

International Living

Helping People Live, Retire and Invest Overseas Since 1979

Media Kit 2009

Reach Hundreds of Thousands of Focused Readers Looking For a Better Lifestyle... for Less... in an Overseas Paradise... Today!

Almost thirty years ago, when *International Living* first suggested that a life of luxury in an exotic paradise not only was in everybody's reach, but also more affordable than your current lifestyle in the U.S. ... it was a radical idea. In many ways it still is... unless you have the full picture. Unlike most folks, our readers know they can live a happier, more fulfilling and more prosperous life overseas... and they trust *International Living's* publications to inform them in an accurate and timely manner of the latest, hottest opportunities for a better, more comfortable life in an offshore haven.

In our pages, both in print and online, readers find everything from best buys on the international property market to how to get the best deal on their next airfare... from how to open a bank account in their new country of residence to how to recession-proof their retirement... from the world's best beachfront property bargains to the most reliable local contractors to help them build their new beach home... from how to make a profit importing trinkets to how to start a business in their overseas dream location.

International Living's readers are wealthy, educated, investment-savvy and adventurous individuals.

Mostly mature, affluent professionals in search of a luxury retirement or a more relaxed and fulfilling lifestyle, our readers have disposable income and freedom to travel and relocate overseas.

Our readers always keep an eye on the economy and are on the lookout for the world's best opportunities. They rely on *International Living* to bring these opportunities to them... and we keep our promise by offering a wide choice of editorial products and conferences, and granting access to our network of global experts and worldwide resources.

Our readers' main areas of interest are:

- International real estate investment
- Travel and relocation
- Luxury retirement at affordable prices
- International tax, legal, title and health insurance services
- Overseas property rental and exchange
- Global business opportunities
- Health and lifestyle
- Offshore banking and investment

Key Demographics

Average Age: 45-65

Gender Breakdown: 54% male, 23% female and 23% unknown.

Home Ownership and Value: 97% own their homes, 46% of which are valued over \$300,000

Household Type: 28% are single households, 64% are married couple, 56% have no dependent children

Household Income:

- 25 % \$125,000 or more
- 13% \$100,000 – \$125,000
- 18% \$75,000 – \$100,000
- 21% \$50,000 - \$75,000
- 7% \$40,000 – \$50,000
- 6% \$30,000 - \$40,000
- 4% \$20,000 - \$30,000
- 6% less than \$20,000

Education: 39% completed college, 31% completed graduate school

Employment:

- 52% Professional Technical
- 14% Administrative and Managerial
- 8% Self Employed
- 6% Clerical
- 5% Craftsman
- 4% Retired

Direct Mail Responsive: 90% are mail order buyers

Top 5 States Where Readers Reside:

1. California
2. Florida
3. New York
4. Texas
5. Washington State

- Immigration and visa specialists
- Recreational activities
- Language courses
- Key countries: Mexico, Panama, Costa Rica, Belize, Honduras, Nicaragua, Ecuador, Brazil, Uruguay, Argentina, Italy, France, Spain.

For more information, or to purchase advertising space, contact Martina Latini at advertising@internationalliving.com or +353 51 309 423.

ADVERTISING PLATFORMS

INTERNATIONAL LIVING

48-page, full-color magazine. Annual subscription rate \$49.

For a sample issue go to: www.internationalliving.com/sampleissue

Every month *International Living* broadens our readers' horizons and brings them a world of new opportunities. In every issue, readers learn ways to dramatically change the way they live—for the better. Romantic places to live... luxurious places to travel... inexpensive places to retire... and rewarding investments. *International Living* is a subscriber-only publication and it's not available on newsstands.

Print file size: approximately 45,000 (90% in the U.S., 6% in Canada and 4% in the rest of the world).

Article topics: World News, Country Spotlight, Travel, Real Estate, Health Care, Investment, Property Picks

MEXICO INSIDER

Online PDF delivery. Annual subscription rate \$149.

For a sample issue go to: www.mexicoinsider.com/sample_issue.html

Whether they're looking for a place to retire, a second home, or a good investment in Mexico, readers look to *Mexico Insider* for information that they

just can't find elsewhere. Every month, *Mexico Insider* brings them action-oriented information on how to make their Mexico dreams a reality gathered by on-the-ground, in-country experts. Most issues profile a destination in Mexico that we've investigated firsthand. We rate its livability, from cost of living to real estate to amenities, and include examples of actual properties for sale or rent. Each issue also covers practical aspects of living in or relocating to Mexico, such as tax rules that apply to expats, and how to qualify for low-cost Mexican health insurance.

File size: approximately 2,300

Article topics: How and Where to Buy Property, Health Care, Infrastructure, Property Picks, Tax and Visa Issues, and Making a Living in Mexico.

PANAMA INSIDER

Online PDF delivery. Annual subscription rate \$149.

For a sample issue go to: www.mexicoinsider.com/sample_issue.html

Panama Insider brings to its readers actuable information on how to make their dreams of a better, more relaxed and more profitable life in Panama a reality. Every issue profiles a destination in Panama that editor Jessica Ramesch has investigated firsthand. Each issue also covers practical aspects of living in or relocating to Panama.

File size: approximately 800

Article topics: How and Where to Buy Property, Health Care, Infrastructure, Property Picks, Tax and Visa Issues, and Making a Living in Panama.

INTERNATIONAL LIVING POSTCARDS

Email delivery. Free subscription

International Living Postcards are unique, free e-letters from around the world. Each day readers find an intriguing story in their inbox from one of our network of more than 200 correspondents across the globe. They provide insider tips and

tricks for living a more comfortable, more exciting, more profitable life in a tropical paradise for less than you thought possible.

File size: approximately 372,000

INTERNATIONAL LIVING WEBSITE

The *International Living* website is a virtual meeting place where an ever-growing number of visitors are introduced to our vast network of global experts and our wide range of free and paid services. The impressive amount of free information about living, retiring and investing in over 80 countries, the availability of contact details for our most valuable contributors, and the opportunity to have your say and leave a comment about every posted article, drives over 100,000 visitors to the International Living website every month.

Average time on site: 3:30 minutes

Visitors' Country of Origin: 68% United States, 10% Canada, 4% United Kingdom

New vs Returning Visitors: 63% new, 37% returning

INTERNATIONAL LIVING EVENTS

Each year we run several events, held in our most popular destinations, which our most dedicated and interested readers attend. These attendees have shown a repeated and serious interest in investment and lifestyle opportunities overseas. The relaxed and friendly educational environment aids the sales process—attendees feel at ease and well informed. Our social events, dinners, and cocktail receptions are often the best places to make your pitch. Speaking or exhibiting at an event gives you a unique opportunity to get face-to-face with our most qualified buyers in an intimate educational environment. Anyone providing a service that can help fund or simplify a move overseas will surely reap rewards at our events... and for anyone trying to get a new business off the ground, this is an ideal way to network and forge profitable relationships with like-minded investors.

For more information, or to purchase advertising space, contact Martina Latini at advertising@internationalliving.com or +353 51 309 423.

ADVERTISING OPPORTUNITIES

MULTI-PLATFORM PACKAGE

Promote your business across the *International Living* world and get priority access to the most sought-after advertising spaces. The Multi-Platform advertising package is worth \$17,800... You can get it today for only \$13,900.

The Multi-Platform advertising package includes:

- 1 full-page ad on the *International Living* Magazine
- 50,000 website top banner impressions
- 1 ad in IL Postcards
- Exhibit Booth at 1 IL Event

PRINT ADVERTISING PACKAGE

Give your product or service full exposure to the over 44,000 attentive readers of the *International Living* magazine. Get priority choice and complete flexibility on when each of your ads runs. Secure yourself advertising space valued at \$8,600 for only \$5,900.

- 1 full-page ad
- 2 half page ads
- 2 classified ads (up to 100 words) with picture and border

ONLINE ADVERTISING PACKAGE

Reach our very qualified and responsive online audience that regularly visits the *International Living* website and avidly reads IL Postcards' daily dispatches. These are some of our most sought-after advertising spaces. You can gain priority access

at a deeply discounted price with the Online Advertising Package, valued at \$15,900, yours for \$12,900

- 2 Postcard ads
- 1 month web classified with picture
- 20,000 website impressions (top banner)

START-UP ADVERTISING PACKAGE

Introduce your business to our readers with a start-up package designed to give you high-quality advertising space and great value for money. Valued at \$1,550, the Start-Up Advertising Package is yours for only \$900

- 1 quarter-page ad in *International Living*
- 1 month web classified ad with picture
- 20,000 website impressions (side graphic)

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RATES AND SPECS

INTERNATIONAL LIVING

Full Page Ad on Back Cover (8.76" wide x 11.12" high) - \$3,600

Full Page Ad (7.5" wide x 9.87" high) - \$3,300

1/2 Page Ad (7.37" wide x 4.75 high") - \$2,100

1/4 Page Ad (3.5" wide x 4.75" high) - \$1,300

1/8 Page Ad (3.5" wide x 2.31" high) - \$800

Classified \$3.75 per word (caps and bold \$0.50 extra per word). Box \$25, picture \$150.

MEXICO INSIDER

\$100 for up to 100 words and 2 photos, each additional photo \$15 (up to 2 extra photos allowed), each additional words \$1. Ad flight: 1 Month.

Classified ads will appear both on the *Mexico Insider* monthly online newsletter and on www.mexicoinsider.com.

PANAMA INSIDER

\$50 for up to 100 words and 2 photos, each additional photo \$10 (up to 2 extra photos allowed), each additional words \$1. Ad flight: 1 Month.

Classified ads will appear both on the *Panama Insider* monthly online newsletter and on www.panamainsider.com.

IL POSTCARDS

Advertisement subject to approval from our Editorial and Marketing teams.

1 Ad \$9,500

2 Ads \$7,600 each

3 Ads \$6,650 each

Stand-Alone Email Shot: \$0.17 per name, minimum purchase 20,000 names.

IL WEBSITE

1 Month Classified Ad: \$75 up to 100 words, each additional word \$1, picture \$25 (only one picture allowed). See samples here:

<http://www.internationalliving.com/Internal-Components/Further-Resources/Classifieds>

Top Banner (.jpg or .gif, 510x60px): \$10 for 1,000 impressions, minimum 50,000 impressions.

Side Graphic (.jpg or .gif, 220x120px): \$1 for 1,000 impressions, minimum 50,000 impressions.

IL EVENTS

Please refer to the Events Media Kit. Contact Elaine Finnegan at efinnegan@internationalliving.com for more details.

PAYMENT AND CANCELLATION POLICY

Advance payment and a signed contract are required for all advertisements. Accepted payment methods: Check, wire and credit card.

Cancellations received 14 or more days before the agreed deadline for submissions will receive a full refund. Cancellations received between 13 and 7 days before the deadline will be refunded in full, less a penalty of 20% of the standard price for the cancelled ad space. Cancellations received 6 or less days before the deadline are not refundable. No cancellations or changes are accepted after closing date for advertising space.