



JOHN TAYLOR

LUXURY REAL ESTATE SINCE 1864

MEDIA KIT 2017
AGENCY MAGAZINES

AIX EN PROVENCE • BERLIN • BROOKLYN • CANNES • COURCHEVEL • DOHA • GENEVA • GSTAAD • COMO LAKE • LAUSANNE • LONDON • MADRID • MALTE • MANHATTAN • MAURITIUS
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www.john-taylor.com

John Taylor was founded in 1864 in Cannes, France making it one of the oldest and most prestigious luxury real estate brokerages in the world. For over 150 years, John Taylor has specialized in tailor-made real estate properties for high net-worth clientele in luxury real estate markets across 13 countries including France, Germany, Italy, Spain, Monaco, the United Kingdom, the United States, Qatar, Russia, Malta, Mauritius, Switzerland and Saudi Arabia. The firm has over 6,000 properties in its network portfolio representing more than \$13 billion of property value.

In 2016, the average transaction price for John Taylor was \$5.5 million.



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AGENCY MAGAZINES

10 publications:

The John Taylor Agency Magazines display the most luxurious properties currently available for sale and for rent in the most prestigious places in France and in Monaco.

10 AGENCY MAGAZINES

55 000 copies

Cannes	64 pages - 5 000 copies
St-Tropez	64 pages - 5 000 copies
St-Jean-Cap-Ferrat	64 pages - 5 000 copies
Valbonne	64 pages - 5 000 copies
Mougins	64 pages - 5 000 copies
St-Paul-de-Vence	64 pages - 5 000 copies
Aix-en-Provence	64 pages - 5 000 copies
Paris	64 pages - 5 000 copies
Monaco	64 pages - 5 000 copies
French Riviera & French Alps	
Seasonal Rentals	84 pages - 10 000 copies

Release Date : April 2017

Frequency : Annual

Language : French/English

Magazine Format : 203mm x 254mm

Double Page Format : 406mm x 254mm



DISTRIBUTION

JOHN TAYLOR AGENCIES **WORLDWIDE**

(23 agencies located in France, Germany, Italy, Monaco, Switzerland, United Kingdom, Moscow, Doha, Spain, Malta, Mauritius, Saudi Arabia)

JOHN TAYLOR'S EXCLUSIVE CLIENTS, our international network of clients counts over 50 000 contacts : direct mailing and emailing

JOHN TAYLOR PROPERTIES AVAILABLE FOR SEASONAL RENTAL : 500 properties in France

JOHN TAYLOR SPONSORED EVENTS & PARTNERSHIPS

Monaco F1 Grand Prix, Monaco Yacht Show, Golf Country Clubs, Polo Competition, events organized by our partner Artcurial, the leading French auction house. Luxury cars events.

JOHN TAYLOR WEBSITE through digital version
www.john-taylor.com

Other distribution channels:

- **Distribution alongside important international press**
- **Exclusive hotels in Courchevel, Monaco, Paris, Cannes, St Tropez, Milan, Geneva, Doha and London**
- **Private jets, helicopters and limousine services**
- **Private Super yachts along French Riviera**
- **Exclusive residential buildings in Monaco**



AUDIENCE ANALYSIS

Age profile : **35-60** years old

Annual earnings : superior to **500.000**

Clientele : **international**

35%

of our clients are Chief Executive Officers,
Chief Financial Officers and other Directors

22%

of our clients are sportsmen/women
and people in the Media industry

20%

of our clients are from the Bank
and Finance sector

10%

of our clients are Senior Managers

7%

of our clients are Entrepreneurs

6%

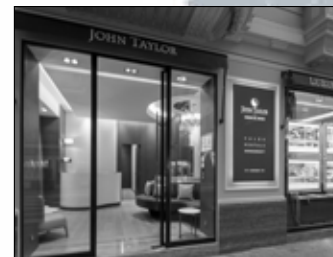
others



NETWORK / LOCATION

John Taylor is represented in the following cities worldwide

- Aix-en-Provence
- Berlin
- Cannes
- Courchevel
- Doha
- Geneva
- Gstaad
- Lausanne
- London
- Madrid
- Malta
- Mauritius
- Megeve
- Meribel
- Milan
- Monaco
- Moscow
- Paris
- Riyadh
- St-Jean-Cap-Ferrat
- St-Paul-de-Vence
- St-Tropez
- Valbonne



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Page opposite Edito/Content <i>Face Edito/Sommaire</i>	1.800€
Inside Front Cover <i>2e de Couverture</i>	2.800€
Inside Front Cover Double Page <i>Double d'Ouverture</i>	3.500€
Inside Back Cover <i>3e de Couverture</i>	2.500€
Outside Back Cover <i>4e de Couverture</i>	3.000€

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Outside Back Cover <i>4e de Couverture</i>	3 000 €	5 400 €	7 650 €	9 600 €	11 250 €	12 600 €	13 650 €	14 400 €	14 850 €	15 000 €

ADVERTISING

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