



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



TABLE OF CONTENTS

INTRO	3
DIGITAL	
Impressions Campaign.....	5
Impressions Scheduling.....	11
Facebook Advertising	12
Smart Solutions Eblast.....	13
Bloomberg Markets e-Newsletter.....	14
Dwell.com.....	15
Nob Hill Gazette Peninsula and Silicon Valley	16
JamesEdition.com.....	17
RobbReport.com.....	21
WSJ.com.....	22
PRINT	
The Wall Street Journal	28
The New York Times	29
Architectural Digest.....	30
Vanity Fair	31
Wired	32
Nob Hill Gazette Peninsula and Silicon Valley	33
CIRCULATION/DISTRIBUTION/REACH	
2021/2022	35
SCHEDULE & PRICING	
Media 2021/2022.....	37

NATIONAL & GLOBAL EXPOSURE 2021 -2022 MARKETING PLAN

SKY Advertising is excited to present to Better Homes and Gardens Thrive a curated, multi-media marketing selection of offerings to bring 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 the San Francisco Metro

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

PAULA DAVIDSON
Senior Account Executive

212-677-2671
paula@skyad.com

SARA HELENI
Account Executive

212-674-2402
sara@skyad.com

JIMMY CINTRÓN
Account Executive

212-677-0083
jimmy@skyad.com

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 15 2021-January 15, 2022

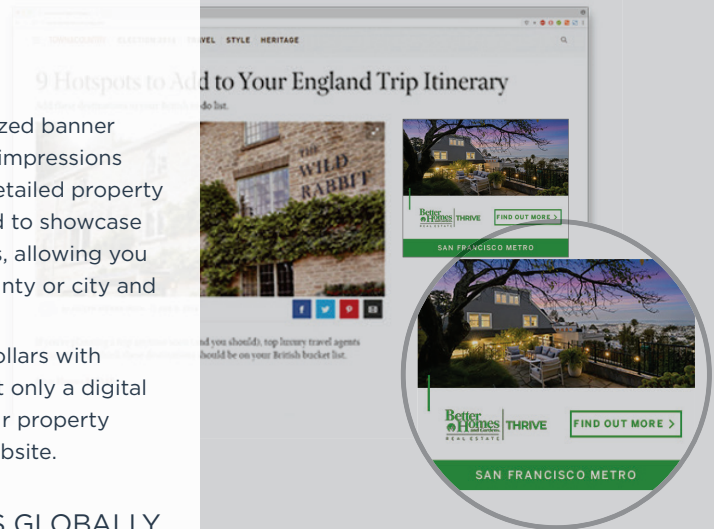
Impressions: 1,500,000

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.



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

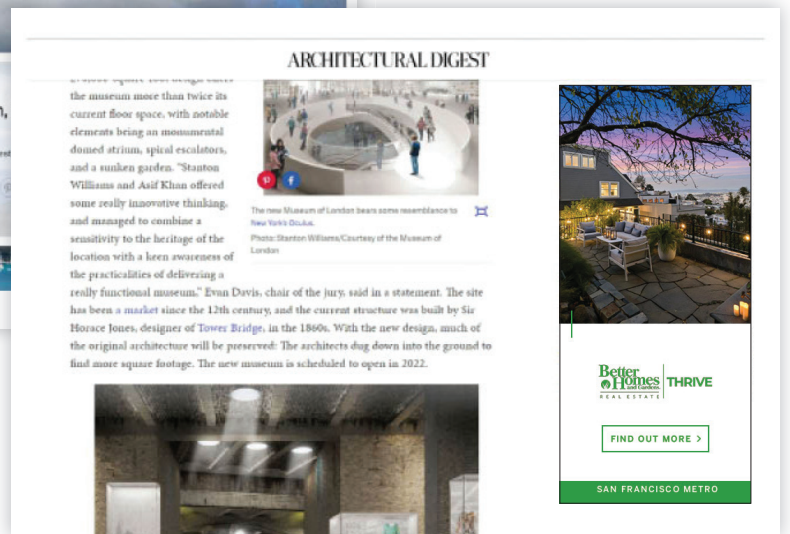
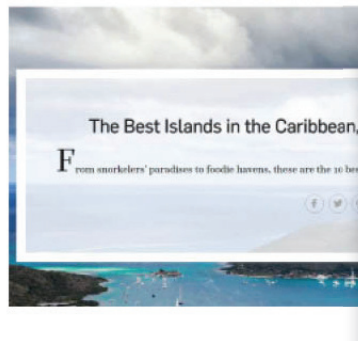
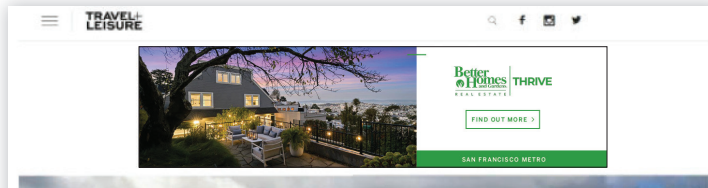
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

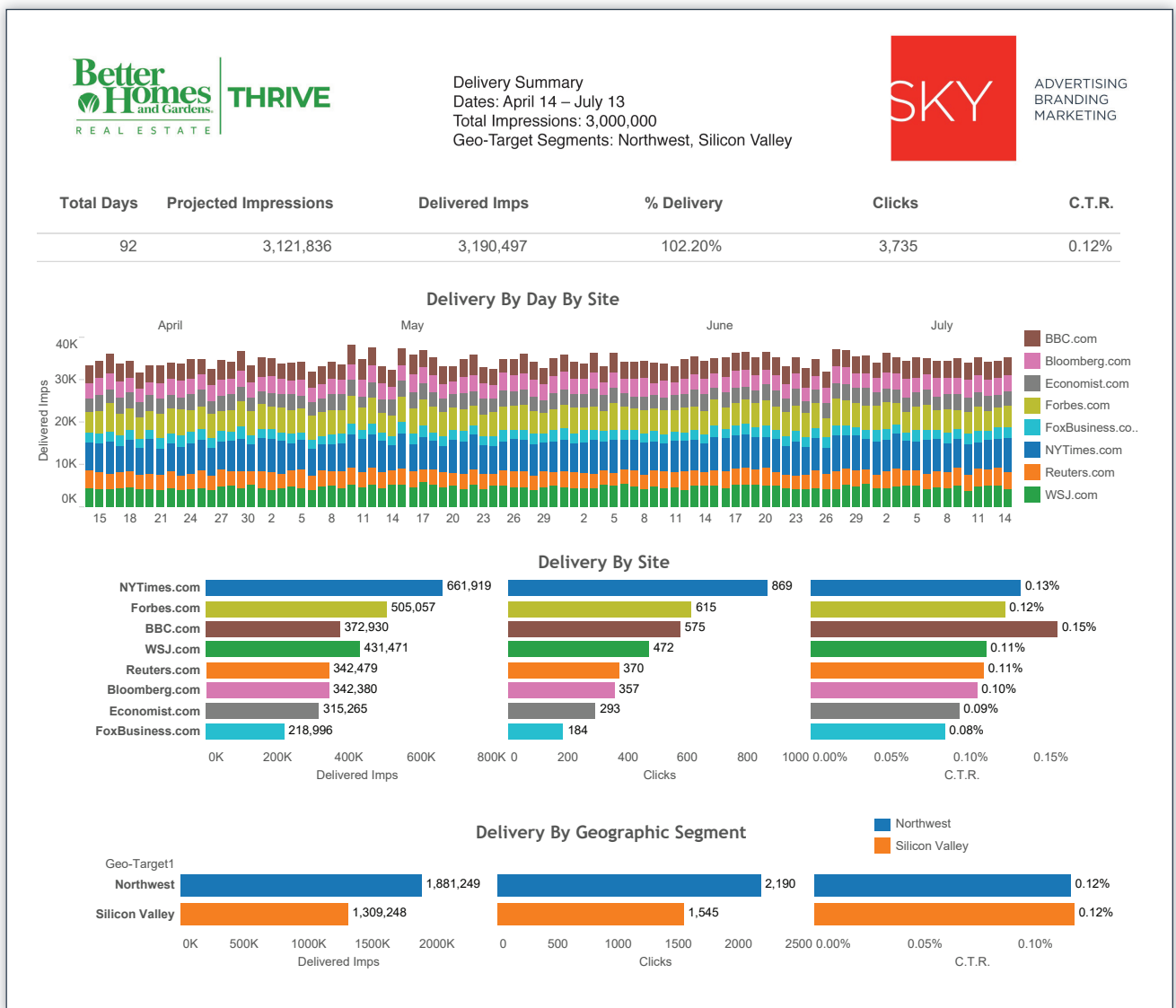


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 an integrated program that targets a high-net-worth audience in San Francisco, San Mateo, Daly City, San Jose and Campbell.

The program is scheduled to start on October 15th, 2021 and run for three months and deliver an estimated 1,500,000 impressions.

This recommendation includes:

- A Site-specific segment that allows us to reach a high-net-worth audience (Top 10% HHI) in a premium editorial environment in top local news sites in San Francisco, San Mateo, Daly City, San Jose and Campbell.
- A Site-specific segment that allows us to reach a high-net-worth audience (Top 10% HHI) in a premium editorial environment in top national business news and finance sites
- An In-Market behavioral segment, that will allow us to show banners to adults in the top 10% HHI who are living in and searching for San Francisco, San Mateo, Daly City, San Jose and Campbell Real Estate.
- Retargeting

» BEHAVIORAL TARGETING

We are able to target people who are actively searching for San Francisco, San Mateo, Daly City, San Jose and Campbell residential real estate through in-market segments based on their online behavior (sites visited, content consumed and search activity). In addition, we overlay an income layer (top 10%), geo-targeting.

Since these segments target 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 “whitelist” 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. The site list includes top news, business, finance, sports, politics and tech sites (i.e. MSNBC.com, CNN.com, TechCrunch.com, ArsTechnica.com, ESPN.com, Slate.com, NYTimes.com).

» MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing) Sessions, Pages Per Session, Average Time Spent, Conversions

» REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.

IMPRESSIONS SCHEDULE

		BHG Thrive																								
		October						November						December						January						
		02	09	16	23	30	06	13	20	27	04	11	18	25	01	08	15	22	29							Impressions
Media	Geo-Target																									
Bloomberg.com																										
WSJ.com																										
Forbes.com																										
CNBC.com	San Francisco, San Mateo, Daly City, San Jose and Campbell																									360,000
Reuters.com																										
FoxBusiness.com																										
MercuryNews.com																										
SFGate.com	San Francisco, San Mateo, Daly City, San Jose and Campbell																									365,000
smdailyjournal.com																										
In-Market - Residential Real Estate	San Francisco, San Mateo, Daly City, San Jose and Campbell																									750,000
Retargeting	All																									25,000
Total Digital																										1,500,000

FACEBOOK AND INSTAGRAM ADVERTISING

We recommend a campaign using Facebook and Instagram as advertising channels.

Facebook

Geo-targeting to local and feeder markets.

We will drive the audiences to select landing pages.

» **Retargeting**

We will re-target the audiences who visit the site but do not convert.

We will revise and optimize campaign based on performance.

MINI-LEAD CAMPAIGN: \$ 275

facebook®



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.

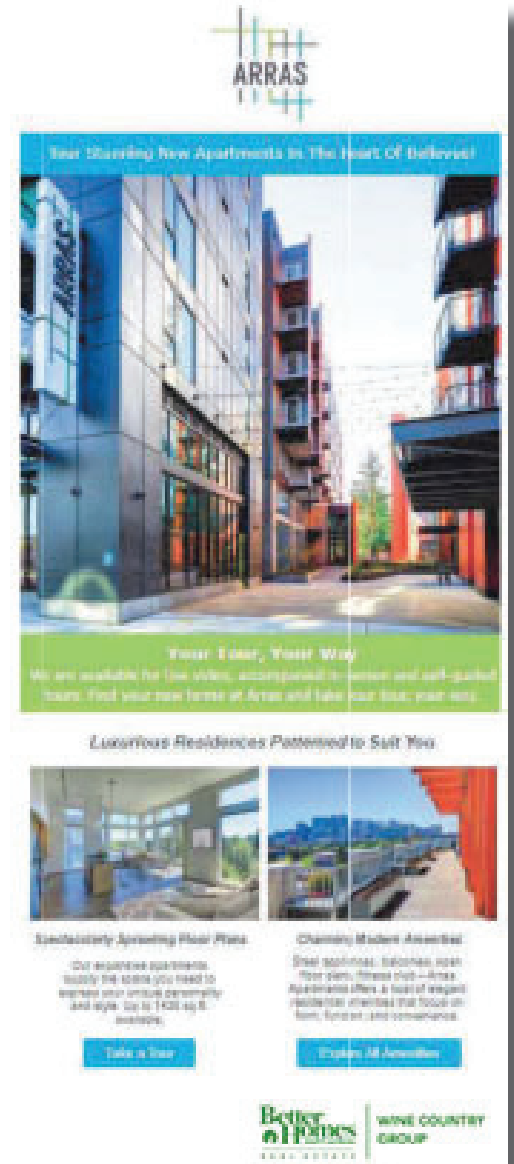
Audience

San Francisco, San Mateo, Daly City, San Jose and Campbell

Home Intenders

29,000+ Total Emails

CUSTOM EBLAST: \$2,975 PLUS FOLLOW UP SEND



BLOOMBERG MARKETS E-NEWSLETTERS

» FULLY CHARGED TECH E-NEWSLETTER

Exclusive insights from Bloomberg Technology reporters

PRICE: \$6,500

- Subscribers: **148,000**
- Open Rate: **30%**
- Frequency: **Weekly**

Fully Charged

From

FOLLOW US
SUBSCRIBE

Hi folks, it's **Bred**. Last week was as rare as a solar eclipse here at Bloomberg Technology headquarters. It was a three-apology week.

In response to my colleague Gerrit De Vynck's story that Canadian ad management company Hootsuite Media Inc. may not actually be worth \$1 billion, apparently testy Hootsuite CEO Ryan Holmes took to Twitter, asking Gerrit to call him directly and **posting an 800-number**. It was a phone sex line. Under a barrage of criticism, Holmes apologized. "Ryan took offense to a headline that inferred a valuation more than 25% below independent 3rd party estimates," the company later said in a statement. "He let his pride for what the Hootsuite team has built get the better of him and responded to the journalist with an offside comment."

Then there was Uber's already famous mea culpa, in response to **Eric Newcomer's** story last week about a dashcam video of CEO Travis Kalanick arguing with an Uber driver over decreasing fares. "To say that I am ashamed is an extreme understatement," Kalanick wrote in response. "This is the first time I've been willing to admit that I need leadership help and I intend to get it."

Rounding out the trio, my colleague Sarah Frier **highlighted the tensions** between the congenitally secretive Snap Inc. and its neighbors in Los Angeles' Venice Beach. After the story drew attention to the strained relations, Snap was dogged by protesters at its Venice offices during its IPO week and **promised the community** that it would take its concerns into account. "No one could have anticipated how quickly we've grown and we have already begun focusing our future growth outside of Venice," the company wrote.

And these are just the recent tech mea culpas that we were directly involved in. Amazon also apologized for the AWS outage last Tuesday that slowed down websites across the east coast. Google **apologized** for the widespread failure of its home wireless routers and then for mishandling the resulting outcry from customers. And Facebook **apologized** for shutting down the official page of the Palestinian Fatah Party of President Mahmoud Abbas, after misclassifying a classic photo of former leader Yasser Arafat holding a rifle.

If you're not apologizing for something in Silicon Valley right now, you've got to be asking yourself: *do I even matter?*

Kidding aside, what's behind this sudden rash of regret? I have a few thoughts and would love to hear yours as well. Since the election, the public and the press have clearly been in a feisty, combative mood. Instead of alleviating anti-establishment sentiment, the elevation of President Trump seems to have exacerbated it.

Tech companies of course are very much the establishment. Their (mostly male) chieftains can be easy villains, particularly at a time of widening economic inequality. Kalanick is worth more than **\$6 billion on paper**, according to the **Bloomberg Billionaires Index**. Snap co-founders **Evian Spiegel** and **Bobby Murphy** are now worth about **\$5.9 billion** each. They minted these fortunes inside a decade. Unfairly or not, the larger the net worth, the bigger a target.

We also have Silicon Valley culture to blame, with all of its imperiousness and hubris. The tech giants like to move fast and break things – which are increasingly **our laws**, the websites we use at work or the devices they sell us for our homes. Technology can never be perfect, of course, but as it plays an ever-larger role in our lives and comes to be responsible for the elimination of more and more jobs, its shortcomings and failures become harder to excuse.

But they can always say they're sorry.

And here's what you need to know in global technology news

Uber has used a tool for years to circumvent government officials attempting to conduct "sting" operations, according to the New York Times. The tool, called Greyball, shows a fake version of its application to authorities to make it more difficult for them to apprehend potentially lawbreaking Uber drivers, the Times reported. In a statement, Uber **said** the effort is meant to enforce violations of its terms of service agreement that customers accept when they sign up to use the app.

The prosecutor in South Korea investigating Jay Y. Lee detailed his allegations against the billionaire heir to Samsung. Lee and other Samsung Group executives conspired to create fake documents to mask millions of dollars in bribes funneled to a confidante of the nation's president, the investigator said.

Four millennials in Southeast Asia from wealthy families have banded together to create a fund that will invest in promising startups in the region. **They set up RHL** to attract outside capital and build the firm a leading independent investment group.

A major proponent of H-1B visa reform is losing patience with Trump. Senator Richard Durbin **urged** the president to follow through on a promised crackdown: "If you do not take action in the next few weeks, outsourcing will secure the right to import tens of thousands of low-wage foreign guest workers to replace American workers." The urgency comes in part because of a looming deadline. Every year in early April, employers enter a lottery to secure these visas that allow them to hire foreign workers.

Baidu wants the Chinese government's help to develop self-driving cars. China **risks getting left behind** if authorities don't put in place new regulations and financial subsidies, CEO Robin Li said in a proposal to regulators. Perhaps channeling another tech leader across the Pacific, Li also included his dream of seeing a homegrown private space-exploration company, a la Space X.

You received this message because you are subscribed to the Bloomberg Technology newsletter Fully Charged. You can tell your friends to [sign up here](#).

Unsubscribe | Bloomberg.com | Contact Us
Bloomberg L.P. 731 Lexington, New York, NY, 10022

DWELL REAL ESTATE

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

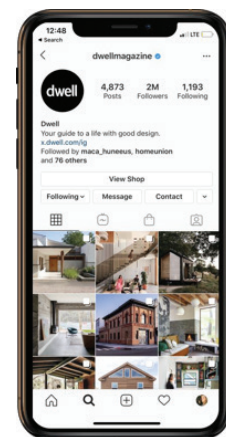
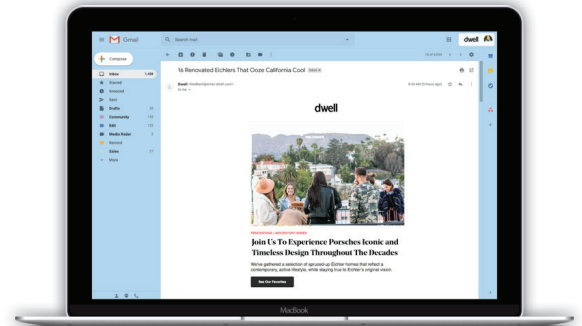
Dwell Audience Real Estate Metrics

- 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.



NOB HILL GAZETTE - PENINSULA & SILICON VALLEY

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

» E-NEWSLETTER

ON THE MARKET - an exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

PRICE: \$500 PER LISTING



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

HOME PAGE
\$1,500 - \$1,500 PER MONTH

REAL ESTATE PAGE
\$800-\$1,300/MONTH



JAMES EDITION.COM

» FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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.

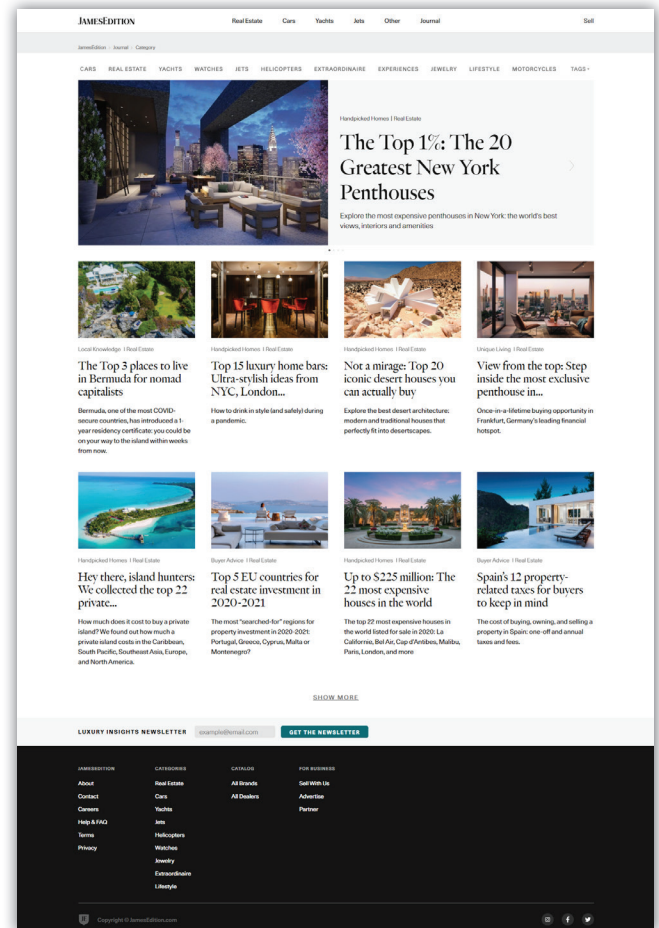
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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 \$4,500**



JAMES EDITION.COM

» SOCIAL MEDIA POST

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 with a Social Post

- **Instagram 74.8K**
- **Facebook 31.3K**

SOCIAL MEDIA POST
\$550



JAMES EDITION.COM

» NEW & TRENDING

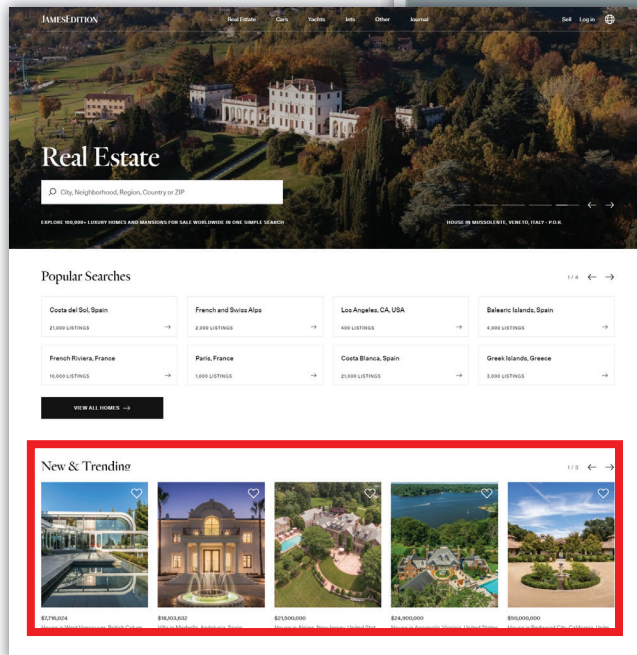
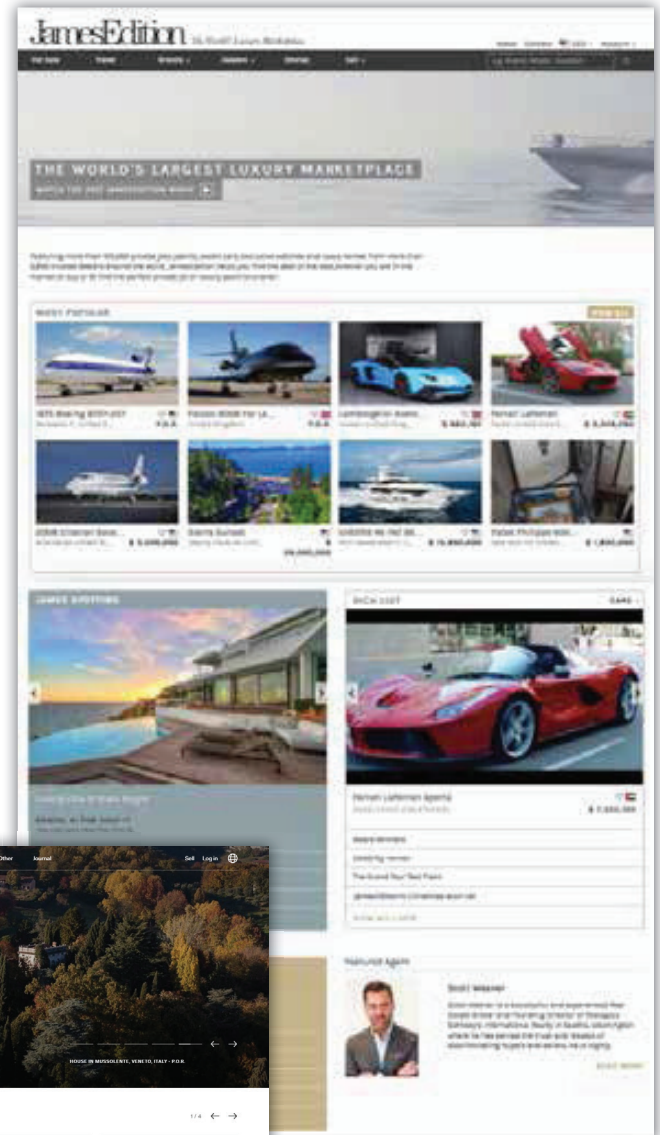
Featured Luxury Position

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.

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



ROBBREPORT.COM

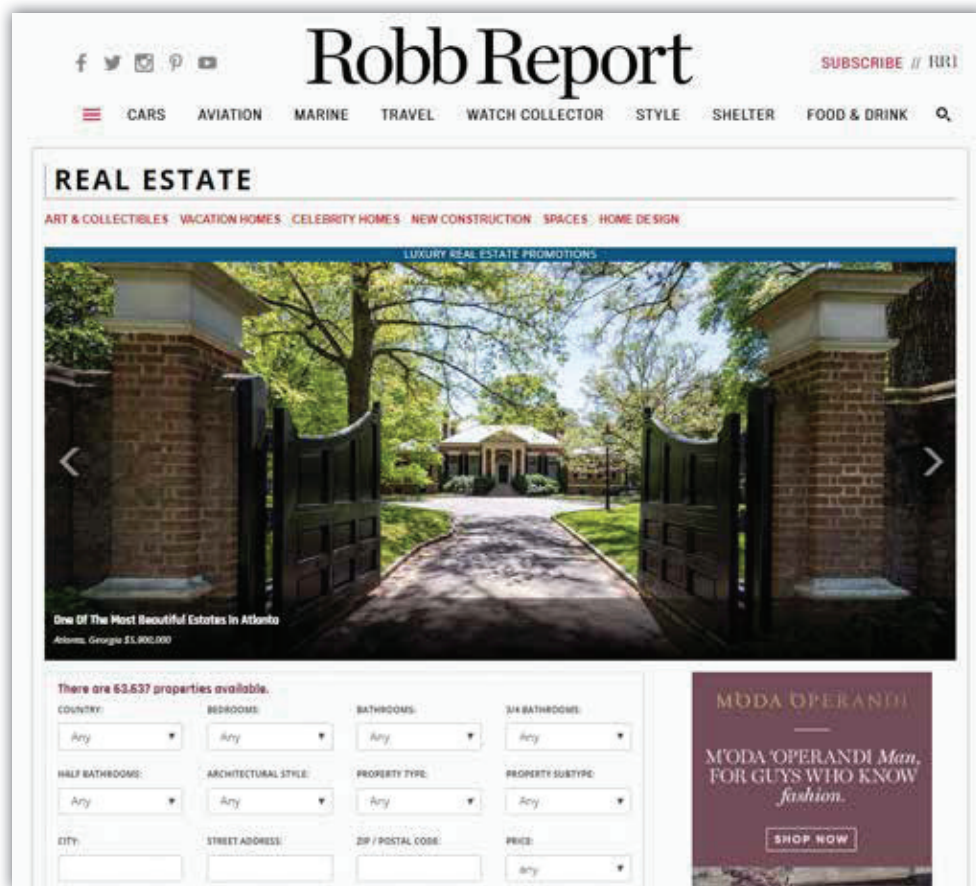
» REAL ESTATE MEDIA BAR

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)

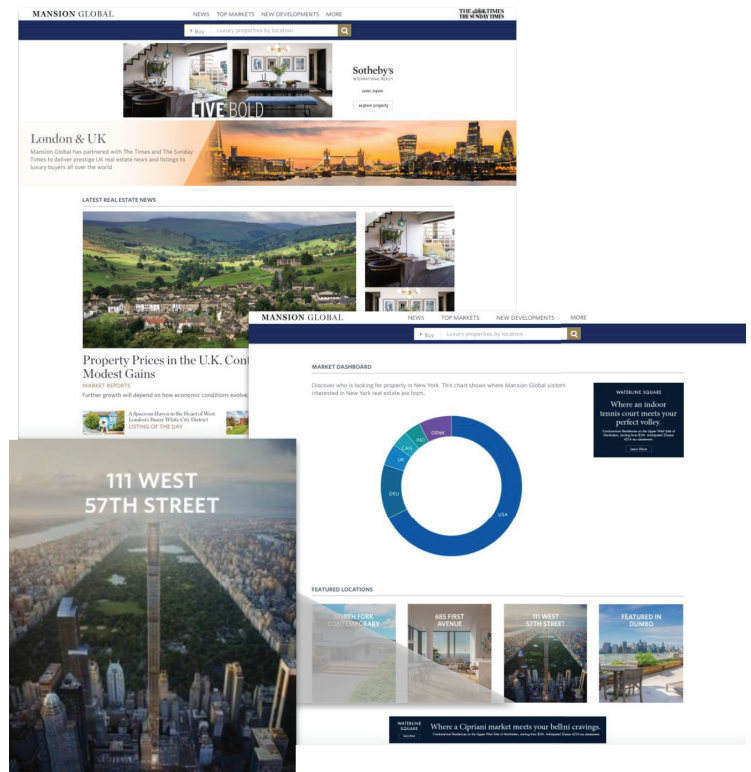
» MANSION GLOBAL TOP MARKETS PAGE TILES

Showcase premier listings alongside regionally relevant editorial.

AVAILABLE MARKETS:

- New York
- London & UK
- Los Angeles
- Dubai
- Miami
- Sydney
- San Francisco

\$575/MONTH



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 OR \$2.650/W VIDEO



THE WALL STREET JOURNAL ONLINE (WSJ.COM)

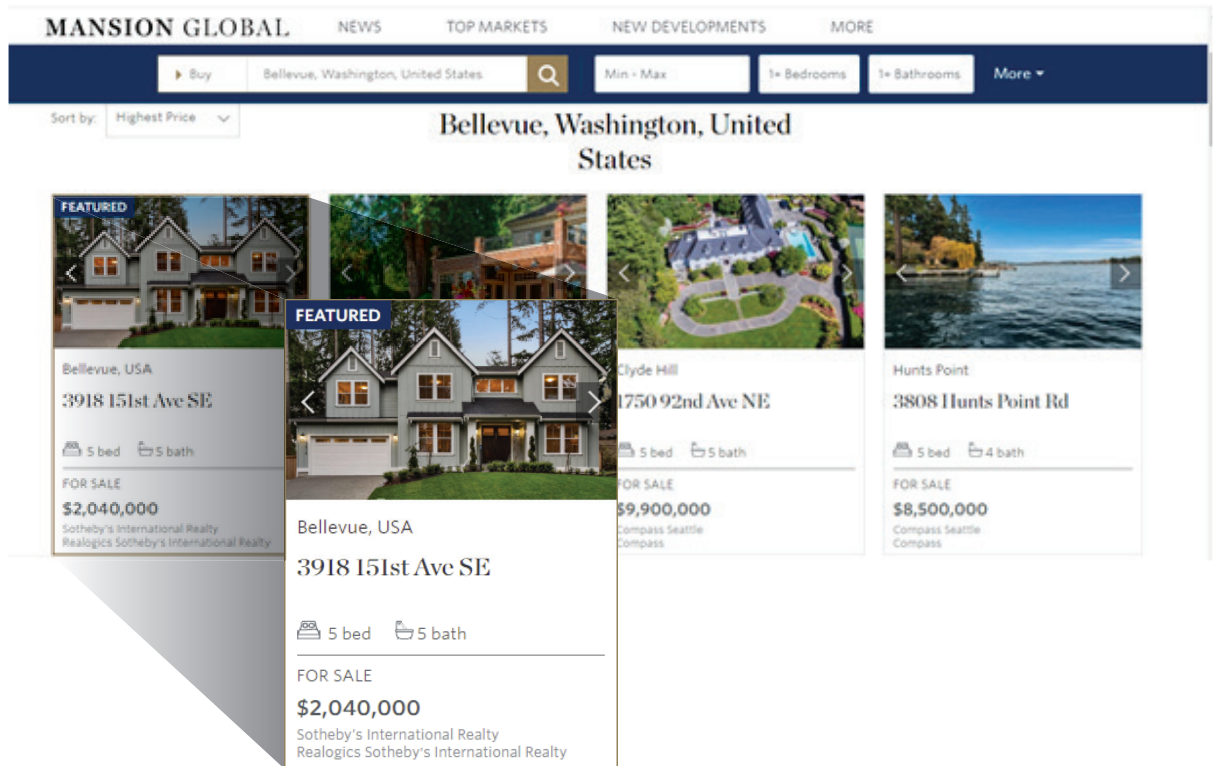
» FEATURED PROPERTY UPGRADES

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

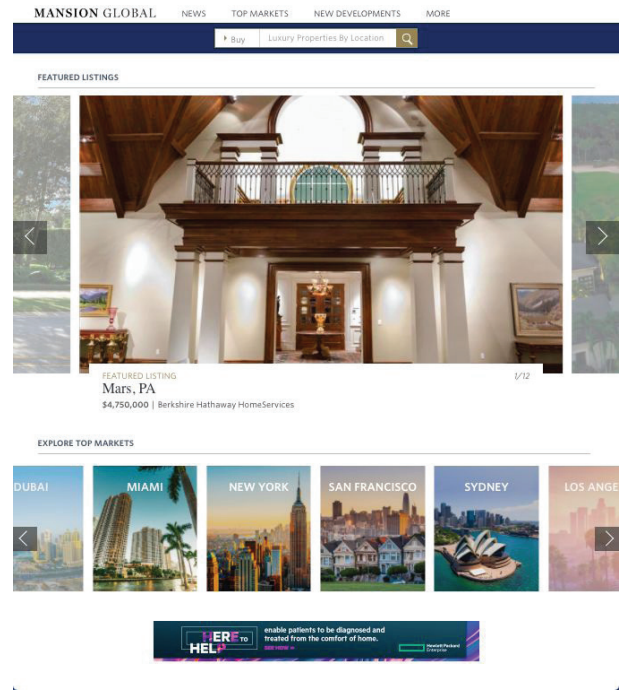


THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

\$1,275/MONTH



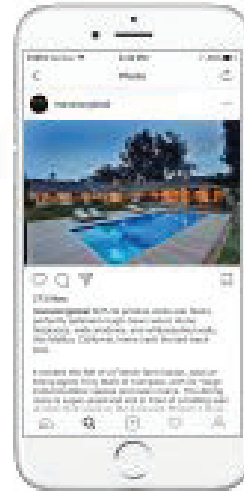
THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» @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



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

WESTERN NORTH
HALF PAGE: \$6,400
QUARTER PAGE: \$3,200

BUY 6 GET 3 FREE

THE WALL STREET JOURNAL

WEDNESDAY, MARCH 1, 2017 • VOL. CXXIX, NO. 52

Fed Cuts Rates Amid Virus Fears

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

What's News

Business & Finance

- The Fed increased an emergency half-point rate cut after central bank takes action since '08 crisis
- The SEC is investigating... (text continues)
- Hedge funds raised... (text continues)
- The Supreme Court... (text continues)
- An average that hit... (text continues)
- Fidelity posted record... (text continues)
- Qdive sold a second round... (text continues)
- Biden picked a second round... (text continues)

Shaky Ground

• **How sports history is being written**

• **How the Fed's move to cut rates is being received**

• **How the Fed's move to cut rates is being received**

Tennessee Twisters Kill at Least 25

By Susan Coates-Foxon

Twisters, a deadly storm system that swept across Tennessee on Tuesday, killing at least 25 people as the twister carried a path through the state's mountainous terrain and into the Nashville area.

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.

Many U.S. Cities See Downturn at Hand

Booming regions mask fiscal weakness in places tethered to shrinking industries

By Thomas H. Dizon

A handful of growth in the U.S. economy allowed cities to pay back bonds left by the financial crisis and re-opened the door to new investment. A surprising number had returned to deep recession by the time the bonds were due.

Minnesota Resorts Are On Thin Ice

Shah forces new ways to reach fishing spots

By Joe Rosenthal

Min. - Tyler Craker was out on a boat on the Lake Superior, when he got the news that the state was considering a new way to reach fishing spots.

Salesforce #1 CRM

Ranked #1 for CRM Applications by Gartner

2016-2020 Revenue Growth

THE NEW YORK TIMES

» THE SUNDAY REAL ESTATE

Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- **Circulation:** 403,748
- **Sunday:** 972,774
- **Male / Female:** 51% / 49%
- **Median HHI:** \$193,586
- **Average HHI:** \$359,826
- **Median Age:** 50

FEATURED PROPERTY:
\$1,000/LISTING 3X RATE

Real Estate
 The New York Times

SECOND WIVES

THE HAMPTONS NORTH?

The Hudson Valley is starting to resemble that stretch of Long Island.

An Instant Community in the Catskills

Manhattan's Finest Rental Residences In Your Favorite Neighborhood

GLENWOOD

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
SAN FRANCISCO METRO: \$5,920

- **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%



VANITY FAIR

The Center of Power & Personality Every month, the magazine commissions the best writers and photographers to explain the pressing issues of the day and take the pulse of the culture. Vanity Fair consistently delivers crucial reporting on business and finance, domestic politics and world affairs, even as it covers the very best in arts and entertainment.

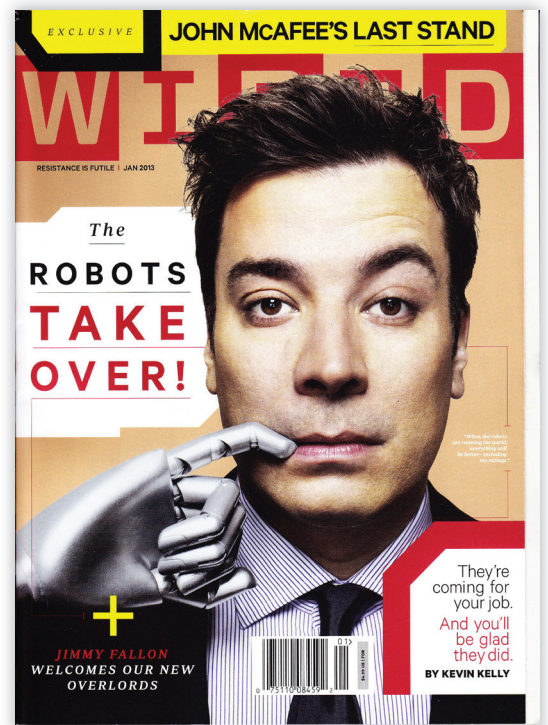
FULL PAGE, COLOR
SAN FRANCISCO METRO: \$7,010



WIRED

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 Wired Magazine.

FULL PAGE, COLOR: \$5,920



NOB HILL GAZETTE - PENINSULA & SILICON VALLEY

As the finest regional lifestyle brand, Nob Hill Gazette - Peninsula & Silicon Valley targets the most desirable local demographic. With a keen eye for engaging photography and editorial content aimed to inform, delight and inspire our readers, we truly capture the essence of the Bay Area lifestyle defined by its people, ideas, arts, activities, and issues of the day.

- **Frequency:** 12 times
- **Average Readership:** 155,000
- **Year Established:** 1993
- **Mean Home Value:** \$4,100,500
- **Circulation per Issue:** 31,600

PRICE: \$3,290 FULL PAGE



Better | _____

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2021/2022

Media	Circulation
DIGITAL	
Million Impressions*	1,500,000
Facebook Advertising	
Smart Solutions Eblast	87,000
Bloomberg Markets e-Newsletter Fully Charged	148,000
Dwell.com	
Real Estate Package 2	110,000
Nob Hill Gazette Peninsula and Silicon Valley	19,500
JamesEdition	
Rotating Gallery Real Estate Page	750,000
Featured Article and e-Newsletter promotion	130,000
Social Media Post - Instagram	75,800
Social Media Post - Facebook	31,300
New & Trending Real Estate Page	38,300
Robbreport.com	6,000
WSJ.com	
Mansion Global Top Markets page tile	492,000
Mansion Global Homepage	492,000
Property upgrades	8,539,860
Mansion Global Homepage Featured Listing Mod	328,000
Mansion Global Instagram	76,200
PRINT	
The Wall Street Journal - Western North	1,332,000
The New York Times	2,918,322
Architectural Digest - San Francisco Metro	31,000
Vanity Fair- San Francisco Metro	52,000
Wired - San Francisco Metro	34,000
Nob Hill Gazette Peninsula and Silicon Valley	64,000
SOTHEBY'S AUCTION HOUSE	
Transit/ Billboard/Other	TBD
GRAND TOTAL	17,255,282

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2021/2022

Media	Ad Description	October	November	December	January	February	March	Media Total
DIGITAL								
Million Impressions*	Digital Banner Program Targeting - San Francisco, San Mateo, Daly City, San Jose and Campbell	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00				\$ 4,875.00
Facebook Advertising	Mini-lead campaign	\$ 275.00	\$ 275.00	\$ 275.00				\$ 825.00
Smart Solutions Eblast	Custom Email	\$ 2,975.00	\$ 2,975.00	\$ 2,975.00				\$ 8,925.00
Bloomberg Markets e-Newsletter Fully Charged	Tech e-Newsletter		\$ 6,500.00					\$ 6,500.00
Dwell.com								
Real Estate Package 2	Custom Article with promo on Homepage, 1X in the e-Newsletter, 1X on	\$ 500.00	\$ 2,500.00	\$ 500.00				\$ 2,500.00
Nob Hill Gazette Peninsula and Silicon Valley	OTM Ont the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00				\$ 1,500.00
JamesEdition								
Rotating Gallery Real Estate Page	Featured Banner		\$ 1,000.00					\$ 1,000.00
Featured Article and e-Newsletter promotion	e-Newsletter			\$ 4,500.00				\$ 4,500.00
Social Media Post - Instagram	Post		\$ 550.00					\$ 550.00
Social Media Post - Facebook	Post		\$ 550.00					\$ 550.00
New & Trending Real Estate Page	Featured Spot			\$ 1,000.00				\$ 1,000.00
Robbreport.com	Real Estate media bar		\$ 950.00					\$ 950.00
WSJ.com								
Mansion Global Top Markets page tile	Top Markets page tiles -San Francisco	\$ 575.00	\$ 575.00	\$ 575.00				\$ 1,725.00
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00		\$ 2,150.00	\$ 2,150.00			\$ 6,450.00
Property upgrades	Property upgrades		\$1,200					\$ 1,200.00
Mansion Global Homepage Featured Listing Module			\$ 1,275.00		\$ 1,275.00			\$ 2,550.00
Mansion Global Instagram		\$ 1,775.00						\$ 1,775.00
PRINT								
The Wall Street Journal - Western North	Half Page	\$ 6,400.00	\$ 6,400.00	\$ 6,400.00	BONUS	BONUS		\$ 19,200.00
The New York Times	Featured Property - Sunday		\$ 1,000.00		\$ 1,000.00	\$ 1,000.00		\$ 3,000.00
Architectural Digest - San Francisco Metro	Full Page		\$ 5,920.00					\$ 5,920.00
Vanity Fair- San Francisco Metro	Full Page					\$ 7,010.00		\$ 7,010.00
Wired - San Francisco Metro	Full Page				\$ 5,920.00			\$ 5,920.00
Nob Hill Gazette Peninsula and Silicon Valley	Full Page			\$ 3,920.00		\$ 3,920.00		\$ 7,840.00
OUT OF HOME								
Transit/ Billboard/Other								TBD
TOTAL								\$ 96,265.00

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

Pricing Subject to Change