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-11

COOPERATIVE ADVERTISING

GLOBAL EXPOSURE FOR DISTINCT PROPERTY ADVERTISING

Cover property located in: Warsaw, Poland

INAGINE INAGENE

The Sotheby's International Realty[®] cooperative advertising program provides an array of options—both print and digital—for listing advertising needs. This program leverages high-profile, global media partners and offers targeted reach and vast worldwide exposure.

Our cooperative advertising program offers pre-negotiated, exclusive advertising rates for select quality placements by leveraging the strength of the *Sotheby's International Realty* network. HAGIN H

76% of all affluent adults who plan to buy a home in the next 12 months read magazines or newspapers

Source: 2014 Ipsos Affluent Survey USA

The International New York Times

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

Circulation: 219,465

Geographic distribution: Europe, Asia, Pacific, Middle East, N. Africa, Americas
Readership: 421,373
Male / Female ratio: 76% Male / 24% Female

Sotheby

Average household income: 367,700 Median age: 55

Number of listings per page: Up to 35



International New York Times Wraps

In addition to cooperative advertising opportunities within the International New York Times, our program includes full-color International New York Times wraps that are distributed at some of the most prestigious events around the world. Event wraps are placed around thousands of copies of the International New York Times newspapers and are distributed in hotel rooms and on site during large events.

New York Couture Show New York, February 12-16, 2016 Wrap Date: Saturday February 13

Cannes Film Festival France, May 11-22, 2016 Wrap Date: Friday May 13

Wimbledon London, June 27 - July 10, 2016 Wrap Date: Saturday July 9

Monaco Yacht Show

Monte Carlo, September 28-October 1, 2016 Wrap Date: Friday September 30

EXTRAORDINARY COLLECTIONS | EXTRAORDINARY HOMES

N EXTRAORDINARY COLLABORATION

Sotheby's

Dubai Film Festival Dubai, December 2016 Wrap Date: Wednesday December 7

International New Hork Time



s-Cote D'Azur, Franc Price Upon Request Property ID PW8ZD7

\$24,000,000 USD operty ID 55TDM

> ne is its distinctive xury homes, estates the perfect home.

The New York Times

In the Friday Main News Section

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and



entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global

and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. Daily. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

Circulation: 660,234

Readership: 2,081,000

Male / Female ratio: 60.5% Male / 39.5% Female

Average household income: \$245,997

Median age: 41

Number of listings per page: Up to 35





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 global 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: 1,535,900 globally Readership: US - 3.5 Million, Global - 4 Million Male / Female: 66% Male / 34% Female Average HHI - US: \$270K Average HHI - Asia: \$345K Average HHI - Europe: \$295K Average age: 48 Number of listings per page: 35



Sotheby's Preferred

Sotheby's Preferred is sent to 12,000 of the highest-spending premier clients of Sotheby's Auction internationally. The editorial showcases the most valuable property being sold on the international auction market and includes a gallery of exclusive Sotheby's International Realty[®] listings.

Distribution: 12,000 Premier Global Sotheby's Clients **Number of listings per page:** 1, 2 or 4



NEW YORK <u>NEW YORK</u> 252 Seventh Avenue, PH X This home is generously sized and is filled with light. Ap 2,490 sq. ft. of interior space with three spacious bedro battirs and an approximately L029 sq. ft. private planter

OMES.COM, WEB ID 00110395 NTERNATIONAL REALTY EAST SID

Beachfront with Block Island Views Peaceful, beachfront living privately nestled above the sand Jrobstructed ocean views to Block Island and brilliant suns west facing, oceanside deck. Private pathway to beach.

NARRAGANSETT

SOTHEBYSREALTY MOTT & CHACE SOT +1401789 8899 \$4,950,000 NEWPORT SOTHEBYSREALTY.COM



INDEC ISLAND Which Accord Marking Mark and White classic starts on 11 acress Minischarky international with the classic starts on 11 acress Minischarky international and harming guest cottage. Schwarzswarts Contexposition and harming guest cottage. Schwarzswarts Contexposition International Reality + 2018 19 2000

PORTSMOUTH RHODE ISLAND Carnegie Abbey

TRAMIC I

Cartergie Abbey Castore built, light-falles chingle-chyle with someoping buy view that the source of the source of the source of the source of the bedrooms, central air, and three carganges. In the source of the source of

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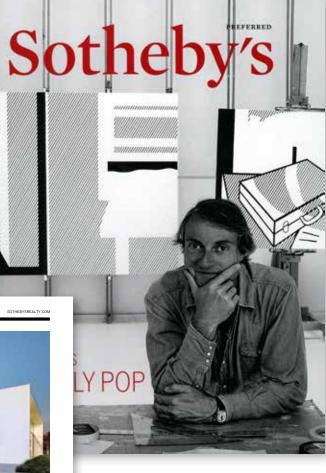
ST. HELENA

Whitehall, The Modern Vineyard Estate Into one of America's most fabled landscapes comes a spectacular new Legacy Estate designed to reflect the balance between inside and outside, respite and celebration. Surrounded by lush vineyards, built of glass and poished store, Whitehall is a singular

celebration. Surrounded by lach vineyards, totit of glass and polisies and polisies and polisies and example of organic architecture and modernist design. Extending approximately 02 acres, the estate includes a main house, guest house, spa house and gate house; surrounded by approximately 14 acres of vineyards. Enter a laving anotacape that includes an infinity-edge pool, termis court, hocce ball court and helpact. Open dorways frame remarkable vistas of SI. Helena and the Napa Valley. The guesthouse is its own sophisticated retreat, with stunning details and its own lap pool. SOTHEBYHOMES.COM WEB ID 0243680 SOTHEBYS INTERNATIONAL REALTY

THEBYS INTERNATIONAL REALTY NE COUNTRY BROKERAGE WGER MARTIN, GREGG LYNN 415 516 3939, +1 415 901 1780 WGER MARTINIØSOTHEBYSHOMES.COM 8.000,000

SOTHEBY'S 121



Sotheby's Magazine / Art & Home

Sotheby's Magazine / Art & Home is the literary collaboration presented by the Sotheby's International Realty brand and Sotheby's. This stunning large format magazine enriches readers with sophisticated content related to the art and real estate worlds.

Sotheby's Magazine / Art & Home features editorial showcasing Sotheby's International Realty Listings and also includes a regular property gallery providing advertising opportunities.

This magazine publishes with two covers. Auction clients receive this content with the Sotheby's Magazine cover, while Sotheby's International Realty Affiliates receive copies with the Art & Home cover for distribution in offices.

Distribution: 50,000

- Auction clients with \$25,000-\$5 million in transactions
- Distribution at all 70 Sotheby's Offices around the world
- Distributed at high profile auction events in NY, London, Paris, LA & Hong Kong

Number of listings per page: 1, 2 or 4

ARCS the elements of an extraordinary

Sotheby's





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ART&HOME Sotheby's Sotheby's





SUNNY ISLES BEACH FLORIDA

Turnberry Ocean Club Located at 18501 Collins. Avenue, Turnberry Ocean Club jets 54 stories into the heavens, along mem beachfront in Surny Isles Beach, Forida, The Carlos Zapata/Robert Swedroe-designed high-rise masterpiece entbodies the architecture and outlone of Marin's current Ta' status. A locary skystoper as impressive as its elimiter Aurona y defines. The one of the new collector the new Mami's current "It" status. A lucury skyscraper as impressive as its Collins Arenue address, the eye-cathing tower embraces the appare of Mami's modernity movement: an amalgamation of glass, steel and towering white pllars intersected by sleek protunding balconies as well as a duo of cartilivered 30th-floor swimming pools and an al fresco fitness centre overlooking the coart. Comprised of 154 grand three to six bedroom units, this project will deliver each residence with direct coartfort and bay views and six stories of amenibes; including the signature Sky Club. Ownership also affords membership privileges at the Tumberry Isle Country Club. Developer and CEO, Jeffrey Soffer of Tumberry Associates continues to redeline South Florida through the company's 50 years of experience.

SOTHEBYSREALTY.COM ONE SOTHEBY'S INTERNATIONAL REALTY MAYI DE LA VEGA +1305 901 5003 MAYI.DELAVEGA@SOTHEBYSREALTY.COM \$4,000,000 - \$35,000,000

SOTHEBY'S 101

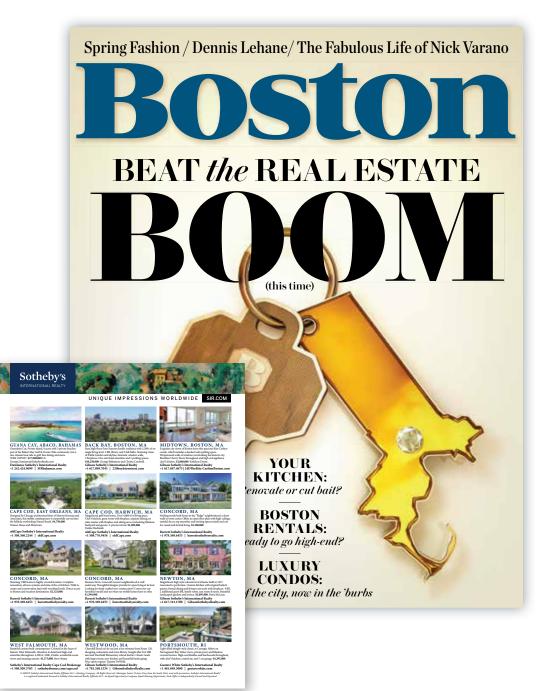
SOTHEBYSREALTY.COM

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Boston Magazine

For more than 40 years, Boston Magazine's experienced writers, editors and designers have captured all sides of the city with award-winning and insightful writing and groundbreaking reporting and design. The expository features, narratives, profiles and investigative features tell the half-million monthly readers how the city works, while the unsurpassed, sophisticated service journalism helps them get the most out of it. The publication reports which towns and neighborhoods are the most desirable, which schools and workplaces are top, which doctors are first-rate and which restaurants, stores and services are the Best of Boston[®].

Monthly circulation: 92,854 Readership: 639,671 Average net worth: \$1,200,000 Average HHI: \$221,000 (median) Average value of primary residence: \$495,000 Home owners: 88% Number of listings per page: 12



The Sunday Times of London

The Sunday Times is one of the largest-selling British national Sunday newspapers. Established over 200 years ago The Sunday Times is one of the most trusted commercial news brands in the UK and continues to lead the market with quality journalism. HOME is the pre-eminent, awardwinning national property supplement of 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: 766.201

Geographic distribution: UK **Readership:** 2,055,000 Male / Female ratio: 55% / 45% **Read by UK business elite:** 54% Average age: 49 Number of listings per page: 6 or 9



prime central London | p21 **EXCLUSIVE Inside** PLUS What sort of empty-nester are you?

Berkshire ma

Robb Report

Defines Connoisseurship

For 40 years, Robb Report has served as the authoritative voice in the global luxury market. Widely regarded as the single most influential journal of living life to the fullest, Robb Report covers the newest in what matters most to its discerning and exceptionally affluent audience. Influencers and opinion leaders look to Robb Report to discover the world's finest products, services, and experiences through both editorial and advertising

The Most Coveted Audience

Robb Report engages the finest connoisseurs with content and first-class advertising that speak to their passions. Synonymous around the world with affluence, luxury, and the best of the best, Robb Report attracts a discerning audience who share the same appreciation and desire for quality, artisanship, heritage, fine design, and exclusivitycore elements that define luxury. A unique combination of high standards coupled with influence and spending power makes the Robb Report audience the ideal target for the world's top luxury brands.

Circulation: 101,444

TOTAL BRAND FOOTPRINT Median age: 45

Male/Female ratio: 78/22

Percentage married or partnered: 91% Average household income: \$375,057 Average household net worth: \$2.5MM Number of listings per page: 12



Sotheby's

Barron's Penta

Written with Barron's wit & often contrarian perspective, PENTA provides the affluent with advice on how to navigate the world of wealth management, how to make savvy acquisitions ranging from vintage watches to second homes, and how to smartly manage family dynamics. Now in glossy format, every quarterly PENTA will also feature an article on high-end real estate.

National print circulation: 302,155

Average HH net worth, print subscribers: \$2,690,000

Average value principal residence, print subscribers: \$814,000

Average value seasonal/second residence, print subscribers: \$716,000

Number of properties per page: 16

AMERICA'S BILLIONAIRE MUSEUMS

PALO ALTO, CALIFORNIA

ST. PETERSBURG, FLORID

UNIQUE IMPRESSIONS WORLDWIDE SIR.COM

Sotheby's

LD FORT BAY, BAHAMAS

MPKIN KEY ELOPIDA

on's great art museums are the money and pushing ahead ga projects. But they have I the way they raise money ealthy families. An exclusive a 10 museum families and exclusive



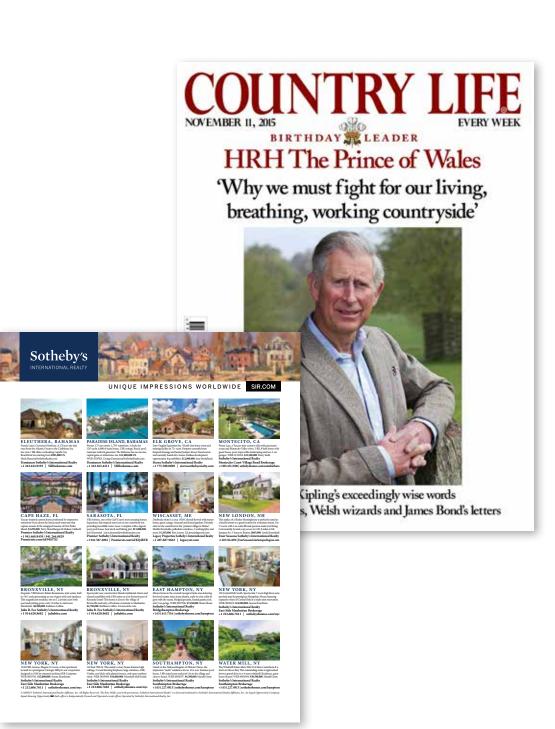
The Best Advice on Muni Bonds Time to Buy More Blue-Chip Stocks SPECIAL REPORT

Country Life

Published weekly in London, Country Life is the United Kingdom's market leader for property advertising. It is the ideal venue for advertising prestigious property to a readership of internationally affluent home buyers in more than 60 countries. Country Life readers are high-net worth individuals, and they read the publication specifically for the property advertising: 43% of readers own 2 or more homes and 89% of readers find Country Life influential in their property buying process.

Circulation: 39,132 including digital copies (circulation increase for 5th consecutive year)

Readership: 206,000 UK, 393,389 globally High net worth individuals: AB 62% - ABCI 78% Average house hold income: 25% of Readers in Excess of \$250,000 Male/Femail ratio: 52% / 48% Median age: 51 Number of listings per page: 1, 3 or 16



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, 2 page - full color insert reaching over 75,000 international hedge fund and finance professionals.

Circulation: 75,195 Geographic distribution: Global Male / Female ratio: 90% / 10% Average HHI: \$452,000 Median age: 38 Number of listings per page: 12



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: 219,000 Geographic distribution: Global Readership: 1,290,000 Male / Female ratio: 81% / 19% Average household income: \$200,000+ Median age: 55 Number of listings per page: 20



Luxury Properties

Established in 2004, LP-Luxury Properties has positioned itself as the premier publication for international luxury real estate in Asia and beyond. LP, offered bilingually in English and Chinese lifestyle magazine is the preferred choice for investors looking to purchase outstanding properties in the Asia-Pacific region and worldwide. In addition to a comprehensive portfolio of luxury listings, each issue features sought-after communities, emerging luxury markets, news and analysis, design trends and other advice for high-end buyers.

梦想搜寻 | NJ FINDER |

一巴哈马

bahamas

加拿大

canada

Price: US\$17,900,000

www.eir.com

Geographic distribution: Asia Readership: 146,000 Male / Female ratio: 65% / 35% Number of listings per page: 4



Ocean Home Magazine

Published bi-monthly, Ocean Home puts the luxurious lifestyle of oceanfront living into the palms of their readers hands. From high-end developments in the Caribbean to private beachfront estates in Malibu, California; Palm Beach, Fort Lauderdale, and Miami Florida; Newport, Rhode Island; Nantucket, Massachusetts; Coastal Maine and everyplace in between. Ocean Home not only unveils the dream homes of the world's wealthiest real estate investors, but also reveals the best travel destinations, the top designs for ocean homes, and interviews the key players in the next generation of luxury oceanfront living. The Sotheby's International Realty[®] EXCLUSIVE cooperative advertising insertion will run in an engaging gatefold advertising unit, in conjunction with the "On the Market" section, which runs in the first quarter of the magazine.

Distribution: 80,000

Readership: 216,000

Geographic breakdown: United States coastal areas, Canada, Caribbean

Average age: 51

Male / Female ratio: 49% / 51%

Average HHI: \$1.2 million

Number of listings per page: 12



SOTHEBY'S INTERNATIONAL REALTY® RESIDE[®] Magazine

RESIDE magazine is the celebration of home, art and living. Each issue combines rich lifestyle editorial while showcasing extraordinary listings only represented by the Sotheby's International Realty network. RESIDE is published as highly targeted regional editions, providing readers with exclusive relevant content, while allowing you to geographically target the advertising for your listing.

For information or to request an edition covering your region, contact:

reside@sothebysrealty.com | +1.727.741.4141

INSIDE RESIDE

Each issue features up to 10 pages of luxury lifestyle and real estate editorial including a region specific article.

Each edition features an exclusive gallery of listings represented by the Sotheby's International Realty® network.

DEFINED DISTRIBUTION

- Regional Editions are distributed through high-profile media channels including The Wall Street Journal inserts, as well as through advertiser distribution. Additional local distribution channels are also evaluated for each edition.
- All editions are published as a digital magazine viewable on PC and portable devices for even further distribution.





2016 Cooperative Advertising Schedule

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	Country Life	Wednesday, November 16, 2016	Monday, October 24, 2016	\$440	Color	16

Publication	Issue Date	Affiliate Deadline	Cost/Spot	Color/B&W	# Properties
International New York Times	Friday, March 4, 2016	Friday, February 19, 2016	\$570	B&W	35
International New York Times	Friday, April 8, 2016	Friday, March 25, 2016	\$570	B&W	35
International New York Times	Friday, June 3, 2016	Friday, May 20, 2016	\$570	B&W	35
International New York Times	Friday, August 5, 2016	Friday, July 22, 2016	\$570	B&W	35
International New York Times	Friday, September 2, 2016	Friday, August 19, 2016	\$570	B&W	35
International New York Times	Friday, November 4, 2016	Friday, October 21, 2016	\$570	B&W	35
INYT Wrap - New York Couture Show	Saturday, February 13, 2016	Friday, January 15, 2016	\$495	Color	56
INYT Wrap - Cannes Film Festival	Friday, May 13, 2016	Friday, April 15, 2016	\$495	Color	56
INYT Wrap - Wimbledon Tennis	Saturday, July 9, 2016	Friday, June 10, 2016	\$495	Color	56
INYT Wrap - Monaco Yacht Show	Friday, September 30, 2016	Friday, August 26, 2016	\$495	Color	56
INYT Wrap - Dubai Film Festival	Wednesday, December 7, 2016	Wednesday, November 2, 2016	\$495	Color	56
Luxury Properties Magazine	January/February 2016	Monday, November 16, 2015	\$355	Color	Up to 4 Properties per Page
Luxury Properties Magazine	March/April 2016	Friday, January 15, 2016	\$355	Color	Up to 4 Properties per Page
Luxury Properties Magazine	May/June 2016	Friday, March 11, 2016	\$355	Color	Up to 4 Properties per Page
Luxury Properties Magazine	July/August 2016	Friday, May 13, 2016	\$355	Color	Up to 4 Properties per Page
Luxury Properties Magazine	September/October 2016	Friday, July 15, 2016	\$355	Color	Up to 4 Properties per Page
Luxury Properties Magazine	November/December 2016	Friday, September 16, 2016	\$355	Color	Up to 4 Properties per Page
Luxury Properties Magazine	January/February 2017	Friday, November 18, 2016	\$355	Color	Up to 4 Properties per Page
	Saturday, January 23, 2016	Friday, January 8, 2016	\$670	Color	20
Financial Times	Saturday, February 20, 2016	Wednesday, February 3, 2016	\$670	Color	20
Financial Times	Saturday, March 19, 2016	Wednesday, March 2, 2016	\$670	Color	20
Financial Times	Saturday, April 16, 2016	Wednesday, March 30, 2016	\$670	Color	20
Financial Times	Saturday, May 21, 2016	Wednesday, May 4, 2016	\$670	Color	20
Financial Times	Saturday, June 18, 2016	Wednesday, June 1, 2016	\$670	Color	20
Financial Times	Saturday, September 17, 2016	Wednesday, August 31, 2016	\$670	Color	20
Financial Times	Saturday, October 15, 2016	Wednesday, September 28, 2016	\$670	Color	20
Financial Times	Saturday, November 12, 2016	Wednesday, October 26, 2016	\$670	Color	20
Boston Magazine	February 2016	Friday, December 11, 2015	\$500	Color	12
Boston Magazine	March 2016	Friday, January 22, 2016	\$500	Color	12
Boston Magazine	April 2016	Friday, February 19, 2016	\$500	Color	12
Boston Magazine	May 2016	Friday, March 18, 2016	\$500	Color	12
Boston Magazine	June 2016	Friday, April 15, 2016	\$500	Color	12
Boston Magazine	August 2016	Monday, June 20, 2016	\$500	Color	12
Boston Magazine	September 2016	Friday, July 22, 2016	\$500	Color	12
Boston Magazine	October 2016	Friday, August 19, 2016	\$500	Color	12
Boston Magazine	November 2016	Friday, September 16, 2016	\$500	Color	12
Boston Magazine	December 2016	Friday, October 21, 2016	\$500	Color	12
Ocean Home	February/March 2016	Tuesday, November 3, 2015	\$440	Color	12
Ocean Home	April/May 2016	Wednesday, January 13, 2016	\$440	Color	12
Ocean Home	June/July 2016	Wednesday, March 16, 2016	\$440	Color	12
Ocean Home	August/September 2016	Wednesday, May 11, 2016	\$440	Color	12
Ocean Home	October/November 2016	Wednesday, July 13, 2016	\$440	Color	12
Ocean Home	December/January 2017	Wednesday, September 21, 2016	\$440	Color	12

Publication	Issue Date	Affiliate Deadline	Cost/Spot	Color/B&W	# Properties
The Sunday Times Of London	Sunday, January 24, 2016	Monday, January 11, 2016	\$750	Color	6
The Sunday Times Of London	Sunday, February 21, 2016	Monday, February 8, 2016	\$750	Color	6
The Sunday Times Of London	Sunday, March 20, 2016	Monday, March 7, 2016	\$750	Color	6
The Sunday Times Of London	Sunday, April 17, 2016	Monday, April 4, 2016	\$750	Color	6
The Sunday Times Of London	Sunday, May 22, 2016	Monday, May 9, 2016	\$750	Color	6
The Sunday Times Of London	Sunday, June 19, 2016	Monday, June 6, 2016	\$750	Color	6
The Sunday Times Of London	Sunday, September 18, 2016	Friday, September 2, 2016	\$750	Color	6
The Sunday Times Of London	Sunday, October 16, 2016	Monday, October 3, 2016	\$750	Color	6
The Sunday Times Of London	Sunday, November 13, 2016	Monday, October 31, 2016	\$750	Color	6
Barron's Penta	Monday, March 28, 2016	Friday, January 8, 2016	\$840	Color	16
Barron's Penta	Monday, June 20, 2016	Friday, April 1, 2016	\$840	Color	16
Barron's Penta	Monday, September 19, 2016	Wednesday, June 29, 2016	\$840	Color	16
Robb Report	March 2016	Wednesday, January 6, 2016	\$495	Color	24
Robb Report	May 2016	Friday, February 26, 2016	\$495	Color	24
Robb Report	July 2016	Thursday, April 28, 2016	\$495	Color	24
Robb Report	September 2016	Tuesday, June 28, 2016	\$495	Color	24
Robb Report	November 2016	Friday, August 26, 2016	\$495	Color	24
Robb Report	January 2017	Friday, October 28, 2016	\$495	Color	24
Bloomberg Markets	March/April 2016	Monday, January 18, 2016	\$825	Color	12
Bloomberg Markets	May/June 2016	Monday, March 7, 2016	\$825	Color	12
Bloomberg Markets	July/August 2016	Monday, May 2, 2016	\$825	Color	12
Bloomberg Markets	September/October 2016	Tuesday, July 5, 2016	\$825	Color	12
Bloomberg Markets	November 2016	Monday, August 29, 2016	\$825	Color	12
Bloomberg Markets	December 2016	Monday, October 3, 2016	\$825	Color	12

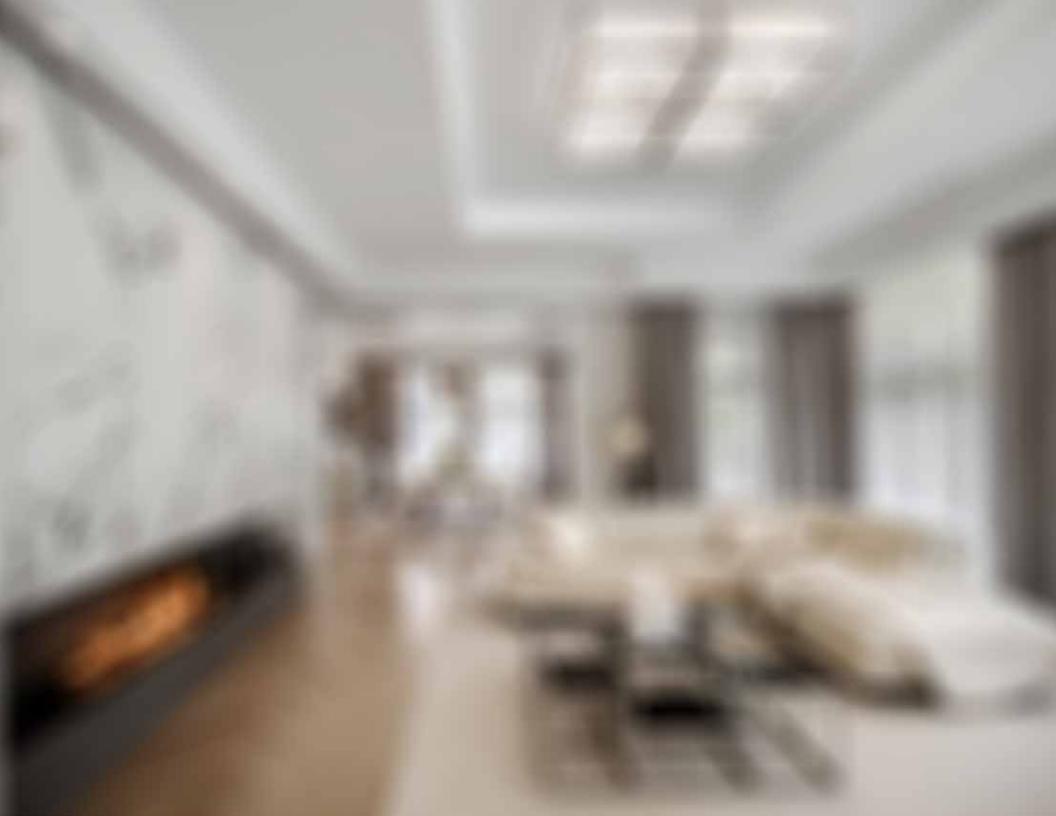
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