

DISTINCTIVE HOMES *and Living*



"DISTINCTIVE HOMES HARNESSES THE POWER OF HARMON MEDIA GROUP, THE QUALITY OF DISTINCTION, and the SPEED OF THE INTERNET, offering LOCAL EMPHASIS and NATIONAL REACH in one COST EFFECTIVE, SIMPLISTIC SOLUTION"

Overview

upper end of the spectrum, and, through our streamlined distribution methods, reach these buyers & sellers every month. We do this by providing the most attractive and effective print and digital magazine to showcase your properties. Our magazines are prominently displayed in all of the luxury real estate offices in Las Vegas as well as hotels, car dealerships, salons, country clubs and supermarkets. Each month magazines are delivered directly to homeowners in areas demographically targeted to achieve maximum exposure in your marketplace. This ensures that your properties are showcased to your target audience.

Distinctive Homes Magazine has a larger 10" x 12" format in full color and is printed in high resolution on heavy glossy paper stock. The quality of our magazine ensures higher readership, better retention, and longer shelf life than tabloids and newspapers. Our Design Team is trained to present your properties in the most eloquent and dramatic fashion allowing agents to create a unique "Agent Identity". They will work directly with you to develop any marketing tools you might need. This gives advertisers the opportunity to distinguish themselves as "Luxury Market Specialists" as well as create effective advertisements to sell their listings.

Circulation and Distribution

out the Las Vegas Valley via high end area supermarkets, luxury car dealerships, country clubs, corporate airport, upscale salons/spas, design/furniture stores, restaurants, cafes, hotels, banks medical/professional offices, mortgage & real estate offices. Our readership is estimated at 50,000+ each issue.

- Distinctive Homes and Living direct mails each issue to affluent homeowners throughout Anthem, Red Rock Country Club, The Ridges, Spanish Trails, Queensridge, and Canyon Fairways, Mac Donald Highlands, Canyon Gate, Lake Las Vegas, Turnberry Towers and Panorama Towers.
- Distinctive Homes and Living is online and fully interactive to reach the out-of-state and international buyer with the click of a button. Reference your sellers to DistinctHomes.com.
- With over 80% of home buyers using the Internet as part of their home search, online marketing is essential. Distinctive Homes and Living sends your entire listing inventory to HarmonHomes.com, Homes.com, RealEstate.Yahoo.com, Base.Google.com, Oodle.com, Trulia.com, and other major Real Estate portals. Combined, our Listings Rocket receives over 100 million unique visits per month.



For Space Reservation and More Information, Contact: Mary Mueller • 702-595-3310 • mary.mueller@distincthomes.com

DISTINCTIVE HOMES *and Living*

Offline Distribution

- Up to 3,000 copies will be sold in retail locations or distributed throughout California. Free distribution in targeted locations throughout LA in stores such as Whole Foods and Ralphs. Our publication is prominently displayed at news stands, high-end hotels, car dealerships, country clubs plus many more to target the distinctive market for your properties.
- 3,000 Distributed in Las Vegas key locations via street racks, hotels, banks, upscale hair and nail salons, restaurants, cafes and real estate offices.
- Up to 10,000 are direct mailed by Agents or Brokers to their Sellers. (Agents provide sellers address of advertised listings and we will mail a book to those Sellers) and potential Buyers throughout the Las Vegas Area.
- 2,000 copies delivered directly to homeowners in areas demographically targeted to achieve maximum exposure within your marketplace.

Online Distribution

In Addition to our print publication distribution we also have online exposure to meet all demographics in your area.

eBooks - Digital Distribution

DistinctHomes.com is a full online library of interactive digital editions of all Distinctive Homes print publications. Fully interactive, fully hyper-linked and fully searchable, eBooks puts the power of driving traffic online to your print ad. Buyers can access back issues or search the publication by price, area or keyword. eBooks is perfect for relocation buyers.

Listings Rocket by providing an IDX Feed or MLS Feed all your listings are included in our Listing Syndication

Reach Over 100 Million Homebuyers Monthly with Listing Syndication. Your listings will be placed on major Real Estate Portal sites like: HarmonHomes.com, Homes.com, YaHoo Real Estate, Trulia, Oodle, Zillow and many more.

Social Networking

Become a fan on facebook and follow us on Twitter and LinkedIn

At HarmonHomes.com, we understand social media takes a lot of time to get results, and most companies do not have the time to dedicate themselves to social marketing. That is why at HarmonHomes.com we are helping you by placing your listings on our social marketing sites.

Pinterest

We will pin your homes to Pinterest.com. Pinterest is a new type of image-based social media that allows you to organize and share all the beautiful things you find on the web. We will also talk about your homes for sale using our facebook, twitter and linkedIn accounts.

QR Code (Quick Response Code)

Each of your listings can have a QR code that can go directly to that listing on your site or directly to the information page on HarmonHomes.com

Mobile App for Android and Iphone

HarmonHomes.com Introduces its NEW Mobile App.

Mobile features:

- Search by City & State, Zip Code or MLS#
- Narrow search with Bedrooms, Baths, Price, Property Type
- Up to 8 photos for our basic listings
- Unlimited photos with a Upgraded Package on HarmonHomes.com
- Find a Professional Search (agent/broker)
- Basic Mortgage Calculator

Print advertisers, in our adnet system will receive a photo in the Professional Results.

Trackable Stats:

- Professional and Listing Search
- Detail Impressions
- Premier Package Tracking for listings and Pro search:
 - View agent Listings
 - View Office Listings
 - Call Now
 - Email
 - Website

Google reports that over 50% of searches take place on mobile devices.

HarmonHomes.com has formatted the properties for the viewers convenience when they are on the move.



DISTINCTIVE HOMES and Living

Ad Specifications

Our priority is to showcase the properties and then the agents.

- No More than 4 properties per page
- Agent photos cannot exceed 1.5" inches high

All print ready files are subject to publisher approval.

If your Ad will be designed by an outside designer, they will need these specifications. Ads are composed at full bleed size, with the knowledge the page will be trimmed to the final page size (trim size). However special attention must be paid to the live area. Due to the natural variation in trimming, all critical information (headshots, logo's, contact information) must be kept in the Live area.

Camera Ready Ad Submission Specifications (PDF Only)

- No credit will be given on customer supplied PDFs!
- All files must be CMYK output, minimum 300 DPI.
- All PDF's must be no later than Acrobat 4, version 1.3.
- All fonts and images must be embedded.
- PDF's will not be edited by the composing centers.
- Adobe Acrobat Professional. **Do Not** use Acrobat PDF Writer or other office style PDF creation tools.

Compression:

Color & Greyscale Images:

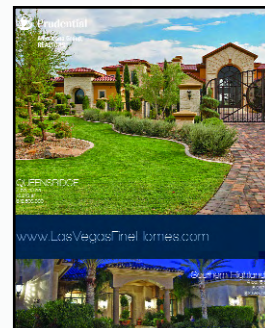
-Bicubic downsampling to 300 PPI for images above 450 PPI, compression: ZIP

Monochrome images:

-Bicubic downsampling to 1200 PPI for images above 1800 PPI, compression: ZIP

Marks and Bleeds:

Please do not include Crop Marks or Page information



When creating your ad to allow them to link properly on eBooks.

- Copy that needs to be linked must be actual type. eBooks cannot link an image.
- Type cannot be converted to paths.
- Type cannot be done in Photoshop. This process will rasterize the copy making it an image.

Software: We highly recommend the use of publishing industry-accepted applications.

- Page Layout: Quark Xpress, Adobe InDesign and Illustrator.
- **Do Not** build ads using word processing, and other office style applications.

Photo Editing: Adobe PhotoShop. **Do Not** use photo editing software that does not support the CMYK color space. RGB only applications are not suitable for print publication work.

Fonts: Distinctive Homes and Living Highly recommends the use of PostScript Type 1 fonts.

Do Not use TrueType or Multiple Master fonts for print publication work.

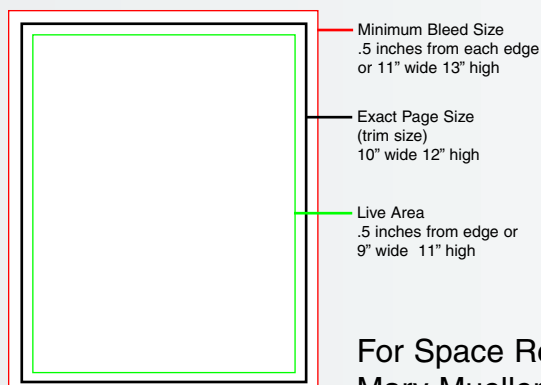
Color Selection: Colors must be four-color process.

Do Not define color as RGB (red-green-blue), PMS (Pantone Matching System), or spot color.

Photography: High Resolution Photography gives you Quality!

COVER PAGE:

- Submit any single high resolution vertical image to maintain a high quality, full bleed front cover. One photo on the cover.
- Image must be 10"x12" with at least 300 dpi.
- Copy for Cover will consist of: Agent Name, Agent Website and Agent Number or Email. Advertiser can submit a QR code for the front cover. QR code will not be any bigger than 1"x1"



FULL PAGE:

- Page Trim Size: 10" x 12"
- Bleed Size: 11"x 13"
- Live Area: 9" x 11"

Create layout dimensions to correct page size specifications.

- Bleed* - background image or color that will extend beyond the outside of "Page Size."
- Page Size - Dimensions of publication
- Live Area — Dimensions of ad (all text and ad images should be within this area).

For Space Reservation and More Information, Contact:
Mary Mueller • 702-595-3310 • mary.mueller@distincthomes.com

DISTINCTIVE HOMES *and Living*

Guidelines

Image Specifications

Uploading materials to Distinctive Homes couldn't be easier! Simply email your materials to your Account Executive or directly to our Production Department at: melissa.eddy@harmonhomes.com

If you have many files or your files are too large to email, you can upload them directly to our ftp site. Ask your local Account Executive or our Production Department for the website information.

Image Specifications

Due to the very high quality of our printing we can only use Very High resolution images. Image quality is typically measured in File size (the more pixels, the larger the file) the minimum file for print is a 1MB JPEG. Most digital cameras today are capable of taking images into the 20MB file size range, which is ideal. Acceptable File Types are :
.JPEG .JPG .TIF .TIFF .PSD .EPS .PNG .AI .PDF .GIF

Special Note- Monitors for computers are set to 72DPI (dots per inch) and currently we print at 300 DPI, so just because your image looks fantastic on screen does not guarantee it is suitable for print. If you're not sure, feel free to ask our production department to check it for you.

Text Guidelines

Always remember "Less is More"

-Advertising text should support the images or provide additional information not obvious from the photographs. Focus on the features which may set your property apart from the others, for example a 10-car garage or 3 miles of equestrian trails. Many properties have similar interior features such as granite counters, unique hardwood floors, vaulted ceilings, restaurant quality ranges, etc. Therefore focus on the critical details: bedrooms, bathrooms, square footage, lot size, amount of beach frontage, if applicable, and the VERY unique details. Page space is always better served with photography rather than text.

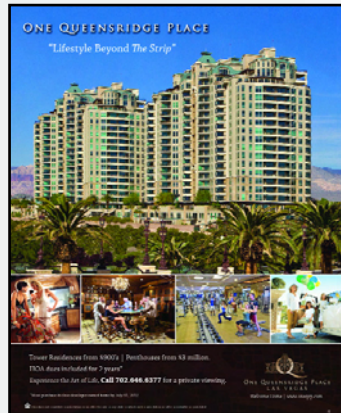
-State the offering price or price range.

Submit Text (copy) directly to the production assistant or sales associate.

Acceptable forms: .txt .doc .docx .pdf or simply in the body of an email.

DISTINCTIVE HOMES and Living

Sample Layouts



One Property

UP TO 5 PICTURES & 100 WORDS
(not including contact info. & headshots)



Two Properties

UP TO 3 PICTURES & 50 WORDS PER PROPERTY
(not including contact info. & headshots)



Three Properties

UP TO 2 PICTURES & 30 WORDS PER PROPERTY
(not including contact info. & headshots)



Four Properties

ONLY 1 PICTURE & 30 WORDS PER PROPERTY
(not including contact info. & headshots)



Two Page Spread

Take advantage of the room that a 2-page spread allows you to show off your top listing. Use up to 10 photos and 150 words. Get noticed with a large, visually enhanced photo and plenty of space to list every amenity.