



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

2021 -2022 MARKETING PLAN ADVERTISING AND MARKETING PROGRAM



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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 2021 -2022 MARKETING PLAN

SKY Advertising is excited to present to Better Homes & Gardens MCR Bahamas a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the office, agents and listings.

Your strategic blueprint is composed of key print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Bahamas.

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

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Account Executive
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Digital Offerings

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.

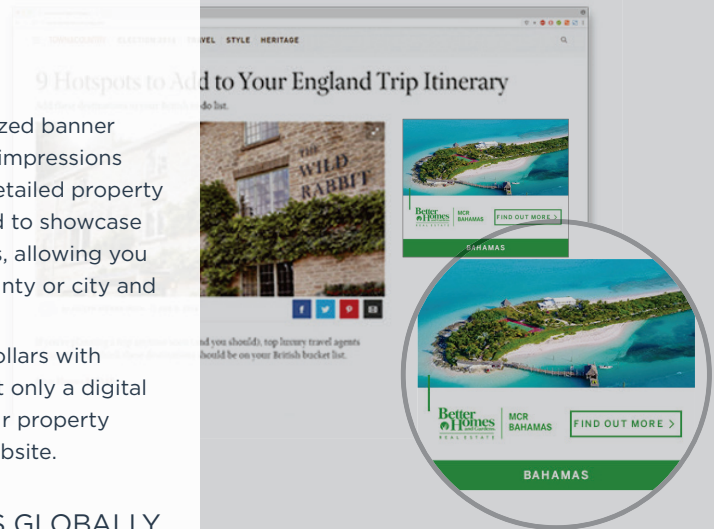
CAMPAIGN OVERVIEW AND BUDGET

Campaign: 2021 -2022 Marketing Plan
Flight Dates: October 2021 - March 2022
Impressions: 6,000,000
 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.

FINANCIAL POST

THE WALL STREET JOURNAL.



BBC

Forbes

**Bloomberg
Markets**



REUTERS

THE TIMES

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

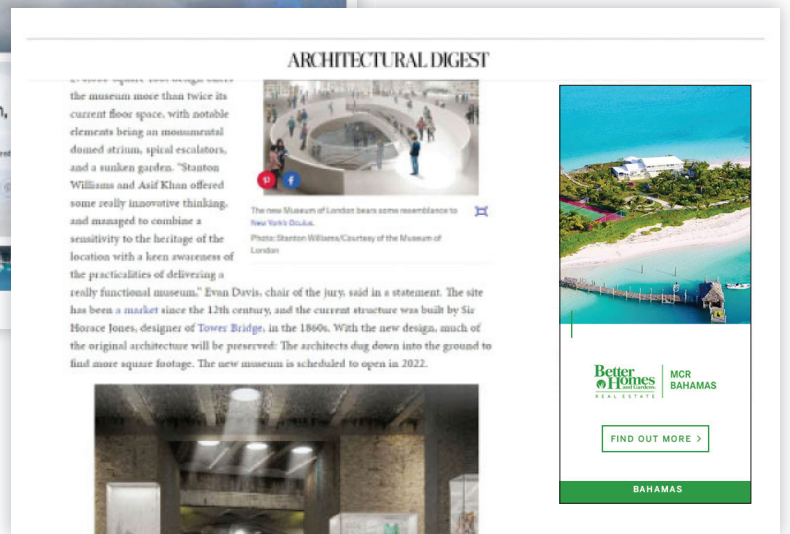
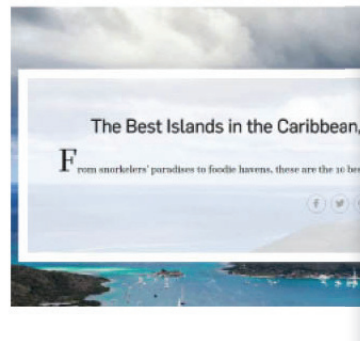
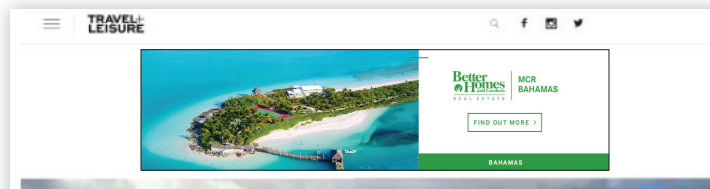
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

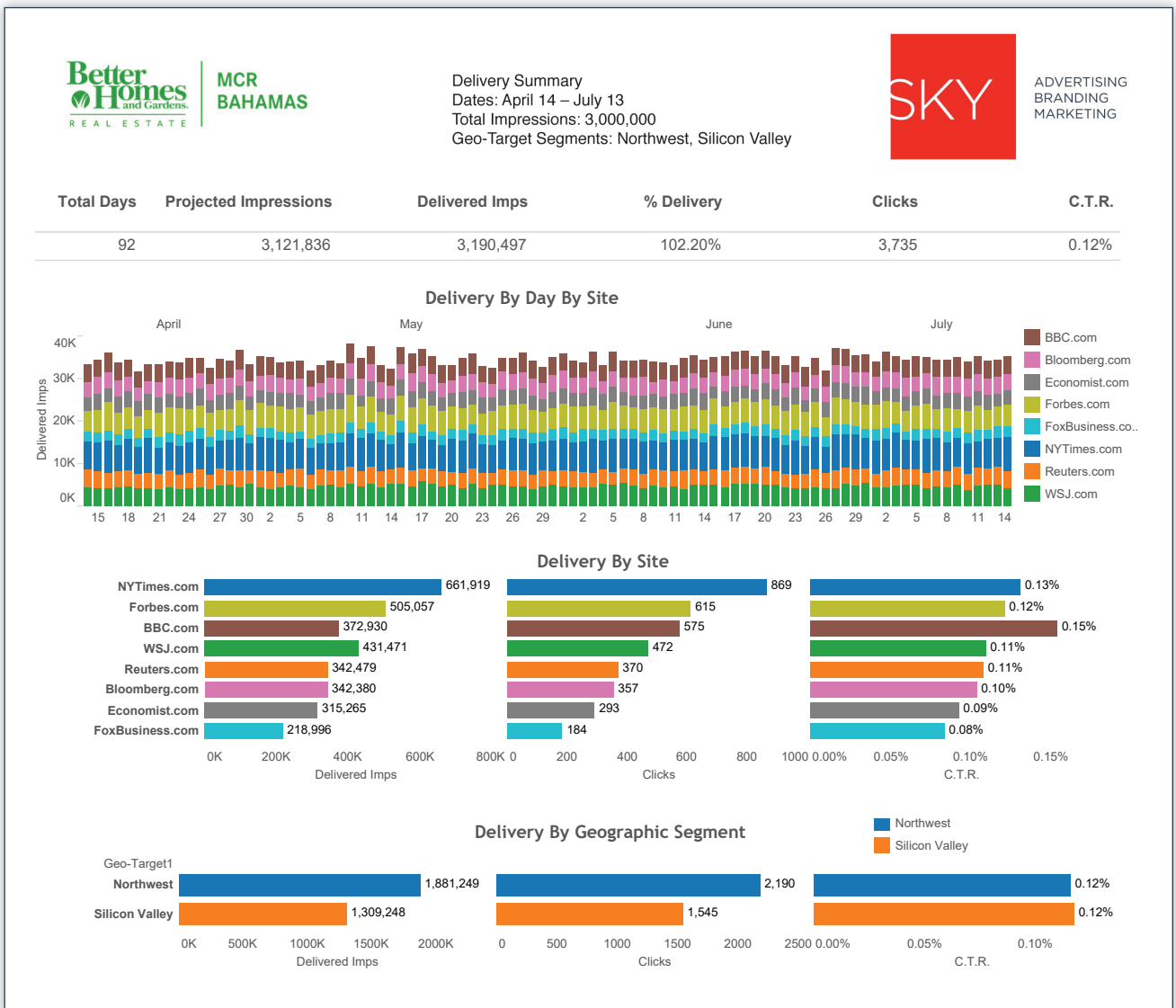


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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

After researching, we have put together a program that targets a high net worth audience (top 10% of Household income (HHI)) in South Florida, East Coast US, Canada (Major metros) and the UK.

The program, which will run from October 1st - March 31st and is projected to deliver an estimated 750,000 impression.

This recommendation includes:

- A Site specific segment that allows us reach a top 10% HHI audience living in South Florida, East Coast US, Canada (Major metros) and the UK in a premium editorial environment on leading business/finance and news sites.
- An Custom Intent segment that will allow us to target a top 10% HHI audience in South Florida, East Coast US, Canada (Major metros) and the UK who are actively searching for Bahamas Real Estate.
- A behavioral targeted segment that allows us reach Avid Boaters who live in South Florida, East Coast US, Canada (Major metros) and the UK.

Since the In-Market 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. Sites include premium local and national sites (e.g. SFChronicle.com, thetimes.co.uk, theglobeandmail.com, VanityFair.com, WashingtonPost.com, Telegraph.co.uk and more).

» 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 page) 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

BHG MCR Bahamas

Media	Geo-Target	October	November	December	January	February	March	Impressions
		1 8 15 22 29	5 12 19 26 3	10 17 24 31	7 14 21 28	4 11 18 25	4 11 18 25	
Forbes.com								
WSJ.com								
CNBC.com								
Bloomberg.com	South Florida, New York, Washington DC, Boston, Canada (Toronto, Montreal), UK							2,625,000
Reuters.com								
FinancialPost.com								
thetimes.co.uk								
BBC.com								
Custom Intent - Bahamas Real Estate	South Florida, New York, Washington DC, Boston, Canada (Toronto, Montreal), UK							1,925,000
Behavioral - Avid Boaters	South Florida, New York, Washington DC, Boston, Canada (Toronto, Montreal), UK							1,450,000
Total Impressions								6,000,000

UHNW HYPER-TARGETED SOCIAL CAMPAIGN

The right social media strategy, allows the biggest marketing opportunity to date to engage with the UHNW individual. Through bespoke targeted social media campaign tools, we push sponsored content on social media to people in a very specific luxury location.

CAMPAIGN TRACKING

Our targeted social media campaigns come with a full reporting service, allowing us to send you detailed weekly reports that show your user and campaign data such as:

- Impressions
- Clicks
- Gender Break Down
- Age-Range Break Down
- Location Break Down

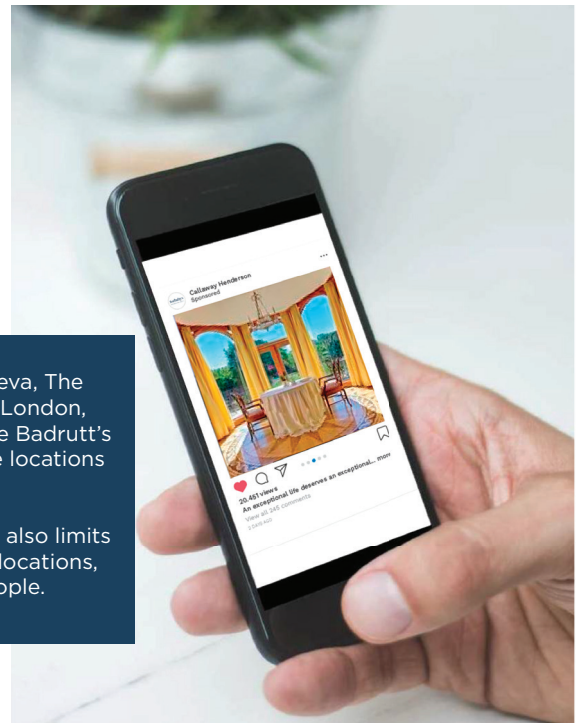
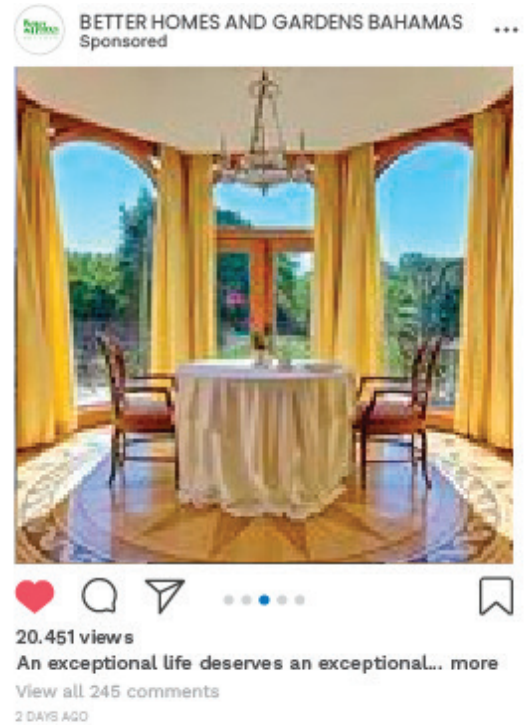
3 MONTH CAMPAIGN
50 LOCATIONS \$6,250

Includes a mix of locations globally such as Members Clubs, Exclusive Golf Clubs, Neighbourhoods, Private Jet Terminals and 5 Star Hotels

EXAMPLE

Our software targets The Four Seasons hotel in Geneva, The Private Jet Terminal in Nice, The Dorchester Hotel in London, Monaco Yacht Show, Frieze Art Fair, Baselworld and the Badrutt's Palace in St Moritz and anybody who is in any of these locations will be served our brands adverts.

This is a great way of targeting wealthy consumers but also limits waste as you know that if they are in these particular locations, they are most likely to be wealthy/ influential people.



JUWAI.COM

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 2.5 million property listings spanning 89 countries.

» HOT PROPERTY UPGRADE

With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

PRICING SPECIAL: \$425 FOR 30 DAYS.
Usually \$725
Global



» FEATURED PLACEMENT PROPERTY LISTING

Juwai Luxe Channel
 Connects you to UHNW (Ultra High Net Worth) Chinese consumers.

PRICING: \$425 FOR 6 MONTHS.
For properties \$2M+
Global



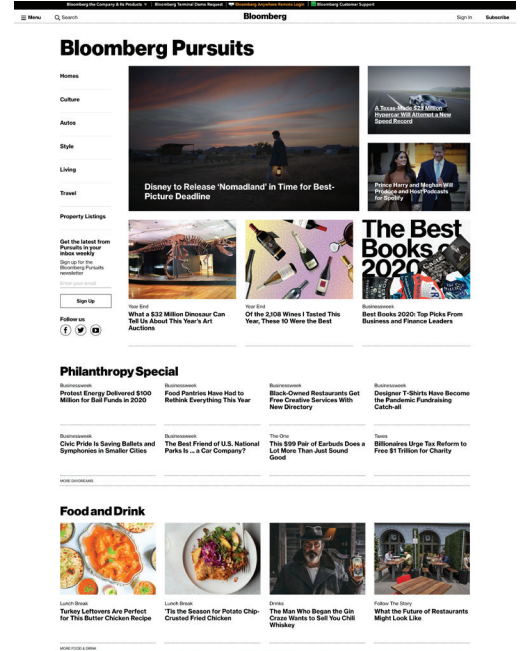
BLOOMBERG MARKETS E-NEWSLETTERS

» PURSUITS

Weekly e-Newsletter with Luxury & Lifestyle content.

• **Subscribers:** 58,000

PRICE: \$4,250



CONDE NAST UK

Vogue, House and Garden, Tatler, and GQ have a unique readership of affluent, upmarket individuals for whom luxury living is a high priority.

Readership: 1,559,000

Average Age: 41

Circulation: 205,080

DISTRIBUTION

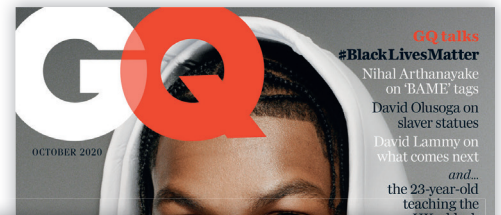
London, Avon, Bedfordshire, Berkshire, Buckinghamshire, Dorset, Essex, Gloucestershire, Hampshire, Hereford & Worcestershire, Hertfordshire, Isle of Wight, Kent, Oxfordshire, Somerset, Suffolk, Surrey, Sussex.

INTERNATIONAL DISTRIBUTION

Dubai, Singapore, Malaysia, Hong Kong, and China.

Instagram: 180k+Followers

INSTAGRAM POST: \$2,500



DWELL REAL ESTATE

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

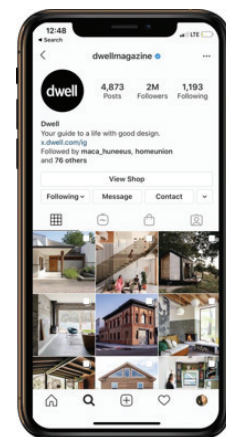
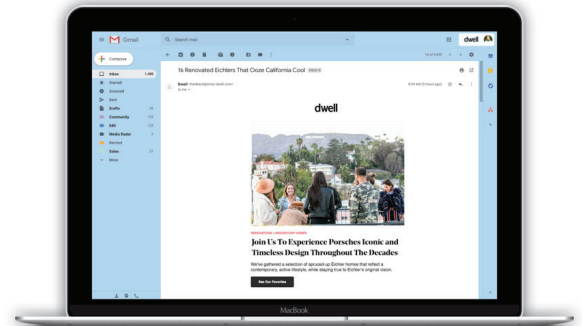
Dwell Audience Real Estate Metrics

- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

PACKAGE 2: \$2,500

Custom Real Estate Article. This article permanently live will live in the Dwell.com Real Estate Channel.

- Promotion on Dwell.com Homepage through a promo tile.
- Promotion of the Custom Article in the Dwell Email Newsletter.
- Promotion on the Dwell Facebook *ability to geotag and target specific locations (893k Followers).
- Promotion on the Dwell Twitter.



ELITE TRAVELER

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

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

elite traveler

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

ONLINE REAL ESTATE SHOWCASE: \$1,250/YEAR
HALF PRICE WITH FULL PAGE PRINT PURCHASE



JAMES EDITION.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

REAL ESTATE PAGE
\$800-\$1300/MONTH



JAMES EDITION.COM

» FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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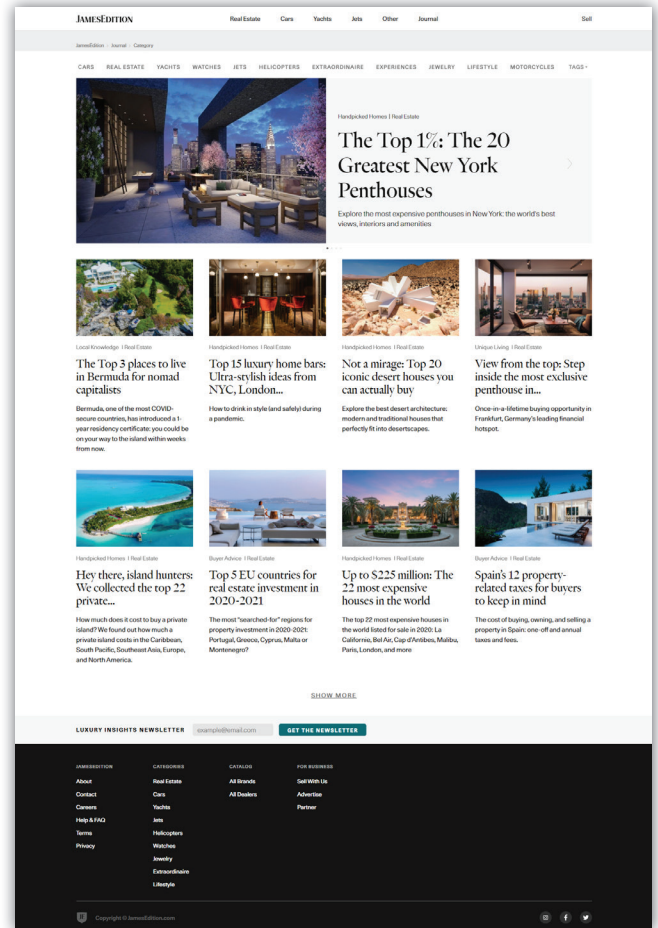
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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**



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**

SOCIAL MEDIA POST
\$350 PER POST



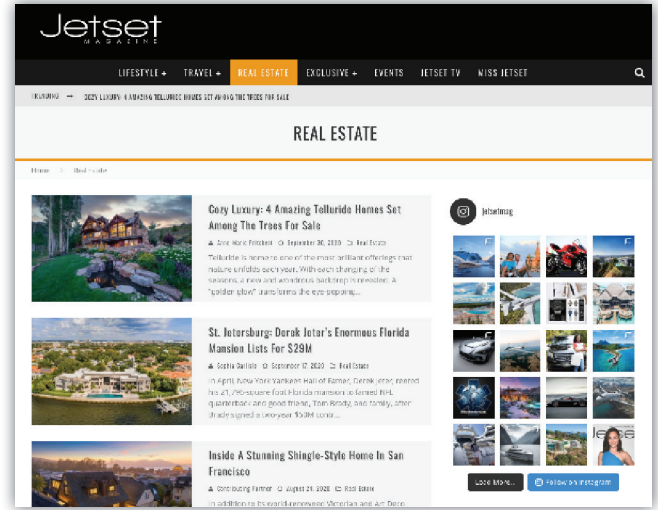
JETSET

» DEDICATED EMAIL

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



ROBBREPORT.COM

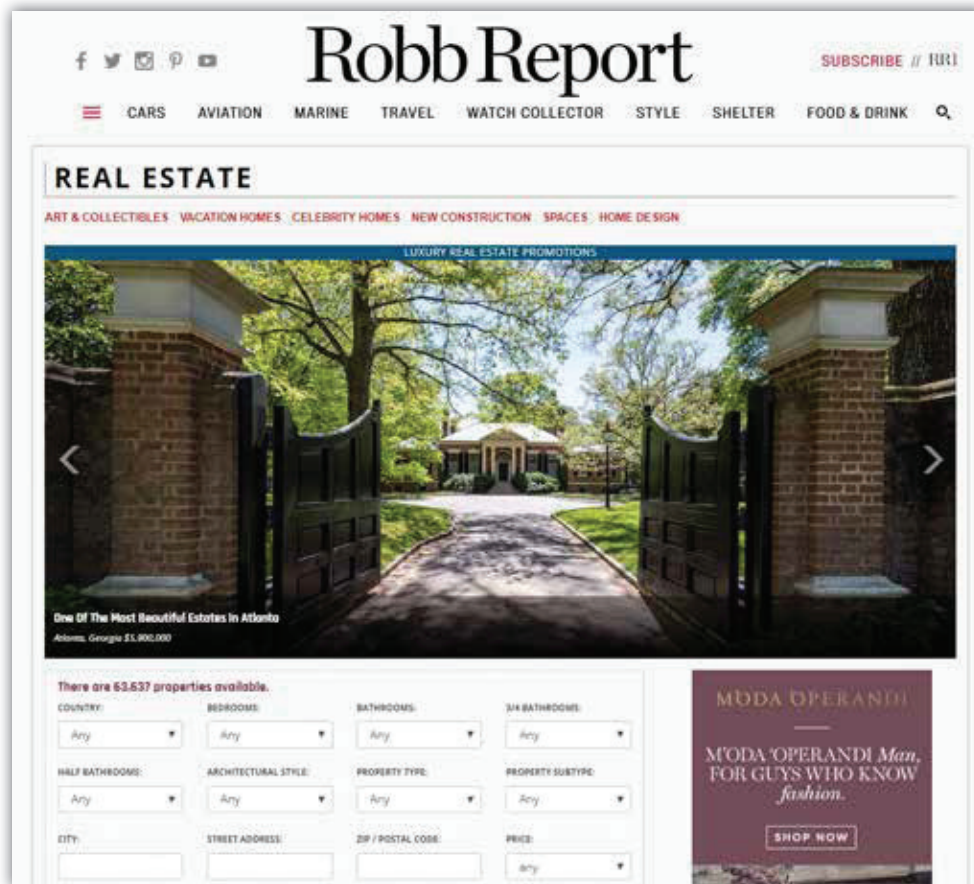
» REAL ESTATE MEDIA BAR

Placement on the Real Estate Media Bar provides outstanding visibility and click-through for high impact awareness.

Limited Space available: only 10 properties per month are permitted

- Above average click through rate
- Can click directly to provided url or landing page (built by robbreport.com)
- Property is live within 24-48 hours of receiving materials.

PRICE: \$950 PER 30 DAYS
(\$1,895 OPEN RATE)



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



\$2,150/MONTH



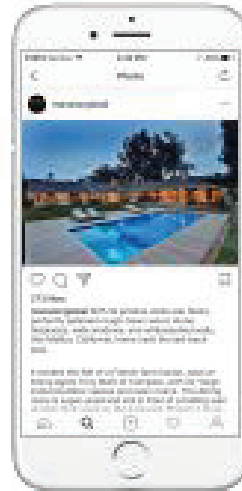
THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» @MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

\$1,775



BOAT INTERNATIONAL E-NEWSLETTER

For more than 30 years, *Boat International* has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (*Boat International* and *Boat International US Edition*) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- **Circulation US:** 25,600
- **Average Net Worth:** \$35.9 million

E-NEWSLETTER: \$640



No Images? [Click here](#)

BOAT

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

LATEST BROKERAGE NEWS

Benetti *Harmony III* listed for sale with Fraser

READ MORE

Benetti *Rutli E* now for sale with Northrop & Johnson and Denison

READ MORE

C2M price drop on Codecasa *Regina d'Italia II* with Edmiston & Company

READ MORE

\$1M price cut on 50 metre Trinity *La Dea II* with IYC

READ MORE

LATEST YACHT NEWS

New 60 metre Amels 200 motor yacht sold

READ MORE

Lürssen's 130 metre+ Project Lightning pictured on sea trials

READ MORE

Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus

READ MORE

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

CRUISING WORLD E-NEWSLETTER

Cruising World is your go-to site and magazine for the best sailboat reviews, live-aboard sailing tips, chartering tips, sailing gear reviews and more. Their weekly editorial e-newsletter delivers editorial content and industry trends, providing their marketing partners the opportunity to deliver your message alongside relevant content.

- **Subscribers:** 50,000
- **Male / Female:** 72% / 28%
- **Average Age:** 44
- **Average HHI:** \$420,000
- **Frequency:** Weekly
- **Average Open Rate:** 23.2%
- **Average Click-through Rate:** 18.68%

PRICE: \$1,400



CRUISING
WORLD

07/24/2019



Georgia Still Grappling with Anchoring Issues

Discussions continue as cruisers raise issues with Georgia's new laws.



Spiced Mango Jar Cakes

This no-bake tropical treat is a perfect dessert for when you have an abundance of mangoes.



SAILING WORLD E-NEWSLETTER

Sailing World connects the community of racing sailors through words and images across several mediums. It explores a sailor's passion and showcases their lifestyle, destinations and technology. It links knowledge-hungry participants to the sport's top experts, providing unrivaled instructional content. Sailing World's audience comprises of sailors who are actively researching the newest gear, techniques and how-to information.

- **Subscribers:** 20,000
- **Male / Female:** 93% / 7%
- **Average HHI:** \$712,000
- **Frequency:** Weekly
- **Average Open Rate:** 28.93%
- **Average Click-through Rate:** 20.3%

PRICE: \$600



SAILING WORLD

07/24/2019



Fragomen's Interlodge Is Best of Block

After a first-race stumble early in the week, Austin and Gwen Fragomen's Interlodge team regrouped and ended Block Island Race Week with overall honors as the regatta's top boat.



Adult Summer Camp's New Home

The Pacific Northwest's once-glorious race week relocates to start a new life.



YACHTS AND YACHTING E-NEWSLETTER

Yachts & Yachting has been essential reading for sailors with a passion for competitive racing since its launch in 1947. Each issue is filled with advice from sailing experts covering every aspect of the racing scene, from dinghies to keelboats and sailing techniques to gear tests. Yachts and Yachting is recognized the world over as essential reading for anyone with a passion for competitive sailing. Boasting a unique heritage that both inspires and informs its readers. Yachts and Yachting reports directly from the cutting edge of the sport.

- **Subscribers:** 70,000
- **Male / Female:** 78% / 22%
- **Average Age:** 38
- **Frequency:** Monthly
- **Average HHI:** \$410,000
- **Average Open Rate:** 22 - 25%
- **Average Click-through Rate:** 2% - 8%

PRICE YACHTS & YACHTING: \$650



CHANGE THE WAY YOU SAIL
Get more out of your sailing experience with our displays, processors or apps.

YACHTS & YACHTING

WINDWARD MARK EXPERT

The July issue of Yachts & Yachting is out now and is packed with practical racing advice, whether you are a club dinghy sailor or aiming for the Rolex Fastnet Race on 3 August. Olympic coach Mark Rushall's expert advice on rounding the windward mark applies to us all – although as windward marks go, the Fastnet Rock takes a bit more navigating than your average inflatable yellow triangle.

[READ MORE](#)

INNOVATION PERFORMANCE
MATS & MARINE SYSTEMS
www.vmgtechnology.co.uk

The performance sailing magazine

YACHTS & YACHTING

SOUTHAMPTON BOAT SHOW PREVIEW PLUS TICKET OFFER

EXCLUSIVE
Extreme lift off
Folling frenzy comes to UK
plus Meet Ainslie's Rebels

EXCLUSIVE
America's Cup
Latest from Luna Rossa and wing sail insights

ADVICE
Learn to foil
How to get airborne

INTERVIEW
Dee Caffari
What's next?

STRATEGIES
Gybe-set
Get ahead at the mark

SPECIAL REPORT **ROUNDING**
Round the Island
Julius Saker's winning tactics
Ben Fogle's five races in one

PIREBALL FOCUS
How hot is it in the Caribbean? why is this the class to sail?

BOAT TEST: EPOCH
The ultimate performance sail for honing speed skills

EXOTIC GETAWAYS
Get all on your dream theme holiday in tropical paradise

SEA-BART'S BASH
Get all on your dream holiday and funraise for your club

Print Offerings

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

4X7, FLORIDA , COLOR: \$1,350
BUY 4 GET ONE FREE

4X7, NORTHEAST REGION , COLOR: \$3,025
BUY 4 GET ONE FREE

THE WALL STREET JOURNAL

WEDNESDAY, MARCH 1, 2017 • VOL. CXXIX, NO. 52 \$4.00

Fed Cuts Rates Amid Virus Fears

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

The Fed's move to cut 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.

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. The slowdown is attributed to a combination of factors, including a weak domestic demand and a trade war with the U.S. The U.S. trade war has led to a rise in tariffs on Chinese goods, which has hurt Chinese exports. The U.S. trade war is also expected to lead to a rise in inflation in the U.S., which could lead to a rise in interest rates.

Tennessee Kill at Least 25

Blizzard causes deaths, injuries

A blizzard in Tennessee has caused at least 25 deaths and injured hundreds of people. The blizzard was the worst in the state in decades. It caused power outages and made travel dangerous. The state's emergency services are overwhelmed with the number of calls for help. The blizzard is expected to last for several more days.

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

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

Former Vice President Joe Biden picked up a string of victories in Super Tuesday primary contests. He won in California, Nevada, and New Mexico. His victories are seen as a sign of his strength as a candidate for the White House. Biden's victories are also seen as a sign of the weakness of his rivals, including Bernie Sanders and Hillary Clinton.

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 in their economies. This is due to a combination of factors, including a weak domestic demand and a trade war with the U.S. The U.S. trade war has led to a rise in tariffs on Chinese goods, which has hurt Chinese exports. The U.S. trade war is also expected to lead to a rise in inflation in the U.S., which could lead to a rise in interest rates.

Minnesota Resorts Are On Thin Ice

Shah forces new ways to reach fishing spots

Minnesota's fishing industry is facing a new challenge. The state's Department of Natural Resources is forcing fishing companies to find new ways to reach fishing spots. This is due to a combination of factors, including a weak domestic demand and a trade war with the U.S. The U.S. trade war has led to a rise in tariffs on Chinese goods, which has hurt Chinese exports. The U.S. trade war is also expected to lead to a rise in inflation in the U.S., which could lead to a rise in interest rates.

What's News

Business & Finance

- The Fed increased an emergency half-point rate cut after central bank takes action since '08 crisis
- China's growth slows as U.S. trade war looms
- Tennessee blizzard causes deaths, injuries
- Biden picks up string of victories, Sanders logs big win in California
- Many U.S. cities see downturn at hand
- Minnesota resorts are on thin ice

Salesforce #1 CRM

Salesforce is the #1 CRM provider in the world. The company's revenue grew by 17% in the first quarter. The company's revenue is expected to continue to grow in the second quarter. The company's revenue is also expected to be higher than in the first quarter of last year.

30

SKYAD.COM

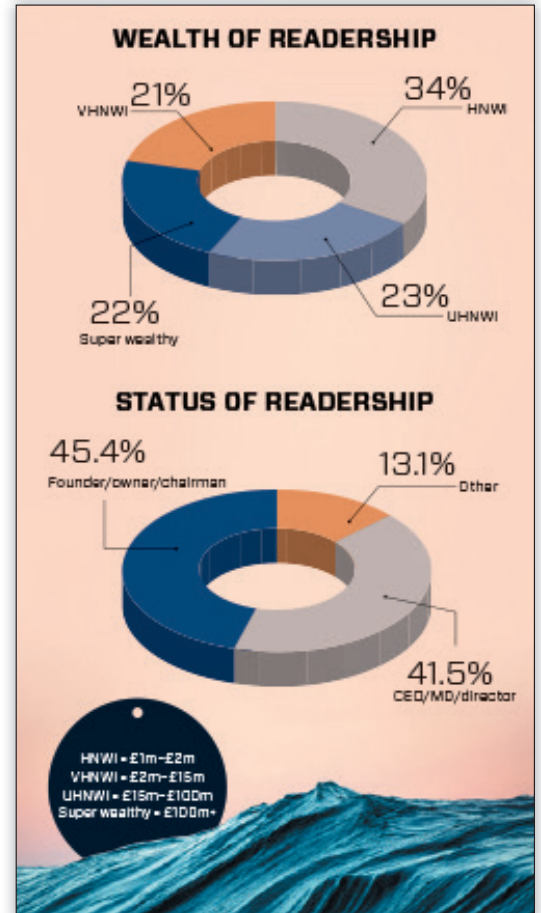
BOAT INTERNATIONAL

For more than 30 years, *Boat International* has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (*Boat International* and *Boat International US Edition*) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- **Circulation US:** 25,600
- **Average Net Worth:** \$35.9 million

PRICE: \$5,175 FULL PAGE



CONDE NAST TRAVELER

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 Conde Nast Traveler

FULL PAGE, COLOR
SOUTH FLORIDA: \$3,560
MANHATTAN: \$2,190
BOSTON METRO: \$2,550
CANADA EAST: \$2,190



COUNTRY LIFE

Launched in 1897, Country Life Magazine is one of Britain's best known and respected magazine that has, for 120 years, celebrated the greatest British architecture, property, interior design and gardens.

Country Life International offers beautiful advertising pages showcasing the latest properties for sale. Not only this, its dedicated editorial team provides opinion and thought-provoking content and stunning photography that is critical to anyone seriously interested in realising their dream of living in a beautiful home abroad. Its content is fresh and relevant, ensuring readers return to the magazine time and time again. Buyers can find the best new villas and luxury houses for sale in Europe, North America, the Caribbean and beyond.

- **Circulation:** 41,000
- **Male/Female:** 50/50
- **Average Age:** 55
- **HNW Audience:** 85%

FULL PAGE \$3,750
INTERNATIONAL PROPERTIES EDITION



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

FULL PAGE WITH - ONLINE SHOWCASE: \$5,000

elite traveler



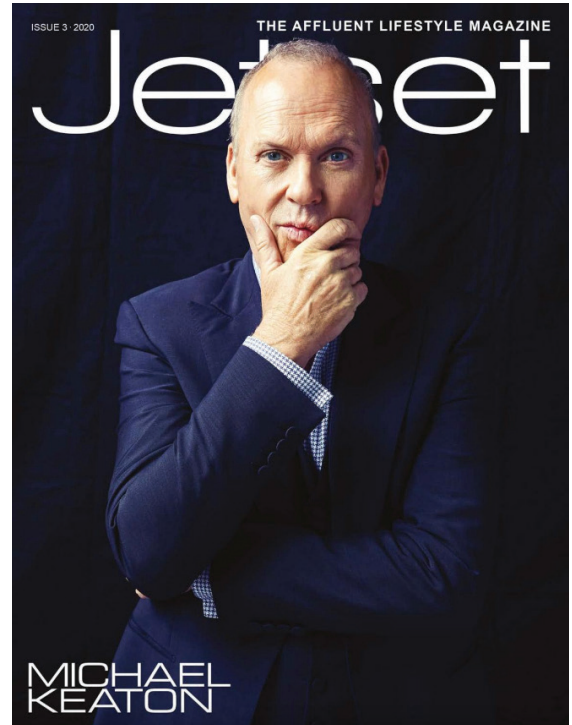
JET SET MAGAZINE

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 FULL PAGE PRINT

includes one year digital brochure or web feature on the real estate section of website

OCEAN HOME MAGAZINE

THE LUXURY COASTAL LIFESTYLE PUBLICATION

Ocean Home is an award-winning coastal lifestyle magazine dedicated to inspiring and educating readers with in-depth articles on exclusive homes and designers, insightful, first-person reports on luxurious resorts and informative stories on must-have products and accessories.

Every issue of Ocean Home inspires and educates highly affluent readers about the world's most exceptional oceanfront architecture, interior design, exclusive resorts and luxury lifestyle.

High Net Worth Coastal Homeowners
Luxury Hotels & Resorts
Private Jets & Luxury Aircraft

FULL PAGE, COLOR: \$2,750

- **Distribution:** 50,000
- **Total Audience:** 135,000
- **Geographic breakdown:** United States coastal areas, Canada, Caribbean
- **Average age:** 51
- **Male / Female:** 49% / 51%
- **Average HHI:** \$2,400,000
- **Net Worth:** \$9,600,000
- **Primary Residence value:** \$4,900,000

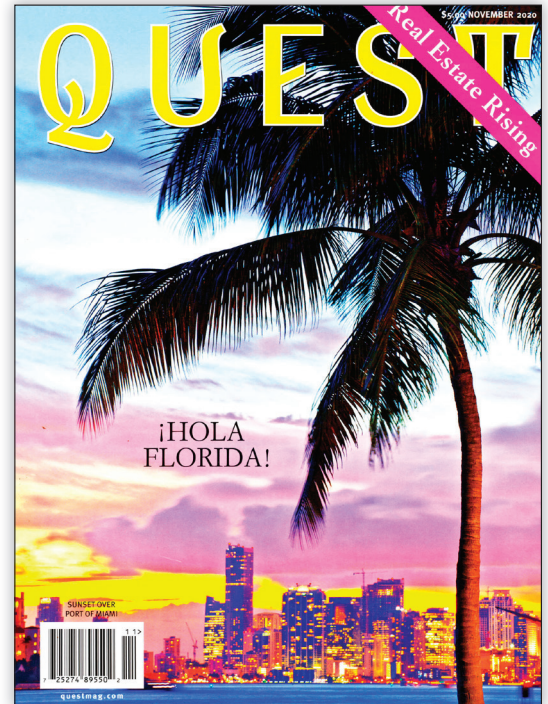


QUEST

QUEST and its unique audience share an inseparable connection ... a passion for taste, style, and luxury. QUEST readers are educated, affluent, and transaction-oriented. QUEST audience includes three generations of readers — Millennials, Gen Xers and Baby Boomers, those who helped launch the magazine and those who grew up with it. QUEST provides the most appropriate advertising vehicle for luxury goods, services and consumables. QUEST uncovers the latest trends in real estate, entertainment, art, antiques, fashion, luxury goods, travel, music, and philanthropy in every issue.

- **Total Audience:** 631,750 readers
- **Average HHI:** \$1,437,000
- **Average HHnw:** \$13,900,000
- **3.6 out of 5 own a secondary home**
- **Male/Female:** 44% / 56%
- **Median Age:** 43.4

PROPERTY SPOT W ENEWSLETTER
PROMOTION: \$3,900



Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2021/2022

Plan 1	
Media	Circulation
DIGITAL	
Million Impressions*	6,000,000
UHNW Hyper-targeted Social Campaign	
Juwai.com	
Hot property upgrade	4,600,000
Luxe Channel Property Listing	2,300,000
Bloomberg Markets e-Newsletter	
Pursuits	58,000
Conde Nast UK	200,000
Dwell.com	
Real Estate Package 2	64,600
Online Real Estate Showcase	100,000
JamesEdition	
Rotating Gallery Real Estate Page	2,250,000
Featured Article and e-Newsletter promotion	130,000
Social Media Post - Instagram	75,800
Social Media Post - Facebook	31,300
JetSet Magazine	50,000
Robbreport.com	6,000
WSJ.com	
Mansion Global Homepage	328,000
Mansion Global Instagram	76,000
Yachting E-newsletter	
Boat International	51,200
Cruising World	50,000
Sailing World	20,000
Yachts & Yachting	140,000
PRINT	
The Wall Street Journal -Florida	375,000
The Wall Street Journal -Northeast Region	740,000
The New York Times - Featured Property	2,418,505
Country Life	40,000
Boat International	
US National issue	25,600
Conde Nast Traveler - South Florida	21,000
Conde Nast Traveler - Manhattan	10,000
Conde Nast Traveler - Boston Metro	14,000
Conde Nast Traveler - Canada East	7,000
Elite Traveler	111,400
JetSet Magazine	75,000
Ocean Home	50,000
Quest	92,800
GRAND TOTAL	20,511,205

CIRCULATION/DISTRIBUTION/REACH 2021/2022

Plan 2	
Media	Circulation
DIGITAL	
Million Impressions*	6,000,000
UHNW Hyper-targeted Social Campaign	
Juwai.com	
Hot property upgrade	4,600,000
Luxe Channel Property Listing	2,300,000
Conde Nast UK	
	200,000
Dwell.com	
Real Estate Package 2	64,600
JamesEdition	
Rotating Gallery Real Estate Page	1,500,000
Featured Article and e-Newsletter promotion	130,000
Social Media Post - Instagram	75,800
Social Media Post - Facebook	31,300
JetSet Magazine	
	50,000
Robbreport.com	
	6,000
WSJ.com	
Mansion Global Homepage	164,000
Mansion Global Instagram	76,000
Yachting E-newsletter	
Boat International	51,200
Cruising World	50,000
Sailing World	20,000
Yachts & Yachting	70,000
PRINT	
The Wall Street Journal -Florida	
	375,000
The Wall Street Journal -Northeast Region	
	740,000
The New York Times - Featured Property	
	1,451,103
Country Life	
	40,000
Boat International	
US National issue	25,600
Conde Nast Traveler - Boston Metro	
	14,000
Conde Nast Traveler - Canada East	
	7,000
JetSet Magazine	
	75,000
Ocean Home	
	50,000
Quest	
	92,800
GRAND TOTAL	18,259,403

CIRCULATION/DISTRIBUTION/REACH 2021/2022

Plan 3

Media	Circulation
DIGITAL	
Million Impressions*	3,000,000
Juwai.com	
Hot property upgrade	4,600,000
Luxe Channel Property Listing	2,300,000
Conde Nast UK	200,000
Dwell.com	
Real Estate Package 2	64,600
JamesEdition	
Rotating Gallery Real Estate Page	1,500,000
Featured Article and e-Newsletter promotion	130,000
Social Media Post - Instagram	75,800
Social Media Post - Facebook	31,300
JetSet Magazine	50,000
Robbreport.com	6,000
WSJ.com	
Mansion Global Homepage	164,000
Mansion Global Instagram	76,000
Yachting E-newsletter	
Boat International	51,200
Cruising World	50,000
Sailing World	20,000
Yachts & Yachting	70,000
PRINT	
The Wall Street Journal -Florida	375,000
The Wall Street Journal -Northeast Region	740,000
The New York Times - Featured Property	1,451,103
Country Life	40,000
Boat International	
US National issue	25,600
Conde Nast Traveler - Boston Metro	14,000
Conde Nast Traveler - Canada East	7,000
JetSet Magazine	75,000
Ocean Home	50,000
Quest	92,800
GRAND TOTAL	15,259,403

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2021/2022

Plan 1	Ad Description	September	October	November	December	January	February	March	Media Total
DIGITAL									
Million Impressions*	Digital Banner Program Targeting - South Florida, East Coast US, Canada	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 14,700.00
UHNW Hyper-targeted Social Campaign	50 locations	\$ 6,250.00	\$ 6,250.00	\$ 6,250.00	\$ 6,250.00				\$ 18,750.00
Juwai.com									
Hot property upgrade	Hot property upgrade	\$ 425.00	\$ 425.00	\$ 425.00					\$ 850.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months					\$1,275			\$ 1,275.00
Bloomberg Markets e-Newsletter Pursuits	Lifestyle - Weekly			\$ 4,250.00					\$ 4,250.00
Conde Nast UK	Instagram			\$ 2,500.00					\$ 2,500.00
Dwelli.com									
Real Estate Package 2	Custom Article with promo on Homepage, 1X in the e-Newsletter, 1X on FB & 1X or			\$ 2,500.00					\$ 2,500.00
Elite Traveler									
Online Real Estate Showcase	Half Price with Print placement	\$1,250							\$ 1,250.00
JamesEdition									
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00			\$ 1,000.00		\$ 3,000.00
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
JetSet Magazine	Email		\$ 625.00						\$ 625.00
Robbreport.com	Real Estate media bar			\$ 950.00					\$ 950.00
WSJ.com									
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00			\$ 4,300.00
Mansion Global Instagram					\$ 1,775.00				\$ 1,775.00
Yachting E-newsletter									
Boat International	Boat International	\$ 640.00	\$ 640.00	\$ 640.00					\$ 1,280.00
Cruising World	Cruising World			\$ 1,400.00					\$ 1,400.00
Sailing World	Sailing World					\$ 600.00			\$ 600.00
Yachts & Yachting	Yachts & Yachting			\$ 650.00			\$ 650.00		\$ 1,300.00
PRINT									
The Wall Street Journal - Florida	4 col x 7" Buy 4 get one Free			\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	BONUS	\$ 5,400.00
The Wall Street Journal - Northeast Region	4 col x 7" Buy 4 get one Free	\$ 3,025.00	\$ 3,025.00	\$ 3,025.00	\$ 3,025.00	\$ 3,025.00	BONUS		\$ 12,100.00
The New York Times - Featured Property	\$1,000 3Xs Buy	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 5,000.00
Country Life	Ful Page - International Properties		\$ 3,750.00						\$ 3,750.00
Boat International									
US National issue	Ful Page - Caribbean Focus			\$ 5,175.00					\$ 5,175.00
Conde Nast Traveler - South Florida	Full Page							\$ 3,560.00	\$ 3,560.00
Conde Nast Traveler - Manhattan	Full Page						\$ 2,190.00		\$ 2,190.00
Conde Nast Traveler - Boston Metro	Full Page						\$ 2,550.00		\$ 2,550.00
Conde Nast Traveler - Canada East	Full Page						\$ 2,190.00		\$ 2,190.00
Elite Traveler	Full page with - online showcase combo			\$ 5,000.00					\$ 5,000.00
JetSet Magazine	Full page + one year digital			\$ 3,750.00					\$ 3,750.00
Ocean Home	Full Page						\$ 2,750.00		\$ 2,750.00
Quest	Full Page w eNewsletter promotion		\$ 3,900.00						\$ 3,900.00
TOTAL									\$ 122,920.00

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

PROPOSED MEDIA SCHEDULE & PRICING 2021/2022

Plan 2	Ad Description	September	October	November	December	January	February	March	Media Total
Media									
DIGITAL									
Million Impressions*	Digital Banner Program Targeting - South Florida, East Coast US, Canada	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 14,700.00
UHNW Hyper-targeted Social Campaign	50 locations	\$ 6,250.00	\$ 6,250.00	\$ 6,250.00	\$ 6,250.00				\$ 18,750.00
Juwai.com									
Hot property upgrade	Hot property upgrade	\$ 425.00	\$ 425.00	\$ 425.00					\$ 850.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months				\$1,275				\$ 1,275.00
Conde Nast UK	Instagram	\$ 2,500.00							\$ 2,500.00
Dwell.com									
Real Estate Package 2	Custom Article with promo on Homepage, 1X in the e-Newsletter, 1X on FB & 1X or	\$ 2,500.00		\$ 2,500.00					\$ 2,500.00
JamesEdition									
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,000.00		\$ 1,000.00			\$ 1,000.00		\$ 2,000.00
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
JetSet Magazine	Email	\$ 625.00							\$ 625.00
Robreport.com	Real Estate media bar	\$ 950.00							\$ 950.00
WSJ.com									
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00							\$ 2,150.00
Mansion Global Instagram			\$ 1,775.00						\$ 1,775.00
Yachting E-newsletter									
Boat International	Boat International	\$ 640.00		\$ 640.00					\$ 1,280.00
Cruising World	Cruising World	\$ 1,400.00		\$ 1,400.00					\$ 1,400.00
Sailing World	Sailing World				\$ 600.00				\$ 600.00
Yachts & Yachting	Yachts & Yachting				\$ 650.00				\$ 650.00
PRINT									
The Wall Street Journal - Florida	4 col x 7" Buy 4 get one Free								\$ 2,700.00
The Wall Street Journal - Northeast Region	4 col x 7" Buy 4 get one Free	\$ 3,025.00	\$ 3,025.00	\$ 3,025.00	\$ 1,350.00	\$ 1,350.00	BONUS		\$ 6,050.00
The New York Times - Featured Property	\$1,000 3Xs Buy	\$ 1,000.00		\$ 1,000.00			\$ 1,000.00		\$ 3,000.00
Country Life	Full Page - International Properties	\$ 3,750.00							\$ 3,750.00
Boat International									
US National Issue	Full Page - Caribbean Focus	\$ 5,175.00							\$ 5,175.00
Conde Nast Traveler - Boston Metro	Full Page						\$ 2,550.00		\$ 2,550.00
Conde Nast Traveler - Canada East	Full Page						\$ 2,190.00		\$ 2,190.00
JetSet Magazine	Full page + one year digital	\$ 3,750.00							\$ 3,750.00
Ocean Home	Full Page						\$ 2,750.00		\$ 2,750.00
Quest	Full Page w eNewsletter promotion	\$ 3,900.00							\$ 3,900.00
TOTAL			\$ 3,900.00						\$ 92,120.00

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

PROPOSED MEDIA SCHEDULE & PRICING 2021/2022

Plan 3	Ad Description	September	October	November	December	January	February	March	Media Total
Media									
DIGITAL									
Million Impressions*	Digital Banner Program Targeting - South Florida, East Coast US, Canada	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 9,750.00
Juwai.com									
Hot property upgrade	Hot property upgrade	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00				\$ 850.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months					\$1,275			\$ 1,275.00
Conde Nast UK	Instagram			\$ 2,500.00					\$ 2,500.00
Dwell.com									
Real Estate Package 2	Custom Article with promo on Homepage, 1X in the e-Newsletter, 1X on FB & 1X or	\$ 2,500.00		\$ 2,500.00					\$ 2,500.00
JamesEdition									
Rotating Gallery Real Estate Page	Featured Banner			\$ 1,000.00			\$ 1,000.00		\$ 2,000.00
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
JetSet Magazine	Email		\$ 625.00						\$ 625.00
Robbreport.com	Real Estate media bar			\$ 950.00					\$ 950.00
WSJ.com									
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00							\$ 2,150.00
Mansion Global Instagram					\$ 1,775.00				\$ 1,775.00
Yachting E-newsletter									
Boat International	Boat International	\$ 640.00	\$ 640.00						\$ 1,280.00
Cruising World	Cruising World			\$ 1,400.00					\$ 1,400.00
Sailing World	Sailing World					\$ 600.00			\$ 600.00
Yachts & Yachting	Yachts & Yachting						\$ 650.00		\$ 650.00
PRINT									
The Wall Street Journal - Florida	4 col x 7" Buy 4 get one Free				\$ 1,350.00	\$ 1,350.00	BONUS		\$ 2,700.00
The Wall Street Journal -Northeast Region	4 col x 7" Buy 4 get one Free	\$ 3,025.00	\$ 3,025.00	\$ 3,025.00					\$ 6,050.00
The New York Times - Featured Property	\$1,000 3Xs Buy			\$ 1,000.00			\$ 1,000.00		\$ 3,000.00
Country Life	Ful Page - International Properties		\$ 3,750.00						\$ 3,750.00
Boat International									
US National Issue	Ful Page - Caribbean Focus			\$ 5,175.00					\$ 5,175.00
Conde Nast Traveler - Boston Metro	Full Page						\$ 2,550.00		\$ 2,550.00
Conde Nast Traveler - Canada East	Full Page						\$ 2,190.00		\$ 2,190.00
JetSet Magazine	Full page + one year digital			\$ 3,750.00					\$ 3,750.00
Ocean Home	Full Page							\$ 2,750.00	\$ 2,750.00
Quest	Full Page w eNewsletter promotion		\$ 3,900.00						\$ 3,900.00
TOTAL			\$ 3,900.00					\$ 2,750.00	\$ 3,900.00
									\$ 68,420.00

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