

Advertisement Price List (Rate Card)

Date of Pricelist: 24th July 2008 (any older price lists are no longer valid)

June 2008 Website Statistics: 57,093 Page Views and 37,855 Readers (Contacts).

Test to Trust: Free testing of your advertisement on Elegant-Lifestyle.com.

Contact: Advertisement Sales, e-mail: adsales@elegant-lifestyle.com

There are 6 ways to advertise your product or company on Elegant-Lifestyle.com:

(1) Advertisement Text Link (which also improves Google ranking):

An Advertisement Text Link on the top of a sub-page of your choice on Elegant-Lifestyle.com to your website is available for £ 25 (€ 38 / \$ 50) for one year per specified sub-page (MINIMUM ORDER: 2 sub-pages, i.e., £ 50 (€ 75 / \$ 100)), such as our categories (Accessories, Shoes, Watches, etc.) or our Best 100 City Guides (Paris, London or Berlin). One year of an Advertisement Text Link on the top of our start page is available for £ 200 (€ 300 / \$ 400).

(2) Advertorial Feature (which also improves Google ranking):

An Advertorial Feature about your company and your products (5 paragraphs of text about your company and up to 5 pictures of your choice (length: 310 dpi in .jpg)) published on Elegant-Lifestyle.com for the period of a year or longer is available at a price of £ 200 (€ 300 / \$ 400) for the first year and £ 100 (€ 150 / \$ 200) per year afterwards. There is no testing available for Advertorial Features. We can also link sub-pages of your website with keywords in the text of your Advertorial Feature in order to improve their ranking on Google. For samples, please go to: <http://www.elegant-lifestyle.com/advertorial-features.htm>

(3) Banners on all pages (468x60 dpi in .gif format) of Elegant-Lifestyle.com can be booked on a ROS (Run Of Site) basis at a rate of £ 3 (€ 4.50 / \$ 6) CPM (per 1,000 page impressions): *One month* of banner advertisement costs £ 240 (€ 360 / \$ 480) with 80,000 guaranteed banners displayed to around 40,000 visitors. Discounts start from 10% for three months (£ 2.70 CPM / £ 216 p. m.) to 17% for six months (£ 2.50 CPM / £ 200 p. m.), please ask for details. A banner design is available for £ 100 (€ 150 / \$ 200).

(4) Buttons on selected pages (120x60 dpi in .gif format) of Elegant-Lifestyle.com can be booked for £ 5 (€ 7.50 / \$ 10) CPM (per 1,000 page impressions) on our start page or for a specified category, for example Accessories, Shoes, Travel, Watches or our Best 100 City Guides (Paris, London or Berlin). Please request our page impression statistics to decide for the most effective button placement. For example, one button on our start page with about 5,000 page views per month is £ 25 (€ 37.50 / \$ 50) per month or £ 300 (€ 450 / \$ 600) per year. Elegant-Lifestyle can design your button for £ 100 (€ 150 / \$ 200).

(5) Pop-ups, Superstitials or Interstitials (internet commercials) can be booked at a medium size of (up to 300x400 dpi, e.g., a shrunk magazine page ad) for £ 15 (€ 22.5 / \$ 30) CPM (per 1,000 page impressions) on our start page (about £ 100 (€ 150 / \$ 200) per month at around 6,500 page impressions) or on a specified category, such as our categories (Accessories, Shoes, Watches, etc.) or our Best 100 City Guides (Paris, London or Berlin). Please request our page impression statistics. Elegant-Lifestyle can design your pop-up for £ 100 (€ 150 / \$ 200).

(6) Sponsorship: Elegant-Lifestyle.com also offers Sponsorship beneath the top logo of Elegant-Lifestyle.com on all web pages. Design can be tailored according to requirements. A sponsorship contract with Elegant-Lifestyle.com for one full year costs £ 1,200 (€ 1,800 / \$ 2,400). This means nearly 500,000 readers or contacts per year. A sponsorship deal guarantees exclusivity, which means that competitors are not able to advertise on Elegant-Lifestyle.com during the time period of your sponsorship.

Effectiveness of Advertisement: To measure the effectiveness of your advertisement on Elegant-Lifestyle.com, we would need a certain code from you following your website name, so you can track a) how many Elegant-Lifestyle readers click through your advertisement on Elegant-Lifestyle.com to your website (click-throughs) and b) how many of those Elegant-Lifestyle readers who have clicked though are actually buying a product or request more information for a product on your website. Elegant-

Lifestyle.com's average **1.2% banner click-through rate** varies between 0.7 – 2.2% per month, which, besides product awareness, translates into an average of around banner 800 click-throughs per month.

Advertising material: The advertisement material can be provided by you or your advertising agency. Alternatively, Elegant-Lifestyle can design this for you for free if you book a banner for at least one month. According to Elegant-Lifestyle's experience, best results to attract visitors to your website are achieved by special product promotions that are advertised for on the banner, featuring a moving picture on it for additional attraction. **Advertising Material has to be supplied one week before the start of the new month at the latest and are not published on Elegant-Lifestyle.com before receipt of invoice payment unless the adverts are for testing purposes.**

Content Purchase: The content of a Special Feature on the website of Elegant-Lifestyle.com can be purchased at a rate of £ 0.10 (€ 0.15 / \$ 0.20) per word. This includes the written permission to reproduce the content purchased copyrighted by Elegant-Lifestyle Ltd.

Background: Elegant-Lifestyle.com is the leading up-market lifestyle portal and magazine for luxury goods and top quality brands. Elegant-Lifestyle.com not only establishes easy access to the official websites of established quality and luxury brands, but also provides information about them in permanent Special Features as well as in Best 100 City Guides. For more information, please access our website <http://www.elegant-lifestyle.com>.

Audience: The Elegant-Lifestyle.com website attracts around **40,000 contacts (visitors or readers) each month**, which means **nearly 500,000 contacts per year**. *All variables are independently measured by our website service provider and numbers are available on request.* Our average ratio of one visitor to two page views is comparatively low, because we are a quarterly on-line magazine and portal, have no chat groups and do not split articles over many pages. Being a high quality on-line magazine, Elegant-Lifestyle.com attracts discerning readers who are interested in established quality brands and luxury goods. *Elegant-Lifestyle.com mainly targets the UK and US market* and, therefore, the vast majority of our audience also originates from the UK and the US.

Demographics: According to our *2001 Reader Survey* the profile of our audience is mainly male with **an average age of 37 and a high average household income of US\$ 164,000 p.a.** Gender: Male: 72%, Female: 28%; Age: 18-24: 11%, 25-34: 36%, 35-44: 28%, 45-54: 21%, 55-64: 4%; Household Income: US\$50k+: 83%, \$75k+: 60%, \$100k+: 34%, \$250k+: 17%; Occupation: Professional/Manager: 70%, Self-employed: 13%. Marital Status: Single: 53%, Married: 47%; Education: College+: 96%

Taxation: Whether Advertisers are required to pay VAT (Value Added Tax or sales tax) on top of our Advertisement Price List prices depends on their location:

- a) **Advertisement Clients from within the European Union** (this means EU countries such as the UK, Germany, France, Italy, Spain, etc.) are required to pay VAT (Value Added Tax or sales tax) at the UK standard rate of 17.5% on this Advertisement Price List prices.
- b) **Advertisement Clients outside the European Union** (USA, Canada, Switzerland, Japan, etc.) are NOT required to pay any VAT (Value Added Tax or sales tax) on top of our Advertisement Price List prices.

Renewal: Advertisement Text Links and Advertorial Features are automatically renewed, if they are not cancelled before the last day of the advertisement period.

Payment Terms: Advertisements are invoiced by a .pdf invoice per e-mail and have to be paid before the beginning of the advertisement period, only annual contracts of more than £ 250 (€ 380 / \$ 500) can be paid on a monthly standing order basis. Invoices can be paid by bank transfer, PayPal or cheque.

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