



#### FOR IMMEDIATE RELEASE

#### **A slice of the high life – City AM fractional ownership supplement**

Fractional Life and Mediaplanet are pleased to announce they are producing a 12-page full colour supplement covering all the numerous facets of the fractional ownership market, from holiday homes and supercar clubs to fractional jets and yachts. *A slice of the high life* will be distributed within City AM on June 28<sup>th</sup> 2010.

With a readership approaching 350,000 and an average reader salary of over £87,000 (three times the national average), City AM is a perfect vehicle to distribute this publication, securing viewings from an ideal target audience for many fractional products.

The supplement will also be available at the Fractional Life Expo, in the heart of the City of London from September 13 to 15. Europe's only consumer fractional ownership exhibition features the best brands in the fractional real estate, jet, yacht, supercar and wine markets, and much more besides. And it is held in the heart of the City of London, the capital's financial district, where thousands of high net-worth individuals are increasingly coming to appreciate the advantages of the financially savvy and practical way of experiencing the luxury lifestyle that fractional ownership provides.

Held at Broadgate Event Venues (directly opposite UBS and Henderson Asset Management, amongst others), the Expo venue is within a five-minute walk of more than 150,000 high earning City workers.

The supplement will also be hosted on [www.fractionallife.com](http://www.fractionallife.com) which has been receiving record breaking web traffic for four months consecutively, attracting 1,668,236 visitors in March 2010, an average of 53,814 a day.

For more information and to view voxpops of the 2009 event log onto

<http://www.fractionallifeexpo.com>

To enquire about stand availability email [info@fractionallife.com](mailto:info@fractionallife.com) or call +44 (0)20 8340 7989

## **NOTES TO EDITORS**

### About Fractional Life

From a fractional jet to fractional real estate, [Fractional Life](#) is the number one consumer lifestyle brand dedicated to growing the fractional ownership marketplace. The company has 3 divisions: interactive, fractional conferences and exhibitions.

Dates:

2010

[Fractional Summit USA](#), August 31 – September 1 2010, InterContinental Hotel, Miami , USA

[Fractional Life Expo](#), September 13 - 15 2010, Broadgate Event Venues, London, United Kingdom

[Shared Ownership Fractional Summit Middle East](#), November 23 – 24 2010, The YAS Hotel, Abu Dhabi, UAE,

2011

[Fractional Summit Europe](#), February 17 - 18 2011, London Marriott, Grosvenor Square, London, United Kingdom

### About City AM

CityAM.com is the online presence of City A.M., London's first free daily business newspaper. Both platforms cover financial, business news as well as sport and contemporary lifestyle. The free daily newspaper is read by over 350,000 professionals throughout The City, Canary Wharf and other areas of high business concentration. The ABC figure for the audit period 01/03/10 – 04/04/10 is 102,813. Our readers are professionals, in full-time work and with an average salary of over £87,000 per annum - well over three times the national average. For further information, please see: <http://www.cityam.com/>

**ENDS**

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