



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Ramuda Ranch Advertising and Marketing Program



KENNEY  
& CO

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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 Ramuda Ranch

SKY Advertising is excited to present to Better Homes and Gardens Real Estate® Kenney & Co a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Ramuda Ranch.

Your strategic blueprint is composed of print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Sedalia, 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](mailto:janine@skyad.com)

PAULA DAVIDSON  
*Senior Account Executive*  
**212-677-2671**  
[paula@skyad.com](mailto:paula@skyad.com)

SARA HELENI  
*Account Executive*  
**212-674-2402**  
[sara@skyad.com](mailto:sara@skyad.com)

JIMMY CINTRÓN  
*Account Executive*  
**212-677-0083**  
[jimmy@skyad.com](mailto:jimmy@skyad.com)

# Digital Offerings



**Better  
Homes** and Gardens.  
REAL ESTATE



# 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: **Ramuda Ranch**
- Flight Dates: **December 2023 - February 2024**
- 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.

## 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.

INVESTOR'S BUSINESS DAILY™

BARRON'S



THE WALL STREET JOURNAL.

FORTUNE

Forbes

Bloomberg  
Markets



FOX BUSINESS



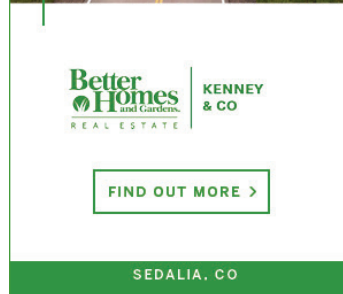
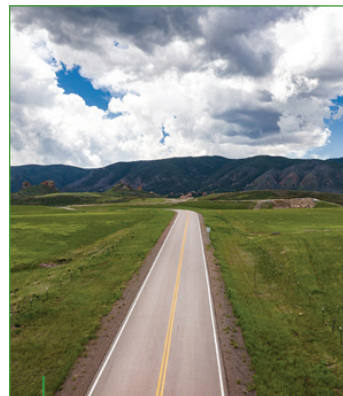
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

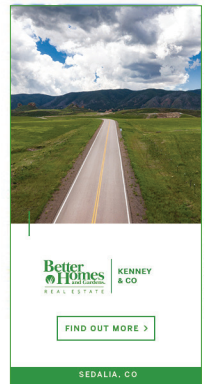
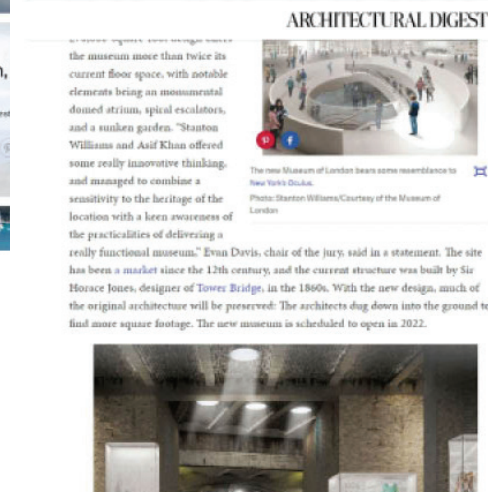
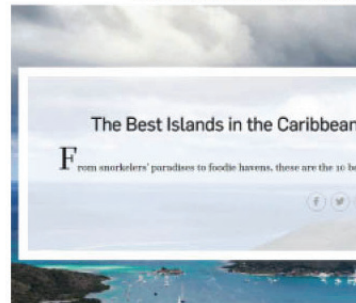
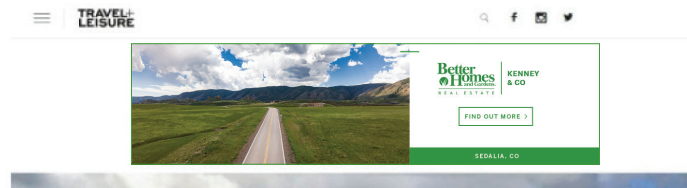
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

**BANNER PRODUCTION: \$350**



# Sample Banners For Impressions Programs As They Appear On Sites



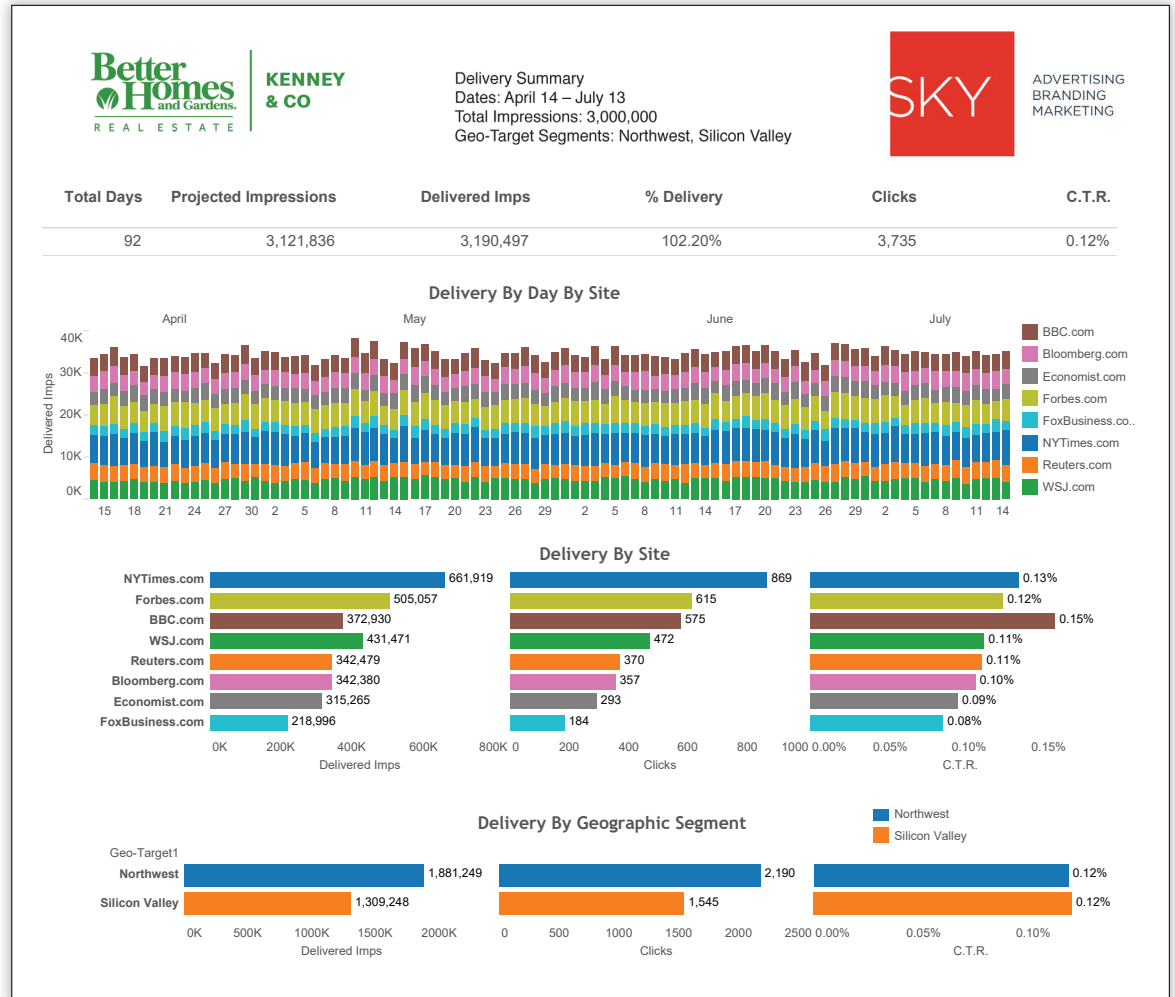


# Comprehensive Reporting For Your Customized Campaign

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 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

After doing some research, we have put together an integrated program that targets a high net worth audience in the Greater Toronto market and key geography segments in the US, Europe, Middle East, and Asia (India/Hong Kong/China).

This recommendation includes:

- A Site specific segment that allows us reach a high net worth audience in a premium editorial environment in leading national news, business, finance and lifestyle websites.
- A behavioral targeted custom in-market segment, that will allow us to reinforce and show banners to people who are considered actively looking for Colorado Luxury Homes across the target markets.
- A behavioral targeted custom intent banner segment, that will allow us to reinforce and show banners to people who are actively searching for Colorado Luxury Homes.
- A paid search (AdWords) segment targeting people actively searching Google for Colorado Luxury Homes.
- Retargeting

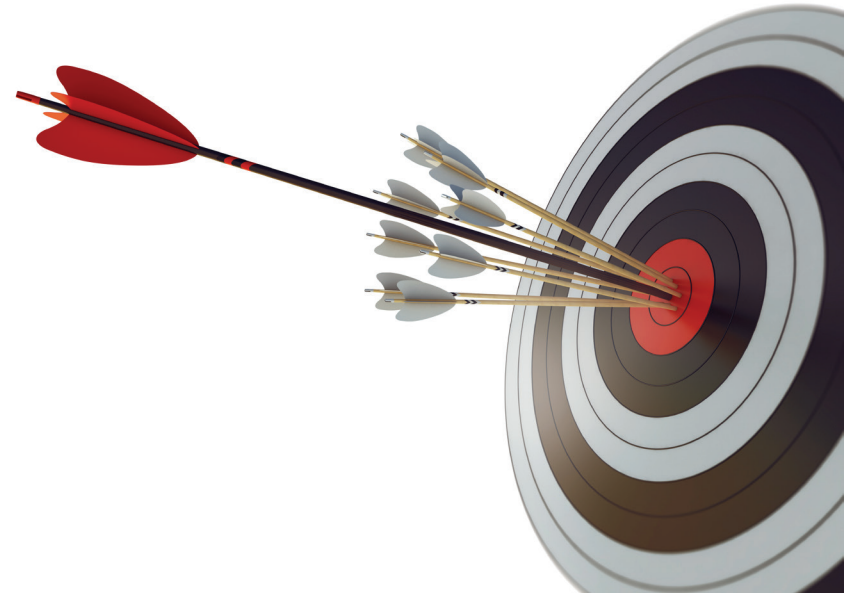
## SITE SPECIFIC

This segment consists of premium websites with income and geo-targeting to extend the overall reach of the program. For this segment we have recommended readers A35-65 in top 10% HHI living in the target markets of premium sites like WSJ.com, Bloomberg.com, Reuters.com, ArchitecturalDigest.com, Forbes.com and FoxNews.com

## BEHAVIORAL TARGETING

We are able to target A35-65 in the top 10% of HHI who are actively searching for Real Estate based on their online behavior (sites visited, content consumed and search activity). Since historical search data shows that 90+% of all searches for Colorado Luxury Homes are done within the market.

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 (In-Market, income and geo-target) on one of these sites.



# Impressions Scheduling

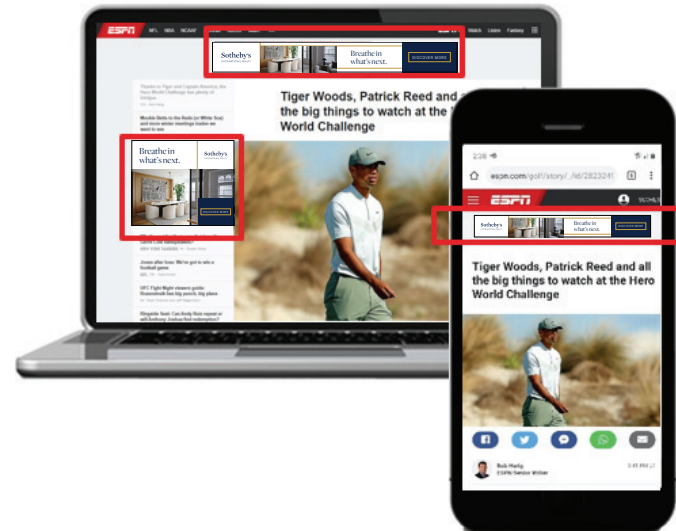
BHGRE -Kenny & Co -Remuda Ranch

Media	Geo-Target	December				January				February				Impressions
		01	08	15	22	29	05	12	19	26	02	09	16	
WSJ.com	Castle Rock and Denver													1,650,000
Bloomberg.com														
Barrons.com														
Investors.com														
CNBC.com														
Fortune.com														
Reuters.com														
Forbes.com														
FoxBusiness.com														
CNBC.com														
Behavioral - Outdoor Enthusiasts	Castle Rock and Denver													725,000
Behavioral - Golf Enthusiasts	Castle Rock and Denver													625,000
<b>Total Digital</b>													<b>3,000,000</b>	

# 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 and 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. We provide you with 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: FROM \$1,500/MONTH**



# Comprehensive Digital

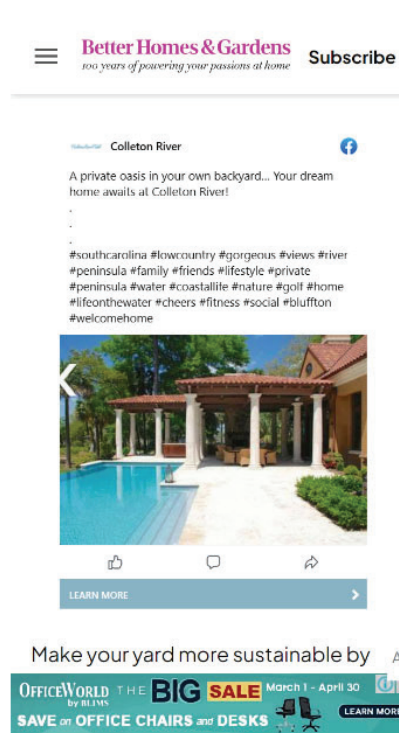
## SOCIAL MIRROR ADS

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.

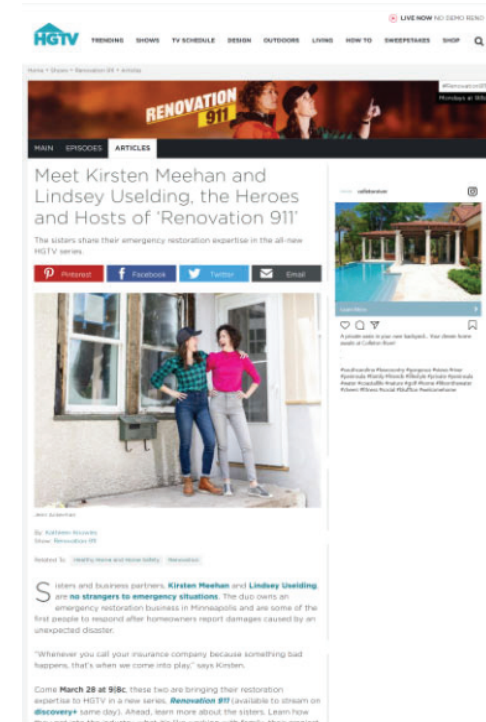
Ads can be display, video, OTT across connected TVs or carousel.



## 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.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

**PRICE: FROM \$1,500/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

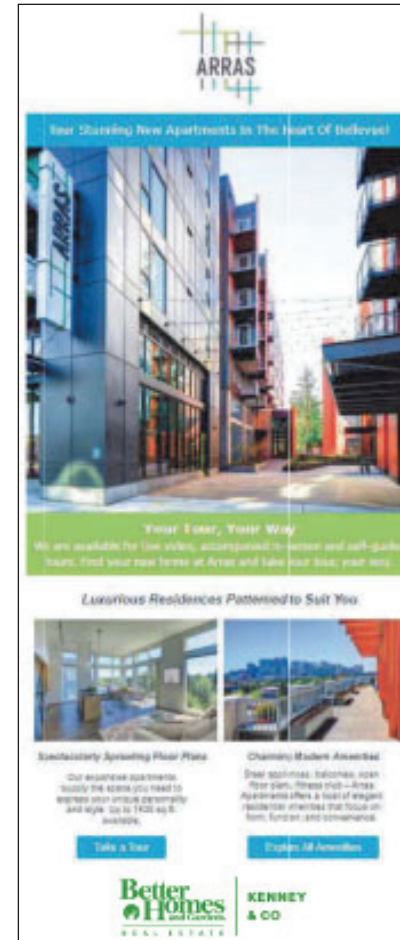
Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

**CUSTOM EBLAST AND REMINDER EMAIL: \$2,295**



# Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing or website.

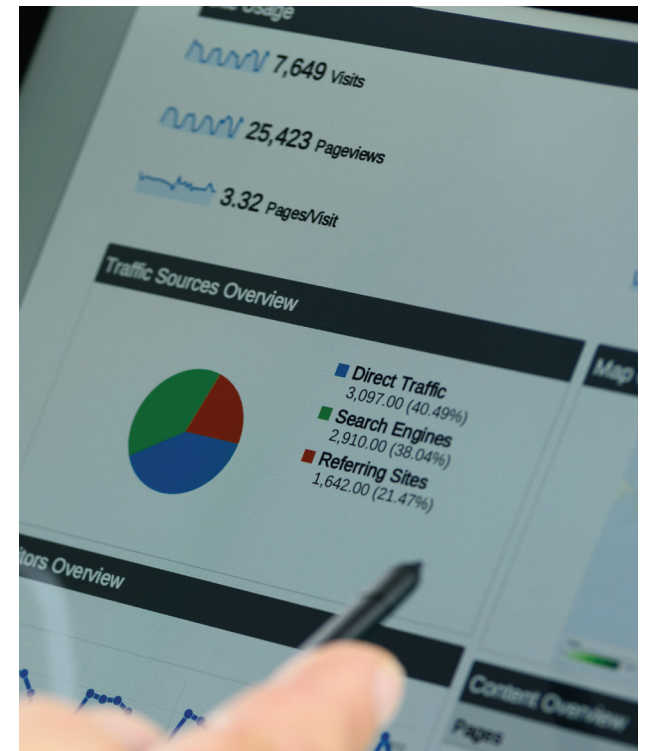


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

**PROGRAM COST**  
**PROGRAM SETUP: \$750**  
**MONTHLY MANAGEMENT:**  
**\$2500/MONTH (6 MONTH MINIMUM)**



# Google AdWords

## GEOTARGETING

- Castle Rock
- Denver

## AUDIENCES & DEMOGRAPHICS

Which can include:

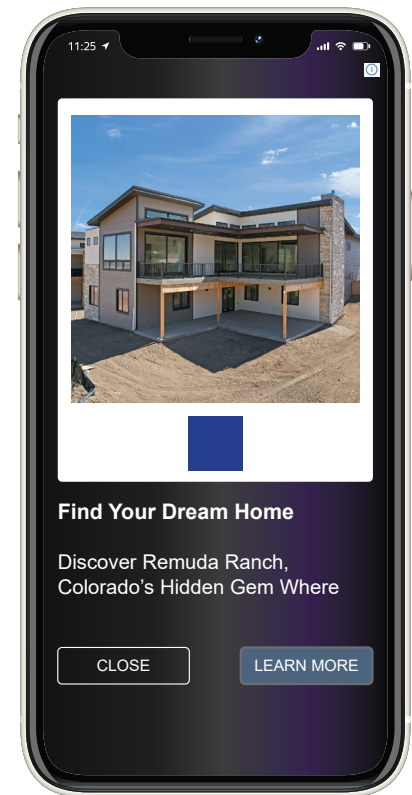
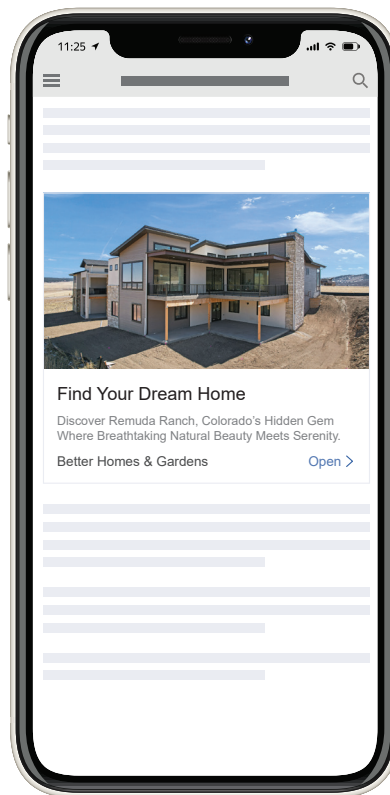
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting
- Ski Enthusiasts

## DESCRIPTIONS/LONG HEADLINES

- Find your Perfect Luxury Home Just Minutes from Castle Rock with Rolling Hills, Abundant Wildlife, and Breathtaking Scenery.
- Discover Remuda Ranch, Colorado's Hidden Gem Where Breathtaking Natural Beauty Meets Serenity.
- Escape to the Tranquility of Remuda Ranch. Contact Us to Learn More About These Exclusive Colorado Ranch Homes.

## SHORT HEADLINES

- Remuda Ranch
- Contact Us Today
- Sedalia, CO
- Find Your Dream Home





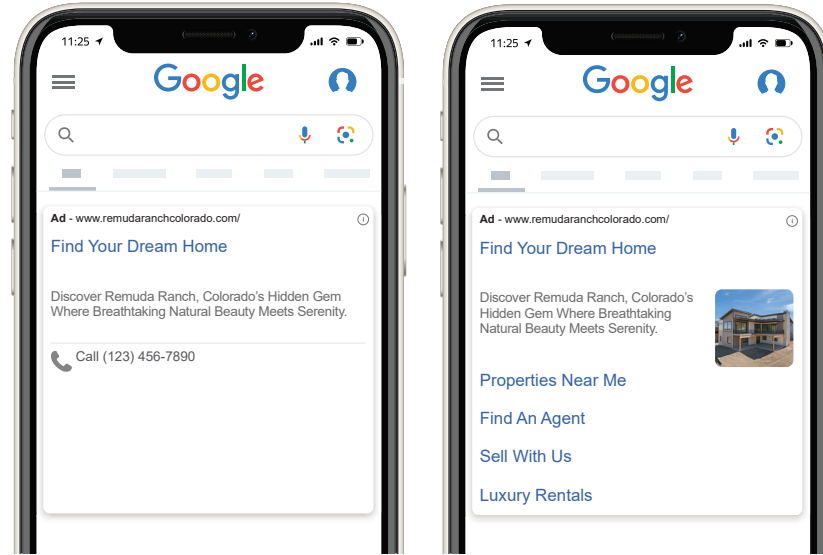
# Google AdWords

## ESTIMATED MONTHLY SEARCHES:

- 16,450

## KEYWORD SAMPLE:

- “ranch home for sale near castle rock”
- “luxury ranch home for sale colorado”
- “sedalia luxury home for sale”
- “80135 home for sale”
- “mountain house for sale sedalia Colorado”
- “luxury communities near castle rock”



A desktop view of the Google AdWords search results for 'Find Your Dream Home'. It features a large image of a modern house on the left. To the right of the image is the ad text: 'Ad Discover Remuda Ranch, Colorado's Hidden Gem Where Breathtaking Natural Beauty Meets Serenity. www.remudaranchcolorado.com'. Below the text is a blue 'Learn more' button.

Ad - www.remudaranchcolorado.com/ (123) 456-7890

## Find Your Dream Home

Discover Remuda Ranch, Colorado's Hidden Gem Where Breathtaking Natural Beauty Meets Serenity.

**Properties Near Me**  
Homes for Sale in Your Area  
Listings From Brokers Near You

**Sell With Us**  
List Your Home  
Be Where the World is Looking

**Find An Agent**  
Worldwide Agents  
Local Experts

**Luxury Rentals**  
Homes for Rent in Your Area  
Exclusive Listings

# Google AdWords

## CLIENT DASHBOARD

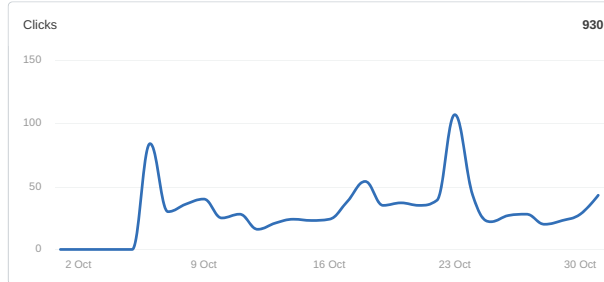
We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.



[Insert name here]  
October 2023

[Insert name here]

Google Ads Impressions	Google Ads Clicks	Google Ads CTR	Google Ads Phone Calls	Average Cost-Per-Click	Google Ads Interaction R...
<b>85,229</b>	<b>930</b>	<b>1.09%</b>	<b>9</b>	<b>\$1.52</b>	<b>1.14%</b>



Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"karen bernardi boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
<a href="#">SKY - SMART</a>	459	\$312.71	\$39.09	74,095
<a href="#">SKY - Bernardi Group - PM...</a>	290	\$359.88	\$179.94	8,209
<a href="#">SKY - General</a>	75	\$278.65	\$0.00	1,432
<a href="#">SKY - Boulder</a>	53	\$293.25	\$293.25	1,145
<a href="#">SKY - Trademark</a>	38	\$134.26	\$134.26	259
<a href="#">SKY - Niwot</a>	11	\$33.94	\$0.00	69
<a href="#">SKY - Longmont</a>	4	\$19.24	\$0.00	16
<a href="#">SKY - Golden</a>	0	\$0.00	\$0.00	3
<a href="#">SKY - Superior</a>	0	\$0.00	\$0.00	1

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

# Google AdWords

## MONTHLY REPORTING

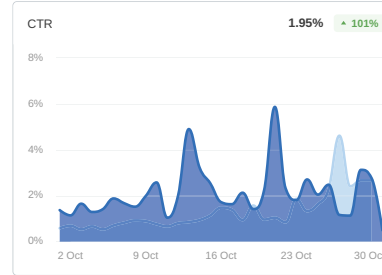
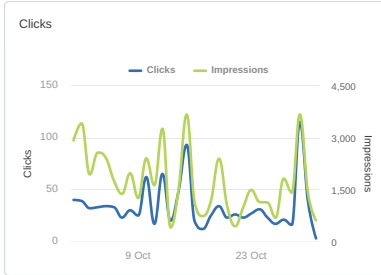
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



[insert name here]  
October 2023

## October 2023

### October KPI's



Total Impressions ▼ 46%

**53,704**

Total Clicks ▲ 9%

**1,049**

Phone Calls ▲ 71%

**12**

Interaction Rate ▲ 218%

**4.17%**

CTR ▲ 101%

**1.95%**

Average CPC ▲ 7%

**\$0.94**

### Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

### Keywords

Showing 23 of 23 Rows

KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
michael rankin dc	40	114	40
va real estate agent	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean realty	1	1	1

## EQ Living

Equestrian Living is tailored to the lifestyle led by their readers. They enjoy a shared pride in their homes, farms, and ranches—and of course their revered horses. They spend generously on travel, vacation homes, jewelry, automobiles, high-end fashion, and other luxury items. In its inaugural year EQ was recognized nationally when a panel of 26 judges at American Horse Publications selected it as the Overall Best Equestrian Magazine in America.

### WEEKLY E-NEWSLETTER

A display banner ad of your property appears in the e-newsletter among editorial content.

- Subscribers: **39,000**

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**PRICE: \$950 PER DEPLOYMENT**





## 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**

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'About', 'USD', 'Sign in / Register', and 'Become a Seller'. Below that is a search bar and a category menu with icons for Cars (7,350), Real Estate (76,216), Yachts (774), Watches (1,382), Jets (66), Helicopters (35), and Extravagance (6). A large banner features a yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, a text block states: '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.' The 'MOST POPULAR' section displays a grid of items: Ferrari 488 GTB (\$71,999), Chevrolet Corvette (\$4,785,907), Shannan Villa Over... (\$4,459,999), and Ram 2500 (\$45,999). Other items include a McLaren 550C (\$34,999) and a Ferrari California (\$114,999). The 'JAMES SPOTTING' section shows a modern interior. The 'RICH LIST' section features a yacht and a listing for a 'DOUBLE DOWN 214 Codecasa 2010/20...' for \$38,000,000. The 'LATEST STORIES' section includes an article about luxury garages and another about the Bahamas. A 'Featured Agent' section highlights Nick Swinburne.

The screenshot shows the real estate section of JamesEdition.com. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location filter set to 'SPAIN | NEW YORK | PARIS'. A featured property is 'THE PENTHOUSES AT GOLDEN PEAK' for \$23,900,000. Below this is a 'Featured luxury properties' grid with listings such as '5 Bedrooms - Pent...' for \$2,734,418, 'Stunning Sherwoo...' for \$3,250,000, 'Enviable Estate By ...' for \$2,995,000, and 'Modern Apartment...' for \$2,274,332. Other listings include 'Elegant French Styl...' for \$8,800,000, 'Playa Nix' for \$12,000,000, 'Koningshof' for \$8,759,573, and 'Magnificent Seclu...' for \$3,950,000. A 'News about luxury real estate' section includes articles like 'Most exclusive neighborhoods of Hong Kong', 'The Bahamas: Inside the most exclusive gated communities', 'Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal', and 'Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring'.

# jamesedition.com

## ROTATING GALLERY

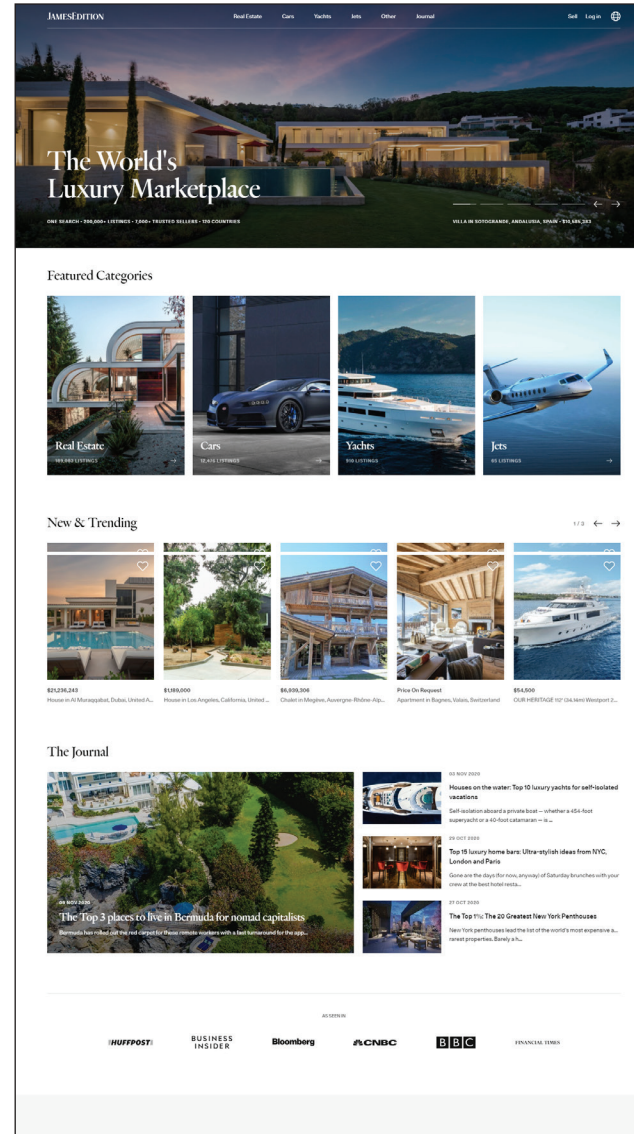
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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**

**REAL ESTATE PAGE  
FEATURED BANNER: \$1,600**



# jamesedition.com

## SOCIAL MEDIA POST

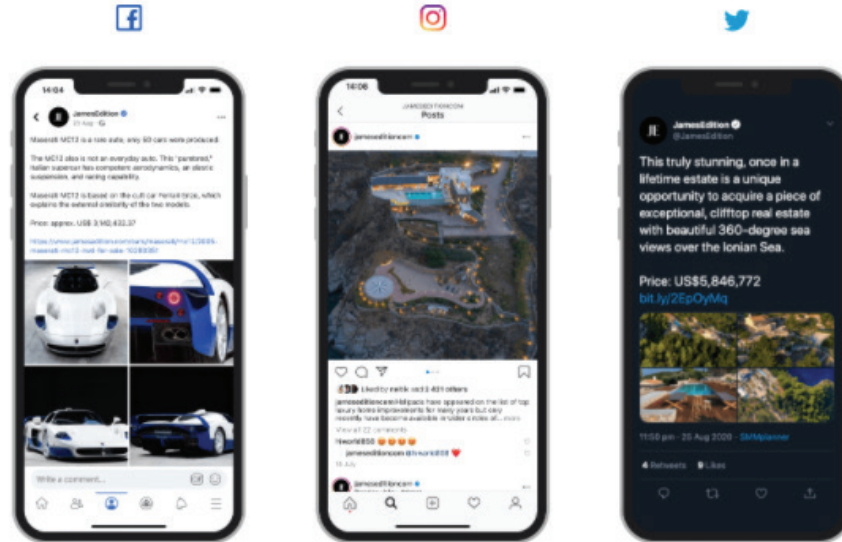
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- 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



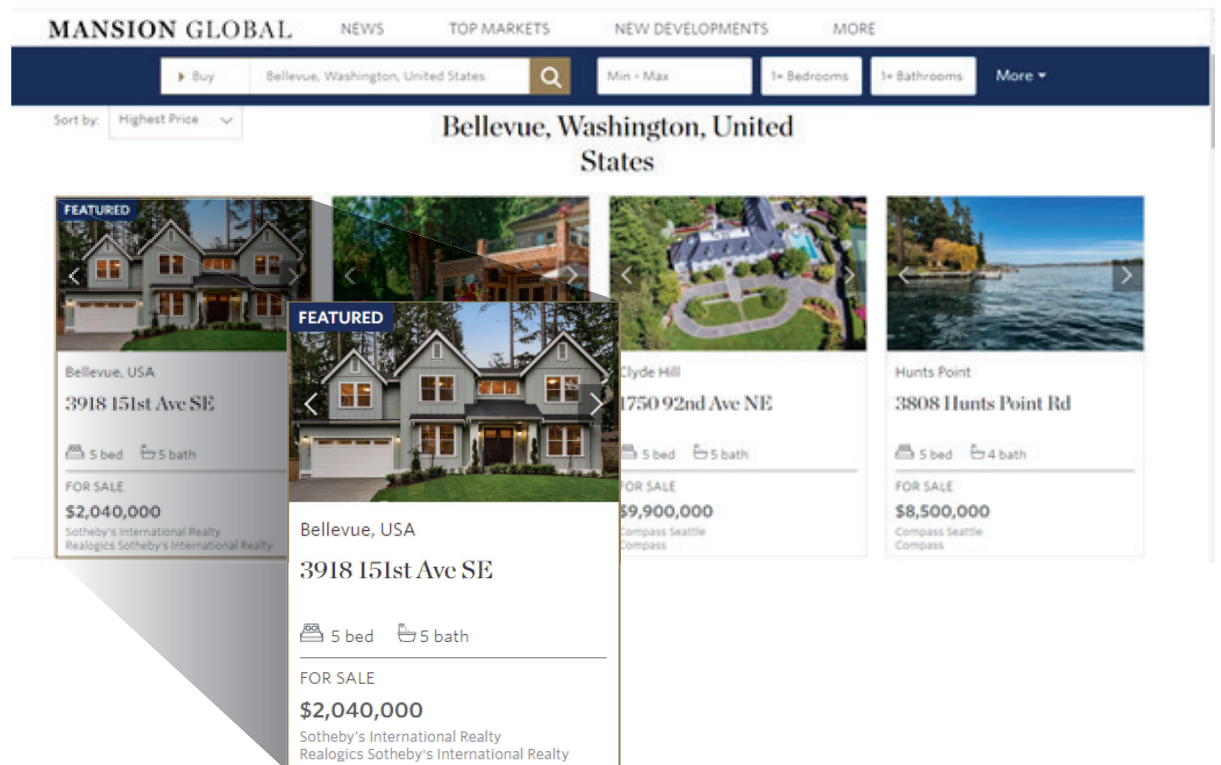
# The Wall Street Journal Online (WSJ.Com)

## FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

- 10 PROPERTIES: \$1,200
- 25 PROPERTIES: \$2,070
- 100 PROPERTIES: \$5,500



# 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)

## MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

### INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PRICE: \$1,250

Buy | Luxury properties by location

San Francisco  
**706 Mission**  
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE

VIEW MEDIA

SHARE [Icons] SAVE

**DESCRIPTION**

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

Read More

**AMENITIES** [View Gallery](#)

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

Show More

**NEIGHBORHOOD**

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews

SHOP NOW

# The Wall Street Journal Online (WSJ.Com)

## MANSION GLOBAL DAILY (M-F) ENEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **17,000** Opt in subscribers

PRICE: \$3,680

View in your browser

Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.

Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?  
A snapshot and look at where prices are going. [Read More](#)

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3960 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5660 Park Crescent, Vancouver, BC	\$7,900,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,500,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Châteaufortier, QC	\$24,000,000
9. 8025 McLean, Toronto, ON	\$12,900,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$762,023	3130	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,000,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	32	\$26,000,000
Châteaufortier	\$193,333	1	\$26,000,000

TRENDING TODAY

Architectural Digest @ArchDigest Following

We found the most iconic building in every state in America: [archdg.co/8hz6SKy](http://archdg.co/8hz6SKy)

3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit [coronavirus.gov](http://coronavirus.gov)

Powered by LiveIntent AllChives

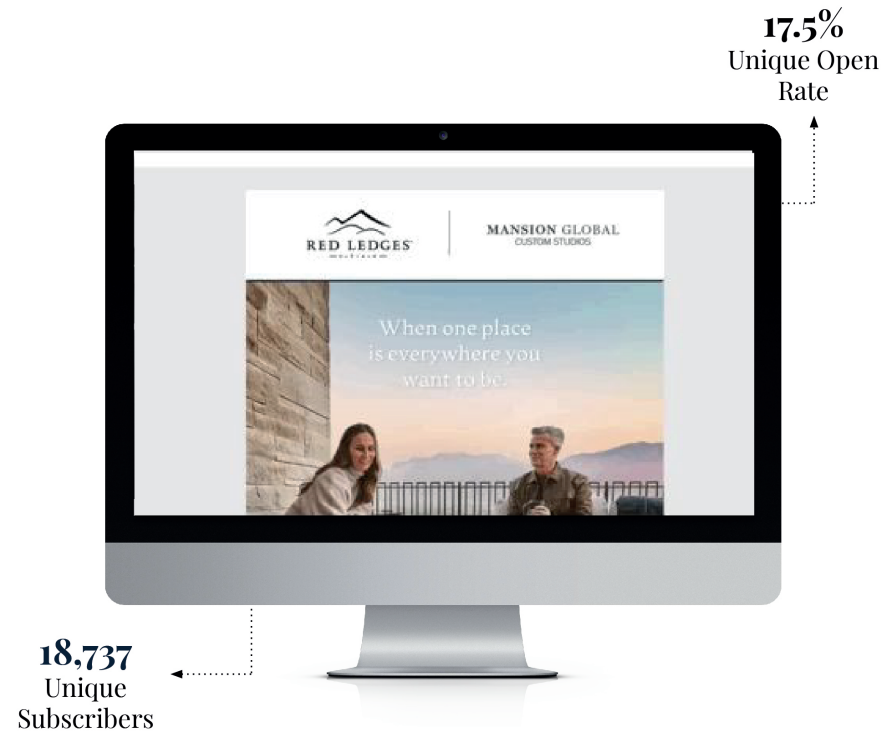
# The Wall Street Journal Online (WSJ.Com)

## MANSION GLOBAL CUSTOM E-NEWSLETTER

### EXCLUSIVE EMAIL

Take advantage of Mansion Global's Custom newsletter to showcase your brand as a luxury lifestyle and real estate leader to luxury connoisseurs and high-net-worth buyers around the world. From aspiration to action, Mansion Global's custom newsletter is the go-to read for the most powerful and affluent consumers, delivering all your newsworthy content directly to their inboxes-inspiring the luxury lifestyle and delivering results.

PRICE: \$6,000 EXCLUSIVE EMAIL

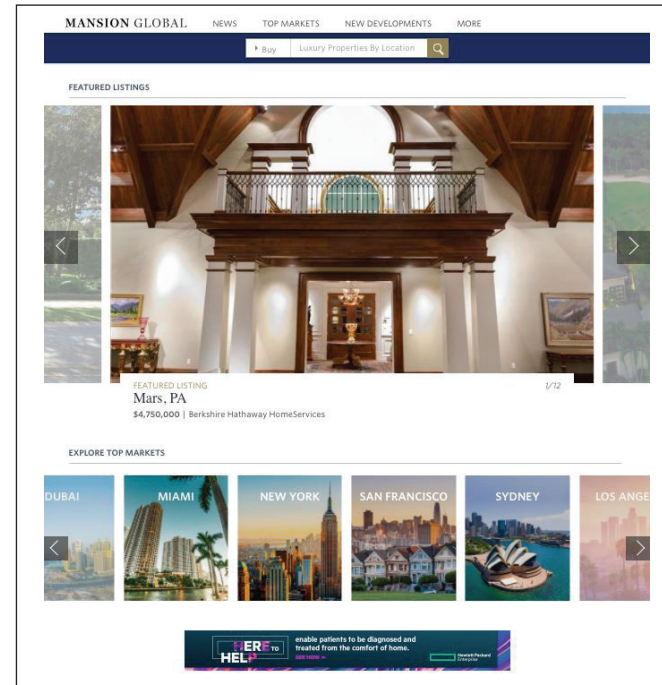


# The Wall Street Journal Online (WSJ.Com)

## 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



**Better  
Homes** and Gardens  
REAL ESTATE



# 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 your brand, expand visibility and deliver your 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**

**4X7, WESTERN SOUTH: \$1,940**  
**BUY 5 GET 2 FREE**  
**PROPERTY PORTFOLIO: \$2,355**

**THE WALL STREET JOURNAL.**  
WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 52

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

**Fed Cuts Rates Amid Virus Fears**

The Fed lowered its benchmark rate to 0% and cut its first rate change in 16 years. The central bank also announced a \$750 billion program to purchase government securities and other assets to ease credit conditions.

**What's News**

- **The Fed lowered its benchmark rate to 0% and cut its first rate change in 16 years.** The central bank also announced a \$750 billion program to purchase government securities and other assets to ease credit conditions.
- **Stocks, bond yields fell after central bank takes biggest emergency action since '08 crisis.**
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- **Stocks, bond yields fell after central bank takes biggest emergency action since '08 crisis.**

**Biden Picks Up String of Victories, Sanders Picks Big Win in Virginia**

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

**Tennessee Twisters Kill at Least 25**

Tornadoes sliced through Tennessee on Tuesday, killing at least 25 people at the time and leaving a path through new construction.

# 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.**

### PREMIUM, FULL PAGE

**INSIDE BACK COVER: \$2,242.50**

**OPP PROPERTY SHOWCASE: \$2,242.50**

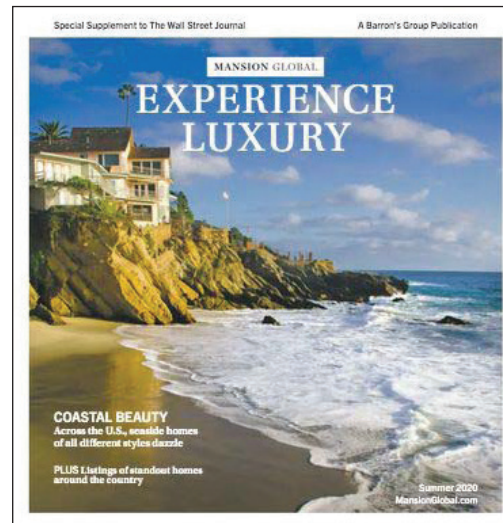
### PREMIUM SPREAD

**INSIDE FRONT COVER SPREAD: \$5,070**

**PRE-TOC: \$4,680**

**IMMEDIATELY POST TOC: \$4,485**

**CENTER SPREAD: \$4,485**



# Architectural Digest Regional Pages

## 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 Architectural Digest.

## FULL PAGE, COLOR:

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

**FULL PAGE, COLOR**  
**DENVER: \$2,300**



PRINT

# Golf Digest

## 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 Golf Digest.

- Full page, color

FULL PAGE, COLOR  
DENVER: \$2,700





# 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



# Schedule, Pricing & Reach





# Proposed Media Schedule & Pricing 2023-2024

Media	Ad Description	December	January	February	March	Media Total	Reach
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program Targeting - Castle Rock & Denver	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00		\$ 7,350.00	3,000,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 3,250.00	\$ 2,500.00	\$ 2,500.00		\$ 8,250.00	
<b>Comprehensive Digital</b>							
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
<b>Smart Solutions Eblast</b>							
Smart Solutions Eblast	Custom Email		\$ 2,295.00			\$ 2,295.00	40,000
<b>EQ Living Enewsletter</b>							
EQ Living Enewsletter	EQliving - weekly	\$ 950.00		\$ 950.00		\$ 1,900.00	78,000
<b>JamesEdition</b>							
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	\$ 1,000.00		\$ 500.00		\$ 1,500.00	296,000
<b>WSJ.com</b>							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
Mansion Global New Development Profile	Profile page - 3 months		\$1,250			\$ 1,250.00	
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000
Mansion Global e-Newsletter	Custom Email			\$ 5,000.00		\$ 5,000.00	17,000
Property upgrades	Property upgrades			\$1,200		\$ 1,200.00	
Mansion Global Homepage	Featured Listing Module			\$ 1,275.00		\$ 1,275.00	164,000
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - Western South	4 col x7"	\$ 3,880.00	\$ 3,880.00	\$ 1,940.00	Bonus	\$ 9,700.00	700,000
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00		\$ 2,355.00		\$ 4,710.00	1,288,848
The Wall Street Journal - MGEL	Premium Full Page				\$ 2,242.50	\$ 2,242.50	100,000
The Wall Street Journal - MGEL	Premium Spread		\$ 4,485.00			\$ 4,485.00	100,000
<b>Conde Nast Magazines Regional Pages</b>							
Architectural Digest - Denver	Full Page				\$ 2,300.00	\$ 2,300.00	9,000
Golf Digest - Denver	Full Page				\$ 2,700.00	\$ 2,700.00	11,000
<b>Financial Times</b>							
Financial Times	Property Gallery	\$ 1,250.00	\$ 1,250.00			\$ 2,500.00	420,914
<b>TOTAL</b>						\$ 76,587.50	8,199,762

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