



### Media information

**Overseas Living** has an enviable reputation for uncovering the hidden gems of luxury travel and exclusive international property. With a global readership of discerning and style-conscious professionals, it caters for the eclectic tastes of an increasingly demanding and economically powerful demographic.

Combining the prestige of print with the immediacy of a strong online presence, Overseas Living offers unrivalled coverage of what really matters to the well-heeled traveller and investor, from exclusive golf resorts and spas to bespoke yachts and private jets. With authoritative reviews of places and products, recommendations on how to travel, where to eat and what to see, it is essential reading for anybody who wants to get away from it all.

As well as covering lifestyle and holidays, Overseas Living includes regular features on overseas investment. Expert advice on financial and legal issues and tips from industry insiders make it an indispensable guide to conducting property transactions anywhere in the world. A focus on quality underlies everything Overseas Living represents. It is the perfect place to gain effective publicity and exposure, with compelling advertising packages which can be tailored to suit a wide range of marketing needs and budgets.

### ONLINE READERSHIP

#### Geographical breakdown

United Kingdom	14%
United States	11%
Germany	11%
Spain	10%
France	10%
Ireland	8%
Caribbean	7%
Portugal	7%
Greece	6%
Italy	6%
Scandinavia	5%
Austria	3%
Belgium	2%

### ADVERTISING RATES

#### Advertising Rates

Video at the LSE studios	£30,000
Online Article	£12,000
Global Press Campaign	£10,250
Email Marketing	£10,250
Homepage Leaderboard	£16,450
Subpage Leaderboard	£11,650
Billboard	£12,650
Section Page Takeover	£14,750
Homepage Overlay	£17,500
Synchronised Banner	£15,300

### EDITORIAL RATES

#### Video at the London Stock Exchange Studios

The video interview will be conducted by a senior member of Overseas Living's Broadcast team with your CEO or other senior representative, to discuss ongoing developments and recent achievements of the company. This video will feature on the website for one year and be promoted through various other channels as below.

#### Online article

We would like to work with you on a feature article (around 1,000 words) to appear in the relevant section of the Overseas Living website and appearing on the homepage for a full month, detailing to our readers your opinion on the progress of the industry and your place within it. You can include links to your site and products where appropriate and our experienced online team will work with you to fully search-engine optimise the article.

#### Global press campaign

The article will be sent to a comprehensive list of newsrooms around the world including national and regional newspapers, magazines, radio and television stations, news agencies and online news services, including promotion to relevant trade journalists and to over 3,600 online services. Our press releases are regularly viewed by journalists at large media organisations such as Reuters, Bloomberg, Dow Jones, Lexis Nexis, Yahoo!, AOL, Excite, MSN.com and CNET.

#### Email marketing

Coverage of the article will also be detailed via an email blast to 50,000 decision-makers on our online contact database.

