletters, which are distributed to over 25,000 contacts; and on Facebook, Instagram, Twitter, and LinkedIn, with a combined 401,500 followers and a reach of more than one million people per month in more than 200 countries.



READER / CUSTOMER PROFILE

KEY STATS

Average price of properties in magazine:

\$13,500,000

READER CHARACTERISTICS

- Ultra-high-net-worth and high-net-worth professionals
- High-quality lifestyles
- Experienced global travelers
- Owners of multiple properties
- Married / cohabiting / supporting families

TYPICAL READER JOB TITLES

Chairman / president / non-executive director /
board member / managing director / head of department /
senior vice president

FREQUENCY AND CIRCULATION

Published quarterly:

Q2 APRIL-JUNE

Q3 JULY-SEPTEMBER

Q4 OCTOBER-DECEMBER

Q1 JANUARY-MARCH

Circulation:

36,000

WORLDWIDE DISTRIBUTION

CHRISTIE'S INTERNATIONAL REAL ESTATE OFFICES AND AFFILIATE NETWORK – 18,000 COPIES

Distributed in Christie's International Real Estate offices and by its network of affiliates in more than 46 countries in Americas, Europe, Africa, and Asia Pacific, which is then distributed to local clientele.

CHRISTIE'S CLIENTS AND OFFICES – 6,000 COPIES

Mailed to select Christie's clients, and available at sales each year and at Christie's offices in 46 countries, including salesrooms in London, New York, Paris, Geneva, Milan, Amsterdam, Zurich, Dubai, Hong Kong, and Shanghai.

ADDITIONAL CHANNELS – C. 8,000 COPIES

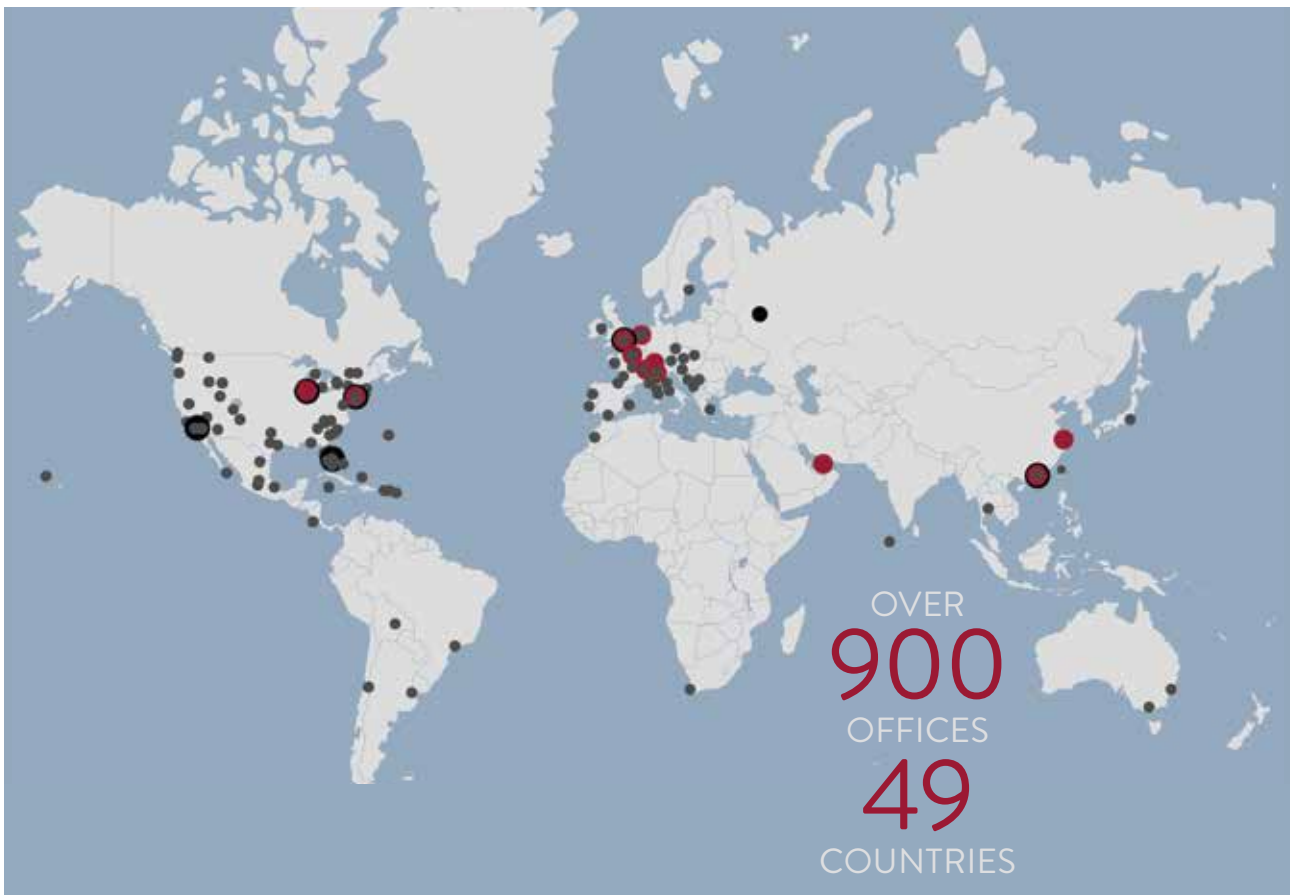
Distributed through a direct mail global program, advertisers, and media, and on display at Christie's sales and events, and Christie's partners' events worldwide.

CHINESE EDITION – C. 3,000 COPIES

Distributed to high-net-worth individuals across mainland China and Hong Kong, with 2,000 copies direct mailed to Christie's clients and 1,000 copies available for high-profile events, including Christie's Hong Kong and Shanghai auctions, and for display at Christie's International Real Estate and select affiliate offices worldwide.

SPECIAL MEDIA PLACEMENT – 1,000 COPIES

Distributed to five-star hotels, corporate offices, luxury apartments, spas, private members' clubs, private jet and airport lounges, and exclusive marinas.



PROPERTY LISTINGS

Property listings immediately follow the editorial pages and are organized geographically, so finding your way around the magazine is intuitive; each page has color-coded navigation tabs.

A number of page templates are available and the most appropriate is chosen based on the range of images provided and the position of the property listing within the magazine.

Each affiliate is required to place at least one full-page ad in each issue of the magazine, showcasing one property in their agreed territory, at a cost of \$3,600*. Additional full-page ads can be purchased to showcase one, two, or four properties for \$2,900. A separate order form is required for each property.

* Please refer to your contract for any variations on these requirements

ADDITIONAL ADVERTISING OPTIONS

TWO-PAGE SPREAD

To purchase a two-page spread for a property listing, select the option in the ad order form. The magazine content team will follow up to discuss any extra imagery requirements.

PAID CUSTOM COVER

Purchasers of one full-page ad in the magazine qualify for a custom cover. High-quality images of the featured property are required, enough for a cover and a two-page spread. Affiliates are required to order 100 copies of the “custom cover magazine” for distribution in their local market. In addition to the bespoke cover,

a two-page spread advertising the property in the listings section of the magazine is guaranteed. Custom cover magazines are for exclusive distribution to the purchaser’s clients and are not distributed globally. The magazine content team will follow up to discuss any requirements, and will create a bespoke cover design based on the suitable images supplied.

DIRECT MAIL PROGRAM

To participate in the Direct Mail Program, check the appropriate box in the ad order form. A Christie’s International Real Estate representative will then follow up.



PROPERTY LISTINGS

SUBMITTING AN ORDER AND ASSETS FOR YOUR AD

- 1 Log on christiesrealestate.net (Extranet)
- 2 Go to Properties and click on **View/Edit Properties**
- 3 Click on **Tools** and use the dropdown search box
 - Ensure the **Status** option is set to **Both**
- 4 For the preferred web ad, click **Place Ad** in the **Action** column
- 5 In the order form pop-up:
 - Check the details and make any necessary edits or additions
 - Include a full property description, contact info and sales info
 - Click **Submit**.
- 6 Log on to christiesrealestate.egnyte.com (FTP)
- 7 Create a new folder
 - Label it with the property's address
 - **Upload** or drag your high-resolution images into the browser
 - Ensure your images are named by address and number them by preference, if applicable (e.g. 100ParkAve_01.jpg)
- 8 You will receive email confirmation within 24 hours
 - Contact cireteam@wearesunday.com if this does not arrive

IMPORTANT!

- It is your responsibility to secure the rights to all content you wish to reproduce in the magazine, including for any photography, artwork or recognizable furniture designs featured in the photographs you provide.
- If your images require a credit, please notify the magazine content team at cireteam@wearesunday.com when you submit.
- Images must not feature graphics (eg borders/ arrows/circles) or people.
- Listings will be written to conform to house style (a variation of Chicago Style) and may be edited for length.

BEFORE YOU BEGIN, CHECK THE FOLLOWING. YOU WILL NOT BE ABLE TO PLACE YOUR MAGAZINE AD WITHOUT:

Extranet access If you do not have login details for christiesrealestate.net, contact your regional office.

FTP access If you do not have login details for the FTP (christiesrealestate.egnyte.com) or are having problems accessing it, please contact your regional office.

A web ad A property must be listed on the Extranet (either as a draft or live ad) before it can be submitted for the magazine. For help creating a web ad, contact your regional office.

High-resolution images At least three print-quality, high-resolution images.

Property information At least 150 words describing the property.

Email access Proofs of your ad will be sent via email; please add cireteam@wearesunday.com to your address book.

IMPORTANT!

- Proofs will only be sent to the contact entered on the ad order form under 'Who should receive the proof of your ad for approval'. It is essential this information is correct when you submit your ad. If the contact changes, email cireteam@wearesunday.com immediately.
- Up to three rounds of amends can be accommodated. Please collate your changes before sending them to the magazine content team. A charge may be incurred if three rounds are exceeded.

PROPERTY LISTINGS / KEY CONTACTS

HOW TO APPROVE YOUR MAGAZINE AD

When the ad page is ready to review, the magazine content team will email a low-resolution PDF proof to the person named on the original order form (or to an alternative contact, if the editors have been notified of a change of contact). **To approve, or to request amends to the page, please reply to the email.** A revised proof will be sent when ready. Please note, up to three rounds of amends can be accommodated. Please collate your changes before sending.

CONTACTS

Magazine ad booking and approvals:

Magazine Content Editor: Emma Johnston
 Email: cireteam@wearesunday.com
 Telephone: +44 20 7871 2906
 USA Toll Free Number: +1 877 841 7236

Web ads, the extranet, the FTP, and anything non-magazine related:

Your Christie's International Real Estate regional office

Direct mail and mailing lists:

Kaysha Velarde-Wilson, Manager, Business Operations
 Email: kvelarde@christies.com
 Telephone: +1 718 974 7873

DATES FOR 2022

Issue	Publication date	Booking and material deadline	Ad proof approval deadline
Q2 April – June	March 15, 2022	December 10, 2021	January 19, 2022
Q3 July – September	June 15, 2022	March 18, 2022	April 13, 2022
Q4 October – December	September 15, 2022	June 17, 2022	July 13, 2022
Q1 January – March	December 15, 2022	September 16, 2022	October 12, 2022