

EXCEPTIONAL PROPERTIES

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exceptionalpropertiesonline.com



Luxury Homes
and Living



Discriminating Luxury Home Owners

Robb Report *Exceptional Properties* offers unparalleled access to discriminating home and property owners. These highly sought-after consumers, many of whom own multiple residences, are responsible for a disproportionate amount of spending on luxury home goods and services, and are active buyers and sellers of luxury properties.

Robb Report Exceptional Properties is an authoritative resource dedicated to topics of interest to affluent and active consumers, offering valuable insight on design and style trends, locations, values and amenities. Editorial coverage includes home design and style, furnishings and amenities, primary and secondary home locales, resort communities, ownership options and travel opportunities. With special features covering architectural trends, interior design and communities that cater to specific lifestyles—urban living, country homes, ranch properties, vineyard and equestrian estates—*Robb Report Exceptional Properties* provides a broad and diverse look at the luxury home market and captures the interest and attention of the world's most coveted consumers.



Active Consumers for Luxury Home Furnishings, Decor and Appointments



Median Age	46
Married/Partnered	91%
College	85%
Post-Graduate	32%
Average HHI	\$1.2M*
Average Net Worth	\$2,015,000*
Average Total Asset Value	\$6.5M*

Compared to other magazines (Affluent Households - Household Income \$100,000+), Robb Report readers spend significantly more on their homes:

Art and Collectibles	2.9 times the average
Home and Garden	2.5 times the average
Total Home	2.3 times the average

Robb Report readers spend more on categories that indicate a high value placed on lifestyle:

RANK #1 FOR:

- Spending past year for Antiques
- Spending past year for Bedding and Linens
- Spending past year for Landscaping and Gardening Services
- Spending past year for Leisure, Entertainment, Dining
- Spending past year for Travel
- Spending past year for Wine, \$5,000[†]
- Spending past year for Liquor, Spirits, Liqueurs \$2,000[†]
- Spending past year for Entertaining at home \$3,000[†]
- Spending past year for Women's apparel and accessories
- Spending past year for Men's apparel and accessories
- Spending past year for Total spending, watches, jewelry, fine writing, \$10,000[†]

2010 Mendelsohn Affluent Survey, Head of Household, HHI \$100,000+

[†] HHI \$250k+

* 2008 Robb Report Subscriber Survey conducted by MMR.

Real Estate

Robb Report Readers Own More Homes:

Own 2 or more Household residences	44%
Own 3 or more Household residences	15%
Own 4 or more Household residences	5%

Robb Report Readers Are Actively in the Market to Purchase:

Plan to, in the Next 12 Months:

Buy or Build a Home	9%
Design or Build a New Home	3%
Buy a Newly Constructed Home	5%
Buy a Vacation Home	2%
Move or Relocate	8%

Robb Report Readers Choose a Variety of Principal Residence Types:

Private House	82%
Apartment/Condo/Co-op	14%
Farm or Ranch	1%
Rent their Principal Residence	2%
One or more Residence is Waterfront Property	15%
Average Value of Real Estate Owned	\$1,246,000

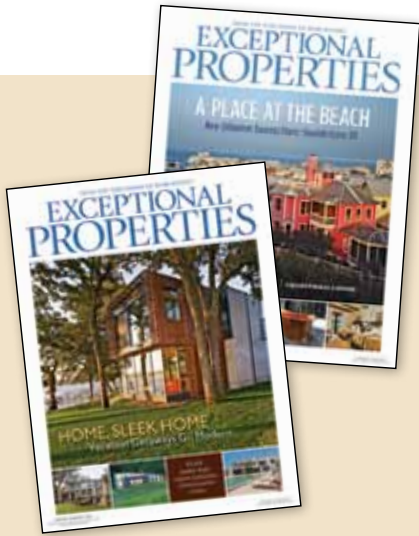
Robb Report Readers Own Various Types of Other Real Estate:

Private Houses	34%
Apartment/Condo/Co-op	9%
Timeshare (condo/resort)	8%
Weekend/Vacation Home/Apartment	8%
Farm or Ranch	4%
Residential Rental Property	7%
Commercial Property	8%
Undeveloped land	7%
Average Value of Other Real Estate owned (excluding Principal Residence)	\$1,159,000

2010 Mendelsohn Affluent Survey Head of Household, HHI \$100,000+



EXCEPTIONAL PROPERTIES



Circulation

Robb Report *Exceptional Properties*, provides distribution of more than 60,000 copies to the most exclusive and coveted real estate consumers in the world.

- > Approximately 47,000 copies are mailed with *Robb Report* magazine to subscribers worldwide.
- > More than 15,000 copies are distributed to influential industry professionals and high net worth consumers, events and promotions.



CIRCULATION COMPARISON

	Quantity	Robb Report	Exceptional Properties
Paid Subscription copies (print)	45,002	X	X
Paid Subscription copies (digital)	2,298	X	X
Sponsored Subscription copies (partners)	4,001	X	
Bookstores & Newsstands (avg. copies sold)	27,541	X	
Verified Subscription copies (Hotel, FBO)	21,871	X	
Industry Professionals	11,000		X
Non-paid digital viewers (digital)	2,000		X
Circulation		100,713	60,300

Issue Dates

ISSUE	AD CLOSE	MATERIALS DUE	IN-HOME
Jan/Feb 2012	Nov 2	Nov 9	December
Mar/Apr 2012	Jan 4	Jan 11	February
May/June 2012	Mar 2	Mar 9	April
Jul/Aug 2012	May 2	May 9	June
Sep/Oct 2012	Jul 3	Jul 11	August
Nov/Dec 2012	Sep 4	Sep 11	October



Editorial Calendar

JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE
<p>FEATURES</p> <ul style="list-style-type: none"> • Communities: Spotlight on a luxury residential community that stands out for its amenities, design and all-around livability • Architecture: Noteworthy achievements in residential design by leading architectural firms • Lifestyle: A selection of private communities specializing in various recreational, cultural and quality-of-life pursuits • By Design: Profile of a company bringing innovation to luxury homes: Stone • Destination: House hunting - Seychelles <p>DEPARTMENTS</p> <ul style="list-style-type: none"> • HomeFront: Key home design elements • Selling Point: Ski resort/mountain • Reasons to Have a Home In: Sanibel Island, FL • Shared Ownership: Fractional properties and residence clubs from around the world • Closing Page: Notable residential sales in significant markets <p>Ad Close: Nov 2 Materials Due: Nov 9 In-Home December</p>	<p>FEATURES</p> <ul style="list-style-type: none"> • Communities: Spotlight on a luxury residential community that stands out for its amenities, design and all-around livability • Architecture: Noteworthy achievements in residential design by leading architectural firms • Lifestyle: A selection of private communities specializing in various recreational, cultural and quality-of-life pursuits • By Design: Profile of a company bringing innovation to luxury home design: Fireplaces • Destination: House hunting - Bahamas <p>DEPARTMENTS</p> <ul style="list-style-type: none"> • HomeFront: Key home design elements • Selling Point: Equestrian/ranch homes • Reasons to Have a Home In: Outer Banks, NC • Shared Ownership: Fractional properties and residence clubs from around the world • Closing Page: Notable residential sales in significant markets <p>Ad Close: Jan 4 Materials Due: Jan 11 In-Home February</p>	<p>FEATURES</p> <ul style="list-style-type: none"> • Communities: Spotlight on a luxury residential community that stands out for its amenities, design and all-around livability • Architecture: Noteworthy achievements in residential design by leading architectural firms • Lifestyle: A selection of private communities specializing in various recreational, cultural and quality-of-life pursuits • By Design: Profile of a company bringing innovation to luxury home design: Home Theaters • Destination: House hunting - Spain <p>DEPARTMENTS</p> <ul style="list-style-type: none"> • HomeFront: Key home design elements • Selling Point: Lakefront homes • Reasons to Have a Home In: Las Vegas, NV • Shared Ownership: Fractional properties and residence clubs from around the world • Closing Page: Notable residential sales in significant markets <p>Ad Close: Mar 2 Materials Due: Mar 9 In-Home April</p>



Editorial Calendar

JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER /DECEMBER
<p>FEATURES</p> <ul style="list-style-type: none"> • Communities: Spotlight on a luxury residential community that stands out for its amenities, design and all-around livability • Architecture: Noteworthy achievements in residential design by leading architectural firms • Lifestyle: A selection of private communities specializing in various recreational, cultural and quality-of-life pursuits • By Design: Profile of a company bringing innovation to luxury homes: Countertops • Destination: House hunting - St. Bart <p>DEPARTMENTS</p> <ul style="list-style-type: none"> • HomeFront: Key home design elements • Selling Point: Island homes • Reasons to Have a Home In: San Juan Islands, WA • Shared Ownership: Fractional properties and residence clubs from around the world • Closing Page: Notable residential sales in significant markets <p>-----</p> <p>Ad Close: May 2 Materials Due: May 9 In-Home June</p>	<p>FEATURES</p> <ul style="list-style-type: none"> • Communities: Spotlight on a luxury residential community that stands out for its amenities, design and all-around livability • Architecture: Noteworthy achievements in residential design by leading architectural firms • Lifestyle: A selection of private communities specializing in various recreational, cultural and quality-of-life pursuits • By Design: Profile of a company bringing innovation to luxury homes: TBA • Destination: House hunting - Panama <p>DEPARTMENTS</p> <ul style="list-style-type: none"> • HomeFront: Key home design elements • Selling Point: Penthouse/tower homes • Reasons to Have a Home In: Cape Cod, MA • Shared Ownership: Fractional properties and residence clubs from around the world • Closing Page: Notable residential sales in significant markets <p>-----</p> <p>Ad Close: July 3 Materials Due: July 11 In-Home Aug</p>	<p>FEATURES</p> <ul style="list-style-type: none"> • Communities: Spotlight on a luxury residential community that stands out for its amenities, design and all-around livability • Architecture: Noteworthy achievements in residential design by leading architectural firms • Lifestyle: A selection of private communities specializing in various recreational, cultural and quality-of-life pursuits • By Design: Profile of a company bringing innovation to luxury homes: TBA • Destination: House hunting - Provence <p>DEPARTMENTS</p> <ul style="list-style-type: none"> • HomeFront: Key home design elements • Selling Point: Historic homes • Reasons to Have a Home In: Austin, TX • Shared Ownership: Fractional properties and residence clubs from around the world • Closing Page: Notable residential sales in significant markets <p>-----</p> <p>Ad Close: Sep 4 Materials Due: Sep 11 In-Home October</p>

