

A photograph of a modern, light-colored house with a swimming pool in the foreground. The pool is surrounded by a concrete deck and some landscaping, including palm trees and a large green tree. The sky is blue with some clouds. The text "BRANDED LIVING" is overlaid in a white box at the top center.

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



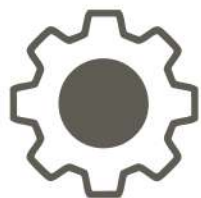
Experienced
Storytellers

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 Modern Luxury, 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

BRANDED LIVING

DUBAI

is far and away the leader in the space with close to 60 completed branded-residence projects, and around 70 planned developments in the pipeline.



BRANDED LIVING

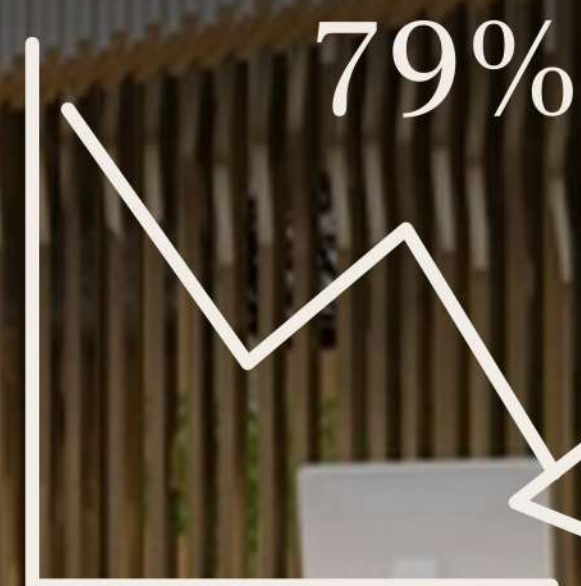
SOUTH FLORIDA

is next, with more than 40 completed projects, and another 40 developments planned from Miami to Palm Beach.



HOTEL BRANDS

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

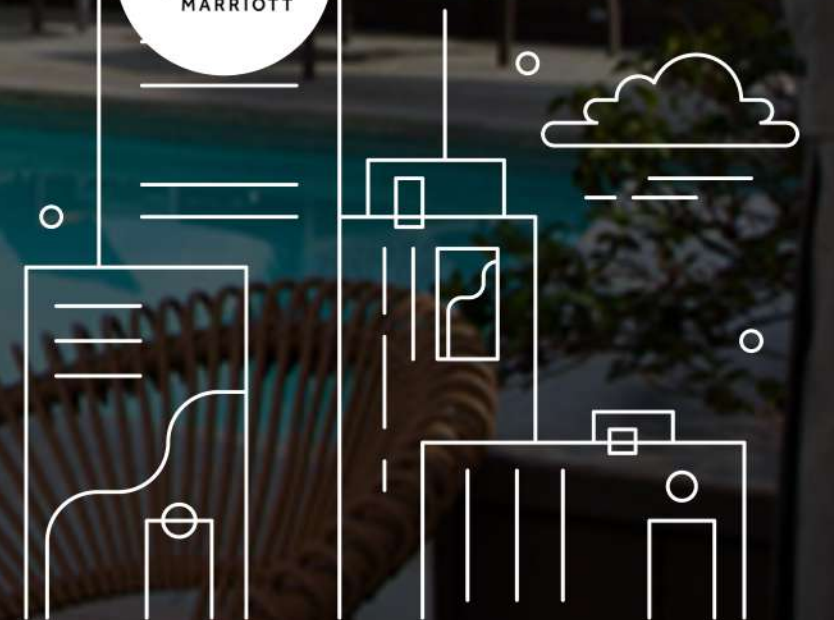


BRANDED LIVING

Among hotel companies,

MARRIOTT

leaves all the others in the dust, with close to 150 completed branded residences and more than 100 in development. That's driven by the Ritz-Carlton and St. Regis brands, two of the top three brands for luxury residences, and some of the earliest players in the game.



BRANDED LIVING

THE FOUR SEASONS

is next for completed projects, fueled by the Four Seasons brand, with over 50 completed and around 25 in the pipeline. Accor has fewer existing residences but rivals Marriott with more than 100 projects in the pipeline. - Mansion Global



FOUR SEASONS

50

COMPLETED

25

AROUND

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

Best in Amenities & Branded Experiences



SEP

ULI Fort Lauderdale Forum & Print Special Edition

OCT

Visionary Designers in Branded Living



NOV

Top Investment Markets & Residency Perks

DEC

Holiday Decor & Luxury Gift Guide



ADVERTISING OPPORTUNITIES

- 01 SPONSORED CONTENT
- 02 SOCIAL MEDIA PROMOTION
- 03 CUSTOM CAMPAIGNS

01 THE THOUGHT LEADER PACKAGE

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:

- 1,000-word article (ghostwritten or submitted).
- Digital placement on Branded Living Homepage for 2 weeks, then permanent placement in article category (architecture, lifestyle, etc.)
- Inclusion in weekly eblast delivered to an exclusive list of industry professionals.
- SEO-optimized content to drive traffic and ensure longevity.
- Feature your project images, video, or other multimedia.

RATE

\$1,200 *per sponsored article*

OR

\$3,200 *digital and print combo*

02

SOCIAL SPOTLIGHT

Our Instagram account is home to nearly 7,000 engaged followers, making it a powerful platform for reaching high-net-worth individuals interested in luxury living.



INSTAGRAM PROMOTION PACKAGE:

- Branded Instagram post (with up to 20 images in a carousel) featuring your property.
- Companion Instagram stories (with swipe-up links, if applicable).
- Permanent placement on our Instagram feed.
- Collaborated tag for additional reach.

ESSENTIAL

\$600

1 Post + 3 Stories

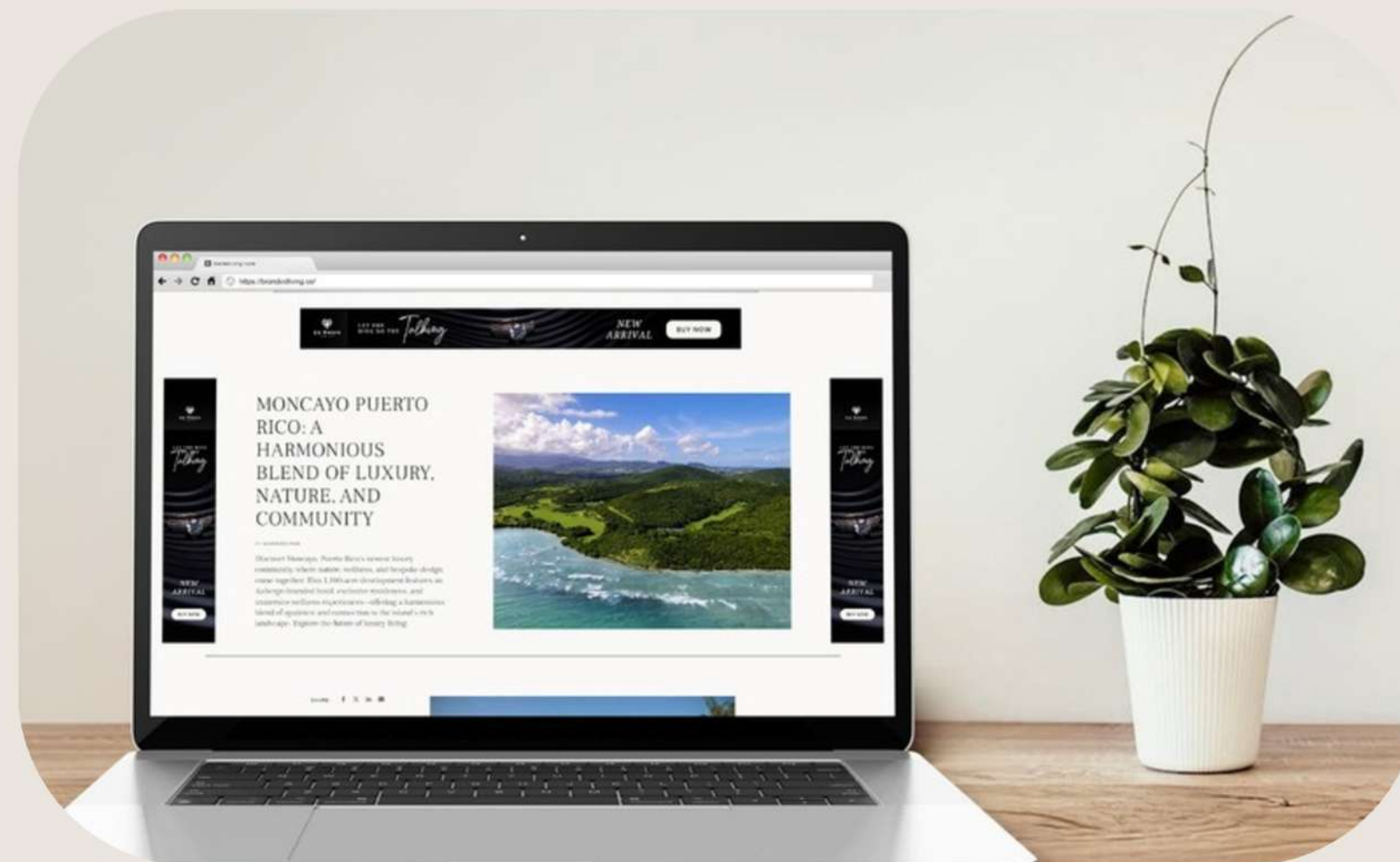
PREMIUM

\$1,500

2 Posts + 5 Stories

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

\$1,500 *per week*

DURATION

7 DAYS

*Longer takeovers
available upon request.*

04 LISTING ACCELERATOR

Our Listing Accelerator 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.



WHAT'S INCLUDED:

- A full-featured, custom-designed page showcasing the property, including high-resolution images, virtual tours, and key details (price, location, amenities, etc.).
- Broker contact form
- 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

SINGLE LISTING

\$1,000 *per listing*

BROKER PORTFOLIO

\$5,000 *5 listings + editorial feature*

05 CUSTOM CAMPAIGNS



Looking for something more tailored?

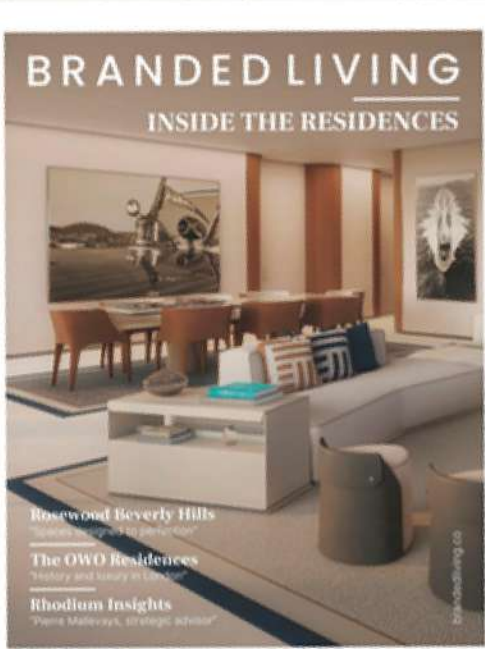
WE OFFER CUSTOM PACKAGES THAT INCLUDE:

- 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.

SPECIAL PRINT EDITION

Distribution: 1,000+ luxury developers, brokers & investors
Deadline for Artwork: August 31, 2025



SPECIAL EDITION COVER

- Front cover of Branded Living's Special Edition
- 7-day homepage takeover + dedicated eblast
- Bonus: Behind The Brand interview (video or written).

\$10,000

LOCKED-IN RATES

- | | |
|-----------------------|---------|
| • Back Cover | \$7,500 |
| • Inside Full Page | \$4,500 |
| • Inside Half Page | \$2,800 |
| • Inside Quarter Page | \$1,500 |

ADD-ONS

- Feature article (800 words) \$2,500
- Homepage banner (1 week) \$1,000

REACH AND ENGAGEMENT

PAGE 20



Website Traffic

40,000 visits per month



Instagram

7,000 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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