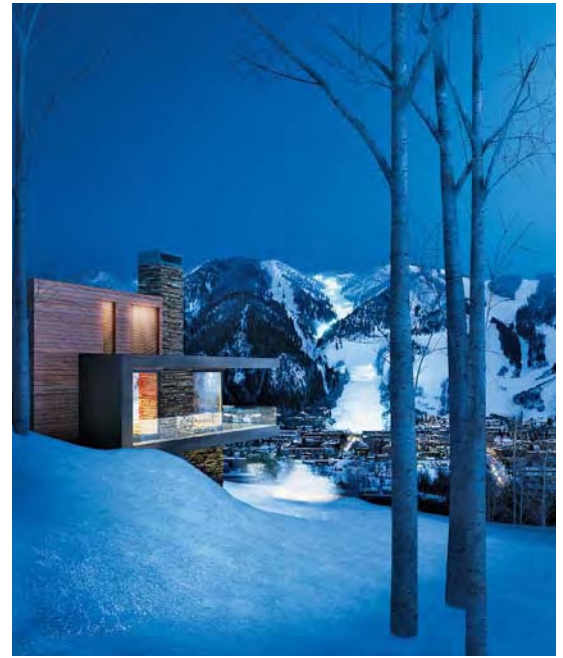


2008



Robb Report
Vacation Homes

exquisite homes, incredible locations



***Robb Report Vacation Homes* celebrates an increasingly popular lifestyle choice among the world's affluent – the multiple luxury residence lifestyle. *Robb Report Vacation Homes* addresses the unique needs and interests of wealthy consumers who choose to own and live in luxury homes in multiple locations.**

This lifestyle choice spans recreational interests and locations, from golf to sporting properties, ski to beachfront, marina to aviation, mountain to urban, domestic and abroad. These elusive consumers are the decision makers responsible for the phenomenal growth of the luxury home market worldwide.

In each issue, our editors provide perspective on issues unique to those owning, buying and selling second, third, and fourth homes. *Robb Report Vacation Homes* speaks to these interests with features on extraordinary homes around the world - beachfront properties, vineyard retreats, ranches, country houses, golf resorts, mountain chalets and equestrian estates.

We profile new communities, and preview future developments to uncover trends and highlight the latest amenities and features. We examine fully sold developments to review the finished product of top developers. The magazine explores the evolution of Destination Clubs, as well as fractional home ownership opportunities and trends. We cover real estate investment opportunities, tax strategies, maintenance and home security. The only magazine of its kind, *Robb Report Vacation Homes* is the authoritative resource for this exclusive market.



an elite group of multiple luxury home owners

Of the 28 million affluent* households in the United States, only 4.9% own secondary real estate valued at \$1 million or more.**

Robb Report Vacation Homes exclusively targets this elite segment of the vacation home market. Among all affluent households, those consumers who represent the very top of the market control a disproportionate ownership of upscale real estate and subsequently the furnishings, art and electronics that enhance these homes.

***Robb Report Vacation Homes* Subscriber Study Real Estate Ownership Snapshot:**

Number of Properties Owned:

2+:	86.5%
Average:	2.5 properties

Total Value of Properties Owned:

\$1,000,000+:	75.3%
Average:	\$2,414,000

*MMR Affluent Survey defines affluent as \$85k+ HH

** 2007 MMR Affluent Survey

Source: 2006 *Robb Report Vacation Homes* Subscriber Mini Survey Base: Over 5,000 Qualified RRVH Subscribers

distribution

Robb Report Vacation Homes' select distribution of over 100,000 copies each issue reflects a well-conceived strategy for reaching the most elite and elusive real estate consumers: the buyers and sellers of multiple luxury homes.

- 37,000 to high-end newsstands in key urban and resort areas
- 14,500 to subscribers
- 15,000 to select high-net-worth individuals
- 8,500 to high-end realtors/realty offices and customers
- 7,500 to our proprietary database of custom-home builders, architects, and interior designers

Additional Distribution

- 8,000 to private aircraft terminals (FBO)
- 4,000 to luxury hotel suites/private clubs/country clubs
- 500 to residence clubs
- 2,500 to upscale events
- 2,500 advertiser copies



editorial calendar

December/January — **The Caribbean Report**

- The most exclusive new real estate developments and projects being built on the islands, from Anguilla to Barbados to St. Kitts.
- 2008 Upcoming Developments Preview—a glimpse at trends and locations on the horizon around the U.S. and the world.

February/March — **Europe**

- New properties and developments in Ireland, Scotland and Wales.
- Still hot: A look at Spain and the Balearic Islands.
- The burgeoning fractional market grows and expands across the Continent.

April/May — **Mexico Now**

- A look at Cabo San Lucas, Punta Mita and the Riviera Maya, all areas undergoing major expansions.
- An overview of leading projects in Central and South America.
- Wyoming: Room to roam and rooms to roam around in.

June/July — **Cities in Focus**

- Vacation homes are not restricted to resorts. Many homeowners opt to buy a city condo or pied-à-terre. We check into some under-the-radar urban centers to see where the action is.
- Canada's top cities—Toronto, Vancouver and Montreal—are all experiencing surges in construction.
- Plus a look at Calgary, the true contender for the capital of the Wild West.

August/September — **Russia and China**

- The two sleeping giants are awakening with a rash of new developments. Plus the islands and resort areas wealthy Chinese and Russians repair to for vacation homes.
- A report on Moscow, Beijing and Shanghai.
- The next wave of condo hotels and spa resorts.

October/November — **Destination Clubs Rundown**

- Our guide to the top private destination clubs. Who they are, where they are, and what amenities they offer.
- Plus, a look at specialized communities that offer equestrian facilities, private vineyards or fly fishing.





closing dates

Issue 2008	Space Closing	Materials Closing	On Sale
Dec/Jan 08	September 25	October 2	November 20
Feb/Mar 08	November 20	November 27	January 15
Apr/May 08	January 22	January 29	March 18
Jun/July 08	March 24	March 31	May 20
Aug/Sept 08	May 27	June 3	July 22
Oct/Nov 08	July 29	August 5	September 23

Specifications for advertising materials can be obtained on our web site, vacationhomesmag.com or from advertising services at 310.589.7790

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2008 General Advertising

Rate Card

Advertising Rates

	1x	2x	4x	6x
Cover 2/page 1	\$35,900	-	-	-
Cover 3	\$19,500	-	-	-
Cover 4	\$26,600	-	-	-
Full Page	\$13,100	\$11,000	\$10,200	\$9,600
1/2 Page Vert/Horz	\$7,900	\$6,800	\$5,600	\$5,100
1/4 Page	\$5,300	\$4,600	\$3,800	\$3,400

Gross Rates

Closing Dates

Issue	Space Closing	Materials Closing	On Sale
Dec/Jan '08	25-Sept	2-Oct	20-Nov
Feb/Mar '08	20-Nov	27-Nov	15-Jan
Apr/May '08	22-Jan	29-Jan	18-Mar
June/July '08	24-Mar	31-Mar	20-May
Aug/Sept '08	27-May	3-June	22-July
Oct/Nov '08	29-July	5-Aug	23-Sept
Dec/Jan '09	23-Sept	30-Sept	18-Nov

Advertising Inquiries

For more information please contact your account manager at 978.264.7500 or email advertising@vacationhomesmag.com.

For material requirements and advertising specifications, please visit www.vacationhomesmag.com and click on "Advertise."

2008 EDITORIAL CALENDAR

ROBB REPORT VACATION HOMES
TARGETED EDITORIAL, TOPICS AND
SPECIAL ADVERTISING SECTIONS FOR 2008

Issue Deadlines

Editorial Features

Advertising Sections

December/January 2008

AD CLOSE: Sept. 25
MATERIALS CLOSE: Oct. 2
ON SALE: Nov. 20

The Caribbean Report

- The most exclusive new real estate developments and projects being built on the islands, from Anguilla to Barbados to St. Kitts.
- 2008 Upcoming Developments Preview—a glimpse at trends and locations on the horizon around the U.S. and the world.

Ski Communities

Deadline for inclusion: Sept. 11

February/March 2008

AD CLOSE: Nov. 20
MATERIALS CLOSE: Nov. 27
ON SALE: Jan. 15

Europe

- New properties and developments in Ireland, Scotland and Wales.
- Still hot: A look at Spain and the Balearic Islands.
- The burgeoning fractional market grows and expands across the Continent.

Resorts and Residences, Island Living

Deadline for inclusion: Nov. 6

April/May 2008

AD CLOSE: Jan. 22
MATERIALS CLOSE: Jan. 29
ON SALE: Mar. 18

Mexico Now

- A look at Cabo San Lucas, Punta Mita and the Riviera Maya, all areas undergoing major expansions.
- An overview of leading projects in Central and South America.
- Wyoming: Room to roam and rooms to roam around in.

International Residences

Deadline for inclusion: Jan. 8

Golf Communities

Deadline for inclusion: Jan. 8

June/July 2008

AD CLOSE: Mar. 24
MATERIALS CLOSE: Mar. 31
ON SALE: May 20

North American Frontiers

- The best equestrian and vineyard communities uncovered.
- Ultimate retreats in the Hamptons, Connecticut and beyond.

Waterfront & Marina Living

Deadline for inclusion: Mar. 10

August/September 2008

AD CLOSE: May 27
MATERIALS CLOSE: June 3
ON SALE: July 22

Urban Escapes

- Robb Report Vacation Homes heads to cities from Dallas to Denver to find the perfect pieds-a-terre.
- Northern Heights: Canada's top city destinations - Vancouver, Toronto, and Calgary.

Condo Hotel

Deadline for inclusion: May 13

Fractional Ownership

Deadline for inclusion: May 13

Luxury Living in Costa Rica

Deadline for inclusion: May 13

October/November 2008

AD CLOSE: July 29
MATERIALS CLOSE: Aug 5
ON SALE: Sept. 23

Buyer's Guide

- The top 10 places to buy real estate.
- A comprehensive guide to the world's best private destination clubs.

Magnificent Mexico

Deadline for inclusion: July 15

Desert Living

Deadline for inclusion: July 15

Great Escapes Anguilla

Deadline for inclusion: July 15

December/January 2009

AD CLOSE: Sept. 25
MATERIALS CLOSE: Oct. 2
ON SALE: Nov. 20

Sand and Ski

- The best ski and mountain communities.
- Warm winter destinations from the California desert to the Caribbean.

Mountain Getaways

Deadline for inclusion: Sept. 11



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A CURTCO MEDIA PUBLICATION