



ADVERTISING
BRANDING
MARKETING

NEW YORK
14 East 33rd Street
New York, NY 10016
212-677-2500

SKYAD.COM

ZURICH RESORT ADVERTISING AND MARKETING PROGRAM



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ADVERTISING
BRANDING
MARKETING

NEW YORK 14 East 33rd Street, New York, NY 10016, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

NATIONAL & GLOBAL EXPOSURE ZURICH RESORT

SKY Advertising is excited to present to Douglas Elliman Real Estate * a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to the Zurich Resort development project.

Your strategic blueprint is composed of three layers: strategic print media to cast a wide net, impactful out of home advertising and digital products that are highly targeted to individuals looking for high-end living in Zurich.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to this unique and exciting property.

LET'S DO GREAT THINGS TOGETHER

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212-677-2671
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jimmy@skyad.com

Digital Offerings



DIGITAL

IMPRESSIONS CAMPAIGN

» CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, city or high income zip code, and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

» IMPRESS LOCALLY. IMPRESS GLOBALLY.

CAMPAIGN OVERVIEW
AND BUDGET

Campaign: Zurich Resort

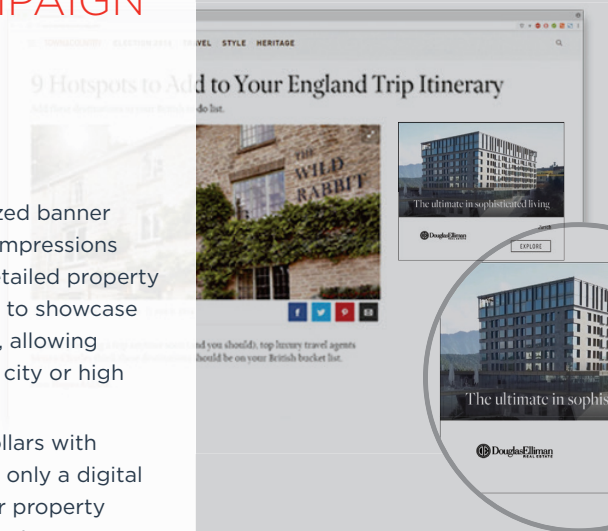
Flight Dates: January 2020 - June 2020

Impressions: 76,730,000 impressions

Clicks through to the website of your choice.



Minimum 3 month commitment



IMPRESSIONS PROGRAM TARGETING SITES

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

» GLOBAL

The
Economist

Bloomberg
Markets

Forbes

REUTERS

THE WALL STREET JOURNAL.

CNBC

» LOCAL

THE TIMES

The New York Times

Los Angeles Times

HOSPODÁŘSKÉ NOVINY

IHNED.cz

GULF NEWS

GULF TIMES



الرأيّة

profil



South China Morning Post

Franffurter Allgemeine

CORRIERE DELLA SERA

dS De
Standaard

البیان

DeMorgen.

derStandard.at

la Repubblica

FINANZ und
WIRTSCHAFT

РБК

البيان

Neue Zürcher Zeitung

THE IRISH TIMES

sueddeutsche.de

Коммерсантъ®

Telegraph.co.uk

nice-matin

De Telegraaf

Le Monde

Les Echos

الرأيّة

البيان

hket

香港經濟日報

Many more websites available for local to global targeting.

GEO TARGETING

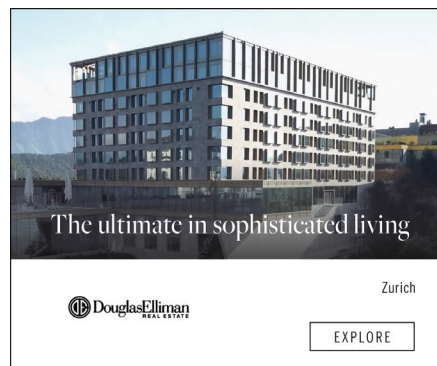
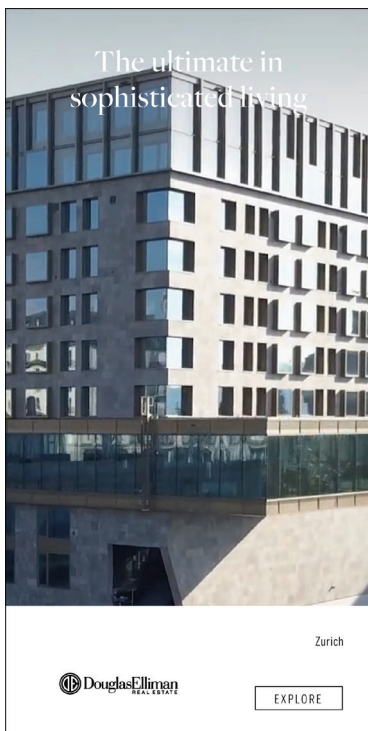
We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.



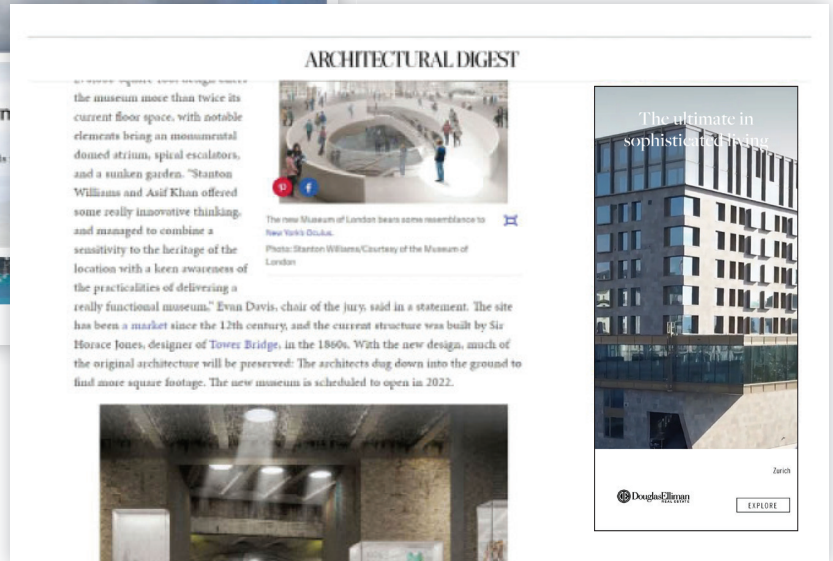
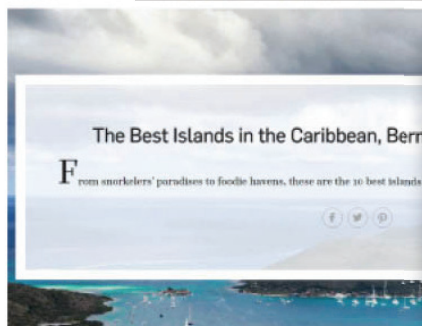
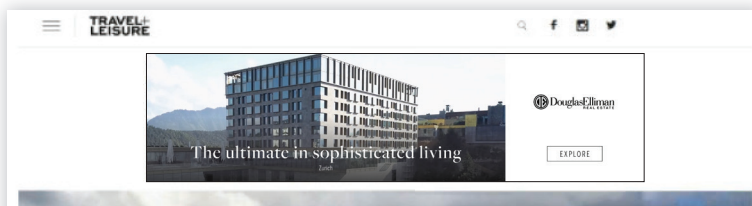
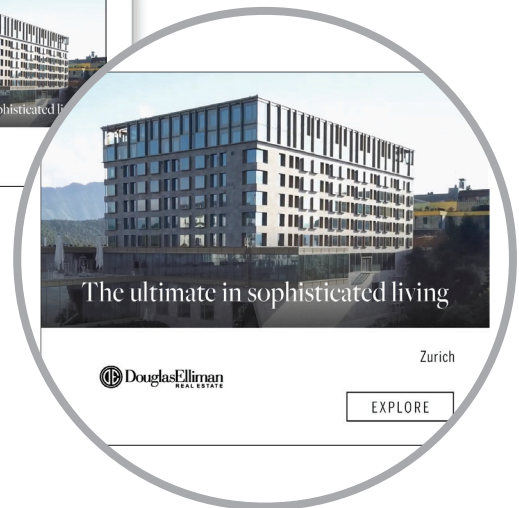
CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

Ad Units: 920x250, 728x90, 300x600, 300x250, or custom sizes.



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

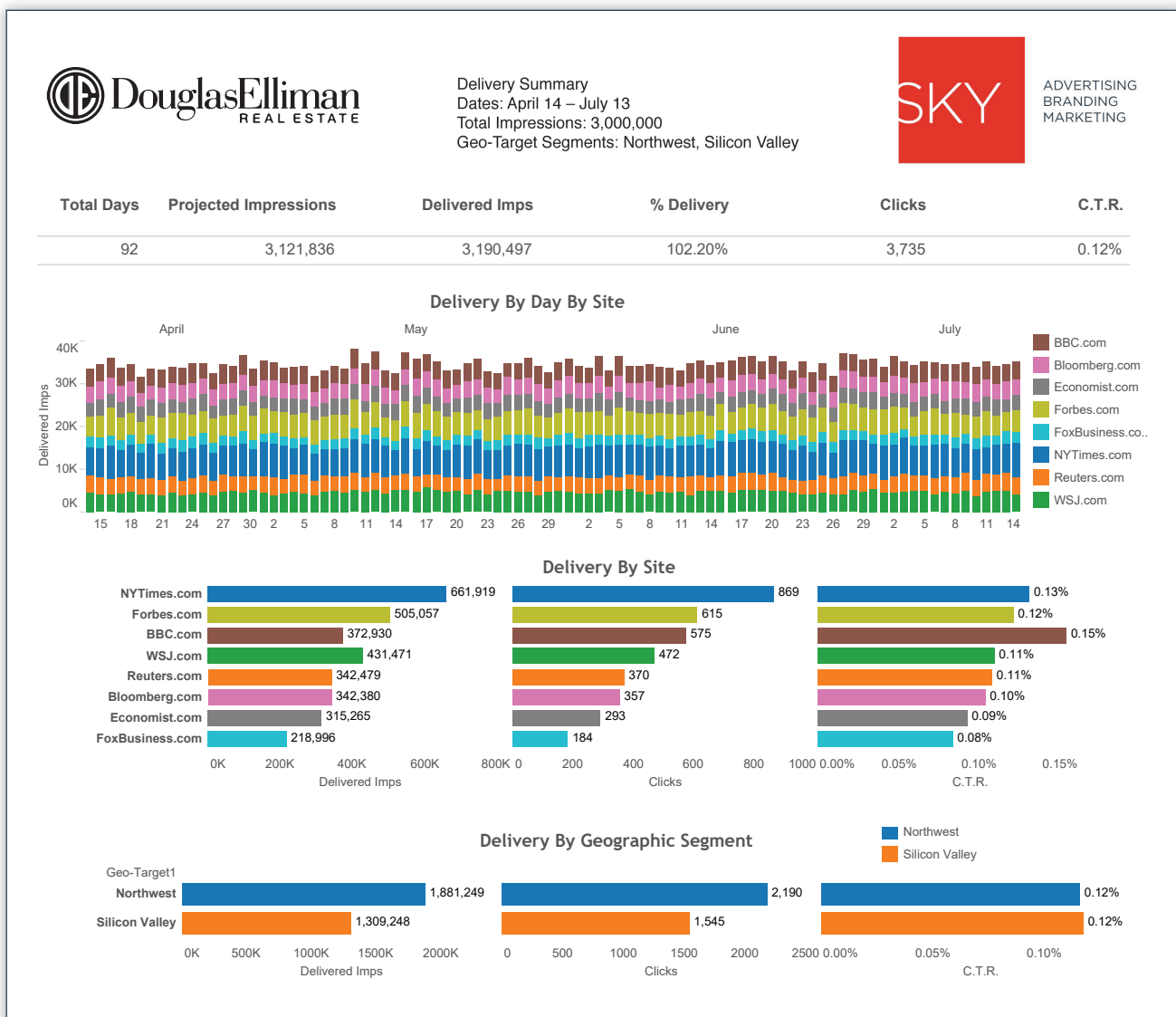


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it.

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

IMPRESSIONS PROGRAM SAMPLE REPORT



IMPRESSIONS SCHEDULING & PRICING

We have put together a comprehensive recommendation that provides a number of targeted segments that we can test across Paid Search (AdWords), Facebook and Banner Ads.

The six month program, beginning in the first week of January is scheduled to run for six months and deliver an estimated 76.7 million impressions across the target A35+ in the USA, Russia and Western Europe, Qatar and China.

- Behavioral Targeting 18,300,000
- Facebook 6,000,000
- Global Business Sites 13,770,000
- Local Targeting 37,590,000
- Paid Search 370,000
- Re-Targeting 700,000

» THE PRIMARY SEGMENTS INCLUDE:

- Banner Ads on premium business/finance websites targeting the leaders in the business and finance worlds that deliver strong traffic across the world due to their global business and finance focus
- Banners Ads targeting people identified by specific behaviors, including; actively planning a trip to Zurich, stay in 5 star hotels, fly first & business class, business travelers and luxury shoppers. These ads will only be shown to across a white list (the only websites that the ads can be shown on) containing the leading news and business sites in each target country, top global business, finance, news, travel and lifestyle websites
- Banners targeting top news/business sites in each of the target countries
- Facebook
- Paid Search (AdWords)
- Re-Targeting - Showing ads to people who have visited the website but not yet converted
-

» PAID SEARCH

The Paid Search (AdWord) keyword lists represent key terms surrounding the real estate based on location (Lucerne, Lake Lucerne, Bürgenstock and Zurich), dwelling type (residences, villas, apartments, condos and homes) and size (two-five bedrooms) in addition to key Bürgenstock Resort related terms. Based on ongoing analysis we add related terms, emphasize strong performing terms and remove under performing terms.

- | | |
|--|-------------------------------------|
| • spa hotel tirol | • andana spa zurich |
| • wellnesstag schweiz | • wandern und wellness schweiz |
| • arosa hotel spa | • swiss cottage spa |
| • spa lucerne | • luzern hotel bürgenstock |
| • spa alps | • switzerland spa break |
| • spa lucerna | • swiss deluxe hotels |
| • spa in austria | • Lake Lucerneapartments |
| • Lucerneapartments | • homes for sale Switzerland |
| • wellness schweiz angebote | • spa nice hotel |
| • the alpine palace new balance luxus resort | • Lake Lucernehomes |
| • Lucerne Switzerland Real Estate | • hotel luzern autograph collection |
| • switzerland hotel pool | • hotel spa suisse luxe |

- swiss hotel spa
- bürgenstock hotel lucerne
- spa hotels in lucerne switzerland
- resortapartments For Sale
- Lake Lucerne Switzerland condos
- Lake Lucerne Switzerland condos For Sale
- Lake Lucerne Switzerland homes
- Lake Lucerne Switzerland residences For Sale
- Lake Lucerne Switzerland villas
- Lake Lucerne Switzerland villas For Sale
- Lucerneapartments For Sale
- Lucernecondos
- Lucernecondos For Sale
- Lucernehomes
- Lucernehomes For Sale
- Lucerneluxury homes
- Lucerneluxury homes For Sale
- Lucerneluxury real estate
- Lucerneluxury real estate For Sale
- LucerneReal Estate
- LucerneReal Estate For Sale
- Lucerneresidence suites
- Lucerneresidence suites For Sale
- Lucerneresidences
- Lucerneresidences For Sale
- Lucernevillas
- Lucernevillas For Sale
- Lucerne Switzerland apartments
- Lucerne Switzerland villas
- Lucerne Switzerland villas For Sale

» KEY MEASUREMENT METRICS

(KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions

» REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.

IMPRESSIONS SCHEDULE

		January				February				March				April				May				June					
Media	Geo-Target	05	12	19	26	02	09	16	23	01	08	15	22	29	05	12	19	26	03	10	17	24	31	07	14	21	Impressions
Global Business Finance Sites																											
Economist.com	All																										1,800,000
Bloomberg.com																											2,700,000
WSJ.com																											2,400,000
Forbes.com																											2,700,000
Reuters.com																											2,200,000
CNBC.com																											1,970,000
Behavioral Targeting																											
Trips to Zurich	All (minus Switzerland)																										4,000,000
5 Star Hotels	All																										3,800,000
First Class	All																										3,500,000
Business Travelers	All																										4,000,000
Luxury Shoppers	All																										3,000,000
Local Targeting																											
profil.at	Austria																										900,000
derstandard.at																											800,000
standaard.be	Belgium																										1,000,000
demorgen.be																											900,000
hket.com	China/Hong Kong																										1,900,000
SCMP.com																											1,800,000
hn.ihned.cz	Czech Republic																										700,000
LeMonde.fr	France																										1,500,000
LesEchos.fr																											1,400,000
sueddeutsche.de	Germany																										1,600,000
faz.net																											1,500,000
irishtimes.com	Ireland																										1,700,000
corriere.it	Italy																										1,150,000
repubblica.it																											1,200,000
Nicematin.com	Monaco																										900,000
Telegraaf.nl	Netherlands																										1,400,000
raya.com	Qatar																										900,000
gulf-times.com																											1,000,000
rbc.ru	Russia																										1,600,000
kommersant.ru																											1,500,000
okaz.com.sa	Saudi Arabia																										1,170,000
GulfNews.com																											1,250,000
nzz.ch	All																										1,500,000
fuw.ch																											700,000
GulfNews.com	UAE																										1,250,000
albayan.ae																											1,150,000
NYTimes.com	United States																										1,170,000
LATimes.com																											1,250,000
Telegraph.co.uk	UK																										1,500,000
thetimes.co.uk																											1,300,000
Facebook																											
Facebook	All																										6,000,000
Retargeting																											
Retargeting	All																										700,000
Paid Search																											
Paid Search	All																										370,000

76,730,000

SOCIAL MEDIA CONTENT

Deliver meaningful and engaging content with a purpose-driven strategy and resourceful creativity for development projects that are in varying phases of the sales cycle.

Develop and execute content-based strategies to identify and chart sustainable paths to deliver both created and curated material that support social media channels, related ad buys, and interactions with online consumers.

» Option 1: Single-Channel (English)

- 4-5 posts/week across: mix of Property Build Details / Property Features / Region and Destination Features / Health & Wellness Content / Personal Stories (building on existing audience experience and engagement such as #BMoments)
- 3-4 videos/month (using provided footage plus stock assets) (average: 24 videos)
- Monthly Blog Post (6 posts)
- Live Engagement: For example, Monthly 10-minute Streaming Live Q+A Event dependent on access to on-location team/staff

» Option 2: Two-Channel (English)

- 4 posts/week across: mix of Property Build Details / Property Features / Region and Destination Features / Health & Wellness Content / Personal Stories (building on or evolving existing audience experience and engagement such as #BMoments)
- 2-3 videos/month (using provided footage plus stock assets) (average: 24 videos)
- Monthly Blog Post (6 posts)

» Option 3: Three-Channel (English)

- 3 posts/week across: mix of Property Build Details / Property Features / Region and Destination Features / Health & Wellness Content / Personal Stories (building on existing audience experience and engagement such as #BMoments)
- 2 videos/month (using provided footage plus stock assets) (average: 24 videos)
- Monthly Blog Post (6 posts)

PRICE: \$10,000/PER MONTH

Development Facebook Profile :

<https://www.facebook.com/development/>

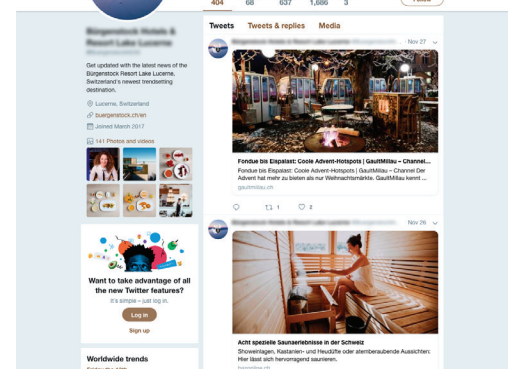
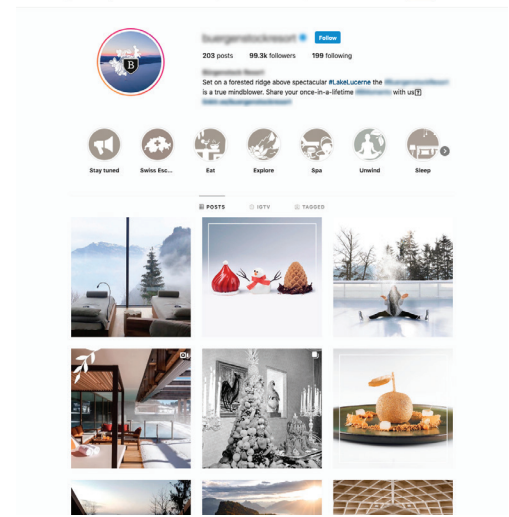
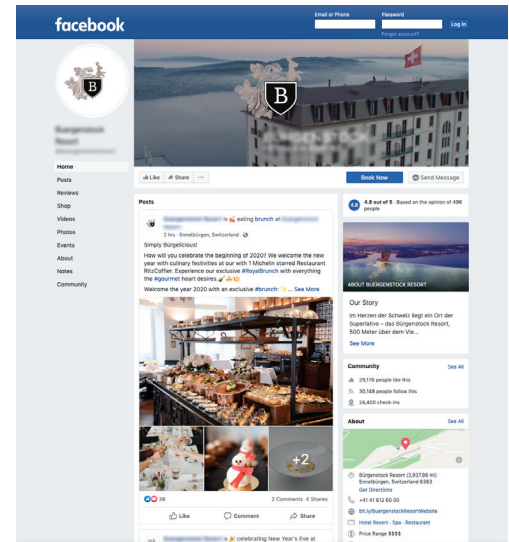
Development Instagram Profile :

<https://www.instagram.com/development/>

Development Twitter Profile :

<https://twitter.com/development>

Estimate does not include any additional costs of acquiring stock assets, footage, and music license which are subject to approval.



JUWAI.COM

» GLOBAL NEW DEVELOPMENTS (POST-CONSTRUCTION)

- 12 month Campaign
- Property Translations (150 English words)
- 20 Photos / Property
- 2 Floor Plans / Property
- Chinese Company Page
- Company Profile Translated (150 English words)
- 5 Sub-Agent Profile Pages (150 English words translated)
- Chinese Mobile Site
- Link to your company website
- Hosting behind China's Great Firewall
- Chinese social media & mobile channel integration
- Access to Juwai China market research
- Mandarin Mapping
- Metric & currency conversion



Global New Development listings also appear in the main juwai.com channel with "Feature Listings" status above Standard Listings.

COST: \$2,300
Global



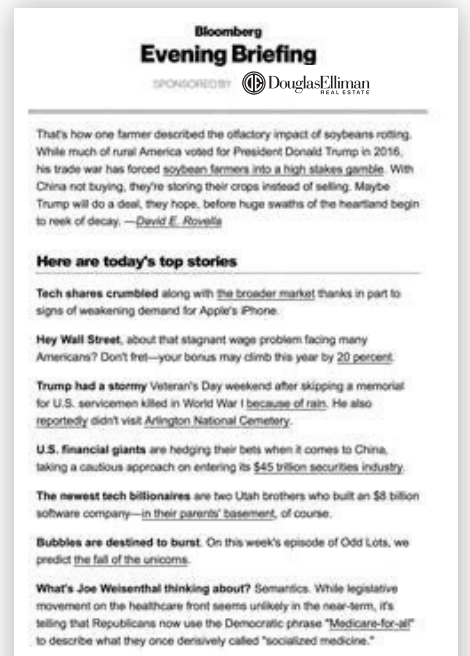
» BLOOMBERG MARKETS E-NEWSLETTERS

Evening Briefing e-Newsletter

An afternoon briefing with the biggest stories of the day.

PRICE: \$6,500

- Subscribers: **306,443**
- Open Rate: **37%**
- Frequency: **Daily**



Sponsored by  Douglas Elliman
REAL ESTATE

Private Island Estate

Located on an exceptional beachfront, this villa graces the sunset-facing beach of the exclusive private island resort's estate shoreline. Three bedrooms, three and one half baths, on over two acres with 220 ft. of frontage

www.privateislandestate.com

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Located on an exceptional beachfront, this villa graces the sunset-facing beach of the exclusive private island resort's estate shoreline. Three bedrooms, three and one half baths, on over two acres with 220 ft. of frontage

www.privateislandestate.com

» CHIEF EXECUTIVE

Chief Executive reaches top decision makers running companies that generate 68.3% of US GDP totaling \$22.3 trillion. CE reaches most CEOs running enterprise over \$50M. By engaging in CE marketing products comes the rare ability to precision-target the CEO community with the most comprehensive database available anywhere on decision makers at U.S. large and mid-market companies.

Chief Executive

ROS Banner Advertising

Display ad sizes: 300 x 600, 300 x 250, 728 x 90.

PRICE: \$4,425 FOR 50K IMPRESSIONS
over the course of 2 -3 months

CORPORATE BOARD MEMBER

For nearly 20 years, CBD has been the market leader on public board education. Now part of Chief Executive Group, CBD offers an independent platform with unprecedented access to a highly engaged community of more than 28,000 public company directors, general counsel and corporate secretaries. Corporate Board Member is the only outlet to reach EVERY S&P 500 and Russell 2000 company.

ROS BANNERS: \$4375
50,000 IMPRESSIONS



DECANTER E-NEWSLETTER

Decanter.com is the world's leading online source for up-to-date information on fine wine with a passionate and active following of international wine enthusiasts numbering 540,000 users per month and 1.2 million page views.

- 21,000 daily subscribers
- 28,000 weekly subscribers

Decanter

PRICE: \$585

» JAMESEDITION.COM

E-Newsletter

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer. With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury. Upgrade your listings for increased visibility to capture the attention of the UHNW.

TOP POSITIONING: \$750

The screenshot displays the JamesEdition.com homepage, which is a global marketplace for luxury goods. The site features a navigation bar with categories like 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stores', and 'Sell'. Below the navigation bar, there are several featured listings:

- Most Popular:** A grid of luxury items including a Ferrari 488 GTB, a Chevrolet Corvette, a stunning villa in Ibiza, Spain, and a Ram 2500 pickup truck.
- James Spotting:** A section highlighting a 'Two Level Duplex On Palmiraish Ponds'.
- Rich List:** A section featuring a 'DOUBLE DOWN 214' Codecasa 2010/20...' yacht.
- Featured Agent:** A profile for Nick Swinburne, an established licensed REALTOR with over a decade of real estate experience.

The bottom section of the page is titled 'Find luxury Real Estate and Homes for sale' and includes a search bar and a grid of featured luxury properties, such as 'THE PENTHOUSES AT GOLDEN PEAK' and 'Stunning Sherwood...'.

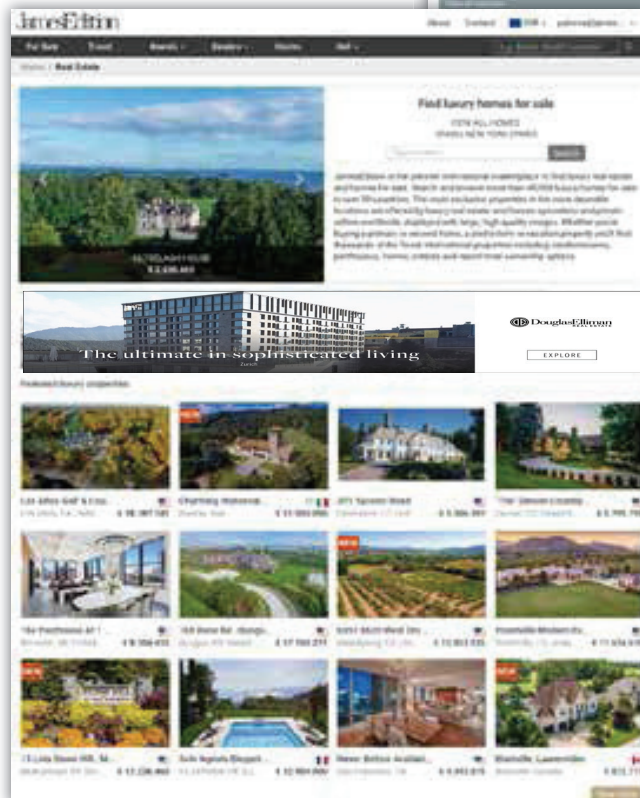
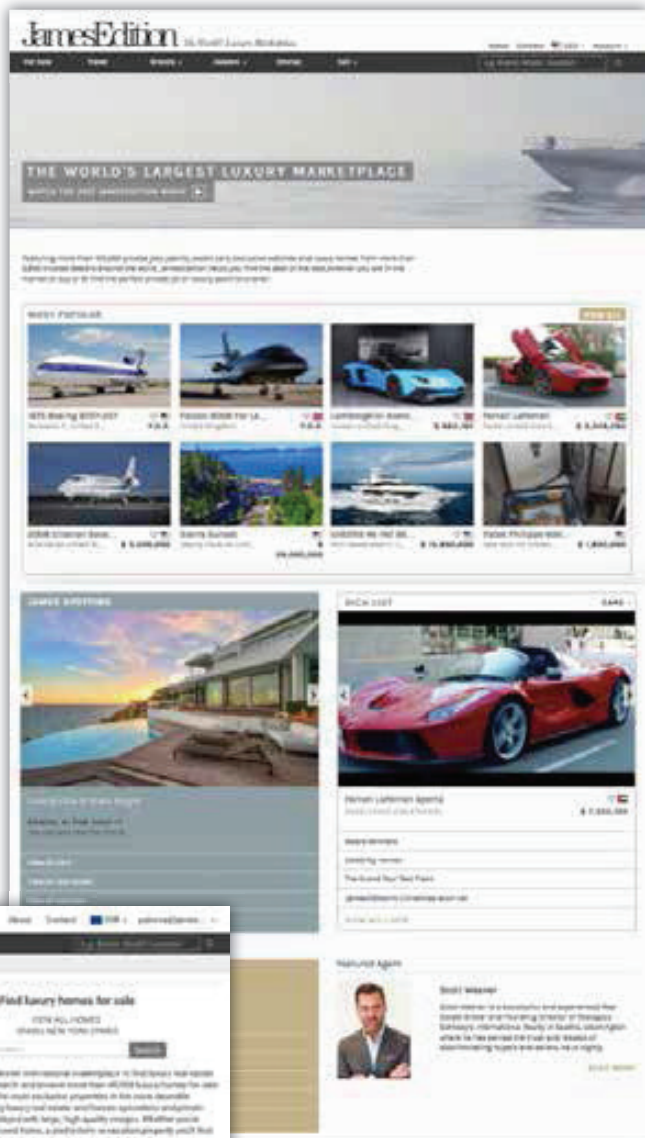
» JAMESEDITION.COM

PROPERTY UPGRADES

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer. With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

Upgrade your listings for increased visibility to capture the attention of the UHNW.

HERO SLIDER \$325 FOR 7 DAYS

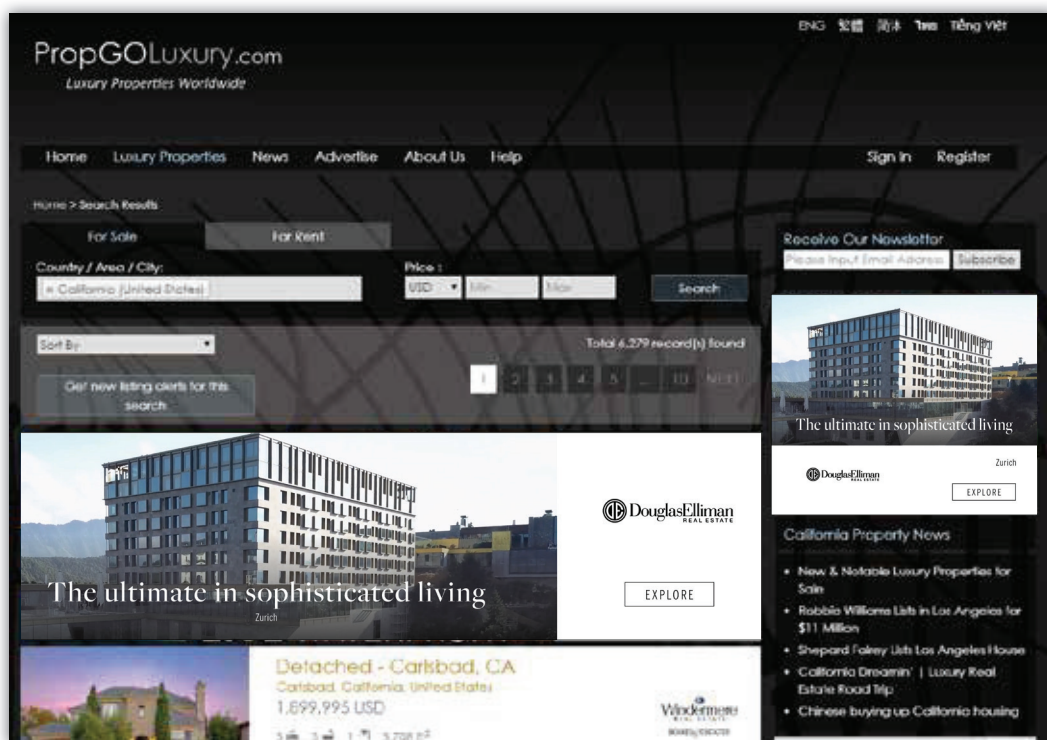


» PROPGOLUXURY.COM

PropGOLuxury.com is the leading global luxury real estate site serving affluent English and Chinese audiences that allows users to search for luxury homes based on price and location. It offers the most effective way to reach luxury property buyers, including China's large and rapidly growing international property buyer demographic. The banner display ad for your listing receives 100,000 impressions on the homepage and the search results page.

PropGOLuxury.com

PRICE: \$575



» PROPGOLUXURY.COM

Prop Go Luxury Featured Developer Packages

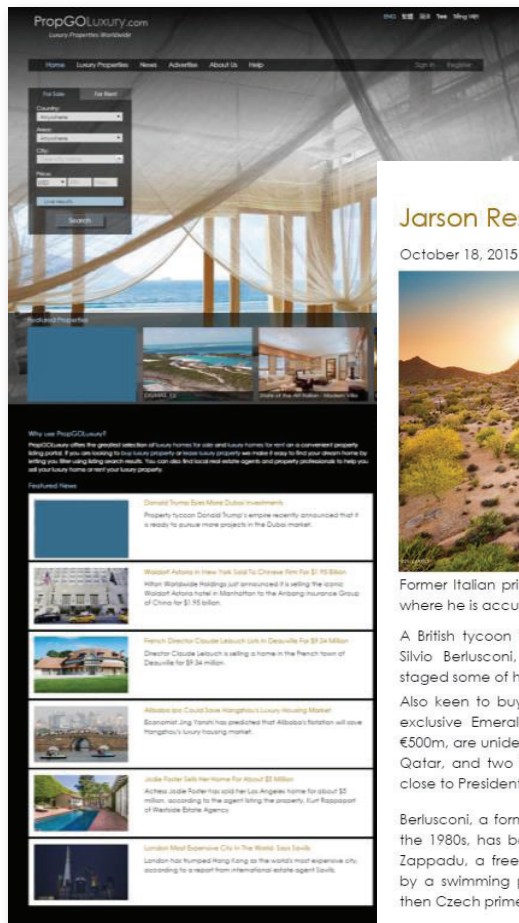
PropGO Luxury has access to a powerful distribution network giving clients maximum exposure to elite property consumers across multiple channels. This means advertisers can reach an aggregate audience of over 20,000,000 luxury property consumers each month.

1 Month Splash Campaigns can help developers get the word out on their properties through a multi-media campaign that includes native content, a home page banner and email reach.

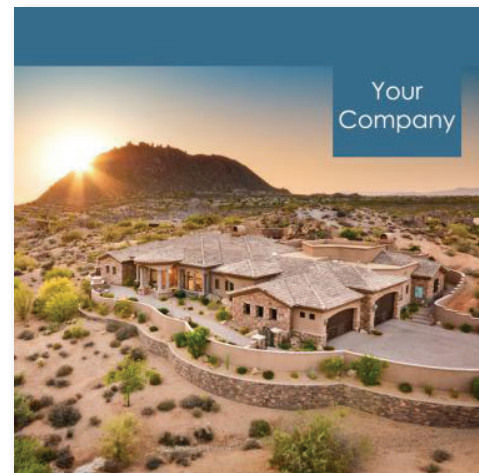
Packages include 1 Featured Article, 1 Home Page Featured Banner and an email deployment campaign.

PRICE: \$12,970

for China Focused Campaign



PropGOLuxury.com

**Arizona Villa on Sale**

Arizona rapahoa: Nīnēnīnīcīhēhē'[[14] is the capital and most populous municipality of the U.S. state of Colorado. As of 2014, county in Colorado. Denver is 'alley on the western edge of the ange of the Rocky Mountains. The id immediately east of the he South Platte River, approxi- sothills of the Rocky Mountains. n City because its official 0 ft or 1,610 m) above sea level. r cities in the United States.[9] The i, the longitudinal reference for irectly through Denver Union

city by the Globalization and ith a 2014 estimated population of 'most populous U.S. city.

Jarson Residence in Arizona

October 18, 2015



Former Italian prime minister Silvio Berlusconi is selling the estate where he is accused of hosting a series of sex parties.

A British tycoon has put in a bid for the Sardinian villa where Silvio Berlusconi, the former Italian prime minister, allegedly staged some of his bunga-bunga parties.

Also keen to buy the 27-bedroom Villa Certosa on the island's exclusive Emerald Coast, whose price is estimated at up to €500m, are unidentified princes and emirs from Saudi Arabia and Qatar, and two Russian billionaires, one of whom is reportedly close to President Vladimir Putin.

Berlusconi, a former property developer who bought the villa in the 1980s, has been trying to sell it since 2008 when Antonello Zappadu, a freelance photographer, snapped topless women by a swimming pool alongside a naked Mirek Topolanek, the then Czech prime minister.

Share:   

» BOAT INTERNATIONAL E-NEWSLETTER

For more than 30 years, *Boat International* has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (*Boat International* and *Boat International US Edition*) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- **Circulation US:** 25,600
- **Average Net Worth:** \$35.9 million

E-NEWSLETTER: \$640



No Images? [Click here](#)

BOAT

BOAT BRIEFING

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

LATEST BROKERAGE NEWS

Benetti *Harmony III* listed for sale with Fraser

READ MORE

Benetti *Ruffi E* now for sale with Northrop & Johnson and Denison

READ MORE

€2M price drop on Codecasa *Regina d'Italia II* with Edmiston & Company

READ MORE

\$1M price cut on 50 metre *Trinity La Dea II* with IYC

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LATEST YACHT NEWS

New 60 metre Amels 200 motor yacht sold

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Lürssen's 130 metre+ Project Lightning pictured on sea trials

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Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus

READ MORE

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

» YACHT AND YACHTING E-NEWSLETTER

Yachts & Yachting has been essential reading for sailors with a passion for competitive racing since its launch in 1947. Each issue is filled with advice from sailing experts covering every aspect of the racing scene, from dinghies to keelboats and sailing techniques to gear tests. Yachts and Yachting is recognized the world over as essential reading for anyone with a passion for competitive sailing. Boasting a unique heritage that both inspires and informs its readers. Yachts and Yachting reports directly from the cutting edge of the sport.

- **Subscribers:** 70,000
- **Male / Female:** 78% / 22%
- **Average Age:** 38
- **Frequency:** Monthly
- **Average HHI:** \$410,000
- **Average Open Rate:** 22 - 25%
- **Average Click-through Rate:** 2% - 8%

PRICE YACHTS & YACHTING: \$650

**YACHTS
& YACHTING**



» SAILING WORLD E-NEWSLETTER

Sailing World connects the community of racing sailors through words and images across several mediums. It explores a sailor's passion and showcases their lifestyle, destinations and technology. It links knowledge-hungry participants to the sport's top experts, providing unrivaled instructional content. Sailing World's audience comprises of sailors who are actively researching the newest gear, techniques and how-to information.

- **Subscribers:** 20,000
- **Male / Female:** 93% / 7%
- **Average HHI:** \$712,000
- **Frequency:** Weekly
- **Average Open Rate:** 28.93%
- **Average Click-through Rate:** 20.3%

PRICE: \$600



SAILING WORLD

07/24/2019



Fragomen's Interlodge Is Best of Block

After a first-race stumble early in the week, Austin and Gwen Fragomen's Interlodge team regrouped and ended Block Island Race Week with overall honors as the regatta's top boat.



Adult Summer Camp's New Home

The Pacific Northwest's once-glorious race week relocates to start a new life.



» CRUISING WORLD E-NEWSLETTER

Cruising World is your go-to site and magazine for the best sailboat reviews, live-aboard sailing tips, chartering tips, sailing gear reviews and more. Their weekly editorial e-newsletter delivers editorial content and industry trends, providing their marketing partners the opportunity to deliver your message alongside relevant content.

- **Subscribers:** 50,000
- **Male / Female:** 72% / 28%
- **Average Age:** 44
- **Frequency:** Weekly
- **Average HHI:** \$420,000
- **Average Open Rate:** 23.2%
- **Average Click-through Rate:** 18.68%

PRICE \$1,400



AND ENTER TO WIN \$1,000 [CLICK HERE](#)

CRUISING WORLD

07/24/2019

Georgia Still Grappling with Anchoring Issues
Discussions continue as cruisers raise issues with Georgia's new laws.

Spiced Mango Jar Cakes
This no-bake tropical treat is a perfect dessert for when you have an abundance of mangoes.



Print Offerings



» THE NEW YORK TIMES INTERNATIONAL EDITION

The New York Times International Edition is a sophisticated and comprehensive daily report for opinion leaders and decision makers around the world. The mission of the *New York Times International Edition* is to enhance the global community by creating, collecting and distributing high-quality news and entertainment. Its readers have levels of income and investment that can hardly be described as average; much like the newspaper they enjoy reading, these levels reflect their highly mobile and affluent status. *New York Times International Edition* readers are people whose tastes tend toward the deluxe, leading active and upscale lifestyles.

- **Circulation:** 214,775
- **Geographic distribution:** Europe, Asia, Pacific, Middle East, N. Africa, Americas
- **Readership:** 421,373
- **Male / Female ratio:** 76% Male / 24% Female
- **Average household income:** \$367,700
- **Median age:** 55

HALF PAGE: \$8,500

Global



» BLOOMBERG MARKETS

Bloomberg Markets is the highly-read magazine of the “Global Financial Elite,” serving 96% of *Bloomberg Terminal* subscribers including banks, brokerages, hedge funds, government agencies and other arms of the financial industry. Readers are ultra-affluent and influential; they take the lead in decision-making and are among the first to buy new products or services. Market readers are professional global citizens who live the ultimate luxury lifestyle driven by their discerning tastes and exclusive experiences. Our cooperative advertisement is an impactful, two page - full color insert reaching over 382,473 international hedge fund and finance professionals.

- **Circulation:** 382,473
- **Geographic distribution:** Global
- **Male / Female ratio:** 78% / 22%
- **Average household income:** \$408,426
- **Median age:** 45

Global



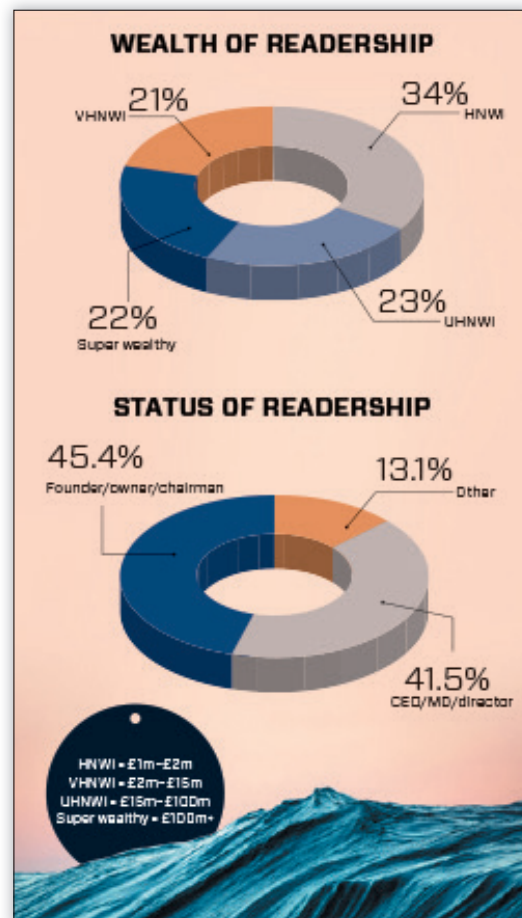
» BOAT INTERNATIONAL

For more than 30 years, *Boat International* has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (*Boat International* and *Boat International US Edition*) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWs, with a combined wealth of \$3.74 trillion.

- **Circulation US:** 25,600
- **Average Net Worth:** \$35.9 million

FULL PAGE: \$6,900





» FINANCIAL TIMES

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone “House & Home” section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world’s only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- **Circulation:** 214,131
- **Geographic distribution:** Global
- **Readership:** 1,993,418
- **Male / Female ratio:** 86% Male / 14% Female
- **Average household income:** \$338,000
- **Median age:** 51

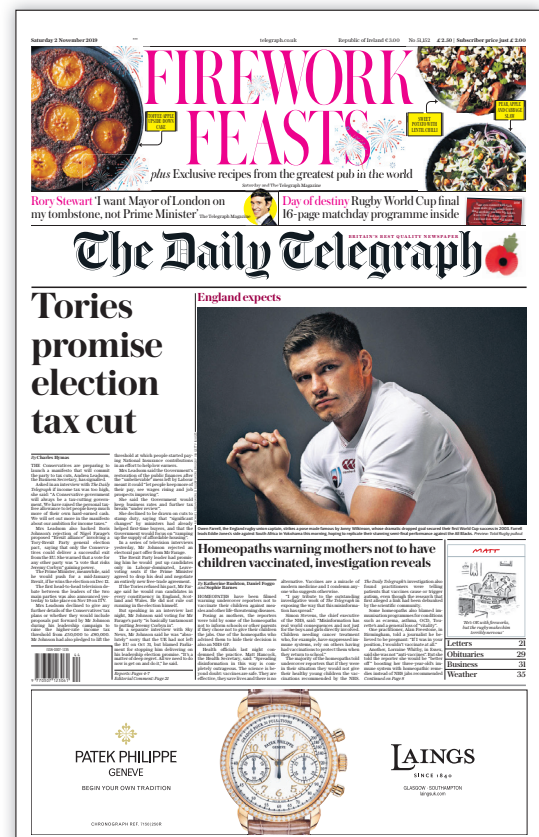
HALF PAGE, COLOR: \$8,000
Global

» THE DAILY TELEGRAPH

The Telegraph, is a national British daily broadsheet newspaper published in London by Telegraph Media Group and distributed across the United Kingdom and internationally. The Telegraph has been described as a “newspaper of record” and has generally had an international reputation for quality, having been described as “one of the world’s great titles”. The paper’s motto, “Was, is, and will be”, appears in the editorial pages and has featured in every edition of the newspaper since April 19, 1858.

Reach Britain’s top households via the Sotheby’s International Realty tabloid inserts in The Daily Telegraph’s Saturday edition distributed in Central London’s highest net worth neighborhoods. Telegraph readers are more likely to own a primary home PLUS a second home either in the UK or abroad and are 48% more likely to sell and purchase in the next 12 months.

- **Circulation US:** 50,000



THE SUNDAY TIMES OF LONDON
AND IRELAND

» THE SUNDAY TIMES OF LONDON

The Sunday Times is one of the best-known titles in the world and the UK's highest circulation quality Sunday paper. It is renowned for its world class investigative journalism, the authority of its opinion pages, indispensable news and business coverage and the breadth and depth of its features. Including HOME, the pre-eminent, award winning national property supplement delivered weekly with The Sunday Times. Advertisers including estate agents, developers, retailers, architects and designers use HOME to drive enquiries to their teams and help readers to make the best decision on how to spend their money.

- **Circulation:** 722,197
- **Geographic distribution:** UK
- **Male/female:** 55%/45%

» THE SUNDAY TIMES,
IRELAND EDITION

Now an established and widely-read section in The Sunday Times, Ireland Edition, the Move Residential Property Supplement has differentiated itself from the property supplements of competing Irish newspapers. Move has become an essential manual for modern life. From City Slicker to Millionaires' Row, we choose the best properties. Trusted editorial from expert columnists such as Lorcan Sirr, Aran Brazil and editor Linda Daly provide insight into issues around the housing market. From interviews with the people behind the properties, insights on current market conditions and home hunter's dilemmas to interiors and gardening, Move offers a balanced and rounded approach to residential property.

- **Circulation:** 75,000
- **Geographic distribution:** Republic of Ireland
- **Male/female:** 50%/50%

QUATER PAGE: \$3,500



» TATLER ASIA

Established in 1977 with the launch of Hong Kong Tatler, the Asia Tatler magazines do not just chronicle society, they define it – the people, the places, the events, the objects. They connect high society and the most influential people in eight Asian markets, a readership that shapes opinions and trends. The sophistication of the Tatler brand is matched by award-winning design and stylish photography on both print and digital platforms, as well as creative events services.


8 print editions around Asia

- **Total readership:** 2.2 Million Readers
 - **Hong Kong:** 174,925
 - **Indonesia:** 325,000
 - **Mainland China:** 822,500
 - **Malaysia:** 70,170
 - **Philippines:** 158,006
 - **Singapore:** 80,000
 - **Taiwan:** 175,000
 - **Thailand:** 411,424
- **Male:** 48%
- **Female:** 52%
- **Average Household Income:** US\$11,600,000

FULL PAGE: \$18,582


OPENING SPRING 2020

LUXURY RESIDENCES | DALLAS ARTS DISTRICT



The Ultimate in Sophisticated Living

HALL Arts Residences offers the perfect blend of art and living with an exclusive collection of up to 48 luxury homes in the heart of the Dallas Arts District, featuring interior design by AD100 Honoree Emily Summers.

 **Douglas Elliman**

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Out Of Home



OUT OF HOME

There are many additional outlets for marketing the Zurich Resort beyond digital and print advertising. SKY can work with your team to help execute these ideas.

» AIRPORTS AND TRANSIT

Airports offer a wide variety of advertising platforms and the regional airports and other transit hubs can be good options to reach your audience.

PRICING: TBD

» ZURICH AIRPORT

Zurich Airport has a range of technologies, from high-quality backlit panels to exclusive branding zones and mega-posters, to create solutions tailored to any target group.

Affluent, time-poor travellers are choosy about the media they consume. More than half of all passengers spend between 30 and 90 minutes in the airport. We can engineer the most effective meetings between your development and your audience, utilizing a range of media:

- 1 Branding zones
- 2 Seamless advertising
- 3 Mega-posters
- 4 Baggage trolleys
- 5 Conventional media: F12 and F200
- 6 ad-e-motion
- 7 Flight Information Media
- 8 Baggage Claim Me

Zurich Airport offers new, creative and engaging ways to connect with people when they are departing and arriving. An enhanced experience for people on the move.



OUT OF HOME

» LUFTHANSA MEDIA

Be one step ahead of your competitors and secure a high level of efficiency through direct contact with an exclusive target group. Passengers on board Lufthansa are highly quality conscious and have a strong interest in consumer goods. As top decision-makers and multipliers from business, they have a keen interest to buy in the premium and luxury segments.

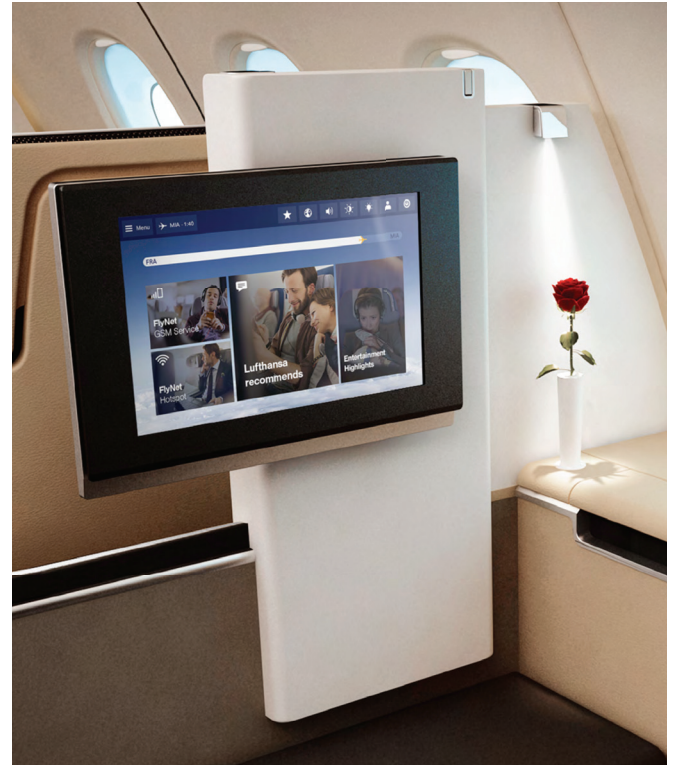
Advertising Reach:

- Fleet of more than 350 Aircraft
- More than 250 destinations in 77 countries
- Average 5.8 million passengers per month

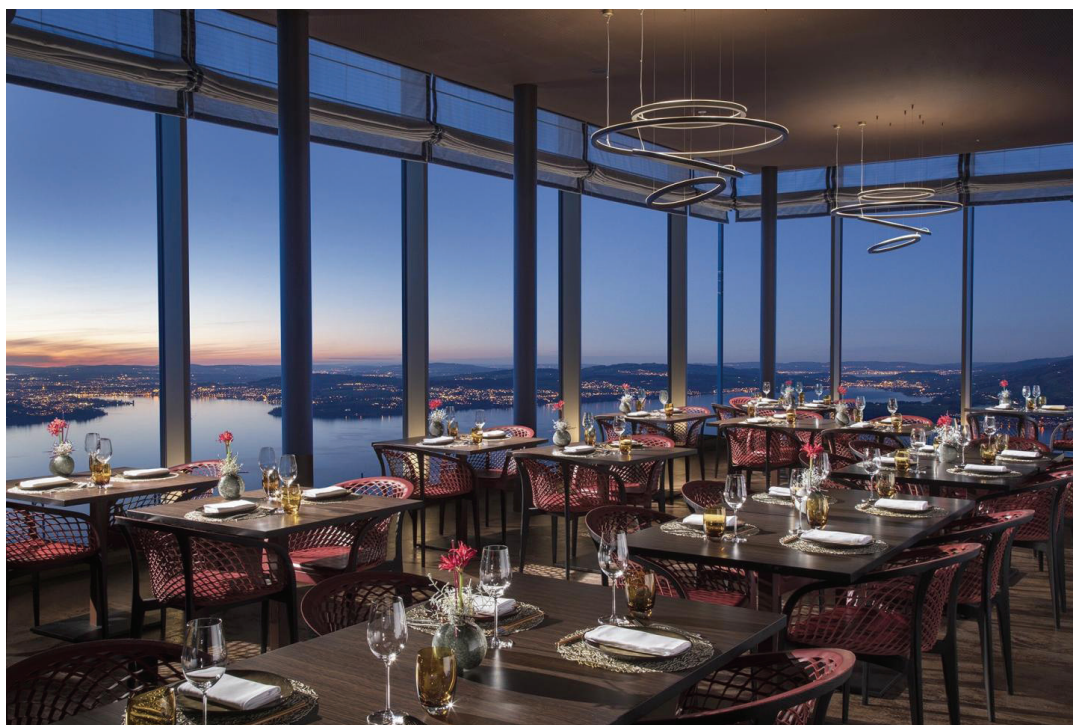
Lufthansa was awarded Gold in the category 'Best Airline for Business Travelers in Germany and Europe' and ranked 'Best Airline in Europe' for the third time in a row.

Create a comprehensive marketing campaign through Lufthansa's wide range of media options which include:

- In-Flight Entertainment
- Business Lounge Screen
- Lufthansa On-Board Magazine
- Lufthansa Exclusive – Mailed to Frequent Fliers and Senators
- Lufthansa Mobile App



Circulation/Distribution/Reach



CIRCULATION/DISTRIBUTION/REACH 2020

Media	Circulation
DIGITAL	
Million Impressions*	76,730,000
Juwai.com	
New Developments	30,800,000
Bloomberg Markets e-Newsletter	
Evening Briefing	1,838,658
Chief Executive ROS banner ads	100,000
Corporate Board Member ROS banner ads	100,000
Decanter E-Newsletter	294,000
JamesEdition	
e-Newsletter	216,000
Hero Slider	1,050,000
Propgoluxury.com - Regional Home Page	750,000
Propgoluxury.com - Development Package	20,000,000
Yachting E-newsletter	
Boat International	153,600
Cruising World	300,000
Sailing World	120,000
Yachts & Yachting	420,000
PRINT	
The New York Times International Edition	1,288,650
The New York Times International Edition	429,550
Bloomberg	764,946
Boat International	
International issue	51,200
Financial Times	1,284,786
Financial Times	1,284,786
London Telegraph	206,812
The Sunday Times of London and Ireland	4,333,182
The Sunday Times of London and Ireland	4,333,182
Tatler Asia	
China	1,645,000
OUT OF HOME	
Zurich Airport	TBD
Lufthansa Airline	TBD
Swiss Air	TBD
GRAND TOTAL	148,494,352

Schedule and Pricing



PROPOSED MEDIA SCHEDULE & PRICING 2020

Media	Ad Description	January	February	March	April	May	June	Media Total
DIGITAL								
Million Impressions*	Digital Banner Program	\$ 39,940.00	\$ 39,940.00	\$ 39,940.00	\$ 39,940.00	\$ 39,940.00	\$ 39,940.00	\$ 239,640.00
	Targeting - USA, Russia and Western Europe, Qatar and China							
	Content Creation	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 60,000.00
Juwai.com								
New Developments	Existing Developments Chinese Website		\$2,300			\$2,300		\$ 4,600.00
Bloomberg Markets e-Newsletter								
Evening Briefing	Evening Briefing	\$ 6,500.00	\$ 6,500.00	\$ 6,500.00	\$ 6,500.00	\$ 6,500.00	\$ 6,500.00	\$ 39,000.00
Chief Executive ROS banner ads	50K impressions 2-3 months		\$4,425			\$4,425		\$ 8,850.00
Corporate Board Member ROS banner ads	50K impressions 2-3 months		\$4,375			\$4,375		\$ 8,750.00
Decanter E-Newsletter	Wine	\$ 585.00	\$ 585.00	\$ 585.00	\$ 585.00	\$ 585.00	\$ 585.00	\$ 3,510.00
JamesEdition								
e-Newsletter	e-Newsletter	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 4,500.00
Hero Slider	Real Estate Page Large Slider	\$ 325.00	\$ 325.00	\$ 325.00	\$ 325.00	\$ 325.00	\$ 325.00	\$ 1,950.00
Propgoluxury.com - Regional Home Page	Regional Home Page 125K impressions	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	\$ 3,450.00
Propgoluxury.com - Development Package	Development Package			\$ 12,970.00				\$ 12,970.00
Yachting E-newsletter								
Boat International	Boat International	\$ 640.00	\$ 640.00	\$ 640.00	\$ 640.00	\$ 640.00	\$ 640.00	\$ 3,840.00
Cruising World	Cruising World	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 8,400.00
Sailing World	Sailing World	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 3,600.00
Yachts & Yachting	Yachts & Yachting	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 3,900.00
PRINT								
The New York Times International Edition	1/2 page	\$ 8,500.00	\$ 8,500.00	\$ 8,500.00	\$ 8,500.00	\$ 8,500.00	\$ 8,500.00	\$ 51,000.00
The New York Times International Edition	Exclusive Pricing		\$ 1,140.00			\$ 1,140.00	\$ 1,140.00	\$ 2,280.00
Bloomberg	Exclusive Pricing	\$ 2,475.00			\$ 2,475.00			\$ 4,950.00
Boat International								
International issue	Full Page		\$ 6,900.00				\$ 6,900.00	\$ 13,800.00
Financial Times	1/2 page	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 48,000.00
Financial Times	Exclusive Pricing	\$ 2,085.00	\$ 2,085.00	\$ 2,085.00	\$ 2,085.00	\$ 2,085.00	\$ 2,085.00	\$ 12,510.00
London Telegraph	2 Page Spread - Takeover		\$ 1,120.00				\$ 1,120.00	\$ 2,240.00
The Sunday Times of London and Ireland	1/4 Page	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 21,000.00
The Sunday Times of London and Ireland	Exclusive Pricing	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 4,500.00
Tatler Asia								
China	Full Page		\$ 18,582.00				\$ 18,582.00	\$ 37,164.00
OUT OF HOME								
Zurich Airport	Airport							
Lufthansa Airline	Airline & Lounge					\$180,000		\$ 180,000.00
Swiss Air	Airline & Lounge							
TOTAL								\$ 784,404.00

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Pricing is Subject to Change