

## Rate Card (Advertisement Price List)

Date of Pricelist: 1<sup>st</sup> June 2015 (any older price lists are no longer valid)

**Average Website Statistics: 25,000 Monthly Unique Visitors and 50,000 Monthly Page Views**  
(April 2015 Website Statistics: 24,932 Unique Visitors (Readers) and 48,056 Page Views)

**To increase customer traffic from Elegant-Lifestyle.com the options are as follows:**

**(1) Advertisement Text Link to your Website** on the top of a webpage of your choice.

One year of Advertisement Text Link on the top of our start page is available for £ 300.

One year of specified sub-page is available for £ 50 per year with minimum order of £ 100.

**(2) Advertorial Feature with various links to your Website including sub-pages** about your company and your products (5 paragraphs of text from you about your company and up to 5 pictures of your choice (length: 310 dpi in .jpg)) published on Elegant-Lifestyle.com for the period of a year is available at a price of £ 200. For samples, please go to: <http://www.elegant-lifestyle.com/advertorial-features.htm>

**(3) Banners on all pages to your website** (468x60 dpi in .gif format) of Elegant-Lifestyle.com.

One month of banner advertisement costs £ 250 with 40,000 guaranteed banners displayed to around 25,000 visitors (1p / visitor). Banner design is available for £ 100. One year would be discounted at £ 2,500. A one month free trial period is available for companies interested in an annual contract.

**(4) Buttons on selected pages of your website** (120x60 dpi in .gif format) of Elegant-Lifestyle.com can be booked for £ 5 CPM (per 1,000 page impressions) on our start page or for a specified category, for example Accessories, Shoes, Travel, Watches or our Best 100 City Guides (Paris, London or Berlin). Please request our page impression statistics to decide for the most effective button placement. For example, one button on our start page with about 5,000 page views per month costs £ 25 per month or discounted at £ 250 per year. Elegant-Lifestyle can design your button for £ 100.

**(5) Pop-ups linked to your website** (internet commercials) can be booked at a medium size of (up to 300x400 dpi, e.g., a shrunk magazine page ad) for £ 10 (per 1,000 page impressions = 1 p/p.i.) on our start page (about £ 50 per month at around 5,000 page impressions). One year would be discounted at £ 500. A one month free trial period is available for companies interested in an annual contract.

**(6) Sponsorship linked to your website:** Elegant-Lifestyle.com also offers Sponsorship beneath the top logo of Elegant-Lifestyle.com on all web pages. Design can be tailored according to requirements. A sponsorship contract with Elegant-Lifestyle.com for one full year costs £ 600 with 300,000 readers p.a. . A one month free trial period is available for companies interested in an annual contract.

**Audience:** The Elegant-Lifestyle.com website attracts around 25,000 readers (unique visitors) and about 50,000 page views each month. *All variables are independently measured by our website service provider and numbers are available on request.* Our average ratio of one visitor to two page views is comparatively low, because we are a quarterly on-line magazine and portal, have no chat groups and do not split articles over many pages. Being a high quality on-line magazine, Elegant-Lifestyle.com attracts discerning readers who are interested in established quality brands and luxury goods. *Elegant-Lifestyle.com mainly targets the UK market* and, therefore, the vast majority of our audience also originates from the UK, but also from the US and Germany.

**Demographics:** According to our last *Reader Survey* the profile the Elegant-Lifestyle.com audience tends to be male with **an average age of 37 and a high average household income of US\$ 164,000 p.a.:**

Gender: Male: 72%, Female: 28%; Age: 18-24: 11%, 25-34: 36%, 35-44: 28%, 45-54: 21%, 55-64: 4%; Household Income: US\$50k+: 83%, \$75k+: 60%, \$100k+: 34%, \$250k+: 17%; Education: College+: 96%; Occupation: Professional/Manager: 70%, Self-employed: 13%. Marital Status: Single: 53%, Married: 47%.

**Background:** Elegant-Lifestyle.com is the leading up-market lifestyle portal and magazine for luxury goods and top quality brands. Elegant-Lifestyle.com not only establishes easy access to the official websites of established quality and luxury brands, but also provides information about them in permanent Special Features as well as in Best 100 City Guides. For more information, please access our website <http://www.elegant-lifestyle.com>.

**Effectiveness of Advertisement:** To measure the effectiveness of your advertisement on Elegant-Lifestyle.com, we would need a certain code from you following your website name, so you can track a) how many Elegant-Lifestyle readers click through your advertisement on Elegant-Lifestyle.com to your website (click-throughs) and b) how many of those Elegant-Lifestyle readers who have clicked though are actually buying a product or request more information for a product on your website. Elegant-Lifestyle.com's average **1.2% banner click-through rate** varies between 0.7 – 2.2% per month, which, besides product awareness, translates into an average of around 500 banner click-throughs per month.

**Advertising material:** The advertisement material can be provided by you or your advertising agency. Alternatively, Elegant-Lifestyle can design this for you for free if you book a banner for at least one month. According to Elegant-Lifestyle's experience, best results to attract visitors to your website are achieved by special product promotions that are advertised for on the banner, featuring a moving picture on it for additional attraction. **Advertising Material has to be supplied one week before the start of the new month at the latest and is not published on Elegant-Lifestyle.com before receipt of invoice payment unless the adverts are for testing purposes.**

**Content Purchase:** The content of a Special Feature on the website of Elegant-Lifestyle.com can be purchased at a rate of £ 0.10 per word. This includes the written permission to reproduce the content purchased copyrighted by Elegant-Lifestyle Ltd.

**Taxation:** Whether Advertisers are required to pay VAT (Value Added Tax or sales tax) on top of our Advertisement Price List prices depends on their location:

- a) **Advertisement Clients from within the European Union** (this means EU countries such as the UK, Germany, France, Italy, Spain, etc.) are required to pay VAT (Value Added Tax or sales tax) at the UK standard rate of 20% on this Advertisement Price List prices.
- b) **Advertisement Clients outside the European Union** (USA, Canada, Switzerland, Japan, etc.) are NOT required to pay any VAT (Value Added Tax or sales tax) on top of our Advertisement Price List prices.

**Renewal:** Advertisement Text Links and Advertorial Features are automatically renewed, if they are not cancelled before the last day of the advertisement period.

**Payment Terms:** Advertisements are invoiced by a .pdf invoice per e-mail and have to be paid before the beginning of the advertisement period, only annual contracts of more than £ 250 can be paid on a monthly standing order basis. Invoices can be paid by PayPal or bank transfer.

**Contact:** Advertisement Sales, e-mail: [adsales@elegant-lifestyle.com](mailto:adsales@elegant-lifestyle.com)

Elegant-Lifestyle Ltd.  
207 Regent Street, 3rd Floor  
London W1B 3HH  
United Kingdom  
<http://www.elegant-lifestyle.com>