



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



WINE COUNTRY
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 2021 -2022 MARKETING PLAN

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

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

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to this unique and exciting property.

LET'S DO GREAT THINGS TOGETHER

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Digital Offerings

IMPRESSIONS CAMPAIGN

» CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

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

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

» IMPRESS LOCALLY. IMPRESS GLOBALLY.

CAMPAIGN OVERVIEW AND BUDGET

Campaign: 2021 -2022 Marketing Plan

Flight Dates: October 2021 - January 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.

NORTH BAY
Business Journal
NORTH SAN FRANCISCO BAY AREA: Sonoma, Napa and Marin Counties Since 1987

Napa Valley
Register

The Press Democrat
Winner of the 2018 Pulitzer Prize

Sonoma Index-Tribune

sonoma magazine

Wine Country Times

Many more websites available for local to global targeting.

» GEO TARGETING

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



CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

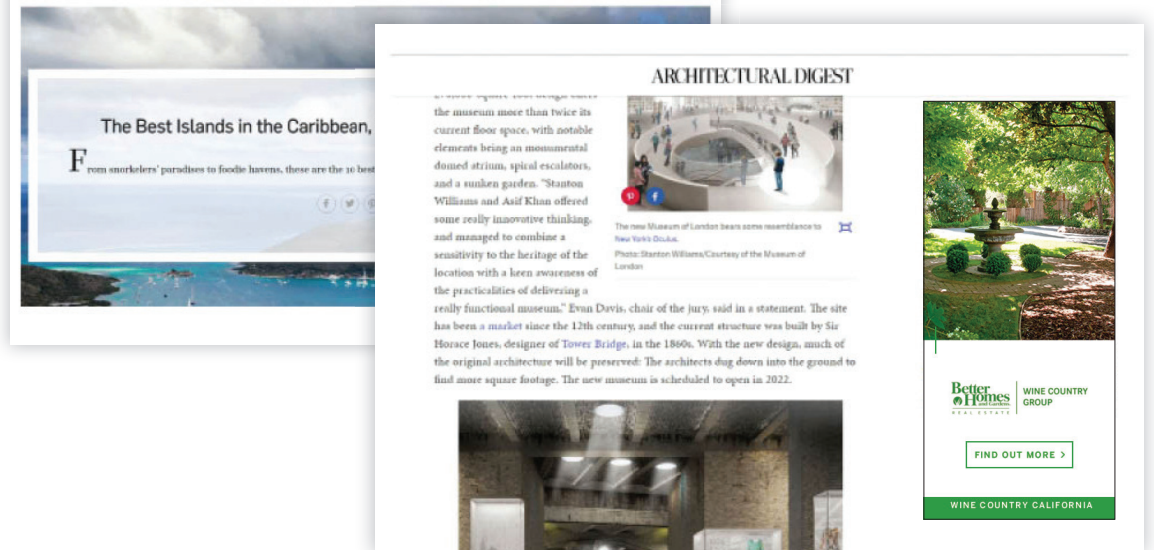
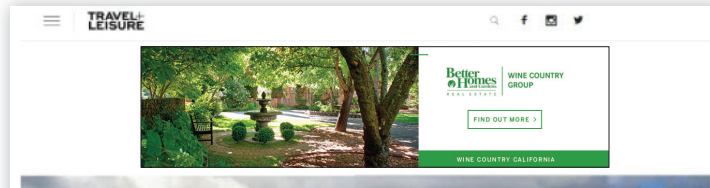
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

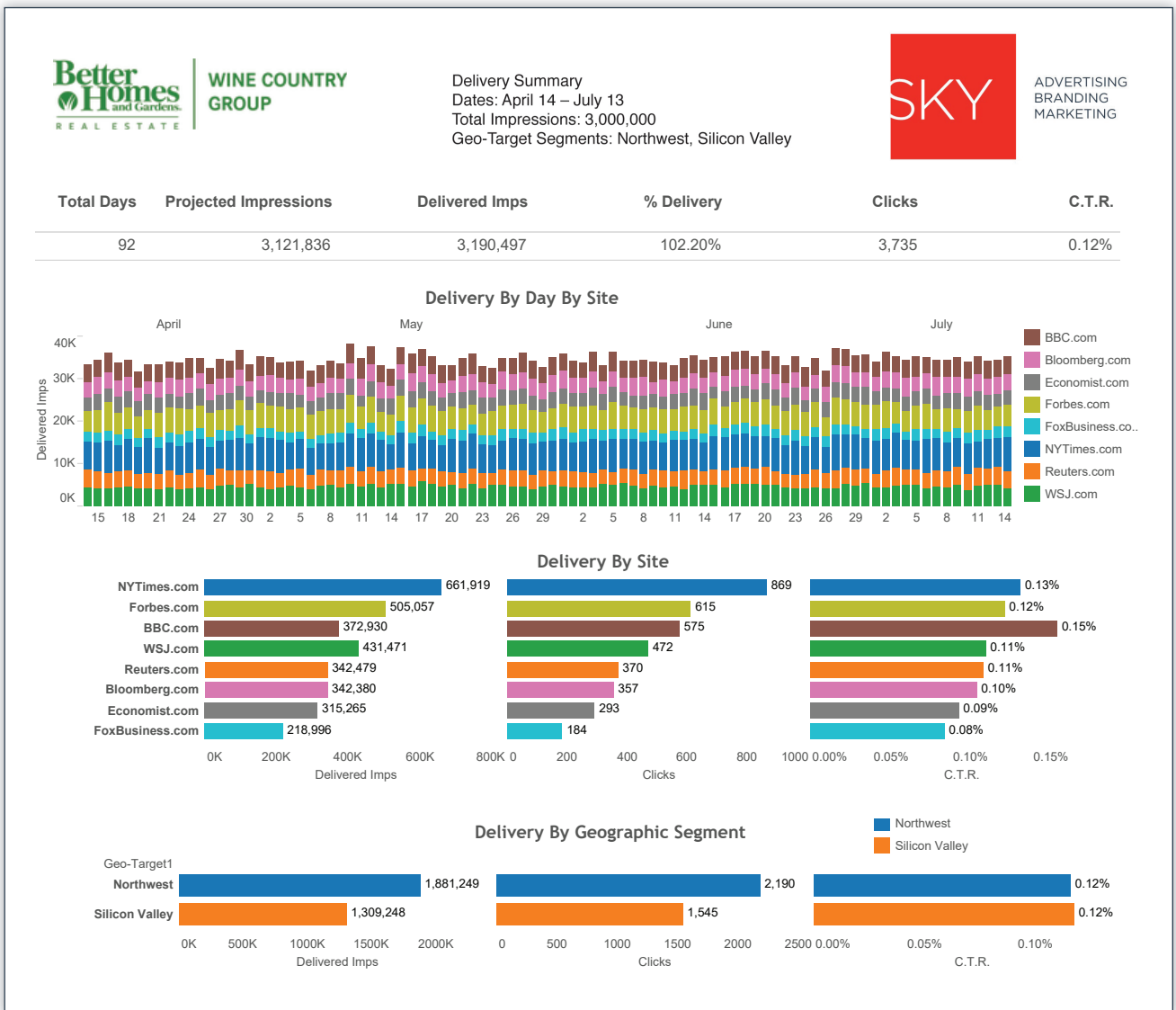


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

» IMPRESSIONS PROGRAM SAMPLE REPORT



IMPRESSIONS SCHEDULING & PRICING

After researching, we have put together an integrated program that targets a high-net-worth audience in Sonoma, Napa, Ukiah, Santa Rosa, Sebastopol, St. Helena, Petaluma, Bodega Bay, Rohnert Park, Healdsburg, Novato, San Rafael, Mill Valley, Fairfield, Vallejo, Vacaville, Benicia, Fort Bragg, Mendocino, Willits.

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 Napa/Sonoma new sites in Sonoma, Napa, Ukiah, Santa Rosa, Sebastopol, St. Helena, Petaluma, Bodega Bay, Rohnert Park, Healdsburg, Novato, San Rafael, Mill Valley, Fairfield, Vallejo, Vacaville, Benicia, Fort Bragg, Mendocino, Willits.
- 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 Sonoma, Napa, Ukiah, Santa Rosa, Sebastopol, St. Helena, Petaluma, Bodega Bay, Rohnert Park, Healdsburg, Novato, San Rafael, Mill Valley, Fairfield, Vallejo, Vacaville, Benicia, Fort Bragg, Mendocino, Willits Residential Real Estate.
- Retargeting

» BEHAVIORAL TARGETING

We are able to target people who are actively searching for Sonoma, Napa, Ukiah, Santa Rosa, Sebastopol, St. Helena, Petaluma, Bodega Bay, Rohnert Park, Healdsburg, Novato, San Rafael, Mill Valley, Fairfield, Vallejo, Vacaville, Benicia, Fort Bragg, Mendocino, Willits 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 Wine Country Real Estate																											
Media	Geo-Target	October			November			December			January			Impressions													
		02	09	16	23	30	06	13	20	27	04	11	18		25	01	08	15	22	29							
pressdemocrat.com																											
napavalleyregister.com																											
winecountrytimes.com	Sonoma, Napa, Ukiah, Santa Rosa, Sebastopol, St. Helena, Petaluma, Bodega Bay, Rohnert Park, Healdsburg, Novato, San Rafael, Mill Valley, Fairfield, Vallejo, Vacaville, Benicia, Fort Bragg, Mendocino, Willits																										
northbaybusinessjournal.com																											
sonomanews.com																											
sonomamag.com																											
In-Market - Residential Real Estate	Sonoma, Napa, Ukiah, Santa Rosa, Sebastopol, St. Helena, Petaluma, Bodega Bay, Rohnert Park, Healdsburg, Novato, San Rafael, Mill Valley, Fairfield, Vallejo, Vacaville, Benicia, Fort Bragg, Mendocino, Willits																										1,100,000
Retargeting	All																										25,000
Total Digital																							1,500,000				

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

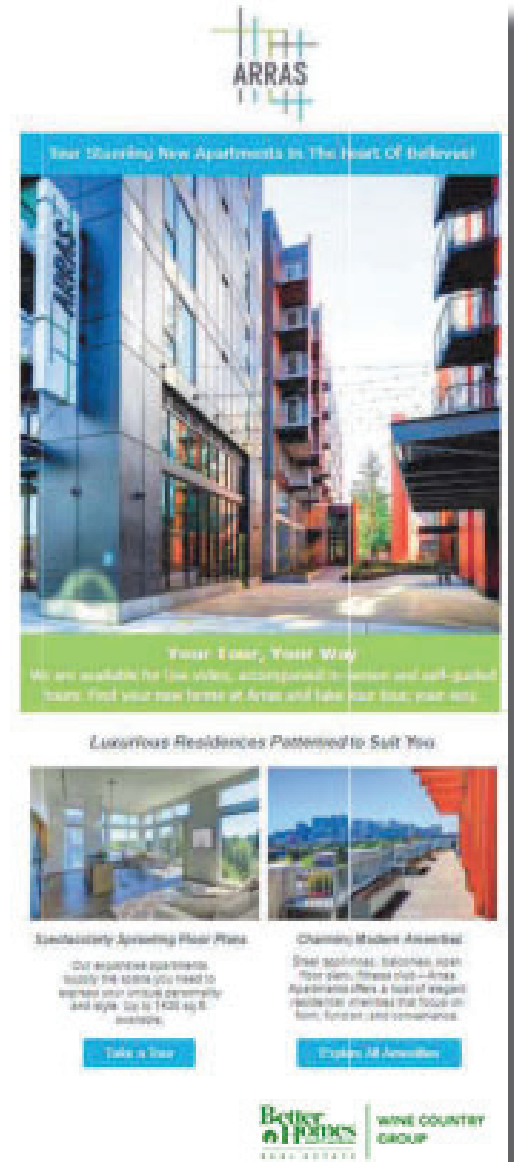
DELIVERABILITY

Make it to more customer's inboxes every time.

Audience

Sonoma, Napa, Ukiah, Santa Rosa, Sebastopol, St. Helena, Petaluma, Bodega Bay, Rohnert Park, Healdsburg, Novato, San Rafael, Mill Valley, Fairfield, Vallejo, Vacaville, Benicia, Fort Bragg, Mendocino, Willits
Home Intenders
29,000+ Total Emails

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



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**

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 / 3 DAYS

DECANTER E-NEWSLETTER

Decanter.com is the world's leading online source for up-to-date information on fine wine with a passionate and active following of international wine enthusiasts numbering 540,000 users per month and 1.2 million page views.

- 21,000 daily subscribers
- 28,000 weekly subscribers

Decanter

PRICE: \$685

DWELL REAL ESTATE

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

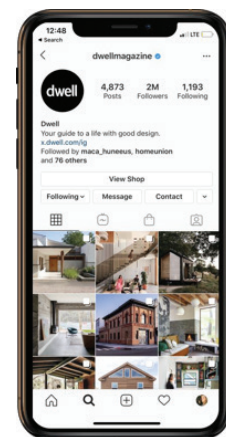
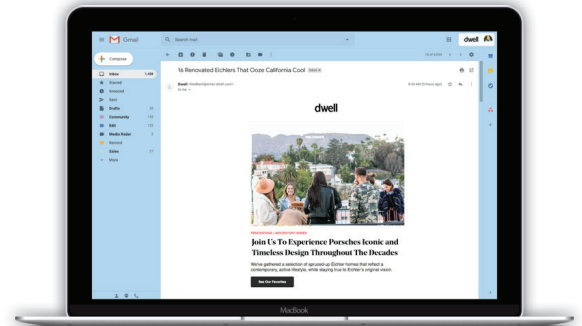
Dwell Audience Real Estate Metrics

- 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

» 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.

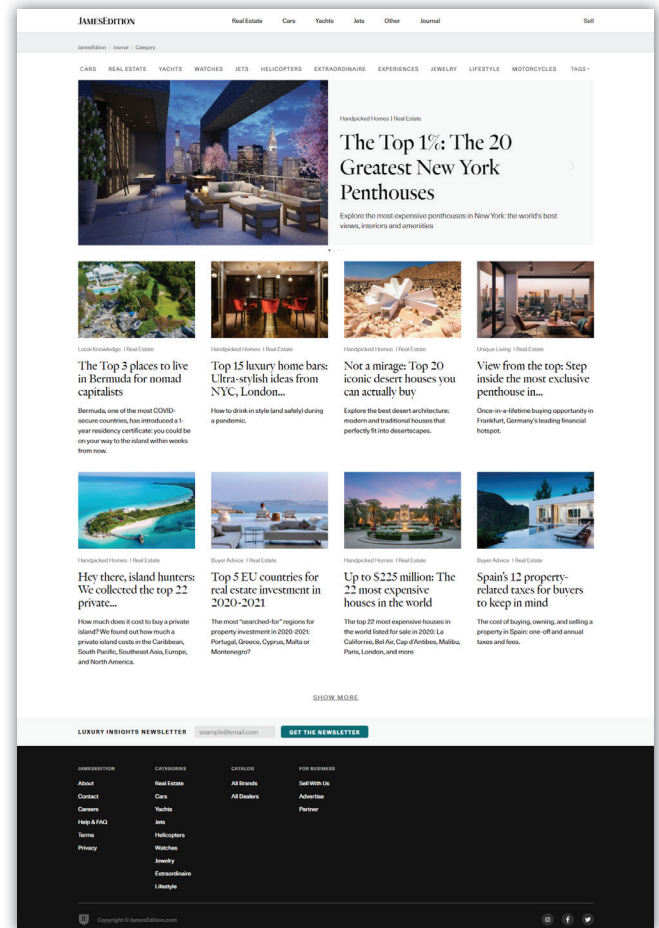
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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**



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 screenshot displays the Robb Report website's Real Estate section. At the top, there are social media icons and a 'SUBSCRIBE // URL' link. The main navigation bar includes categories: CARS, AVIATION, MARINE, TRAVEL, WATCH COLLECTOR, STYLE, SHELTER, and FOOD & DRINK. Below this is a 'REAL ESTATE' section with sub-categories: ART & COLLECTIBLES, VACATION HOMES, CELEBRITY HOMES, NEW CONSTRUCTION, SPACES, and HOME DESIGN. A featured image shows a large estate with a brick gate and a house in the background, with the caption 'One Of The Most Beautiful Estates In Atlanta, Atlanta, Georgia \$1,800,000'. Below the image is a search filter section with dropdown menus for Country, Bedrooms, Bathrooms, Half Bathrooms, Architectural Style, Property Type, City, Street Address, ZIP / Postal Code, and Price. A 'SHOP NOW' button is visible next to the filters. On the right side of the filter section, there is a promotional banner for 'MODA OPERANDI' with the text 'MODA OPERANDI Men, FOR GUYS WHO KNOW fashion.' and a 'SHOP NOW' button.

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)

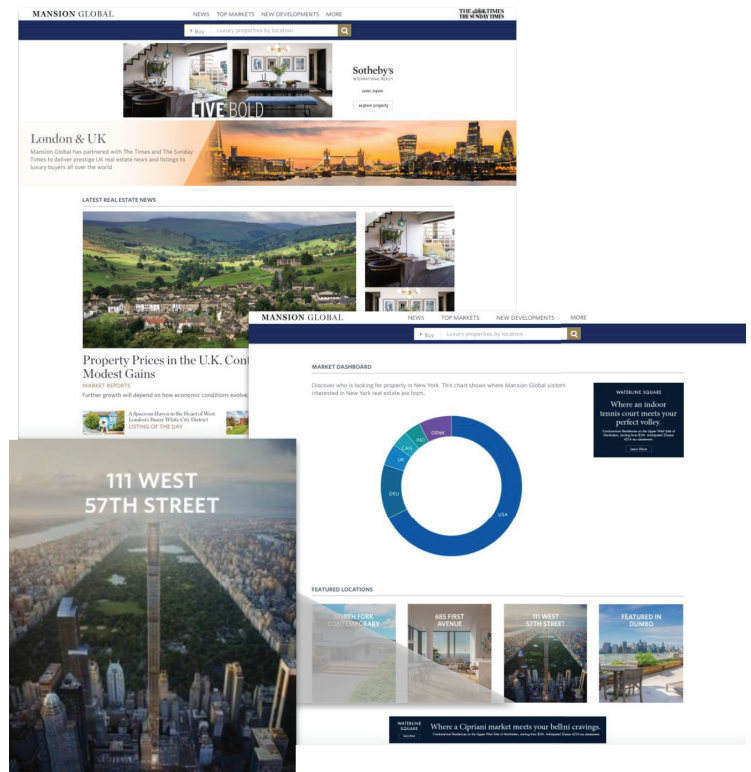
» MANSION GLOBAL TOP MARKETS PAGE TILES

Showcase premier listings alongside regionally relevant editorial.

AVAILABLE MARKETS:

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

\$575/MONTH

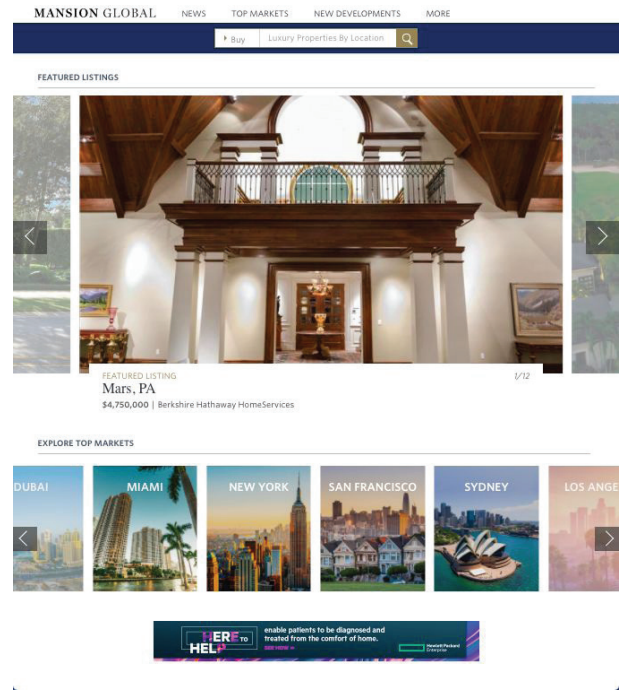


THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» THE HOMEPAGE FEATURED LISTING

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

\$1,275/MONTH



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

QUARTER PAGE, WESTERN NORTH: \$3,200
BUY 4 GET ONE FREE

THE WALL STREET JOURNAL

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

Fed Cuts Rates Amid Virus Fears

What's News
Business & Finance

The Fed lowered its benchmark rate to a range between 1% and 1.25% in the first rate change in a year, scheduled for the meeting after the release of the March 10 report. The move was widely expected, but the timing was seen as a surprise given the Fed's previous hawkish stance.

Shaky Ground
The Fed's move to cut rates was seen as a surprise given the Fed's previous hawkish stance. The move was widely expected, but the timing was seen as a surprise given the Fed's previous hawkish stance.

The world's recovery is still shaky, and investors are wary of a global recession. The Fed's move to cut rates was seen as a surprise given the Fed's previous hawkish stance.

Tennessee Kill at Least 25
A massive explosion in Nashville, Tennessee, killed at least 25 people and injured more than 100 others. The cause of the explosion is still under investigation.

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. Bernie Sanders won a landslide victory in California.

Minnesota Resorts Are On Thin Ice
Shah forces new ways to reach fishing spots. The state is considering new regulations to protect the environment while allowing for recreational activities.

Many U.S. Cities See Downturn at Hand
Booming regions mask fiscal weakness in places tethered to shrinking industries. The report shows that while some areas are growing, others are struggling due to industry changes.

Salesforce #1 CRM
Salesforce is named the #1 CRM provider for the second year. The company's growth and innovation in the cloud-based software market are highlighted.

World-Wide
A series of international news items including updates on global economic trends and political events from various countries.

U.S. Cities
A detailed analysis of economic conditions in major U.S. cities, comparing growth rates and fiscal health across different regions.

Year	Market Share (%)
2013	12.1
2014	13.1
2015	14.1
2016	17.1

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/NORTH BAY: \$2,190
\$2,050 3X

- **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%



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



Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2021/2022

Media	Circulation
DIGITAL	
Million Impressions*	1,500,000
Facebook Advertising	
Smart Solutions Eblast	174,000
Decanter E-Newsletter	147,000
Dwell.com	
Real Estate Package 2	110,000
Nob Hill Gazette Peninsula and Silicon Valley	19,500
JamesEdition	
Featured Article and e-Newsletter promotion	130,000
Robbreport.com	6,000
WSJ.com	
Mansion Global Top Markets page tile	492,000
Mansion Global Homepage	492,000
Mansion Global Homepage Featured Listing Mod	228,600
PRINT	
The Wall Street Journal - Western North	265,000
The New York Times	2,918,322
Architectural Digest - San Francisco/North Bay	30,000
Nob Hill Gazette Peninsula and Silicon Valley	96,000
OUT OF HOME	
Transit/ Billboard/ Other	TBD
GRAND TOTAL	6,608,422

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 - Sonoma, Napa, Ukiah, Santa Rosa, Sebastopol, St. Helena, Petaluma, Bodega Bay, Rohnert Park, Healdsburg, Novato, San Rafael, Mill Valley, Fairfield, Vallejo, Vacaville, Benicia, Fort Bragg, Mendocino, Willits	\$ 1,625.00	\$ 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
Decanter E-Newsletter	Wine e-Newsletter	\$ 685.00	\$ 685.00	\$ 685.00				\$ 2,055.00
Dwell.com	Custom Article with promo on Homepage, 1X in the e-Newsletter		\$ 2,500.00					\$ -
Real Estate Package 2	OTM Ont the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00				\$ 1,500.00
Nob Hill Gazette Peninsula and Silicon Valley								
JamesEdition								
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 4,500.00						\$ 4,500.00
Robbreport.com	Real Estate media bar		\$ 950.00					\$ 950.00
WSJ.com								
Mansion Global Top Markets page tile	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
Mansion Global Homepage Featured Listing Module		\$ 1,275.00	\$ 1,275.00	\$ 1,275.00				\$ 3,825.00
PRINT								
The Wall Street Journal - Western North	Quarter Page	\$ 6,400.00	\$ 6,400.00	BONUS				\$ 12,800.00
The New York Times	Featured Listing - Sunday	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00				\$ 3,000.00
Architectural Digest - San Francisco/North Bay	Full Page		\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 6,150.00
Nob Hill Gazette Peninsula and Silicon Valley	Full Page		\$ 3,290.00	\$ 3,290.00	\$ 3,290.00	\$ 3,290.00	\$ 3,290.00	\$ 9,870.00
OUT OF HOME								
Transit/ Billboard/ Other								TBD
TOTAL								\$ 69,950.00

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