



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Remuda Ranch Advertising and Marketing Program



KENNEY  
& CO

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15 2024



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

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure Remuda 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 Remuda 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



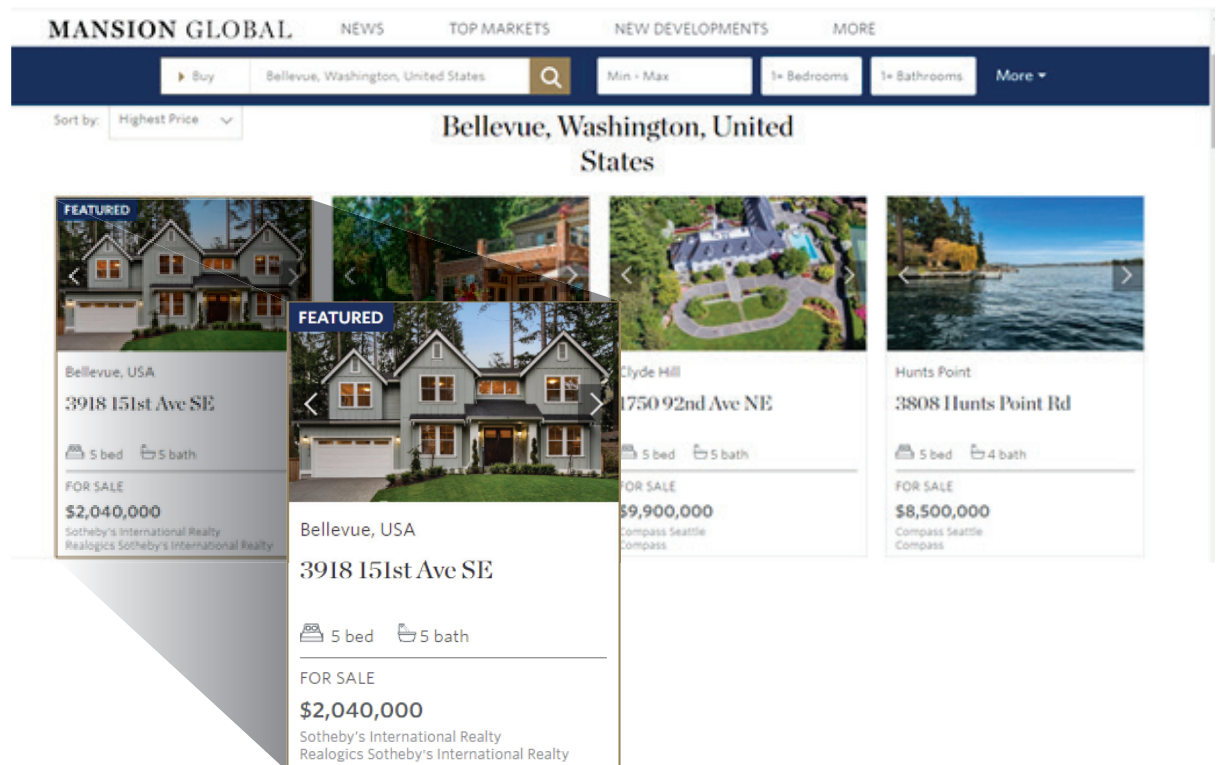
# The Wall Street Journal Online (WSJ.Com)

## 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 PER 3 MONTHS

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) NEWSLETTER

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

PRICE: \$3,680  
FIVE SENDS M-F

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	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,500,000
6. 4882 201 Street, Surrey, BC	\$18,500,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8025 McLaugh, Toronto, ON	\$12,500,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$762,028	3,134	\$28,000,000
Vancouver	\$1,487,048	879	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,000,000
Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	332	\$39,000,000
Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$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



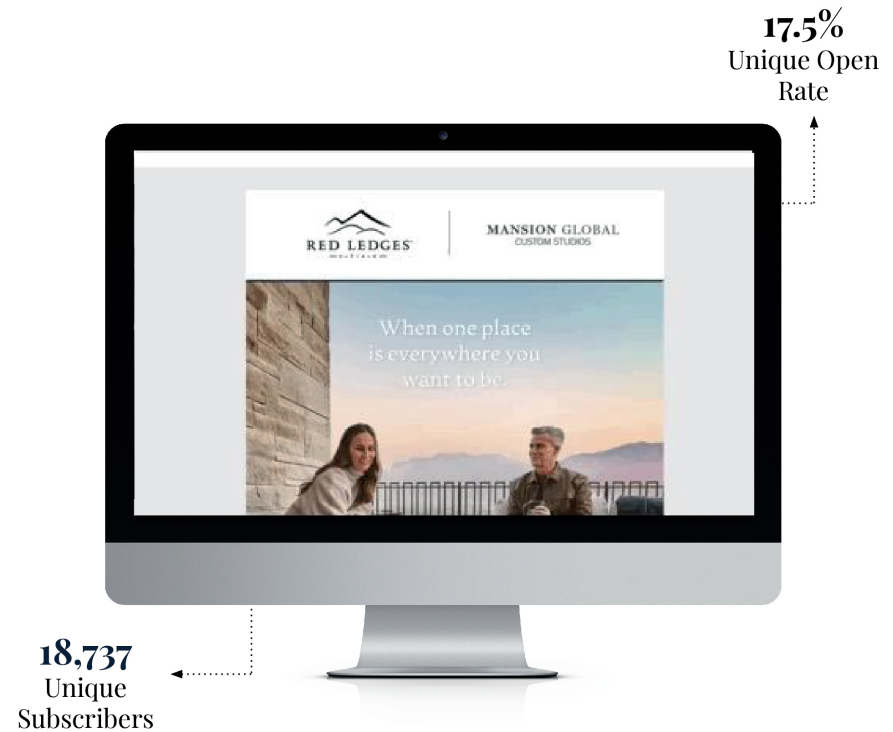
# The Wall Street Journal Online (WSJ.Com)

## 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

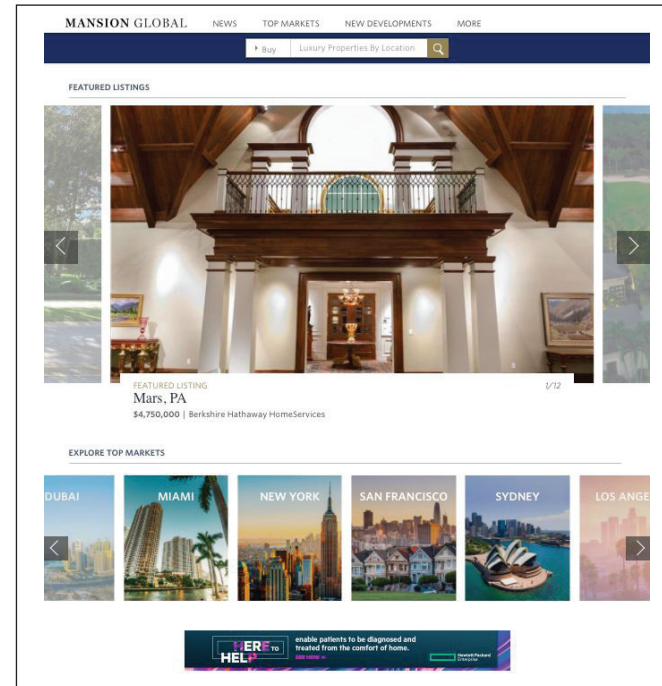


# The Wall Street Journal Online (WSJ.Com)

## 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  
NATIONAL**

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

**Fed Cuts Rates Amid Virus Fears**  
Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

**What's News**  
Business & Finance  
The Fed announced an emergency rate cut and new lending facilities, reflecting concern that the coronavirus epidemic could trigger a recession. Major U.S. stock indexes fell around 7%. The Dow Jones Industrial Average lost 700 points for the first time in its history since the 1929 crash.

**Shaky Ground**  
The market's shaky start on Tuesday showed the extent to which investors are worried about the central bank's move to ease credit conditions on its own. Fed officials moved to provide liquidity to financial institutions and to ease credit conditions in U.S. markets, even as the virus spread. Fed officials also cut the federal funds rate to 0% and announced a \$750-billion lending facility to support businesses.

**Tennessee Twisters Kill at Least 25**  
Tornadoes ripped through Tennessee on Tuesday, killing at least 25 people in the state and leaving a path through new homes and businesses. The twisters, which began on Monday, spawning three tornadoes in the middle part of the state, were the deadliest in the state since 1954. The twisters, which began on Monday, spawning three tornadoes in the middle part of the state, were the deadliest in the state since 1954.

**Biden Picks Up String of Victories, Sanders Picks Big Win in California**  
Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests. Biden's victory in California was a major win for the Democratic presidential nomination.

**World-Wide**  
Biden notched a string of Super Tuesday primary victories and Sanders won the state of California in the Democratic caucus. Biden's victory in California was a major win for the Democratic presidential nomination.



# 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

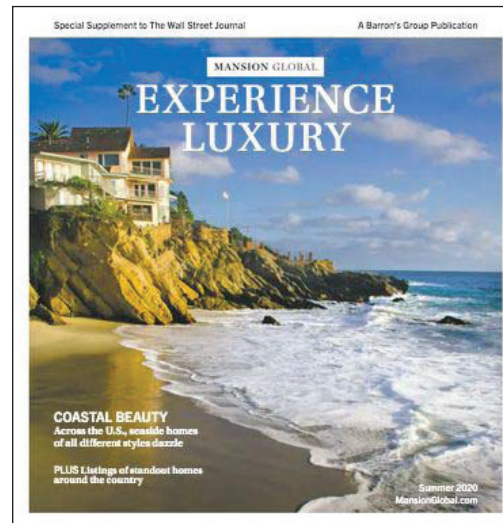
**INSIDE FRONT COVER SPREAD: \$5,070**

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

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

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

**FULL PAGE: \$1,985**



# Schedule, Pricing & Reach



# Proposed Media Schedule & Pricing 2024

Media	Ad Description	June	July	August	September	Media Total	Reach
<b>Digital</b>							
<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-Newletter	Daily Monday-Friday		\$ 3,680.00	\$ 3,680.00		\$ 7,360.00	34,000
Mansion Global e-Newletter	Custom Email	\$ 6,000.00				\$ 6,000.00	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
TOTAL						\$ 40,372.50	2,567,848

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