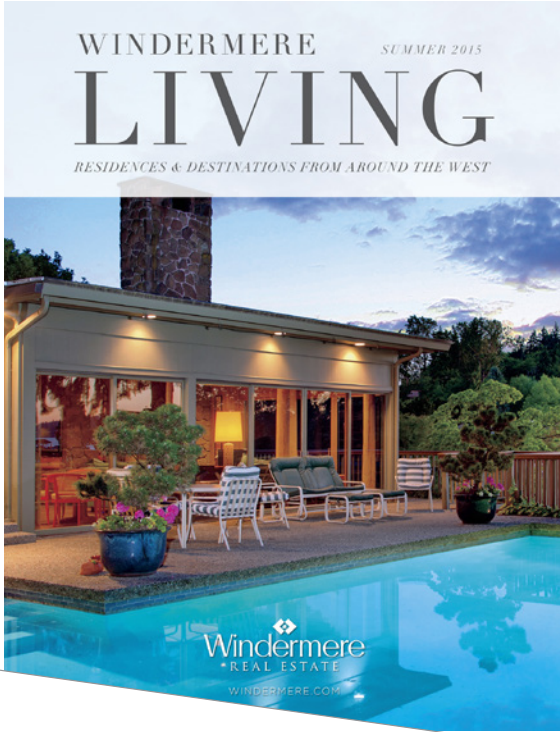


The New WINDERMERE LIVING MAGAZINE is Here



More Layout Options. Expansive Distribution.

As part of the recent rebranding efforts, *Windermere Living* has been redesigned to allow greater flexibility for showcasing listings and broker marketing.

FALL SCHEDULE

- RESERVATION PERIOD BEGINS:** July 20
- SPACE RESERVATIONS DUE:** August 3
- MATERIALS DUE:** August 10
- MAGAZINE DROPS:** Late September

AFFORDABLE AD RATES

The magazine is sold by the page. The cost is \$775 per page & \$1,500 for a double-page spread.

SECTIONS

- PREMIER & RESIDENTIAL LISTINGS**
- BUILDER SOLUTIONS** (must be a member of Builder Solutions program)
- DESTINATION LIVING** (homes in resort areas)

DISTRIBUTION

At least 19,000± copies will be distributed. Copies will be distributed via advertisers, Windermere offices and direct mail (±16,000 copies). Direct mail will be in the form of a radius list to known homeowners surrounding each listing advertised in the Residential section magazine (±50 copies per listing). For the Premier portion of the magazine, we mail to more than 7,000 luxury homes throughout Western Washington. In addition, agent advertisers receive 10 copies per page reserved and office advertisers receive 12 copies per page reserved for use in the marketing of properties.

*Questions may be directed to Alyssa at
206.855.7844 or alyssa.marc@turkmcgee.com*

Windermere Living is a Windermere Publication. Windermere reserves the right to refuse to publish any broker or property photo for any reason.



Advertise your listing in the
BUILDER SOLUTIONS
section of Windermere Living

GREATER SEATTLE



TOM R. COVELLO

Representing the Finest New Homes in Puget Sound

*Five Star Professional,
 Seattle Magazine*

Best of Real Estate 2010-2014 Agents

206.972.8101 • tcovello@windermere.com • TomRCovello.com



NEW LUXURY HOMES IN RICHMOND BEACH

Thoughtfully designed new residences with exquisite millwork, high ceilings, and spectacular views of the Sound & Olympics. Overlooking Saltwater Park with beach access, trails, picnic shelters, and playground. The Richmond features 4 bedrooms plus main-floor den/guest room, 2.75 baths, bonus room, great room, kitchen with stainless appliances & wine cooler. Incredible outdoor living spaces. 3-car garage. Beach living at its finest! \$1,859,000. WRE/East, Inc. windermere.com/mls/662963



INNOVATIVE & THOUGHTFUL HOME DESIGN
SGBUILT.COM

Brokers running in this section must be a member of the Builder Solutions program. For details, please contact **Nicole Dundas, 206.695.5959, nicole.dundas@windermere.com**

ABOUT THE SECTION

- Pages in the *Windermere Living* template are \$775.
- Brokers may run up to six properties on a page in the Builder Solutions section. See pages this guide for details on page options and photo/text requirements.
- For a \$75 one-time set-up fee, Brokers may run promotional info, and may include a color builder logo (a builder website is the only contact info allowed.) Only one photo may be included of the broker. Switching builder info in a future issue incurs a \$25 fee.
- We do not allow floor plans on template pages; only professional, full-color, high resolution renderings will be accepted (all renderings are subject to approval.)
- Community photos may be used (community signs or play areas) on one-property pages only.
- Brokers may choose to feature a specific new construction community rather than an individual listing. This option is available on one-property pages only, and a price range must be included.
- Third-party/camera-ready ads may be purchased for \$1,000. Placement in the publication is not guaranteed. Ads must be created by a design professional, comply with all Windermere logo standards, and be approved by Windermere Services in advance. For specs/timing of camera-ready ads, contact the Windermere Living Coordinator, Alyssa Turk, at (206) 855-7844. If additional time is required to process camera-ready ads that do not meet the requirements, production fees may be incurred. Design services are available; contact Alyssa for pricing and details.

BUILDER SOLUTIONS



EXPERTISE

We have more than 30 years of combined experience in the luxury new construction market. Contact us about our exclusive relationship with DME Construction.

425.637.8373 • FOSTERREALTY.COM



LUXURIOUS CUSTOM HOMES
DMECONSTRUCTION.COM

DME CONSTRUCTION – ENATAI

East Coast style meets sophistication in this new luxury home presented by DME Construction. Classic shingle style architecture greets your arrival. Exceptional quality and attention to detail: formal dining room, open kitchen with Carrera marble and custom cabinetry. \$2,088,880. FosterRealty.com



*Questions may be directed to Alyssa at
 206.855.7844 or alyssa.marc@turkmcgee.com*

Windermere Living Broker PROMOTION Opportunities

BAINBRIDGE ISLAND



TY EVANS
the bainbridge island real estate expert, matching owners to their dream homes for more than 34 years



206.795.0202
tyevans@windermere.com

A NORTHWEST MASTERPIECE
180-degree view of Seattle and expansive outdoor living spaces. The interior is constructed from tongue and groove cedar with glass walls. A 20-foot cedar is planted in the atrium, giving life among the trees. \$1,588,000. windermere.com/mls/631640

TRANQUIL ISLAND SPLENDOR
Stylish & elegant retreat, high ceilings, fully furnished, finished, with a custom designed glass fireplace, dining room, great room, bath, spa and wine cellar. Call, this is the one of kind perfect! \$1,480,000. windermere.com/mls/637255

ROLLING BAY CHARMER
Close to the beach at Fay Bainbridge. Storybook setting, beautiful outdoor eating area, impeccable details and fantastic curb appeal. 3 bedrooms plus large bonus room! \$1,248,000. windermere.com/mls/667007

SEABOLD VIEW HOME WITH BEACH ACCESS
This gorgeous French-style of home features handcrafted stone, beautiful vaulted ceilings, and high quality materials. On 1/2 acre, beautiful views, and nice mature gardens. Low bank beach access overlooking the Sound and Olympics. Low bank beach access! \$1,850,000. windermere.com/mls/124249

TY EVANS | 206.795.0202 | tyevans@windermere.com | W.B.B. Inc.

Premier

GREATER EASTSIDE



TEAM FOSTER

LEADERS in the LOCAL & INTERNATIONAL MARKET

Tere Foster & Moya Sullivan have over 30 years of combined experience in the luxury real estate market. We are specialists in handling the wants and needs of the most prestigious clientele in the world.

425.637.8373 | FOSTERREALTY.COM
提供多种语言服务 | 提供多种语言服务

EUROPEAN RETREAT IN MEDINA

This stunning estate draws inspiration from classic architecture found in the European countryside. Situated on a rare private city acre, and surrounded by lush gardens with views of Overlake Golf & Country Club, clubhouse, tennis court, and swimming pool. MLS #9399. \$5,999,000. FosterRealty.com



Premier

BAINBRIDGE ISLAND



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206.795.0202
tyevans@windermere.com

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WINDERMERE.COM 2

Premier

About Broker Marketing Pages.

For a \$75 set-up fee, brokers may run promotional info on their full page ad (\$775 ea.) Broker promotion is designed by the magazine. Only one photo may be included of the broker. **The new layout lends itself best to vertical lifestyle photographs of the broker (shown in the examples) in lieu of standard headshots.** If you need a photographer recommendation, please contact us.

For agents who choose to do a double-page spread (\$1,500 plus the \$75 set-up fee), the left page may be utilized for broker info. If only one page is reserved, one listing on the page is required, but may be a previously sold property. Agents may run up to three properties on a single page with broker marketing, size of photos and amount of text will be adjusted accordingly.

The redesigned magazine emphasizes white space and clean lines; broker marketing will be tailored to work within the look and feel of the new design. Text should be kept to between 100-200 characters including spaces.

Questions may be directed to Alyssa at 206.855.7844 or alyssa.marc@turkmcgee.com

FULL PAGE, 1 PROPERTY

\$775 | Premier, Residential, Destination Living

GREATER EASTSIDE



BELLALAGO AT SHORELAND DRIVE
A remarkable residence offered for the first time. Resting on over two-and-a-half acres of grounds, the estate sets its direct gaze upon Lake Washington, the Seattle skyline and the Olympic Mountains. Drawing inspiration from the best of European design and constructed with the highest level of finish and exceptional handcrafted details. MLS #596799 \$32,800,000. [FosterRealty.com](#)

TERE FOSTER & MOYA SKILLMAN | 425.637.8373 - tere@fosterrealty.com - moya@fosterrealty.com

Premier
WINDERMERE.COM 11

Please include the following items in your upload.

PHOTOS*

2650+ pixels wide for large image (RGB format: JPEG, TIF, or EPS)

2400+ pixels tall for large, vertical image

1200+ pixels wide for smaller images

Images that have been enlarged to meet these size requirements cannot be accepted for placement in the magazine.

TEXT (MS Word Doc)

TITLE:

65 characters including spaces maximum. Please include property location in title.

BODY:

380 characters including spaces

Ad text must include: price, and MLS weblink (windermere.com/mls/#####) or your own custom URL. No abbreviations except “sq. ft.”,

“ft.”, and very limited use of “&”.

CONTACT INFO:

90± characters including spaces.

Agent name(s), phone, email and/or web address.

ADDRESS:

Please provide COMPLETE property address (street address, city, state and zip).

FILE PREP INSTRUCTIONS

Put text for all ads in ONE Word doc in order of their desired appearance in the layout. Include image file name with each set of ad text. When naming images, try to use names that make sense and refer to the office or agent and position of the ad on the page. (madpark-01.jpg, madpark-02.jpg...).

Upload ALL materials at one time.

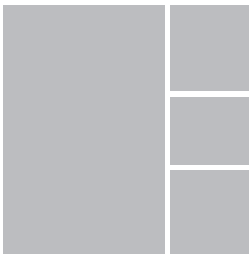
UPLOAD ARTWORK

<http://www.WindermereAds.com/uploads.html>

NOTE: Zipping files into an archive file is best for upload.

ALTERNATE LAYOUT OPTIONS:

WASHINGTON COUNTY



DESIGN BY SYNOGATEZ IN SEABROOK
WINDERMERE PUBLICATIONS AND WINDERMERE ADS ARE NOT RESPONSIBLE FOR THE CONTENT OF ANY ADVERTISING COPY. THE ADVERTISER ASSUMES ALL LIABILITY FOR THE CONTENT OF ANY ADVERTISING COPY. WINDERMERE PUBLICATIONS AND WINDERMERE ADS ARE NOT RESPONSIBLE FOR THE CONTENT OF ANY ADVERTISING COPY. THE ADVERTISER ASSUMES ALL LIABILITY FOR THE CONTENT OF ANY ADVERTISING COPY.

TERE FOSTER & MOYA SKILLMAN | 425.637.8373 - tere@fosterrealty.com - moya@fosterrealty.com


10 WINDERMERE LIVING | BEVERLY HILLS & BREKIDT COMMUNITIES

***IMPORTANT: All images subject to approval based on image quality and size.** Provide size requirements to your photographer. Vertical main image layouts work best with a vertical image—instruct your photographer to shoot accordingly. Photos of homes under construction, without landscaping or obviously vacant cannot be used in the magazine. Exterior images should be clear of vehicles, lawn tools, hoses, trash cans, etc. Clearly obvious and poor quality retouching of images should be avoided.


DOUBLE-PAGE SPREAD

\$1,500 | Premier, Residential, Destination Living

BAINBRIDGE ISLAND




TY EVANS
the bainbridge island real estate expert, matching owners to their dream homes for more than 34 years



206.795.0202 • tyevans@windermere.com

TRANQUIL ISLAND SPLENDOR
Relaxed & elegant coastal home designed by renowned Northwest Architect Hal Muddstad. With a custom-designed open kitchen, dining atrium, conversion area, guest wing, expansive gardens and world-class car barn, this is the art of living perfected. \$2,480,000. windermere.com/mls/637755



A NORTHWEST MASTERPIECE
"A good house shelters you from nature. A great house brings you closer to it." The credo of architect Arne Bystrom, who designed this island masterpiece, a front page feature in Pacific Northwest Magazine. 180-degree views of Seattle, landscaping by Junks and expansive outdoor living spaces. The interior is constructed from tongue and groove cedar with glass walls. A 20-foot Japanese cedar is planted in the atrium...inviting life among the trees...Offered at \$1,588,000. windermere.com/mls/631640

PREMIER | A WORLD OF EXCEPTIONAL HOMES

Premier *Premier*

WINDERMERE.COM 5

PHOTOS*

3200+ pixels wide for large (RGB format: JPEG, TIF, or EPS)

1800+ pixels wide for smaller images

Images that have been enlarged to meet these size requirements cannot be accepted for placement in the magazine.

TEXT (MS Word Doc)

TITLE:

65 characters including spaces maximum. Please include property location in title.

BODY:

PROPERTY 1: 500 characters including spaces

PROPERTY 2: 290 characters including spaces

Ad text must include: price, and MLS weblink (windermere.com/mls/#####) or your own custom URL. No abbreviations except "sq. ft.", "ft.", and very limited use of "&".

CONTACT INFO AND/OR BROKER INFO:

Agent name(s), phone, email and/or web address. If adding broker marketing, 100-175 characters of additional copy to briefly describe broker philosophy.

ADDRESS:

Please provide COMPLETE property address (street address, city, state and zip).

FILE PREP INSTRUCTIONS

Put text for all ads in ONE Word doc in order of their desired appearance in the layout. Include image file name with each set of ad text. When naming images, try to use names that make sense and refer to the office or agent and position of the ad on the page. (madpark-01.jpg, madpark-02.jpg...).

UPLOAD ARTWORK

Please upload ALL materials at one time.

<http://www.WindermereAds.com/uploads.html> (NOTE: Zipping files into an archive file is best for upload.)

3-PROPERTY PAGE

\$775 | Premier, Residential, Destination Living

Please include the following items in your upload.

PHOTOS*

1600+ pixels wide (RGB format: JPEG, TIF, or EPS)

2300+ pixels wide for extra wide placement

Images that have been enlarged to meet these size requirements cannot be accepted for placement in the magazine.

TEXT (MS Word Doc)

TITLE:

35 characters including spaces maximum. Please include property location in title.

BODY:

185 characters including spaces for quarter page ad

390 characters including spaces for half page ad

Ad text must include: price, and MLS weblink (windermere.com/mls/#####) or your own custom URL. No abbreviations except "sq. ft.", "ft.", and very limited use of "&".

CONTACT INFO:

55 characters including spaces maximum if to be included in each ad. 90± characters including spaces if placed at bottom of page.

Agent name(s), phone, email and/or web address.

ADDRESS:

Please provide COMPLETE property address (street address, city, state and zip).

FILE PREP INSTRUCTIONS

Put text for all ads in ONE Word doc in order of their desired appearance in the layout. Include image file name with each set of ad text. When naming images, try to use names that make sense and refer to the office or agent and position of the ad on the page. (madpark-01.jpg, madpark-02.jpg...).

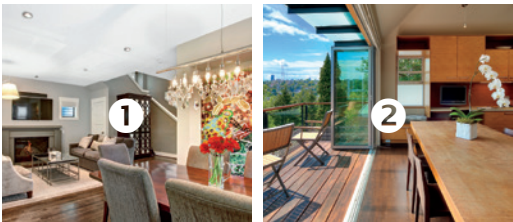
Upload ALL materials at one time.

UPLOAD ARTWORK

<http://www.WindermereAds.com/uploads.html>

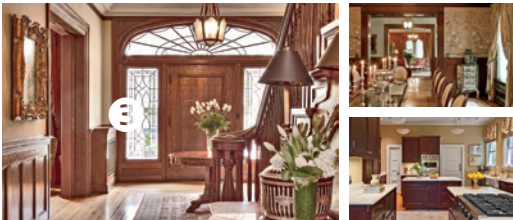
NOTE: Zipping files into an archive file is best for upload.

GREATER SEATTLE




MADISON PARK CLASSIC
Situated in a great location, this view home has just undergone a major remodel updating the main floor with high-end finishes and expansive open spaces. \$1,895,000. EvanWyman.com
Evan Wyman - 206.898.9111, evan@windermere.com

WASHINGTON PARK MODERN TREEHOUSE
Rebuilt in 2007 by Geoffrey Prentiss, this eco-friendly modern treehouse utilizes the finest materials, while seamlessly blending into its surrounding landscape. \$2,450,000. EvanWyman.com
Evan Wyman - 206.898.9111, evan@windermere.com




THE HISTORIC ECKSTEIN ESTATE ON SEATTLE'S CAPITOL HILL
A once-in-a-lifetime opportunity to carry on the stewardship of preserving a piece of Seattle's history. The meticulously restored Eckstein Estate rests on three prime lots steps to Volunteer Park. Gourmet catering kitchen, luxurious master suite, stunning millwork, and manicured grounds. A masterpiece awaits. Offered at \$9,450,000. EvanWyman.com

EVAN WYMAN | 206.898.9111, evan@windermere.com, EvanWyman.com, WRE Co.

8 PREMIER | A WORLD OF EXCEPTIONAL HOMES 


ALTERNATE LAYOUT OPTIONS:

GREATER SEATTLE

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2-PROPERTY PAGE

\$775 | Premier, Residential, Destination Living

Please include the following items in your upload.

PHOTOS*

1600+ pixels wide (RGB format: JPEG, TIF, or EPS)

2300+ pixels wide for extra wide placement

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TEXT (MS Word Doc)

TITLE:

35 characters including spaces maximum. Please include property location in title.

BODY:

185 characters including spaces for quarter page ad

390 characters including spaces for half page ad

Ad text must include: price, and MLS weblink (windermere.com/mls/#####) or your own custom URL. No abbreviations except "sq. ft.", "ft.", and very limited use of "&".

CONTACT INFO:

55 characters including spaces maximum if to be included in each ad. 90± characters including spaces if placed at bottom of page. Agent name(s), phone, email and/or web address.

ADDRESS:

Please provide COMPLETE property address (street address, city, state and zip).

FILE PREP INSTRUCTIONS

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Upload ALL materials at one time.

UPLOAD ARTWORK

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NOTE: Zipping files into an archive file is best for upload.

GREATER SEATTLE



1

WINDERMERE WATERFRONT
This beautiful Contemporary blends Northwest design elements with Asian influences common to both Japanese and Chinese cultures. With 120+ feet of waterfront and dock with covered moorage, the waterfront lifestyle beckons. Spacious open floor plan, with floor-to-ceiling windows, provides dramatic views from almost every room. \$3,495,000. windermere.com/mls/701490

MARY P. SNYDER | 206.271.1782 • msnyder@windermere.com • seattleluxuryhomes.com



2

THE HISTORIC ECKSTEIN ESTATE ON SEATTLE'S CAPITOL HILL
A once-in-a-lifetime opportunity to carry on the stewardship of preserving a piece of Seattle's history. The meticulously restored Eckstein Estate rests on three prime lots steps to Volunteer Park. Gourmet catering kitchen, luxurious master suite, stunning millwork, and manicured grounds. A masterpiece awaits. Offered at \$9,450,000. EvanWyman.com

EVAN WYMAN | 206.898.9111, evan@windermere.com, EvanWyman.com, WRE Co.

10 PREMIER | A WORLD OF EXCEPTIONAL HOMES *Premier*

ALTERNATE LAYOUT OPTIONS:


GREATER SEATTLE



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EVAN WYMAN | 206.898.9111, evan@windermere.com, EvanWyman.com, WRE Co.

10 PREMIER | A WORLD OF EXCEPTIONAL HOMES *Premier*

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4-PROPERTY PAGE

\$775 | Premier, Residential, Destination Living

BAINBRIDGE ISLAND



A NORTHWEST MASTERPIECE
180-degree views of Seattle and expansive outdoor living spaces. The interior is constructed from tongue and groove cedar with glass walls. A 20-foot cedar is planted in the atrium, inviting life among the trees. \$1,598,000. windermere.com/mls/631640



TRANQUIL ISLAND SPLENDOR
Relaxed & elegant estate home designed by renowned Hal Moldstad. With a custom-designed open kitchen, dining atrium, guest wing, lush gardens and world-class car barn, this is the art of living perfected. \$2,480,000. windermere.com/mls/637755



ROLLING BAY CHARMER
Close to the beach at Fay Bainbridge. Storybook setting, beautiful porches, outdoor eating areas, exquisite details, and fantastic curb appeal. 3 bedrooms plus large bonus room. \$1,248,000. windermere.com/mls/687007



SEABOLD VIEW HOME WITH BEACH ACCESS
This gorgeous French-inspired home features hardwood floors, bead-board walls, and slab marble counters. On 1.42 acres overlooking the Sound and Olympics. Low-bank-deeded beach access. \$1,880,000. windermere.com/mls/123456

TY EVANS | 206.795.0202 - tyevans@windermere.com - WRE/BL, Inc.

 WINDERMERE.COM 3

Please include the following items in your upload.

PHOTOS*

1500+ pixels wide (RGB format: JPEG, TIF, or EPS)

Images that have been enlarged to meet these size requirements cannot be accepted for placement in the magazine.

TEXT (MS Word Doc)

TITLE:

35 characters including spaces maximum. Please include property location in title.

BODY:

235 characters including spaces.

185 characters including spaces if ad contains agent contact info.

Ad text must include: price, and MLS weblink (windermere.com/mls/#####) or your own custom URL. No abbreviations except "sq. ft.", "ft.", and very limited use of "&".

CONTACT INFO:

55 characters including spaces maximum if to be included in each ad. 90± characters including spaces if placed at bottom of page.

Agent name(s), phone, email and/or web address.

ADDRESS:

Please provide COMPLETE property address (street address, city, state and zip).

FILE PREP INSTRUCTIONS

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6-PROPERTY PAGE


\$775 | Premier, Residential, Destination Living

GREATER SEATTLE




1

WINDERMERE WATERFRONT SEATTLE
Gorgeous blend of contemporary design with Asian influences. 1074 ft. waterfront. \$3,495,000. windermere.com/mls/701490
Mary P. Saylor - 206.271.1782, SeattleLuxuryHomes.com




2

LESCHI WATERFRONT
Luxury Harbour House condo with resplendent lake & mountain views. 2 yacht slips. \$2,050,000. windermere.com/mls/660703
Mary P. Saylor & Jane A. Johnson - 206.271.1782




3

FENG SHUI CONTEMPORARY IN SEATTLE
Built in 1989. Gorgeous kitchen with dining area & family room. 5 bedrooms, 4 baths. \$3,272,000. windermere.com/mls/718717
Mary P. Saylor - 206.271.1782, SeattleLuxuryHomes.com




4

RENOVATED QUEEN ANNE TUDOR
Live in vibrant Queen Anne. New second story, Back patio, yard & additional parking. \$1,350,000. windermere.com/mls/660178
Jan Slavson - 206.343.4526, janslavson.com



5


QUEEN ANNE CONTEMPORARY
Prominent South Slope home featuring fantastic downtown and Elliott Bay views. \$1,900,000. windermere.com/mls/717255
Heidi Ward - 206.419.4285, heideward@360moders.com



6

WATERMARK TOWER IN DOWNTOWN SEATTLE
Classic elegance in a modern high rise. Effortless entertaining overlooking the city. \$1,175,000. windermere.com/mls/669728
Barbara A. Cahill - 206.261.7272, bcahill@windermere.com

WINDERMERE MADISON PARK | 206.324.0000 - madisonpark@windermere.com - WRE/Northwest, Inc.

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Please include the following items in your upload.

PHOTOS*

1200+ pixels wide (RGB format: JPEG, TIF, or EPS)

Images that have been enlarged to meet these size requirements cannot be accepted for placement in the magazine.

TEXT (MS Word Doc)

BODY:

120 characters including spaces. 175 characters including spaces if not including agent contact info with each ad.

Ad text must include: price, and MLS weblink (windermere.com/mls/#####) or your own custom URL. No abbreviations except "sq. ft.", "ft.", and very limited use of "&".

TITLE:

35 characters including spaces maximum. Please include property location in title.

CONTACT INFO:

55 characters including spaces maximum if to be included in each ad. 90± characters for office contact info.

Agent name(s), phone, email and/or web address.

ADDRESS:

Please provide COMPLETE property address (street address, city, state and zip).

FILE PREP INSTRUCTIONS

Put text for all ads in ONE Word doc in order of their desired appearance in the layout. Include image file name with each set of ad text. When naming images, try to use names that make sense and refer to the office or agent and position of the ad on the page. (madpark-01.jpg, madpark-02.jpg...).

Upload ALL materials at one time.

UPLOAD ARTWORK

<http://www.WindermereAds.com/uploads.html>

NOTE: Zipping files into an archive file is best for upload.

***IMPORTANT: All images subject to approval based on image quality and size.** Provide size requirements to your photographer. Vertical main image layouts work best with a vertical image—instruct your photographer to shoot accordingly. Photos of homes under construction, without landscaping or obviously vacant cannot be used in the magazine. Exterior images should be clear of vehicles, lawn tools, hoses, trash cans, etc. Clearly obvious and poor quality retouching of images should be avoided.