

LUXURY PORTFOLIO INTERNATIONAL® MEDIA KIT

# 2025 Advertising Schedule

## PRINT ADVERTISING

### *Luxury Portfolio Magazine*

Property advertising within Luxury Portfolio magazine. [Click here to view the \*Luxury Portfolio\* magazine media kit for more details.](#)  
*Placements start at USD \$500 per property.*

ISSUE	RESERVATIONS CLOSE	MATERIALS DUE
Vol. 15, Issue 1: April 2025	Thursday, February 13	Friday, February 14
Vol. 15, Issue 2: September 2025	Thursday, July 31	Friday, August 1

### Wall Street Journal (Mansion Section)

Market-specific advertising in the WSJ's dedicated "Mansion" section.  
*Placements start at USD \$350 per property*

ISSUE	RESERVATIONS CLOSE	MATERIALS DUE
February 15, 2025	Tuesday, January 28	Wednesday, January 29
April 4, 2025*	Tuesday, March 18	Wednesday, March 19
May 2, 2025	Tuesday, April 15	Wednesday, April 16
May 30, 2025*	Tuesday, May 13	Wednesday, May 14
June 6, 2025	Tuesday, May 20	Wednesday, May 21
August 8, 2025	Tuesday, July 22	Wednesday, July 23
August 22, 2025*	Tuesday, August 5	Wednesday, August 6
October 17, 2025	Tuesday, September 30	Wednesday, October 1
November 7, 2025*	Tuesday, October 21	Wednesday, October 22

\*Indicates edition is for full page buyouts. Please contact Luxury Portfolio for pricing and market availability

### The Financial Times (House & Home)

Co-op global advertising in the Financial Times House & Home weekend section.  
*USD \$450 per property.*

ISSUE	RESERVATIONS CLOSE	MATERIALS DUE
March 28, 2025	Tuesday, March 11	Wednesday, March 12
May 9, 2025	Tuesday, April 22	Wednesday, April 23
June 27, 2025	Tuesday, June 10	Wednesday, June 11
September 26, 2025	Tuesday, September 9	Wednesday, September 10
November 28, 2025	Tuesday, November 11	Wednesday, November 12

## PRINT ADVERTISING

### Experience Luxury (Mansion Global supplement)

Luxury home and lifestyle supplement distributed to the most affluent Wall Street Journal subscribers.  
*Placements start at USD \$500 per property.*

ISSUE	RESERVATIONS CLOSE	MATERIALS DUE
Winter 2025	Tuesday, January 7	Wednesday, January 8
Spring 2025	Tuesday, February 25	Wednesday, February 26
Summer 2025	Tuesday, June 3	Wednesday, June 4
Fall 2025	Tuesday, September 2	Wednesday, September 3
Year End 2025	Tuesday, October 14	Wednesday, October 15

### Country Life

British weekly publication focusing on gardens, architecture, property, and lifestyle.  
*Placements start at USD \$500 per property.*

ISSUE	RESERVATIONS CLOSE	MATERIALS DUE
International Property	Tuesday, February 25	Wednesday, February 26
International Property	Tuesday, May 27	Wednesday, May 28
Property Focus: West Country	Tuesday, August 26	Wednesday, August

### Galerie

Luxury magazine focused on showcasing inspiring interiors, art, design, and cultural experiences.  
*Placements start at USD \$500 per property.*

ISSUE	RESERVATIONS CLOSE	MATERIALS DUE
Spring 2025	Tuesday, January 7	Wednesday, January 8
Summer 2025	Tuesday, March 25	Wednesday, March 26
Autumn 2025	Tuesday, June 3	Wednesday, June 4
Collectors Issue	Tuesday, August 5	Wednesday, August 6
Winter 2025	Tuesday, October 7	Wednesday, October 8

### Veranda

Lifestyle magazine centered on home design, entertaining, gardens, and travel.  
*Placements start at USD \$500 per property.*

ISSUE	RESERVATIONS CLOSE	MATERIALS DUE
May/June	Tuesday, February 4	Wednesday, February 5
July/August	Tuesday, April 8	Wednesday, April 9
September/October	Tuesday, June 10	Wednesday, June 11

## DIGITAL ADVERTISING

### Luxury Portfolio Digital Bundle

Bundled listing exposure through a feature on [luxuryportfolio.com](http://luxuryportfolio.com), inclusion in a 10,000+ subscriber newsletter, social media posts across major platforms, and 30 days of targeted display banner advertisements on high-traffic websites.  
*USD \$750 per property.*

ISSUE	RESERVATIONS CLOSE	MATERIALS DUE
January 2025	Wednesday, December 18 (2024)	Thursday, December 19 (2024)
February 2025	Wednesday, January 22	Thursday, January 23
March 2025	Wednesday, February 19	Thursday, February 20
April 2025	Wednesday, March 19	Thursday, March 20
May 2025	Wednesday, April 23	Thursday, April 24
June 2025	Wednesday, May 21	Thursday, May 22
July 2025	Wednesday, June 18	Thursday, June 19
August 2025	Wednesday, July 23	Thursday, July 24
September 2025	Wednesday, August 20	Thursday, August 21
October 2025	Wednesday, September 24	Thursday, September 25
November 2025	Wednesday, October 22	Thursday, October 23
December 2025	Wednesday, November 19	Thursday, November 20

### WSJ/Dow Jones Featured Listing Upgrade

Properties are brought forefront of key search results across network websites, adorned with an exclusive "FEATURED" banner.  
*USD \$350 per property.*

ISSUE	RESERVATIONS CLOSE	MATERIALS DUE
February 2025	Wednesday, January 22	Thursday, January 23
March 2025	Wednesday, February 19	Thursday, February 20
April 2025	Wednesday, March 19	Thursday, March 20
May 2025	Wednesday, April 16	Thursday, April 17
June 2025	Wednesday, May 21	Thursday, May 22
July 2025	Wednesday, June 18	Thursday, June 19
August 2025	Wednesday, July 23	Thursday, July 24
September 2025	Wednesday, August 20	Thursday, August 21
October 2025	Wednesday, September 24	Thursday, September 25
November 2025	Wednesday, October 22	Thursday, October 23
December 2025	Wednesday, November 19	Thursday, November 20

## DIGITAL ADVERTISING

### WSJ/Dow Jones Carousel Ad Unit

Dynamic ad unit featuring a Luxury Portfolio brand video and luxury listings targeted to HNW audiences.  
*USD \$375 per property*

ISSUE	RESERVATIONS CLOSE	MATERIALS DUE
March 2025	Wednesday, February 19	Thursday, February 20
April 2025	Wednesday, March 19	Thursday, March 20
May 2025	Wednesday, April 16	Thursday, April 17
June 2025	Wednesday, May 21	Thursday, May 22
July 2025	Wednesday, June 18	Thursday, June 19
August 2025	Wednesday, July 23	Thursday, July 24
September 2025	Wednesday, August 20	Thursday, August 21
October 2025	Wednesday, September 24	Thursday, September 25

### Financial Times Property Enthusiast Banner

Feature your listing in a co-branded LP digital banner for one month on FT.com.  
*USD \$475 per property.*

ISSUE	RESERVATIONS CLOSE	MATERIALS DUE
February 2025	Wednesday, January 15	Thursday, January 16
March 2025	Wednesday, February 12	Thursday, February 13
April 2025	Wednesday, March 12	Thursday, March 13
May 2025	Wednesday, April 9	Thursday, April 10
June 2025	Wednesday, May 14	Thursday, May 15
July 2025	Wednesday, June 11	Thursday, June 12
August 2025	Wednesday, July 9	Thursday, July 10
September 2025	Wednesday, August 13	Thursday, August 14
October 2025	Wednesday, September 10	Thursday, September 11
November 2025	Wednesday, October 15	Thursday, October 16
December 2025	Wednesday, November 11	Thursday, November 12

## DIGITAL ADVERTISING

### JamesEdition Website Homepage Placement

Monthly listing feature on the homepage of jamesedition.com.  
Placements starting at USD \$300.

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January 2025	Wednesday, December 18 (2024)	Thursday, December 19 (2024)
February 2025	Wednesday, January 22	Thursday, January 23
March 2025	Wednesday, February 19	Thursday, February 20
April 2025	Wednesday, March 19	Thursday, March 20
May 2025	Wednesday, April 23	Thursday, April 24
June 2025	Wednesday, May 21	Thursday, May 22
July 2025	Wednesday, June 18	Thursday, June 19
August 2025	Wednesday, July 23	Thursday, July 24
September 2025	Wednesday, August 20	Thursday, August 21
October 2025	Wednesday, September 24	Thursday, September 25
November 2025	Wednesday, October 22	Thursday, October 23
December 2025	Wednesday, November 19	Thursday, November 20

### Luxury Portfolio Instagram Reel

Showcase your listing to Luxury Portfolio's robust Instagram audience of over in a sleek co-branded template optimized for IG Reels.  
USD \$250 per property.

ISSUE	RESERVATIONS CLOSE	MATERIALS DUE
January 2025	Wednesday, December 18 (2024)	Thursday, December 19 (2024)
February 2025	Wednesday, January 22	Thursday, January 23
March 2025	Wednesday, February 19	Thursday, February 20
April 2025	Wednesday, March 19	Thursday, March 20
May 2025	Wednesday, April 23	Thursday, April 24
June 2025	Wednesday, May 21	Thursday, May 22
July 2025	Wednesday, June 18	Thursday, June 19
August 2025	Wednesday, July 23	Thursday, July 24
September 2025	Wednesday, August 20	Thursday, August 21
October 2025	Wednesday, September 24	Thursday, September 25
November 2025	Wednesday, October 22	Thursday, October 23
December 2025	Wednesday, November 19	Thursday, November 20

## DIGITAL ADVERTISING

### LuxeSelect (Exclusively for listings \$3M+)

Bundled listing exposure exclusively offered for listings \$3M+ USD including placement in an e-newsletter delivered directly to Luxury Portfolio agents, blog feature, and a homepage placement on [luxuryportfolio.com](https://luxuryportfolio.com).  
*Placements start at USD \$600 per property.*

ISSUE	RESERVATIONS CLOSE	MATERIALS DUE
January 2025	Wednesday, December 18 (2024)	Thursday, December 19 (2024)
February 2025	Wednesday, January 22	Thursday, January 23
March 2025	Wednesday, February 19	Thursday, February 20
April 2025	Wednesday, March 19	Thursday, March 20
May 2025	Wednesday, April 23	Thursday, April 24
June 2025	Wednesday, May 21	Thursday, May 22
July 2025	Wednesday, June 18	Thursday, June 19
August 2025	Wednesday, July 23	Thursday, July 24
September 2025	Wednesday, August 20	Thursday, August 21
October 2025	Wednesday, September 24	Thursday, September 25
November 2025	Wednesday, October 22	Thursday, October 23
December 2025	Wednesday, November 19	Thursday, November 20

### LP Unlocked: Instagram Takeover

Showcase your luxury listing with "LP Unlocked," a custom Instagram takeover that captivates Luxury Portfolio's robust audience.  
*USD \$1,000 per takeover.*

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January 2025	Wednesday, December 18 (2024)	Thursday, December 19 (2024)
February 2025	Wednesday, January 22	Thursday, January 23
March 2025	Wednesday, February 19	Thursday, February 20
April 2025	Wednesday, March 19	Thursday, March 20
May 2025	Wednesday, April 23	Thursday, April 24
June 2025	Wednesday, May 21	Thursday, May 22
July 2025	Wednesday, June 18	Thursday, June 19
August 2025	Wednesday, July 23	Thursday, July 24
September 2025	Wednesday, August 20	Thursday, August 21
October 2025	Wednesday, September 24	Thursday, September 25
November 2025	Wednesday, October 22	Thursday, October 23
December 2025	Wednesday, November 19	Thursday, November 20

## CUSTOM SOLUTIONS

### Digital Listing Banner Advertising

Luxury Portfolio members receive discounted pricing for geo-targeted listing banner advertisements through Adwerx.  
*Starting at USD \$60/3-week campaign.*

#### RESERVATIONS DUE

Start anytime

#### HOW TO BOOK

Visit "Advertising Partners" section in LuxeXchange

### Digital Lifestyle Banner Advertising

Through LPI's relationship with Addy, receive a 10% discount on lifestyle and demographic targeted Google-powered banner ads to reach the right consumer in your area.  
*Starting at USD \$210 for a 1-mo campaign.*

#### RESERVATIONS DUE

Start anytime

#### HOW TO BOOK

Visit "Advertising Partners" section in LuxeXchange

### Addy Print Advertising

Through LPI's relationship with Addy, receive a 10% discount on print advertising in premium publications such as Architectural Digest, Conde Nast Traveler, Elle Décor and more.  
*Full page ads starting at USD \$1,950*

#### RESERVATIONS DUE

Contact Addy for upcoming availability

#### HOW TO BOOK

Visit "Advertising Partners" section in LuxeXchange

### Digital Out-of-Home Advertising

Luxury Portfolio members receive discounted pricing to showcase listings on digital signs in restaurants, gyms, malls, offices and more through Adwerx.  
*Luxury Portfolio members receive an additional 10% off DOOH campaigns.*

#### RESERVATIONS DUE

Start anytime

#### HOW TO BOOK

Visit "Advertising Partners" section in LuxeXchange

### "Sphere of Influence" Agent Advertising

Luxury Portfolio members receive discounted pricing to target current clients, prospects, and referrals online through Adwerx.  
*Starting at USD \$84/mo (min. 3 month campaign).*

#### RESERVATIONS DUE

Start anytime

#### HOW TO BOOK

Visit "Advertising Partners" section in LuxeXchange