



duPont REGISTRY A Buyers Gallery of Fine Homes®

AUDIENCE

“We have readers with millions, not millions of readers.” — Thomas L. duPont, Publisher

- Average age: 36
- Average household income: \$345,000
- Household average net worth: \$2,077,300
- 28.5% have assets and securities valued at \$1,000,000+
- 2.6 readers per copy
- 81.5% responded to advertisements in a 12-month period

Metro Brokers at Evergreen, Inc. – Evergreen, Colorado

“I have used duPont REGISTRY™ for many years, and I have found it extremely helpful in bringing me buyers. Also, it is a great asset to secure estate properties to list – with its large national and international coverage. The magazine is well-known throughout the real estate industry, and it is one I truly depend on.”

– Rita M. Hansen, Broker

Amstar Mortgage Company – Fort Myers, Florida

“duPont REGISTRY™ has been the mainstay of our marketing plan since 2003. It consistently delivers quality customers who are ready and able to purchase affluent properties. Even during this challenging time, the magazine continues to make our phone ring. In fact, we can tell when a new issue hits the newsstands because our phone and Internet leads pick up significantly.”

– J.F. Dingee

Coldwell Banker Real Estate – Fort Lauderdale, Florida

“I have been advertising in the duPont REGISTRY™ magazine since its inception in 1995. I have always found it to be an excellent source of advertising for me. Over the years I have received numerous leads and have made quite a few sales from these leads. I also feel that the magazine has exceptional distribution relative to many other venues, not to mention the great pricing for this kind of exposure, presence, and quality. I often get calls on ads from older issues as well, so my advertising dollars are still working for me long after the issue has been out.”

– Marni Canavan

