

# UNIQUE ESTATES

*life*



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THREE EDITIONS  
2023

**Unique Estates Life**  
*Global View*

MARCH 31 /SPRING issue/

JUNE 30 /SUMMER issue/

NOVEMBER 10 /WINTER issue/

THE MAGAZINE FOR LUXURY PROPERTIES AND MODERN LIVING

[www.UES.bg](http://www.UES.bg)

[www.piero97.com](http://www.piero97.com)

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## WHAT IS Unique Estates Life *Global View*

We are delighted to introduce you to the  
**EXCLUSIVE PROPERTIES** and **EXCLUSIVE LIFESTYLE** magazine —  
**Unique Estates Life *Global View***.

This is a boutique product of the creative collaboration with the  
**Luxury Portfolio International** magazine, the globally recognised  
luxury face of **Leading Real Estate Companies of the World**.

This is the only magazine published in our country that presents the  
world of luxury properties and the luxury lifestyle in a professional  
manner, from different points of view and in the global context.

What you will find on its pages:

Relevant global topics and trends related to the modern understanding  
of a beautiful and luxurious life, presented by the **Luxury Portfolio  
International** and **Unique Estates Life *Global View*** authors.

An elite selection of remarkable properties in Bulgaria and in the  
most prestigious locations around the world, with an emphasis on the  
European market.

**Unique Estates Life *Global View*** is a valuable partner for people  
looking for a high-end property and a lifestyle meeting the highest  
possible standards.

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# ЕКИПЪТ

Unique Estates Life **Global View** се прави от хора с голям професионален опит в сферата на списанията.



**ELISAVETA SLAVKOVA,**  
General Manager

Elisaveta Slavkova has more than 20 years of experience in the field of marketing, advertising and the media market. For nine years she was a PR and Marketing Manager of financial institutions, and in the last eleven years — an Advertising Director at a leading media company, the publisher of the magazines AMICA, BRAVACASA and Leuropeo. She is also the Manager of the Smart Team Ltd. Advertising and PR Agency, as well as of the online beauty and lifestyle medium: [www.beautynews.bg](http://www.beautynews.bg)



**MARIA  
KASSIMOVA-MOISSET,**  
Editor-in-Chief

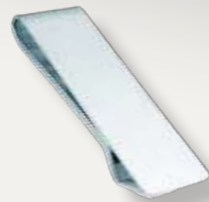
Maria Kassimova-Moisset is a journalist, writer and a civil activist. After having her diploma of Bulgarian philology from Sofia University, she worked as a reporter and editor in various media, including BNT, bTV, the daily newspapers "Standart" and "24 Chasa", weekly "Capital" and many others. She was editor-in-chief of the weekly magazine "Capital LIGHT" and monthly women magazine HEЯR. Maria was also an acting editor-in-chief of ELLE, Bulgaria and executive editor of lifestyle magazine EDNO. She is a specialist in etiquette and protocol from special manners and behavior schools in London and Brussels. Becoming a member of the creating UNIQUE ESTATES magazine team she considers as a big step higher in her personal career and an elegant new place in the boundless world of beauty and style.

WHAT'S INSIDE  
Unique Estates Life  
*Global View*



**TOP  
SELECTION**

An exclusive selection of top properties in Bulgaria and worldwide



**MARKET  
NEWS**

News, trends, market analyses



**ARCHITECTURAL  
TALKS**

Conversations with leading architects and entrepreneurs



**DREAM  
DESIGN**

Trends and selections, or design and exclusivity



## MY BODY MY MIND

Best care for your own  
body and soul



## ECO LIVING

Because today luxury is  
a sustainability



## AUTO & HI TECH

The latest and the best  
technologies for home  
and adventure



## UNIQUE ANTIQUE

The beauty of antiques as a  
style and an investment



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As part of the **Leading Real Estate Companies of the World**, we keep in touch with partners and top brokers around the world and open the doors to the most exclusive properties.



## LUXURY OFFERS

Top locations in Bulgaria



## HOMES OF THE FUTURE

Newly constructed projects



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## FOR OUR MOST EXQUISITE CLIENTS

Exclusive properties in Paris, Milan, London,  
New York, the French Riviera, and the Swiss Alps



## THE STORIES OF EXCLUSIVE PROPERTIES

narrated by the authors of **Luxury Portfolio**

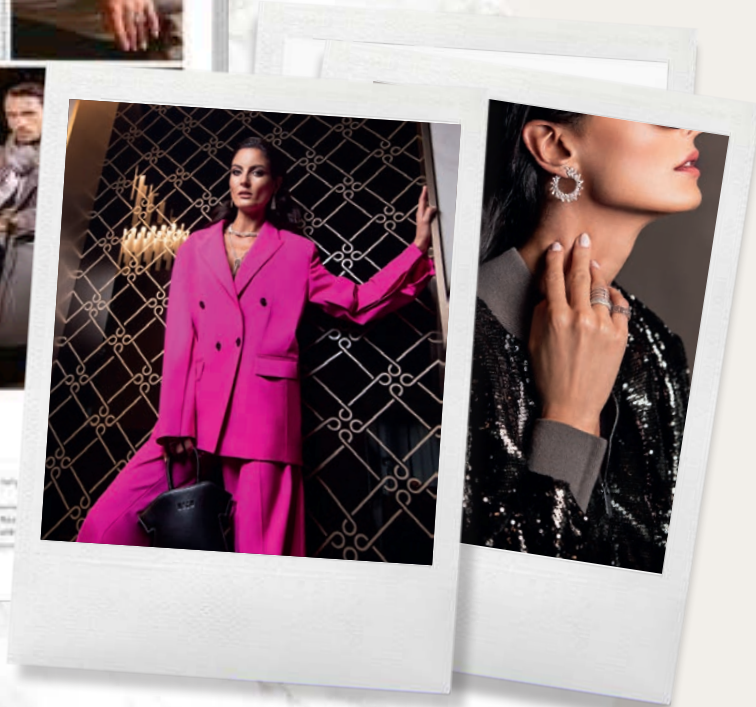




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# Luxe & Lifestyle



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## VIP CLUB

Interviews with successful individuals in various fields, who are influencing and shaping the notions of a modern and high-end lifestyle

## FABULOUS FASHION

When fashion takes shelter in a top property



## BEAUTY BAY

What we are eager to know about beauty

## JEWELLERY BOX

Jewellery for the home, jewellery for the body, high-tech jewellery, jewellery cars



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## TRAVEL GUIDE

Travels and holidays

## TIME OUT

New locations in the city



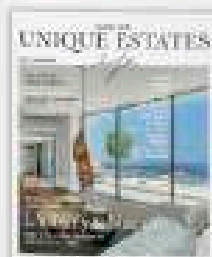
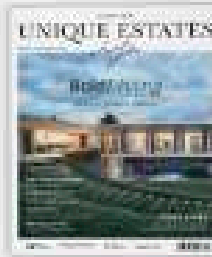
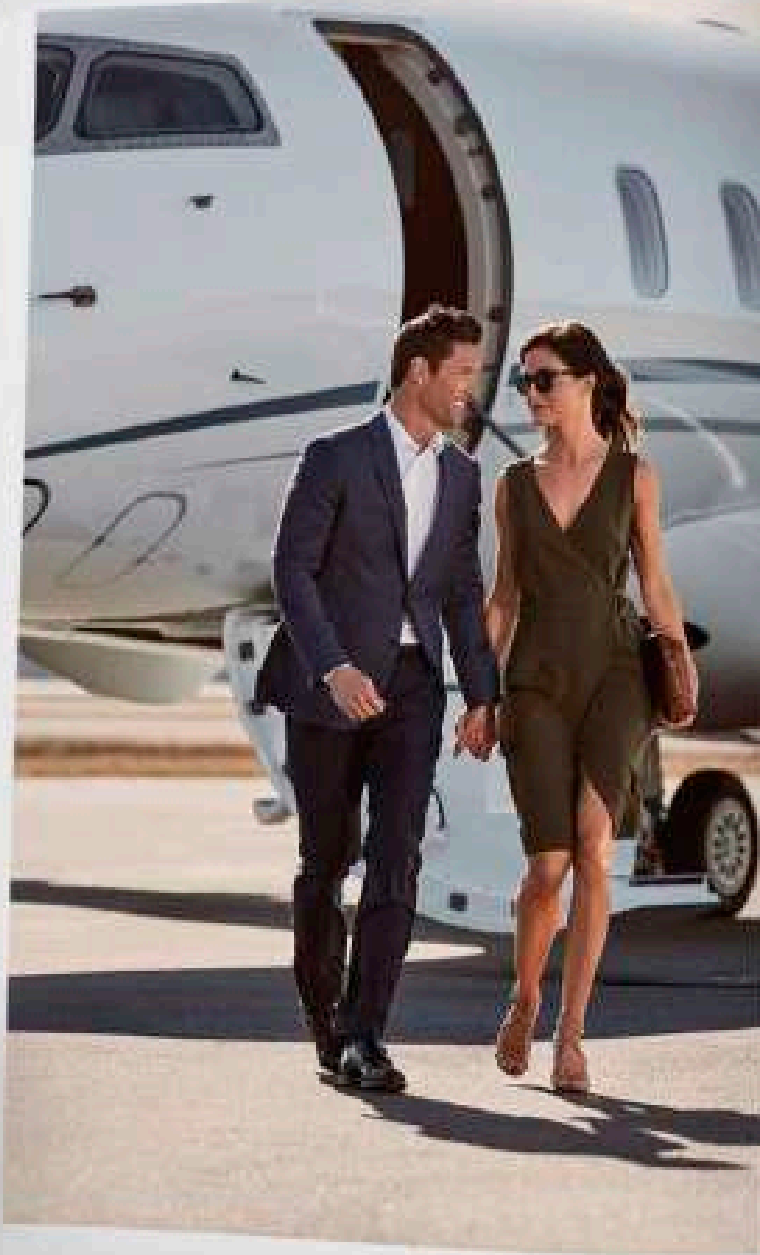
## ART COLLECTOR

Art news, events,  
auctions, markets

## GLORIOUS GOURMET

Honouring food:  
trends, star chefs, etc...





## WHAT IS IT FOR **Unique Estates Life** *Global View*

**Unique Estates Life Global View** is for modern and cosmopolitan people who are clear about what they want and can recognise and appreciate the merits of true luxury, both in the area of real estates and in all of its other manifestations.

**Unique Estates Life Global View** is for those who have turned high standards into a lifestyle, and an exclusive property definitely lies at its core. It is for people who want to be part of the global experience in the luxury lifestyle. It is for people who are ambitious, busy, value their time and wish to dedicate some of it to fascinating perspectives on current topics, trends and opportunities in the global world of luxury.



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## WHY WOULD YOU ADVERTISE *here?*

With **Unique Estates Life Global View** you are guaranteed to reach the consumers of luxury products and services, now on a global scale, and they are usually rather challenging to get to.

By advertising in this luxury magazine, which has no alternative on the market, you will be in contact with some of the most affluent clients, both in Bulgaria and worldwide.

Your very presence in **Unique Estates Life Global View** is a guarantee for the high level, quality and class of your product, and is a sign of prestige.



# WHAT IS THE REACH OF UNIQUE ESTATES ?

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## THE MAGAZINE

has a **4 500** copy circulation, and some of them reach up to:

- **1 200** customers serviced, including **Diamond Club**, **Platinum Club** and **Golden Club**, who have purchased properties for more than EUR 500 000
- **1 000** potential customers, selected from our database
- **2 000** copies at commercial and business locations. These include:
  - § **VIP areas of airports Sofia, Burgas and Varna.**
  - § **All commercial outlets of Inmedio in the country**
  - § **Fantastico chains in Sofia**
  - § **OMV gas stations, Lukoil, Eco Petroleum and Shell**
- **300** copies abroad — to our partners at **Luxury Portfolio**

§ An **ONLINE MAGAZINE**, reaching our entire database of clients and partners via a bulletin and Viber

One of the greatest benefits of **Unique Estates Life Global View** is the personal attention to each client. We are entering their homes through a careful selection of loyal clients in the last 15 years.

We organise themed and premium events and insist on in-person meetings with each of them.



## COBRANDING

A cross-recommendation partnership network — a selected partner of the company in view of making recommendations to clients between the two companies.

Organising effective and targeted promotional campaigns for the magazine, via

## SOCIAL NETWORKS.

