

TARGET DEMOGRAPHICS

MOUNTAIN HOMES offers advertisers a loyal and involved reader, which can only result in more chances for their advertising to be seen and acted upon.

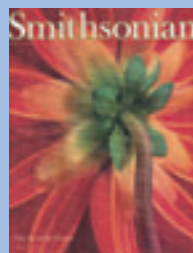
Audience	65,000
Female/Male.	70%/30%
Attended/Graduated College	68%
Professional/Manager.	60%
Married.	64%
Median Household Income	\$150,000
Median Age	50
Home Ownership.	80%

MOUNTAIN HOMES' leads are the lowest cost per inquiry among the many magazines we use. And we were able to convert several leads to sales in 2005.
 – Randy Banks, President, Mountain Air, Burnsville, N.C.

No other publication reaches my target audience as effectively as MOUNTAIN HOMES. The leads we receive are qualified, making MOUNTAIN HOMES one of our best buys. In fact, it beats most national publications on a cost per lead basis.
 – Ray Jackson, Balsam Mountain Preserve, Sylva, N.C.

MARKETING STRATEGY

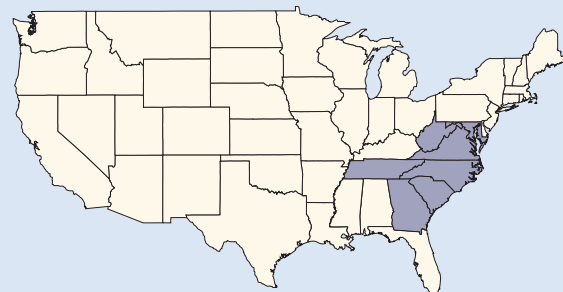
The magazines below are part of the current campaign to generate requests for MOUNTAIN HOMES. The campaign will reach 11 million readers.



Additionally, ads in the following major newspapers will create awareness and interest in MOUNTAIN HOMES: USA Today, The Atlanta Journal-Constitution, The Baltimore Sun, The New York Times, New York Daily News, Long Island's Newsday, The Washington Post, Raleigh News & Observer and The Charlotte Observer and several other major dailies.

COVERAGE AREA

Our primary geographic target is the mountain regions of Georgia, Maryland, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.



Circulation: 65,000

EFFECTIVE DISTRIBUTION

MOUNTAIN HOMES can be found on more than 8,000 newsstands across the Southeast and Mid-Atlantic, as well as more than 100 B&Bs, hotels and resorts, and the homes of thousands of upscale mountain lovers.

Leisure Publishing has created an exclusive and proprietary data-gathering system, which identifies upscale households that are looking to purchase a second home or relocate in the mountains. As one of the preminent authorities on the mountains of the South by virtue of 18 years of publishing the award-winning *Blue Ridge Country* magazine and six years of publishing the highly regarded *Blue Ridge Parkway Travel Guide*, Leisure brings a unique insight and appreciation for mountain living.

Thousands of highly qualified households have been identified. Plus, each week more than 100 qualified leads are added to the database from relocation requests to chambers of commerce in the mountain areas,



Upscale readers from the Southeast, Mid-Atlantic & Northeast enjoy MOUNTAIN HOMES

responses to ads in *Southern Living*, *The New York Times*, *USA Today*, *Smithsonian*, *Where to Retire*, *Wall Street Journal* and several other upscale publications. Our current lead generation campaign targets more than 2.5 million households in Washington D.C., New York, Philadelphia, Raleigh, Charlotte, Greensboro and 11 other markets.

Demand for room copies has been overwhelming and we are building a strong

distribution system with B&Bs, hotels and resorts throughout the mountains. Room copy distribution is expected to reach more than 150,000 readers with every issue.

By combining a variety of sources – newsstand, hotel distribution and our proprietary database of households interested in relocating – we are producing a unique and highly qualified reader base for your message.

LEAD GENERATION/READER RESPONSE

Reader Response

MOUNTAIN HOMES features four bonus response resources to generate leads from prospective buyers:

- Customer Business Reply Card
- Labels via E-mail
- Website Link
- Community Chart listings for Communities and website link

Marketing

MOUNTAIN HOMES will offer even more comprehensive marketing programs to enhance your brand equity.

- In-Magazine Promotional/Advertorial Sections
- Online Programs (with print commitment)
- Regional/National Magazine Insert Program
- Reprint Programs



PINNACLE LIVING
MOUNTAIN HOMES
S O U T H E R N • S T Y L E



1-800-548-1672

If you are an upscale developer, custom builder, architect, interior designer, supplier of fine home furnishings or high-end durable goods in the Southern Highlands from North Georgia to Western Maryland, MOUNTAIN HOMES can help you grow your business by reaching an affluent market.

To learn more about this uniquely targeted marketing opportunity, contact:

Kim Green, Advertising Director: (540) 989-0052 ext. 311 or email kgreen@leisurepublishing.com