

# RESIDENCES

PREMIUM REAL ESTATE AROUND THE WORLD



## EXCLUSIVE PREMIUM CONTENTS

Destinations for holiday homes |  
the beste Urban Prime Locations |  
How-to-rent your property |  
High-End interior design |  
Comparison of law and  
tax regulations

## MEDIA INFORMATION

## 2022

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# PUBLICATION DATE: 6 June, 31 October 2022

ADVERTISING CLOSING DATE: 25 May, 18 October 2022

## ADVERTISING POSSIBILITIES



2/1 page 4c, 420 x 297 mm

GERMANY	EUR	11,800
AUSTRIA	EUR	7,700
SWITZERLAND	CHF	9,400
SPECIAL RATES	EUR	13,500
all countries	CHF	16,600



1/1 page 4c, 210 x 297 mm

GERMANY	EUR	5,900
AUSTRIA	EUR	3,850
SWITZERLAND	CHF	4,700
SPECIAL RATES	EUR	6,800
all countries	CHF	8,400



Luxury Residences Package

- 2x1/1 pages Luxury Residences
- Online advertising 1 year
- 1x Newsletter
- 4x 1/4 page CC Segment Residences  
EUR 8,900

## TOTAL CIRCULATION: 62,500

### AUSTRIAN CIRCULATION: 27,000

PRESENTED PERSONALLY OR PERSONALIZED DELIVERED: 23,000

#### CIRCULATION

- 7,500 newsstand retail
- 2,500 members of the Austrian Airlines HON Circle and selected Austrian Airlines Senators (To become a member of the HON Circle the traveler must accumulate 600,000 miles in two consecutive calendar years)

- 15,000 exclusive distribution to top decision makers and Connoisseur Circle members in Austria with a net household income of more than € 5,000
- 2,000 direct delivery to selected 4- star superior and 5-star hotels

### GERMANY AND SWISS' CIRCULATION: 35,500

PRESENTED PERSONALLY OR PERSONALIZED DELIVERED

GERMANY: 13,000

SCHWEIZ: 8,500

CIRCULATION GERMANY: 26,000

- 13,000 newsstand retail
- 8,000 direct delivery to frequent-traveler top decision makers in Germany earning a net household income of more than € 5,000 via distributor Connoisseur Circle Members and Subscribers
- 5,000 direct delivery to 4-star and 5-star hotels and to upscale tourist information agencies

CIRCULATION SWITZERLAND: 9,500

- 1,500 newsstand retail
- 2,000 CC Members and subscribers
- 6,000 dropship to top tourism and their premium customers as well 5-star hotels (annual hotel ranking: THE BEST HOTELS Switzerland)

# Content marketing campaigns for premium real estate

Content marketing works. Especially when the perfect target group is reached. Messages and content are transported through various channels used by the target groups. The results are highly effective due to the editorial impression, the optimal possible adaptation of the messages and the targeted placement. Furthermore, these activities also have a positive effect as a support for your own SEO measures.

## THE IMPLEMENTATION:

### 1. CONTENT CREATION

For each property 3 to 4 messages/contents are defined and placed. The client provides photos/visualizations and basic information, our experts create the content – adapted to the channels.

### 2. The Channels

#### a. Newsletter

Newsletters consist of 5 info blocks, which are distributed to 23.000 users in Germany, Austria and Switzerland. The newsletter is sent out 1x per week.

#### b. Website

Each info block from the newsletter is automatically placed on the premiumstars.ccircle.cc website

#### c. Partner Network

We create a network of lifestyle and real estate websites, where the content can also be placed.

#### d. Social Media Facebook

Each infoblock can be placed on facebook (Connoisseur Circle, others).

#### e. Social Media instagram

Each infoblock can be placed on instagram (Connoisseur Circle, others).

#### f. Print

Printed information still has high credibility in the target group and remains present for a long time.

#### g. Online advertising

The content can also be promoted on all channels in the relevant target groups.

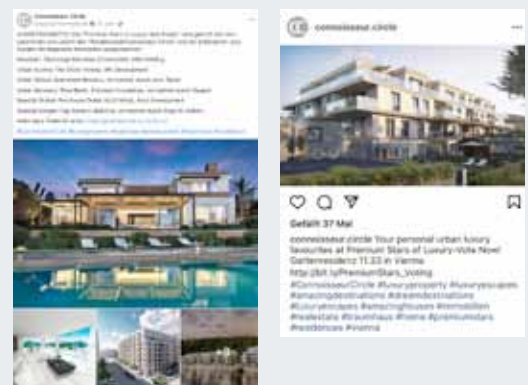
#### h. Own platforms

All info blocks can of course also be used in your own activities.



## PRICE TABLE

		EUR
Newsletter	1 infoblock	250
Newsletter	3 infoblocks	600
Newsletter	5 infoblocks	850
Social Media facebook	1 infoblock	1,200
Social Media facebook	3 infoblocks	500
Social Media facebook	5 infoblocks	700
Social Media instagram	1 infoblock	200
Social Media instagram	3 infoblocks	500
Social Media instagram	5 infoblocks	700
Print	1 infoblock	600
Print	3 infoblocks	1,350
Print	5 infoblocks	1,950
Content Package Basic	NL, SM, Print each 1	1,100
Content Package Medium	NL, SM, Print each 3	2,800
Content Package Premium	NL, SM, Print each 5	3,900



# PREMIUM STARS OF LUXURY REAL ESTATE

POWERED BY CONNOISSEUR CIRCLE

## THE FIRST GLOBAL AWARD FOR LUXURY PROPERTY

More than 25,000 connoisseurs will be invited to vote for the best global premium properties. Apartments, long-term residences, villas and penthouses – exquisite real estate will be eligible.

The awards will be granted in these categories:

**Urban Europe, Urban Global, Seaside Europe, Seaside Global, Mountain**

The following criteria will be judged:

**Location, architecture of building, interior design, equipment and fittings, sustainability**

Each property will be evaluated by connoisseurs and potential buyers of luxury property, the voters will choose five finalists in each category. A jury, consisting of luxury experts in the real estate sector, architecture and tourism will then choose the winners.

The participation in the contest includes these features:

- Listing of the property in the magazine Residences@Connoisseur Circle
- Presentation of the property at [www.ccircle.cc](http://www.ccircle.cc) incl. a link to the property website
- Input of all relevant data into the contest system
- Rating of the property based on the information
- Selection of the property by the expert jury
- Public voting via e-mail, Facebook and Instagram
- Premium seal to be used on the property website
- Possibility to invite own contacts to vote

The participation fee is 1,500 Euros.

