

THE WALL STREET JOURNAL. MANSION GLOBAL



THE
RE/MAX
COLLECTION®

RE/MAX Associates receive exclusive discounts for print and online advertising to market your luxury listings to our affluent audience in one of the most trusted media brands, The Wall Street Journal.

SPECIAL OFFER FOR 2022:

Print & Digital Bundle

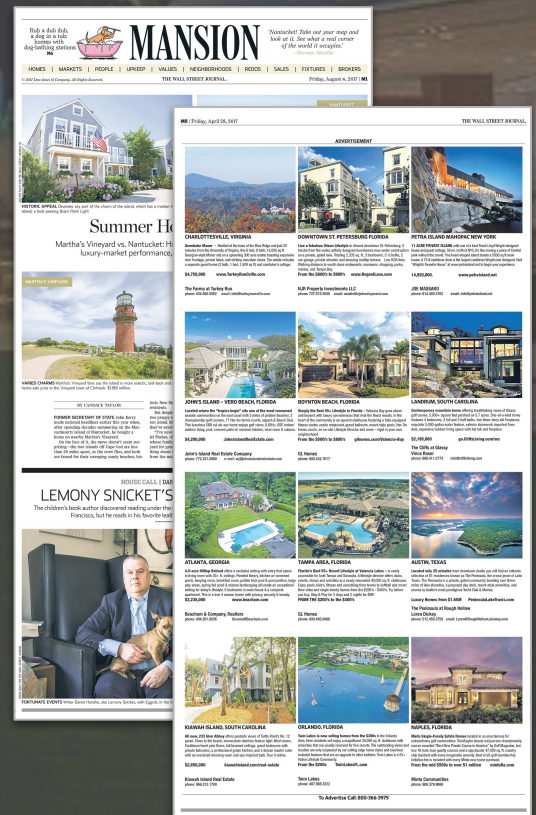
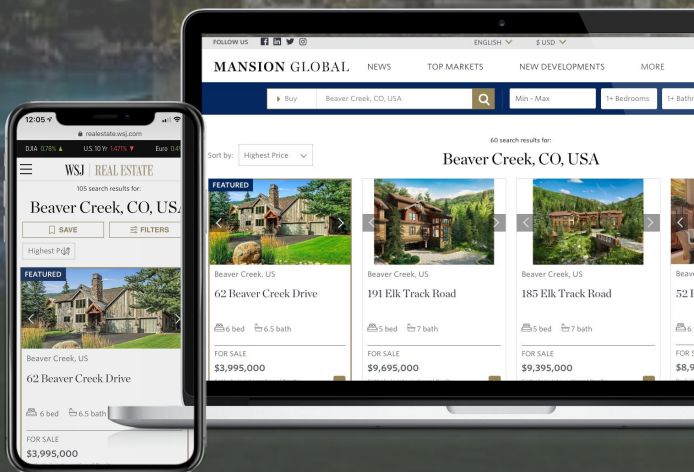
PRICE: \$2,300

SAVINGS OF \$200!

Surface your digital listing at the top of any relevant search results across The Wall Street Journal, MarketWatch, Mansion Global*, and Barrons-Penta*. Featured listing upgrades drive engagement, separating your property from the competition. Furthermore, Property Portfolio provides a cost-effective, uniform way to reach the affluent WSJ audience on a National Scale within a relevant editorial environment. All listings include one photo, a brief description, and three lines of contact information.

- Digital: Featured Listings Upgrade
- Print: National Property Portfolio in WSJ Mansion

Bonus: When purchasing any of our products in this marketplace, we will include a free one-year WSJ digital subscription.



For more information: The Wall Street Journal | Mansion Global
sales.realestate@wsj.com

*Listings on Mansion Global and Barrons-Penta must be a minimum of \$1M

THE WALL STREET JOURNAL.
MANSION GLOBAL

DIGITAL OPPORTUNITIES

A DIGITAL DESTINATION FOR IN-MARKET BUYERS

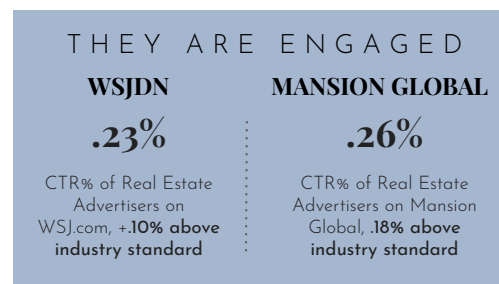
The Ultimate Wealth Network

Comprising five of the world's leading digital news destinations, The Wall Street Journal Digital Network (WSJDN) and Mansion Global's digital platform reaches **116.6 million global visitors each month**. Mansion Global and The Wall Street Journal Digital Network (WSJDN) are the premier digital destinations for the world's most influential and affluent.

#1 WSJ's rank as the most reliable & trusted news source in the U.S., according to a new study by Erdos & Morgan conducted in March & April 2021, that polled lawmakers, enterprise CXOs & other legislative influencers on their perceptions of 12 of the most prominent news & beltway media brands in the U.S.

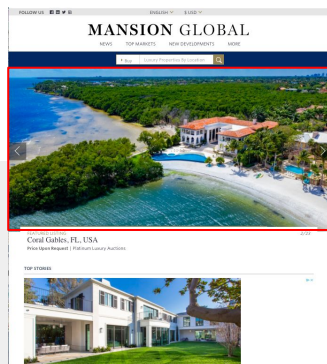
Readers look to Mansion Global and WSJDN on a daily basis for on-the-go, trusted information that will empower them to make important investment and luxury purchase decisions. By surrounding your exceptional properties with our award-winning content, your listings will gain unprecedented traction from quality leads & generate sales.

OUR DIGITAL AUDIENCE



Source: Ipsos Affluent Survey USA Fall 2021 Adults 18 or older, HHI \$125,000+, Adobe Analytics, July-Sept 2021.

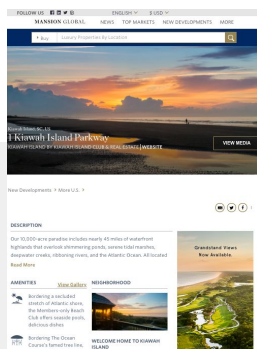
Source: 2021 Resetting the Agenda: Biden, Business & Beyond Study, Erdos & Morgan; fielded March 22-April 9 2021, n=623 respondents. Study blind sponsored by The Wall Street Journal; other brands included The New York Times, The Washington Post, The Hill, Roll Call, National Journal, The Washington Times, Politico, NPR, Fox News, The Drudge Report, Bloomberg



HOMEPAGE HERO

Mansion Global's Homepage Hero listing opportunity provides premium, full-page visibility of your properties through beautiful images or video.

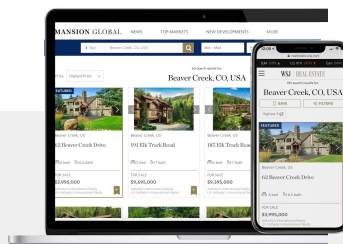
Pricing Starts at:
No Video: \$2,000/30 days



NEW DEVELOPMENT PROFILE PAGE

From an property neighborhood profile, video amenities and localized map feature, this feature provides an in-depth look at your new construction project to engaged, HNW buyers.:

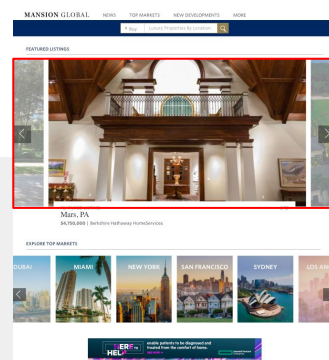
Pricing Starts at:
\$990 /90 Days



FEATURED LISTINGS UPGRADE

Surface your listing at the top of any relevant search result across Mansion Global, The Wall Street Journal, MarketWatch, Barron's & Penta & showcase your beautiful properties in the most robust, impactful way.

Pricing Starts at: \$500 /3 months
(property listing must already be included in listings feed)



HOMEPAGE FEATURED LISTINGS MODULE

The Homepage Featured Listing Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

Pricing Starts at:
\$1,000 /month

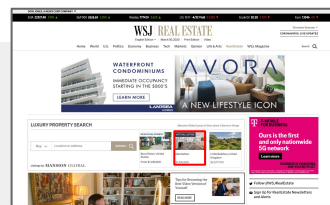


VIRTUAL HOMEPAGE HERO LISTING

The virtual listing opportunity, featured on the Homepage Hero, provides HNW buyers a more intimate view of your exceptional property through video.

45x more visits than the average listing

Pricing Starts at:
\$2,250/30 days



VIRTUAL LISTING UPGRADE

As the first upgraded listing that appears on WSJ.com Real Estate's Skybox, the Virtual Upgrade Listing Opportunity provides ultra-premium positioning for brokers and agents who want to attract qualified leads

Featured on: Barron's, MarketWatch & Penta and WSJ.com Real Estate

Pricing Starts at:
\$1,500 /90 days



@MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

Followers: 109K
Net Pricing:
Post: \$1,500/per
Story: \$1,000/per



MANSION GLOBAL WECHAT POST

Mansion Global's listings page on WeChat, provides our clients the opportunity to showcase their listings in an impactful way to a highly coveted, in-market Chinese audience.

Pricing Starts at:
\$2,000/listing post net
****2 posts min required**



VIDEO SHORTS

Through a mix of client supplied video and photo assets, our team will create a custom video with cut downs to use on social media platforms or in ad units.

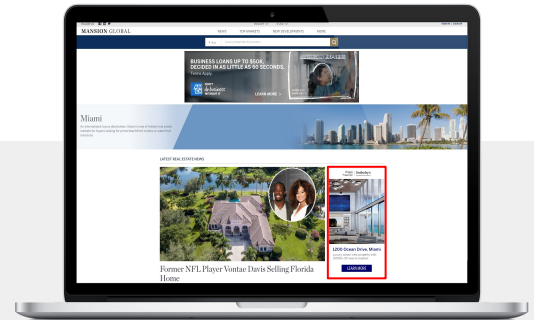
Pricing Starts at:
\$5,000



CUSTOM NEWSLETTER

A go-to read for the most powerful and affluent consumers, delivering all your newsworthy content directly to their inboxes--inspiring the luxury lifestyle & delivering results.

Pricing Starts at:
\$5,000 per



DIGITAL PROPERTY AD UNITS

Showcase your listing in turn-key and captivating custom branded ad unit. This listing opportunity allows agents and brokers to seamlessly integrate their property into a display ad unit to run across Mansion Global.

Pricing Starts at:
\$2,500

THE WALL STREET JOURNAL. BARRON'S **fn**
MANSION GLOBAL *MarketWatch*

WSJDN NETWORK

HIGH IMPACT DIGITAL DISPLAY

Increase brand awareness and surround Mansion Global and The Wall Street Journal's affluent digital readers as they immerse themselves in our leading content through a high-impact digital display campaign.

Through placements tailored to the ideal potential customer and their interests, your strategic messaging and beautiful creative will reach the right audience when travel is top of mind.

Details:

- Audience and Content Targeted Package
 - Real Estate Lovers
 - Luxury Lovers

Ad Units Available: 970x250, 728x90, 300x600, 300x250

- Geo-Targeted to Key Markets
- 1 Month Minimum Flight

Minimum Investment: \$5,000 USD /month



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PRINT OPPORTUNITIES

2022 Print Opportunities Fridays in Mansion in The Wall Street Journal

As a part of RE/MAX 2022, agents can enjoy discounts on advertising in the Distinctive Properties feature available each Friday in Mansion.



WSJ INSIGHTS RESULTS*

\$2.9 million

Average household income

\$372,000

Average household income

78% agree

Wall Street Journal content is "written with expertise & knowledge. It has increased my interest in the market."

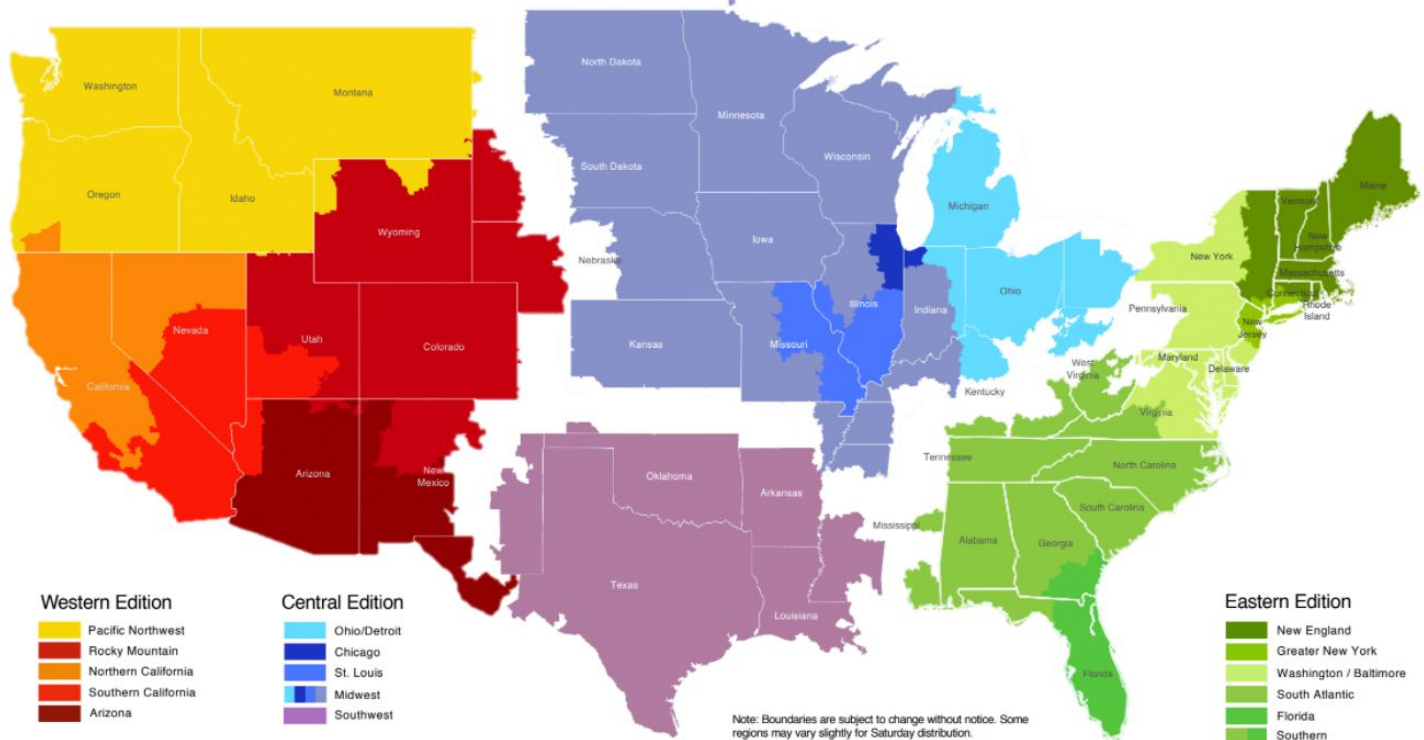
25%

Plan to build or buy a home in the next twelve months

The Wall Street Journal and Mansion Global reach an affluent, influential audience of real estate enthusiasts with the means an inclination to buy and sell luxury real estate as a primary or secondary residence or an investment.

THE WALL STREET JOURNAL

Classified Advertising Editions & Regions



RE/MAX 2022 Rates - Color, NET

PRINT OPPORTUNITY: Promote your properties in Friday's Mansion section in **Distinctive Properties & Estates**. Reservations due the Tuesday before each Friday publication. *Rates do not include type setting fees.*

QUARTER PAGE 3 columns (5.35") x 10"

National: \$18,585.71	
Western: \$8,423.79	Eastern: \$14,886.43
So. Calif: \$5,182.71	Northeast: \$8,007.90
No. Calif: \$3,837.41	New York: \$7,543.79
Pacific NW: \$2,710.71	New England: \$4,408.90
Rocky Mtns: \$2,393.91	Wash/Balt: \$2,769.58
Arizona: \$2,148.99	Southern: \$5,689.42
Midwest: \$11,556.91	So. Atlantic: \$3,321.24
Chicago: \$3,334.26	Florida: \$3,370.35
Detroit: \$2,175.31	Southwest: \$3,916.69
St. Louis: \$2,249.85	Texas: \$2,919.55
Ohio: \$2,743.55	

1 column (1.68") x 2"

National: \$1,281.77	
Western: \$580.95	Eastern: \$1,026.65
So. Calif: \$357.43	Northeast: \$552.27
No. Calif: \$264.65	New York: \$520.26
Pacific NW: \$186.95	New England: \$304.06
Rocky Mtns: \$165.10	Wash/Balt: \$191.01
Arizona: \$148.21	Southern: \$392.37
Midwest: \$797.03	So. Atlantic: \$229.05
Chicago: \$229.95	Florida: \$232.44
Detroit: \$150.02	Southwest: \$270.12
St. Louis: \$155.16	Texas: \$201.35
Ohio: \$189.21	

1 column (1.68") x 4"

National: \$2,563.55	
Western: \$1,161.90	Eastern: \$2,053.30
So. Calif: \$714.86	Northeast: \$1,104.54
No. Calif: \$529.30	New York: \$1,040.52
Pacific NW: \$3723.89	New England: \$608.12
Rocky Mtns: \$330.19	Wash/Balt: \$382.01
Arizona: \$296.41	Southern: \$784.75
Midwest: \$1,594.06	So. Atlantic: \$458.10
Chicago: \$459.90	Florida: \$464.88
Detroit: \$300.04	Southwest: \$540.23
St. Louis: \$310.32	Texas: \$402.70
Ohio: \$378.42	

[illegible]

EIGHTH PAGE 3 columns (5.35") x 5"

National: \$9,613.30	
Western: \$4,357.13	Eastern: \$7,699.88
So. Calif: \$2,680.71	Northeast: \$4,142.02
No. Calif: \$1,984.87	New York: \$3,901.96
Pacific NW: \$1,402.09	New England: \$2,280.47
Rocky Mtns: \$1,238.23	Wash/Balt: \$1,432.54
Arizona: \$1,111.55	Southern: \$2,942.80
Midwest: \$5,977.71	So. Atlantic: \$1,717.88
Chicago: \$1,724.62	Florida: \$1,743.28
Detroit: \$1,125.16	Southwest: \$2,025.87
St. Louis: \$1,163.72	Texas: \$1,510.11
Ohio: \$1,419.08	

Additional sizes available and typesetting is available for an additional fee. Please contact your local WSJ Client Partner or sales.realestate@wsj.com

MANSION GLOBAL

MANSION GLOBAL THE WALL STREET JOURNAL.

EXPERIENCE LUXURY

A LUXURY REAL ESTATE SUPPLEMENT FROM THE WALL STREET JOURNAL



A TARGETED OPPORTUNITY FOR BROKERS & AGENTS

Showcase Your Distinctive Properties in **Experience Luxury**

Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to **The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.**

With beautifully photographed features and articles, **Mansion Global Experience Luxury** reports on the latest real estate tips and trends for home buyers—providing an ideal environment to highlight your covetable properties.

Mansion Global Experience Luxury is printed on **hi-brite paper**, an **ultra-premium, high-quality** paper stock that allows qualified leads a brighter, more enhanced visual of your stunning listing.

Inserted into the **WSJ Weekend (Saturday) Edition**.

Specifications

Distribution

Distribution: 100,000 Wall Street Journal print subscribers of the Weekend Journal to the top zip codes and markets across the country.

**Please contact your WSJ rep for details on those areas as it can change based on the editorial calendar*

Full Page Size:

10"x 10", 4/c



2022 EDITORIAL CALENDAR

Feb. 26	Winter Issue	Closes Jan. 18
April 23	Spring Issue	Closes March 14
July 23	Summer Issue	Closes June 13
October 15	Fall Issue	Closes Sept. 6
December 3	Ski & Mountain	Closes Oct. 24

RATES (Real Estate Only)

Branded Ad Page: \$1,950 Net

Listing Page: \$980 Net

**Premium positioning and advertorials available by request.
Additional fees for typesetting/creative assistance on assets*