

# howtospendit.com 2012

Written and produced by the same team behind our multi-award-winning magazine, *howtospendit.com* is the first truly intergrated print and online website to create a convincing luxury environment for editorial and advertising.

In addition to the magazine's lavish features and stunning photography, there's also a wealth of online-only content – including videos, blogs, new columns. Daily updates of the magazine's most popular columns, such as Eclectibles, Technopolis and Travelista, repeatedly drive traffic back to the site. Items can search by different themes under the MENU bar:

- Art & collecting
- Fashion
- House & garden
- Philantropy
- Travel
- Cars, bikes, boats & planes
- Food & drink
- Lifestyle
- Sport
- Watches & jewellery
- Health & grooming
- Luxury goods
- Technology

## New possibilities for advertisers

- **Large display advertising formats** – these are intergrated into the site as part of the user journey, providing an opportunity for content and brand engagement.
- **The Brand Hub** – a rich media microsite within *howtospendit.com* – gives you the chance to showcase your brand and products in detail and develop a deeper conversation with our high-end audience.

### 2012 Rates (USD)

Display Advertising	ROS (CPM)	Geo Target (CPM)
MPU	144	152
1/2 Page MPU	203	213
Intro-Ad	208	219

### Brand Hubs (rate per quarter)

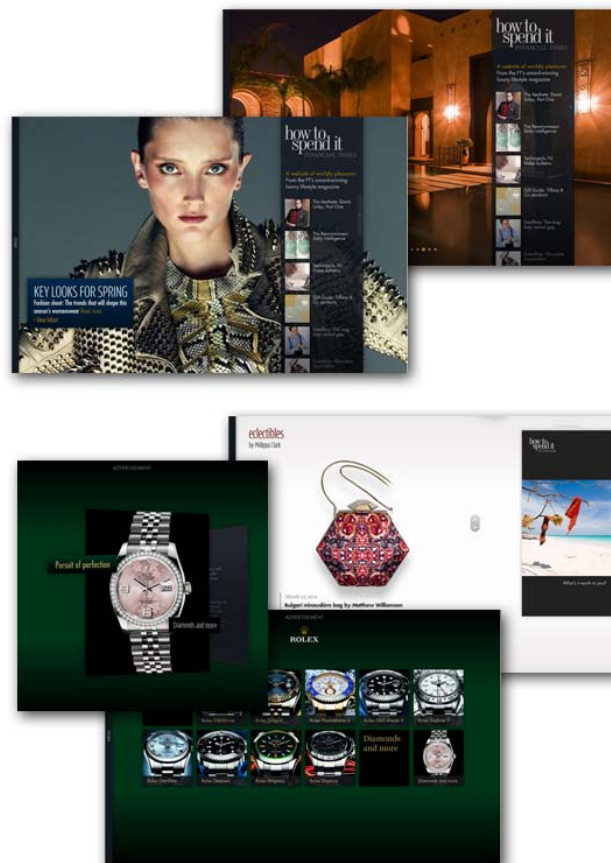
Bronze (Choose up to 8 tiles of functionality)	44,000
Silver (Choose up to 10 tiles of functionality)	57,200
Gold (Choose up to 12 tiles of functionality)	66,000

### Sponsorship

Technopolis, Travelista, Eclectibles:

WW	26,400
Europe	17,600
US	14,080
Asia	8,800
Gift Guide (rate per quarter)	105,600

howtospendit.com app - POA



Reach a premium audience\* ...

**41**  
average age

average household income

**\$226,440**

**78%**

do/would purchase luxury goods online

female  
**39%**

**67%**

say howtospendit.com stands out from other luxury websites

\*howtospendit.com webuser research 2010



For more information

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