

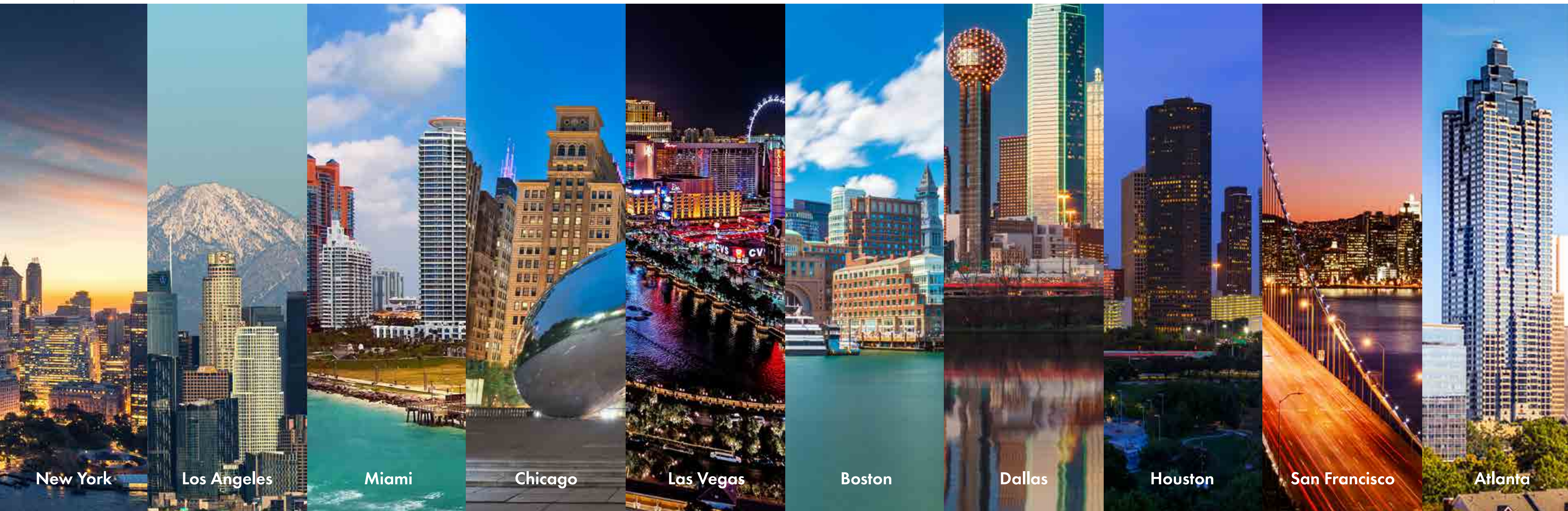


# HAUTE LIVING

HAUTE MEDIA GROUP ONLINE



# MARKETS & MISSION STATEMENT



**H**aute Living, a trusted leader in luxury, offers its high-net worth audience a one-stop destination for all things pertaining to their elite lifestyles.

With a strong digital presence in key markets, Haute Living online offers advertising partners the opportunity to hit the luxury market on a global to regional level, reaching consumers in the timepiece, yacht, fashion, jewelry, auto, cuisine, fine wine and spirits, luxury travel, plastic surgery, law, real estate, and more luxury industries.

Haute Living online provides exclusive interviews with top names such as LeBron

James, Kevin Hart, Floyd Mayweather, and Steven Tyler. Through exclusive content with top celebrity names and verification as a Google News source, Haute Living successfully drives large-scale traffic directly to [hauteliving.com](https://www.hauteliving.com), ultimately benefiting luxury advertising partners.

By continuing to publish relevant, unique, and engaging content on a regular basis, our influential readership in some of the most affluent national and global destinations, turn to us as the authority on luxury living.

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hauteliving.com is a verified  website



# AUDIENCE



Haute Living has built a powerful list of affluent subscribers and readers that contains high-level CEOs, celebrities, professional athletes, private jet owners, billionaire residents, and renowned brands in each respective market including: Kris Jenner, DJ Khaled, Russell Westbrook, Conor McGregor, David Guetta, Lamborghini, Sotheby's, and more.

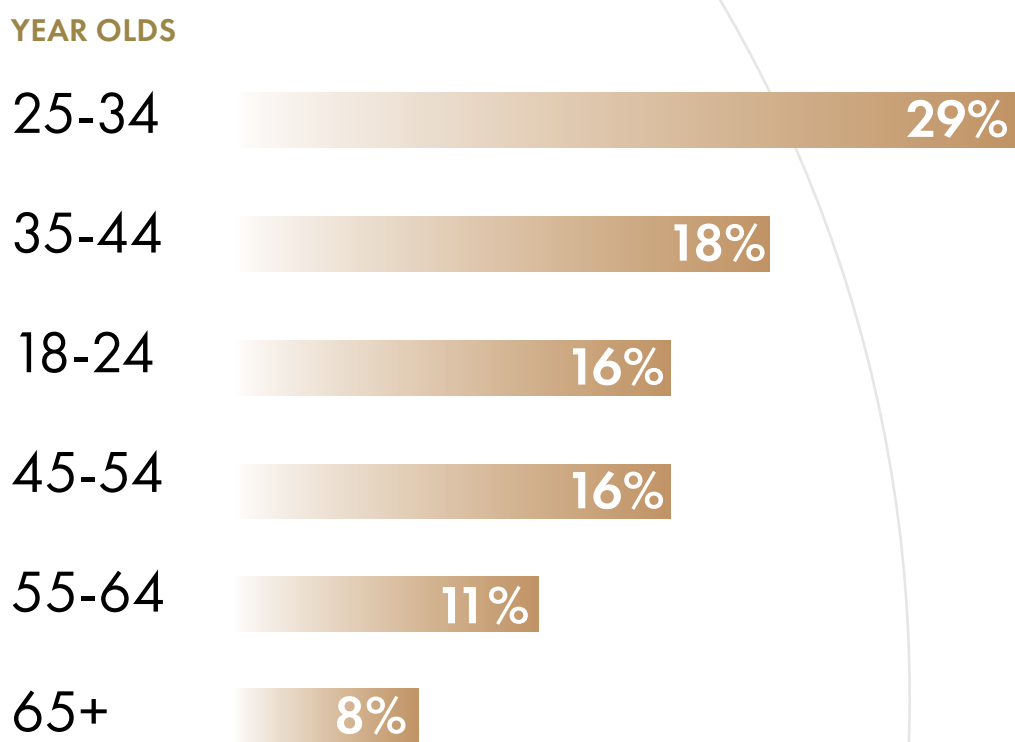
Haute Living is the premiere platform for luxury partners to advertise with because we have extensive experience working with luxury brands with a proven ROI and sales-generating results.



# DEMOGRAPHICS

## HAUTELIVING.COM

Haute Living’s audience is composed of:



Haute Living’s audience is composed of:

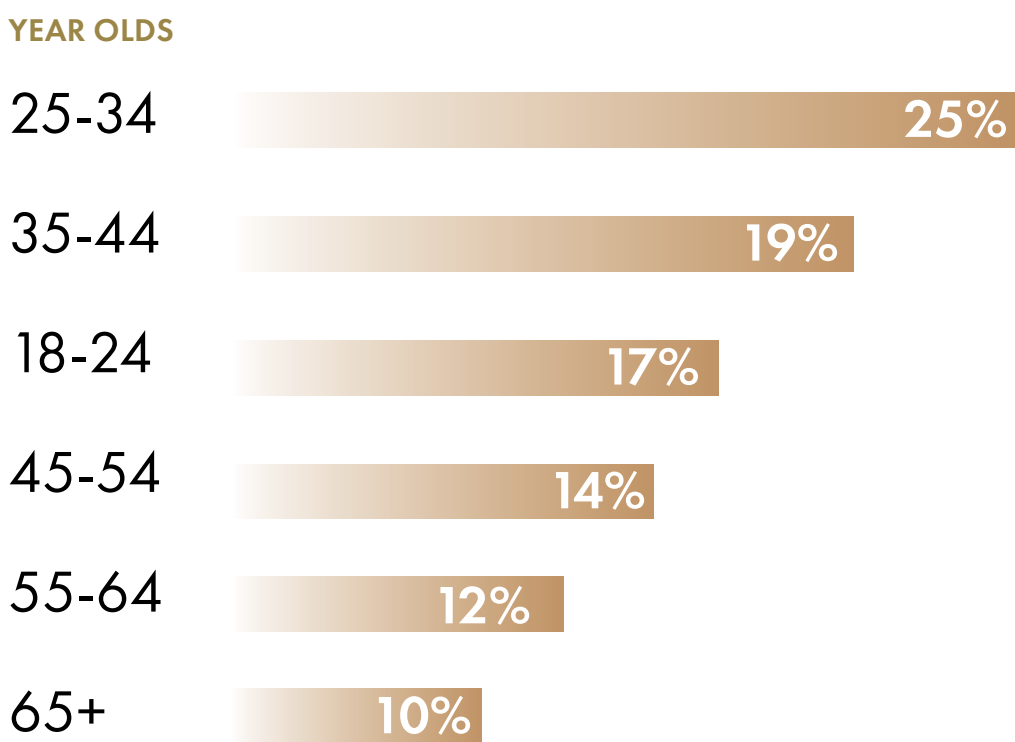
56% Women  
44% Men

Audience Interests:

- Private Aviation
- Timepieces
- Yachts
- Automobiles
- Real Estate/Development
- High Fashion/Jewelry
- Cuisine
- Fine Wine & Spirits
- Luxury Travel
- Philanthropy

## HAUTERESIDENCE.COM

Haute Living’s audience is composed of:



Haute Residence’s audience is composed of:

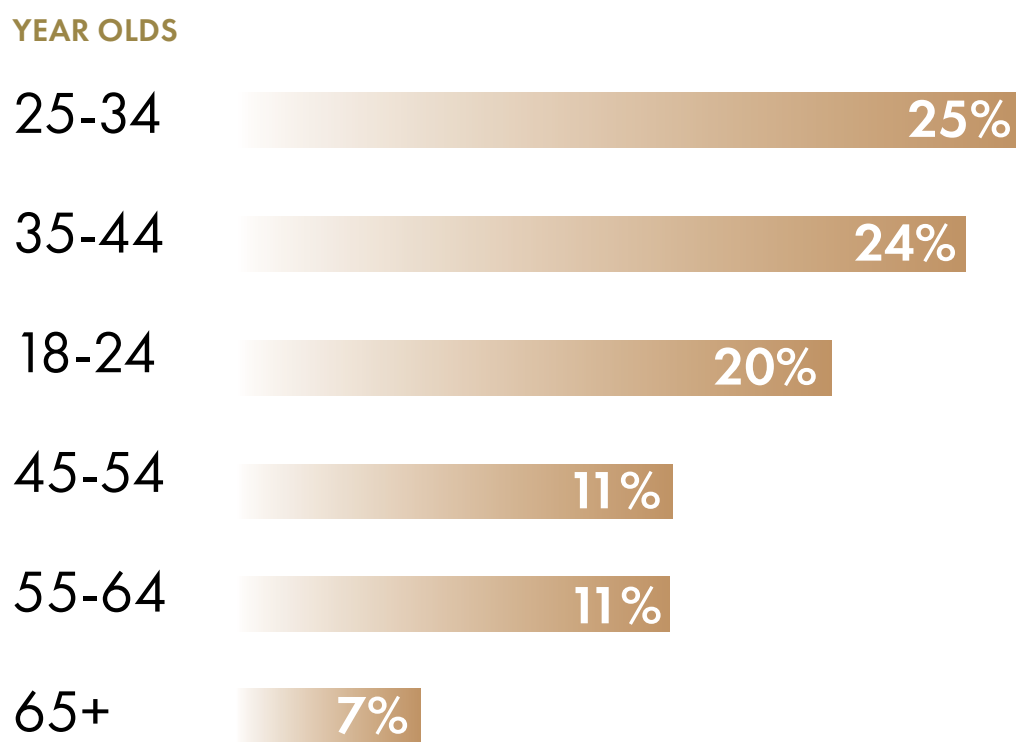
51% Women  
49% Men

Audience Interests:

- Private Aviation
- Timepieces
- Yachts
- Automobiles
- Real Estate / Real Estate Development
- High Fashion / Jewelry
- Cuisine
- Fine Wine & Spirits
- Luxury Travel
- Philanthropy

## HAUTETIME.COM

Haute Living’s audience is composed of:



Haute Time’s audience is composed of:

82% Men  
18% Women

Audience Interests:

- Private Aviation
- Timepieces
- Yachts
- Automobiles
- Real Estate / Real Estate Development
- High Fashion / Jewelry
- Cuisine
- Fine Wine & Spirits
- Luxury Travel
- Philanthropy

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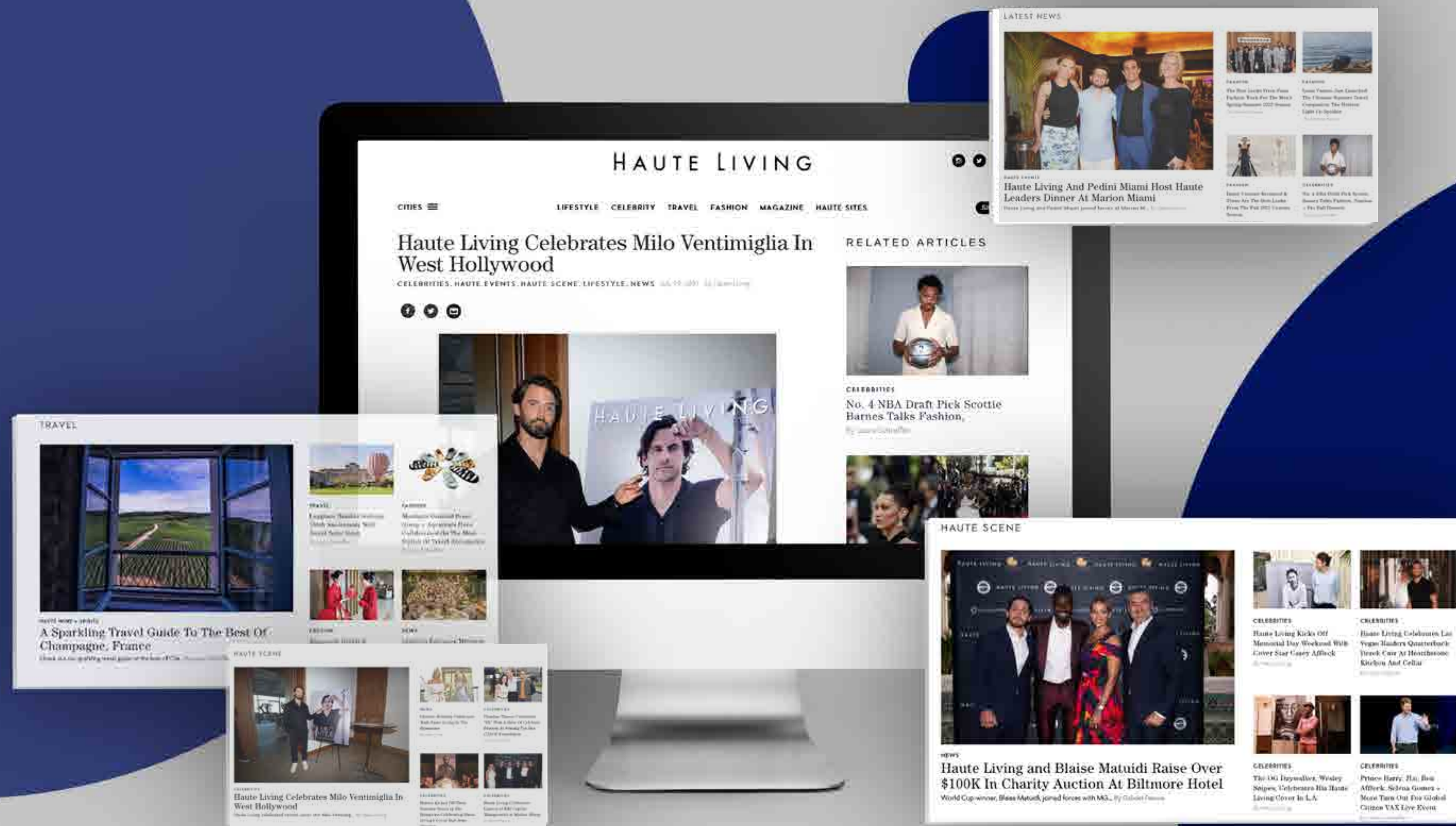
A close-up, low-angle shot of a private jet's cabin door, which is open and has its airstair extended. The interior of the door is warmly lit, contrasting with the bright, slightly hazy sky. The jet's fuselage, featuring several oval windows, and its wing with a large engine are visible in the background.

# HAUTE LIVING ONLINE

HAUTELIVING.COM



# HAUTELIVING.COM FEATURED SECTIONS



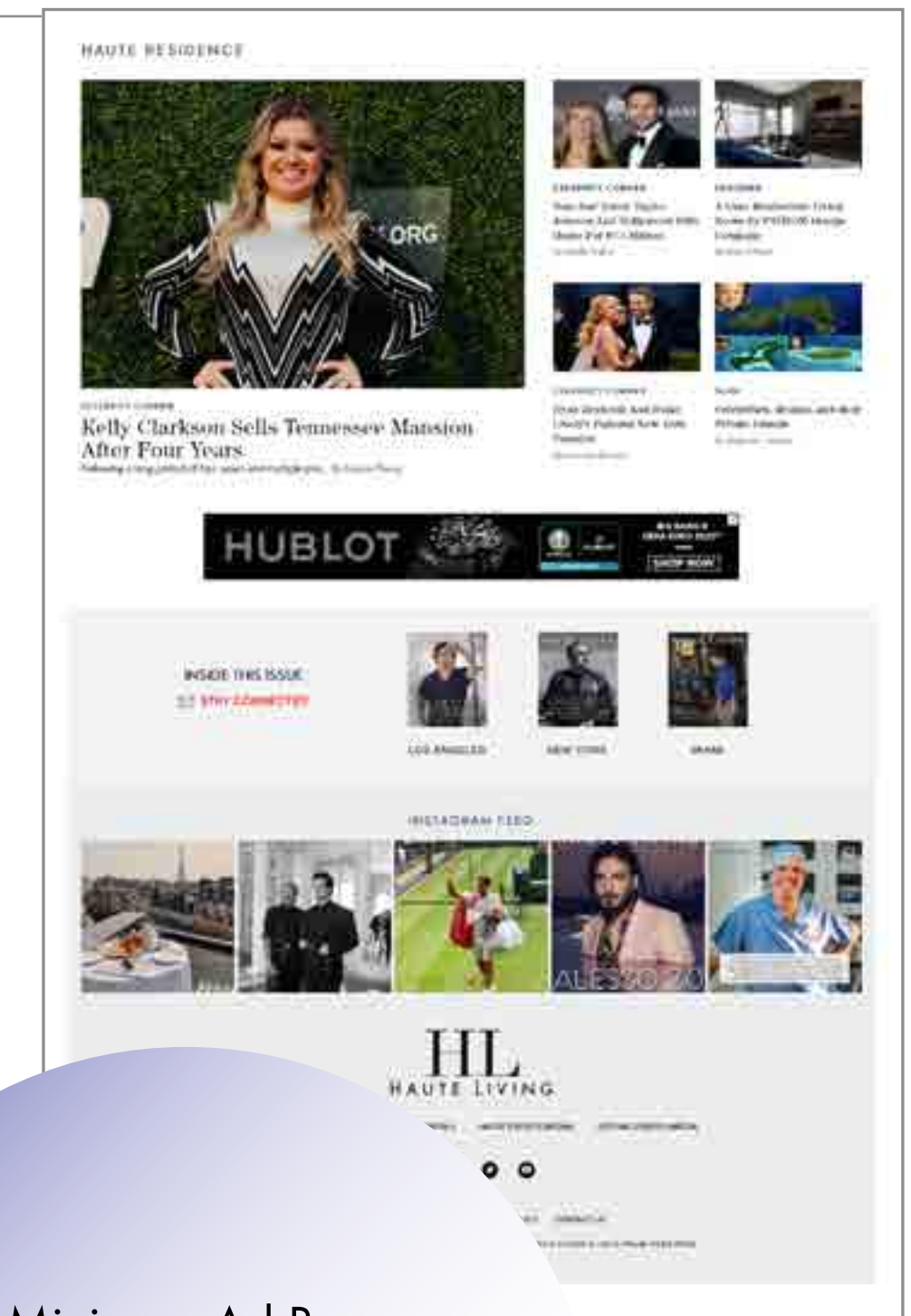
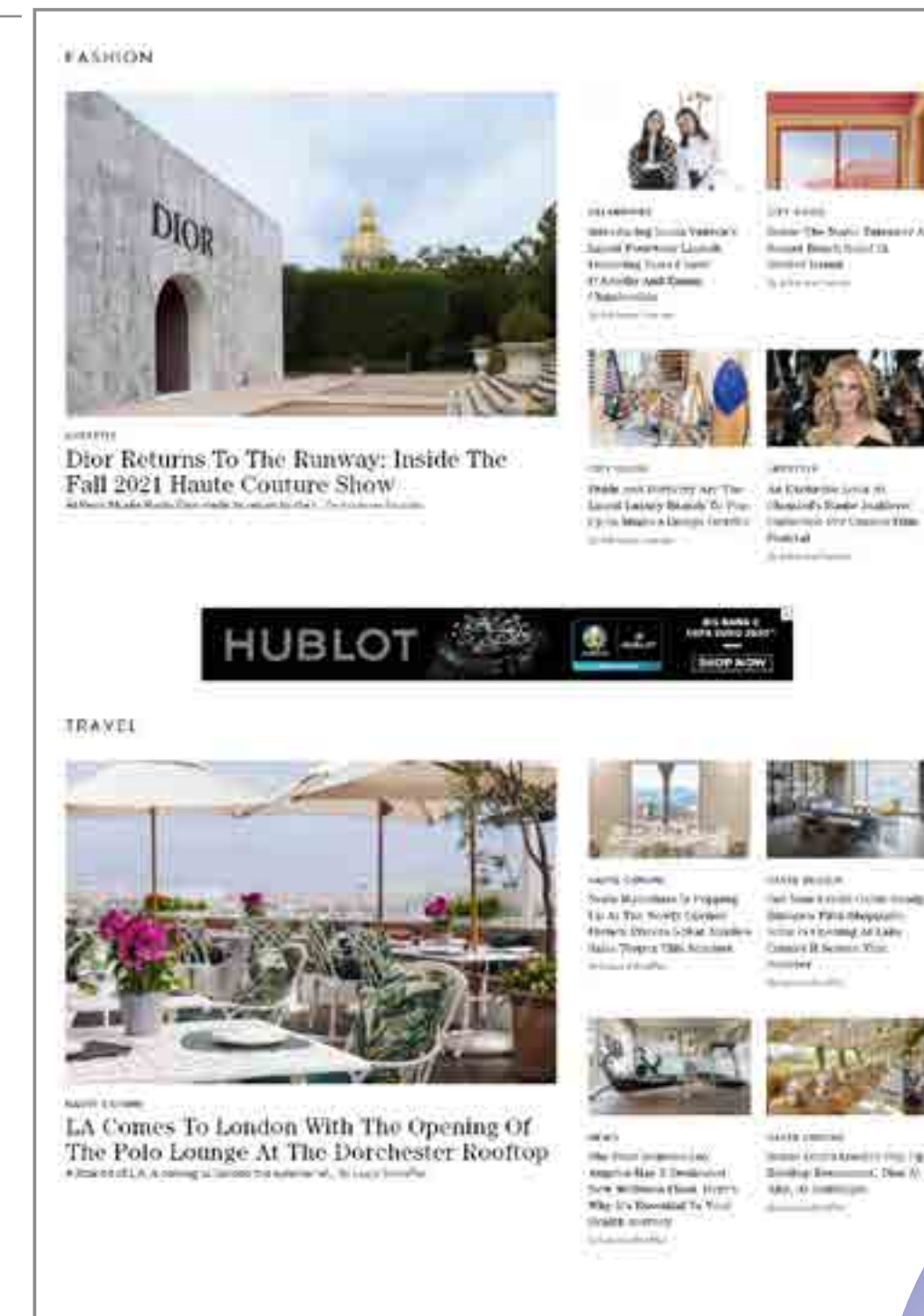
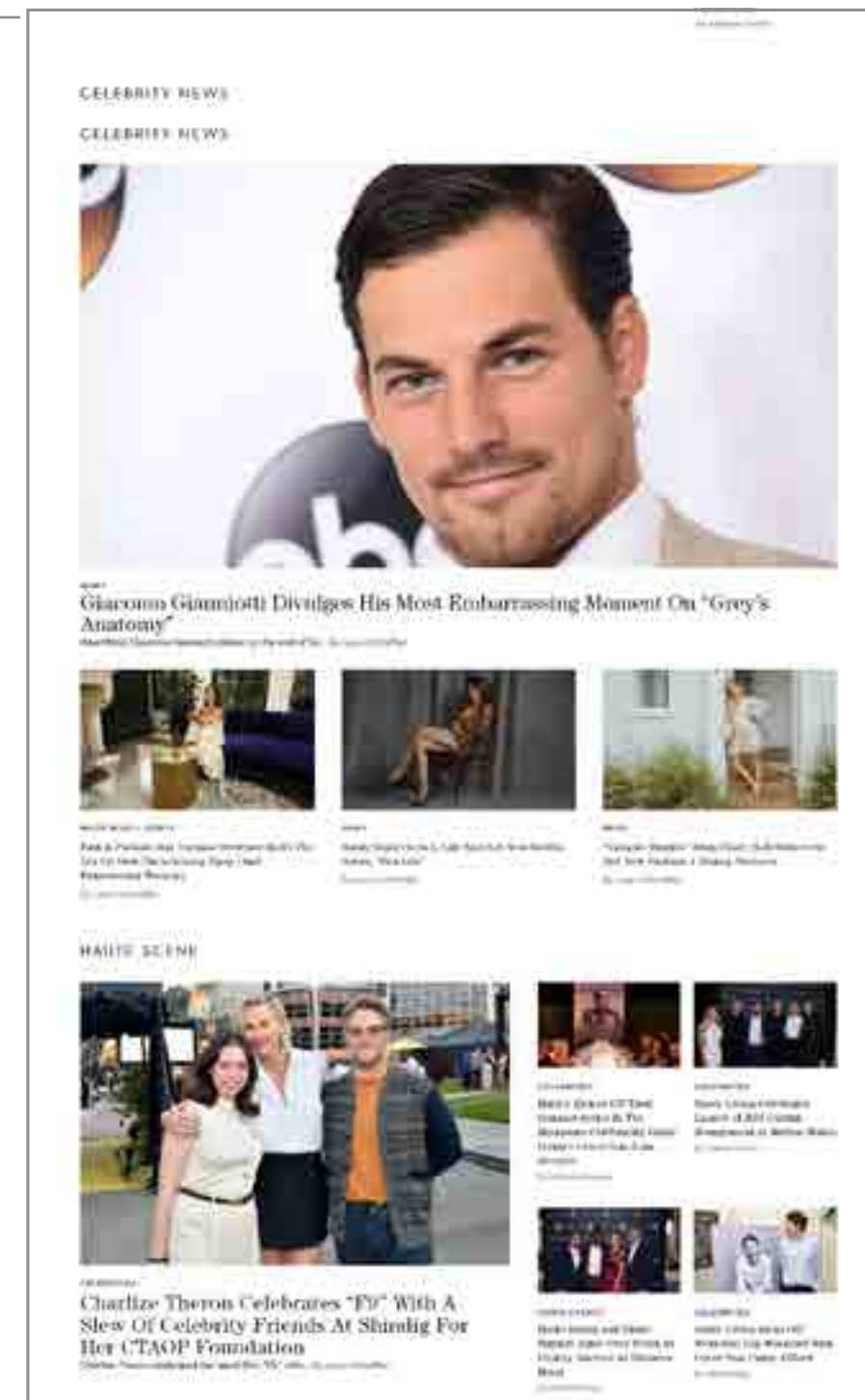
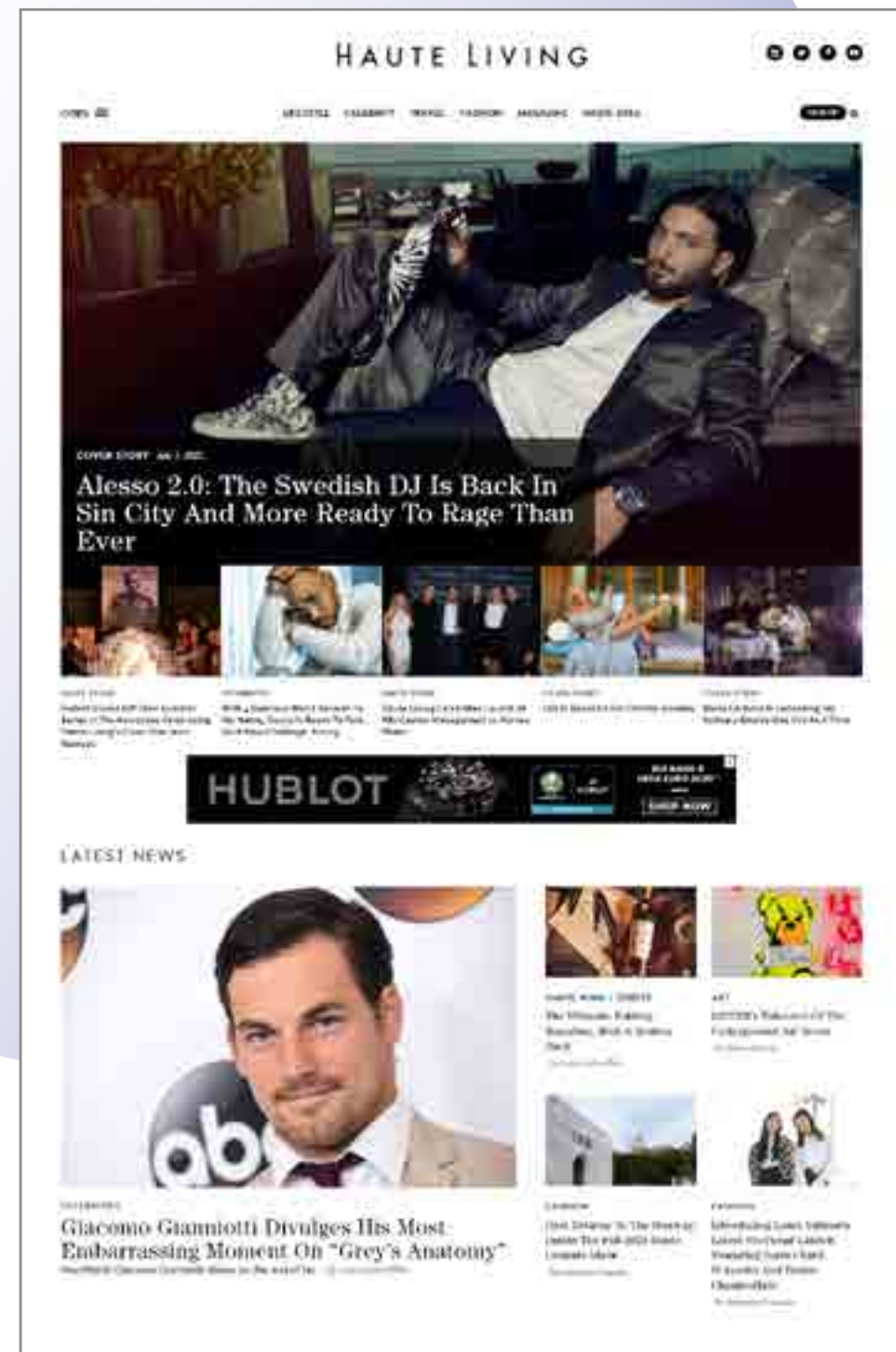
Haute Living's online advertising partners have the exclusive opportunity to reach affluent audiences on a global, national, state, and/or city level.

We offer the most advanced system for luxury advertising designed to reach elusive audiences in a way that leads to higher conversions and a greater ROI.



# DIGITAL ADS

## HAUTE LIVING ONLINE



100%

Full SOV on hauteliving.com

\$55/CPM

Price

Minimum Ad Buy  
100,000  
Digital Impressions

## BENEFITS

Haute Living is a verified Google News website which helps brands optimize their SEO and rank higher on Google.

Haute Living has built a powerful audience of high-level CEOs, celebrities, professional athletes, private jet owners, and billionaire residents in each

respective market who view our website on a consistent basis.

Haute Living is a valuable source for advertising partners because they are able to reach an elusive, highly-sought after audience on a platform that audiences trust.

hauteliving.com is a verified  website



# EMAIL MARKETING

HAUTE LIVING DATABASE DEDICATED EMAIL BLASTS



**\$50/CPM**

Exclusive Sponsorship

**225,000**

Opt-in Subscribers

Haute Living's dedicated email blasts reach our organically grown database down to a regional level in top markets, including New York, Los Angeles, Miami, Chicago, Las Vegas, Boston, Dallas, and more. These email blasts go even more micro based on audience interests, such as wine and spirits, fashion, and travel.

Additionally, Haute Living has B2B email blasts for our database of top lawyers, interior designers, plastic surgeons, and realtors.

Our custom, proprietary Haute Living lists deliver a powerful ROI and an impressive average open rate of 15%.

With over 225,000 subscribers growing steadily each day, our repertoire of quality readers are centric to this customer-driven pull strategy, translating into valuable advertising opportunities.

Only one top partner has the opportunity to sponsor each email blast with exclusive sponsorships available on both a national and regional level.



# SOCIAL MEDIA

@HAUTELIVING

We share sponsored content on our verified social media account, @hauteliving, to position our advertising partners in front of our audience of ultra-high net worth and celebrity followers.

Haute Living works with some of the world’s top tier brands, ranging from Louis Vuitton, Richemont,

Rolls-Royce Motor Cars, LOUIS XIII, and more, to connect them with high-net worth end-users and celebrity clientele.

Notable verified Haute Living followers: Canelo, J. Balvin, Kaley Cuoco, and Olivia Culpo, as well as renowned brands including Lamborghini, Rolls-Royce Motor Cars, Roger Dubuis, LOUIS XIII, and more.

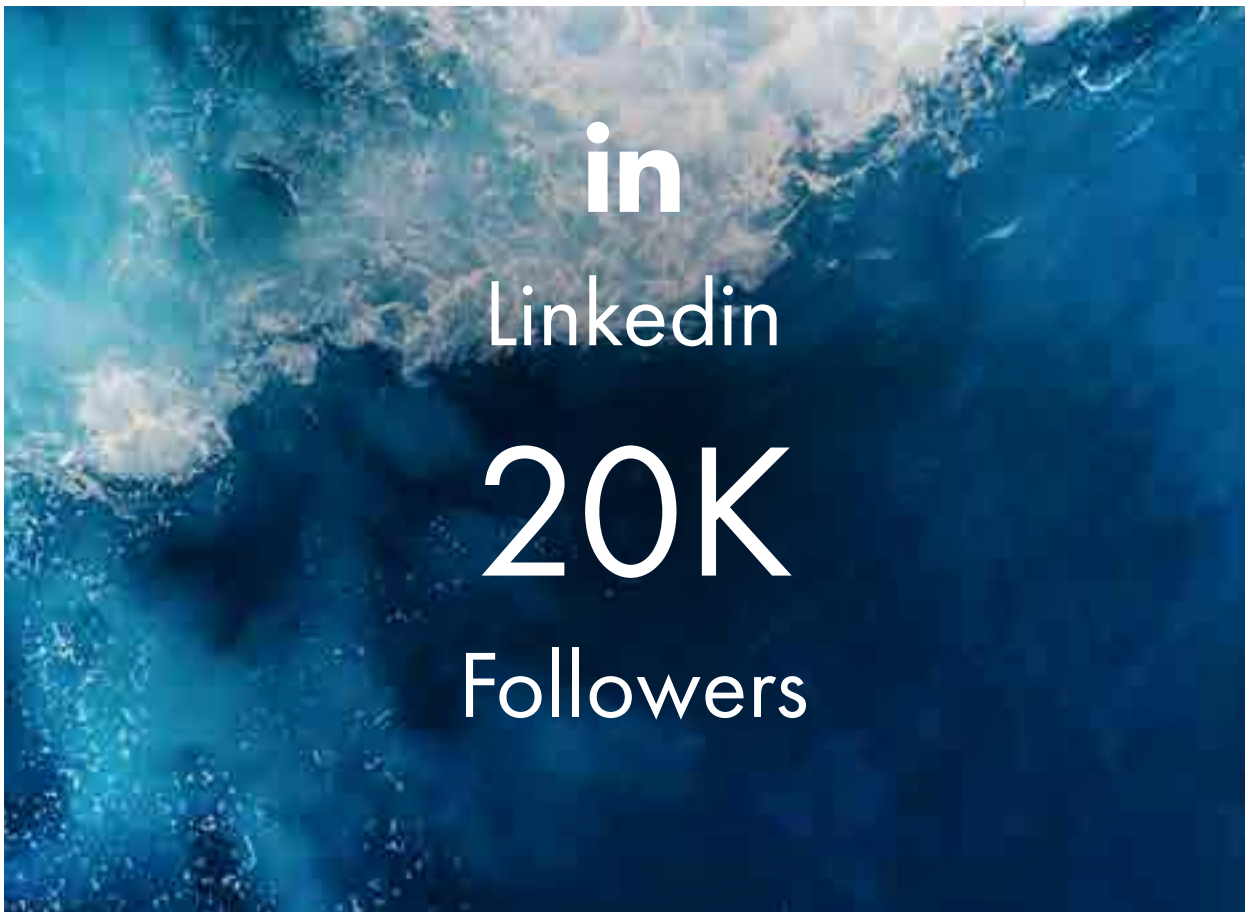
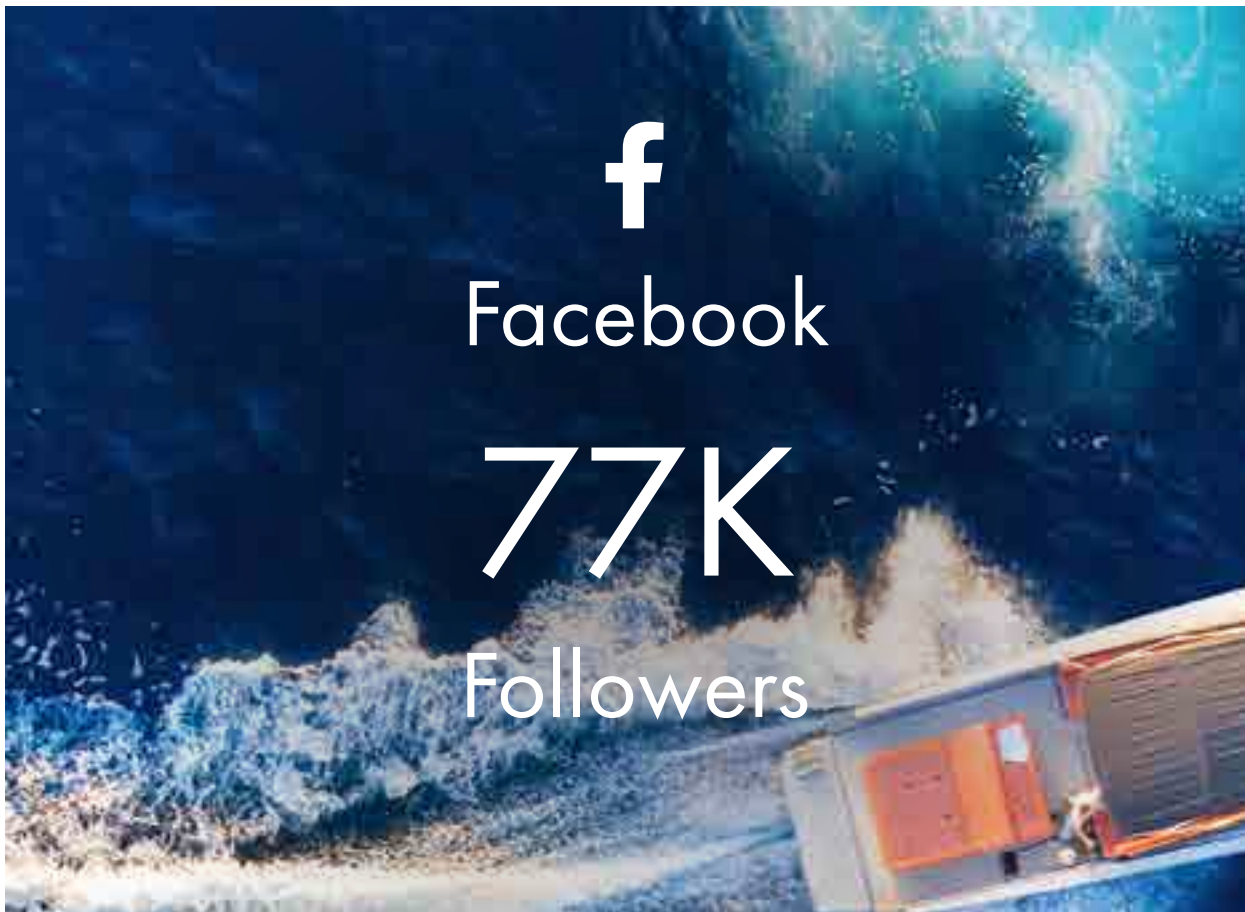


Avg 262K accounts reached per month

Audience Age Demographics:

1% 13-17 years old / 14% 18-24 years old / 36% 25-34 years old / 29% 25-44 years old / 14% 45-54 years old / 4% 55-64 years old / 2% 65+ years old

Audience is 55% men 45% women



Advertising partners can reach our elite, sought-after audience via sponsored Instagram posts and Instagram stories. Packages range from singular sponsored posts to custom weekly and/or monthly content deals.



# CUSTOM CONTENT

HAUTE LIVING ONLINE



Haute Living's advertising partners have the exclusive opportunity to sponsor custom digital content to showcase their brand, product, and/or offering on our verified Google News platform, [hauteliving.com](http://hauteliving.com).

This SEO-rich opportunity helps our advertising partners rank higher on Google and promotes their featured content to our high-net worth audience.

Haute Living custom content packages begin at \$1,000.00 per placement. Aggressive rates are available for more extensive space holds.

Reach [hauteliving.com](http://hauteliving.com)'s powerful audience through our SEO-driving, verified Google News website.

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[hauteliving.com](http://hauteliving.com) is a verified  website



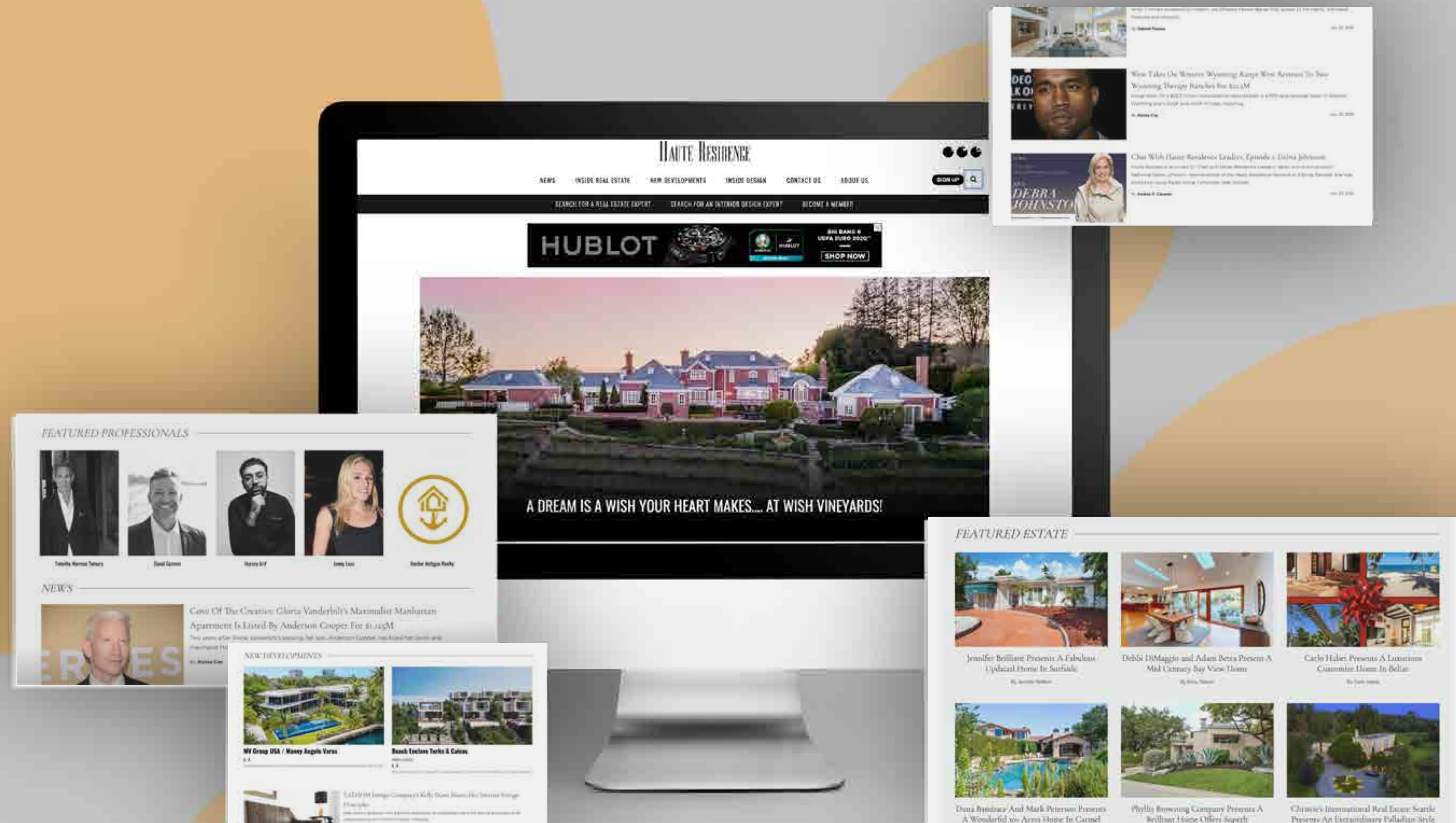


# HAUTE RESIDENCE

HAUTERESIDENCE.COM



# HAUTERESIDENCE.COM FEATURED SECTIONS



Haute Residence's online advertising partners have the opportunity to reach audiences in the real estate, interior design, and developer markets on a global, national, state, and/or city level.

We offer the most advanced system for real estate advertising designed to reach elusive audiences in a way that leads to higher conversions and a greater ROI.



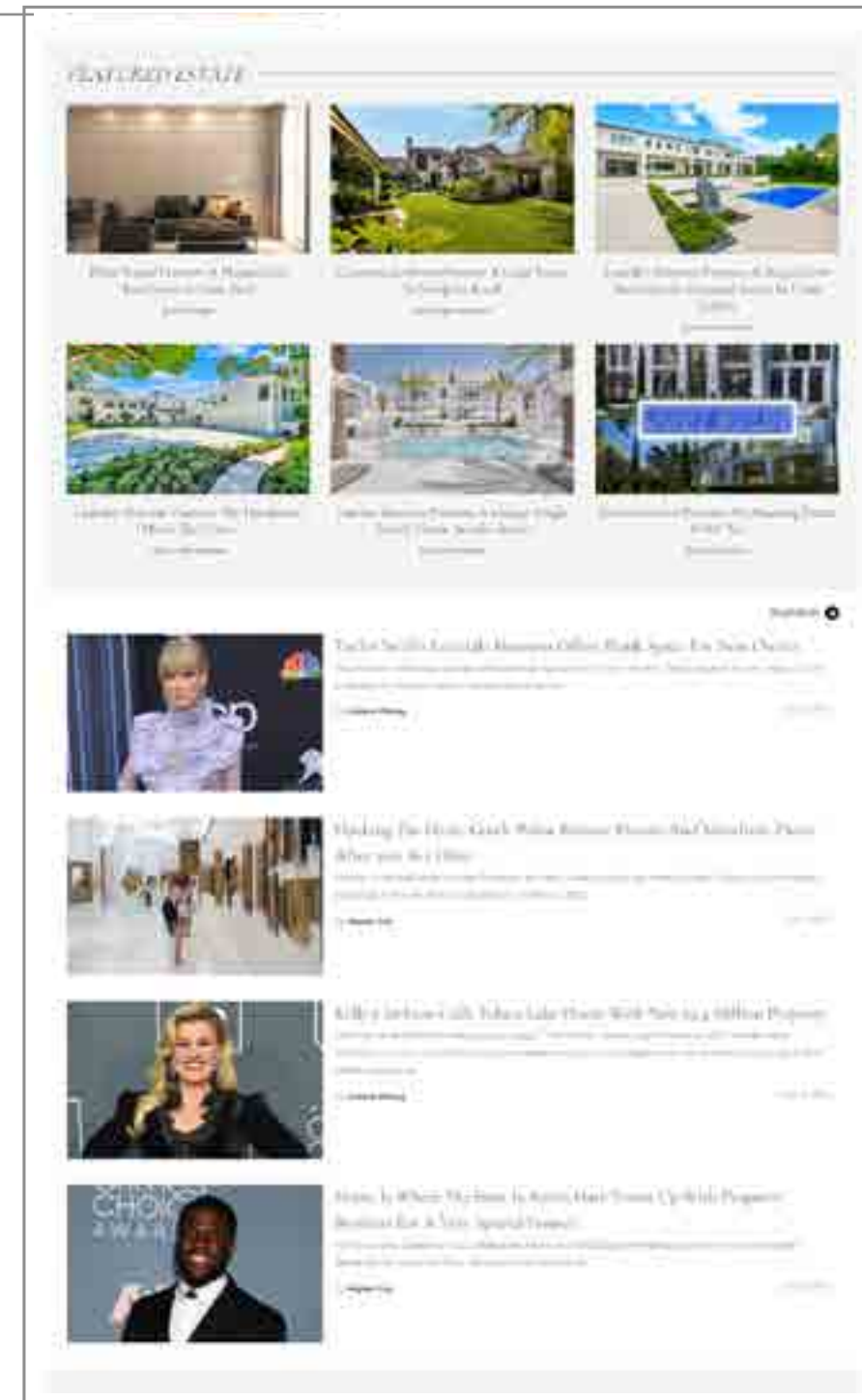
# DIGITAL ADS

## HAUTE RESIDENCE ONLINE



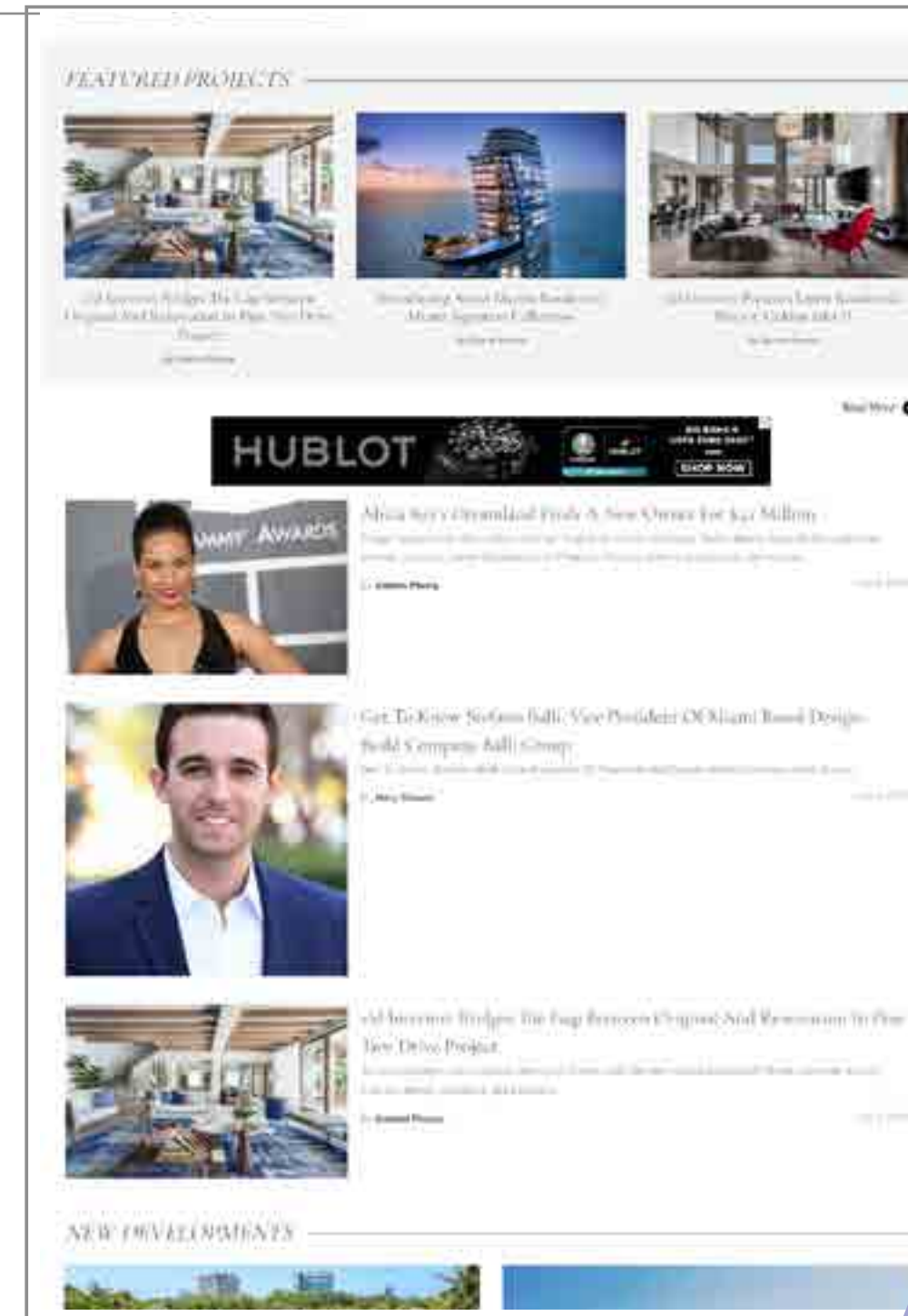
100%

Full SOV on hauteresidence.com



\$55/CPM

Price



Minimum Ad Buy  
100,000  
Digital Impressions

### BENEFITS

Hautesidence.com is a verified Google News website which helps brands optimize their SEO and rank higher on Google.

Haute Residence has built a global audience of real estate buyers and sellers, as well as a powerful network of over 180 top real estate agents, interior designers, and developers. Our

average real estate partner sells an excess of \$50 million of real estate per year.

Haute Residence is a prime opportunity for advertising partners who are looking to reach an audience interested in luxury real estate as well as top realtors, interior designers, and developers in the market.

hauteliving.com is a verified  website



# EMAIL MARKETING

HAUTE RESIDENCE DATABASE DEDICATED EMAIL BLASTS



**\$50/CPM**

Exclusive Sponsorship

**30,000**

Subscribed Realtors

**20,000**

Subscribed Interior Designers

**45,000**

Subscribed Real Estate Buyers & Sellers

## CONTENT-PULL STRATEGY

**H**aute Residence's dedicated email blasts offer partners the opportunity to target our organically grown database of buyers, sellers, interior designers, realtors, and developers on national to regional level.

Our custom, proprietary Haute Residence lists deliver a powerful ROI and an impressive average open rate of 15%.

With over 95,000 subscribers growing steadily each day, our repertoire of qualified readers are centric to this customer-driven pull strategy, translating into valuable advertising opportunities.

Only one top partner has the opportunity to sponsor each email blast with exclusive sponsorships available on both a national and regional level.



# SOCIAL MEDIA

## @HAUTERESIDENCE

We share sponsored content on our verified social media account, @hauteresidence, to position our advertising partners in front of our audience of ultra-high net worth and celebrity followers.

Haute Residence brings its credibility and expertise to deliver its partners tangible results that optimize their presence within the luxury real estate market.

Notable verified Haute Residence followers: Gabrielle Union-Wade, Falcao, Carmelo Anthony, Michael Strahan, Jonah Hill, and Kate Bock, as well as renowned real estate companies including Sotheby's International Realty, Christie's International Real Estate, Douglas Elliman, Corcoran, Compass, and more.

@hauteresidence is a trusted source for real estate.



hauteresidence   
Haute Residence

Follow

Case Study: Aston Martin Residences promoted a \$2.1 million listing on @hauteresidence and one of our followers purchased it based on the social media post.



Instagram

153K

Followers



Facebook

22K

Followers



YouTube

10K

Subscribers

Advertising partners can reach our elite, sought-after audience via sponsored Instagram posts and Instagram stories.

Packages range from singular sponsored posts to custom weekly and/or monthly content deals.



# CUSTOM CONTENT

HAUTE RESIDENCE ONLINE



Haute Residence's advertising partners have the opportunity to sponsor custom digital content to showcase their properties, specific listings, amenities, and more on our verified Google News platform, [hauteresidence.com](https://hauteresidence.com).

This SEO-rich opportunity helps our advertising partners rank higher on Google and promotes their featured content to our high-net worth audience.

Haute Residence custom content packages begin at \$1,000.00 per placement. Aggressive rates are available for more extensive space holds.

Reach [hauteresidence.com](https://hauteresidence.com)'s powerful audience through our SEO-driving, verified Google News website.

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[hauteliving.com](https://hauteliving.com) is a verified  website



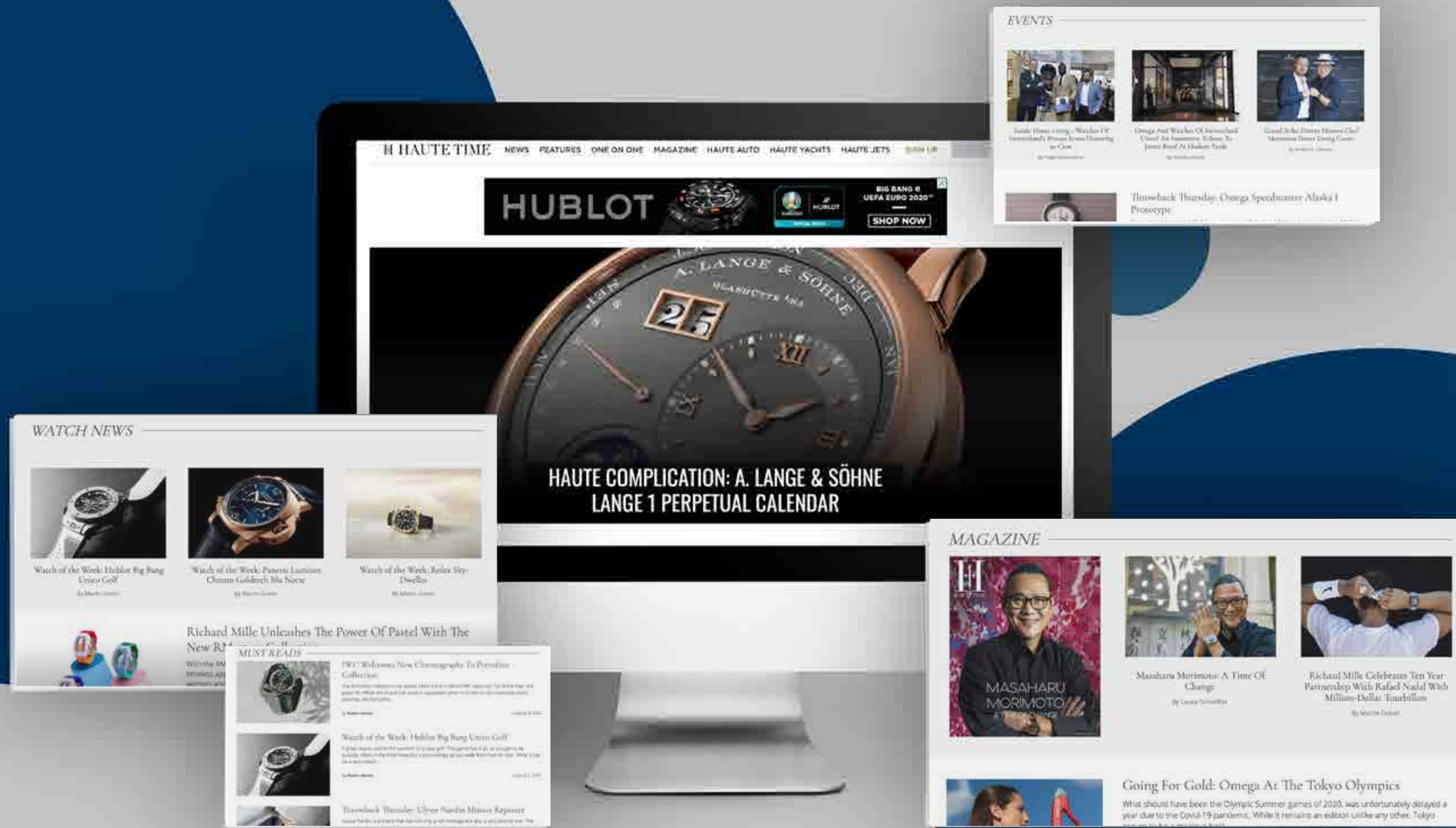


**HAUTE TIME**

HAUTETIME.COM



# HAUTETIME.COM FEATURED SECTIONS



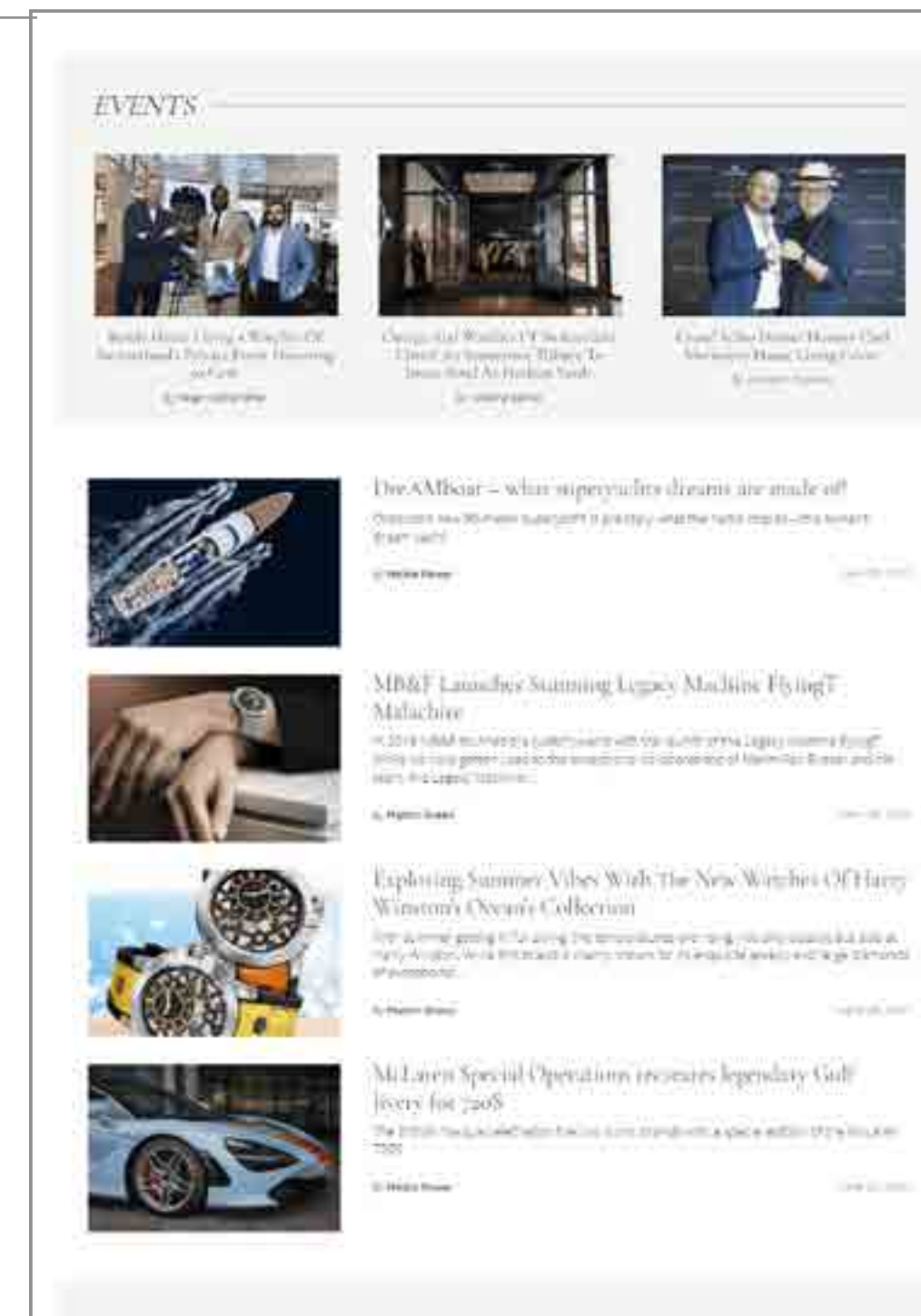
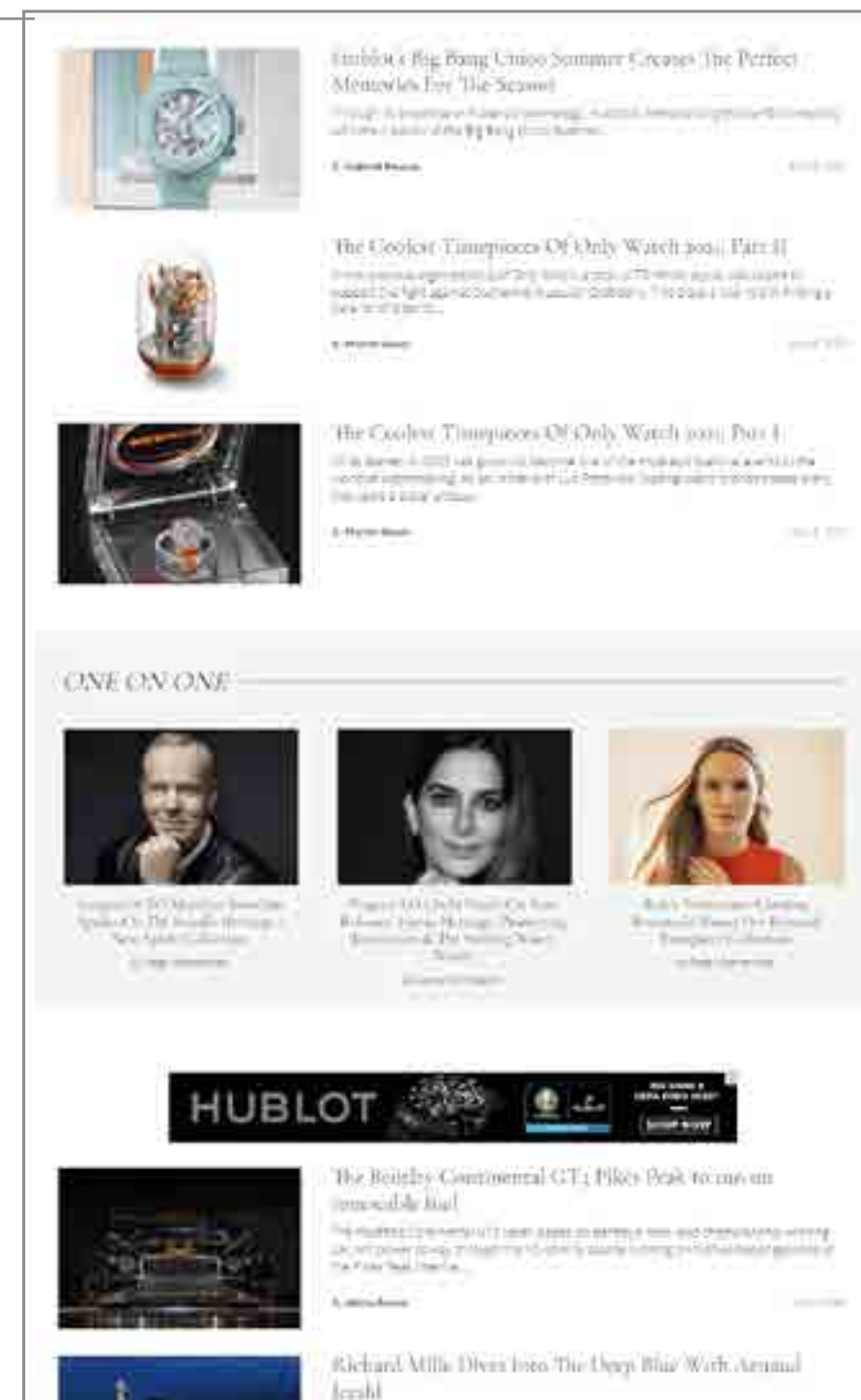
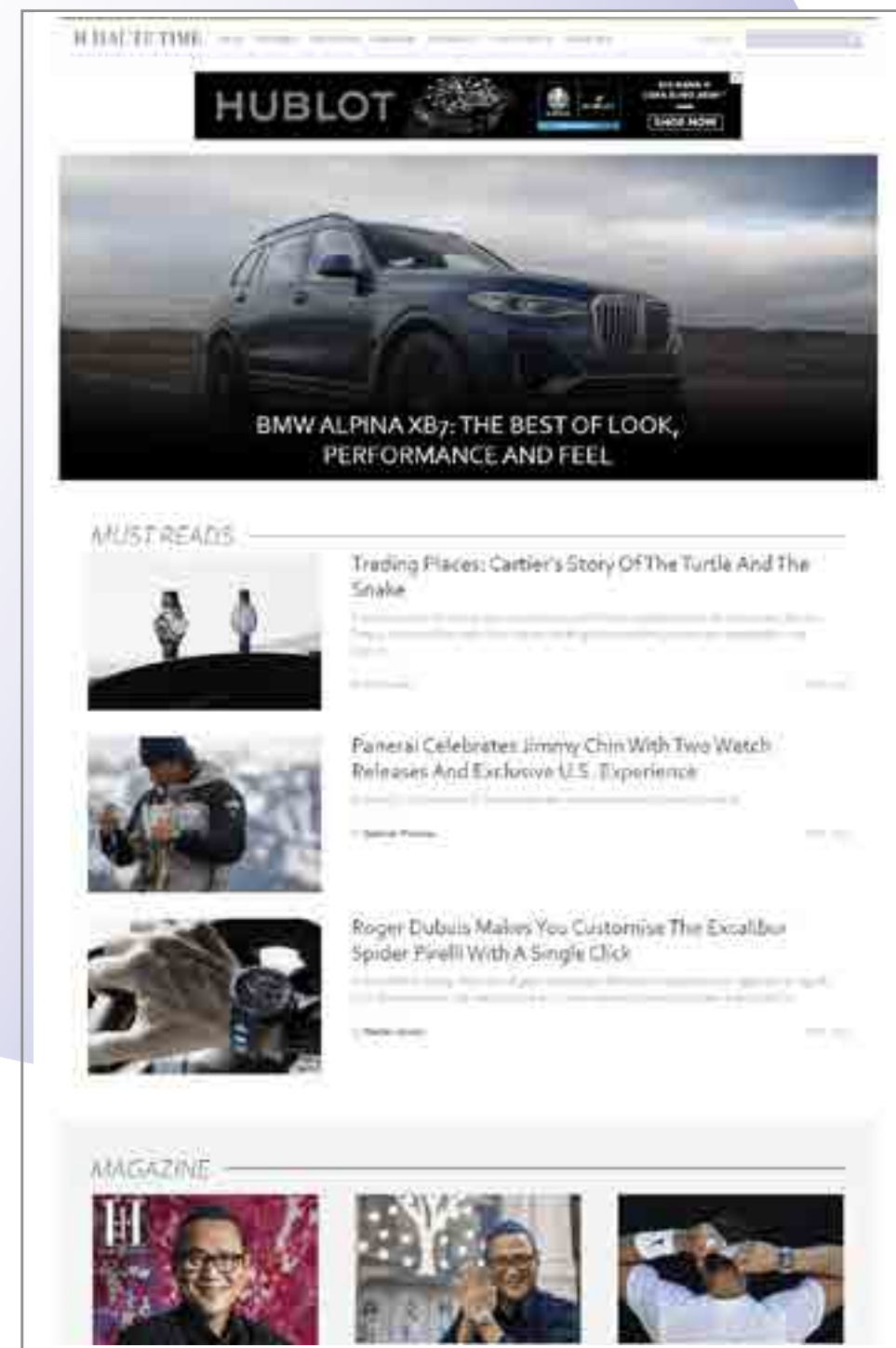
Haute Time's online advertising partners have the opportunity to reach audiences in the timepiece, auto, yacht, and private jet markets on a global, national, state, and/or city level.

We offer the most advanced system for luxury advertising designed to reach elusive audiences in a way that leads to higher conversions and a greater ROI.



# DIGITAL ADS

## HAUTE TIME ONLINE



100%  
Full SOV on hautetime.com

\$55/CPM  
Price

Minimum Ad Buy  
100,000  
Digital Impressions

### BENEFITS

HauteTime.com is a verified Google News website which helps brands optimize their SEO and rank higher on Google.

Haute Time has built the most advanced system for luxury advertising and is a

valuable opportunity for advertising partners who are looking to reach an elusive, highly-sought after audience interested in the luxury timepiece, automobile, yacht, and private jet markets.

hautetime.com is a verified Google News website



# EMAIL MARKETING

HAUTE TIME DATABASE DEDICATED EMAIL BLASTS



\$5,000

Exclusive Sponsorship

55,000

Haute Time Subscribers

15,000

Haute Auto Subscribers

Haute Time's dedicated email blasts offer partners the opportunity to target our organically grown database of consumers in the timepiece, automobile, yacht, and private jet markets on a national to regional level.

Our custom, proprietary Haute Time lists deliver a powerful ROI and an impressive average open rate of 15%.

With over 70,000 subscribers growing steadily each day, our repertoire of quality readers are centric to this customer-driven pull strategy, translating into valuable advertising opportunities.

Only one top partner has the opportunity to sponsor each email blast with exclusive sponsorships available on both a national and regional level.



# SOCIAL MEDIA

## @HAUTETIME

We share sponsored content on our verified social media accounts, @hautetime, @hauteauto, and @hauteyacht, to position our advertising partners in front of our audience of ultra-high net worth and celebrity followers.

Haute Time brings its credibility and expertise to deliver its partners tangible results that

optimize their presence within the luxury timepiece, auto, yacht, and private jet markets.

Notable verified Haute Time followers: Kevin Hart, Conor McGregor, JR Smith, Trevor Noah, and Anthony Davis, as well as renowned brands Hublot, Chopard, IWC Schaffhausen, and more.



hautetime   
Haute Time

Follow



Instagram

382K

Followers



Facebook

306K

Followers



YouTube

10K

Subscribers


Advertising partners can reach our elite, sought-after audience via sponsored Instagram posts and Instagram stories.

Packages range from singular sponsored posts to custom weekly and/or monthly content deals.



# SOCIAL MEDIA

@HAUTETIME

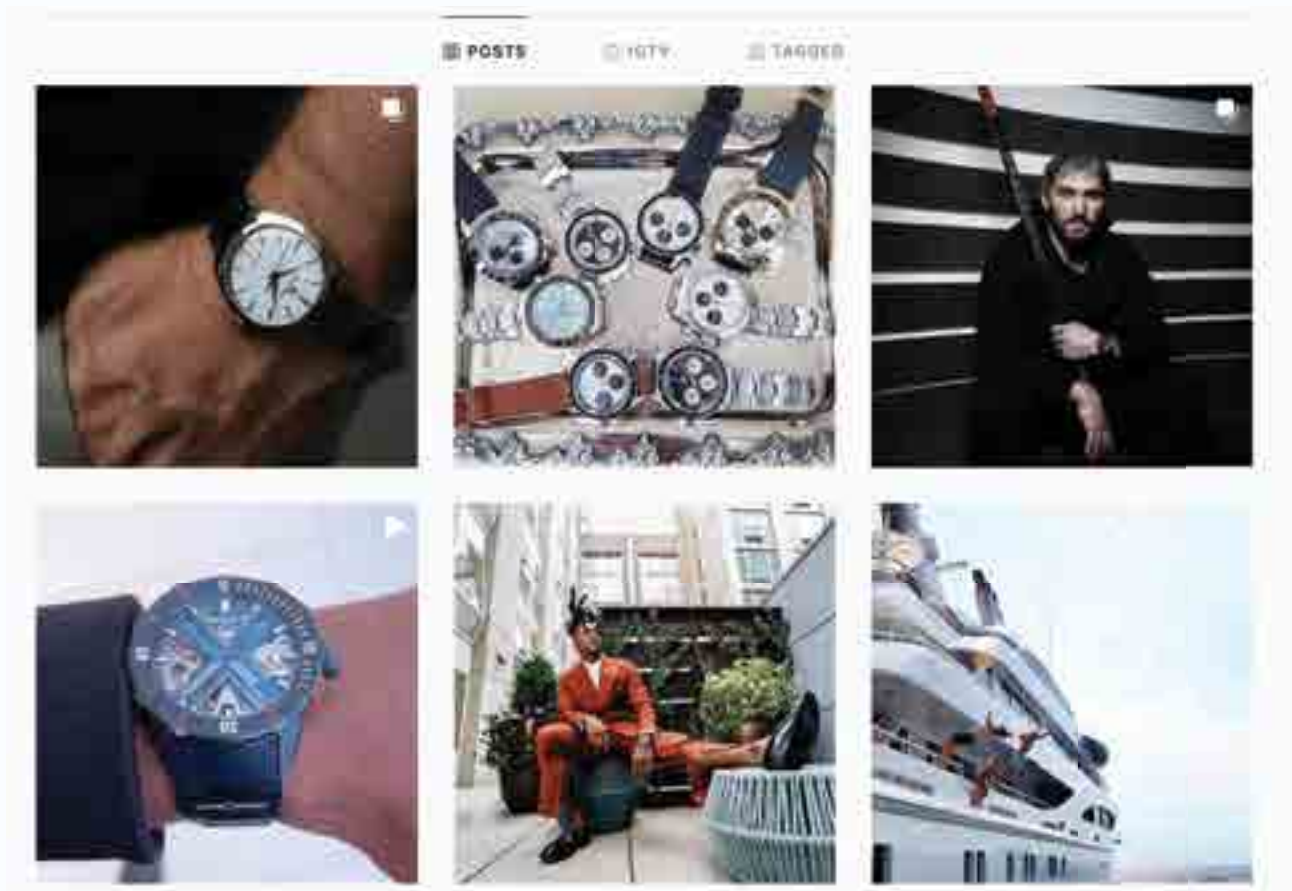



hautetime

Haute Time

Follow

4,721 Posts   380k Followers   231 Following



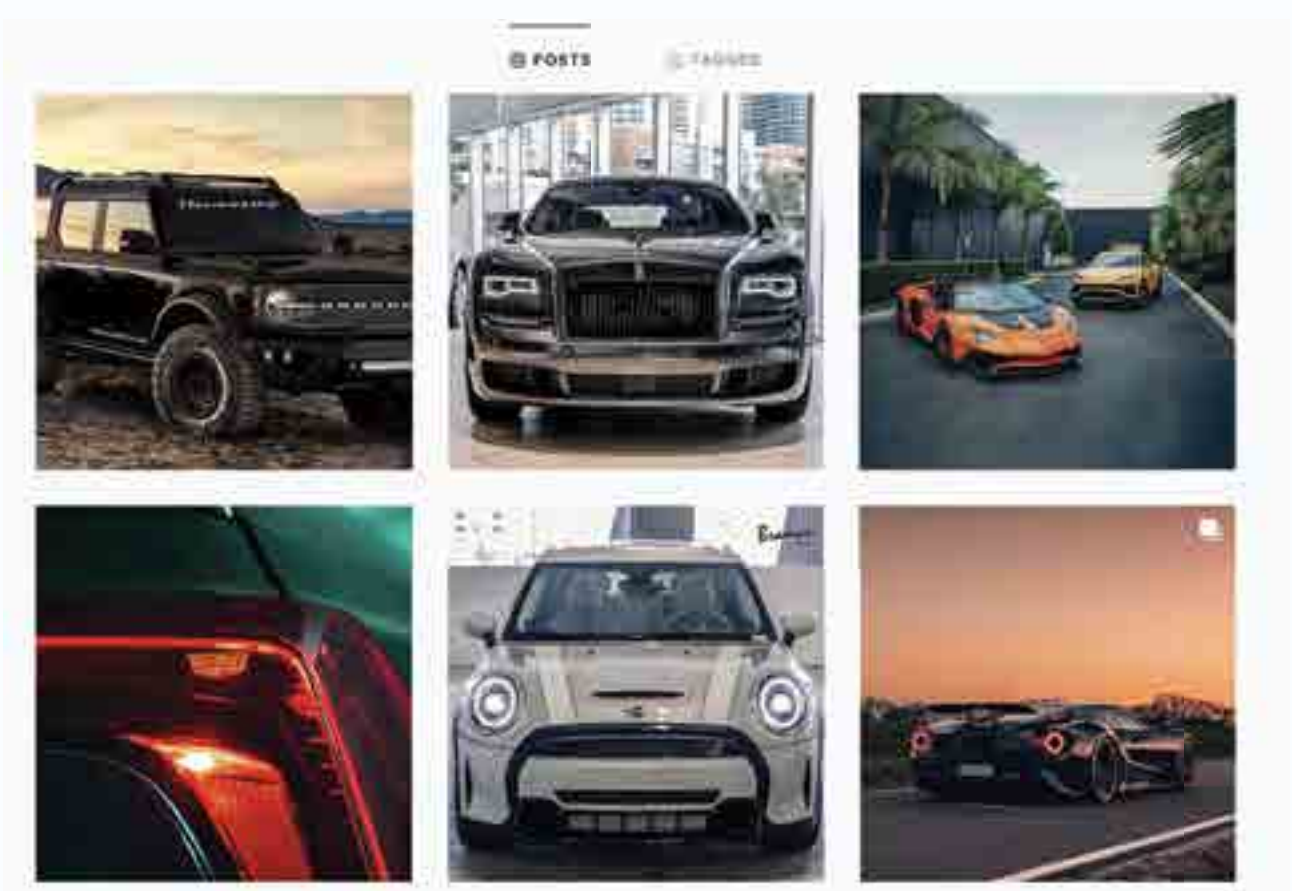


hauteauto

Haute Auto

Follow

1,610 Posts   40.9k Followers   293 Following



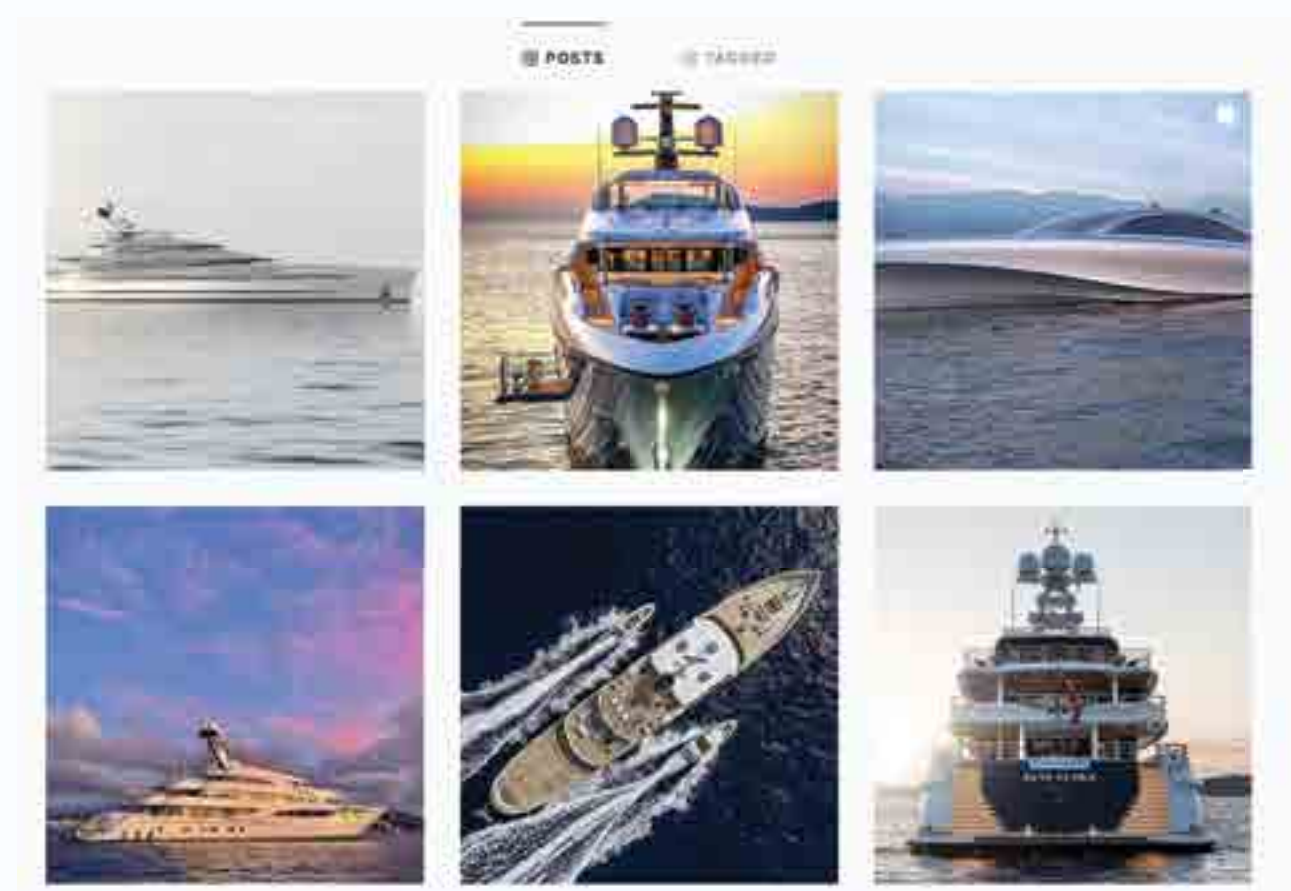


hauteyachts

Haute Yachts

Follow

459 Posts   25k Followers   244 Following



Haute Time’s advertising partners have the opportunity to sponsor content on any of our three luxury market social media accounts to get their brand and/or product in front of our audience of ultra-high net worth and celebrity followers.



# CUSTOM CONTENT

HAUTE TIME ONLINE



**H**aute Time's advertising partners have the opportunity to sponsor custom digital content to showcase their luxury timepieces, automobiles, yachts, and more on our verified Google News platform, [hautetime.com](https://hautetime.com).

This SEO-rich opportunity helps our advertising partners rank higher on Google and promotes their featured content to our high-net worth audience.

Haute Time custom content packages begin at \$1,000.00 per placement. Aggressive rates are available for more extensive space holds.

Reach [hautetime.com](https://hautetime.com)'s powerful audience through our SEO-driving, verified Google News website.

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[hautetime.com](https://hautetime.com) is a verified  website





# HAUTE BEAUTY

[HAUTELIVING.COM/HAUTEBEAUTY](https://hauteliving.com/hautebeauty)



# HAUTE BEAUTY BY HAUTE LIVING FEATURED SECTIONS



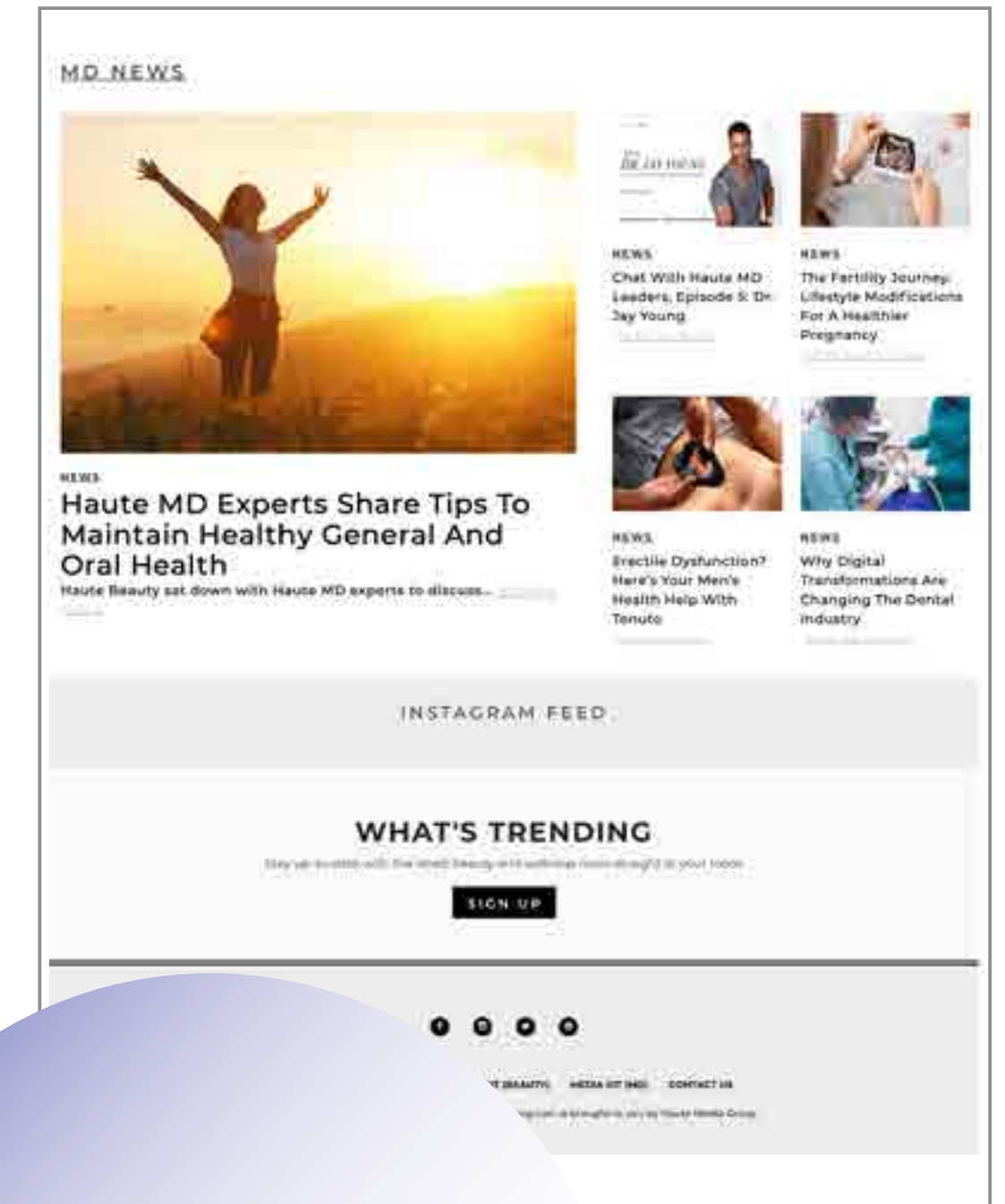
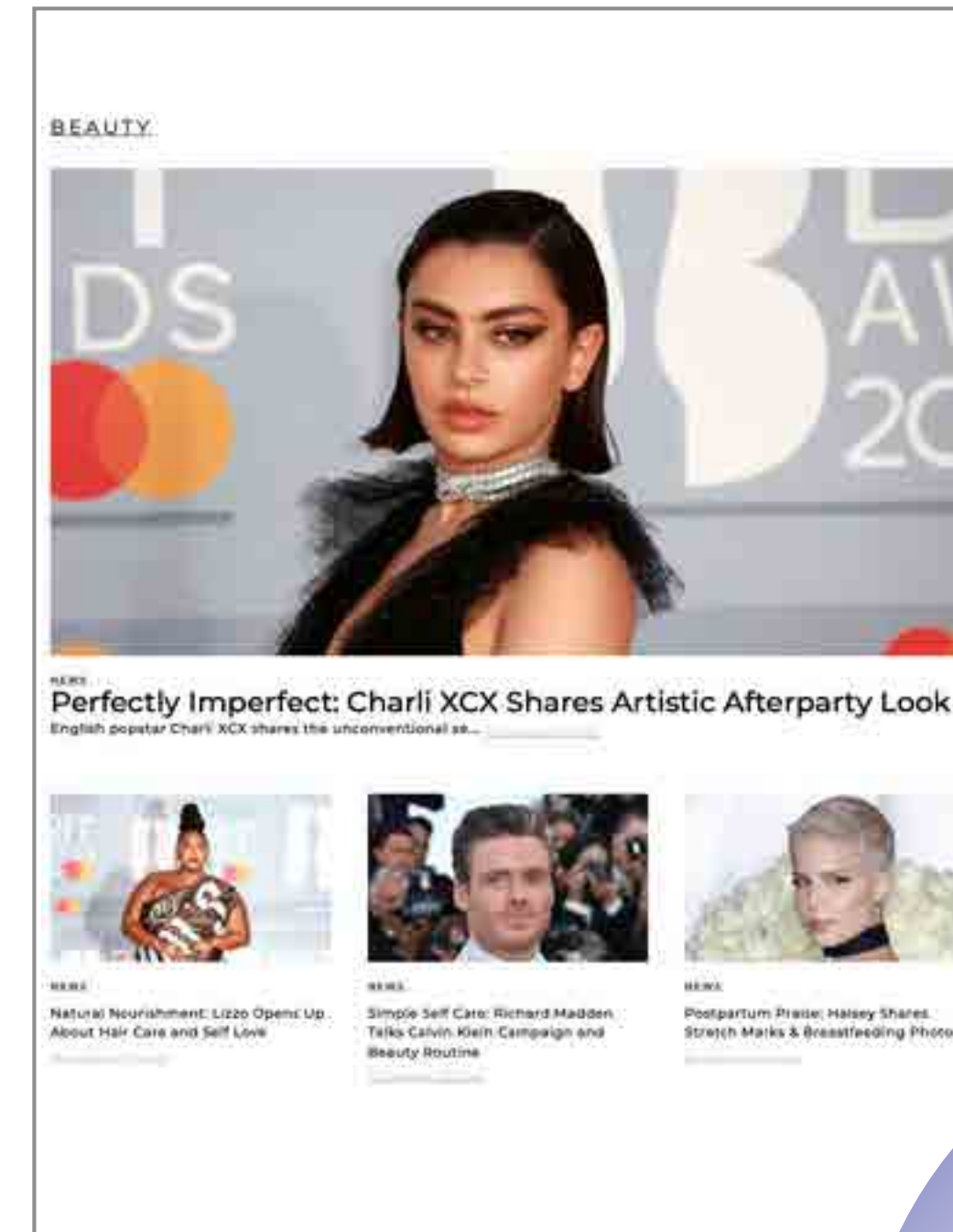
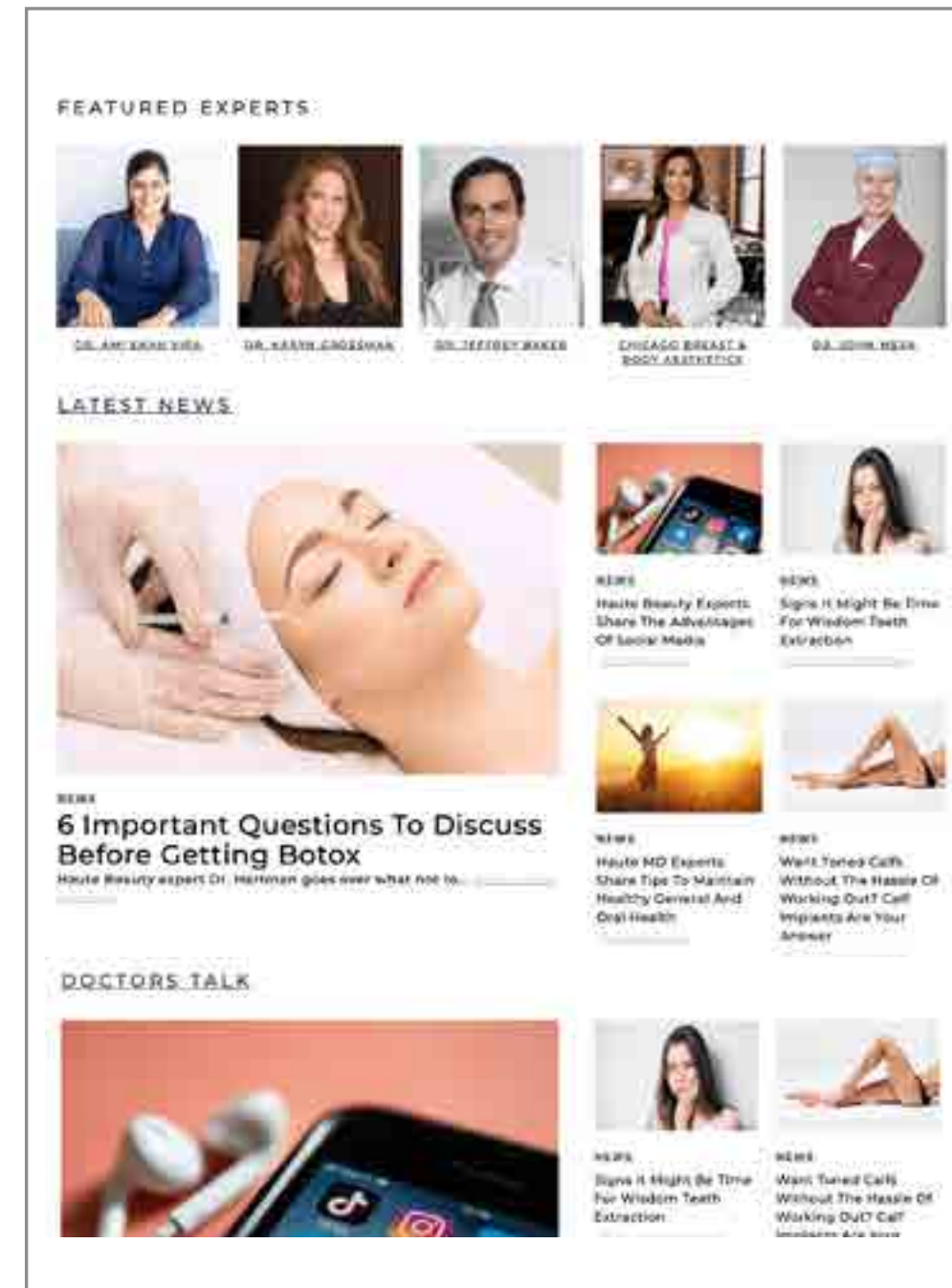
Haute Beauty's online advertising partners have the opportunity to reach audiences in the beauty and medical markets on a global, national, state, and/or city level.

We offer the most advanced system for beauty and medical advertising designed to reach elusive audiences in a way that leads to higher conversions and a greater ROI.



# DIGITAL ADS

HAUTE BEAUTY ONLINE



100%

Full SOV on

hauteliving.com/hautebeauty

\$55/CPM  
Price

Minimum Ad Buy  
100,000  
Digital Impressions

## BENEFITS

Hautebeauty.com/hautebeauty is a verified Google News website which helps brands optimize their SEO and rank higher on Google.

Haute Beauty has built a global audience of prospective patients, as well as a powerful network of doctors and beauty experts.

Haute Beauty is a prime opportunity for advertising partners who are looking to reach an audience interested in luxury beauty procedures and services as well as top doctors and beauty experts in the market.

hauteliving.com/hautebeauty is a verified Google News website



# EMAIL MARKETING

HAUTE BEAUTY DATABASE DEDICATED EMAIL BLASTS



**\$50/CPM**  
Exclusive Sponsorship

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**21,000**  
Beauty Subscribers

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**H**aute Beauty's dedicated email blasts offer partners the opportunity to target our organically grown database of patients, doctors, and beauty experts on national to regional level.

Our custom, proprietary Haute Beauty list delivers a powerful ROI and an impressive average open rate of 15%.

With over 21,000 subscribers growing steadily each day, our repertoire of qualified readers are centric to this customer-driven pull strategy, translating into valuable advertising opportunities.

Only one top partner has the opportunity to sponsor each email blast with exclusive sponsorships available on both a national and regional level.



# SOCIAL MEDIA

## @HAUTEBEAUTYNETWORK

We share sponsored content on our social media account, @hautebeauty-network, to position our advertising partners in front of our audience of ultra-high net worth and celebrity followers.

Haute Beauty brings its credibility and expertise to deliver its partners tangible results

that optimize their presence within the luxury beauty and medical markets.

Advertising partners can reach our elite, sought-after audience via sponsored Instagram posts and Instagram stories. Packages range from singular sponsored posts to custom weekly and/or monthly content deals.



**hautebeautynetwork**  
Haute Beauty by Haute Living

Follow



Instagram

10.3K

Followers



Facebook

2K

Followers



YouTube

10K

Subscribers

Advertising partners can reach our elite, sought-after audience via sponsored Instagram posts and Instagram stories.

Packages range from singular sponsored posts to custom weekly and/or monthly content deals.



# CUSTOM CONTENT

HAUTE BEAUTY ONLINE



**H**aute Beauty's advertising partners have the opportunity to sponsor custom digital content to showcase their expertise, procedures, practice, and more on our verified Google News platform, [hauteliving.com/hautebeauty](https://hauteliving.com/hautebeauty).

This SEO-rich opportunity helps our advertising partners rank higher on Google and promotes their featured content to our high-net worth audience.

Haute Beauty custom content packages begin at \$1,000.00 per placement. Aggressive rates are available for more extensive space holds.

Reach [hauteliving.com/hautebeauty](https://hauteliving.com/hautebeauty)'s powerful audience through our SEO-driving, verified Google News website.

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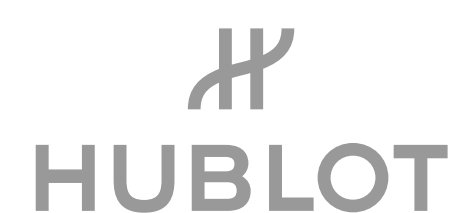
[hauteliving.com/hautebeauty](https://hauteliving.com/hautebeauty) is a verified  website



# SUPPORTING PARTNERS



RICHARD MILLE



Dior



XOJET

WATCHES OF  
SWITZERLAND  
SINCE 1924

ONE THOUSAND MUSEUM  
BY ZAHA HADID ARCHITECTS



GUCCI



FENDI



PARMIGIANI  
FLEURIER

ULYSSE NARDIN  
SINCE 1846

