

BRANDED LIVING

Your Brand, Your Life,
Your Home.

ABOUT BRANDED LIVING

Branded Living is the premier online destination for affluent readers seeking the lifestyle and design trends that define the world's most luxurious branded residences. Our audience consists of high-net-worth individuals who either live in, or aspire to live in, branded residences such as The Ritz-Carlton Residences, St. Regis Residences, and Baccarat Residences. With a discerning readership passionate about the finer things in life, *Branded Living* offers an exclusive platform to connect luxury brands with a highly targeted, engaged audience.



WHO WE ARE



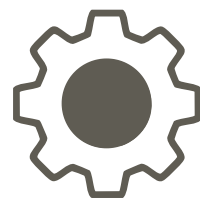
Experienced
Storytellers

With decades of combined experience in publishing, journalism, and marketing, our team brings deep expertise in crafting compelling stories that resonate with discerning audiences. Our writers have contributed to an impressive roster of esteemed media outlets, including Business Insider, Thrillist, Time Out, Matador Network, Hotels Above Par, The Atlantic Monthly, Metropolitan Home, Bridal Guide, MoneyWatches, Y Magazine, Feminessence Magazine, Etsy, and Destination Weddings & Honeymoons Abroad. Their work has spanned diverse industries, from luxury travel and design to fashion, jewelry, and high-end real estate, showcasing their expertise across global platforms.



Global
Perspective

From over 40 countries traveled to extensive work across the US, UK, Europe, and the Middle East, we deliver insights shaped by a global mindset.



Fully
Integrated

Our team is made up of writers, content creators, digital marketing experts, designers, and web and SEO experts. We have an in-house agency that is able to support all of your creative and advertising needs.

BRANDED LIVING

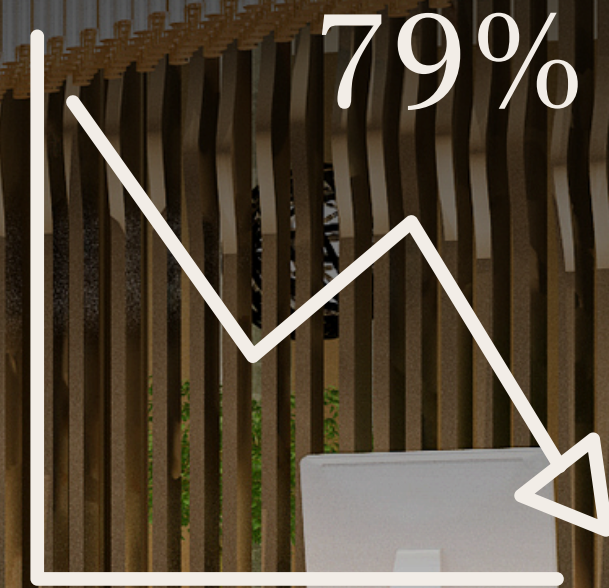
There are a total of

720 branded residence developments

worldwide, a figure that's expected to double, with another 790 project in the pipeline through 2031, according to a report from Savills Global Residential Development Consultancy

HOTEL BRANDS

accounted for **81%** of branded residences in 2023, though its share is expected to decline to 79% in 2024, per Savills.



AUDIENCE DEMOGRAPHICS



Affluent and Aspirational

Primarily aged 35–65, with significant disposable income.



Interests

Luxury real estate, branded residences, interior design, fine living, travel, and high-end products.



Geographic Reach

U.S., Europe, Middle East, and Asia.



Lifestyle

High-net-worth individuals, second-home buyers, and connoisseurs of luxury living.



2025 EDITORIAL CALENDAR

JAN 2025 Design Trends

FEB Best Branded Residences Awards

MAR Wellness-Centered Residences

APR Sustainability Spotlight: Best in Branded Living

MAY The Branded Life: European Escapes

JUN Travel & Vacation Home Guide

JUL Coastal & Beachfront Living

AUG Spotlight on South Florida

SEP Best Amenities in Branded Residences

OCT Visionary Designers in Branded Living

NOV Branded Residences as Investments

DEC Holiday Decor & Luxury Gift Guide

01 SPONSORED CONTENT

Sponsored articles are an opportunity for brands to tell their story in a meaningful and engaging way. We work closely with you to create high-quality, editorial-style content that highlights your product or service while maintaining the refined tone of *Branded Living*.



PACKAGE INCLUDES:

- One sponsored article (800-1,000 words) written by our editorial team.
- Article featured prominently on the *Branded Living* homepage for one week.
- Permanent placement within the Lifestyle or Design sections of our site.
- SEO-optimized content to drive traffic and ensure longevity.
- Option to include images, video, or other multimedia.

RATE

\$800 *per sponsored article*

ADD-ON

+\$200 *Social media promotion
(Instagram stories and posts)*

02

SOCIAL MEDIA PROMOTION

Our Instagram account is home to nearly 6,000 engaged followers, making it a powerful platform for reaching high-net-worth individuals interested in luxury living.



INSTAGRAM PROMOTION PACKAGE:

- One branded Instagram post (with up to 3 images or a carousel) featuring your product or service.
- Two Instagram stories (with swipe-up links, if applicable).
- Permanent placement on our Instagram highlight reel for additional visibility.

RATE

\$400

*per Instagram promotion
(post + stories)*

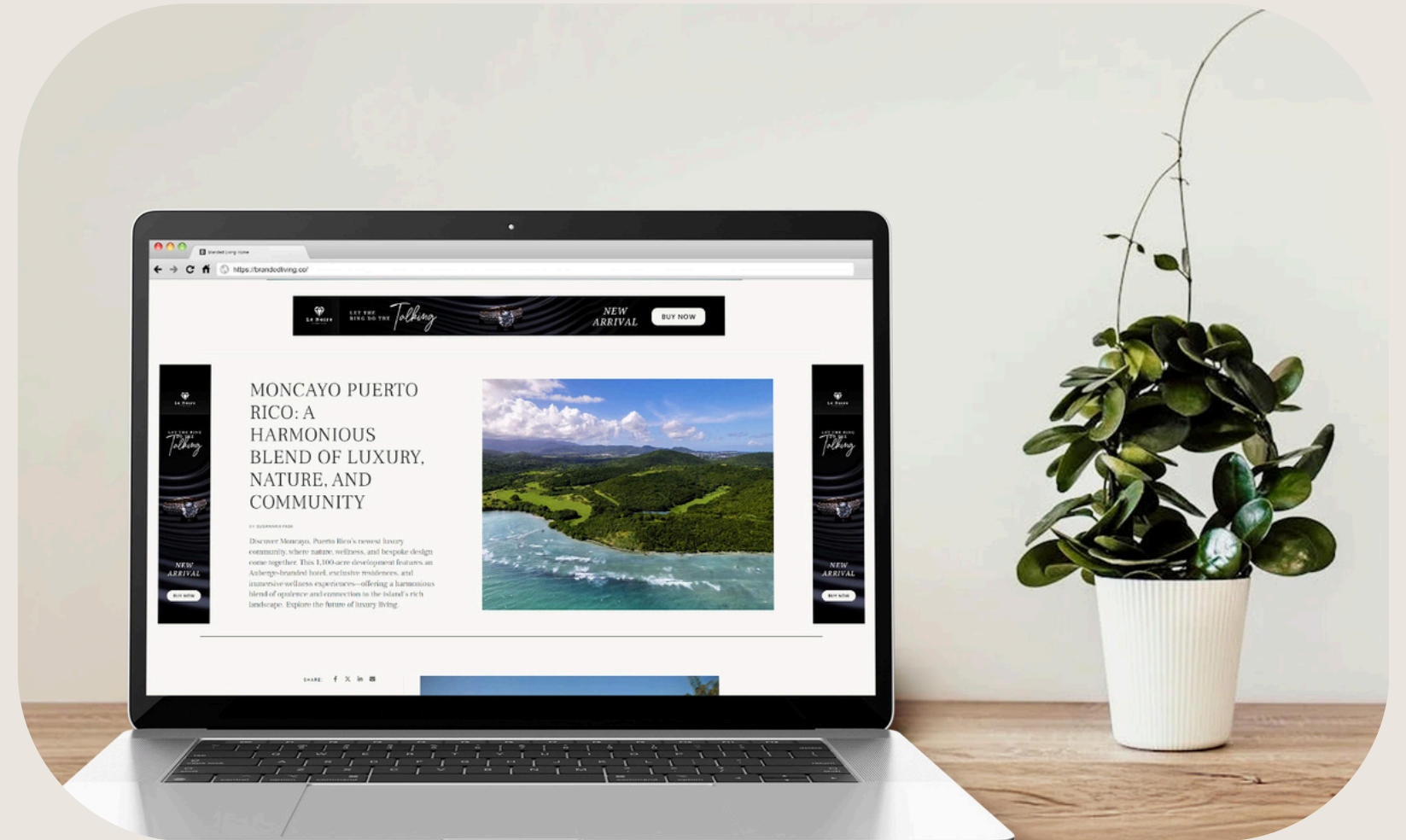
BUNDLE OFFER

\$1,000

*Sponsored content +
Instagram promotion*

03 HOMEPAGE TAKEOVER

The Homepage Takeover package offers advertisers exclusive, full visibility on Branded Living's homepage. This includes prime ad placements that dominate the homepage, ensuring that their brand is the first thing visitors see when they arrive at the site.



AD PLACEMENTS:

- Exclusive Banner Ad (Leaderboard): Full-width banner at the top of the homepage (above the fold).
- Medium Rectangle Ad: Featured prominently in the main content area (mid-page).
- Sidebar Ad (Skyscraper): Tall, high-impact ad space along the side of the homepage.

RATE

\$1,000 *per week*

DURATION

1 WEEK

*Longer takeovers
available upon request.*

04

FEATURED LISTING

The Featured Real Estate Listing Package provides premium exposure for luxury real estate listings on Branded Living. This package is designed to showcase high-end properties with enhanced visibility through exclusive placement and dedicated marketing support.



INSTAGRAM PROMOTION PACKAGE:

- A full-featured, custom-designed page showcasing the property, including high-resolution images, virtual tours, and key details (price, location, amenities, etc.).
- Inclusion in a "Featured Properties" section on the homepage with a direct link to the property page.
- Promotion of the featured property through Branded Living's Instagram

RATE

\$750 *per listing*

BUNDLE OFFER

\$1,500 *Featured Listing +
Homepage Takeover*

05 CUSTOM CAMPAIGNS



Looking for something more tailored?

WE OFFER CUSTOM PACKAGES THAT INCLUDE:

- Series of sponsored articles highlighting different aspects of your brand.
- Monthly or quarterly Instagram collaborations with content creation and cross-promotion.
- Exclusive content sponsorships for our newsletter, video interviews, or branded virtual events.

Let us know your goals, and we'll work together to create a customized campaign that delivers value to your brand.

REACH AND ENGAGEMENT



Website Traffic

25,000 visits per month



Instagram

6,000 followers with strong engagement from luxury-focused users.



Newsletter

A growing subscriber base of **luxury home buyers and branded residence enthusiasts.**

WHY PARTNER WITH BRANDED LIVING

Highly Targeted Reach

Connect with a niche, affluent audience passionate about branded residences and luxury living.

Authentic Content

Our editorial approach ensures that sponsored content feels native to our platform and resonates with readers.

Elevated Brand Perception

Align your brand with the prestigious world of branded residences, enhancing your appeal to high-end consumers.

CONTACT US

READY TO PARTNER WITH BRANDED LIVING AND
SHOWCASE YOUR BRAND TO OUR LUXURY AUDIENCE?

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