

—LifeOnTop.com—

MEDIA KIT 2007



LifeOnTop.com is a website devoted to the wealthy consumer's desires, demands and discriminating tastes. At LifeOnTop, we are committed to all things luxury; discerning ourselves from others by providing both national and regional guides. So no matter where our readers reside, LifeOnTop's dedication to all things affluent, guarantees uncompromised refinement and piques passion for the posh.

What is LifeOnTop?

LifeOnTop.com is an online luxury magazine blended with luxury listings designed to showcase top flight merchandise in a variety of categories: affluent inclinations, classic and luxury automobiles, fashion, recreational pursuits, wine and spirits, travel, and watches and jewelry. LifeOnTop.com offers visitors a unique opportunity to read research, reviews and recommendations for the world's finest luxury products and services. PLUS...Our Preferred Listings point you to the best in luxury catering, spas, audio visual, golf courses, nightlife, homebuilders, to name a few. Each LifeOnTop regional page has a comprehensive guide with over 30 categories so no interest is overlooked. Our regional focus makes the LifeOnTop experience that much more extraordinary by accentuating merchants and services within the reader's own locale.

Why Advertise with LifeOnTop?

Our Audience

Our target audience is sophisticated and discriminating: we cater to the established and affluent professional interested in luxury news, luxe items and services.

LifeOnTop.com is tailored specifically to this audience, profiling the best of the best in the luxury marketplace. LifeOnTop indubitably celebrates wealth and the finer things in life.

The Luxury Consumer

Who are they? Where are they? Why do we focus on them?

- The top 10% wealthiest U.S. Households based on Net Worth
- 11 million households who can choose to live a 360-degree luxury lifestyle
- Average net worth of \$3.1 million
- Average annual income of \$256,000
- Own 70% of all the wealth in the U.S.
- Earn 45% of the aggregate annual income in the U.S.
- For most luxury goods and services firms, these are the 20% or less of the clients who deliver 80% of the profits.

**Source: www.luxuryinstitute.com*

What makes the site unlike any other are its Regional pages, where each city presents its own exclusive luxury news, products and services. Additionally, LifeOnTop's has Preferred Partner Spotlights where merchants, products and services are critiqued to ensure they comport with the most discriminating taste. Only the most distinguished are showcased. In addition to written critiques, the site features video interviews profiling those recognized as LifeOnTop.com Preferred Partners. LifeOnTop is appealing to consumers, but even more so to advertisers, offering affordable access to this highly desirable demographic.

Traffic Generation

Our ongoing multi-tiered marketing campaigns drive volumes of traffic to LifeOnTop.com.

Here are a few examples...

*Viral Marketing Campaigns
Search Engine Optimization
Pay Per Click Advertising
Blog Directories
Forums
You Tube
Google Video
Local Print Advertising*

Banner Placement & Pricing

Home Page

1

Home page feature

\$2600/month flat fee

(248 x 248 pixels)

2

Home page banner

\$1800/month flat fee

(120 x 240 pixels)

3

Home page featured sponsor

\$1400/month flat fee

(225 x 60 pixels)



Topic Page

1

Topic page banner

\$1050/month flat fee

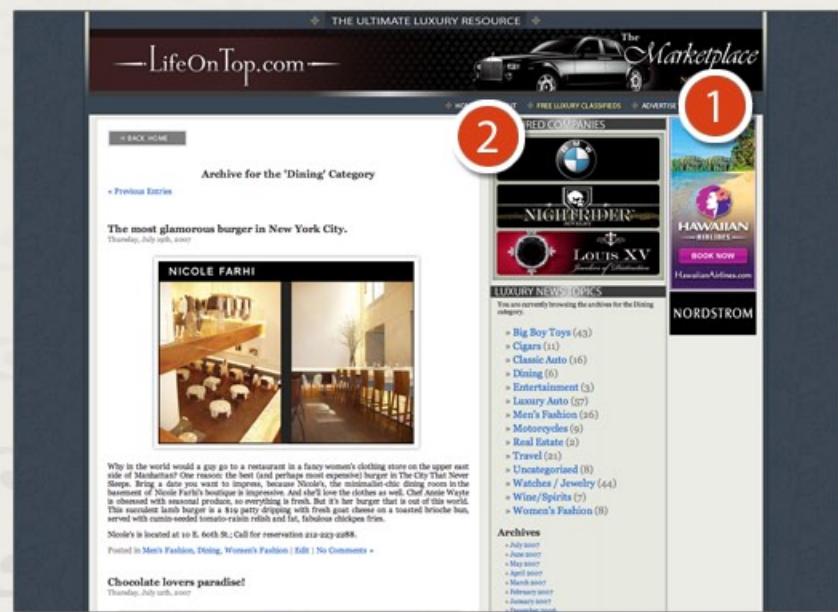
(120 x 240 pixels)

2

Topic page featured sponsor

\$750/month flat fee

(225 x 60 pixels)



Banner Placement & Pricing

City Home Page

1 City home page feature

\$1500/month flat fee
(248 x 248 pixels)

2 City home page banner

\$900/month flat fee
(120 x 240 pixels)

3 City home page
featured sponsor

\$600/month flat fee
(225 x 60 pixels)



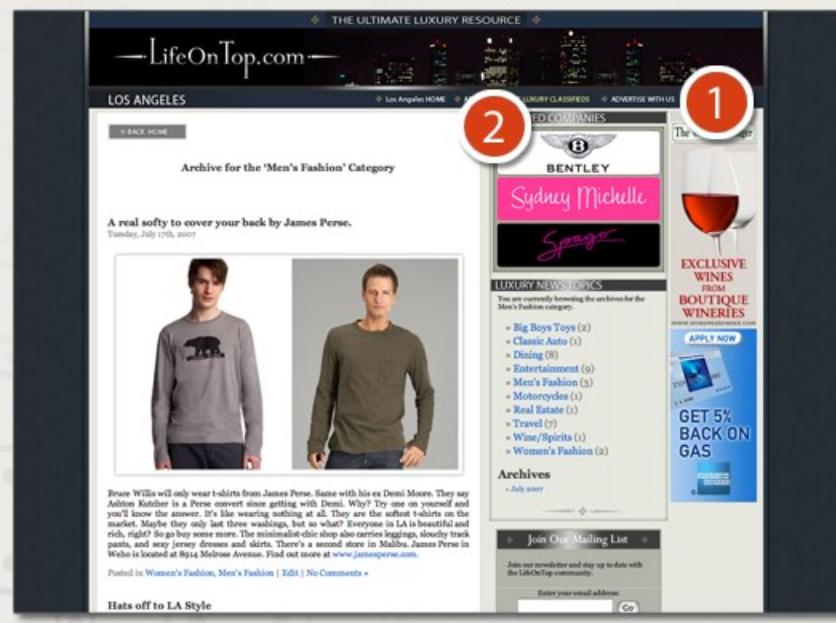
City Topic Page

1 City topic page banner

\$550/month flat fee
(120 x 240 pixels)

2 City topic page
featured sponsor

\$350/month flat fee
(225 x 60 pixels)



Banner Placement & Pricing

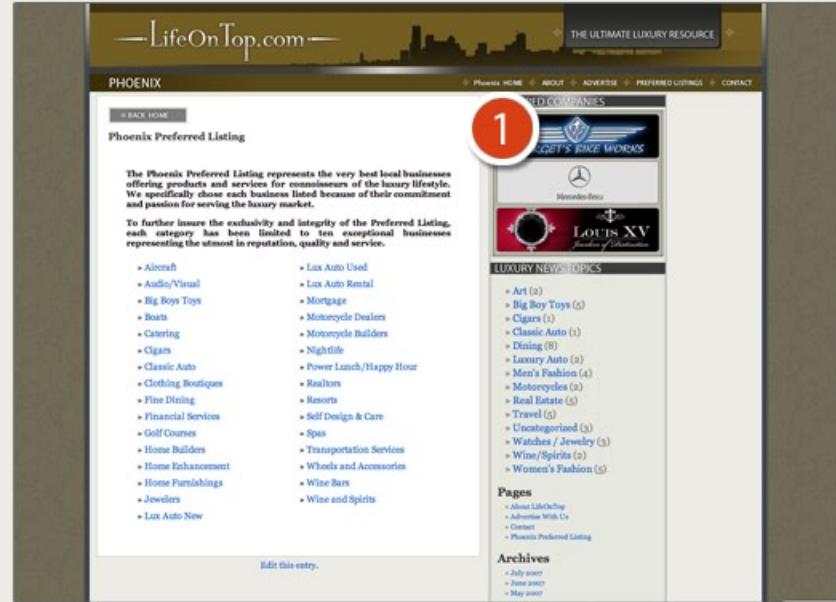
City Sponsor Page

1

City sponsor

\$450/month flat fee

(225 x 60 pixels)



Preferred Listing Directory

1

Preferred listing banner

\$200/month flat fee

(500 x 125 pixels)

2

Preferred listing

\$41.25/month (\$495 annually)

(150 x 150 pixels)

Only 10 companies are allowed per category.



Banner Placement & Pricing

Preferred Partner Page

1

Preferred partner spotlight

\$2000/month flat fee

Exclusive page dedicated to
advertiser.

Only 1 allowed per category.

The screenshot shows a web page for 'ACME, Inc.' on the LifeOnTop.com website. The page is titled 'ACME, Inc.' and is described as 'LifeOnTop's Preferred Arizona Rolex Dealer'. A large red circle with the number '1' is overlaid on the top left of the page. The page content includes a 'COMPANY OVERVIEW' section with placeholder text, a 'MORE INFORMATION' section with more placeholder text, and a 'CONTACT INFO' section with address, phone, fax, email, and website information. To the right of the main content area, there is a sidebar titled 'LUXURY NEWS TOPICS' with a list of categories like Big Boy Toys, Cigars, Dining, Men's Fashion, Motorcycles, Real Estate, Sports, Travel, Watches/Jewelry, and Women's Fashion. Below that is a 'Pages' section with a link to 'Phoenix Preferred Listing' and an 'Archives' section with a link to 'May 2007'. A 'Banner' placeholder is shown on the left side of the page.