MEDIAKIT 2021

LUXURYANDEXPENSIVE

ONLINE ADVERTISING & NEWSLETTER MARKETING
FOR LUXURY BRANDS IN THE HNWI/UHNWI SECTOR

OVERVIEW

ABOUT LUXURYANDEXPENSIVE

Luxuryandexpensive.com is one of the most exclusive platforms for luxury automobiles and classic cars in the world.

With an average selling price of €420,000, thousands of Ferrari, Bentley, Lamborghini, Porsche, McLaren, Aston Martin, Bugatti, Pagani and other luxury cars are offered for sale by private individuals and selected dealers.
More than 60% of our 80,000 monthly visitors (85% male) are looking for UHNW vehicles over €1,500,000. Steady development leads to constant growth and about 800,000 pageviews per month. The global distribution of visitors clearly shows a match with the top countries of the UHNW population. Most hits come from Western Europe, USA, and Asia.

Maximum loading speed, clear structures and clear full-screen design ensure an emotionally appealing presentation and the best user experience. Our exclusive network of automotive enthusiasts, owners of yachts, real estate, watches & jewelry, luxury goods and art has grown to more than 100,000 HNWI / UHNWI contacts in over 20 years.
Another 50,000 contacts to family offices, luxury automobile clubs, motor sports, golf clubs and equestrian sports are available at short notice.

Regular newsletters to up to 30,000 topic-relevant recipients have open rates averaging 28%. All newsletters are whitelisted and have a delivery rate of 93%.

Present your exceptional, exclusive, limited edition products to an incredibly large audience of HNWI and UHNWI on Luxuryandexpensive.com.

No matter if high priced watches, fine jewelry, art, luxury fashion, artwork, Hi-Fi, or furniture, on our platform you will reach 100% of the luxury customers you need for your products.

Whether limited supercars, luxury yachts, exclusive real estate, or private jets, on Luxuryandexpensive.com you can present your products and your brand as one of only 5 selected, strictly limited advertising partners to a worldwide pool of luxury affine people with our responsive leaderboard banner.

Additionally, use our newsletter marketing with a full banner editorial (800x600) for targeted product presentation to up to 30,000 topic-relevant recipients from our 150,000 HNWI and UHNWI contacts.

On request we also offer affiliate solutions as well as social media advertising and SEO optimized partner websites.

Dirk Bergstein (CEO)

GLOBAL REACH

WORLDWIDE TRAFFIC

1. 51.9% EUROPE

Top Countries: United Kingdom, Germany, France, Netherlands, Belgium, Switzerland, Austria, Italy, Luxembourg, Monaco

2. 26.1% AMERICAS

Top Countries: 80% USA: Florida, California, Texas, New York
15% Canada, 5% South America

3. 14.5% ASIA

Top Countries:
United Arab Emirates, Japan, Saudi Arabia, Hong Kong, Quatar, China, India, Turkey

4. 4.2% AFRICA

Top Countries:
44% Southern Africa, 21% Northern Africa
20% Western Africa

5. 3.3% OCEANIA

Top Countries:
82% Australia, 15% New Zealand
3% Not set

DEMOGRAPHIC

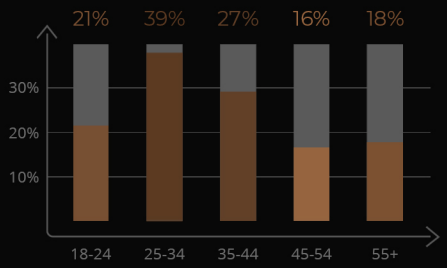
ANALYSIS AND VISITOR DATA (2020)*

80K VISITORS PER MONTH

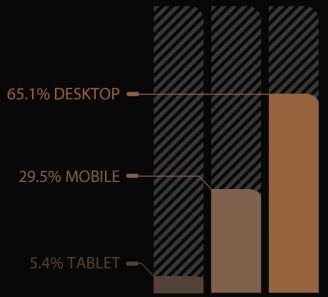
800K MONTHLY IMPRESSIONS

60%+ UHNWI SEARCH REQUESTS FOR UHNW CARS

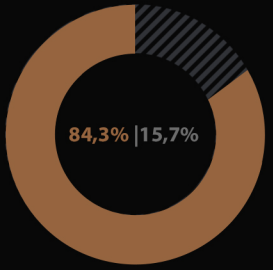
VISITORS BY AGE



DEVICES



GENDER



TECHNOLOGY

44.9%	IOS / MAC
28.1%	WINDOWS
23.3%	ANDROID
3.7%	OTHER

AVERAGE TIME **2.5** MIN.

*Average Value 01-12.2020. Source Google Analytics, Search Console, Server Webstats

LUXURY GOODS

MOST INTERESTED GOODS FOR HNWI & UHNWI

1. CARS
Premium Automobiles, Supercars, Oldtimers, Classiccars, Collections

2. BOATS
Luxury Yachts, Sailing Boats, Speed-boats, Yacht Charter

3. AVIATION
Privat Jets, Helicopters, Jet Charter, First & Business Class Flights

4. REAL ETSTATE
Luxury Homes, Exclusive Mansions, Historic Buildings

5. COLLECTABLES
Artwork, Rarities, Furniture, Accesso-ries

6. JEWLERY & WACHTES
Fine Jewlery, Exclusive Watches, Diamonds

7. FASHION
Luxury Clothes, Shoes, Bags, Accessories

8. LUXURY FOOD
Fine Wine & Whiskey, Delicacy Food, Cigars, Seafood & Meat

YOUR ACCESS TO ULTRA HIGH NETWORTH INDIVIDUALS

Take this unique opportunity to be one of 5 limited, selected advertising partners of luxuryrandexpensive.com.

Strengthen your branding with our banner advertising, our international audience, our exquisite visitors and reach targeted new potential customers for your exclusive luxury products.

Benefit from our 20 years of experience in luxury online marketing, high open rates and our growing network of direct contacts to HNWI and UHNWI.

Luxuryandexpensive.com
Your partner for online advertising and newsletter marketing for luxury brands in the HNWI/UHNWI Sector.

ONLINE ADVERTISMENT

RESPONSIVE LEADERBOARD

PRICETABLE

	CPM 100K	CPM 200K	CPM 300K
	€99	€89	€79
TOTAL	100.000 IMPRESSIONS	200.000 IMPRESSIONS	300.000 IMPRESSIONS
MINIMUM	3 MONTHS	3 MONTHS	3 MONTHS
MONTHLY	€9,900	€17,800	€23,700
	SILVER	GOLD	PLATIN

LIMITED
Limited space only 5 exclusive partnerships

AFFILIATE
Please contact us to learn about our affiliate solutions

All ads are sitewide unless otherwise noted. Our website is compliant with the Interactive Advertising Board (IAB) Universal Ad Package standard, providing our advertisers with a choice of banner ad units that provide advertisers the ability to reach our audience of professionals.

HIGHSPEED
Technically and visually up to date for the best user experience

RESPONSIVE
Regular updates guarantee full functionality on all devices, systems and browser versions.

NEWSLETTER MARKETING

UP TO 30,000 HNWI / UHNWI SUBSCRIBER

PRICETABLE

	NEWSLETTER 10K	NEWSLETTER 20K	NEWSLETTER 30K
TOTAL	10,000 SUBSCRIBER	20,000 SUBSCRIBER	30,000 SUBSCRIBER
MINIMUM	3 BOOKINGS	3 BOOKINGS	3 BOOKINGS
PER RELAESE	€3,200	€5,100	€6,900
	SILVER	GOLD	PLATIN

LIMITED
Limited Space
Only 12 bookings per partner per year

28 %
OPENING RATES
28% average opening rates
Whitelistet (93% delivery rate)
Profesional monthly statistics

RESPONSIVE
Display test of over 80
E-mail providers on different devices and browserversions

30K
SUBSCRIBER
30,000 hand-collected (U)HNW subcribers from over 20 years of experience in the luxury sector

Placing a banner on the LUXURYANDEXPENSIVE monthly e-Newsletter delivers your product or brand message directly to the desktops
of our subscriber base of influential professionals. This direct reach builds brand awareness while driving traffic to your website. Each e-Newsletter features timely content as well as other relevant topics.

CONTACT

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GET IN TOUCH