

SELL TO
BILLIONAIRES™

Market directly to International Billionaires & multi-Millionaires

Exclusively target the wealthiest demographic in the world

Sell to HNWI's including Chinese, Russian, American, Middle Eastern, Indian, British & European

ADVERTISING PACKAGES

FURTHER INFORMATION AVAILABLE AT WWW.SELLTOBILLIONAIRES.COM



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A WEALTH OF OPPORTUNITIES

Welcome to **SellToBillionaires™**

It is our honour and privilege to invite you to join our distinguished collection of advertisers who exclusively target the wealthiest demographic in the world.

i.e. the top 1% of the world's most wealthy individuals & families.

SellToBillionaires™ are one of the world's leading platforms for marketing luxury goods and services directly to the registered main residences and vacation homes of International Billionaires & multi-Millionaires. Our range of marketing services enables advertisers to market directly to over **55,000 Billionaires & multi-Millionaires living in the world's prime locations including London, New York, The Hamptons, Los Angeles, Miami, The Caribbean, Monaco, Dubai, Paris, Cape Town, etc.**

Our database contains the registered home addresses of **British, American, Chinese, Indian, Middle Eastern, Russian, European & African Billionaires & multi-Millionaires** including:-

- Forbes/Bloomberg listed Billionaires (including Buffet, Gates, Bezos, Zuckerberg, etc.)
- A-list Celebrities (Hollywood & international Pop & Rap stars)
- A-list Sport Stars (NBA, NFL, English Premier League, La Liga, etc. - all international stars)
- International listed company owners
- Self made Billionaire & multi-Millionaire entrepreneurs
- Royalty & Dignitaries

If you would like to directly market your **Prime Real Estate, Luxury Product, Bespoke Service, Funding request** or **Business Investment proposal** to the world's wealthiest citizens then our **SellToBillionaires™** range of marketing services can offer you a truly unique opportunity to achieve this.

we look forward to working with you.

From the **SellToBillionaires™** Team



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DEMOGRAPHICS

MICRO-TARGETED MARKETING

When your targeted demographic represents the top 1% - 2% of the world's wealthiest individuals, reaching them and captivating their interest can present a challenge. **SellToBillionaires™** enables you to market your Prime Real Estate, Luxury Product, Bespoke Service, Funding request or Business Investment proposal directly to the world's wealthiest citizens by directly mailing them at their registered homes.

TYPICAL RECIPIENT/READER PROFILE

- **US \$ (or equivalent) Billionaires or multi-Millionaires**
- **Chinese, Russian, American, Middle Eastern, Indian, UK, European & African Nationals**
- **Average Net Worth in US \$:**
 - > Billionaires : US \$1.8 Billion
 - > Multi-Millionaires: US \$ 45 million
- **Over 55,000 prime international main residence addresses including:-**
 - > USA: minimum residence value from \$10m to \$250m+
 - > UK: minimum residence value from £5m to £150m+
 - > Europe: minimum residence value from €5m to €250m+
 - > Plus the top 5-10% (by value) in the Middle East, Africa, The Caribbean, etc.

ONE OF THE WORLD'S LEADING UHNWI DATABASES

Our database draws its data from **Bloomberg, Forbes** and 20+ years of tracking Billionaire & multi-Millionaire's prime international properties (those that sold & those that were listed for sale) at the very top end of each of the world's most sought after locations including **London, New York, The Hamptons, Los Angeles, Miami, The Caribbean, Monaco, Dubai, Paris, Cape Town**, etc. Through this substantial investment our dedicated research team continues to grow our database and to maintain its position as one of the **world's leading databases of Ultra High Net Worth Individuals (UHNWIs)**.



SELL TO **BILLIONAIRES™**

Market directly to International Billionaires & multi-Millionaires

Exclusively target the wealthiest demographic in the world

Sell to HNWI's including Chinese, Russian, American, Middle Eastern, Indian, British & European

ADVERTISING PACKAGES

SellToBillionaires™ are one of the world's leading platforms for marketing luxury assets, goods and services to the wealthiest demographic in the world.

Our range of advertising packages enables advertisers to market directly to over 55,000 Billionaires & multi-Millionaires living in the world's prime locations including London, New York, The Hamptons, Los Angeles, Miami, The Caribbean, Monaco, Dubai, Paris, Cape Town, etc.

Our database is searchable by LOCATION & PROPERTY VALUE which enables us to provide a bespoke marketing solution for clients wanting to advertise directly to the registered homes of the world's most wealthy buyers.

Our MOST POPULAR ADVERTISING PACKAGES include:-

PAGE 4: PRIME INTERNATIONAL PACKAGE - Reach 37,810 Billionaires & multi-Millionaires living in the USA, UK and Europe

PAGE 5: PRIME USA PACKAGE - Reach 12,870 Billionaires & multi-Millionaires living in the USA's top locations

PAGE 6: PRIME LONDON PACKAGE - Reach 12,450 Billionaires & multi-Millionaires living in London's top locations

PAGE 7: PRIME UK PACKAGE - Reach 16,180 Billionaires & multi-Millionaires living in the UK's top locations (London & Country Estates)

PAGE 8: PRIME EUROPE PACKAGE - Reach 8,760 Billionaires & multi-Millionaires living in Europe's top locations

PAGE 9: PRIME AFRICA PACKAGE - Reach 6,970 Billionaires & multi-Millionaires living in Africa's top locations



PRIME INTERNATIONAL PACKAGE

Reach 37,810 Billionaires & multi-Millionaires living in the USA, UK & Europe

TYPICAL RECIPIENT / READER PROFILE:

- All Billionaires or multi-Millionaires
- Includes the Forbes Top 400 USA Billionaires
- 88% American, British, European, Chinese, Russian, Middle Eastern, Indian & Japanese
- 12% African, Australian & other
- Average Worth in US \$:-
 - > Billionaires : \$3.8 Billion
 - > Multi-Millionaires: \$57 million
- Living in prime USA, UK & European homes valued from \$10m/£5m/€5m - \$250m + / £150m + / €250m +

OVERVIEW OF OUR INTERNATIONAL DATABASE:

- 37,810 prime registered main residence & vacation homes of Billionaires & multi-Millionaires living in the USA, UK & Europe
 - > of which 12,870 are prime USA properties valued from \$10m to \$250m+
 - in the USA's top locations including New York, The Hamptons, Los Angeles, San Francisco, Miami, Aspen, etc.
 - > of which 16,180 are prime UK properties valued from £5m to £150m+
 - in the UK's top locations including London (Kensington, Chelsea, The Bishops Avenue, etc.) and the UK's top Country Estates & The Channel Islands
 - > of which 8,760 are prime European properties valued from €5m to €250m+
 - in Europe's top locations including Paris, South of France, Monaco, Rome, Marbella, Madrid, Switzerland, etc.

BEST SUITED FOR:

- Advertisers wanting to directly market to the world's richest demographic - the top 1% of the world's most wealthy clients/buyers
- Sellers & Brokers selling luxury assets, goods, brands and services to international multi-Millionaires & Billionaires including:
 - > Prime Real Estate
 - > Luxury Brands
 - > Luxury goods - yachts & super yachts, private jets, cars & super-cars, destinations, resorts & spas, Art, etc.
 - > Bespoke Luxury Services - concierge, insurance, investments, wealth managers/private banks, funders, etc.



INTERNATIONAL ADVERTISING CAMPAIGN:

DATABASE COUNT: 37,810

MAILING CAMPAIGN COST:

6 Sided full colour A5 Mailer: £29,750
(fully inclusive of design, print, postage, branded envelope & database licence fee)

WHAT ADVERTISERS CAN EXPECT:

AVERAGE RESPONSE RATES %: 0.15% - 0.38%

AVERAGE RESPONSE RATES Nos: 57 - 144

(all respondents expected to be international Billionaires & multi-Millionaires)

Notes:

- Mailing campaign costs:
 - > Photography to be supplied by clients or can be arranged (additional fee required)
 - > Bespoke mailers sent by UK International mail
 - > assumes a 6 sided full colour A5 Mailer in a bespoke branded envelope is used
- Any size mailer can be designed & mailed but the 6 sided full colour A5 Mailer is our most popular and fits through most mailboxes.
- Client can pay a handling fee, postage and licence fee and instead design their own marketing material for delivery to our UK mailing handlers who would manage the postage & despatch
- Our total database currently comprises c. 55,000 Billionaire & Millionaire main & vacation home registered addresses throughout the world's most sought after locations

PRIME USA PACKAGE

Reach 12,870 Billionaires & multi-Millionaires living in the USA

TYPICAL RECIPIENT / READER PROFILE:

- All Billionaires or multi-Millionaires
- Includes the Forbes Top 400 USA Billionaires
- 68% American
- 27% Chinese, Indian, Russian, Middle Eastern, South American, British & European
- 5% Australian, African, Japanese & others
- Average Worth in US \$:-
 - > Billionaires : \$5.835 Billion
 - > Multi-Millionaires: \$77 million
- Living in prime USA homes valued from \$10m - \$250m +

OVERVIEW OF OUR PRIME USA DATABASE:

- 12,870 prime registered main residence & vacation homes of Billionaires & multi-Millionaires living in the USA
 - > of which 7,220 are **ultra-prime** USA properties valued at US \$30m - US 250m+
- Throughout the USA's top locations including New York, The Hamptons, Los Angeles, San Francisco, Miami, Aspen, etc.
- All main residence & vacation home values from \$10m to \$250m+

BEST SUITED FOR:

- Advertisers wanting to directly market to the USA's richest demographic - the top 1% of the USA's most wealthy clients/buyers
- Sellers & Brokers selling luxury assets, goods, brands and services to American & international multi-Millionaires & Billionaires including:
 - > Prime USA Real Estate in New York, The Hamptons, Los Angeles, San Francisco, Miami, Aspen, etc.
 - > Luxury Brands
 - > Luxury goods - yachts & super yachts, private jets, cars & super-cars, destinations, resorts & spas, Art, etc.
 - > Bespoke Luxury Services - concierge, insurance, investments, wealth managers/private banks, funders, etc.



PRIME USA ADVERTISING CAMPAIGN:

DATABASE COUNT: **12,870**

MAILING CAMPAIGN COST:

6 Sided full colour A5 Mailer: **£14,950**
(fully inclusive of design, print, postage, branded envelope & database licence fee)

WHAT ADVERTISERS CAN EXPECT:

AVERAGE RESPONSE RATES %: **0.15% - 0.36%**

AVERAGE RESPONSE RATES Nos: **19 - 46**
(all respondents expected to be USA & international Billionaires & multi-Millionaires)

Notes:

- Mailing campaign costs:
 - > Photography to be supplied by clients or can be arranged (additional fee required)
 - > Bespoke mailers sent by UK International mail
 - > assumes a 6 sided full colour A5 Mailer in a bespoke branded envelope is used
- Any size mailer can be designed & mailed but the 6 sided full colour A5 Mailer is our most popular and fits through most mailboxes.
- Client can pay a handling fee, postage and licence fee and instead design their own marketing material for delivery to our UK mailing handlers who would manage the postage & despatch
- Our total database currently comprises c. 55,000 Billionaire & Millionaire main & vacation home registered addresses throughout the world's most sought after locations

PRIME LONDON PACKAGE

Reach 12,450 Billionaires & multi-Millionaires living in London

TYPICAL RECIPIENT / READER PROFILE:

- All Billionaires or multi-Millionaires
- 50% British
- 40% Chinese, Indian, Russian, Middle Eastern, American & European
- 10% Australian, African, Japanese & others
- Average Worth in GBP £:
 - > Billionaires: £1.35 Billion
 - > Multi-Millionaires: £28 million
- Living in prime London homes valued from £5m - £150m+ in London's most sought after locations - Kensington, Chelsea, The Bishops Avenue, etc.

OVERVIEW OF OUR PRIME LONDON DATABASE:

- 12,450 prime registered main residence & vacation homes of Billionaires & multi-Millionaires living in London
 - > of which 6,870 are **ultra-prime** London properties valued from £15m - £150m+
- Throughout London's top locations including Kensington, Chelsea, The Bishops Avenue, etc.
- All main residence & vacation home values from £5million to £150million+

BEST SUITED FOR:

- Advertisers wanting to target ultra wealthy British, Chinese, Indian, Russian, Middle Eastern & other European prospects directly at their registered main residence/home address(s) in prime London
- Sellers & Brokers selling luxury assets, goods, brands and services to British & international multi-Millionaires & Billionaires including:
 - > Prime UK Country Houses & Estates
 - > Luxury Brands
 - > Luxury goods - yachts & super yachts, private jets, cars & super-cars, destinations, resorts & spas, Art, etc.
 - > Bespoke Luxury Services - concierge, insurance, investments, wealth managers/private banks, funders, etc.



PRIME LONDON ADVERTISING CAMPAIGN:

DATABASE COUNT: **12,450**

MAILING CAMPAIGN COST:

6 Sided full colour A5 Mailer: **£14,850**
(fully inclusive of design, print, postage, branded envelope & database licence fee)

WHAT ADVERTISERS CAN EXPECT:

AVERAGE RESPONSE RATES %: **0.16% - 0.37%**

AVERAGE RESPONSE RATES Nos: **20 - 46**
(all respondents expected to be UK & international Billionaires & multi-Millionaires)

Notes:

- Mailing campaign costs:
 - > Photography to be supplied by clients or can be arranged (additional fee required)
 - > Bespoke mailers sent by UK International mail
- > assumes a 6 sided full colour A5 Mailer in a bespoke branded envelope is used
- Any size mailer can be designed & mailed but the 6 sided full colour A5 Mailer is our most popular and fits through most mailboxes.
- Client can pay a handling fee, postage and licence fee and instead design their own marketing material for delivery to our UK mailing handlers who would manage the postage & despatch
- Our total database currently comprises c. 55,000 Billionaire & Millionaire main & vacation home registered addresses throughout the world's most sought after locations

PRIME UK PACKAGE

Reach 16,180 Billionaires & multi-Millionaires living in the UK

TYPICAL RECIPIENT / READER PROFILE:

- All Billionaires or multi-Millionaires
- 55% British
- 37% Chinese, Indian, Russian, Middle Eastern, American & European
- 8% Australian, African, Japanese & others
- Average Worth in GBP £:
 - > Billionaires: £1.2billion
 - > Multi-Millionaires: £25million
- Living in prime London & UK Country Houses/Estates valued from £5m - £150m+

OVERVIEW OF OUR PRIME UK DATABASE:

- 16,180 prime registered main residence & vacation homes of Billionaires & multi-Millionaires living in London & the UK countryside (of which 9,350 are **ultra-prime** London & UK properties valued at £15m - £150m+) which includes:
 - > London's top locations including Kensington, Chelsea, The Bishops Avenue, etc.
 - > The UK's top Country Estates & Country Houses
 - > Registered addresses of English Premier League footballers, Club Managers, Directors & Owners including:
 - those living in prime Cheshire locations – Man Utd, Man City, Liverpool, Everton, etc.
 - those living in prime Home Counties locations including St Georges Hill & Wentworth Estates – Chelsea, Arsenal, Tottenham, etc.
- All main residence & vacation home values from £5million to £150million+

BEST SUITED FOR:

- Advertisers wanting to target ultra wealthy British, Chinese, Indian, Russian, Middle Eastern & other European prospects directly at their registered main residence/home address(s) in prime London and/or at their prime UK Country Houses/Estates
- Sellers & Brokers selling luxury assets, goods, brands and services to British & international multi-Millionaires & Billionaires including:
 - > Prime London & UK Country Houses & Estates
 - > Luxury Brands
 - > Luxury goods - yachts & super yachts, private jets, cars & super-cars, destinations, resorts & spas, Art, etc.
 - > Bespoke Luxury Services - concierge, insurance, investments, wealth managers/private banks, funders, etc.



PRIME UK ADVERTISING CAMPAIGN:

DATABASE COUNT: **16,180**

MAILING CAMPAIGN COST:

6 Sided full colour A5 Mailer: **£17,250**
(fully inclusive of design, print, postage, branded envelope & database licence fee)

WHAT ADVERTISERS CAN EXPECT:

AVERAGE RESPONSE RATES %: **0.18% - 0.39%**

AVERAGE RESPONSE RATES Nos: **29 - 63**

(all respondents expected to be UK & international Billionaires & multi-Millionaires)

Notes:

- Mailing campaign costs:
 - > Photography to be supplied by clients or can be arranged (additional fee required)
 - > Bespoke mailers sent by UK International mail
- > assumes a 6 sided full colour A5 Mailer in a bespoke branded envelope is used
- Any size mailer can be designed & mailed but the 6 sided full colour A5 Mailer is our most popular and fits through most mailboxes.
- Client can pay a handling fee, postage and licence fee and instead design their own marketing material for delivery to our UK mailing handlers who would manage the postage & despatch
- Our total database currently comprises c. 55,000 Billionaire & Millionaire main & vacation home registered addresses throughout the world's most sought after locations

PRIME EUROPE PACKAGE

Reach 8,760 Billionaires & multi-Millionaires living in Europe

TYPICAL RECIPIENT / READER PROFILE:

- All Billionaires or multi-Millionaires
- 53% French, German, Italian, Swiss & Spanish
- 35% British and other European, Chinese, Indian, Russian, Middle Eastern & American
- 12% American, Russian, Chinese, Indian, Middle Eastern & others
- Average Worth in Euros €:
 - > Billionaires: € 1.05 Billion
 - > Multi-Millionaires: €22 Million
- Living in prime European homes valued from €5m - €250m+

OVERVIEW OF OUR PRIME EUROPEAN DATABASE:

- 8,760 prime registered main residence & vacation homes of Billionaires & multi-Millionaires living in Europe which includes:
 - > France's top locations including Paris, South of France, Monaco, etc.
 - > Spain's top locations including Madrid, Marbella & the Balearic Islands.
 - > Italy's top locations including Rome, Venice, etc.
 - > the top locations in Switzerland, Germany, Holland & Belgium.
- All main residence & vacation home values from €5million to €250million+

BEST SUITED FOR:

- Advertisers wanting to target ultra wealthy French, German, Italian, Swiss, Spanish, British, Chinese, Indian, Russian, Middle Eastern & American prospects directly at their registered main residence/home address(s) in Europe's prime locations
- Sellers & Brokers selling luxury assets, goods, brands and services to European & international multi-Millionaires & Billionaires including:
 - > Prime European Properties
 - > Luxury Brands
 - > Luxury goods - yachts & super yachts, private jets, cars & super-cars, destinations, resorts & spas, Art, etc.
 - > Bespoke Luxury Services - concierge, insurance, investments, wealth managers/private banks, funders, etc.



PRIME EUROPE ADVERTISING CAMPAIGN:

DATABASE COUNT: **8,760**

MAILING CAMPAIGN COST:

6 Sided full colour A5 Mailer: **£11,350**
(fully inclusive of design, print, postage, branded envelope & database licence fee)

WHAT ADVERTISERS CAN EXPECT:

AVERAGE RESPONSE RATES %: **0.15% - 0.33%**

AVERAGE RESPONSE RATES Nos: **13 - 29**
(all respondents expected to be European & international Billionaires & multi-Millionaires)

Notes:

- Mailing campaign costs:
 - > Photography to be supplied by clients or can be arranged (additional fee required)
 - > Bespoke mailers sent by UK International mail
- > assumes a 6 sided full colour A5 Mailer in a bespoke branded envelope is used
- Any size mailer can be designed & mailed but the 6 sided full colour A5 Mailer is our most popular and fits through most mailboxes.
- Client can pay a handling fee, postage and licence fee and instead design their own marketing material for delivery to our UK mailing handlers who would manage the postage & despatch
- Our total database currently comprises c. 55,000 Billionaire & Millionaire main & vacation home registered addresses throughout the world's most sought after locations

PRIME AFRICA PACKAGE

Reach 6,970 Billionaires & multi-Millionaires living in Africa

TYPICAL RECIPIENT / READER PROFILE:

- All Billionaires or multi-Millionaires
- 64% South African, Nigerian, Kenyan, Angolan, Egyptian & Algerian
- 22% other African
- 13% British, German, French, Chinese, Middle Eastern & American
- 1% other
- Average Worth in US \$:
 - > Billionaires: \$1.02billion
 - > Multi-Millionaires: \$15million
- Living in prime African properties valued from \$2m - \$130million+

OVERVIEW OF OUR PRIME AFRICA PACKAGE:

- 8,760 prime registered main residence & vacation homes of Billionaires & multi-Millionaires living in Africa which includes:
 - > Cape Town's top locations including Clifton, Bantry Bay, Fresnaye, Camps Bay, Bishopscourt, Upper Constantia & The Waterfront
 - > Johannesburg's top locations including Sandton, Atholl, Bryanston, Hurlingham, Hyde Park, Dunkeld, Houghton Estate, Melrose & Westcliff
 - > South Africa's other top locations including Waterkloof, Umhlanga, La Lucia, Mount Edgecombe, Zimbali, etc.
 - > The leading African private Wine Estates and Luxury Game Reserves.

BEST SUITED FOR:

- Advertisers wanting to target ultra wealthy South Africans, other Africans and British, German & French prospects (i.e. **those European prospects with an affinity for Africa**) directly at their registered main residence or vacation home addresses in Africa's top locations
- Sellers & Brokers selling luxury assets, goods, brands and services to African & European multi-Millionaires & Billionaires including:
 - > Prime Cape Town, Johannesburg, KZN, etc. homes & Wine Estates
 - > Prime Game Reserves throughout South Africa & throughout Africa
 - > Prime Commercial & Development properties throughout South Africa/Africa
 - > Luxury Brands
 - > Luxury goods - yachts & super yachts, private jets, cars & super-cars, destinations, resorts & spas, Art, etc
 - > Bespoke Luxury Services - concierge, insurance, investments, wealth managers, etc.

TOP 10 AFRICAN BILLIONAIRES

- #1 Aliko Dangote \$12.1 B cement, sugar, flour
- #2 Nicky Oppenheimer \$7.0 B diamonds
- #3 Mike Adenuga \$5.8 B telecom, oil
- #4 Johann Rupert \$5.5 B luxury goods
- #4 Christoffel Wiese \$5.5 B retail
- #6 Nassef Sawiris \$5.3 B construction, chemicals
- #7 Naguib Sawiris \$3.7 B telecom
- #8 Isabel dos Santos \$3.2 B investments
- #9 Issad Rebrab \$3.1 B food
- #10 Mohamed Mansour \$2.7 B diversified



PRIME AFRICA ADVERTISING CAMPAIGN:

DATABASE COUNT: 6,970

MAILING CAMPAIGN COST:

6 Sided full colour A5 Mailer: **£10,450**
(fully inclusive of design, print, postage, branded envelope & database licence fee)

WHAT ADVERTISERS CAN EXPECT:

AVERAGE RESPONSE RATES %: 0.18% - 0.44%

AVERAGE RESPONSE RATES Nos: 13 - 31
(all respondents expected to be African & International Billionaires & multi-Millionaires)

Notes:

- Mailing campaign costs:
 - > Photography to be supplied by clients or can be arranged (additional fee required)
 - > Bespoke mailers sent by UK International mail
- > assumes a 6 sided full colour A5 Mailer in a bespoke branded envelope is used
- Any size mailer can be designed & mailed but the 6 sided full colour A5 Mailer is our most popular for posted campaigns and fits through most mailboxes.
- Client can pay a handling fee, postage and licence fee and instead design their own marketing material for delivery to our UK mailing handlers who would manage the postage & despatch
- Our total database currently comprises c. 55,000 Billionaire & Millionaire main & vacation home registered addresses throughout the world's most sought after locations

LET US HELP YOU ADVERTISE TO THE WORLD'S WEALTHIEST

If you would like to directly market to the world's wealthiest citizens then our **SellToBillionaires™** range of marketing services can offer you a truly unique opportunity to achieve this.

Our database is searchable by LOCATION & PROPERTY VALUE which enables us to provide a bespoke marketing solution for clients wanting to advertise directly to the registered homes of the world's most wealthy buyers.

TO REQUEST A BESPOKE ADVERTISING SOLUTION PLEASE CONTACT US:

UK: +44 (0) 1425 462 549

EMAIL: info@SellToBillionaires.com

WEB: www.SellToBillionaires.com

SellToBillionaires™ is part of the VIP International group of companies.

www.VIPInternationalHomes.com / enquiries@VIPInternationalHomes.com