

Publishing Calendar 2012

HOMES[®] OF THE HAMPTONS

THE MAGAZINE
OF SEASIDE
AND CITY
LIVING

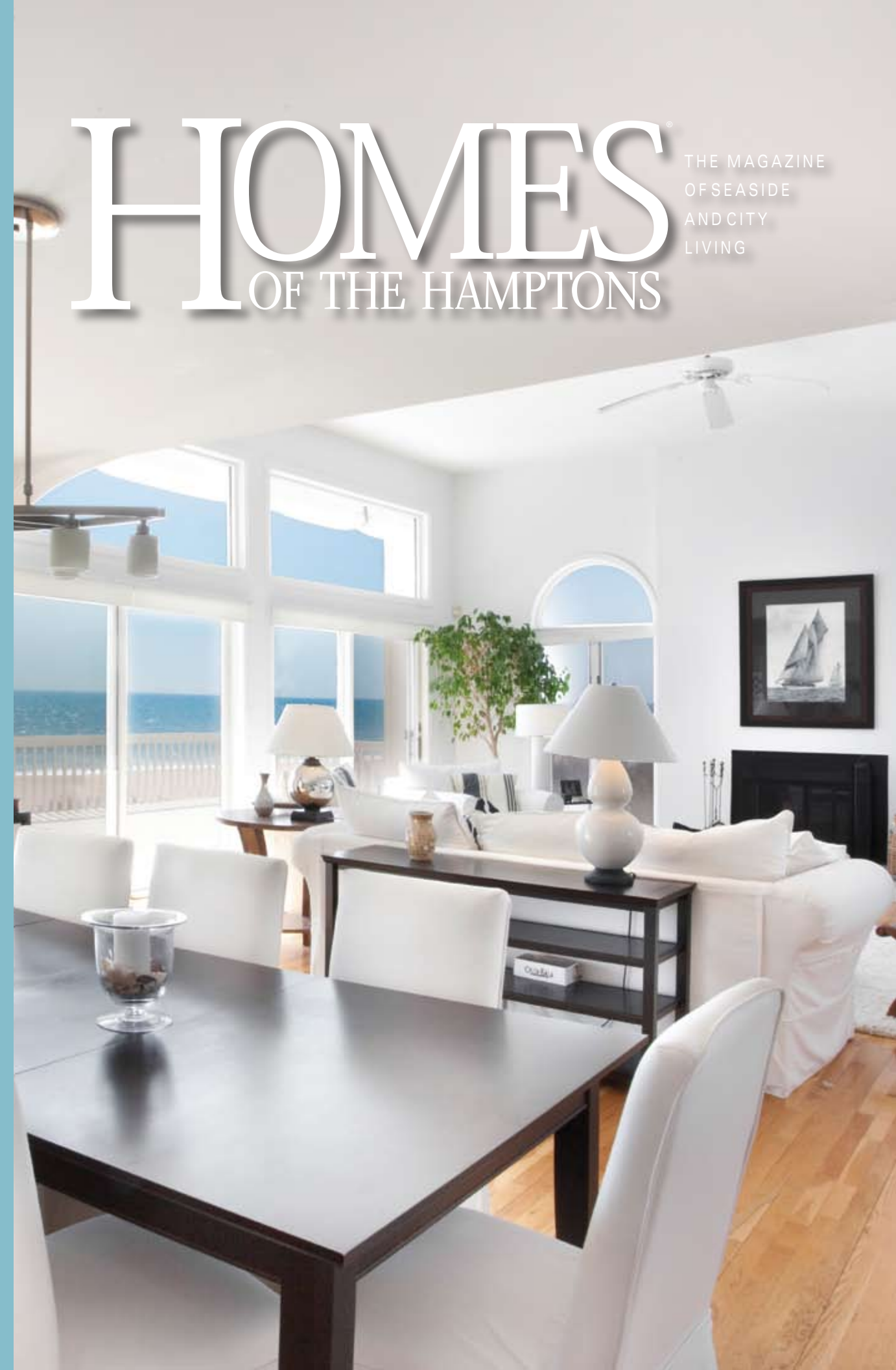
| ISSUE | SPACE RESERVATIONS | MATERIALS DUE | PUBLICATION DATE |
|--|-----------------------|------------------|---------------------|
| JANUARY / New Year V24N11 | 12.22.11 | 12.28.11 | 01.20.12 |
| FEBRUARY / President's Day V24N12 | 01.20.12 | 01.25.12 | 02.17.12 |
| MARCH / Spring V24N13 | 02.17.12 | 02.22.12 | 03.16.12 |
| APRIL / Spring Holiday V25N1 | 03.16.12 | 03.21.12 | 04.13.12 |
| MAY / Memorial Day V25N2 | 04.13.12 | 04.18.12 | 05.11.12 |
| JUNE / Fourth of July - 1st Edition V25N3 | 05.11.12 | 05.16.12 | 06.08.12 |
| JULY / Fourth of July - 2nd Edition V25N4 | 06.08.12 | 06.13.12 | 07.06.12 |
| AUGUST / Hampton Classic V25N5 | 07.06.12 | 07.11.12 | 08.03.12 |
| SEPTEMBER / Labor Day V25N6 | 08.03.12 | 08.08.12 | 08.31.12 |
| OCTOBER / Columbus Day V25N7 | 08.31.12 | 09.05.12 | 09.28.12 |
| NOVEMBER / Fall V25N8 | 09.28.12 | 10.03.12 | 10.26.12 |
| NOVEMBER / Thanksgiving V25N9 | 10.26.12 | 10.31.12 | 11.21.12 |
| DECEMBER / Holiday V25N10 | 11.21.12 | 11.28.12 | 12.21.12 |

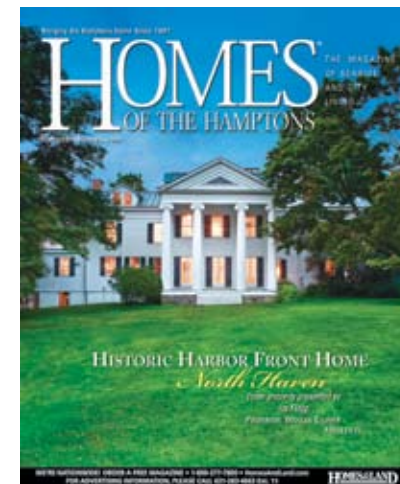
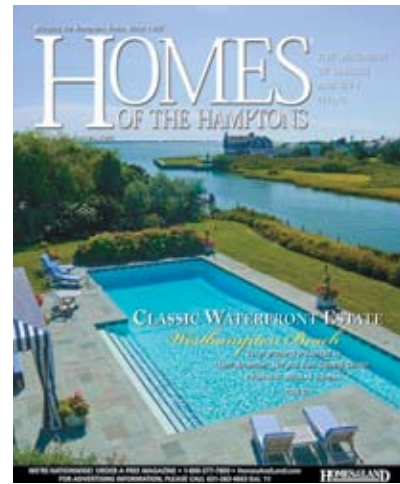
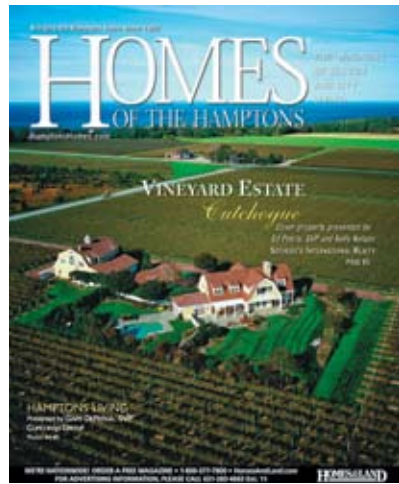
Ad closings and publication dates are subject to change. Please refer to our monthly e-mail reminders.

Media Kit 2012

HOMES[®] OF THE HAMPTONS

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Distribution

Homes of the Hamptons' select distribution of 40,000 copies each issue, reflects a time-proven strategy for reaching the most affluent group of buyers and sellers of multiple homes and related luxury products. Distributed weekly to over 1,000 prominent and highly visible locations throughout the Hamptons. Our newsstand quality ensures a long shelf life and high pass-along rate of six readers per copy, for a total readership of over 240,000.

Additional Distribution: High profile events, Exclusive Manhattan lobbies, Manhattan newsstands, Seasonal South Florida distribution, Luxury Real Estate Brokers Nationwide, On-board luxury transportation, Direct mailings to high net worth individuals, On-line exposure with over 34 million views each month

Advertising & Audience

Benefits of Advertising

- Custom Ad Design
- Free Video EZ-Tours
- Personal Web Design and Broker Websites
- Advertised listings on the internet
- Targeted Direct Mail to High Net Worth Individuals

National Brand Name Recognition

Over 65 million+ *Homes & Land Magazines* are distributed in over 30,000 communities across the United States and Canada every year.

Unparalleled Internet Exposure

www.HomesAndLand.com is advertised on the cover of over 6 million magazines across the country every month! Sponsored links at Google Base, Yahoo, Wall Street Journal, Trulia, and more.

Demographics:

- Male: 49%
- Female: 51%
- Median Age: 42

Readership:

- Loyalty pass-along rate: 6
- Total readership per issue: 240,000

Average Household Income: \$626,000

Median Net Worth: \$2.6 million

Occupation: Executive/Professional: 92%

Rates & Specs

For advertising inquiries please call 631.283.4663 ext.15

www.HamptonHomes.com

AD SIZES

- Full Page: 8.75 x 10.875 (Non-Bleed AD)
9 x 11.125 (Bleed AD)
- 1/2 pg Horizontal: 8 x 5
- 1/2 pg Vertical: 3.97 x 10.125
- 1/4 pg Vertical: 3.97 x 5

Note: All text and non-bleed photos should be 1/2" in from edge of document.

PRODUCTION MATERIALS

Preferred logo format is EPS. All graphics should be high resolution - web graphics are unacceptable. All electronic files may be e-mailed or uploaded to our FTP site. For instructions, e-mail us at mpg@hamptons.com

4-COLOR DISPLAY AD

Rates are per issue. Contract rates are for consecutive insertions. All rates are net and are effective through December 2012.

Advertising Agencies must add commissions to quoted rates.

| | 1X | 6X | 13X |
|-----------|--------|--------|--------|
| Full Page | \$2475 | \$1990 | \$1570 |
| 1/2 Page | \$1495 | \$1255 | \$965 |
| 1/4 Page | \$980 | \$775 | \$575 |

PREMIUM POSITIONS

(Annual contracts only)

- Front Cover: \$3455
- Interior Cover: \$2625
- Premium Placement (opposite Editorial): Add 20%
- Page 2: \$1900
- Centerspread (2 Pages): \$3655
- Inside Back Cover Left: \$1900
- Inside Back Cover Right: \$1960
- Back Cover: \$3130

HAMPTONS LIVING FEATURE

A feature photo spread and story within the pages of *Homes of the Hamptons* and billboarded on the Front Cover.

Rates also include professional copy editing—
2 Page Spread: \$3965

LUXURY HOME RESOURCE DIRECTORY

Products and Services for the Luxury Lifestyle.

Rates are per issue.

| | |
|---------------|-------|
| 2 Col. x 1.5" | \$285 |
| 2 Col. x 2" | \$430 |
| 2 Col. x 2.5" | \$540 |
| 2 Col. X 3" | \$565 |

631.283.4663 ext.11 • www.HamptonHomesForSale.net

Additional Services: Art/Color Services, and 4-Color Reprints/Brochures/Postcards.
Please call for more information and quotes.