

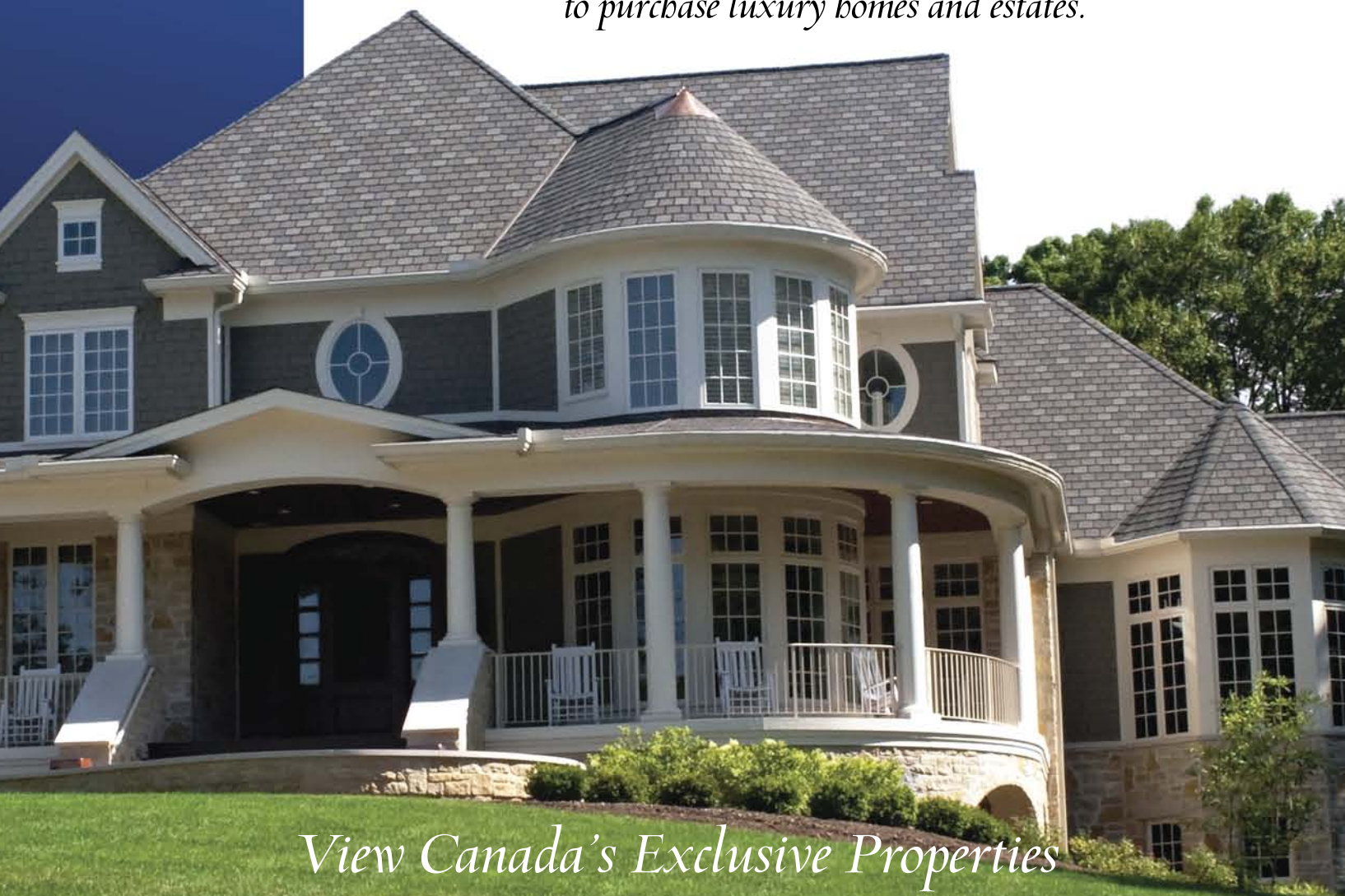
EXCLUSIVE

HOMES CANADA

2011 media kit

Your unified print, digital and web media real estate authority –
Dynamically Unprecedented Performance

*Featuring distinctive properties for buyers uniquely positioned
to purchase luxury homes and estates.*



View Canada's Exclusive Properties

Readership: Hitting the Mark

TARGETED AFFLUENT AUDIENCE WITH A PASSION FOR QUALITY, LUXURY AND DESIGN

Well educated upscale homebuyers earnestly pursue the finest homes, products and services to enhance their lifestyles concentrating on quality, design, functionality and uniqueness.

These consumers have the wealth, affluence and means to admire and purchase the luxury real estate and professional services and products featured in the magazine and on the Website. **Our desirable audience entertains often and enjoys considerable influence on the design decisions within their social networks. Exclusive Homes reaches this exclusive and elusive audience.**

We Offer:

- a unique and comprehensive combination of luxury homes, feature articles that explore current trends and topics of social influence, and
- magazine, website and digital solutions showcasing the finest homes in Canada.

We Reach:

- Realtors and Home Sellers that are selling homes, properties and condominiums and offering deluxe rental properties, as well as
- Qualified buyers of luxury homes.

Demographics

Exclusive Homes targets today's marketplace comprised of Traditionalists, Baby Boomers, Generation X and Y. Studies show that over half of home buyers and sellers are traditionalists and baby boomers that still prefer turning the pages of a quality publication.

Balanced Marketing Portfolio

We provide an equitable marketing portfolio with a foundation of helping you reach all segments of the marketplace, initiate qualified leads, become a preferred realtor – build a strong, discernible brand in a global marketplace.

Our exclusive, thorough and efficient program integrates the print magazine with website and digital solutions thoughtfully orchestrated to deliver results!

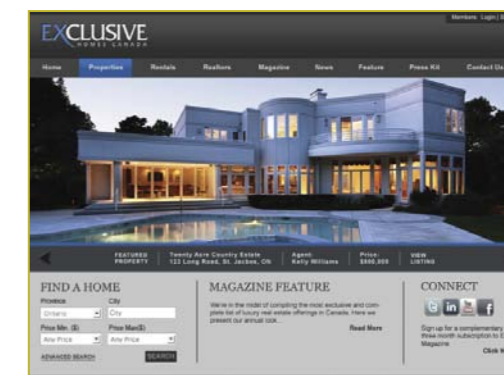
Interactive Digital Magazine

The interactive digital magazine provides our discerning audience of readers the opportunity to view video tours and email listing realtors through direct links provided within a dynamic digital forum. **Our esteemed readership will be provided with no cost membership that allows them the ability to acquire Exclusive Homes Canada print magazine for three months.** The reader will be guided to enter contact information helping to extend a database for realtor access. These readers will be offered further memberships and their valuable feedback will be collected and applied for continuous improvement.



Website www.ehcmag.com

An interactive extension of the magazine, the website www.ehcmag.com features full luxury homes and realtor search by city or province. In addition, our esteemed realtors will enjoy the convenience and value of page and hotspot (most viewed) statistics and photo, text and video feeds with ease through the website.



Exclusive Homes Canada Magazine

As our readers turn the luxurious pages of Exclusive Homes they will appreciate the quality within their hands. Our magazine features beautiful full colour pages on a white, high quality coated text stock. The front & back cover will be made of a heavier cover stock and will have a high gloss UV coating applied which will give the magazine punch on newsstands. **The magazine, like the website, provides a comfortable ease of navigation, with colour coding to represent Provincial divisions.** The predetermined schedule of feature articles provides opportunities to add value, plan, promote and present customized content.



Please see page four of this document for more details regarding the Exclusive Homes Realtor Web Programs.

Production and Editorial Calendar

Our feature articles add value for the reader to explore trends commonly discussed in readers' social circles.

These features are opportunities to uniquely place related advertisement for greater impact. The table below illustrates EHC's 2011 schedule and our commitment to preparation, planning and promotion.



Circulation: 20,000 Monthly Copies

- 5,000 copies are direct mailed across Canada to subscribers and affluent home owners in over 35 cities.
- 5,000 copies are also provided to fine Canadian hotels and upscale retailers.
- 10,000 copies are distributed to and sold in Canadian newsstands and bookstores including Chapters Indigo, Shoppers Drug Mart, HDS Newsstands and Airports throughout the Country. This publication will be prominently featured and offered at no charge at selected Tradeshows, Home shows and newspapers across Canada.

Each magazine advertisement includes a full page Internet ad on www.ehcmag.com that will be linked to Google adwords, LinkedIn, Twitter, Facebook and various social networking groups to build awareness and increase exposure. Realtors will be provided with statistics regarding the Exclusive Homes' readers purchasing trends.

2011 CALENDAR

JANUARY

Feature: Interior Decorating

Tastefully renewing your home's unique identity. Reveal your unique interests and create a luxury environment that reflects your dreams.

Space Reservation: October 22nd
Materials Due: October 29th
Release Date: November 30th



FEBRUARY

Feature: Vertical Living

The unique qualities of high rise communities. Explore the freedom of the lock it and leave lifestyle. Premium features are highlighted.

Space Reservation: November 19th
Materials Due: November 26th
Release Date: December 31st

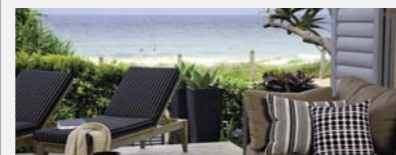


MARCH

Feature: Vacation Properties

Examining unique leisure lifestyle options. Whether you choose Canadian versatility or tropical escapes, these luxury properties please the most discerning buyers.

Space Reservation: December 24th
Materials Due: December 31st
Release Date: January 31st



JULY

Feature: Cottages

Featuring weekend getaways and lavish legacy estates. From rustic cabins to summer homes to host family and friends, cottages are your home away from home!

Space Reservation: April 22nd
Materials Due: April 29th
Release Date: May 31st



AUGUST

Feature: Waterfronts

Oceanside properties, lakefront villas and seaside communities offer spectacular views and varying climates. This feature also outlines how to make the most of every inch of waterfront.

Space Reservation: May 20th
Materials Due: May 27th
Release Date: June 30th

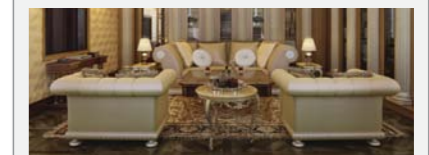


SEPTEMBER

Feature: Furnishings

Exploring quality craftsmanship, unique sophistication and comfort - acquiring the right pieces to appoint your home. Make a statement with your home's furnishings.

Space Reservation: June 17th
Materials Due: June 24th
Release Date: July 31st



APRIL

Feature: Gardens

The role of enhancing your home with horticulture. From secluded settings to lush landscapes and tranquil elegance, there's a garden to suit all tastes.

Space Reservation: January 21st
Materials Due: January 28th
Release Date: February 28th



MAY

Feature: Outdoor Living

Designing outdoor living spaces. Making the most of your out of doors living areas. The outdoor living becomes an extension of your indoor living.

Space Reservation: February 18th
Materials Due: February 25th
Release Date: March 31st



JUNE

Feature: Boats

Whether nautical novices or sea masters, the boating lifestyle offers many choices. From speed to the best amenities, our look at boats will have you wanting to set sail!

Space Reservation: March 18th
Materials Due: March 25th
Release Date: April 30th



OCTOBER

Feature: Architectural Design

Showcasing unique plans and high impact designs. Exploring architectural characteristics unique to geographic regions and distinctive settings.

Space Reservation: July 22nd
Materials Due: July 29th
Release Date: August 31st



NOVEMBER

Feature: Decorating Products

Examining the latest techniques and products with professional tips for transforming your treasures. Become informed to ensure your contractor delivers.

Space Reservation: August 19th
Materials Due: August 26th
Release Date: September 30th

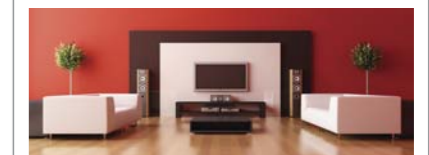


DECEMBER

Feature: The Great Entertainer and Top Gifts for the Home

EHC provides tips for Holiday planning with ease and simplicity. Creating a holiday experience your guests will never forget.

Space Reservation: September 23rd
Materials Due: September 30th
Release Date: October 31st



Rate Sheet

With the 12x commitment outlined below, the purchaser receives the Select Program benefits outlined on page 4 as well as the digital magazine. For each of the ads below the realtor receives the added benefit of access to the Website free for the number of months being advertised as well as all the features offered under the Select Program. Realtors may choose to upgrade to the Executive Program to receive the additional features outlined on page 4 by paying the differential.

| Preeminent Positions | 3X | 6X | 12X |
|----------------------|--------|--------|--------|
| Inside Front | \$2695 | \$2295 | \$1995 |
| Inside Back Cover | \$2695 | \$2295 | \$1995 |
| Back Cover | \$2995 | \$2795 | \$2495 |

| Rates | 1X | 3X | 6X | 12X |
|---------------|--------|--------|--------|--------|
| 2 Page Spread | \$2995 | \$2895 | \$2695 | \$2495 |
| Full Page | \$1795 | \$1695 | \$1495 | \$1295 |
| 1/2 Page | \$1295 | \$1095 | \$895 | \$695 |
| 2/3 Page | \$1595 | \$1395 | \$1195 | \$995 |

The above introductory rates for 2011 related to the inaugural year of EHC magazine and website and are subject to change for 2012.

In-House Production

Advertising rates include content review, editing, and graphic design touch up limited to one hour. Design that requires more than one hour of in-house production will be charged at \$75/hr.

Page Sizes

| | | | |
|---------------|----------|----------------------------|----------|
| Full Page | 9" x 12" | Two Thirds Page Vertical | 6" x 12" |
| One Half Page | 9" x 6" | Two Thirds Page Horizontal | 9" x 8" |

Layouts

A complete list of available layout choices is either included with your Media Kit or is available upon request.

Realtor: Web Program

We are committed to continually updating and improving our mission of reaching affluent qualified buyers. Our website connects astute buyers who have sophisticated search expertise with expedited access to a gallery of potential properties accommodating their unique requirements.

Two Levels

We offer two Realtor Web Programs providing flexibility, tailored to meet your needs and requiring a commitment of one year.

| SELECT | EXECUTIVE |
|---------------------------------|---------------------------------|
| \$195/MO | \$295/MO |
| One Year membership | One year membership |
| Up to 10 luxury listings | Up to 50 luxury listings |
| 25 Photos per listing | 25 Photos per listing |
| Virtual Tour Capture | Virtual Tour Capture |
| Agent Profile Page | Agent Profile Page |
| You Tube Video Posting | You Tube Video Posting |
| Feature Sheet Creator and Print | Feature Sheet Creator and Print |
| Postcard Creator and Print | Postcard Creator and Print |
| Website Usage Report | Website usage report |
| | Newsletter Creator |
| | Newsletter Emailout |

Showcase Home

To create maximum impact for your best properties, feature a Property front and center on the website home page as a Showcase Home. This benefit is available for properties listed \$1M and above and to Realtors who have signed up for either the Select or Executive Program.



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HOMES CANADA



*A Gallery of Canada's Luxury
Homes and Properties*

Dynamically Unprecedented Performance

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