



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# JD RACING GARAGE CONDOS ADVERTISING AND MARKETING PROGRAM

THE CARL COHEN TEAM  
RON BEREZNICKI  
CRYSTAL KIZY

**kw** | **DOMAIN**

LUXURY HOMES INTERNATIONAL

210 S OLD WOODWARD AVE, BIRMINGHAM, MI 48009.

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# TABLE OF CONTENTS

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<b>INTRO</b> .....	3
<b>DIGITAL</b>	
Impressions Campaign .....	5
Impressions Scheduling .....	11
Smart Solutions Eblast .....	12
Modern Luxury .....	13
Chief Executive e-Newsletter .....	14
Elite Traveler .....	15
JamesEdition.com .....	16
JetSet Magazine .....	21
Real Deal .....	22
WSJ.com .....	24
<b>PRINT</b>	
The Wall Street Journal .....	26
Conde Nast Traveler .....	27
Elite Traveler .....	28
JetSet Magazine .....	29
<b>CIRCULATION/DISTRIBUTION/REACH</b>	
2021 .....	31
<b>SCHEDULE &amp; PRICING</b>	
Media 2021 .....	33

## NATIONAL & GLOBAL EXPOSURE JD RACING GARAGE CONDOS

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SKY Advertising is excited to present to Keller Williams Domain a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to JD Racing Garage Condos development project.

Your blueprint is composed of strategic print media to cast a wide net and digital products that are highly targeted to individuals linterested in luxury autos, racing and motor sport in a high-end environment in Howell, Michigan.

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 project.

## LET'S DO GREAT THINGS TOGETHER

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**JIMMY CIN-  
TRÓN**  
**Account Executive**  
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jimmy@skyad.com

# Digital Offerings

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# 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.

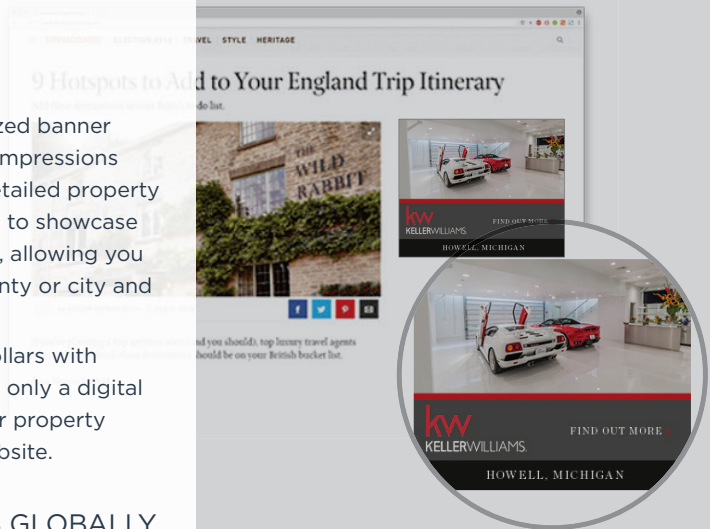
## CAMPAIGN OVERVIEW AND BUDGET

**Campaign:** JD Racing garage condos  
**Flight Dates:** August 2021 - October 2021  
**Impressions:** 3,000,000  
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.

**THE WALL STREET JOURNAL.**

**FOX BUSINESS**

**NASCAR**



**CLASSICAR NEWS**



**motor 1.com**

**Bloomberg Markets**

**FERRARI CHAT**



**Forbes**

**duPont REGISTRY**



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.

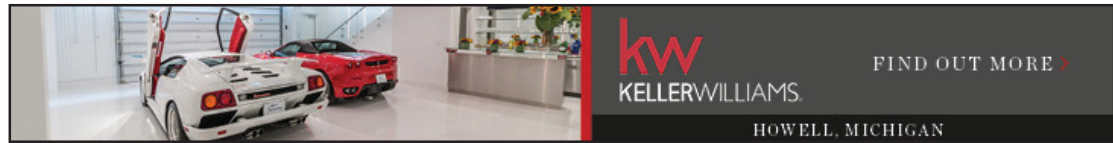
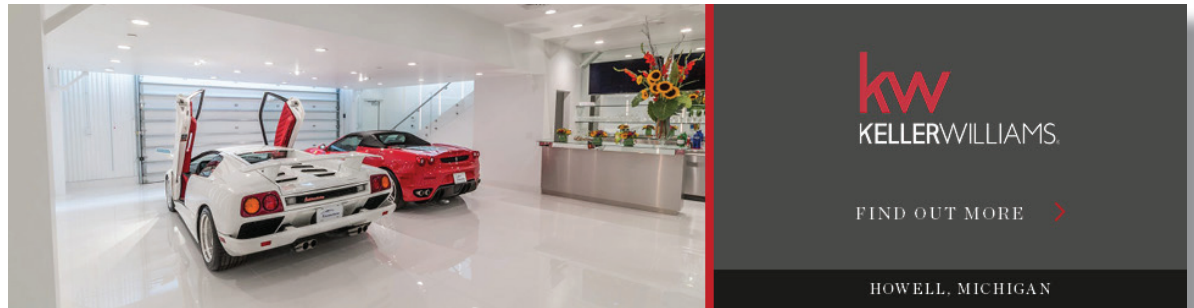


# CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

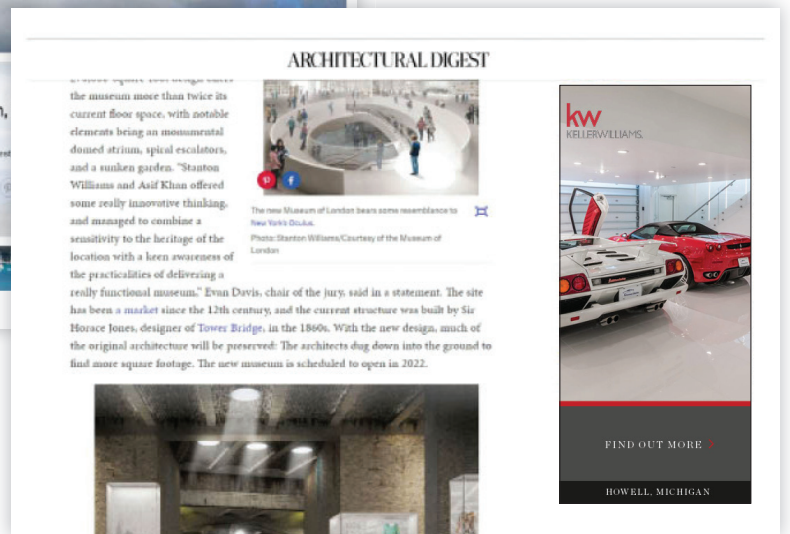
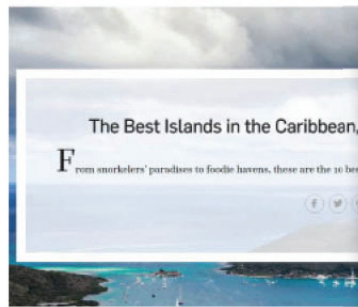
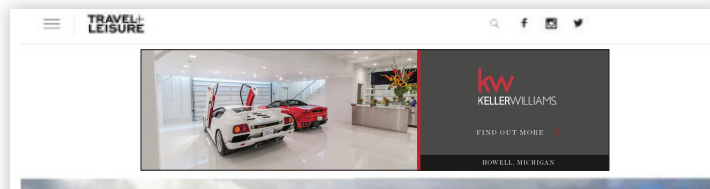
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



# SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

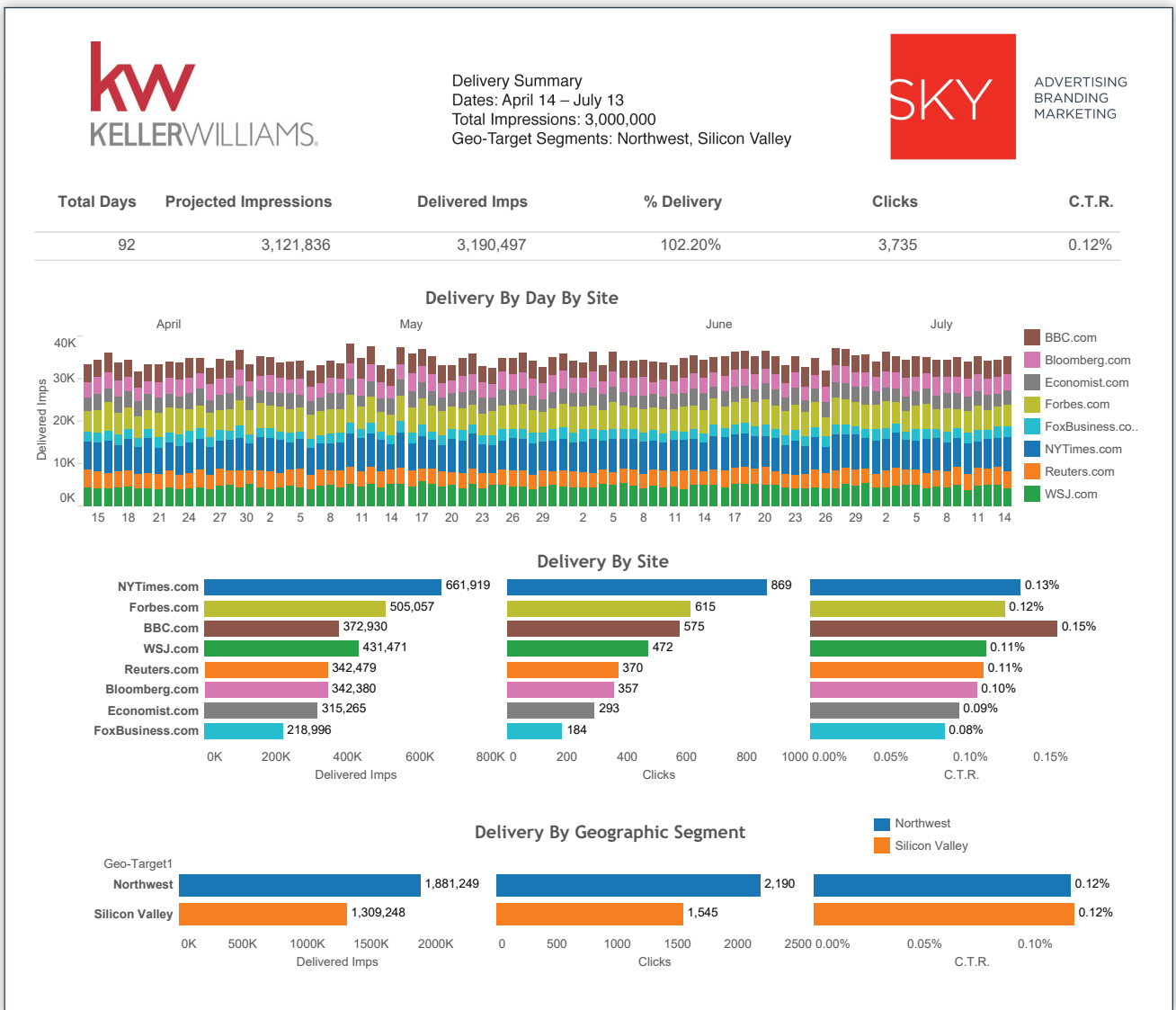


# COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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

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After researching, we have put together an integrated program that targets a high-net-worth audience in Michigan, Illinois, Indiana.

The program, scheduled to start on August 1st, is projected to deliver three million impressions through October 31st.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI) in a premium editorial environment on top business/finance, racing and classic car collecting websites
- A behavioral targeted banner segment, that will allow us to show banners to Adults in the top 10% HHI who are Motor Sports Enthusiasts and living in Michigan, Illinois, Indiana.
- A behavioral targeted banner segment, that will allow us to show banners to Adults in the top 10% HHI who are Luxury Enthusiasts and living in Michigan, Illinois, Indiana.

### » SITE SPECIFIC

This segment consists of premium websites (e.g., CNBC.com Bloomberg.com and Forbes.com), top racing (Nascar.com, Motorsport.com, jayski.com, etc. ) and classic car collector sites (Classiccars.com. Hemmings.com , DupontRegistry.com, etc.) with the income and geo-targeting layers to extend the overall reach of the program.

### » BEHAVIORAL TARGETING

We are able to target people on behavior (Motor Sports Enthusiasts and Luxury Car Enthusiasts based on their online behavior (sites visited, content consumed and search activity)). In addition, we overlay an income layer (top 10%), geo-targeting. Since this segment targets behavior first, the banners could end up showing on any site across the web.

To ensure that the banners are seen in a premium environment, we have created a “white list” of sites. Ads will only show to people who have met our targeting criteria (behavior, income and geo-target) on one of these sites. The site list includes top news, business, finance, sports, motorsports politics and tech sites (i.e. NHRA.com, ESPN.com, Slate.com, ChicagoTribune.com)

### » MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing) 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

		Keller Williams - JD Racing														Impressions
		Geo-Target		August			September			October						
Media		01	08	15	22	29	05	12	19	26	03	10	17	24		
FoxNews.com FoxBusiness.com WSJ.com CNBC.com Bloomberg.com Forbes.com	Michigan Illinois, Indiana															
																950,000
nascar.com motorsport.com formula1.com racer.com daytonainternational.speedway.com	Michigan Illinois, Indiana															
																575,000
dupontregistry.com ferrarrichat.com classiccars.com classicnews.com motor1.com hemmings.com oldcarsweekly.com	Michigan Illinois, Indiana															
																250,000
Behavioral - Motor Sports Enthusiasts	Michigan Illinois, Indiana															
															650,000	
Behavioral - Luxury Car Enthusiasts	Michigan Illinois, Indiana															
															575,000	
<b>Total Digital</b>																<b>3,000,000</b>



# 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

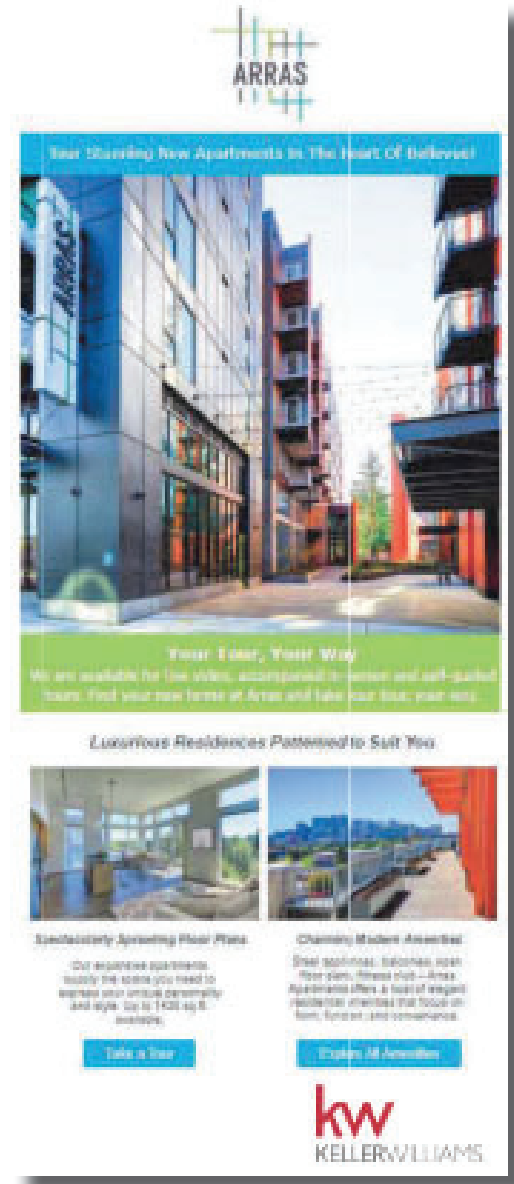
## DELIVERABILITY

Make it to more customer's inboxes every time.

### Audience

Michigan, Illinois, Indiana  
Household Income > \$500K  
29,140 Total Emails

CUSTOM EBLAST - EMAIL + REMINDER: \$2,975





# MODERN LUXURY

## » ADVANCED TARGETING PACKAGE

Reaching an audience of more than 16 million, Modern Luxury is the nation's largest luxury media company offering leading brands access to the most affluent audiences in the most prominent cities across the U.S. Through the power of the Modern Luxury platform including 85+ brands across 22 markets, we deliver powerful marketing solutions allowing luxury brands to connect with their audiences in the places and ways that matter most.

### 7 day campaign: email, display ads and social media elements.

Powerful targeting options that cover 130+ data points across geography, basics, financial, habits, interests, lifestyle, and auto categories. Ability to micro-target niche demographics more effectively than any competitor or advertising platform equivalent.

130+ DEMOGRAPHIC DATA POINTS

AVERAGE OPEN RATE OF: 11-16%

GEOGRAPHY

State, City, Zip, County, Zip Radius, Designated Marketing Area, Metropolitan Statistical Area

BASICS

Age, Children, Age of Children, Education Level, Household Income, Gender, Language Spoken, Marital Status, Net Worth, Occupation, Home Owner

Also by:

FINANCIAL

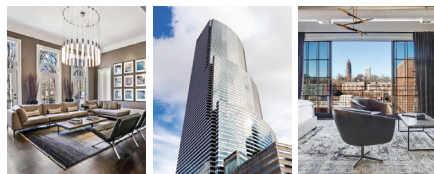
INTERESTS

HABITS

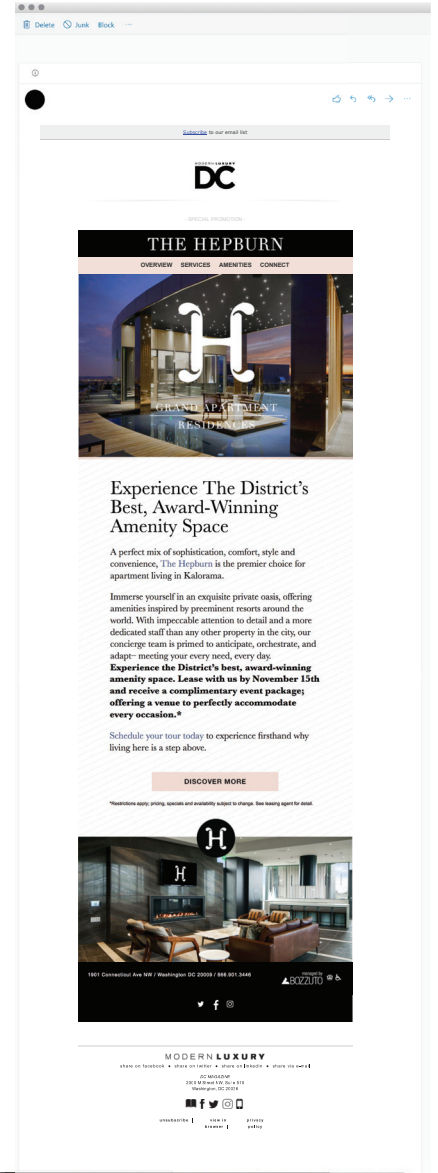
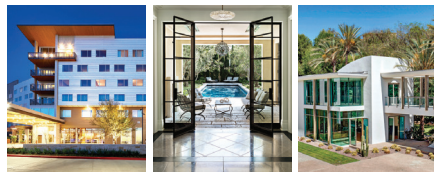
AUTO

LIFESTYLE

PRICE: \$6,250



LUXURY LISTING



## CHIEF EXECUTIVE

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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

### **Weekly E-Newsletter**

Distribution: 95,000 C-Suite Subscribers

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PRICE: \$3,825

## ELITE TRAVELER

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

*elite traveler*

### » E-MAIL MARKETING

Promote sponsored content in a dedicated email.. Sent directly to Elite Traveler's private jet audience

#### ELITE TRAVELER AUDIENCE

- Average Age 45
- Male/Female 69/31
- Average HHI \$7.9m
- Average Net Worth \$32m
- C-Suite position 24%
- Reader-per-copy 5-3
- Total Brand Readership 557,000

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DEDICATED EBLAST: \$6,000 PER WEEK  
NO CHARGE WITH PRINT PLACEMENT



# JAMES EDITION.COM

## » ELITE LISTINGS

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.

Expose your brand in a trusted luxury environment tailored to create a unique perception with James Edition's Elite Listings.

**FEATURED LISTINGS: \$400/MONTH**

The screenshot displays the JamesEdition.com homepage. At the top, a navigation bar includes 'Real Estate', 'Cars', 'Yachts', 'Jets', 'Other', and 'Journal', along with 'Sell' and 'Log in' options. The main header features a large image of a modern villa with the text 'The World's Luxury marketplace'. Below this, a 'Featured Categories' section highlights 'Real Estate', 'Cars', 'Yachts', and 'Jets'. A 'New & Trending' section shows a grid of five property listings with their respective prices and locations. The 'The Journal' section contains several articles, including 'Villa Vignola: A rare find on the majestic Trabocchi Coast, Italy' and 'The most expensive Richard Mille from McLaren-inspired watch to the \$1-million auction'. A 'AS SEEN IN' section lists media outlets like Huffpost, Business Insider, Bloomberg, CNBC, BBC, and Financial Times. A large advertisement for 'Sell Yachts on JamesEdition' is prominently displayed, featuring a yacht and the text 'Attract quality leads within the highest concentration of international luxury buyers'. At the bottom, there is a testimonial from James Horley, Super Veteran, London, UK, and a 'Stay In The Know' section with a 'FOLLOW' button.

# JAMES EDITION.COM

## » ROTATING GALLERY

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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**  
**\$1,000 - \$1,500 PER MONTH**





# JAMES EDITION.COM

## » FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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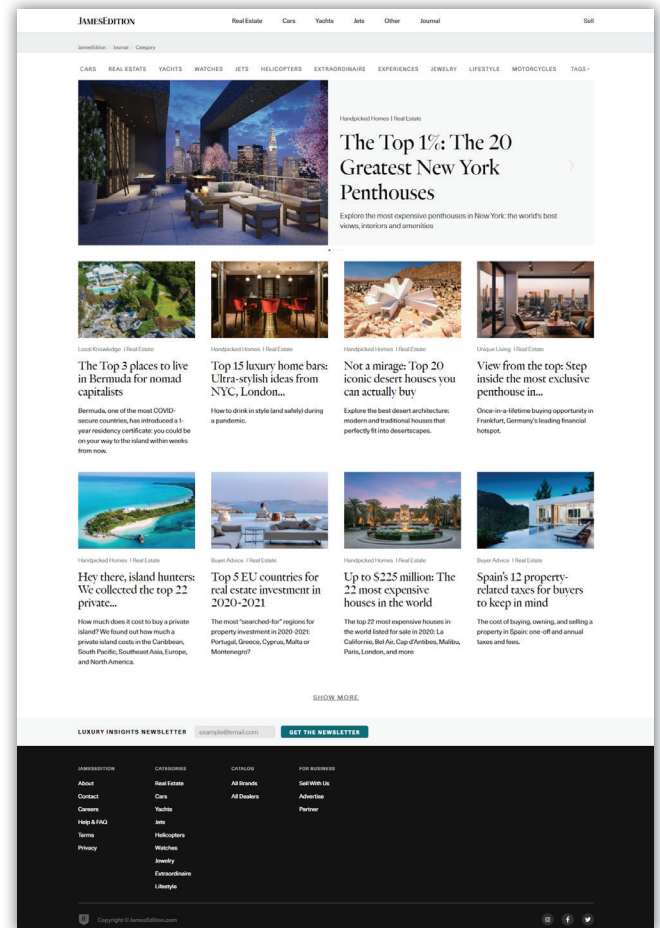
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in a Featured Story.

**FEATURED STORY IN THE JOURNAL  
CUSTOM CONTENT ARTICLE +  
NEWSLETTER PROMOTION \$3,600**



# JAMES EDITION.COM

## » NEW & TRENDING

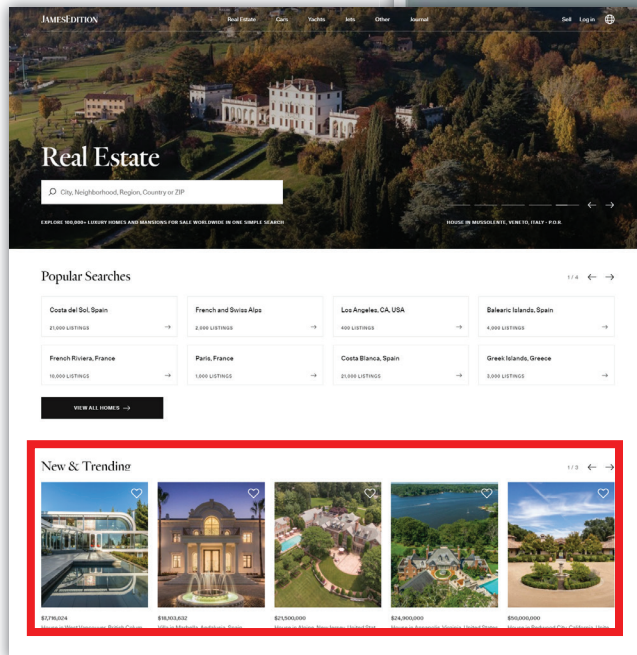
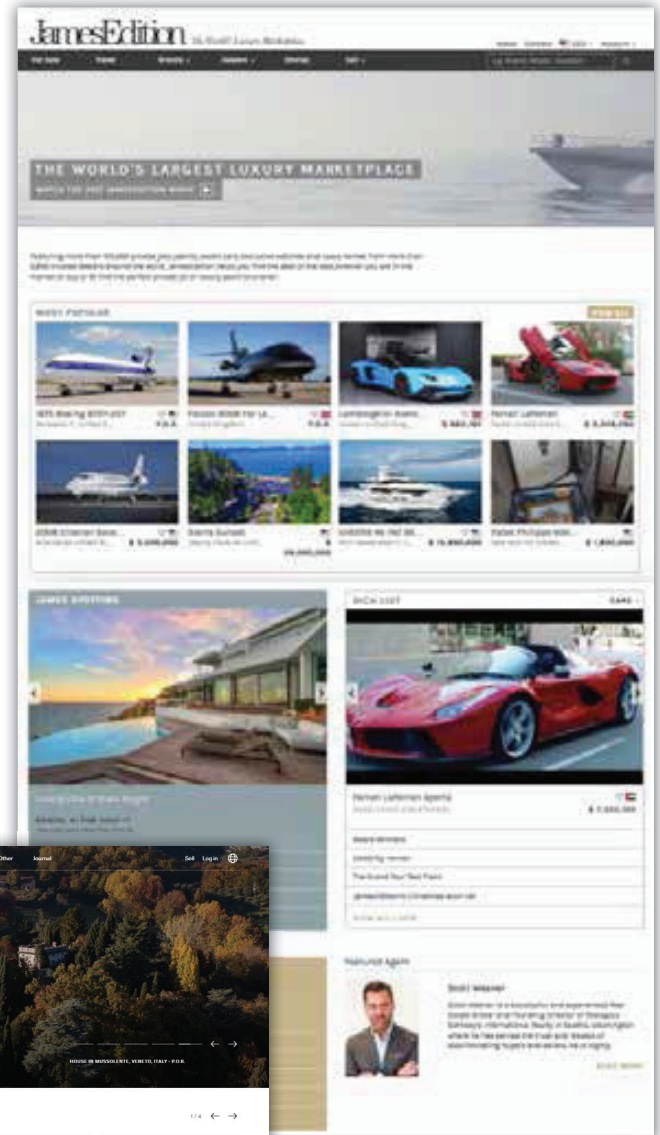
### Featured Luxury Position

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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: \$1,300  
REAL ESTATE PAGE: \$1,000



# JAMES EDITION.COM

## » SOCIAL MEDIA POST

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

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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**

**SOCIAL MEDIA POST**  
**\$350 PER POST**





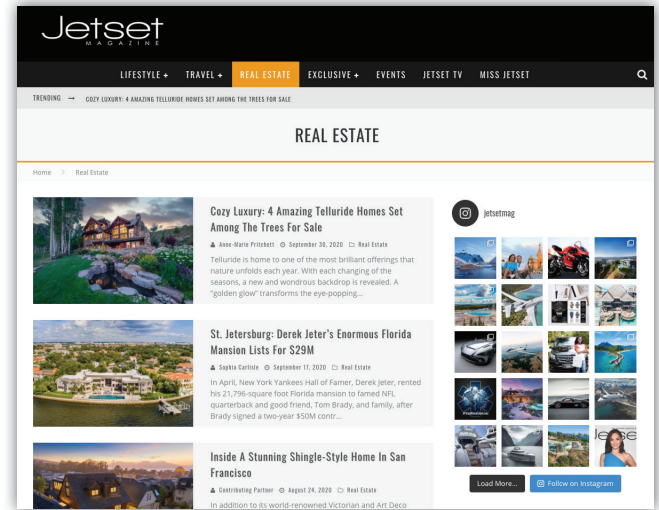
# JETSET

## » E-NEWSLETTER

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through one of two options: a customized branded email campaign or a banner insertion into the Jetset Magazine weekly newsletter that provides timely news about our readers' passions.

### SUBSCRIBER PROFILE

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided



PRICE \$625 WITH PRINT PURCHASE



## THE REAL DEAL

For over 17 years The Real Deal's mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell's)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

A Targeted Digital Reach Source

### Site Stats:

**Unique visitors:** 2M+

**Total visitors:** 3M+

**Page views:** 10M+

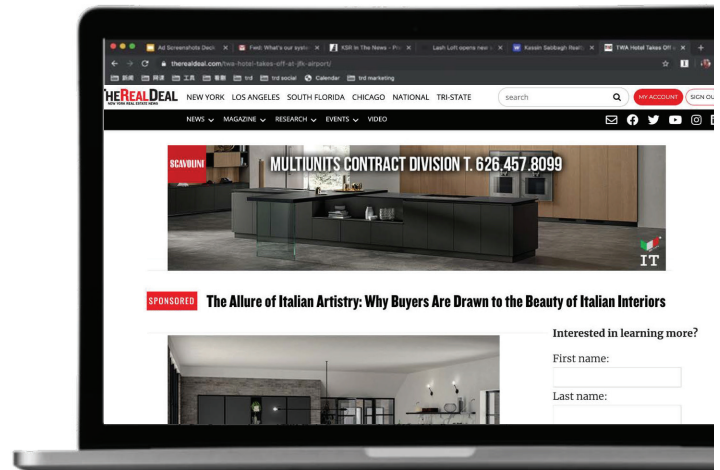
**Mobile visits:** 60%

### Demographics:

**Male/Female Ratio:** 60% / 40%

**Ages 25-54:** 70%

**Earn over \$150K per year:** 10M+



## » SPONSORED & CUSTOM CONTENT

Keller Williams Domain can solidify their positioning and brand story, TRD repost existing content inclusive of articles, videos and more on TheRealDeal.com

**COST PER POST: \$5,500**

### Sponsored content details:

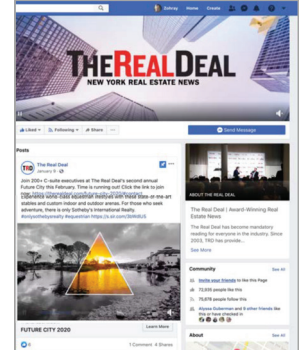
- Content article provided and posted on TheRealDeal.com
- Content promoted on homepage for 1 week
- Content promoted in daily newsletters (2x) and via social media (2x)
- Content remains live on TheRealDeal.com
- Benchmarks: 3,000 + Pageviews & 2:03 Avg. Time Spent.

Custom content can be created with TRD Studio in collaboration with Sky upon request – additional fees may apply.

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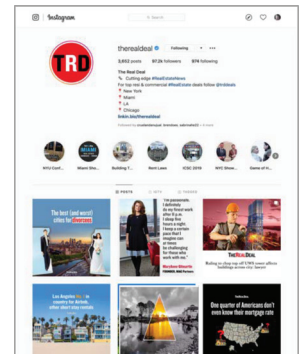
**Mobile visits:** 60%

## Demographics:

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**Earn over \$150K per year:** 10M+



## » SOCIAL PROMOTION

Opportunities include:

- Instagram stories
- Sponsored social posts
- Posts & stories directly targeted to Keller Williams Domain desired audience

**Facebook:** 110K+

**Instagram:** 120K+

**COST PER POST:** \$1,000

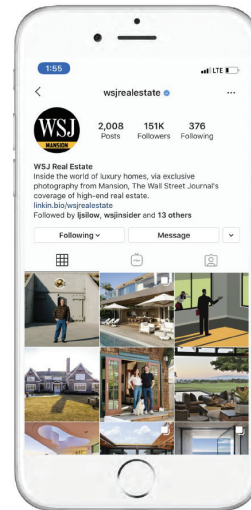
# THE WALL STREET JOURNAL ONLINE (WSJ.COM)

## » @WSJREALESTATE INSTAGRAM

Spotlight your brand to our mobile-first audience with a social Instagram post directly on @WSJRealEstate editorial handle.

- Followers: **154K**

**\$3,600 POST**



# Print Offerings

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# 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:** 1,100,000
- **Readership:** 4,500,000
- **Male / Female:** 62% / 38%
- **Average HHI:** \$278,000
- **Average age:** 50

2X7, CENTRAL REGION: \$3,095  
BUY 4 GET 1 FREE

## THE WALL STREET JOURNAL

WEDNESDAY, MARCH 1, 2017 • VOL. CXXIX, NO. 52      \$6.00

### Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes action since '08 crisis

The Fed's move to lower rates to a range between 0.25% and 0.50% is the first change in the rate since 2015. The move is seen as a response to the economic challenges posed by the outbreak of the novel coronavirus. The Fed's decision to cut rates is seen as a sign of its concern for the economy. The move is expected to lead to a rise in stock prices and a fall in bond yields. The Fed's decision is also seen as a sign of its confidence in the economy's ability to recover from the recession.

### Shaky Ground

China's growth slows as U.S. trade war looms

China's growth slowed to its lowest level in three years in the first quarter of 2017. The slowdown is seen as a result of the U.S. trade war. China's growth is expected to remain slow in the second quarter. The U.S. trade war is seen as a major factor in the slowdown. China's government is expected to take steps to support the economy. The U.S. trade war is also expected to lead to a rise in stock prices and a fall in bond yields.

### Tennessee Kill at Least 25

Blizzard kills at least 25 in Tennessee

A blizzard killed at least 25 people in Tennessee on Tuesday. The blizzard was the worst in the state in decades. The blizzard is expected to lead to a rise in stock prices and a fall in bond yields. The blizzard is also expected to lead to a rise in insurance claims and a fall in government spending.

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

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

Bernie Sanders won the California primary by a landslide. The win is seen as a sign of his popularity. Sanders' win is expected to lead to a rise in stock prices and a fall in bond yields. Sanders' win is also expected to lead to a rise in insurance claims and a fall in government spending.

### Many U.S. Cities See Downturn at Hand

Booming regions mask fiscal weakness in places tethered to shrinking industries

A number of U.S. cities are seeing a downturn at hand. The downturn is seen as a result of the U.S. trade war. The downturn is expected to lead to a rise in stock prices and a fall in bond yields. The downturn is also expected to lead to a rise in insurance claims and a fall in government spending.

### Minnesota Resorts Are On Thin Ice

Shah forces new ways to reach fishing spots

Minnesota's fishing industry is facing a new challenge. The challenge is seen as a result of the U.S. trade war. The challenge is expected to lead to a rise in stock prices and a fall in bond yields. The challenge is also expected to lead to a rise in insurance claims and a fall in government spending.

### What's News

Business & Finance

- The Fed increased its emergency half percent rate cut after a long period of no action.
- China's growth slowed to its lowest level in three years.
- A blizzard killed at least 25 people in Tennessee.
- Biden won the California primary by a landslide.
- Sanders won the California primary by a landslide.
- Many U.S. cities are seeing a downturn at hand.
- Minnesota's fishing industry is facing a new challenge.



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



Bernie Sanders won the California primary by a landslide.

### Salesforce #1 CRM

Ranked #1 for CRM Applications by Gartner



Salesforce is ranked #1 for CRM Applications by Gartner. The company's market share is expected to continue to grow in the coming years. Salesforce is also expected to lead to a rise in stock prices and a fall in bond yields.

26

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# 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

- GQ - MICHIGAN: \$4,180
- GQ - INDIANA: \$2,190
- GQ - CHICAGO METRO: \$4,170



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## ELITE TRAVELER

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

### ELITE TRAVELER AUDIENCE

- Total Readership: 557,000
- Average Age: 45
- Male/Female: 69% / 31%
- Average HHI: \$7.9M
- Average Net Worth: \$32M

SPREAD: \$9,250

# elite traveler





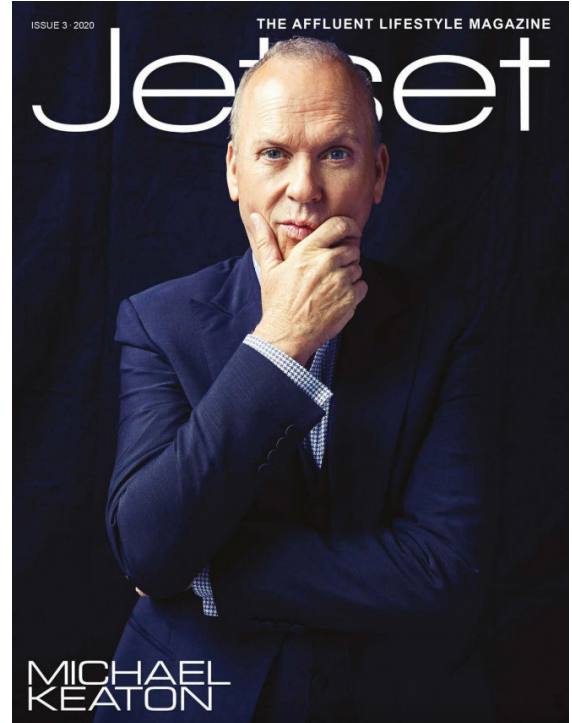
# JET SET MAGAZINE

Jetset Magazine is a luxury publication curated specifically for the most elite and prestigious readers, reaching them while they are relaxed and captive aboard a private jet or luxury yacht, at their primary residence or vacation home, or attending a VIP event or five-star resort.

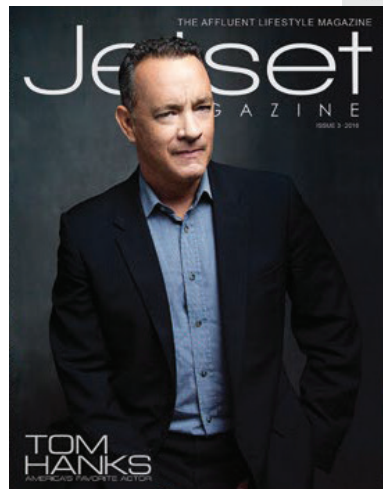
Jetset Magazine stands alone in a competitive market and defines luxury for its readers. With an average household income of \$2.4 million, Jetset readers appreciate the finer things in life and possess more buying power than any audience on the planet. The benefit of a highly concentrated circulation is a cost-effective advertising spend that reaches only the one percent of the world's population who control more than fifty percent of the world's wealth.

Jetset Magazine is a luxury quarterly magazine and website distributed and viewed by 750,000 private Jet travelers in North America.

- **75,000 magazines distributed to over 500 private airports and placed by private jet caterers directly on board private aircrafts .**
- **175,000 unique website visitors monthly with 2 million page views**



**\$3,750 ENEWSLETTER ADD ON \$625 includes one year digital brochure or web feature on the real estate section of website**



# Circulation/Distribution/Reach

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## CIRCULATION/DISTRIBUTION/REACH 2021

Media	Circulation
<b>DIGITAL</b>	
Million Impressions*	3,000,000
Smart Solutions Eblast	87,000
Modern Luxury	5,000
Chief Executive e-Newsletter	95,000
Elite Traveler Dedicated e-Blast	10,000
JamesEdition Elite Listings	2,250,000
Rotating Gallery Home Page	750,000
Featured Article and e-Newsletter promotion	130,000
Social Media Post - Instagram	75,800
Social Media Post - Facebook	31,300
New & Trending Home Page	38,300
JetSet Magazine	50,000
Sponsored Content	3,000
Social Post Facebook	110,000
Social Post Instagram	120,000
WSJ.com WSJ.com Instagram	154,000
<b>PRINT</b>	
The Wall Street Journal - Central	1,290,000
GQ - Michigan	24,000
GQ - Indiana	14,000
GQ - Chicago Metro	26,000
Elite Traveler	111,400
JetSet Magazine	75,000
<b>GRAND TOTAL</b>	<b>8,449,800</b>

# Schedule and Pricing

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# PROPOSED MEDIA SCHEDULE & PRICING 2021

Media	Ad Description	August	September	October	November	Media Total
<b>DIGITAL</b>						
Million Impressions*	Digital Banner Program Targeting - Michigan, Illinois, Indiana	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00		\$ 7,350.00
Smart Solutions Eblast	Custom eBlast - Email + Reminder	\$ 2,225.00	\$ 750.00	\$ 750.00		\$ 3,725.00
Modern Luxury	Email Marketing - Custom UHNW	\$	\$ 6,250.00			\$ 6,250.00
Chief Executive e-Newsletter	e-Newsletter			\$ 3,825.00		\$ 3,825.00
Elite Traveler Dedicated e-Blast					Bonus	\$ -
JamesEdition						
Elite Listings	Featured Listings	\$ 400.00	\$ 400.00	\$ 400.00		\$ 1,200.00
Rotating Gallery Home Page	Featured Banner			\$ 1,300.00		\$ 1,300.00
Featured Article and e-Newsletter promotion	e-Newsletter		\$ 3,600.00			\$ 3,600.00
Social Media Post - Instagram	Post		\$ 350.00			\$ 350.00
Social Media Post - Facebook	Post		\$ 350.00			\$ 350.00
New & Trending Home Page	Featured Spot	\$ 1,000.00				\$ 1,000.00
JetSet Magazine	Email		625			\$ 625.00
Real Deal	Sponsored Content		\$ 5,500.00			\$ 5,500.00
Real Deal	Social Post Facebook		\$ 1,000.00			\$ 1,000.00
Real Deal	Social Post Instagram		\$ 1,000.00			\$ 1,000.00
WSJ.com						
WSJ.com Instagram			\$ 3,600.00			\$ 3,600.00
<b>PRINT</b>						
The Wall Street Journal - Central	2 x 7	\$ 3,095.00	\$ 6,190.00	\$ 3,095.00		\$ 12,380.00
GQ - Michigan	Full Page				\$ 4,180.00	\$ 4,180.00
GQ - Indiana	Full Page				\$ 2,190.00	\$ 2,190.00
GQ - Chicago Metro	Full Page				\$ 4,170.00	\$ 4,170.00
Elite Traveler	Spread			\$ 9,250.00		\$ 9,250.00
JetSet Magazine	Full page + one year digital		\$ 3,750.00			\$ 3,750.00
<b>TOTAL</b>						\$ 76,595.00

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