



# UNIQUE ESTATES

*life*

MEDIA KIT

2020

# Who are we?

~ **UNIQUE ESTATES** is a consulting company, working with upper class clients and is a leader in the sales of luxury properties. Due to the great quality of work and professional expertise, the company is well established favourite in the business fields. Unique Estates is a part of AG Capital - a holding, specialized in real estate constuction and investment. Since November 2016 Unique Estates is an exclusive affiliate of **Leading Real Estate Companies of the World** - the largest international network of real estate companies and **Luxury Portfolio** - its high-end face.

## ~ **What is Unique Estates Life?**

Unique Estates Life is the only magazine specialising in professionally introducing the world of luxury real estate properties from a different point of view. It is a great guide to the modern and beautiful lifestyle, for the people who appreciate and value a property of high class. On the pages of Unique Estates Life, our readers will find a selection of remarkable offers in the most distinguished areas and destinations.

## Who is it for?

- ~ **UNIQUE ESTATES LIFE** is for all the people, who know what they are looking for and can appreciate the merits of a true luxury property. Living a high standard and expect their home to match the quality. They achieved much and are eager for more. Have some free time and want to obtain adequate and interesting information to enrich their lifestyle.

## Why advertise with us?

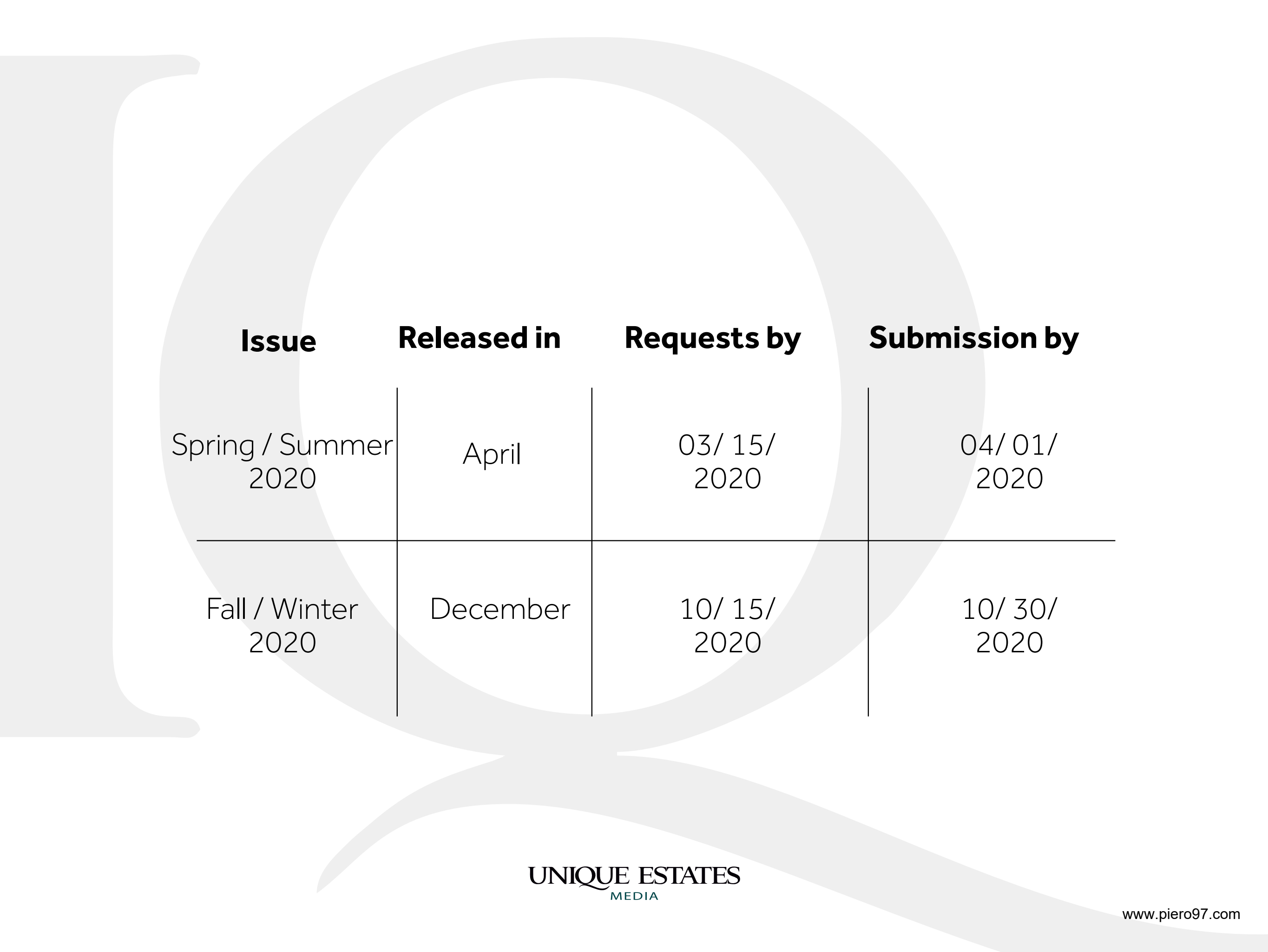
- ~ Unique Estates Life can guarantee you the access to the people who use luxury products and services are difficult to reach.
- ~ Advertising in this magazine that has a unique character on the market helps you stay in touch with the most successful people in Bulgaria.
- ~ Just placing your advert in Unique Estates Life is a guarantee that you are offering a high class and quality product.

# Who will the magazine reach?

- ~ **One of the best qualities of Unique Estates is the personal treatment it offers each client.**  
The magazine will be distributed to people who we have worked with before and are carefully chosen and familiar with the high standard of work the company provides.
- ~ **8000 copies** of Unique Estates Life are printed and distributed to:
  - ~ **4000 serviced clients**, some of them part of our Diamond Club, Platinum Club or Golden Club, who has bought properties, priced over 500 000 euros;
  - ~ **1000 addresses of potential clients selected from our large database system;**
    - All high class gated compounds;
    - All members of the Family Business Association in Bulgaria (FBN), where members are some of the richest people in Bulgaria;
    - KRIB, Bulgarian Business Leaders Forum (BBLF), Ladies' Forum - the most powerful women in Bulgaria
    - The biggest international companies in Bulgaria - all the members of the American Chamber of Commerce and The French Chamber of Commerce in Bulgaria (CCI)
- ~ **2000 in shopping and business locations, such as:**
  - VIP zones at Sofia airport;
  - Some of the most elite restaurants and clubs in Sofia and Bulgaria, the most luxurious boutiques
  - Golf clubs and resorts;
  - Golf clubs and resorts;
  - Special access VIP events;
- ~ **1000 to be sold** for 10,00 leva in the most luxurious areas of Sofia, malls and business centres.

# Content:

- ~ **Unique Estates Life** uses the expertise of competent specialists and analysts, so it can offer you professional and up to date information about the luxury real estate's market;
- ~ Economic analysis, that looks into the matter globally and from a different point of view;
- ~ Interviews with people who have reached great success in their careers;
- ~ The most impressive projects by architects and designers from around the world;
- ~ The art market, big exhibitions, fairs and auctions;
- ~ A selection of Luxury houses and apartments;



<b>Issue</b>	<b>Released in</b>	<b>Requests by</b>	<b>Submission by</b>
Spring / Summer 2020	April	03/ 15/ 2020	04/ 01/ 2020
Fall / Winter 2020	December	10/ 15/ 2020	10/ 30/ 2020

# Advertising rates

Inside front cover	2800 lv.
Inside back cover	2450 lv.
Back cover	3100 lv.
Full page	2100 lv.
PR one page	2350 lv.
Inclusion in editorial content	500 lv.
Full page + PR	2990 lv.
Two page spread	2550 lv.
A spread after inside front cover	3000 lv.
Property section - single page	1000 lv.
Handout	0,60 lv./pc.

All prices are VAT excluded.



# Advertising packages

Property section

2 pages in 1 issue - 1 600 lv.

2 participations in a row

10% discount of the price

Addition in Unique Estates' newsletter

3 participations in a row

15% discount of the price

Addition in Unique Estates' website

2 participations in Unique Estates' newsletter

Inclusion in Unique Estates' profiles in social networks