



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
212-677-2500

SKYAD.COM

9 Sedgwick Drive
Advertising and
Marketing Program

ENGEL&VÖLKERS®

Table of Contents

03 INTRO

04 DIGITAL

- 05 Impressions Campaign
- 11 Comprehensive Digital
- 12 Smart Solutions Eblast
- 13 Chicago Tribune
- 14 Elite Traveler
- 15 JamesEdition.com
- 19 LA Times
- 20 WSJ.com

22 PRINT

- 23 The Wall Street Journal
- 25 The New York Times
- 26 Vanity Fair
- 27 Financial Times
- 38 GQ

29 Schedule, Pricing & Reach

- 30 Media 2023-2024



NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

National & Global Exposure 9 Sedgwick Drive

SKY Advertising is excited to present to Engel & Völkers® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 9 Sedgwick Drive project.

Your strategic blueprint is composed of select print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Cherry Hills Village, CO.

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

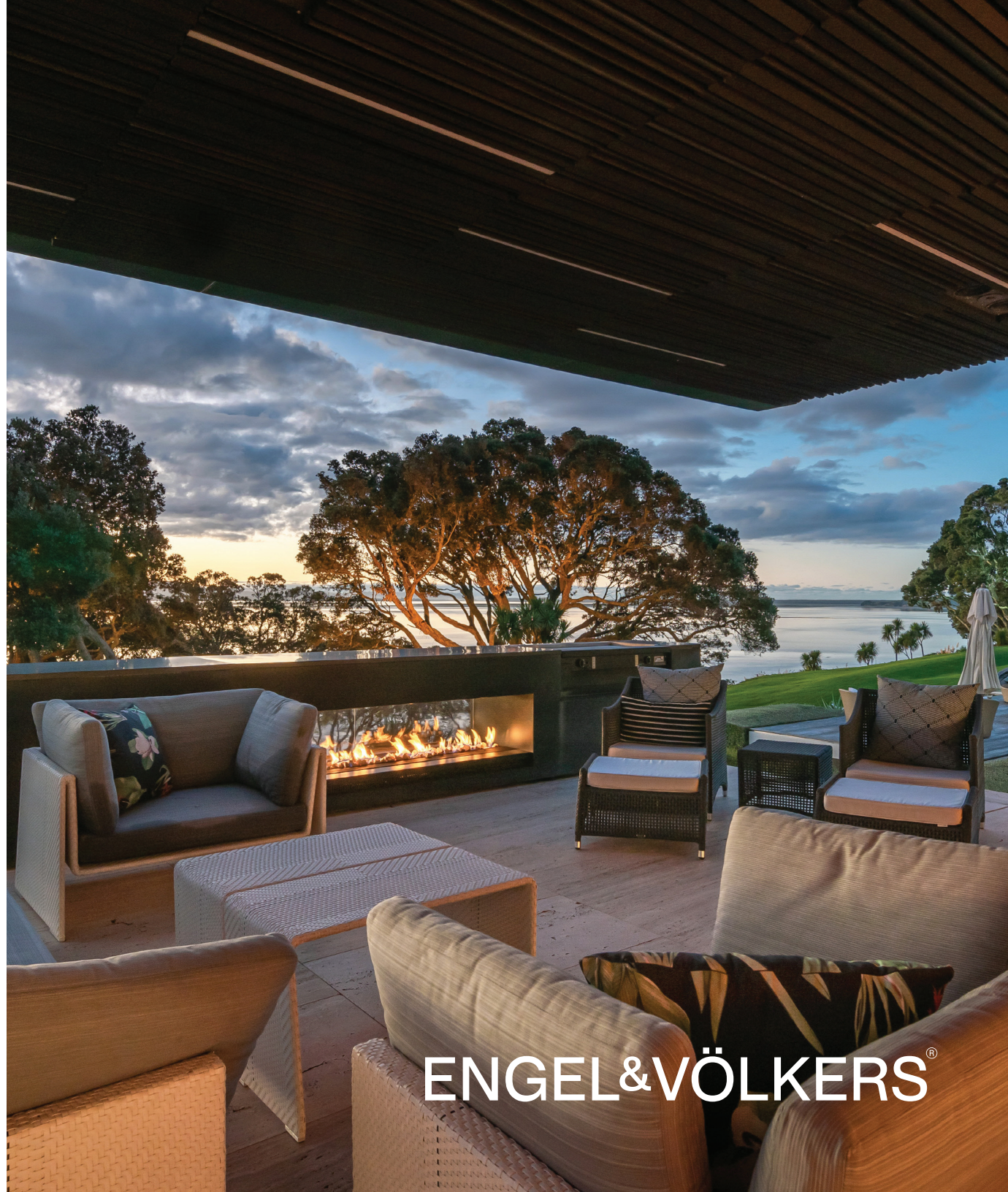
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

JIMMY CINTRÓN
Account Executive
212-677-0083
jimmy@skyad.com

Digital Offerings



ENGEL & VÖLKERS®

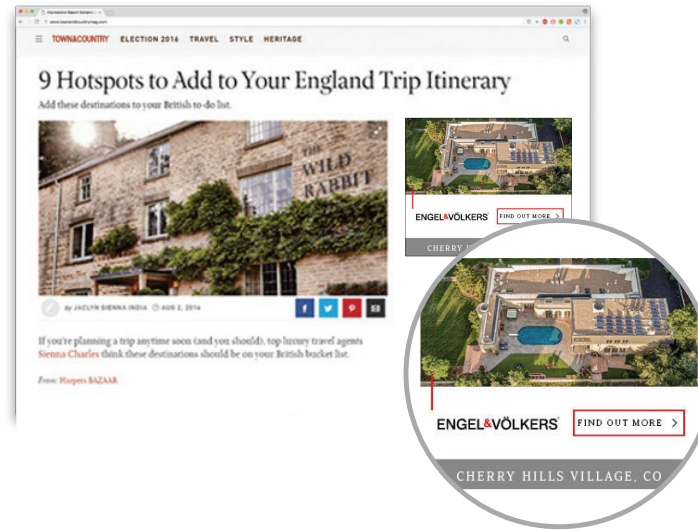
Impressions Campaign

- 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, county or city 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: **9 Sedgwick Drive**
- Flight Dates: **December 2023 - February 2024**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



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.

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.

The New York Times

THE ECONOMIC TIMES

Telegraph.co.uk

THE WALL STREET JOURNAL.



Forbes

Bloomberg
Markets



The
Economist

GULF NEWS 



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: 970x250, 728x90, 300x600, 300x250, or custom sizes.

BANNER PRODUCTION: \$350



ENGEL&VÖLKERS®

FIND OUT MORE

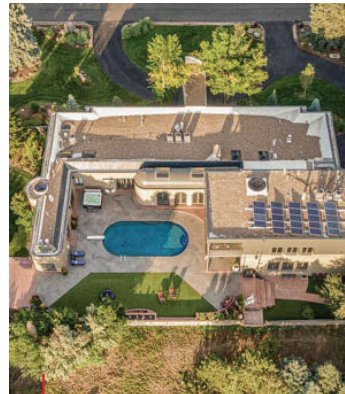
CHERRY HILLS VILLAGE, CO

ENGEL&VÖLKERS®



FIND OUT MORE >

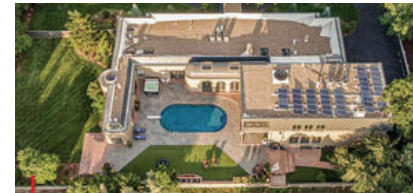
CHERRY HILLS VILLAGE, CO



ENGEL&VÖLKERS®

FIND OUT MORE >

CHERRY HILLS VILLAGE, CO

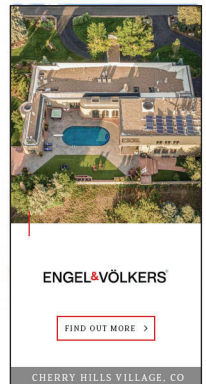
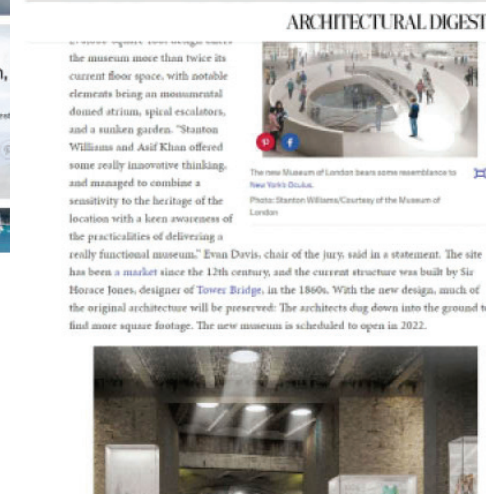
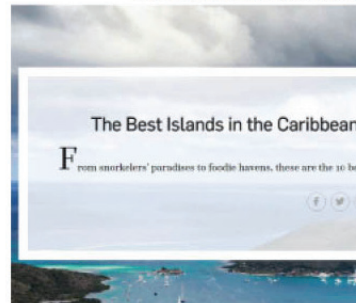
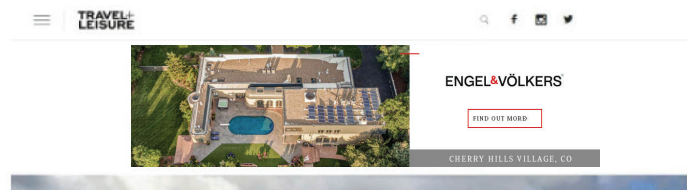
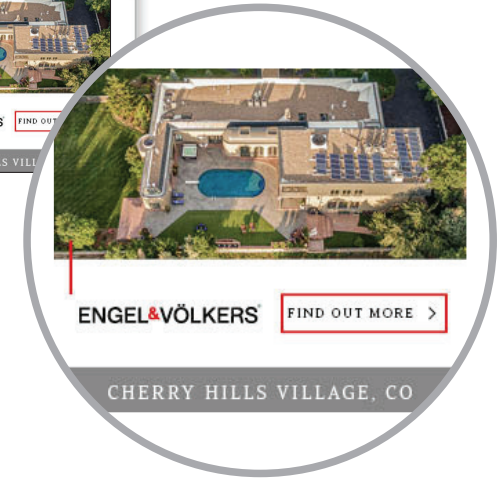


ENGEL&VÖLKERS®

FIND OUT MORE >

CHERRY HILLS VILLAGE, CO

Sample Banners For Impressions Programs As They Appear On Sites

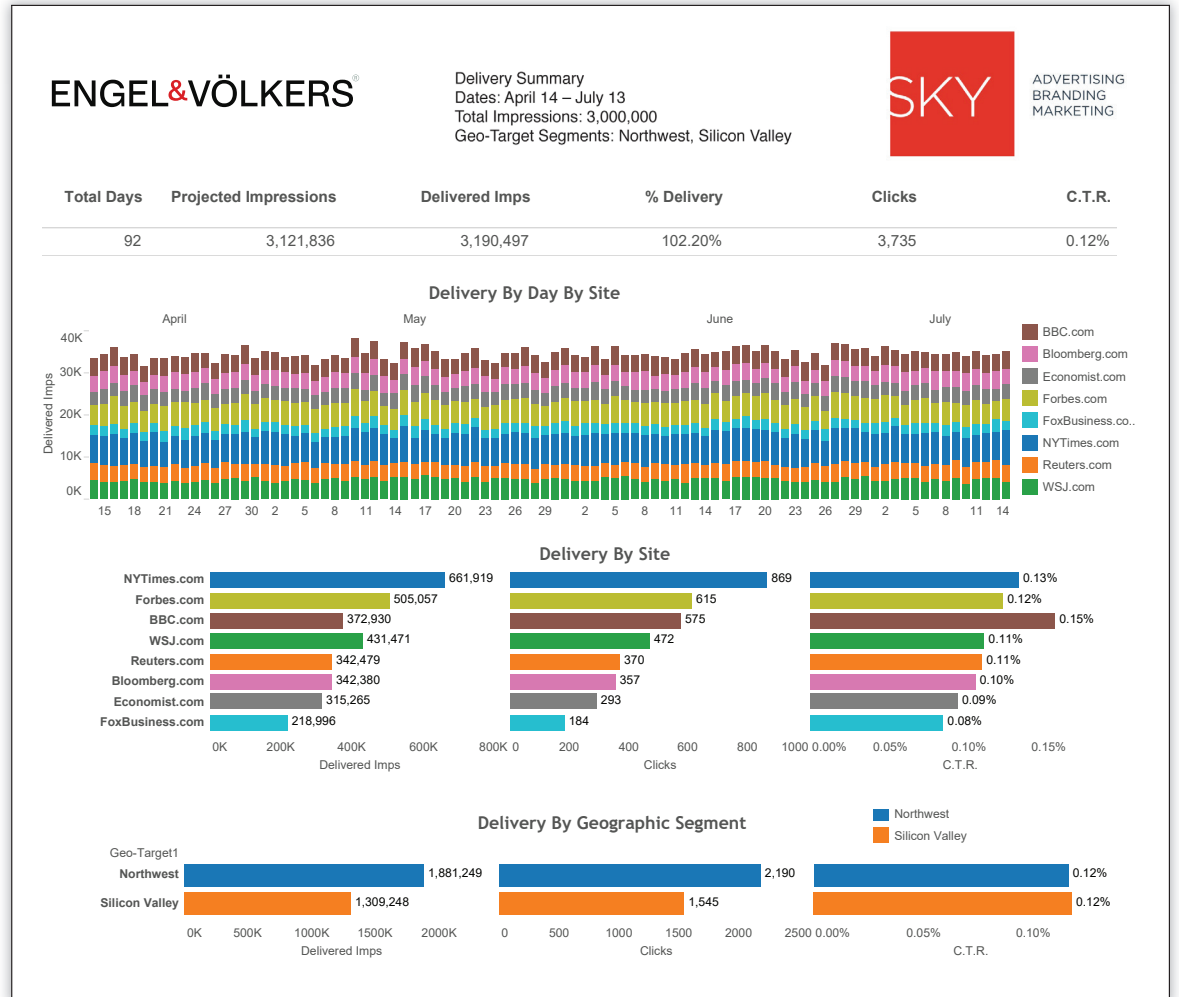


Comprehensive Reporting For Your Customized Campaign

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.

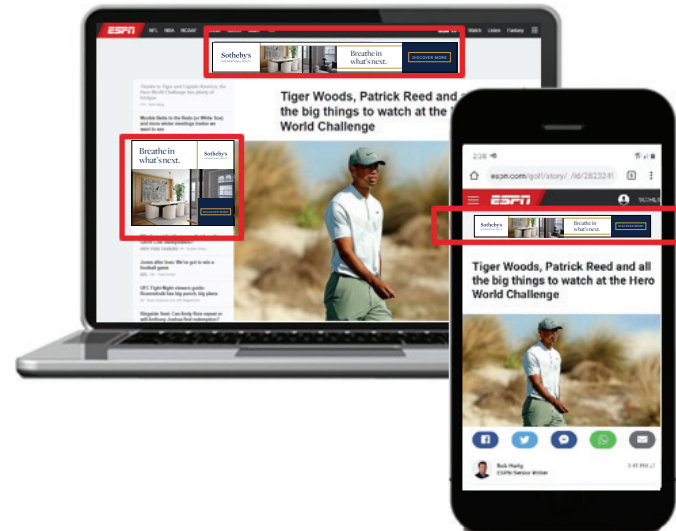
IMPRESSIONS PROGRAM SAMPLE REPORT



Comprehensive Digital

DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. Full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert. Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting, Custom Audience Matching & Lookalike Audiences- target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

PRICE: STARTING AT \$1,500 PER ONE MONTH

Comprehensive Digital

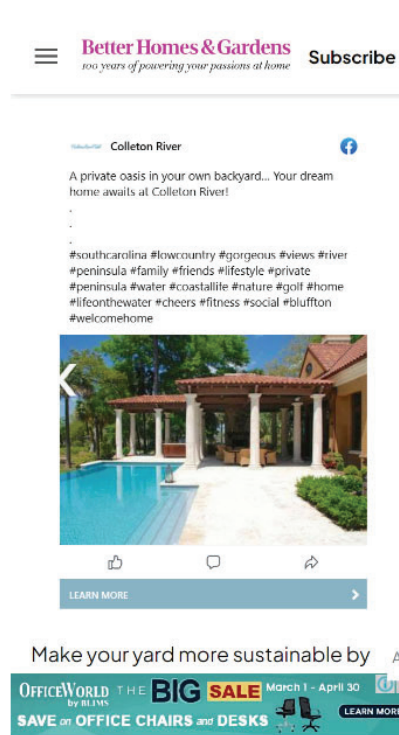
SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

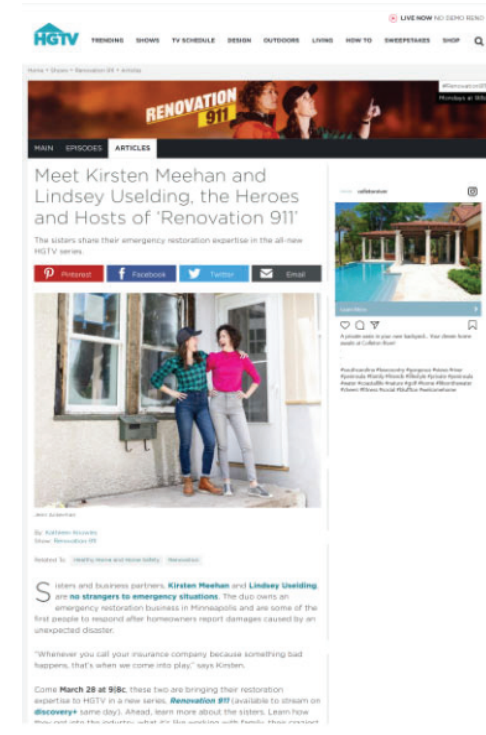
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

- **Behavioral** - Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** - Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** - Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.



PRICE: STARTING AT \$1,500 PER MONTH

Smart Solutions Eblast

Our team of email experts make your message stand out from your competition with compelling subject lines, engaging copy, powerful images and strategic deployment scheduling. Our campaigns are 100% responsive, meaning your message is optimized for all devices and email platforms in order to expand your reach and foster engagement with customers.

TARGETING

Use high-quality data to reach new customers

DELIVERABILITY

Make it to more customer's inboxes every time.

AUDIENCE


Select High Income Zip Codes

Net Worth > \$13 Million

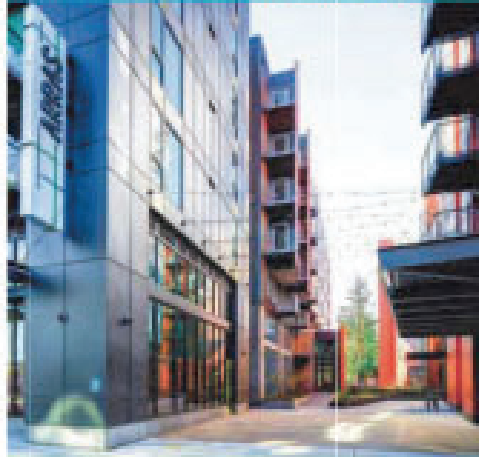
Household Income > \$500K

20,000 Total Emails

CUSTOM EMAIL: \$2,295

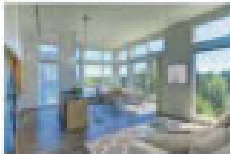


Four Stunning New Apartments in The Heart Of Bellevue




Your Tower, Your Way
We are available for live video, accompanied in-person and self-guided tours. Find your new home at Arras and take your tour, your way.

Luxurious Residences Patterned to Suit You



Spectacularly Spacious Floor Plans
Our exclusive apartments supply the space you need to impress your urban assembly and style. Up to 1,600 sq ft. available.



Charming Modern Amenities
Steel balconies, infinity-edge floor plans, fitness club—Arras Apartments offers a host of elegant residential amenities that focus on form, function and convenience.

[Take a Tour](#) [Explore All Amenities](#)

ENGEL&VÖLKERS

Chicago Tribune

The Chicago Tribune helps Chicagoans, and those that love Chicago, stay connected to the stories and topics that affect this great city. Its award-winning stories range from an array of topics that matter most; including breaking news, politics, sports, culture, suburban coverage and engaging interactive features.

- Average Monthly Page Views: 36.6M
- Unique Monthly Visitors: 11.7M

CUSTOM EMAIL

Email deployment to target audience featuring dedicated content.

Targeting options can include:

- Geography (zip code, DMA)
- Demographic (Age, Household Income, Interest)
- Home Intenders
- First Time Homeowner
- Homeowner / Renter
- Property Type
- Home Value

50K: \$1,200

100K: \$1,950

150K: \$2,375



Elite Traveler

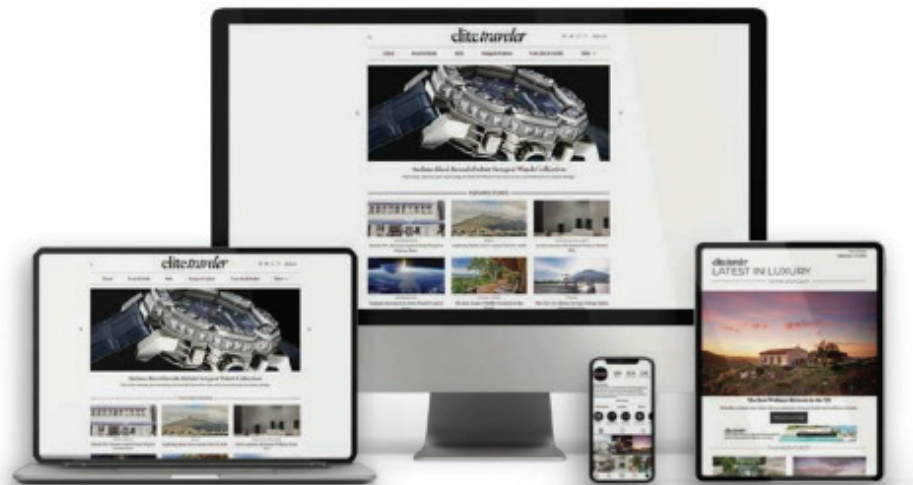
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9m**
- Average Net Worth **\$32m**
- **318,661** Unique Browsers

ONLINE REAL ESTATE SHOWCASE: \$2,500/FOR ONE YEAR

Half price with full page print purchase



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.

LISTING FEATURE: \$1,500

JamesEdition About USD Sign In / Register Become a Seller

For Sale Travel Brands Dealers Stores Sell e.g. Brand, Model, Location

Cars 7,350 Real Estate 76,218 Yachts 774 Watches 1,382 Jets 66 Helicopters 38 Embroideries 6 Jewelry 2,093

The Global Luxury Marketplace:
Cars, Homes and more

Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.

MOST POPULAR

Ferrari 488 GTB Upland, CA, United States \$71,999	Chevrolet Corvette Upland, CA, United States \$71,999	Stunning Villa Over... Ibiza, Spain \$4,785,907	Ram 2500 Ipsland, CA, United States \$45,999
Rio 109 - Luxury pe... Rio De Janeiro, Brazil \$4,563,500	Audi S7 Sunnyvale, CA, United States \$34,999	McLaren 550C Ipsland, CA, United States \$199,999	Ferrari California Ipsland, CA, United States \$114,999

JAMES SPOTTING

Two Level Duplex On Premium Ponds

View all cars
View all real estate
View all watches
VIEW ALL

RICH LIST

DOUBLE DOWN 214 Codecasa 2010/20...
West Palm Beach, FL, United States
\$38,000,000

Don't miss 5 most viewed Ferrari listings on JamesEdition: cars our readers will be driving in the Near Future

Real modern masterpieces you could buy on JamesEdition for the price of that self-destructing Bankay network.

The 10 Most Sought-After Properties and Attractive Locations

308 lovers: The most amazing and luxurious things you can find on JamesEdition where 3 is the magic number

VIEW ALL LISTS

LATEST STORIES

Luxury garages: Unique cars of tech billionaires, old-school magnates and Gen-Z CEOs
JamesEdition is revealing the car-hoarding habits of wealthy petroheists. From the classic 911 to the latest Bugatti and Pagani models, you can find...
Read More

Most exclusive neighborhoods of Hong Kong
The Bahamas: Inside the most exclusive gated communities
Perfectly turned Lamborghini Murcielago: I wanted to transform it into more aggressive and powerful version!
Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

Featured Agent
Nick Swinburne
As an established licensed REALTOR® with over a decade of real estate experience serving the Sea to Sky corridor and the Vancouver North Shore, I have a proven track record of providing home sellers and buyers unparalleled service and...
READ MORE

JamesEdition About USD Sign In / Register Become a Seller

For Sale Travel Brands Dealers Stores Sell e.g. Brand, Model, Location

Home Real Estate

Find luxury Real Estate and Homes for sale

VIEW ALL HOMES
SPAIN | NEW YORK | PARIS

Type location Search

JamesEdition is the premier international marketplace to find luxury real estate and homes for sale. Search and browse more than 40,000 luxury homes for sale in over 50 countries. The most exclusive properties in the most desirable locations are offered by luxury real estate and homes specialists and private sellers worldwide, displayed with large, high-quality images. Whether you're buying a primary or second home, a pied-a-terre or vacation property you'll find thousands of the finest international properties including condominiums, penthouses, homes, estates and resort hotel ownership options.

Nothing compares.
ST. KITTS & NEVIS

Featured luxury properties

5 Bedrooms - Pent... 19 Paris, Bahamas \$2,734,418	Stunning Sherwoo... Lake Sherwood, CA \$3,250,000	Enviably Estate By ... Lagunitas, MA, USA \$2,965,900	Modern Apartment... New York, USA \$2,724,332
Elegant French Styl... Buenos Aires, Argen... \$8,800,000	Playa Nix Playa, Mexico \$12,000,000	Koningshof Oostvoort, Netherlands \$8,759,573	Magnificent Seclu... Hillside, Ohio \$3,950,000
Extraordinary Ocea... Seawport, MA, U.S. \$5,990,000	Maimok Paradise ... Maimok, Andra \$2,750,000	Kiltreagh House Nangh, Ireland \$2,630,261	7+/- Acres for pote... Matthews, NC, United States \$995,000

News about luxury real estate View all

Most exclusive neighborhoods of Hong Kong Posted 2019-07-17 The Asian financial center hasn't given up the first position in the list of the most expensive housing markets, also topping the ranking for the world's most luxurious housing market for the last two years (Luxury Defined Report by Christie's). Read more	The Bahamas: Inside the most exclusive gated communities Posted 2019-07-10 If the warm temperatures, crystal clear water and proximity to the US are not good enough reasons to consider a move to the Bahamas, a community of like-minded people should be. A resort of golf or cocktails at sunset is shorthand for a club of fol... Read more
Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal Posted 2019-06-28 Where can one find the Algarve's most prestigious properties? Meet a prime area often referred to as the Golden Triangle. It's located between the capital city of Faro and the village of Vilamoura. Also, the Golden Triangle area includes two of... Read more	Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring Posted 2019-06-23 Whistler is a year round outdoor playground for all ages, where fine dining restaurants, 5-star hotels, spas and wellness facilities are a quick Roadplane, helicopter ride, or drive from Vancouver. Whistler, BC: International Destination... Read more

Site Links
Home
Cars

Tools
Stores
Rich List

About JamesEdition
Introduction of JamesEdition.com
Success stories

Top Brands
Ferrari
Aston Martin
Audi
Bentley

jamesedition.com

ROTATING GALLERY

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.

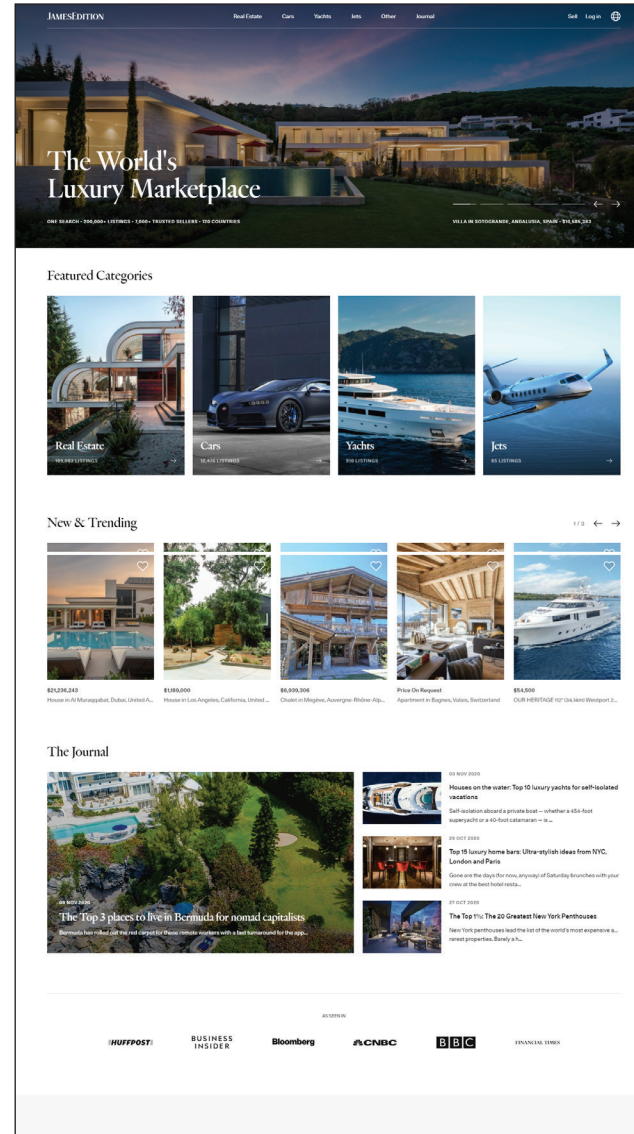
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE

FEATURED BANNER: \$2,000,00

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

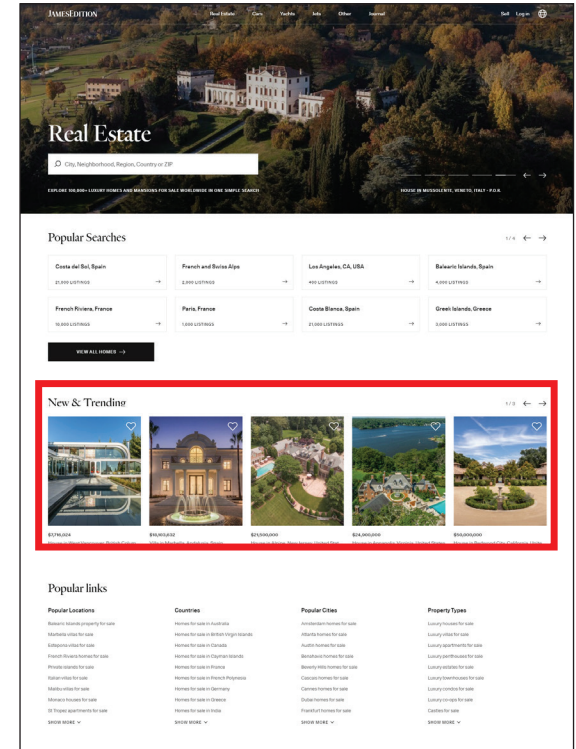
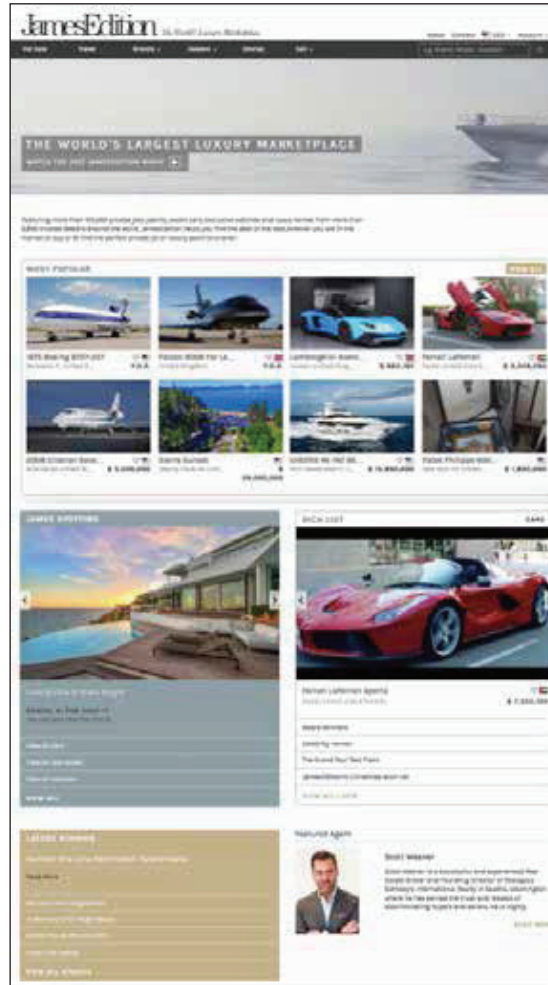
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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.

HOME PAGE POSITION: \$1,200

CATEGORY PAGE POSITION: \$1,000



jamesedition.com

SOCIAL MEDIA POST

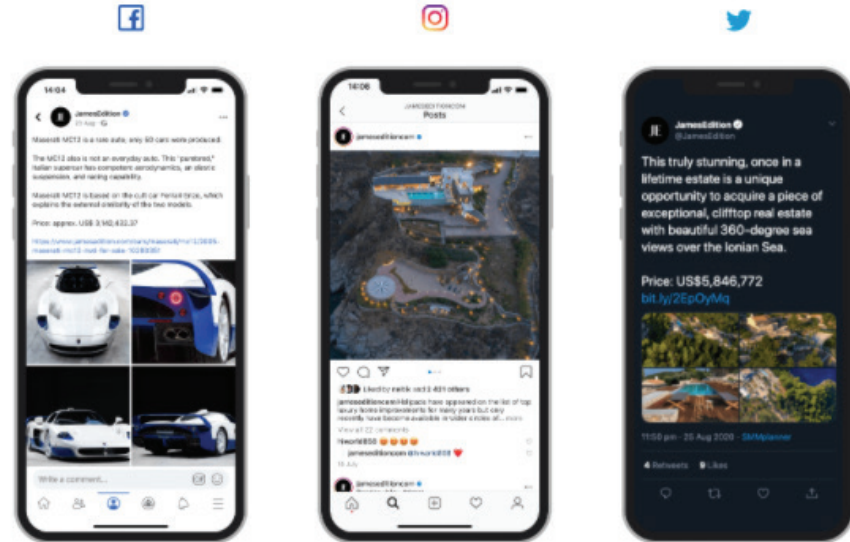
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- Instagram **74.8K**
- Facebook **31.3K**



PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$500

PHOTO PLUS

- 1-5 featured listings
- 1-10 photos + text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000 PHOTO PLUS

VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

LA Times

CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

PRICE: \$1,350/DEPLOYMENT

Los Angeles Times

The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer

- **164,000** Unique Visitors
- **1.75%** Click-Through Rate
- **2.5%** Share of Voice
- Can rotate up to **5** properties

PRICE: \$2,150/MONTH OR \$2,650/W VIDEO

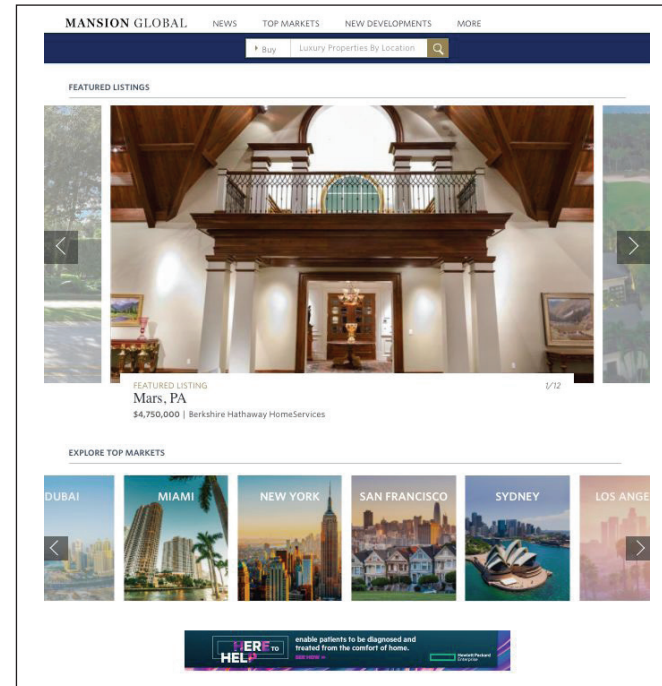


The Wall Street Journal Online (WSJ.Com)

THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

PRICE: \$1,275/MONTH



Print Offerings



ENGEL & VÖLKERS®

The Wall Street Journal

The Wall Street Journal represents credibility and influence and continues to be the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience. With new and exciting content alignment opportunities in "Mansion" WSJ's luxury real estate section, we are able to further strengthen our brand, expand visibility and deliver our message with more resounding results than ever before.

- Circulation: **644,424**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **62% / 38%**
- Average HHI: **\$404,217**
- Average age: **50**

PROPERTY PORTFOLIO \$2,355

THE WALL STREET JOURNAL.

WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 52
WSJ.com

DOJ 209747
NASDAQ 104409
S&P 500 3011.21
10-YR TREAS 2.572
OIL 57.28
GOLD 1442.20
EUR 111.72
YEN 101.12

What's News

Business & Finance

The Fed evicted an emergency half percent rate cut and raised its inflation objective in a surprise move that sent markets reeling.

The SEC is investigating signs and accelerating actions at Tesla, the company's parent firm said.

Target, Kroger and other retailers that posted losses in holiday results now face uncertainty stemming from the coronavirus outbreak.

Bank of America CEO Brian Moynihan is stepping down as CEO, the company parent following the deal to purchase it.

Investment bank Citigroup is to be sold, reading an unusual shareholder management structure.

Theresa Fisher agreed to pay about \$2.1 billion to acquire individual digital assets company Digital Assets.

The Supreme Court will consider if it can be used to refer to lower courts and regulate under circumstances in which states' public health legal authority is at issue.

An outage that hit several major banks followed by a crash in the stock market on Tuesday.

Global and a record record of emerging market as a result of investment in \$1.5 trillion.

Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes biggest emergency action since '09 crisis

By **Nick Timiras**

WASHINGTON—The Federal Reserve reacted in an emergency half-percent rate cut and raised its inflation objective in a surprise move that sent markets reeling. The move, which was widely expected, was the first since the 2009 financial crisis. The Fed also announced that it would purchase \$500 billion of Treasury bills and \$200 billion of corporate bonds, a move that was also widely expected.

The Fed's move was a response to the coronavirus outbreak, which has caused a global economic slowdown. The Fed's move was a signal that it was ready to act to support the economy.

The Fed's move was a signal that it was ready to act to support the economy. The Fed's move was a signal that it was ready to act to support the economy.

Shaky Ground

The quarter's moves have shown the extent to which investors, wary of a central bank cut on its own, are looking for signs to mitigate the public health uncertainty and accompanying response from other government agencies.

The Fed's move was a response to the coronavirus outbreak, which has caused a global economic slowdown.

The Fed's move was a signal that it was ready to act to support the economy.

Tennessee Twisters Kill at Least 25

By **Anna Karen Flores**
and Jennifer Calton

Tennessee slipped through Tennessee on Tuesday. At least 25 people are thought to have died in a deadly twister that struck the state.

The twister was a deadly twister that struck the state. The twister was a deadly twister that struck the state.

World Wide

Biden made a string of Super Tuesday primary victories and became the first to win the Democratic nomination in California.

The first debate kicked off the campaign in the U.S. happened last week.

Biden Picks Up String of Victories, Sanders Logs Big Win in California

Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.

Biden picked up a string of Super Tuesday victories, while Sen. Bernie Sanders won delegates in California, the state's largest swing state.

skyad.com | 23

The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- Distribution: **100,000** Wall Street Journal print subscribers of the Weekend Journal
- Top zip codes in: **New York, Los Angeles, San Francisco, Chicago, Denver, Seattle, Phoenix, Boston, Dallas and Austin.**

PRICE: \$980/FULL PAGE



Vanity Fair

INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high income, luxury buyers when they're inspired to buy. Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Vanity Fair Magazine.

- Full page, color

FULL PAGE, COLOR \$3,140
DALLAS/FT WORTH



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% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

PROPERTY GALLERY \$1,250,00



PRINT

GQ

For more than 50 years, GQ has been the premier men's magazine, providing definitive coverage of style and culture. With its unique and powerful design, work from the finest photographers, and a stable of award-winning writers, GQ reaches millions of leading men each month.

FULL PAGE, COLOR \$2,720

DALLAS/FT WORTH



Schedule,
Pricing
& Reach



ENGEL & VÖLKERS®

Proposed Media Schedule & Pricing 2023-2024

Plan 1 Media	Ad Description	December	January	February	Media Total	Reach
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 4,875.00	1,500,000
Million Impressions	Targeting - Dallas, LA, Seattle, NYC, Chicago, Atlanta					
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Display	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
Smart Solutions Eblast						
Smart Solutions Eblast	Custom Email		\$ 2,295.00		\$ 2,295.00	40,000
Elite Traveler						
Online Real Estate Showcase	Online Real Estate Showcase		\$2,500		\$ 2,500.00	100,000
JamesEdition						
Rotating Gallery Real Estate Page	Featured Banner		\$ 1,600.00		\$ 1,600.00	750,000
e-Newsletter	e-Newsletter	\$ 1,500.00			\$ 1,500.00	294,000
New & Trending Home Page	Featured Spot			\$ 1,000.00	\$ 1,000.00	38,300
Social Media	Listing Feature	\$ 1,000.00			\$ 1,000.00	148,000
LA Times						
Custom Email	Custom Email	\$ 1,350.00			\$ 1,350.00	30,000
WSJ.com						
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$ 2,150.00	164,000
Mansion Global Homepage	Featured Listing Module		\$ 1,275.00		\$ 1,275.00	164,000
Chicago Tribune						
Chicago Tribune	Custom Email 50k	\$ 1,200.00			\$ 1,200.00	50,000
Print						
The Wall Street Journal						
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00			\$ 2,355.00	644,424
The Wall Street Journal						
Manson Global Experience Luxury	\$980/Full Page		\$ 980.00		\$ 980.00	100,000
The New York Times						
The New York Times	Featured Listing	\$ 1,200.00	\$ 1,200.00		\$ 2,400.00	762,536
Conde Nast Magazines Regional Pages						
GQ - Dallas/Ft Worth	Full Page			\$ 2,720.00	\$ 2,720.00	18,000
Vanity Fair- Dallas/Ft Worth	Full Page			\$ 3,140.00	\$ 3,140.00	19,000
Financial Times						
Financial Times	Property Gallery	\$ 1,250.00			\$ 1,250.00	210,457
TOTAL					\$ 42,590.00	5,782,717
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change						

Proposed Media Schedule & Pricing 2023-2024

Plan 2 Media	Ad Description	December	January	February	Media Total	Reach
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Dallas, LA, Seattle, NYC, Chicago, Atlanta					
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	200,000
Smart Solutions Eblast						
Smart Solutions Eblast	Custom Email		\$ 2,295.00		\$ 2,295.00	40,000
Elite Traveler						
Online Real Estate Showcase	Online Real Estate Showcase		\$2,500		\$ 2,500.00	100,000
JamesEdition						
Rotating Gallery Real Estate Page	Featured Banner		\$ 1,600.00		\$ 1,600.00	750,000
e-Newsletter	e-Newsletter	\$ 1,500.00			\$ 1,500.00	294,000
Social Media	Listing Feature	\$ 500.00			\$ 500.00	148,000
LA Times						
Custom Email	Custom Email	\$ 1,350.00			\$ 1,350.00	30,000
WSJ.com						
Mansion Global Homepage	Featured Listing Module		\$ 1,275.00		\$ 1,275.00	164,000
Chicago Tribune						
Chicago Tribune	Custom Email 50k	\$ 1,200.00			\$ 1,200.00	50,000
Print						
The Wall Street Journal						
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00			\$ 2,355.00	644,424
The Wall Street Journal						
Manson Global Experience Luxury	\$980/Full Page		\$ 980.00		\$ 980.00	100,000
The New York Times						
The New York Times	Featured Listing	\$ 1,500.00			\$ 1,500.00	381,268
Financial Times						
Financial Times	Property Gallery	\$ 1,250.00			\$ 1,250.00	210,457
TOTAL					\$ 24,890.00	3,862,149

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