



MANSION GLOBAL

EDITORIAL
OVERVIEW



MANSION GLOBAL

Mansion Global reaches an **active, affluent, global audience** of real estate investors and enthusiasts who have the desire to both view exceptional properties as well as do research for future purchases. **Our readers leverage Mansion Global to stay on top of the latest in luxury real estate news — from the hottest areas to buy to design inspo for their soon-to-be homes.**

AUDIENCE

Our Audience

MORE LIKELY TO BE MULTI-MILLIONAIRES

*...than other design-
focused brands.*

141

Index of MG readers who
are Multi-Millionaires
- #1 among the
competitive set.

MORE LIKELY TO OWN MULTIPLE HOMES

*...to decorate and
accessorize.*

132

Index of those who own
2+ homes

IN MARKET FOR THEIR NEXT HOME

*...because less is
never more.*

2.7x

More likely to be in
market for a home this
year than other
affluents.

PASSIONATE ABOUT MAINTAINING THEIR HOMES

*...when aesthetics
count.*

\$50.1Bn

Spent on home & garden
in the past year.

INFLUENTIAL DESIGN TASTEMAKERS

*...who make trends,
not follow them.*

3 in 5

Are sought after for
advice when it comes to
home decorating and
remodeling.

Reaching engaged and influential tastemakers with major spending power.

\$628K

Average HHI

\$3.0M

Average HHNW

68%

Of Mansion Global readers
are millionaires - 47% are
multi-millionaires

\$50.1Bn

Spent on home & garden
in the past year

62%

Plan to build/buy a home
in the next 12 months

2.7x more than the avg. affluent reader

2x

More likely than the
Average Affluent to have
HHNW \$5MM+ &
Own 2+ Homes

63%

Of Mansion Global
readers are C-Suite

3 in 5

Are sought after for advice
when it comes to home
decorating and remodeling

EDITORIAL OVERVIEW

The MG Newsroom: Real Estate and Lifestyle Experts



Pete Catapano
Editor In Chief



Liz Lucking
*Reporter,
YouTube Channel
Host*



Beckie Strum
*Managing Editor,
YouTube Channel Host*



John Elliott
Smart Homes Editor

NEWS COVERAGE: FEATURED MARKETS

Explore the latest global real estate news from detailed market reports to emerging regional design trends shaping the global landscape of home buying.

DUBAI

LONDON & UK

LOS ANGELES

MIAMI


NEW YORK

SAN FRANCISCO

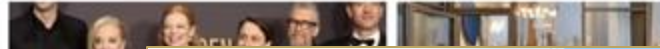
SYDNEY

Los Angeles

From Beverly Hills to Malibu, home to some of the country's most sought-after mansions, Los Angeles offers a wealth of luxury properties.



LATEST REAL ESTATE NEWS



Sydney

Sydney's luxury showcase of skyscrapers and lavish harbor-side properties offers prime real estate for any discerning buyer.

[DISCOVER SYDNEY](#)



LATEST REAL ESTATE NEWS



Emmy-Nominated

Luxury Lifestyle

Lavish accommodations set

London & UK

Mansion Global has partnered with The Times and The Sunday Times to deliver prestige UK real estate news and listings to luxury buyers all over the world.

[DISCOVER LONDON](#)



LATEST REAL ESTATE NEWS



Foreigners and Cash Buyers Fueled London's Luxury Market in 2023

MARKET REPORT

The city had a robust year for home sales of £5 million or more, with activity returning to centrally located core neighborhoods.

NEWS COVERAGE: COLUMNS

DESIGNER'S CORNER

Each week MG tackles an interior design topic with an elite group of global luxury property design experts.

LISTING OF THE DAY

Get the latest scoop on MG's listing of the day – a daily breakdown of the amenities and highlights.

NEIGHBORHOOD NOTES

A weekly profile of high-end neighborhoods including residents, amenities and property outlook.

SMART HOMES

Reviews, information and news on the latest in smart home technology.

REBUILDS & RENOS

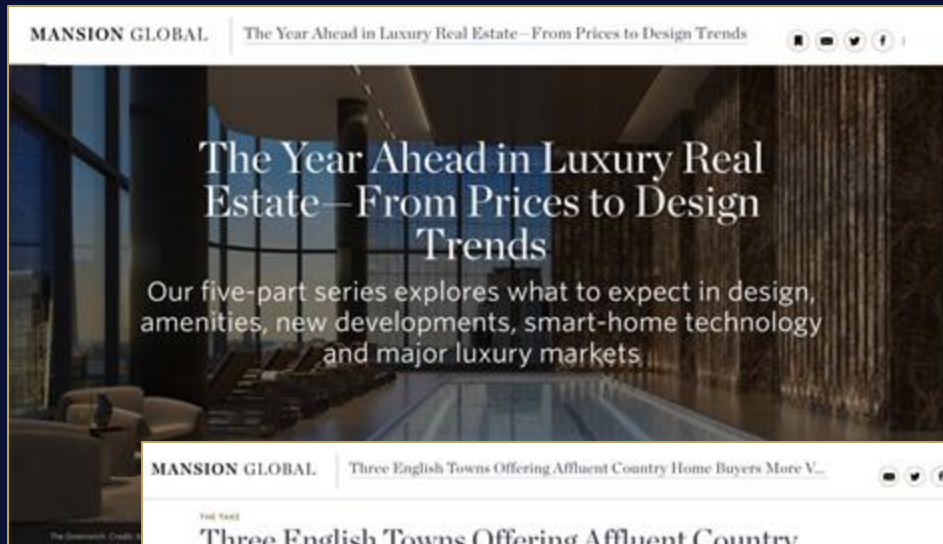
Luxury home renovations, talking with owners and designers about overcoming major challenges, both aesthetic and financial—from pandemic shut downs to dated floor plans—and providing readers inspiration for their own interiors.

THE INSIDERS

Weekly Q&A where real estate experts share insights, personal views and real estate decisions.

THE TAKE

A weekly in depth look at varying real estate topics with deep analysis and MG commentary.



NEWS COVERAGE: **REAL ESTATE**

The latest news focusing on information for buyers, sellers, and property investors including auction news from around the world and specific area market reports.

AUSTRALIAN REAL ESTATE NEWS

CHINA REAL ESTATE NEWS

LONDON MARKET REPORTS

NEW YORK MARKET REPORTS

REAL ESTATE AUCTIONS

SAN FRANCISCO MARKET REPORTS

2022 GLOBAL REAL ESTATE CONFERENCE

MANSION GLOBAL | The Window Is Closing to Get a Deal as Ho...

HONG KONG | CHINA | THE TAKE | MARKET REPORTS

The Window Is Closing to Get a Deal as Hong Kong's Home Market Perks Up

Existing-home prices fell 15.6% last year, the largest annual decline since the Asian financial crisis in 1998

BY **FANG BLOCK** | ORIGINALLY P...

San Francisco Market Reports
Want to learn more about San Francisco real estate? Mansion Global's market reports look at specific area markets to give you an idea of key market trends.

San Francisco Home Prices Fell Nearly 13% in 2023

MANSION GLOBAL
Despite a rocky year for home sales, the final quarter of last year showed some hope for improvement in the Bay Area

NEWS COVERAGE: **LIFESTYLE**

CELEBRITY HOMES

Look inside some of the most luxurious celebrity homes and real estate moves.

ISLAND PROPERTIES

Read the latest news around the most luxurious island properties around the world.

LUXURY HOME AMENITIES

What's new in must-have home amenities for luxury buyers and builders.

PENTHOUSES

Read the latest news around the most fabulous penthouses in the world.

AT HOME VIDEOS

A look inside the world's most unique properties.



TOP MARKETS

NEW YORK

From the brownstones of the Upper East Side to the modern penthouse lofts of Tribeca, New York offers prime real estate for any discerning buyer

LONDON & UK

Mansion Global has partnered with The Times and The Sunday Times to deliver prestige UK real estate news and listings to luxury buyers all over the world

MIAMI

An international luxury destination, Miami is one of hottest real estate markets for buyers looking for prime beachfront condos or waterfront mansions

SAN FRANCISCO

The Bay Area is a unique real estate market with diverse architectural styles and high-end property types for buyers all over the world

SYDNEY

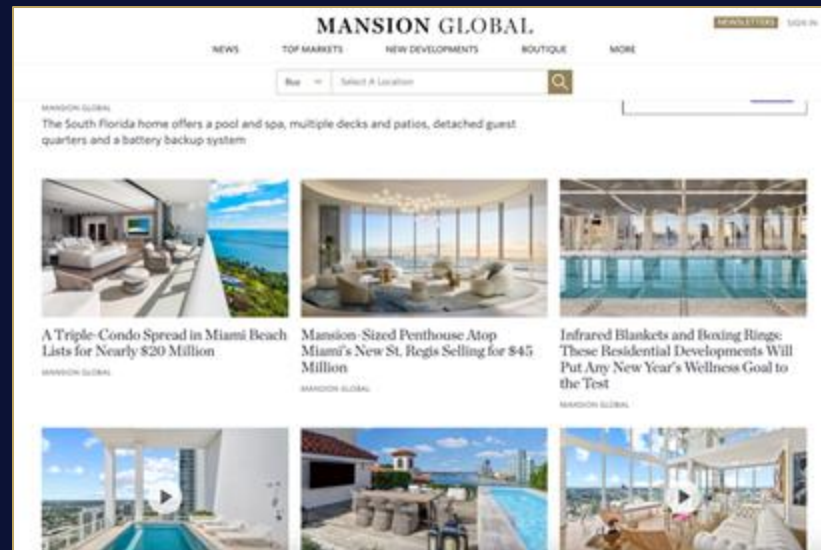
Sydney's luxury showcase of skyscrapers and lavish harborside properties offers prime real estate for any discerning buyer

LOS ANGELES

From Beverly Hills to Malibu, home to some of the country's most sought-after mansions, Los Angeles offers a wealth of luxury properties

DUBAI

A desert metropolis boasting post-modern architecture and culturally-diverse communities, Dubai has emerged as a major destination for luxury



SIGNATURE COVERAGE

EXPERIENCE LUXURY PRINT EDITIONS

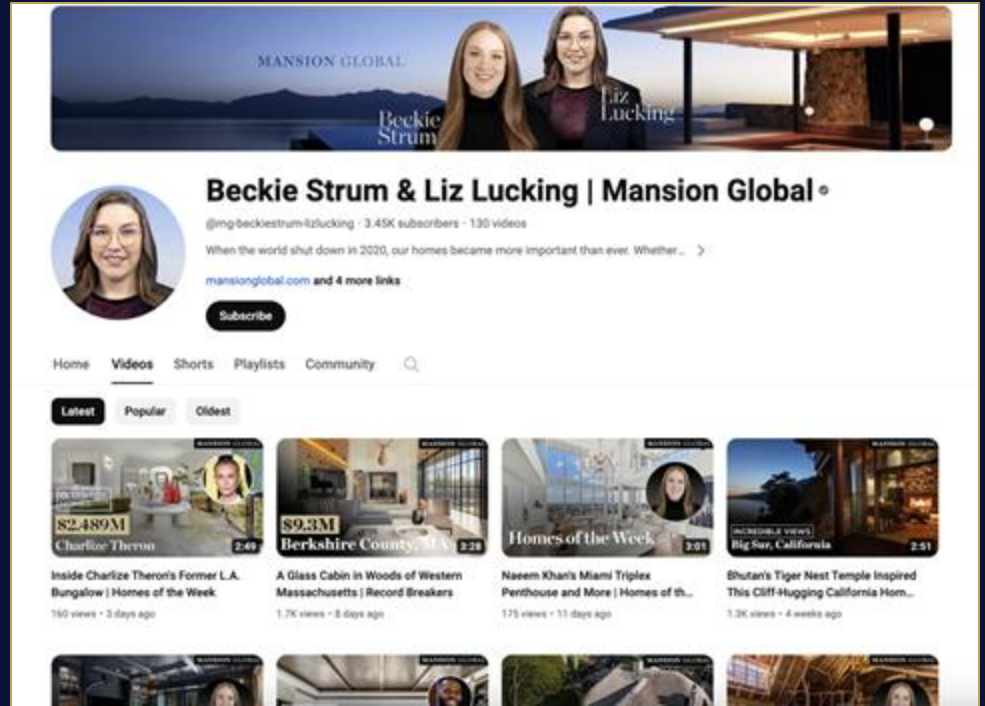
THE LIBRARY

THE MANSION GLOBAL YOUTUBE CHANNEL

Home tours, interviews, and more. Visit here.

THE MANSION GLOBAL TIKTOK CHANNEL

Timely real estate updates and cultural nuggets. Visit here.



The screenshot shows the YouTube channel page for 'Beckie Strum & Liz Lucking | Mansion Global'. The channel banner features the two hosts, Beckie Strum and Liz Lucking, in front of a modern house. The channel name is 'Beckie Strum & Liz Lucking | Mansion Global' with a verified badge. The channel handle is '@img.beckiestrum-lizlucking' and it has 3.45K subscribers and 130 videos. A bio snippet reads: 'When the world shut down in 2020, our homes became more important than ever. Whether...'. There are links to 'mansonglobal.com' and '4 more links'. A 'Subscribe' button is visible. The navigation tabs are 'Home', 'Videos', 'Shorts', 'Playlists', and 'Community'. The video grid shows the following content:

Video Title	Views	Age	Thumbnail Description
Inside Charize Theron's Former L.A. Bungalow Homes of the Week	140 views	3 days ago	\$2.489M Charize Theron
A Glass Cabin in Woods of Western Massachusetts Record Breakers	1.7K views	8 days ago	\$9.3M Berkshire County, MA
Naeem Khan's Miami Triplex Penthouse and More Homes of th...	173 views	11 days ago	Homes of the Week
Bhutan's Tiger Nest Temple Inspired This Cliff-Hugging California Hom...	1.2K views	4 weeks ago	Incredible Views Big Sur, California

Expertly Curated Collections for the Home

The Mansion Global team of shopping experts have set out to find the best luxury accessories and products for readers to help them **shop for their next home and outfit it perfectly**, all in one place. Showcasing products across eight categories **inspired by themes regularly covered in Mansion Global editorial**, readers will be delighted by the gorgeous products curated just for them and available via a seamless purchase experience within the **Mansion Global Boutique**.



7 Houseplants That'll Brighten Up Your Space

Plus, we chatted with The Sill's plant expert for the best tips on adding a touch of greenery to your home

BY SHELBY FISHMAN



7 Statement Rugs To Dress Up Your Space—Inside and Outside

Often the unsung hero of home decor, rugs instantly provide form and function.

BY SHELBY FISHMAN



8 Kitchen Gifts That'll Upgrade Any Cooking Space

These cooking, baking (and juicing) accoutrements—all under \$200—are sure to stand out

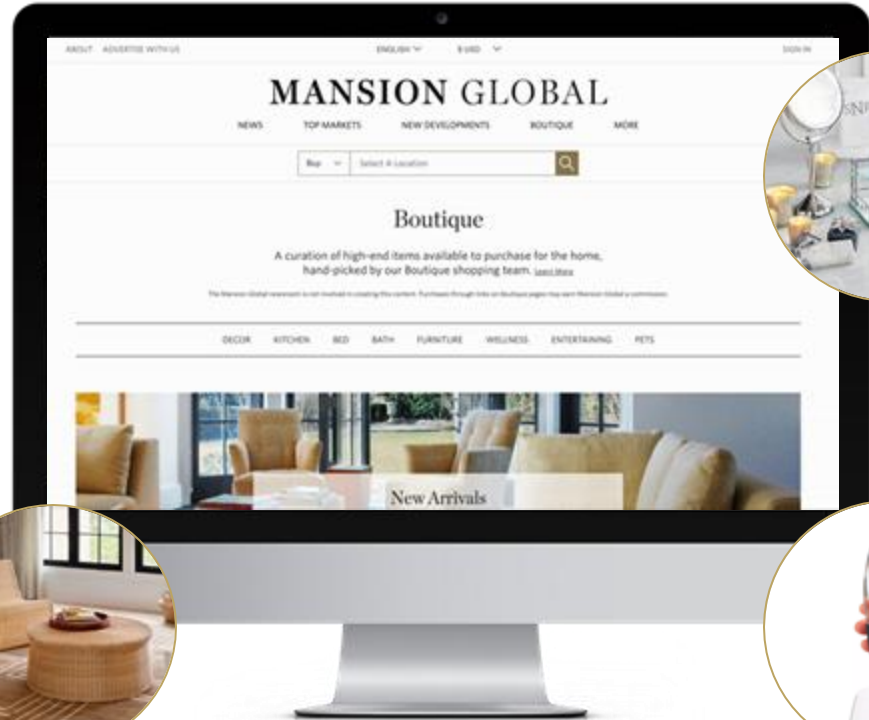
BY SHELBY FISHMAN



Shop Eight Categories of Luxury Brands

The new [Boutique section](#) on [Mansion Global](#) features eight categories of curated products from a premium selection of featured brands*:

- **Decor** *Gucci, Jay Strongwater, Jonathan Adler, Missoni Home Collection, Loewe*
- **Furniture** *Artless, The Citizenry, Modshop, Herman Miller, Kartell*
- **Wellness** *Therabody, Higherdose, Hydrow, Larq, Muse*
- **Kitchen** *Uncommon Goods, Georg Jensen, SMEG, Versace*
- **Bed** *Industry West, Serena and Lily, Caracole, Tikamoon*
- **Bath** *La Perla, Aerin, L'Occitane, Parachute, Frette, Laura Mercier*
- **Entertaining** *SZ Blockprints, Jenni Kayne, Tory Burch, Baccarat, Kim Seybert, Etro, Mario Luca Giusti*
- **Pets** *Ouai, Wild One, Modernbeast, Versace, Max Bone, Lambwolf*



*Brands and Products subject to change

WORK WITH US

sales.realestate@wsj.com

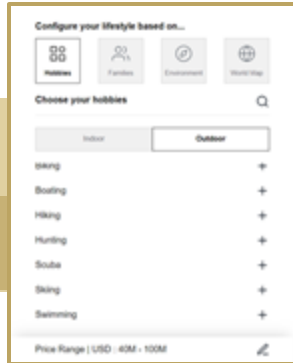
COMING SOON

The Mansion Global Lifestyle Analyzer

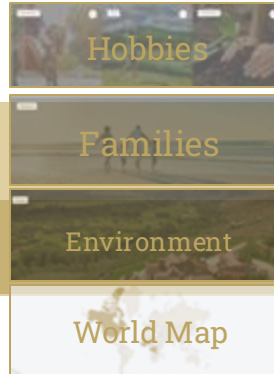
Informed by data from over 300,000 Mansion Global listings, our Lifestyle Analyzer is a new way for luxury real estate shoppers to discover their next home or property. Search results are informed by user-identified hobbies, family size, ideal environment and location. Categories have been curated to align with the unique interests of global luxury real estate shoppers—thus generating search results that more closely match their needs than other search tools.

Partner opportunities to include licensing on your owned and operated sites, launch sponsorship and listing inclusions*.

**User selects search terms—
including price range.**



Search profile is confirmed.



Results are generated.



MANSION GLOBAL

ALIGNMENT OPPORTUNITIES



PRINT

Mansion Global Experience Luxury, a supplement inserted into The Wall Street Journal, provides agents & brokers the opportunity to showcase their exceptional properties to affluent WSJ subscribers within the most affluent zip codes and markets.

100K PRINT DISTRIBUTION



DIGITAL & CUSTOM CONTENT

A premier digital lifestyle destination with content that inspires and motivates enthusiasts to buy. Custom opportunities also available to natively integrate your brand with custom articles, landing pages and imagery.

2.5MM UNIQUE MONTHLY VISITORS



NEWSLETTERS

Daily Briefing
15.8K Subscribers;
20% Open Rate
Delivers the most important property news around the world to your inbox each weekday.

Week In Review
28.8K subscribers
Shares the stories you may have missed from the world of luxury real estate



SOCIAL

@mansionglobal

Spotlight your brand to our mobile-first audience with an Instagram post directly on the editorial handle.

145K INSTAGRAM FOLLOWERS
26.8K X/TWITTER FOLLOWERS



EVENTS

Mansion Global events **engage and inspire a diverse audience** of affluent individuals, providing the perfect opportunity to showcase your property — from 'fireside chats' to exquisite programming of inspiring topics. Our events provide guests with a memorable experience by **connecting buyers to the properties** that reflect their lifestyle, their sensibility and the finest services available.