



Leading International Agents & Developers

MEMBER'S CHARTER

OVERVIEW

The **Leading International Agents & Developers** (LIAD) is a membership consisting of estate agents, developers and professionals working in support of the residential property business, displaying high standards in customer service, marketing and presentation.

The LIAD primary marketing tools are:

- A:** International Homes Luxury Collection magazine
- B:** TopTenProperties.net
- C:** IHTelevision.com

International Homes Luxury Collection is distributed to first and business class passengers, selected newsagents, LIAD members, exhibitors and subscribers.

MEMBER'S CHARTER

SERVICES

LIAD will provide qualifying members the following services:

- 1 Contract advertising space at a reduced rate at least 25% off the standard tariff
- 2 Priority listings on toptenproperties.net website with up to 20 properties listed free of charge
- 3 Free editorial with use of professional journalist and editorial support for your public relations material
- 4 Full membership accreditation for a 12-month period
- 5 Negotiated set upper limit of members per country as agreed with the founder member for each country
- 6 Placement in member listing of each edition of International Homes
- 7 Client referrals from magazine and website
- 8 Free subscription to the electronic edition of International Homes Luxury Collection for all clients of each LIAD member
- 9 Representation at all exhibitions attended by the LIAD with opportunities given for actual participation by members
- 10 Inclusion in the directory of members published in each edition of International Homes Luxury Collection
- 11 Listing on LIAD members website
- 12 One free entry to the International Property Awards
- 13 5 hard copy editions free of charge, excluding freight costs
- 14 Provision of networking opportunities amongst members
- 15 Membership plaque and use of affiliate logo in all marketing material

MEMBER AGREEMENTS

Members are required to adhere to the following:

- 1 Take all the contracted pages within each 12 month period of membership.
- 2 Pages cannot be banked and held over for use in the following year
- 3 Supply professional quality images and photography
- 4 Allow the editorial staff to sub-edit any material submitted for print.
- 5 Respect the deadlines given for the contracted pages and supply finished artwork or copy before the deadline
- 6 Not to cancel any agreed pages within 3 working weeks of the deadline
- 7 Provide reciprocal links to the LIAD website



MEMBER'S CHARTER

MEMBERSHIP PACKAGES

Duration of all memberships is one year

SILVER MEMBERSHIP

4

Member Showcase insertions
Up to 6 properties per page, designed to a template and inserted in the special members section of International Homes



2

Advertorial Pages
You provide details on a property or development to our production team who will write and editorial to be included in International Homes



Note:
Under normal circumstances you would be expected to take one page of your allocation per issue.

However, seasonal variation can be catered for by agreement in advance.

**6 pages
£POA**

+ A year-long placement in the Members' Register of International Homes and on the TopTenProperties.net website, plus additional benefits listed in the Charter.

GOLD MEMBERSHIP

8

Member Showcase insertions
Up to 6 properties per page, designed to a template and inserted in the special members section of International Homes



2

Advertorial Pages
You provide details on a property or development to our production team who will write and editorial to be included in International Homes



Note:
Under normal circumstances you would be expected to take one page of your allocation per issue.

However, seasonal variation can be catered for by agreement in advance.

**10 pages
£POA**

+ A year-long placement in the Members' Register of International Homes and on the TopTenProperties.net website, plus additional benefits listed in the Charter.

PLATINUM MEMBERSHIP

10

Member Showcase insertions
Up to 6 properties per page, designed to a template and inserted in the special members section of International Homes



4 Double page spreads

You provide complete double page adverts

Note:
Under normal circumstances you would be expected to take at least one page of your allocation per issue.

Our staff will contact you to confirm this for each edition in which you are scheduled to appear.

**18 pages
£POA**

+ A year-long placement in the Members' Register of International Homes and on the TopTenProperties.net website, plus additional benefits listed in the Charter.