



L·U·X·U·R·Y LEADS

[WWW.LUXURYLEADS.COM](http://WWW.LUXURYLEADS.COM)

MEDIA KIT 2021

L·U·X·U·R·Y LEADS  
L·U·X·U·R·Y LEADS  
L·U·X·U·R·Y LEADS  
L·U·X·U·R·Y LEADS  
L·U·X·U·R·Y LEADS  
L·U·X·U·R·Y LEADS

LUXURY LEADS BUNDLES LUXURY PRODUCTS, WHICH ARE OFFERED IN A STYLISH AND UNIFORM MANNER VIA VARIOUS ONLINE PLATFORMS AND A HIGH-END MAGAZINE. EACH TIME IT CONCERNS A UNIQUE SELECTION OF LUXURY PRODUCTS, SUCH AS REAL ESTATE, CARS AND BOATS.

LUXURY LEADS ENSURE THAT POTENTIAL BUYERS IN THEIR SEARCH ARE NOT HINDERED BY UNNECESSARY INFORMATION. SO SELLERS AND CONSUMERS FIND EACH OTHER FASTER, WHICH ULTIMATELY RESULTS IN MORE EFFICIENT LEADS.

LUXURY LEADS IS AIMED AT SUCCESSFUL MEN AND WOMEN IN BENELUX, WITH AN INTEREST IN REAL ESTATE, BUSINESS AND COLLECTING (ART, WINE, CARS ...).



TARGET MARKET

25-65

PRIMARY  
TARGET GROUP

51%

FEMALES

49%

MALES

# LUXEVASTGOED.COM

*“The most beautiful collection of properties for sale in Benelux, France and Spain.”*

- | ONLY FOR REAL ESTATE PROFESSIONALS
- | UNIQUE PROPERTIES + €500 000
- | EXTREMELY STYLISH LAYOUT
- | LIMITED BANNING
- | COUPLING SOFTWARE PACKAGE
- | PRICE ON REQUEST
- | THE HEADING OF LUXURY PROJECTS IS AS FOLLOWS
- | INTERNATIONAL REACH
- | TRANSLATION NL / FR / EN





# LUXEVASTGOED.COM

**300K**

MONTHLY VISITORS

**+1Mil**

MONTHLY PAGE VIEWS

**100K**

FACEBOOK FOLLOWERS

**12K**

INSTAGRAM FOLLOWERS

## POSSIBILITY OF ADDITIONAL VISIBILITY

- | THE RESULTS OF THE SURVEY ARE PRESENTED BY REGION
- | LUXURY PROJECTS HIGHLIGHTED
- | LIFESTYLE ADVERTISING SPACE
- | PREMIUM BROKERAGE PAGE

# LUXEVASTGOED.COM

## AGE RANGES

**25%**

25-34 YEAR

**30%**

35-44 YEAR

**20%**

45-54 YEAR

## LINEAGE

**51%**

FEMALES

**49%**

MALES

## LANGUAGE

**64%**

DUTCH

**22%**

FRENCH

**11%**

ENGLISH

## CHANNEL

**46%**

ORGANICALLY

**30%**

SOCIAL

**24%**

OTHER

## ATTENDEES

**58%**

NEW

**42%**

RETURNING

## PROPORTION OF DEVICES

**54%**

MOBILE

**12%**

TABLET

**34%**

DESKTOP

# TARIFFS LUXEVASTGOED.COM\*

---

PACK **IRON** UP TO A MAXIMUM OF 5 BUILDINGS.

---

PACK **BRONZE** UP TO A MAXIMUM OF 15 PROPERTIES.

---

PACK **SILVER** UP TO A MAXIMUM OF 30 PROPERTIES.

---

PACK **GOLD** UP TO A MAXIMUM OF 75 PROPERTIES.

---

PACK **PLATINUM** MORE THAN 75 PROPERTIES.

---

**REAL ESTATE IN THE SPOTLIGHT** (MAXIMUM 3 PER REGION).

---

**LIFESTYLE ADVERTISING SPACE** (MAXIMUM 4).

---

**LUXEPROJECT SPOTLIGHTED**

---

**PREMIUM BROKERAGE PAGE**

---





# LUXURY LEADS MAGAZINE

**15 000**  
**copies**

PRINT

**April**  
**September**

APPEARANCE

**Flanders**  
**Brussels**

DISTRIBUTION\*

**VOOR DECISION MAKERS, MANAGERS, ONDERNEMERS EN VERMOGENDE BELGEN**

## **DETAILED DISTRIBUTION\***

- | **5 400 COPIES.** VIA PO BOX DISTRIBUTION IN VILLA AREAS OF KNOKKE, KORTRIJK (WOLVENDREEF), S-M-LATEM, DEURLE, WAASMUNSTER, BRASSCHAAT, SCHILDE, WILRIJK (DEN BRANDT), LANAKEN (GOUDKUST),...
- | **3 600 COPIES.** LIBERAL PROFESSIONS (DOCTORS, LAWYERS, NOTARIES, ETC.)
- | **500 COPIES.** TOP 500 RICHEST BELGIANS BY POST
- | **3 000 COPIES.** VIA HIGH-END REAL ESTATE AGENTS
- | **2 500 COPIES.** THROUGH HIGH-END LIFESTYLE ADVERTISERS





# TARIFFS

## LUXURY LEADS MAGAZINE

| REAL ESTATE ADVERTISEMENT\* | LIFESTYLE ADVERTISEMENT\*

1/1 PAGE € 1 350

2/1 PAGE € 2 200

1/1 PAGE € 1 600

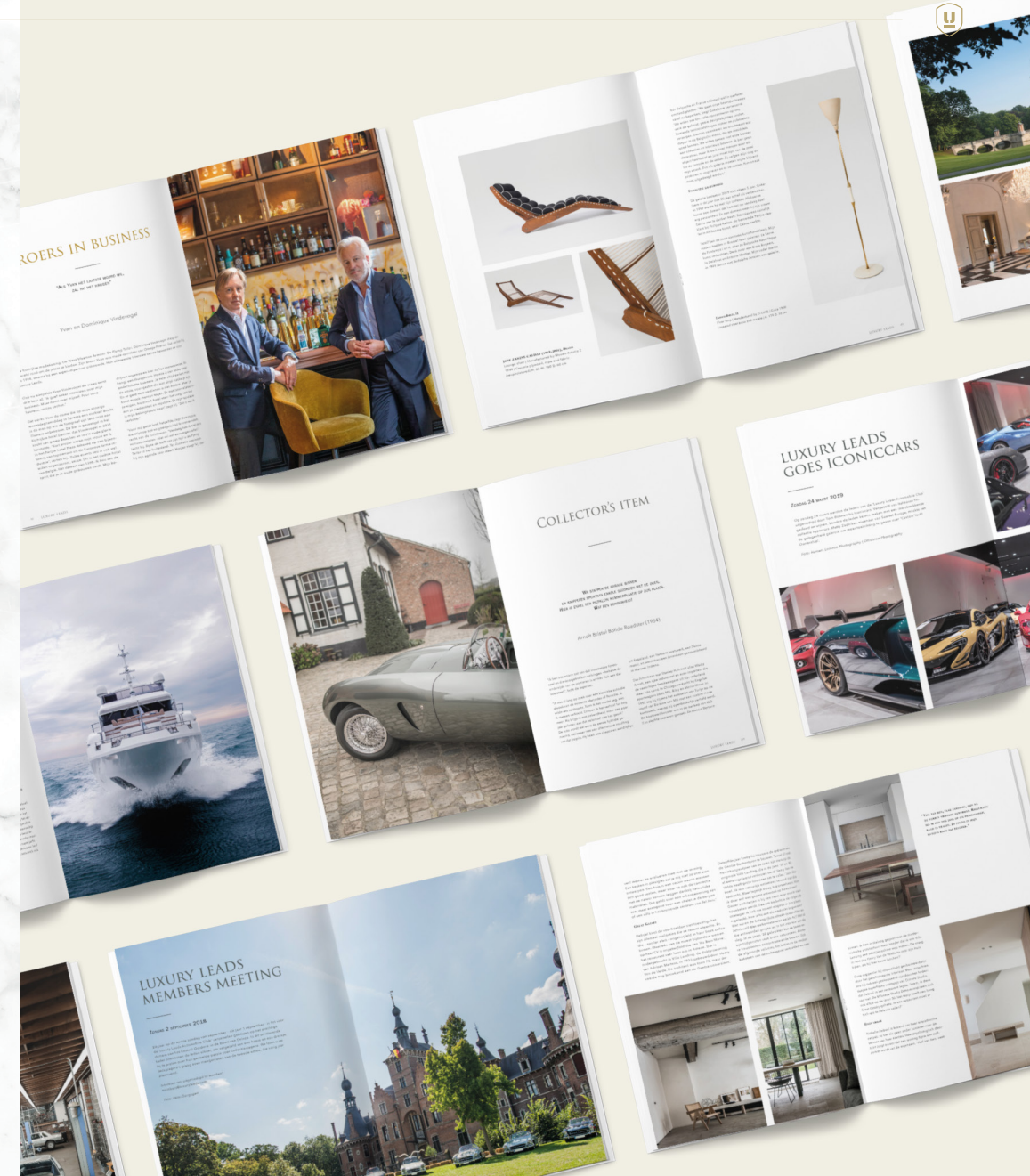
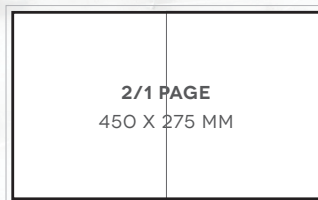
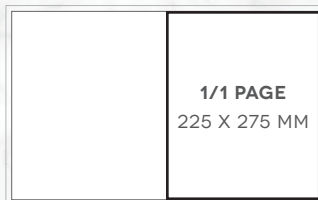
2/1 PAGE € 2 600

\* PRICE PER EDITION – MANDATORY 2 INSERTS PER YEAR

\* RATES EXCL. 21% VAT

### SPECIFICATIONS

USE CMYK COLORS @ 300 DPI, SAVED AS JPG, EPS OR PDF, TO CREATE YOUR ADVERTISEMENT IN HIGH RESOLUTION. FOR QUESTIONS ABOUT THE DELIVERY OF THE ADVERTISING MATERIAL, PLEASE CONTACT LUXURY LEADS.





# LUXEVASTGOED.COM MAGAZINE

**12 000  
copies**

PRINT

**June  
December**

APPEARANCE

**Flanders  
Brussels**

DISTRIBUTION\*

**FOR DECISION MAKERS, MANAGERS, ENTREPRENEURS AND WEALTHY BELGIANS**

## **DETAILED DISTRIBUTION\***

| **2 000 COPIES.** VIA PO BOX DISTRIBUTION IN VILLA AREAS OF KNOKKE

| **3 600 COPIES.** LIBERAL PROFESSIONS (DOCTORS, LAWYERS, NOTARIES, ETC.)

| **3 400 COPIES.** VIA HIGH-END REAL ESTATE AGENTS

| **3 000 COPIES.** THROUGH HIGH-END LIFESTYLE ADVERTISERS

# TARIFFS

## LUXEVASTGOED.COM MAGAZINE

| REAL ESTATE ADVERTISEMENT\* | LIFESTYLE ADVERTISEMENT\*

1/1 PAGE € 800

2/1 PAGE € 1 350

1/1 PAGE € 980

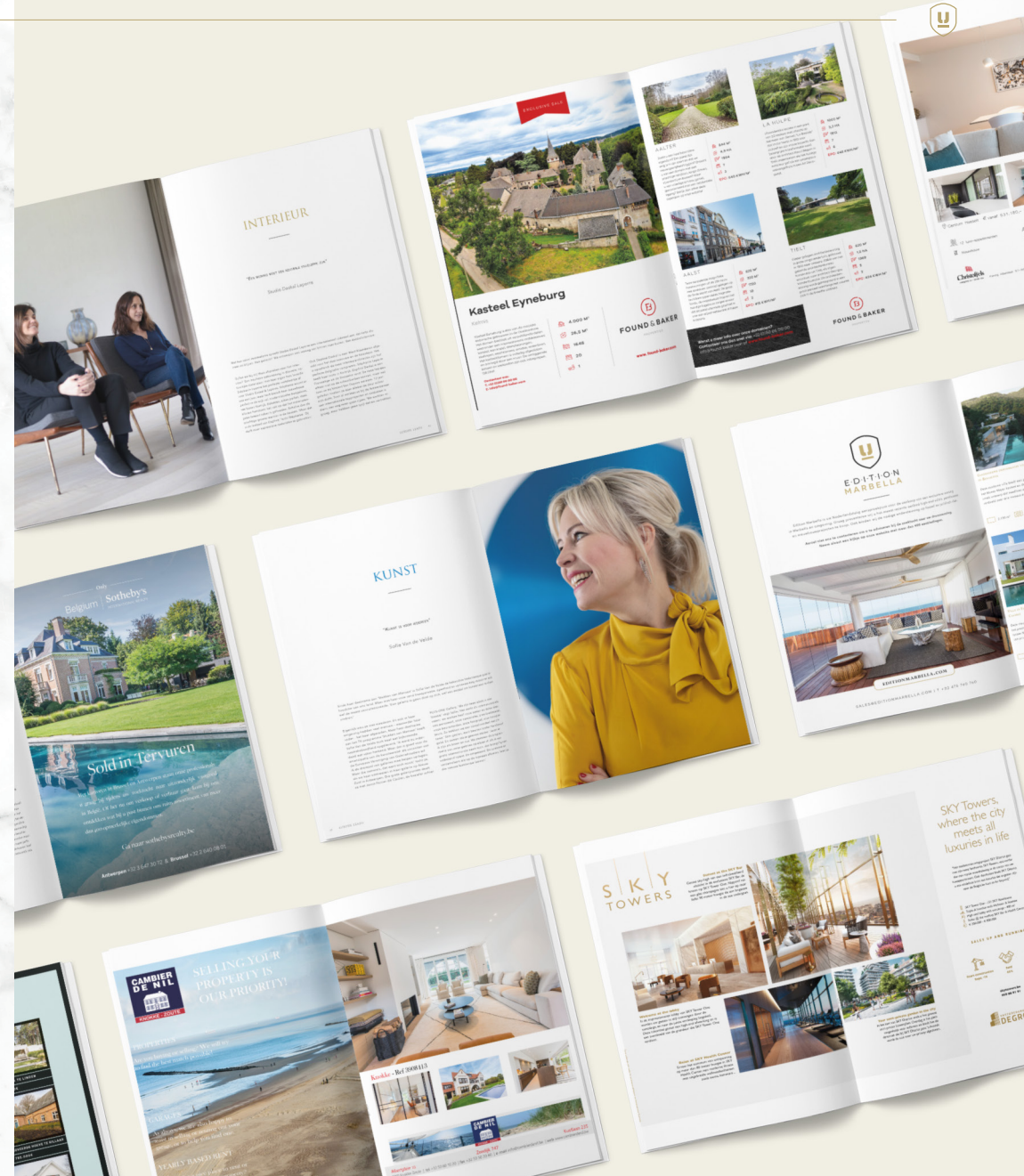
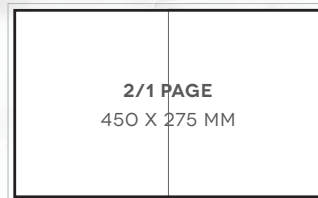
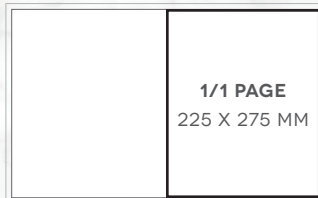
2/1 PAGE € 1 600

\* PRICE PER EDITION – MANDATORY 2 INSERTS PER YEAR

\* RATES EXCL. 21% VAT

### SPECIFICATIONS

USE CMYK COLORS @ 300 DPI, SAVED AS JPG, EPS OR PDF, TO CREATE YOUR ADVERTISEMENT IN HIGH RESOLUTION. FOR QUESTIONS ABOUT THE DELIVERY OF THE ADVERTISING MATERIAL, PLEASE CONTACT LUXURY LEADS.



# CONTACT



MICHAEL DEROOSE

BUSINESS MANAGER

+32 475 760 760

[michael@luxuryleads.com](mailto:michael@luxuryleads.com)

*Quality is never an accident.  
It is always the result  
of an intelligent effort.*

JOHN RUSKIN