



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Development Marketing Advertising and Marketing Program



BAHAMAS  
GROUP

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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 Development Marketing

SKY Advertising is excited to present to Better Homes and Gardens Real Estate MCR Bahamas Group a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to Bahama developments.

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 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 these unique and exciting properties.

**LET'S DO  
GREAT THINGS TOGETHER**

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# Digital Offerings



**Better  
Homes** and Gardens.  
REAL ESTATE



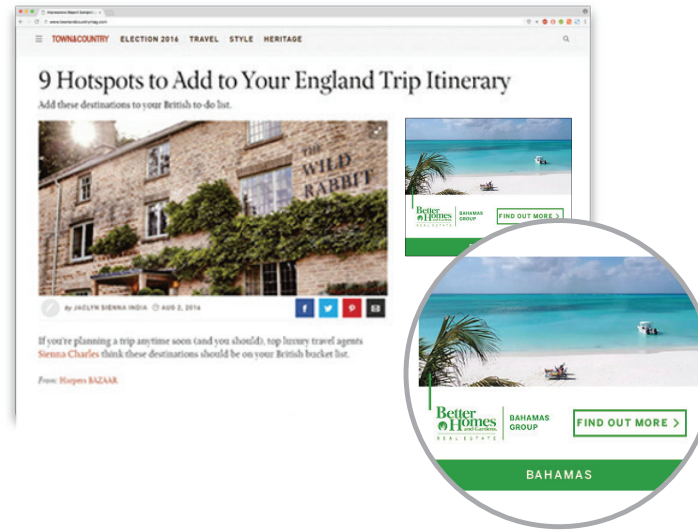
# Impressions Campaign

**CUSTOMIZABLE.**  
**AFFORDABLE.**  
**MEASURABLE.**

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

**Impress locally. Impress globally.**



## CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Development Marketing**
- Flight Dates: **September 2023 - November 2023**
- Impressions: **3,000,000**
- Clicks through to the website of your choice.

<b>250K Impressions per month:</b>	<b>\$1,195</b>
<b>500K Impressions per month:</b>	<b>\$1,625</b>
<b>1 Million Impressions per month:</b>	<b>\$2,450</b>
Three Month Minimum	



Minimum 3 month commitment

# Impressions Program Targeting Sites

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

## GEO TARGETING

We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.

The New York Times

BBC

The Washington Post

THE WALL STREET JOURNAL.

THE GLOBE AND MAIL\*

Forbes



Telegraph.co.uk



REUTERS

BARRON'S

FORTUNE

INVESTOR'S BUSINESS DAILY\*

FOX BUSINESS



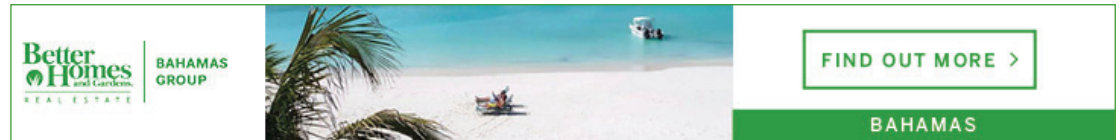
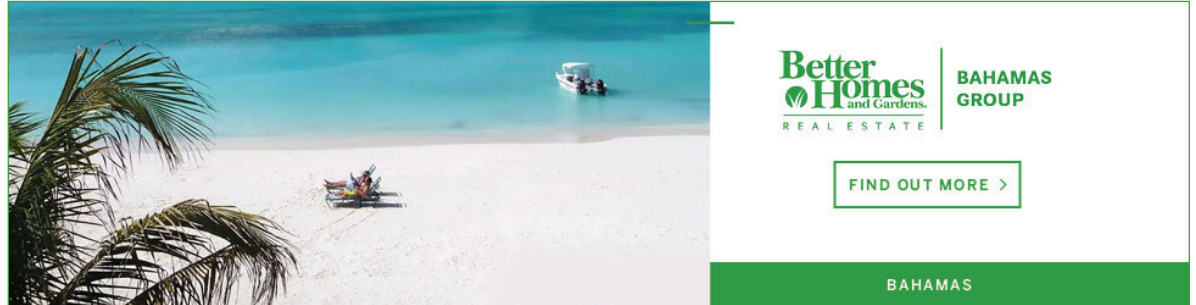
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

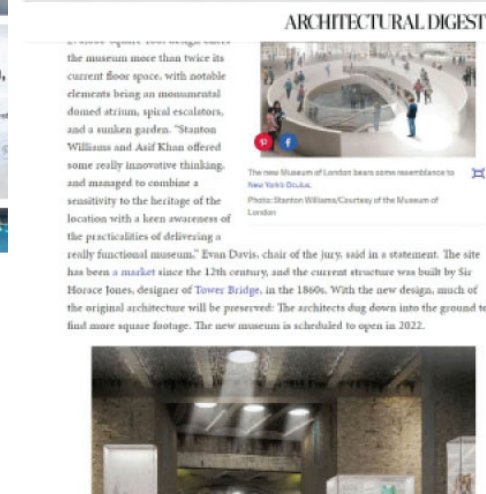
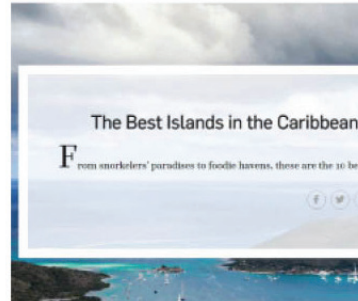
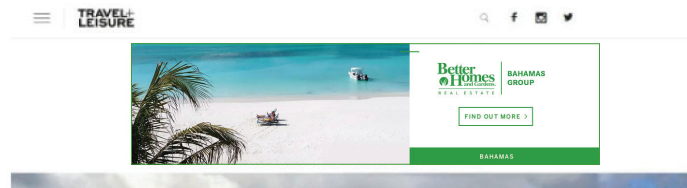
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

**BANNER PRODUCTION: \$350**



# Sample Banners For Impressions Programs As They Appear On Sites

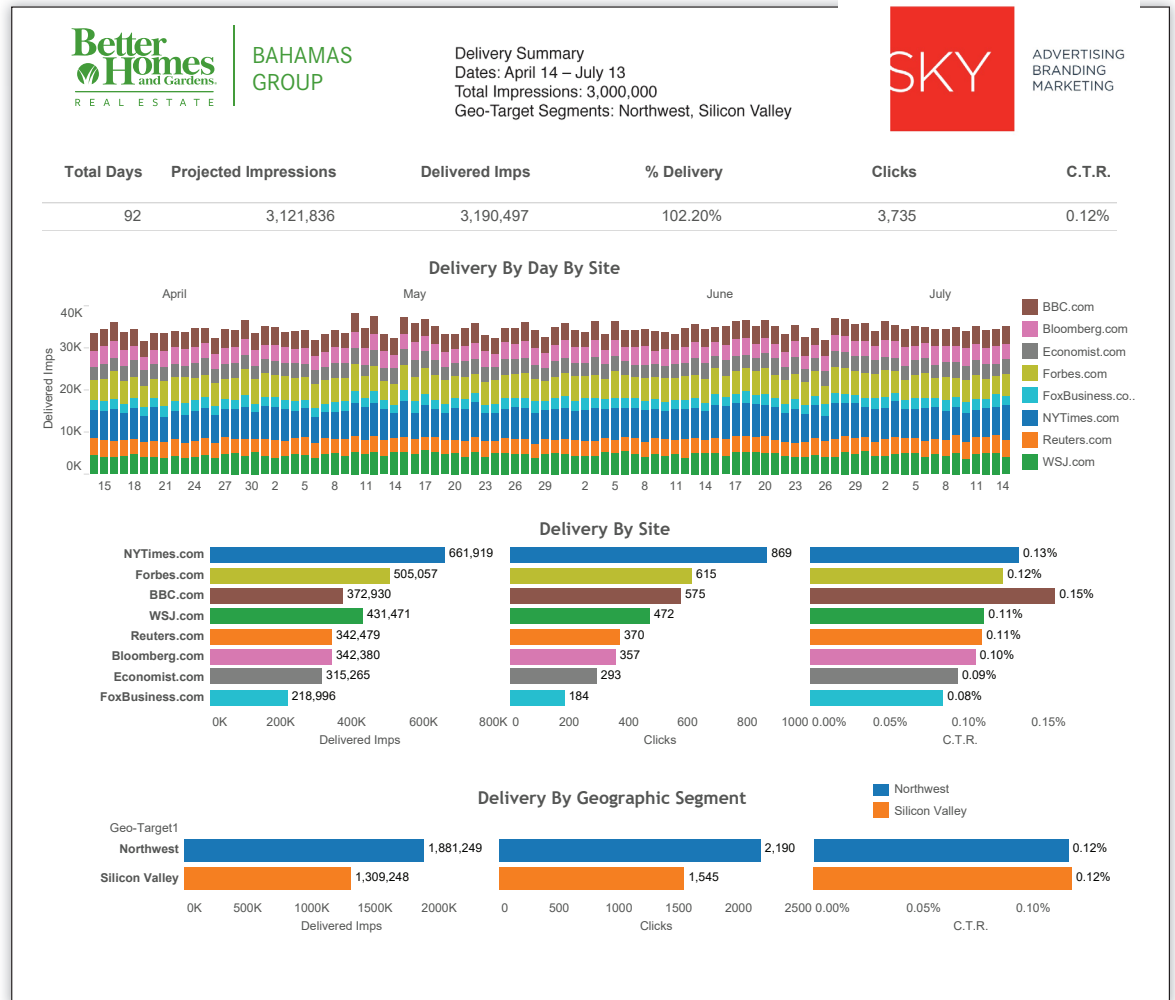


# Comprehensive Reporting For Your Customized Campaign

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by 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

After researching, we have put together an integrated program that targets a high-net-worth audience across key cities and towns within the New York DMA, Florida, Toronto, Montreal, London.

The program, with a projected start date of September 1st and will run for three months delivering an estimated 3,000,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living across key cities and towns within the New York DMA, Florida, Toronto, Montreal, London on top news, business and finance sites.

## SITE SPECIFIC

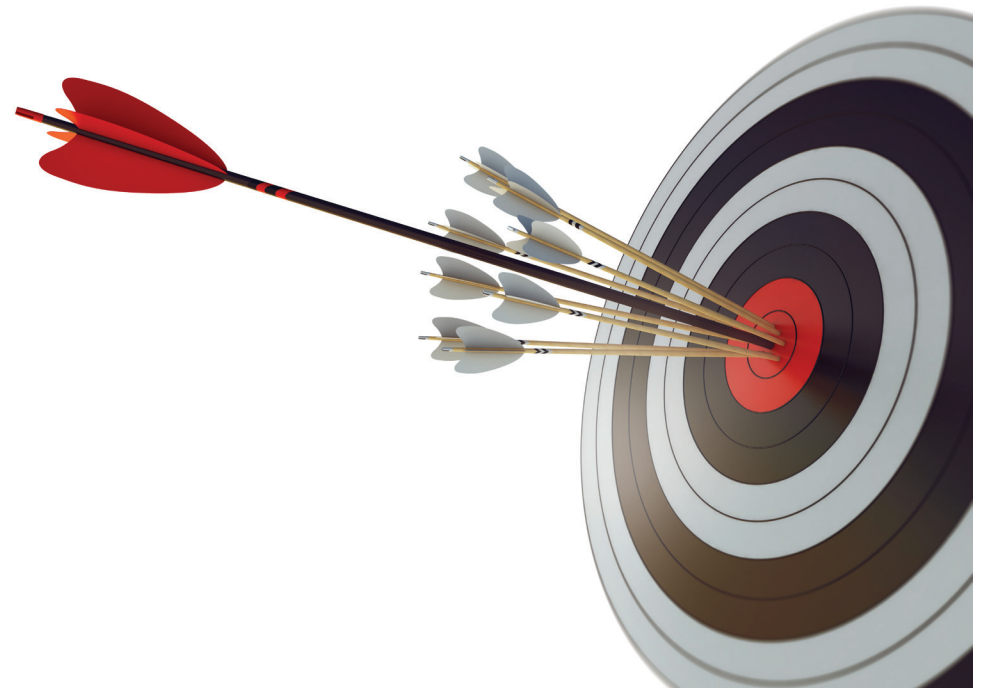
This segment consists of premium global business/finance websites such as WSJ.com, Reuters.com and more to extend the overall reach of the program.

## 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 Scheduling

BHG MCR Group Bahamas - Developments

Media	Geo-Target	September				October				November				Impressions
		01	08	15	22	29	06	13	20	27	03	10	17	
BBC.com	New York, Florida, Toronto, Montreal, London													3,000,000
NYTimes.com														
WashingtonPost.com														
GlobeandMail.com														
Telegraph.co.uk														
WSJ.com	New York, Florida, Toronto, Montreal, London													3,000,000
Barrons.com														
Invetsors.com														
CNBC.com														
Fortune.com														
Reuters.com														
Forbes.com														
FoxBusiness.com														
CNBC.com														
<b>Total Digital</b>													<b>3,000,000</b>	

# Comprehensive Digital

## OVER-THE TOP (OTT) AND CONNECTED TV (CTV)

OTT and CTV works to reach audiences en masse, build brand awareness, and drive sales lift. The relative cost efficiencies realized through digital TV allows advertisers to sustain crucial, growth-driving efforts at a reasonable price point. Additionally, CTV is essential to filling the (large) gaps in a fragmented media landscape.

With **46%** of adults watching TV on a connected device each day, it's simply too vast of an audience to ignore.

### BENEFITS OF OTT AND CTV ADVERTISING



With OTT and CTV advertising, you can reach viewers beyond the reach of traditional Linear TV (i.e. cable, satellite, and antenna).

This new audience includes a growing number of cord-cutters or those who don't pay for standard cable or satellite services.

The rise of OTT and CTV viewership provides more meaningful ways for you to engage at the right time with the right target audience at the right moments—bringing together the targeting precision of digital with the high impact of TV viewership.

- User-controlled viewing experiences lets advertisers get in front of the right audiences at the right times.
- User-registration data allows for cross-screen targeting.
- IP-based delivery permits the application of 1st and 3rd party audience data to target households watching ad-supported content.

**PRICE: \$1,500/MONTH**

### CONNECTED TV AND OVER-THE-TOP (OTT) ADVERTISING BENEFITS

# Comprehensive Digital

## NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

## HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



## TARGETING OPTIONS INCLUDE:

- **Behavioral** – thousands of targeting categories including demographics, on-line and off-line behaviors, and interests. Keywords – target a list of up to 500 keywords related to your business, and show Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
- **Cross Platform Targeting** available from Mobile Conquesting.
- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.
- **Native ads** are proven to have higher levels of engagement than traditional non-native ads, and they get results.

**PRICE: STARTING AT \$1,500 PER ONE MONTH**

# Comprehensive Digital

## SOCIAL MIRROR ADS

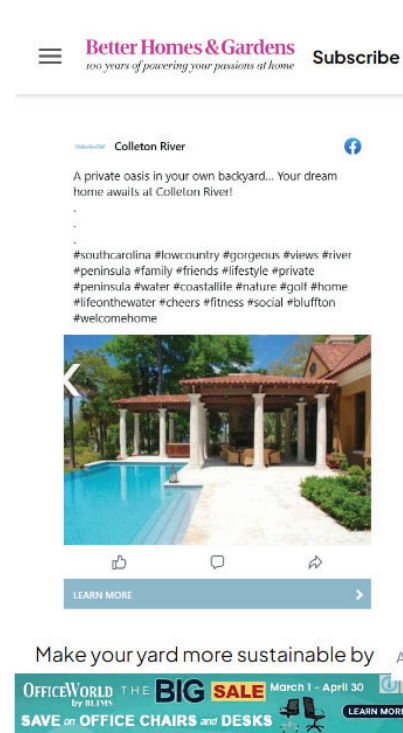
Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

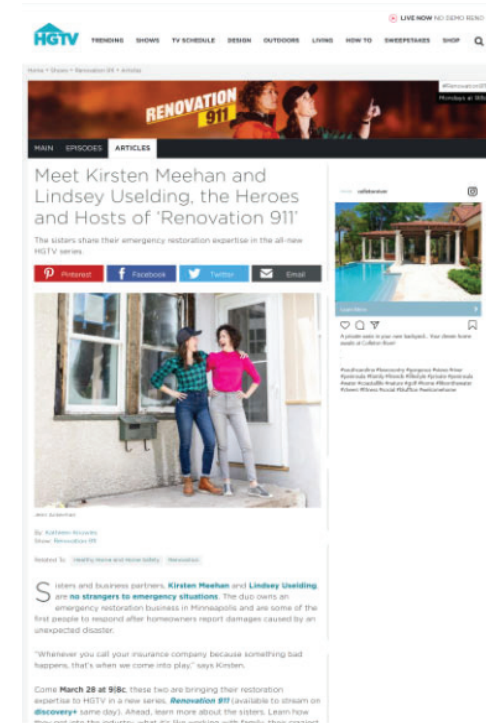
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

## TARGETING ABILITIES:



- **Behavioral** - Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** - Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** - Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Retargeting** - Following people after they leave



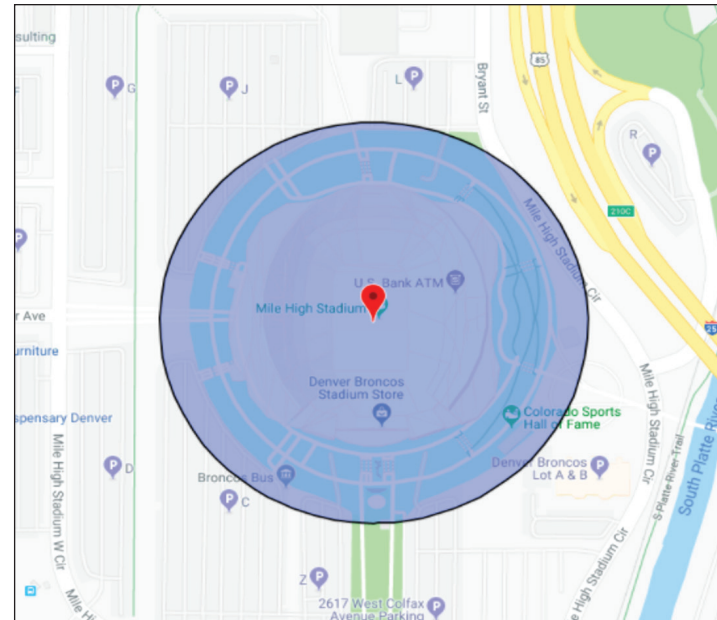
- your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** - Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

**PRICE: STARTING AT \$1,500 PER MONTH**

# Digital Event Targeting

## GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.



## GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

### TARGET SPECIFIC EVENTS AND LOCATIONS

- From \$1500/month

## DIGITAL

# Smart Solutions Eblast

Our team of email experts make your message stand out from your competition with compelling subject lines, engaging copy, powerful images and strategic deployment scheduling. Our campaigns are 100% responsive, meaning your message is optimized for all devices and email platforms in order to expand your reach and foster engagement with customers.

## TARGETING

Use high-quality data to reach new customers

## DELIVERABILITY

Make it to more customer's inboxes every time.

## AUDIENCE

Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

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

**ARRAS**

Your Stunning New Apartments In The Heart Of Bellevue

**Your Tour, Your Way**  
We are available for live video, accompanied in-person and self-guided tours. Find your new home at Arras and take your tour, your way.

**Luxurious Residences Patterned to Suit You**

**Exclusively, Stunning Floor Plans**  
Our exclusive apartments supply the space you need to impress your urban sensibility and style. Up to 1,000 sq. ft. available.

**Charming Modern Amenities**  
Steel appliances, in-flooring, open floor plans, fitness club—Arras Apartments offers a host of elegant residential amenities that focus on form, function and convenience.

[Take a Tour](#) [Explore All Amenities](#)

**Better Homes and Gardens**  
REAL ESTATE

**BAHAMAS GROUP**

# Google AdWords

Target consumers who are “inmarket”, active in the Real Estate market, when they are searching and motivated to take action.

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



## CAMPAIGN SETUP & OPTIMIZATION

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Which can include:

- Set up Keyword List
- Set up Ad groups
- Develop understanding of urgent search terms/phrases of client and competitors
- Run fresh estimates for potential new keywords
- Write/Edit copy as needed
- Ensure all tracking is in place
- Add segment targeted towards sellers

## MONTHLY MANAGEMENT

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Includes:

- Campaign review
- Analytics reporting
- Campaign Adjustments

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**PROGRAM COST:**  
**PROGRAM SETUP: \$750**  
**MONTHLY MANAGEMENT:**  
**\$350/MONTH PLUS MEDIA**



# Facebook 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

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- We will re-target the audiences who visit the site but do not convert.
- We will revise and optimize campaign based on performance.

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**DIGITAL BANNER PROGRAM:  
FROM \$1,500/MONTH**





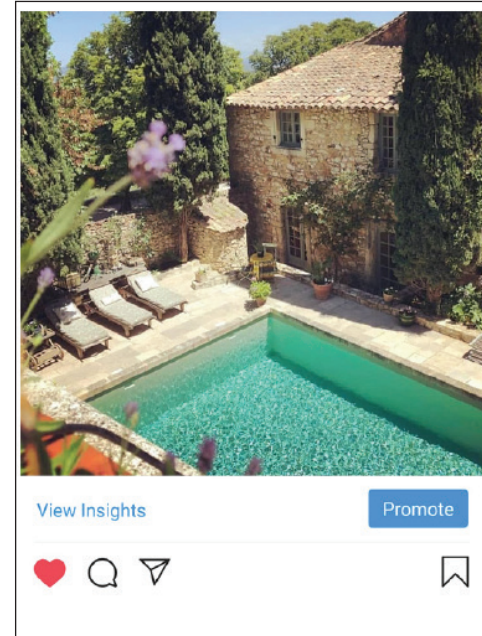
# Conde Nast UK

## INSTAGRAM @CONDENASTPROPERTY

Ready to jump into action on instagram, @condenastproperty is the fastest growing account at Conde Nast Britain and consistently comes in at No 1 each week on growth and engagement. @condenastproperty has grown organically in 3 years and now has 215K followers.

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**INSTAGRAM POST: \$2,750**



# Juwai Developer Solutions

## PROPERTY LISTING PAGE

### YOUR CHINESE COMPANY

#### Enhancement Products

- Top Developer
- Top Property
- King Slider
- Juwai Recommends
- Super Leaderboard
- Hot Property
- Strip Banner Ad

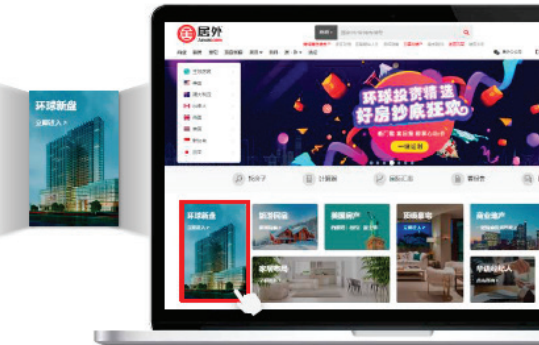
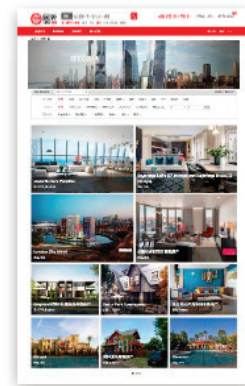
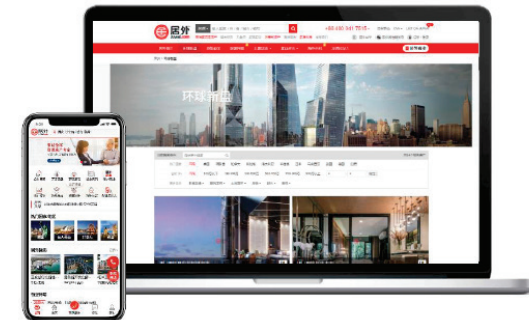
#### Value-Added Products

- Monthly Social Media Promotion
- Chinese Advertorial
- Prosperous Home Report (Feng Shui)

#### Juwai Online Event Solution

**\$7,500 - \$10,000 PER 6 MONTH CAMPAIGN**

**Global**



# 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.

## FEATURED PLACEMENT PROPERTY LISTING

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

**COMBO PRICING 3 HOT PROPERTY UPGRADES + LUXE LISTING \$1,200**

# Billionaire Magazine

Billionaire is an award-winning luxury publication distributed to a curated list of Ultra High Net Worth (UHNW) readers, globally.

## DIGITAL AUDIENCE

- **29% Millionaires**

### Readership stats

- Total Print Readership – **32,000**
- Online Monthly Unique Audience – **120,000**
- Online Monthly Page Views – **240,000**
- Social Media Reach – **110,000**
- Newsletter Database – **25,000**

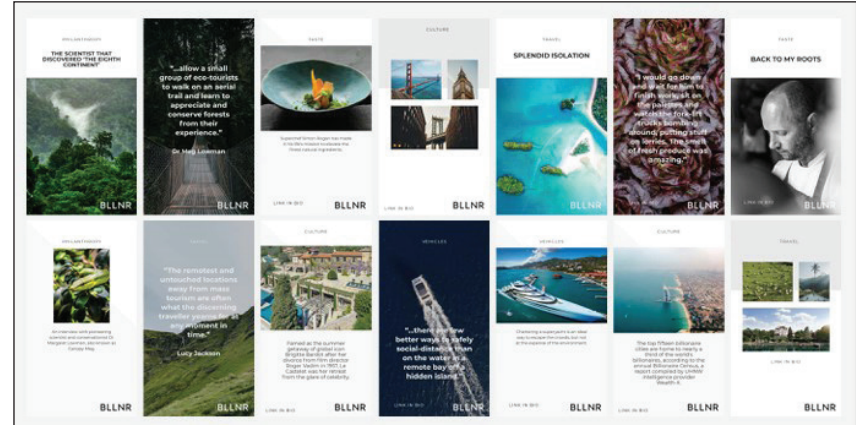
1x Online content piece - will sit on the site indefinitely and pick up organic views

1x Newsletter inclusion (25k subscribers) - drive content piece via newsletter

1x hyper-targeted social media campaign (4 weeks) - target UHNW's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

**CUSTOM CONTENT + ENEWSLETTER: \$4,300**

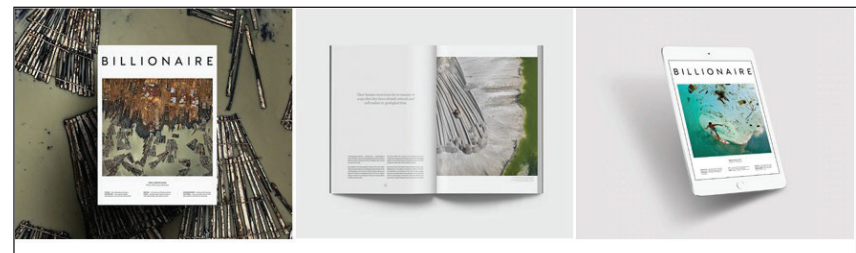
**CUSTOM CONTENT + SOCIAL CAMPAIGN: \$6,000**



**PRODUCT (ONLINE) PORTFOLIO**

- Online Branded Content
- Social Media Campaigns
- HNWI Hotspots Geo-Targeted Campaigns
- Newsletter Campaigns
- FULL PR Package

Reach our affluent and extensive member database through impactful advertising, content partnerships and directly in their inbox.



# Chicago Tribune

The Chicago Tribune helps Chicagoans, and those that love Chicago, stay connected to the stories and topics that affect this great city. Its award-winning stories range from an array of topics that matter most; including breaking news, politics, sports, culture, suburban coverage and engaging interactive features.

- Average Monthly Page Views: 36.6M
- Unique Monthly Visitors: 11.7M

## CUSTOM EMAIL

Email deployment to target audience featuring dedicated content.

Targeting options can include:

- Geography (zip code, DMA)
- Demographic (Age, Household Income, Interest)
- Home Intenders
- First Time Homeowner
- Homeowner / Renter
- Property Type
- Home Value

**CUSTOM EMAIL 50K: \$1,200**  
**CUSTOM EMAIL 100K: \$1,950**  
**CUSTOM EMAIL 150K: \$2,375**





# Country Life

Country Life is the world's most celebrated magazine of the British way of life, its countryside, properties, and gardens.

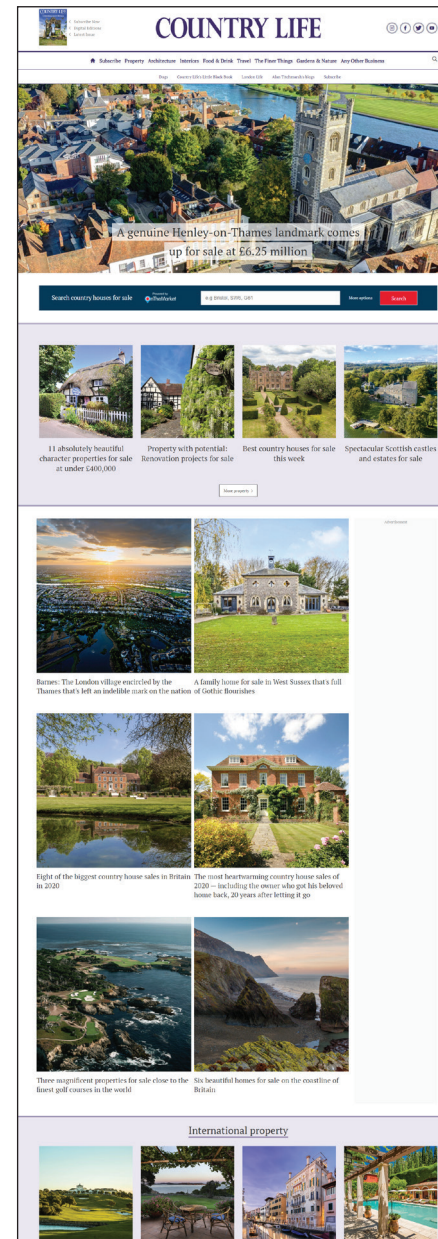
### Three core audience pillars:

- Traditional country champions – wealthy empty nesters enjoying their retirement in the countryside.
  - Custodians of the land – country dwellers with a deep emotional connection to the countryside.
  - Discerning Country – a quietly refined group, the most affluent, and willing to spend on the brands that reflect their discerning taste.
- 
- **1.68M** Global page views per month
  - **352K** Social Followers
  - **81%** Targeted HNWI Audience

### E-NEWSLETTER DEDICATED SEND

Published Wednesdays & Saturdays Reach 25,000 loyal readers who are infatuated with property, architecture, the arts, gardening, the countryside, schools and wildlife.

PRICE: \$1,850



# Crain's New York Business

## REAL ESTATE DAILY ENEWSLETTER

Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

## CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- 78% are Top Management Professionals
- 60% are C-Suite Level Executives
- 41% serve on a Corporate or Non-Profit Board
- 87% influence Capital Expenditures, Leasing, or Purchasing

## REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: 15,000
- Average Open Rate: 42%
- 33% SOV + 25K ROS display impressions
- Featured Placement Property Listing

PRICE: \$3,150

This is a screenshot of the 'Real Estate Daily' newsletter from Crain's New York Business, dated Tuesday, November 10, 2021. The header includes a banner for '650 FIFTH WORKING UNDER YOUR TERMS' and the newsletter title. The main content features several articles with 'READ MORE' links: 'Vornado's Roth expresses frustration over return-to-office pace on earnings call', 'Manhattan office market sees best month for leasing since 2020', 'WestPark: Where Innovation Thrives', 'Hotel mogul Sam Chang explains his slew of recent sales', 'Editorial: Back-and-forth approach to SALT cap causes confusion, hurts NY taxpayers', 'Deals of the Day: Nov. 2, 2021', and 'Hochul set to scale back Cuomo's ambitious Penn Station plan'. A central graphic promotes 'CORPORATE SUBSCRIPTIONS'.

This is a screenshot of the Crain's New York Business website. The page features a navigation bar, a main article titled 'Deal reached on \$750M New York Blood Center rezoning project', and several sidebars with smaller articles and advertisements. The layout is clean and professional, typical of a business news outlet.

# 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).

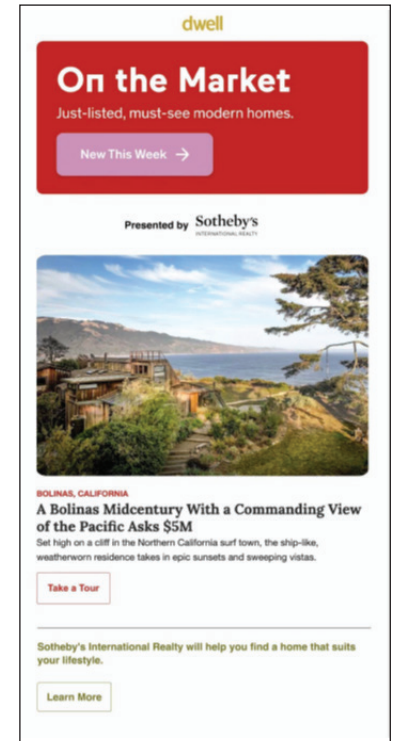
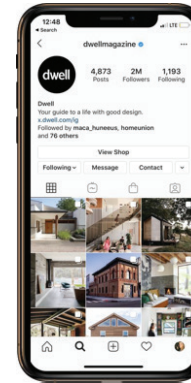
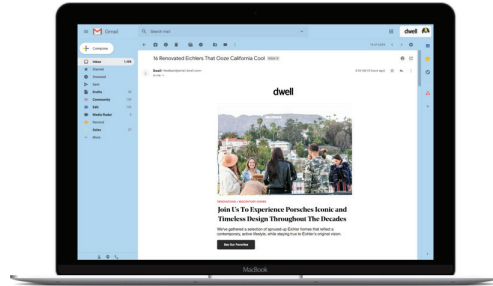
## PACKAGE 1

### CUSTOM REAL ESTATE ARTICLE.

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

- Promotion of the Custom Article on Dwell.com Homepage through a promo tile.
- Promotion in a Dwell.com Enewsletter.

**PRICE: \$6,250**





# 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.

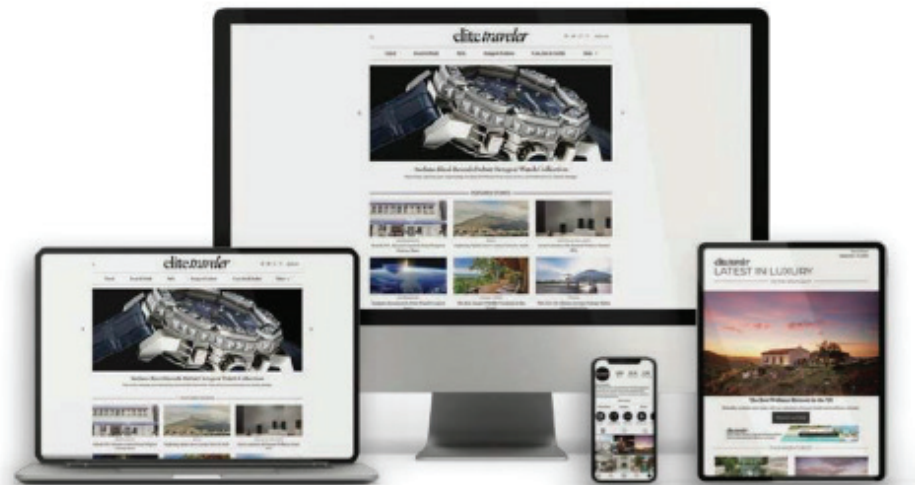
Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

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

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**ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR**

**Half price with full page print purchase**



## DIGITAL

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# Nob Hill Gazette

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

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

## E-NEWSLETTER

### ON THE MARKET

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

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**PRICE: \$500 PER LISTING**

**San Francisco, Peninsula and Silicon Valley**



# jamesedition.com

## E-NEWSLETTER

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

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

Upgrade your listings for increased visibility to capture the attention of the UHNW.

**LISTING FEATURE: \$1,500**

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stores', and 'Sell'. Below this is a search bar and a category menu with icons for Cars, Real Estate, Yachts, Watches, Jets, Helicopters, and Entertainment. The main banner features a luxury yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, there's a section for 'MOST POPULAR' items, including a Ferrari 488 GTB, Chevrolet Corvette, Shannan Villa, and Ram 2500. There are also sections for 'JAMES SPOTTING' (showing a duplex), 'RICH LIST' (showing a yacht), and 'LATEST STORIES' (showing a red sports car). The bottom of the page has a 'VIEW ALL STORES' link.

The screenshot shows the JamesEdition.com real estate section. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. Below the search bar, there's a featured property 'THE PENTHOUSES AT GOLDEN PEAK' with a price of \$23,900,000. There's also a 'Nothing compares.' banner for St. Kitts & Nevis. The 'Featured luxury properties' section displays a grid of various properties, including a 5-bedroom penthouse, a stunning Sherwood, an enviable estate, and a modern apartment. Below this, there's a 'News about luxury real estate' section with several articles, such as 'Most exclusive neighborhoods of Hong Kong', 'The Bahamas: Inside the most exclusive gated communities', 'Trending: Golf property in the "Golden Triangle" area of Algarve, Portugal', and 'Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring'. The bottom of the page has a footer with 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

# jamesedition.com

## ROTATING GALLERY

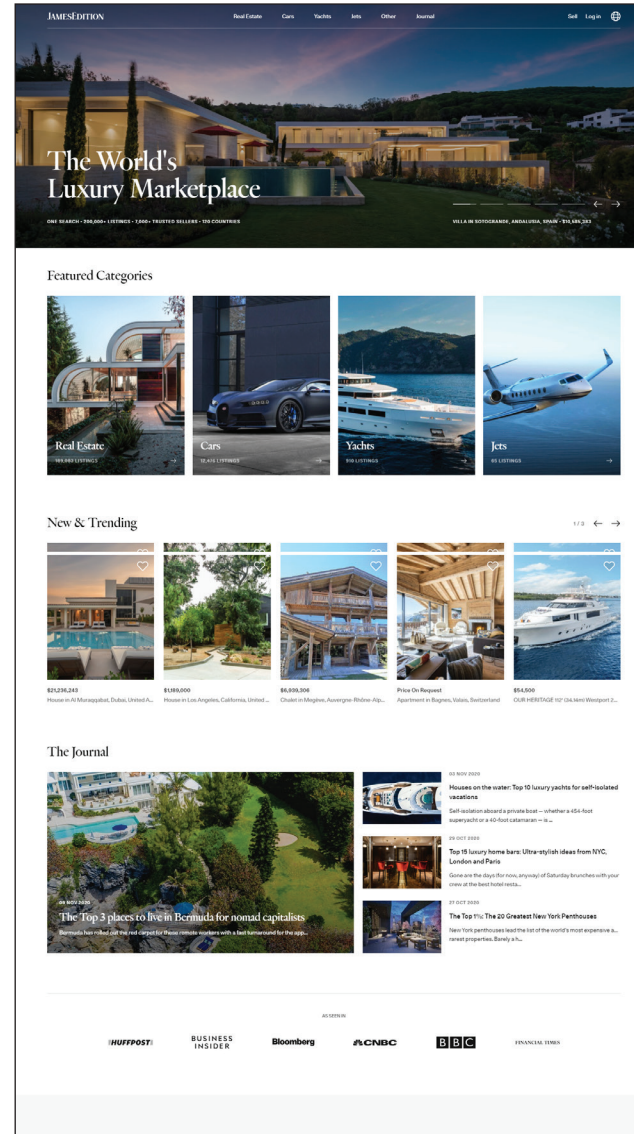
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

**HOME PAGE  
FEATURED BANNER: \$2,000**

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





# jamesedition.com

## 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.

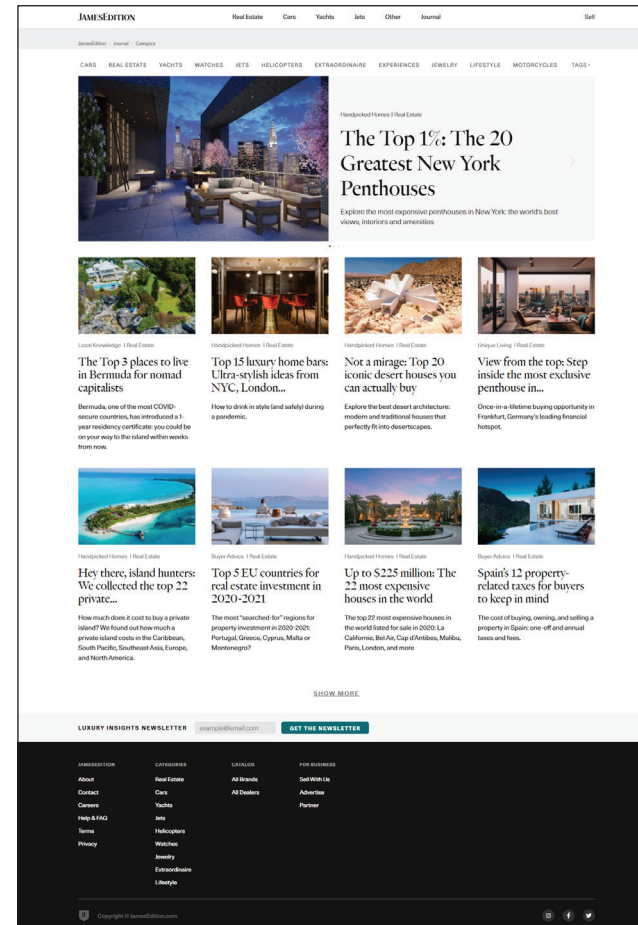
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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.

**NEWSLETTER TOP & ARTICLE: \$5,500**  
**NEWSLETTER TRENDING & ARTICLE: \$3,300**



# jamesedition.com

## NEW & TRENDING

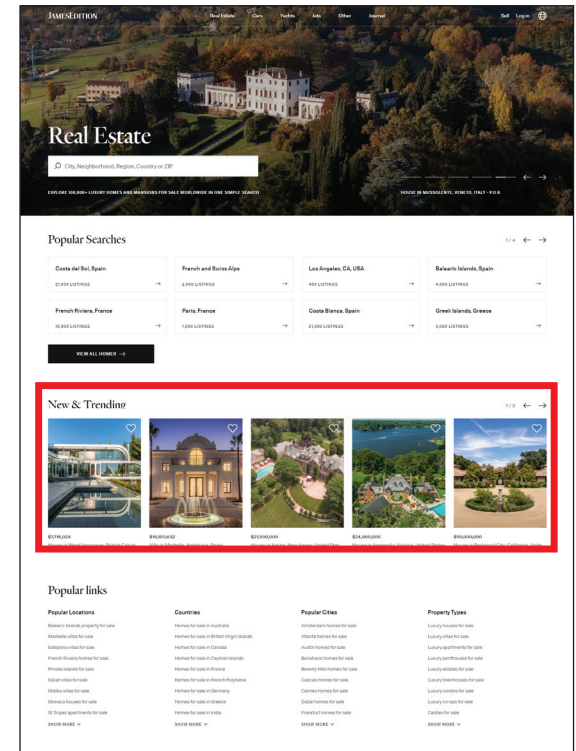
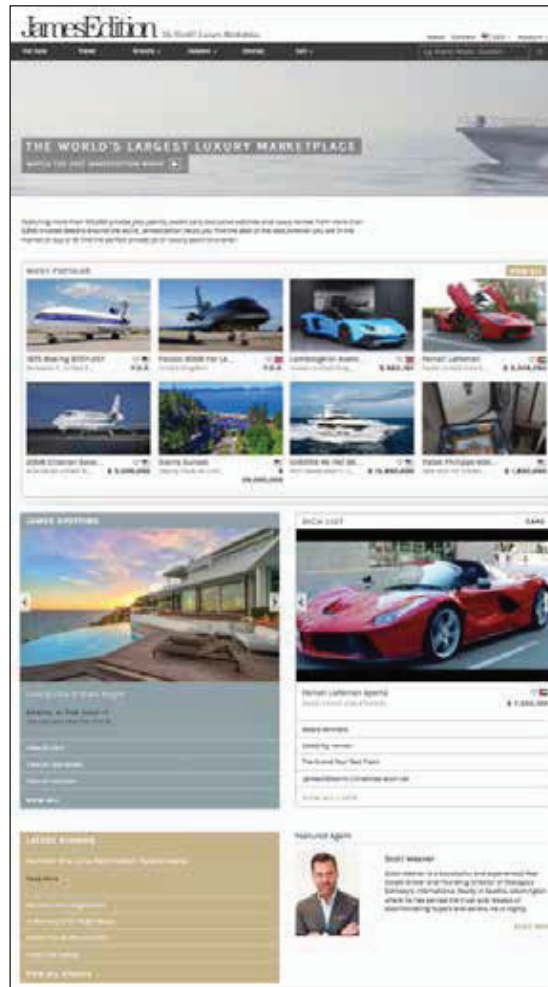
### FEATURED LUXURY POSITION

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: \$1,200**  
**REAL ESTATE PAGE: \$1,000**



# jamesedition.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**

## PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$500

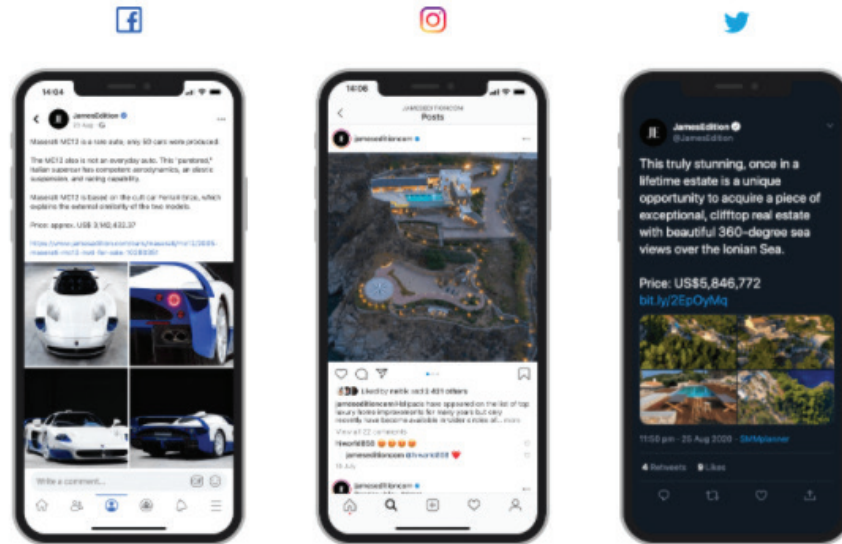
## PHOTO PLUS

- 1-5 featured listings

- 1-10 photos + text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000 PHOTO PLUS

## VIDEO



- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

# JetSet

## 12 MONTH GLOBAL DIGITAL CAMPAIGN

### 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 a banner insertion in 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

#### 12 month Web Feature

- 1 Million monthly page views
- 170K unique visitors

### PRICE \$2,500/YEAR

2 shared email blasts plus 12 month web feature (\$10,000 value)

The screenshot shows a digital article layout. At the top right is a 'TRACK RECORD' banner with a car image and text: 'Tailored coaching. Your car, your track, and your schedule.' Below this is a social media share bar with 'Twitter' and 'Facebook' icons. The article title is 'Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun'. The byline is 'Beverly Hills Golf & Country Club | October 23, 2017 | Sports'. The main image is a large landscape photo of a golf course under construction. Below the image is a video player with a play button and a 'Load More...' button. The article text includes: 'Diamante Cabo San Lucas (Diamante), a 1,500-acre private oceanfront community on the Pacific coast in Cabo San Lucas, BCS, Mexico, has announced plans to build a new 18-hole, championship golf course to be designed by Tiger Woods and his company Tiger Woods Design (TWD). The TWD designed course will be Diamante's second and will join the resort's award-winning championship golf course, Diamante Dunes, a natural links course that opened in 2009. Construction on the new course, named "El Cardonal" began in September, and is expected to take approximately 18 months to complete. Diamante, a private and fully integrated luxury lifestyle resort community located on the Pacific Coast, opened in 2009 to meet travelers' demand for creating an exclusive and diverse golf club environment with world-class resort golf courses, residential villas, a private residence club and beach-front home sites. "Diamante is a growing resort community that is already home to COO Alejandro Ochoa ranked course in the world," said Diamante CEO Ken Jonny. "We believe a Tiger Woods Design course will be the perfect complement to Diamante's existing resort community and will embody the high standards that we have set at Diamante." Diamante's "El Cardonal" course will look and play very differently from the Dunes Course and will help solidify Diamante's reputation as a world-class golf destination. "While the Dunes course is reminiscent of a classic Scottish links course, this course is going to remind people of the old-style California courses," Woods said. "We will use the existing strategy that traverse the site and will plant bunkers to create deftly strategic, chaotic and fun to play." TWD plans to integrate Diamante's rolling hills and spectacular views into the design of a very distinctive golf course. The bunkers will have a traditional look with natural, irregular contours will be positioned to wide fairways. The variety of holes and strategic options will promote shot-making while still creating a very playable experience for golfers of all skill levels. "I set up the golf strategy to make golfers think and make choices," said Woods. "Regardless of your handicap, there are going to be different ways to play every hole, and the angles of approach are going to be very important and will dictate the type of shots you should consider. I love this kind of golf." The "El Cardonal" course is planned to measure more than 7,300 yards and will be contiguous to "The Resort at Diamante," which will be a fully functioning separate resort within the Diamante Community. The Resort encompasses 60 acres and will include a vacation Club with more than 200 residences. The Resort will also incorporate a series of family-friendly recreational and social amenities including a 10-acre waterpark lagoon, a village complete with retail stores, restaurants, a 1600-camp, arcade, water park, and a water-based activity center. There will also be a world-class Spa and Fitness Center with a lap pool, as well as a sports complex with facilities for tennis, training, basketball, soccer and other recreational uses. "Our goal at Tiger Woods Design is to find locations to design unique and memorable golf courses," said Woods. "Diamante definitely meets that objective." This is the fourth golf course deal signed by Tiger Woods Design since the firm's inception in 2006 and the second in Mexico. Other courses include Forest Brava in Guatemala, the City at High Lakes in Arkansas, Iron Horse Carolina, and Air Runways, located in Dubai, U.A.E. "We are excited to work with Tiger Woods and his design team," said Jonny. "He brings a wealth of golf knowledge and experience, and we look forward to creating a world-class golf course that integrates Diamante's unique style and characteristics." Woods, who started TWD after 10 years playing professional golf, plans to build experiences gleaned from playing worldwide and to channel every contour. Woods noted that he is dedicated to applying his hands-on knowledge of the game to the Diamante site. "When I set up TWD, I was in Tiger's commitment to the project, and his passion to create a golf experience players of all levels can enjoy," said Jonny. "It doesn't hurt that Cabo San Lucas is the backdrop to Diamante, as one of the world's most desired vacation spots, having a course designed by Tiger Woods will only add to the resort's allure." The Diamante experience also features a Clubhouse, a Cantina and a practice facility with private hitting bays and silver bar. The 100,000-sq-foot Diamante Dunes Clubhouse which includes 20 2-bedroom residences is set to open November 16, 2017.

At the bottom of the page, there is a 'SHARE ON' section with icons for Facebook, Twitter, and Email. Below that is an 'ABOUT THE AUTHOR' section for 'Diamante Cabo San Lucas' with a JetSet logo. A 'RELATED POSTS' section shows two other articles: 'The Ultimate Diamante Experience' and 'Web Resorts Cabo San Lucas: Delighting Vacation Packages'.



# Le Figaro

The finest selection of properties to buy and to rent, in France and abroad.

## PROPRIÉTÉS LE FIGARO.COM – FRANCE

- **2.1 million** sessions per month
- International audience: **22%**  
(Top 5 audience: US, UK, Belgium, Switzerland, Germany)

## PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

- **180,000** sessions per month  
(top 5 audience: US, UK, France, Canada, Australia)

## HEADLINE SEARCH

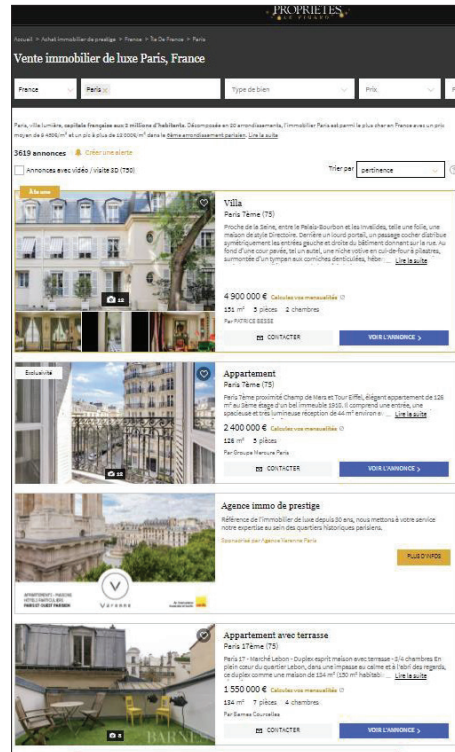
Position your property at the very top of the results page.

## FEATURED CITY: \$795/CITY/MONTH

## NATIVE AD

Premium display format increases visibility among search results. These placements are also able to appear to users with specific search criteria – castles, manors, etc.

## NATIVE PLACEMENT BY CITY: \$500/CITY/MONTH



# Luxury Estate

## LUXURY ESTATE

Luxury Estate is the leading international portal for the luxury real estate market.

With website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- **1,900,000** visitors per month
- **18,000,000** page views per month
- **3,000,000** euro average buyer inquiry

### SHOWCASE LISTING + ELITE LISTING PACKAGES

#### PRICES:

**\$1,100 FOR 1 MONTH**

**\$3,250 FOR 3 MONTHS**

**\$5,100 FOR 6 MONTHS.**



# NYTimes.com

## FEATURED PROPERTY MODULE


Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.

- Average CTR is between 0.36-0.55%

**PRICE: \$3,000/WEEK**

FEATURED PROPERTIES

ADVERTISEMENT



**Una**  
Residences  
BRICKELL WATERFRONT  
**From \$2 million**  
175 SE 25th Rd. Miami, FL  
2-5 BR | 2-6.5 BA | Luxury  
Condos

Una Residences  
info@unaresidences.com

# Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

## EXCLUSIVE EMAIL

Sent weekly on Wednesday and Sundays to Ocean Home’s discerning audience of high net worth coastal home owners and elite industry professionals.

PRICE: \$2,500



## SPONSORED CONTENT

Custom article written and created by our editors to showcase your company. Posted on [oceanhomemag.com](http://oceanhomemag.com), your article will be tailored to meet your marketing objectives and highlight your unique brand and properties.

- 800-1,000 words + 4-6 images.

PRICE: \$2,500

## SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

INSTAGRAM: \$700 PER POST  
FACEBOOK: \$575 PER POST

FACEBOOK/INSTAGRAM AD:  
\$1,300 PER MONTH

**OCEAN HOME** 2021 SPRING ISSUE

**OCEANHOME EXCLUSIVE**

**FOUR SEASONS PRIVATE RESIDENCES ANGUILLA**

**FROM A PENTHOUSE YOU CAN SEE FOREVER**

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Weaster-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

**FOUR SEASONS PRIVATE RESIDENCES ANGUILLA**  
Deluxe Suites to 3 Bedroom Villas  
From \$125,000 to over \$10 Million

**OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN**

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500 per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

[SALES@OCEANHOMEMAG.COM](mailto:SALES@OCEANHOMEMAG.COM)

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

**RMS**  
oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

# The Real Deal

For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell's)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

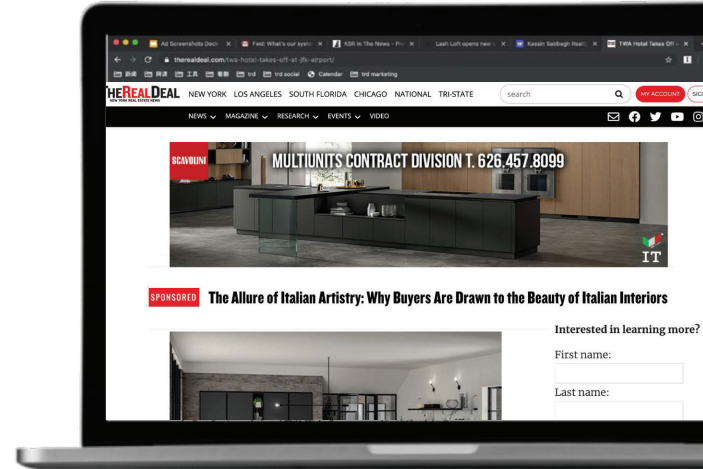
**A Targeted Digital Reach Source**

**Site Stats:**

- Unique visitors: **2M+**
- Total visitors: **3M+**
- Page views: **10M+**
- Mobile visits: **60%**

**Demographics:**

- Male/Female Ratio: **60% / 40%**
- Ages 25-54: **70%**
- Earn over \$150K per year: **10M+**



## SPONSORED & CUSTOM CONTENT

Solidify your position and brand story, TRD repost existing content inclusive of articles, videos and more on TheRealDeal.com

### SPONSORED CONTENT DETAILS:

- Content article provided and posted on TheRealDeal.com
- Content promoted on homepage for 1 week
- Content promoted in daily newsletters (2x)
- and via social media (2x)
- Content remains live on TheRealDeal.com
- Benchmarks: 3,000 + Pageviews & 2:03 Avg. Time Spent.

Custom content can be created with TRD Studio in collaboration with Sky upon request – additional fees may apply.

**COST: \$8,500**

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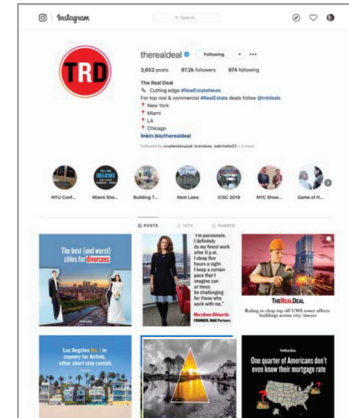
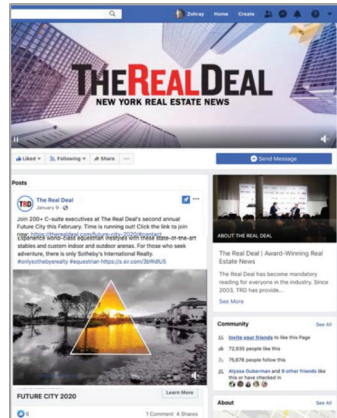
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## SOCIAL PROMOTION

### OPPORTUNITIES INCLUDE:

- Instagram stories
- Sponsored social posts
- Posts & stories directly targeted to Sotheby’s International Realty desired audience

Facebook: **110K+**

Instagram: **120K+**

LinkedIn: **45K+**

Twitter: **65K+**

**FACEBOOK: \$1,000**

**INSTAGRAM: \$1,000**



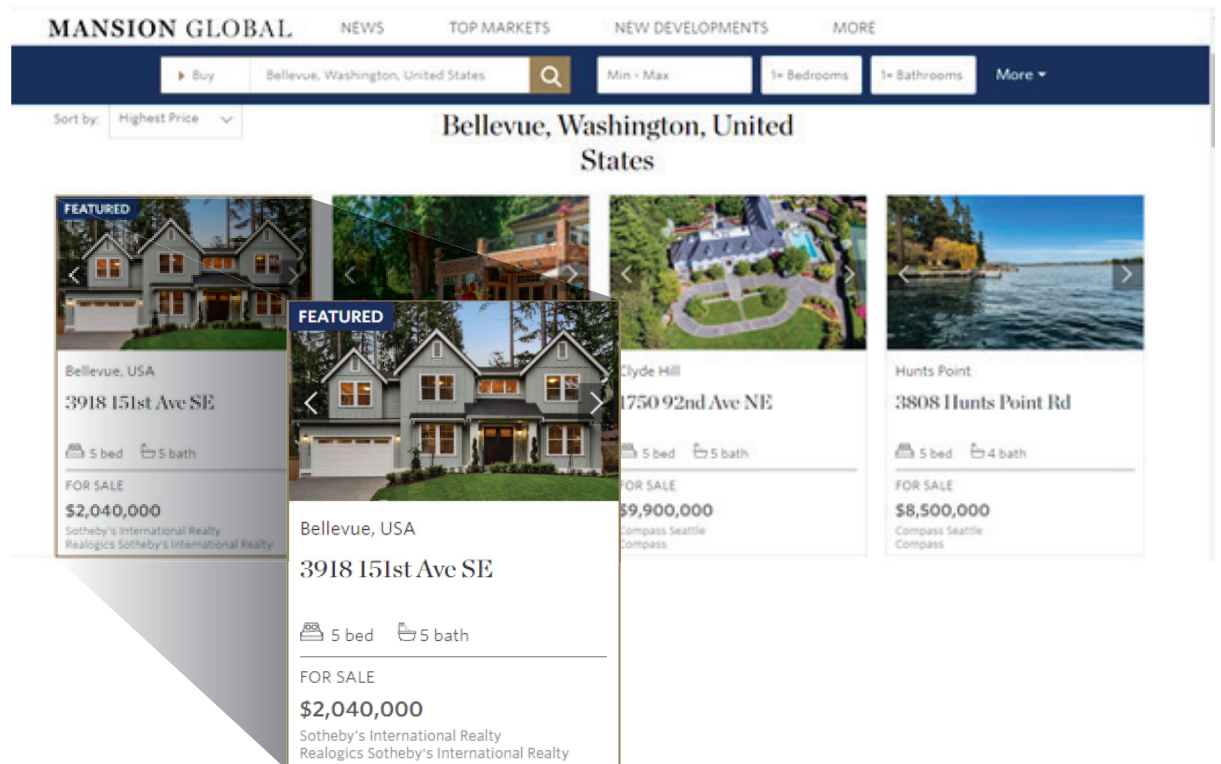
# The Wall Street Journal Online (WSJ.Com)

## 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 90 DAYS

Buy Luxury properties by location

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

VIEW MEDIA

SHARE [Icons] SAVE

**DESCRIPTION**

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

Read More

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

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

Show More

**NEIGHBORHOOD**

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews

SHOP NOW

# The Wall Street Journal Online (WSJ.Com)

## MANSION GLOBAL DAILY (M-F) ENEWSLETTER

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

PRICE: \$3,680

View in your browser

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



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

**BY THE NUMBERS**

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3900 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. 5600 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. Paterick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 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	3,124	\$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 AllChances

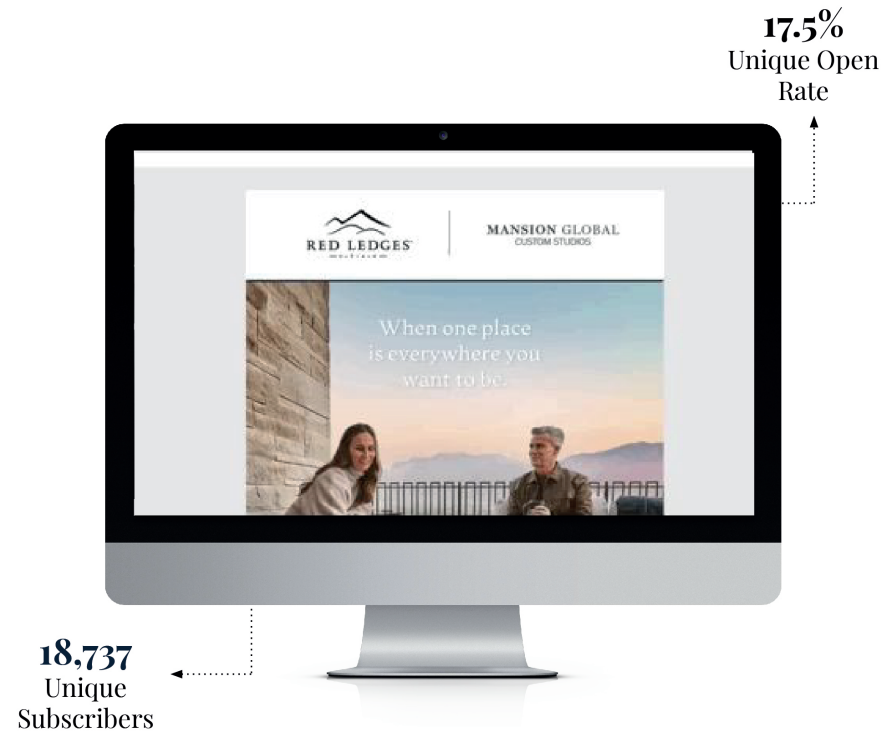
# The Wall Street Journal Online (WSJ.Com)

## 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 & delivering results.

PRICE: \$5,000





# The Wall Street Journal Online (WSJ.Com)

**@MANSIONGLOBAL INSTAGRAM**

## **EXCLUSIVE EMAIL**

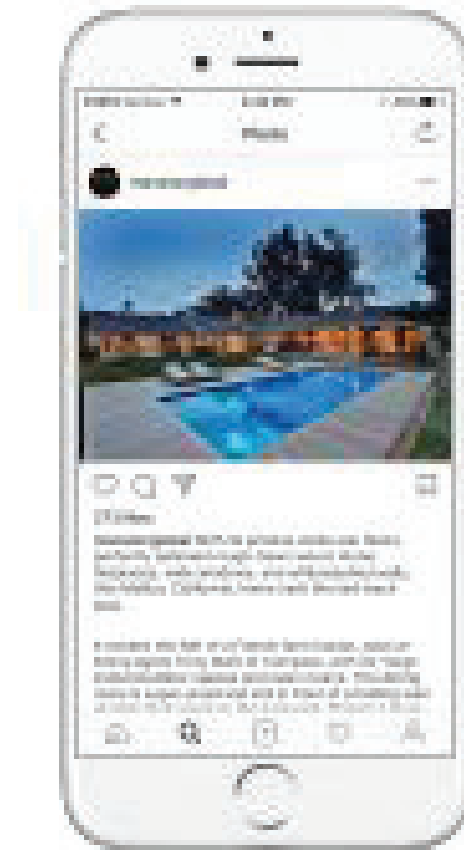
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Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

---

**PRICE: \$1,775**

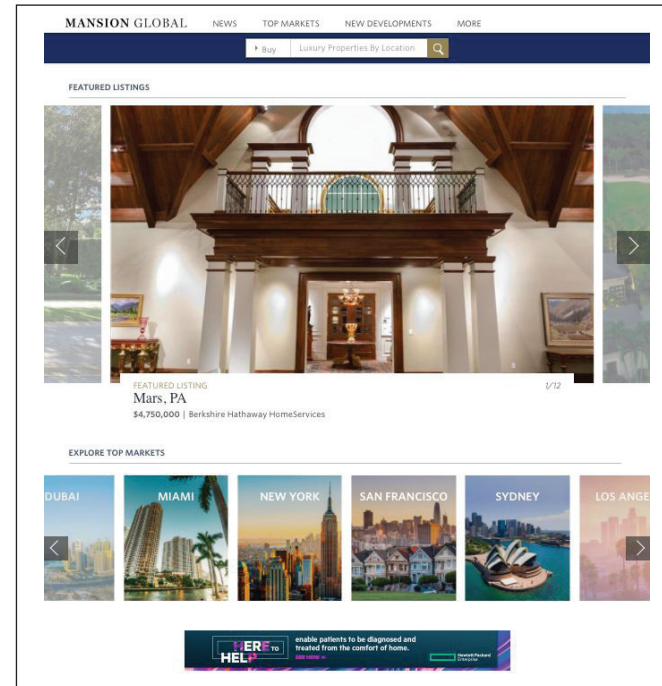


# The Wall Street Journal Online (WSJ.Com)

## THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



# 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**


PRICE: \$750 NEWSLETTER




No Images? Click here

## BOAT

### BOAT BRIEFING


DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS 

#### LATEST BROKERAGE NEWS




Benetti Harmony III listed for sale with Fraser

[READ MORE](#)




Benetti Rutil 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


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#### 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

[READ MORE](#)

# 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: \$650

**CHANGE THE WAY YOU SAIL**  
Get more out of your sailing experience with our displays, innovations 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](#)

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The performance sailing magazine

**YACHTS & YACHTING**

**SOUTHAMPTON BOAT SHOW PREVIEW PLUS TICKET OFFER**

**Extreme lift off**  
Foilage 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?

**ROUND THE ISLAND**  
SPECIAL REPORT **INCLUDING**  
Jules Salter's winning tactics  
Ben Fogle's five races in one

**FIREBALL FOCUS**  
Briskeed for Worlds in Canada: why is this the class to sail?

**BOAT TEST: EPOH**  
The innovative performance skiff for honing speed skills

**EXOTIC GETAWAYS**  
Get set on your dream charter holiday in tropical paradise

**SHOW BART'S BASH**  
Help set a new world record and fundraise for your club



# Print Offerings



**Better  
Homes** and Gardens  
REAL ESTATE





# The New York Times

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. This is an essential environment to give your luxury properties the ultimate exposure.

- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

**FEATURED LISTING - SUNDAY STYLE: \$7,500**

**"All the News That's Fit to Print"**

**The New York Times**

WOL CLXVIII ... No. 58,137 ... MONDAY, NOVEMBER 5, 2018 ... \$3.00

**Web's Far Right Can Hear Itself As Trump Talks**  
*Choosing the Spread of Once-Fringe Views*  
 By KEVIN ROOSE

**Edge in Polls Might Not Tip House Scales**  
*Outcome Hinges on a Handful of Tossups*  
 By NATE COHEN

**It's Not Heaven, It's Brooklyn**  
 The 50,000 runners in this year's New York City Marathon enjoyed flat skies, near-ideal conditions and a fast course. Page F3-25

**Spending Millions in a Bid to Avoid Sanctions**  
 By ANDREW ROSSIC

**Orchard Deploys Small Army of Lobbyists to Swamp Washington**  
 By MICHAEL HILTNER

**Partisan Roots of New Query On the Census**  
 By MICHAEL HILTNER

**Called to Serve, Utah Mayor Always Answered**  
 By RYAN TRACY

**Offering Little Proof, Republican Accuses Georgia Rival of Hack**  
 By RICHARD HERSH



# Billionaire Magazine

Billionaire is a sophisticated, extremely high-end luxury publication curated for a controlled and selected subscriber list of UHNWIs globally. The core values of the publication consist of Philanthropy, Sustainability, The Finest Artists and Craftspeople, Investments, as well as exploring unique travel experiences and high-end luxury products globally for our readers. Billionaire provides indepth articles on meaningful projects, initiatives, and peer-to-peer conversations on UHNW-relevant issues.

- Circulation: **14,791**
  - **10,791** mailed to individuals that have a minimum net worth of **\$39 million**
  - **238** Royal Families receive the Magazine globally
  - **4,000** Copies are distributed exclusively to top fine Art Galleries, private Banks, Yacht Clubs, Polo clubs, private Jet Terminals all over the world
- Average Household Net Worth: **\$106,000,000**

**FULL PAGE COLOR: \$8,125**

**Global**





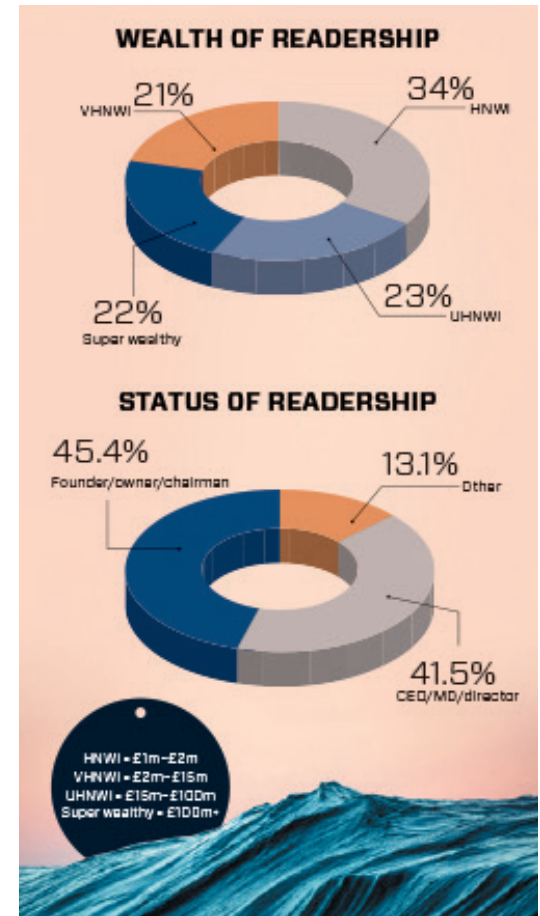
# Boat International

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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  
International: 12,843
- **Average HHI:** \$15 million
- **Average HNW:** \$35.9 million
- **Median Age:** 52 to 65 years old
- **Male/Female Skew:** 88% 12%

PRICE: \$4,250





# Architectural Digest

## INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Architectural Digest.

## FULL PAGE, COLOR:

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

**FULL PAGE, COLOR**  
**MANHATTAN: \$2,350**  
**SOUTH FLORIDA: \$2,730**



PRINT

# 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



## PRINT

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# 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

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

## INTERNATIONAL DISTRIBUTION

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

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**4 MAGAZINES + INSTAGRAM POST: \$9,000/FULL PAGE**



PRINT

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# 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%**

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**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 Ratio: **69% / 31%**
- Average HHI: **\$7.9M**
- Average Net Worth: **\$32M**

**LUXURY HOMES FEATURE: \$4,500**





# Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

**PROPERTY GALLERY: \$1,250**  
**GALLERY STRIP: \$3,600**  
**FRONT COVER STRIP: \$10,500**

**Global**



# Propriétés Le Figaro

Propriétés Le Figaro is the finest selection of luxury properties to buy and to rent in France and around the world- in print and online. Propriétés Le Figaro embodies the essence of the French way of life, with a property magazine published bi-monthly. Your properties will be seen by the wealthiest people in France, executives of CAC 40 companies, and executives from the Top Management network. In addition to print, there is an online edition and mobile app.

- Readers: **1.4 million**
- Web Visitors: **93,000 per month**
- Page Views: **890,000 per month**
- Distribution: **U.S.A. 32%, U.K. 19%, France 12%, Canada 3%, Australia 3%**

**FULL PAGE: \$2,500**

**FULL PAGE ADVERTORIAL: \$3,000**



PROPRIÉTÉS  
LE FIGARO

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**BELLES  
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DE VACANCES**

Résidence secondaire ou semi-principale, location de luxe, les tendances, les opportunités... région par région.

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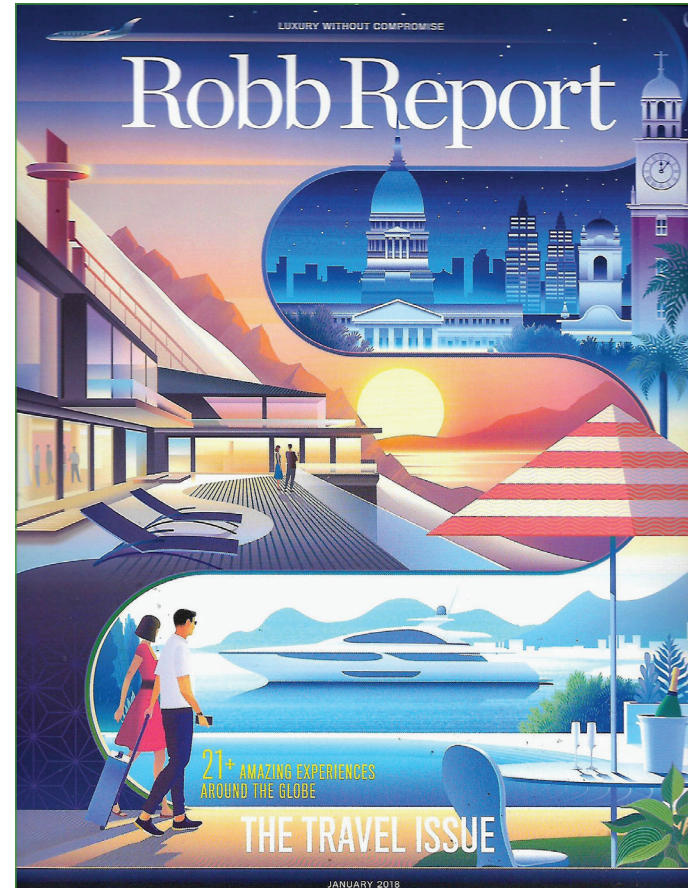
# Robb Report

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Audience: **324,000**
- Average Age: B
- Male / Female Ratio: **79/21**
- Average HHI: **\$484,000**
- Average HNW: **\$2,800,000**

**FULL PAGE: \$9,750**

**Global**





# Circulation/ Distribution/ Reach



**Better  
Homes**  
and Gardens.  
REAL ESTATE

# Circulation/ Distribution/ Reach 2023

Media	Circulation
<b>Digital</b>	
<b>Million Impressions*</b>	
Digital Banner Program	3,000,000
Targeting - Select International markets	
<b>Google Adwords</b>	
Digital PPC program	
<b>Facebook Advertising</b>	
Digital Banner program	180,000
<b>Comprehensive Digital</b>	
Social Mirror	300,000
Native Display	300,000
OTT - Connected TV	180,000
<b>Geofencing - Event and Location</b>	
Target specific events and locations	60,000
<b>Smart Solutions EBlast</b>	
Custom Email	40,000
<b>Juwal.com</b>	
Developer Marketing Solution	15,400,000
Hot property upgrade	2,300,000
Luxe Channel Property Listing	2,300,000
<b>Conde Nast UK</b>	
Instagram	200,000
<b>Dwell.com</b>	
Custom Article with promo on Homepage with promotion in eNe	110,000
<b>Elite Traveler</b>	
Online Real Estate Showcase	100,000
<b>Nob Hill Gazette</b>	
OTM On the Market eNewsletter	19,500
<b>JamesEdition</b>	
Rotating Gallery Home Page	750,000
Rotating Gallery Real Estate Page	750,000
Featured Article and e-Newsletter promotion	294,000
e-Newsletter	294,000
New & Trending Home Page	38,300
Social Media	296,000
<b>JetSet Magazine</b>	
Annual Global Campaign	2,140,000
<b>Le Figaro</b>	
Headline Search	
Native Ad	
<b>NYTimes.com</b>	
NYTimes.com Property Module	166,809
<b>Real Deal</b>	
Sponsored Content	3,000
Social Post Facebook	110,000
Social Post Instagram	120,000
<b>WSJ.com</b>	
Mansion Global Homepage	328,000
Mansion Global New Development Profile	
Mansion Global e-Newsletter	17,000
Mansion Global Custom Email	17,000
Property upgrades	
Mansion Global Homepage Featured Listing Module	328,000
Mansion Global Instagram	152,400
<b>Billionaire</b>	
Custom Content + Enewsletter	50,000
<b>Yachting E-newsletter</b>	
Boat International	102,400
Yachts & Yachting	280,000
<b>Ocean Home</b>	
Custom E-Mail	22,000
Facebook Post	21,600
Instagram Post	21,800
Facebook/Instagram Ad	43,400
Sponsored Content	38,199
<b>Country Life</b>	
E-Newsletter Dedicated Send	25,000
<b>Luxury Estate</b>	
Showcase Listing + Elite Listing Packages	
<b>Craio's New York Business</b>	
Daily E-Newsletter M-F	30,000
<b>Chicago Tribune</b>	
Custom Email 100k	100,000
<b>Print</b>	
<b>The Wall Street Journal</b>	
The Wall Street Journal - Eastern Region Region	939,978
The Wall Street Journal - National	2,577,696
<b>The New York Times</b>	
Featured Listing - Sunday Styles	1,692,444
Featured Listing - Real Estate	1,525,072
<b>Billionaire Magazine</b>	
Full Page	14,791
<b>Boat International</b>	
US National issue	25,600
International issue	12,925
<b>Conde Nast UK</b>	
Full Page 4 Magazines + Instagram	205,080
<b>Conde Nast Magazines</b>	
Architectural Digest - Manhattan	13,000
Architectural Digest - South Florida	16,000
Conde Nast Traveler - South Florida	18,000
<b>Country Life</b>	
Full page	40,000
<b>Elite Traveler</b>	
Luxury Homes Feature	557,000
<b>Financial Times</b>	
Property Gallery	841,828
Gallery Strip	841,828
Front Cover Strip	631,371
<b>Le Figaro</b>	
Full Page	50,000
<b>Robb Report</b>	
Full page	324,000
<b>GRAND TOTAL</b>	<b>41,355,021</b>



# Schedule and Pricing



# Proposed Media Schedule & Pricing 2023

Media	Ad Description	September	October	November	December	Media Total
<b>Digital</b>						
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00		\$ 7,350.00
Million Impressions	Targeting - Select International markets					
<b>Google Adwords</b>						
Google Adwords	Digital PPC program	\$ 2,350.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 7,150.00
<b>Facebook Advertising</b>						
Facebook Advertising	Digital Banner program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00
Native Display	Behavioral Custom program - nativ	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00
OTT - Connected TV	Behavioral Custom program - vid	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00
<b>Geofencing - Event and Location</b>						
Geofencing - Event and Location	Target specific events and locations			\$ 1,500.00		\$ 1,500.00
<b>Smart Solutions Eblast</b>						
Smart Solutions Eblast	Custom Email		\$ 2,295.00			\$ 2,295.00
<b>Juwal.com</b>						
Developer Marketing Solution	Multi Channel campaign			\$9,000		\$ 9,000.00
Hot property upgrade	Hot property upgrade		Upgrade	Upgrade	Upgrade	\$ 1,200.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 m				Luxe Channel - Combo \$1,200	
<b>Conde Nast UK</b>						
Conde Nast UK	Instagram		\$ 2,750.00			\$ 2,750.00
<b>Dwell.com</b>						
Real Estate Package 1	Custom Article with promo on Homepage with promotion in eNew			\$ 6,250.00		\$ 6,250.00
<b>Elite Traveler</b>						
Online Real Estate Showcase	Online Real Estate Showcase		\$2,500			\$ 2,500.00
<b>Nob Hill Gazette</b>						
Nob Hill Gazette San Francisco, Peni	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00
<b>JamesEdition</b>						
Rotating Gallery Home Page	Featured Banner			\$ 2,000.00		\$ 2,000.00
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00				\$ 1,600.00
Featured Article and e-Newsletter p	e-Newsletter		\$ 5,500.00			\$ 5,500.00
e-Newsletter	e-Newsletter			\$ 1,500.00		\$ 1,500.00
New & Trending Home Page	Featured Spot		\$ 1,200.00			\$ 1,200.00
Social Media	Listing Feature	\$ 1,000.00		\$ 1,000.00		\$ 2,000.00
<b>JetSet Magazine</b>						
JetSet Magazine	Annual Global Campaign		\$2,500			\$ 2,500.00
<b>Le Figaro</b>						
Headline Search	Featured City		\$ 795.00			\$ 795.00
Native Ad	Native placement by City		\$ 500.00			\$ 500.00
<b>NYTimes.com</b>						
NYTimes.com Property Module	NYTimes.com Property Module		\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 9,000.00
<b>Real Deal</b>						
Real Deal	Sponsored Content		\$ 8,500.00			\$ 8,500.00
Real Deal	Social Post Facebook	\$ 1,000.00				\$ 1,000.00
Real Deal	Social Post Instagram			\$ 1,000.00		\$ 1,000.00
<b>WSJ.com</b>						
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00		\$ 2,150.00		\$ 4,300.00
Mansion Global New Development	Profile page - 3 months		\$1,250			\$ 1,250.00
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00
Mansion Global Custom Email	Custom Blast			\$ 5,000.00		\$ 5,000.00
Property upgrades	Property upgrades		\$1,200			\$ 1,200.00
Mansion Global Homepage Featured	Mansion Global Homepage Featured Listing Modul	\$ 1,275.00		\$ 1,275.00		\$ 2,550.00
Mansion Global Instagram	Mansion Global Instagram	\$ 1,775.00		\$ 1,775.00		\$ 3,550.00
<b>Billionaire</b>						
Custom Content + Enewsletter	Custom Content + Enewsletter			\$ 4,300.00		\$ 4,300.00
<b>Yachting E-newsletter</b>						
Boat International	Boat International	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 3,000.00
Yachts & Yachting	Yachts & Yachting	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 2,600.00
<b>Ocean Home</b>						
Custom E-Mail	Custom E-Mail		\$ 2,500.00			\$ 2,500.00
Facebook Post	Facebook Post	\$ 575.00				\$ 575.00
Instagram Post	Instagram Post	\$ 700.00				\$ 700.00
Facebook/Instagram Ad	Facebook/Instagram Ad			\$ 1,300.00		\$ 1,300.00
Sponsored Content	Sponsored Content			\$ 2,500.00		\$ 2,500.00
<b>Country Life</b>						
Country Life	E-Newsletter Dedicated Send		\$ 1,850.00			\$ 1,850.00
<b>Luxury Estate</b>						
Luxury Estate	Showcase Listing + Elite Listing Pac		\$3,250			\$ 3,250.00
<b>Crain's New York Business</b>						
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00		\$ 3,150.00		\$ 6,300.00
<b>Chicago Tribune</b>						
Chicago Tribune	Custom Email 100k			\$ 1,950.00		\$ 1,950.00
<b>Print</b>						
<b>The Wall Street Journal</b>						
The Wall Street Journal - Eastern Re	Half Page	\$ 9,360.00	\$ 18,720.00	\$ 9,360.00	Bonus	\$ 37,440.00
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00	\$ 2,355.00	\$ 2,355.00	\$ 2,355.00	\$ 9,420.00
<b>The New York Times</b>						
The New York Times	Featured Listing - Sunday Styles	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 30,000.00
The New York Times	Featured Listing - Real Estate	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 4,000.00
<b>Billionaire Magazine</b>						
Billionaire Magazine	Full Page			\$ 8,125.00		\$ 8,125.00
<b>Boat International</b>						
US National issue	Full Page			\$ 4,250.00		\$ 4,250.00
International issue	Full Page			\$ 4,250.00		\$ 4,250.00
<b>Conde Nast UK</b>						
Conde Nast UK	Full Page 4 Magazines + Instagram			\$ 9,000.00		\$ 9,000.00
<b>Conde Nast Magazines</b>						
Architectural Digest - Manhattan	Full Page			\$ 2,350.00		\$ 2,350.00
Architectural Digest - South Florida	Full Page			\$ 2,730.00		\$ 2,730.00
Conde Nast Traveler - South Florida	Full Page			\$ 3,560.00		\$ 3,560.00
<b>Country Life</b>						
Country Life	Full page		\$ 3,750.00			\$ 3,750.00
<b>Elite Traveler</b>						
Elite Traveler	Luxury Homes Feature			\$ 4,500.00		\$ 4,500.00
<b>Financial Times</b>						
Financial Times	Property Gallery	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 5,000.00
Financial Times	Gallery Strip	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 14,400.00
Financial Times	Front Cover Strip	\$ 10,500.00	\$ 10,500.00	\$ 10,200.00	\$ 10,200.00	\$ 31,200.00
<b>Le Figaro</b>						
Full Page	Full Page			\$ 2,500.00		\$ 2,500.00
<b>Robb Report</b>						
Robb Report	Full page			\$ 9,750.00		\$ 9,750.00
<b>TOTAL</b>						
						\$ 335,170.00

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