



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

190-198-210
Palm Avenue
Advertising and
Marketing Program



COLDWELL BANKER
REALTY

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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 190-198-210 Palm Avenue

SKY Advertising is excited to present to Coldwell Banker Miami Beach a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 190-198-210 Palm Avenue.

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

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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Executive Vice President
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212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

JIMMY CINTRÓN
Account Executive
212-677-0083
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Digital Offerings



COLDWELL BANKER
REALTY

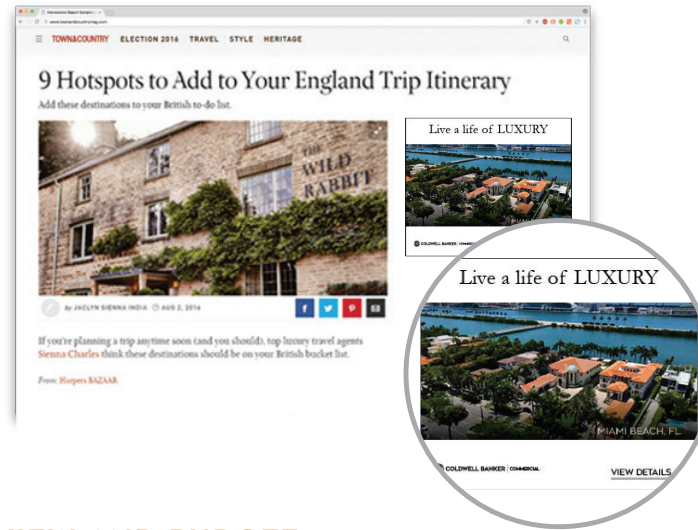
Impressions Campaign

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: **190-198-210 Palm Avenue**
- Flight Dates: **November 2023 - January 2024**
- 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

DIGITAL

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.

INVESTOR'S BUSINESS DAILY®

FOX BUSINESS

FORTUNE

THE WALL STREET JOURNAL.

BARRON'S

Forbes



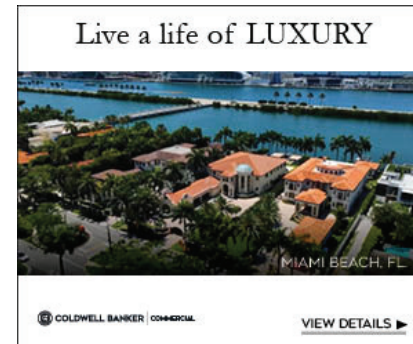
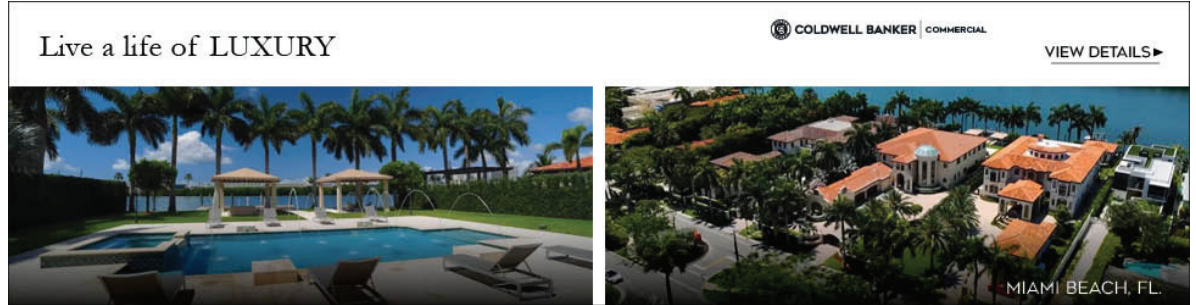
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

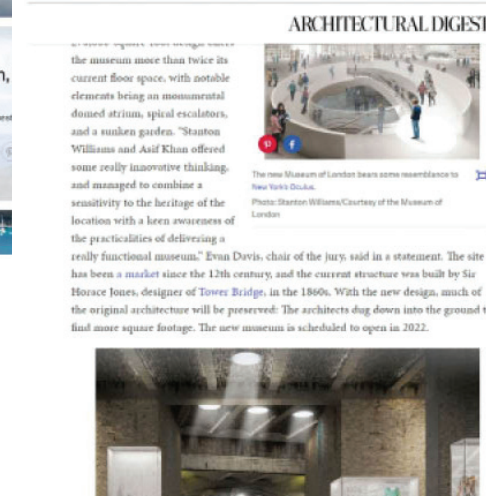
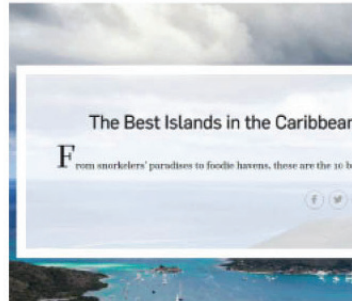
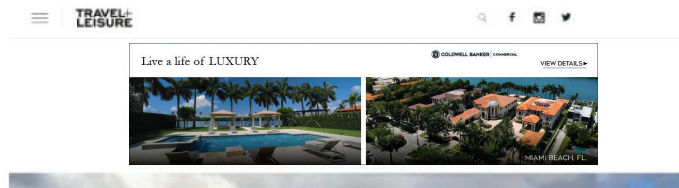
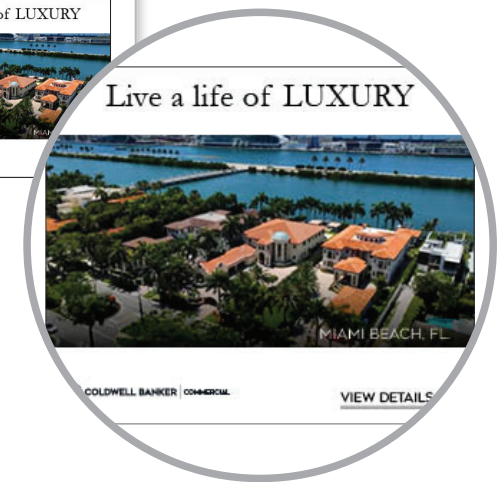
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

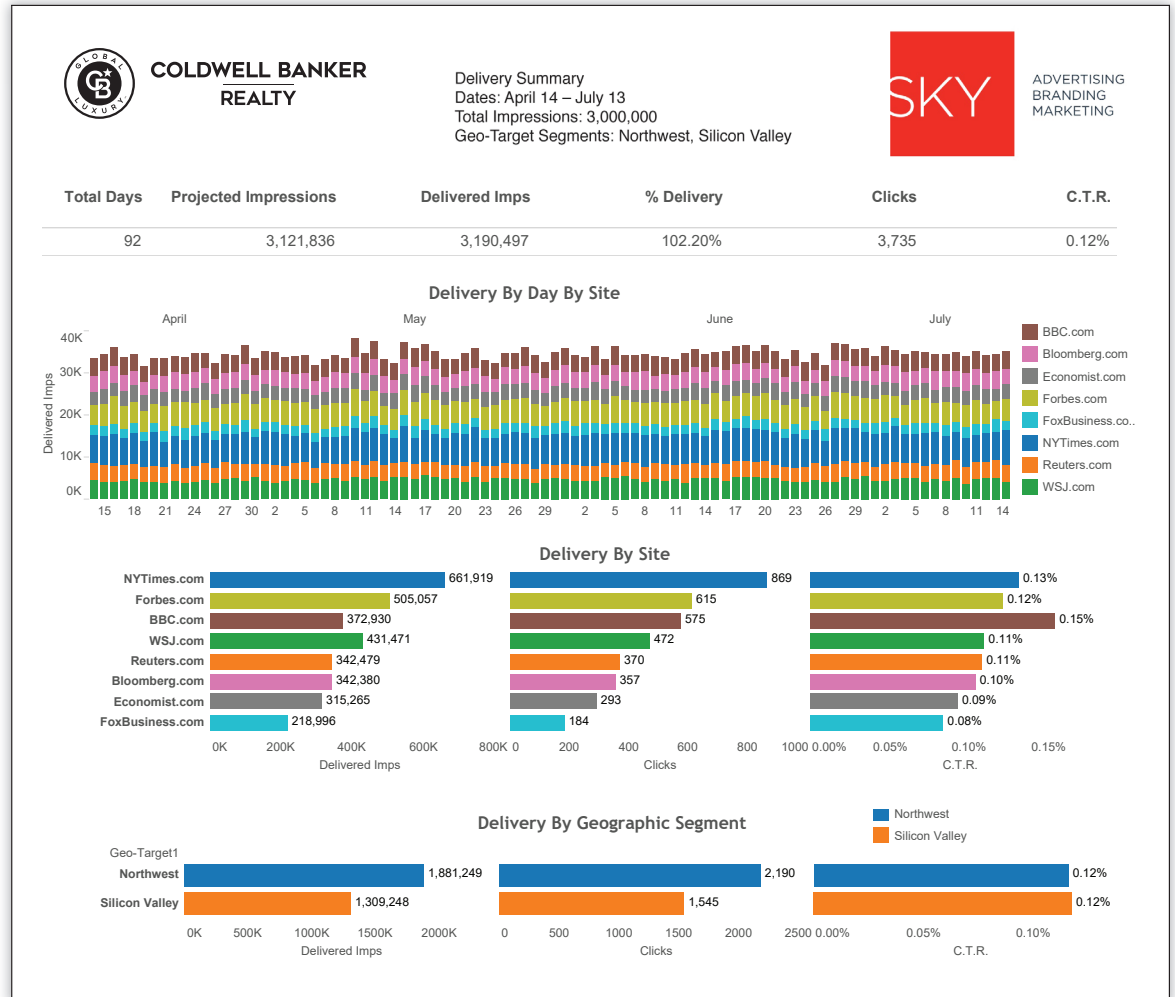


Comprehensive Reporting For Your Customized Campaign

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 New York, Los Angeles, San Francisco, Silicon Valley, China, Mexico, Brazil, Argentina, Columbia.

The program, with a projected start date of November 1st and will run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in New York, Los Angeles, San Francisco, Silicon Valley, China, Mexico, Brazil, Argentina, Columbia in a premium editorial environment on top business/finance websites.

SITE SPECIFIC

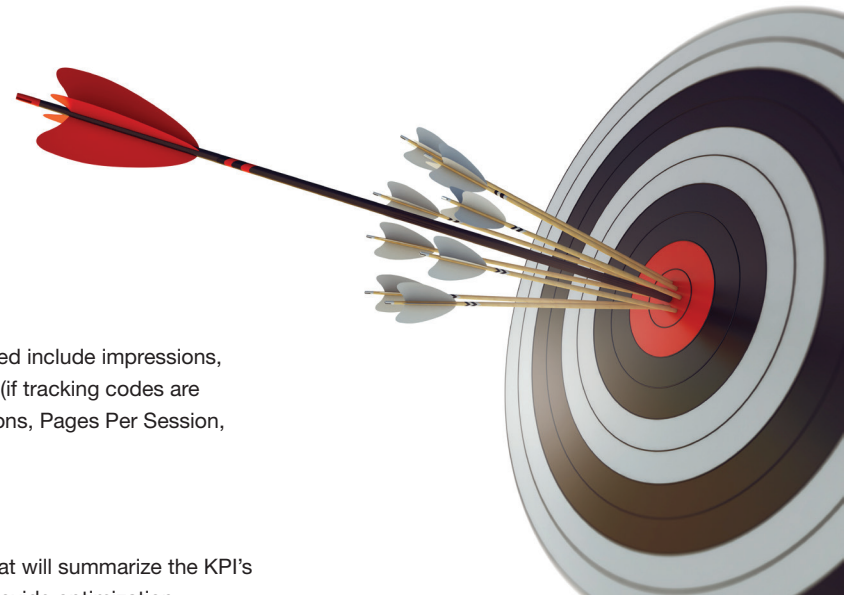
This segment consists of premium global business/finance websites such as WSJ.com, Barrons.com, Reuters.com and more to extend the overall reach of the program.

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

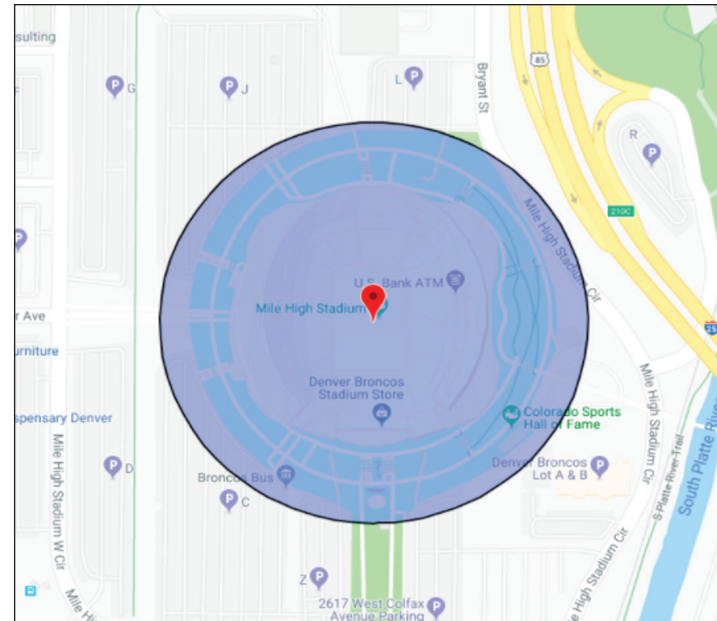
CBGL FL 190-198-210 Palm Ave

Media	Geo-Target	November					December				January				Impressions
		01	08	15	22	29	06	13	20	27	03	10	17	24	
FoxBusiness.com	New York, Los Angeles, San Francisco, Silicon Valley, China, Mexico, Brazil, Argentina, Columbia														1,500,000
Forbes.com															
Fortune.com															
Investors.com															
Barrons.com															
Reuters.com															
CNBC.com															
WSJ.com															
Total Digital														1,500,000	

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: \$1,500/month

Comprehensive Digital

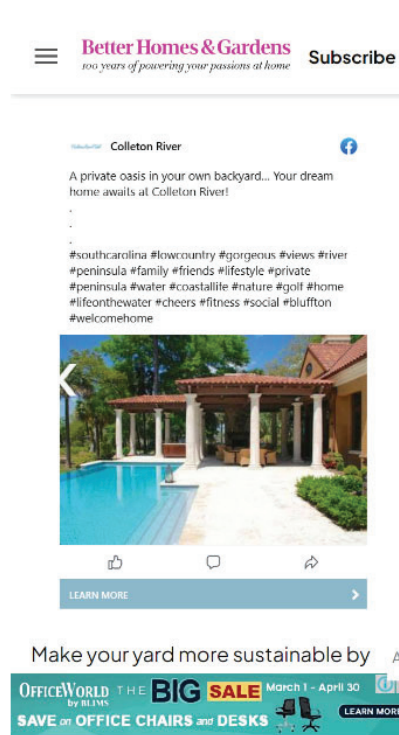
SOCIAL MIRROR ADS

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.

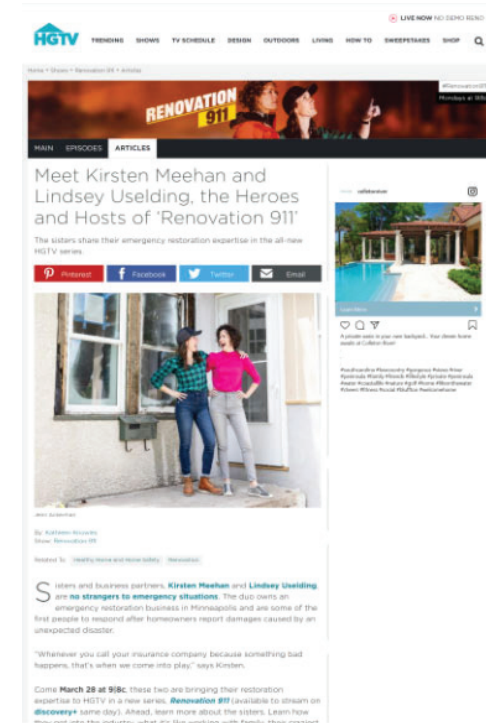
Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

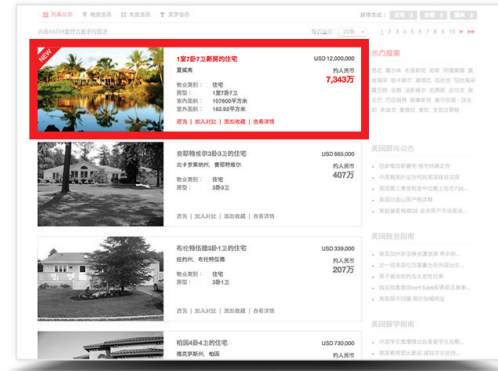
- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video 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



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.

PRICING BOTH PLACEMENTS: \$675

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: \$1,1200

CUSTOM EMAIL 100K: \$1,950

CUSTOM EMAIL 150K: \$2,375



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/WEEK (MON- FRI, 5 SENDS)

650 FIFTH WORKING UNDER YOUR TERMS. LEARN MORE
NEW HIGH-END PRE-BUILT SUITES AVAILABLE
RANGING FROM 2,833 - 6,475 SF

CRAINS NEW YORK BUSINESS
Real Estate Daily
Tuesday, November 02, 2021

Vornado's Roth expresses frustration over return-to-office pace on earnings call
The firm remains hopeful about the sector, noting its occupancy rate has grown steadily since the summer
[READ MORE >](#)

Manhattan office market sees best month for leasing since 2020
Leasing volume for the year has already exceeded 2020 levels
[READ MORE >](#)

WestPark: Where Innovation Thrives
WestPark offers two exceptional Class A, trophy headquarters buildings, ideally situated on a 25-acre campus in Metro New York
[View More](#)

Hotel mogul Sam Chang explains his slew of recent sales
The developer says they are because he's retiring, although he has made that claim before
[READ MORE >](#)

CRAIN'S
CORPORATE SUBSCRIPTIONS
INFORM. INSPIRE. INFLUENCE.
READ THE COLLECTION
[LEARN MORE](#)

Editorial: Back-and-forth approach to SALT cap causes confusion, hurts NY taxpayers
Lawmakers should return to the drawing board rather than set up a seesaw approach
[READ MORE >](#)

Deals of the Day: Nov. 2, 2021
The Henry Luce Foundation moves its headquarters, and a College Point warehouse hits the market
[READ MORE >](#)

Hochul set to scale back Cuomo's ambitious Penn Station plan
The closely-watched project could reshape Midtown Manhattan
[READ MORE >](#)

CRAINS NEW YORK BUSINESS

Deal reached on \$750M New York Blood Center rezoning project

Manhattan office market sees best month for leasing since 2020

WestPark: Where Innovation Thrives

Hotel mogul Sam Chang explains his slew of recent sales

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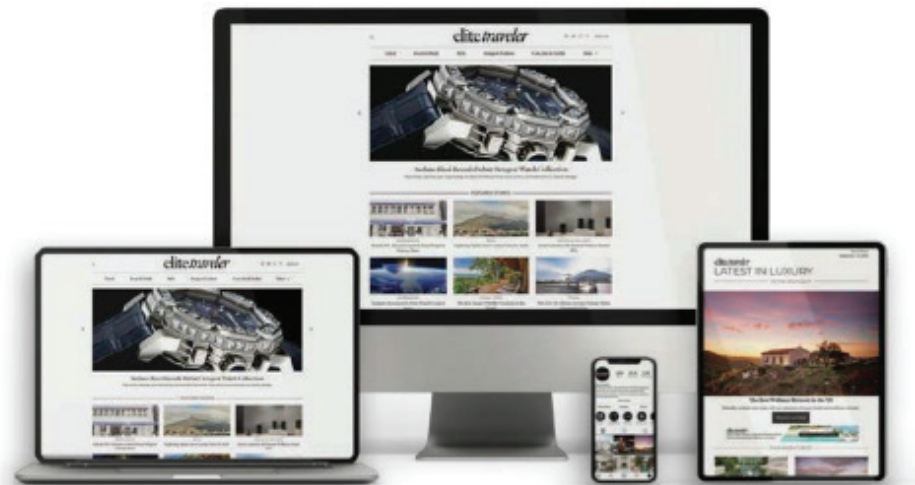
Elite Traveler

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

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



DIGITAL

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

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

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

JamesEdition About USD Sign In / Register Become a Seller

For Sale Travel Brands Dealers Stores Sell e.g. Brand, Model, Location

Car 7,350 Real Estate 76,218 Yachts 774 Watches 1,382 Jets 66 Helicopters 35 Extravagance 6 Jewelry 2,093

The Global Luxury Marketplace:
Cars, Homes and more

Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.

MOST POPULAR

- Ferrari 488 GTB - \$71,999
- Chevrolet Corvette - \$4,785,907
- Shannon Villa Over... - \$4,999
- Ram 2500 - \$45,999
- Rio 109 - Luxury pe... - \$4,563,559
- Audi S7 - \$34,999
- McLaren 550S - \$199,999
- Ferrari California - \$114,999

JAMES SPOTTING

Two Level Duplex On Prismatic Ponds

RICH LIST

DOUBLE DOWN 214 Codecasa 2010/20... - \$38,000,000

LATEST STORIES

Luxury garages: Unique cars of tech billionaires, old-school rags-to-riches and Gen-Z CEOs

Most exclusive neighborhoods of Hong Kong

The Bahamas: Inside the most exclusive gated communities

Perfectly turned Lamborghini Murcielago: "I wanted to transform it into more aggressive and forceful version"

Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

JamesEdition About USD Sign In / Register Become a Seller

For Sale Travel Brands Dealers Stores Sell e.g. Brand, Model, Location

Home Real Estate

Find luxury Real Estate and Homes for sale

VIEW ALL HOMES

SPAIN | NEW YORK | PARIS

Type location Search

JamesEdition is the premier international marketplace to find luxury real estate and homes for sale. Search and browse more than 40,000 luxury homes for sale in over 50 countries. The most exclusive properties in the most desirable locations are offered by luxury real estate and homes specialists and private sellers worldwide, displayed with large, high-quality images. Whether you're buying a primary or second home, a pied-a-terre or vacation property you'll find thousands of the finest international properties including condominiums, penthouses, homes, estates and resort hotel ownership options.

Nothing compares.

ST. KITTS & NEVIS

Featured luxury properties

- 5 Bedrooms - Pent... - \$2,734,418
- Stunning Sherwoo... - \$3,250,000
- Enviable Estate By... - \$2,995,900
- Modern Apartment... - \$2,274,332
- Elegant French Styl... - \$8,800,000
- Playa Nix - \$12,000,000
- Koninghof - \$8,759,573
- Magnificent Seclu... - \$3,950,000
- Extraordinary Ocea... - \$5,990,000
- Maimok Paradise ... - \$2,750,000
- Kiltreagh House - \$2,953,291
- 7+/- Acres for pote... - \$995,000

News about luxury real estate

- 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
- Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring

Featured Agent

Nick Swinburne

As an established licensed REALTOR® with over a decade of real estate experience serving the Sea to Sky corridor and the Vancouver North Shore, I have a proven track record of providing home sellers and buyers unparalleled service and...

jamesedition.com

ROTATING GALLERY

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

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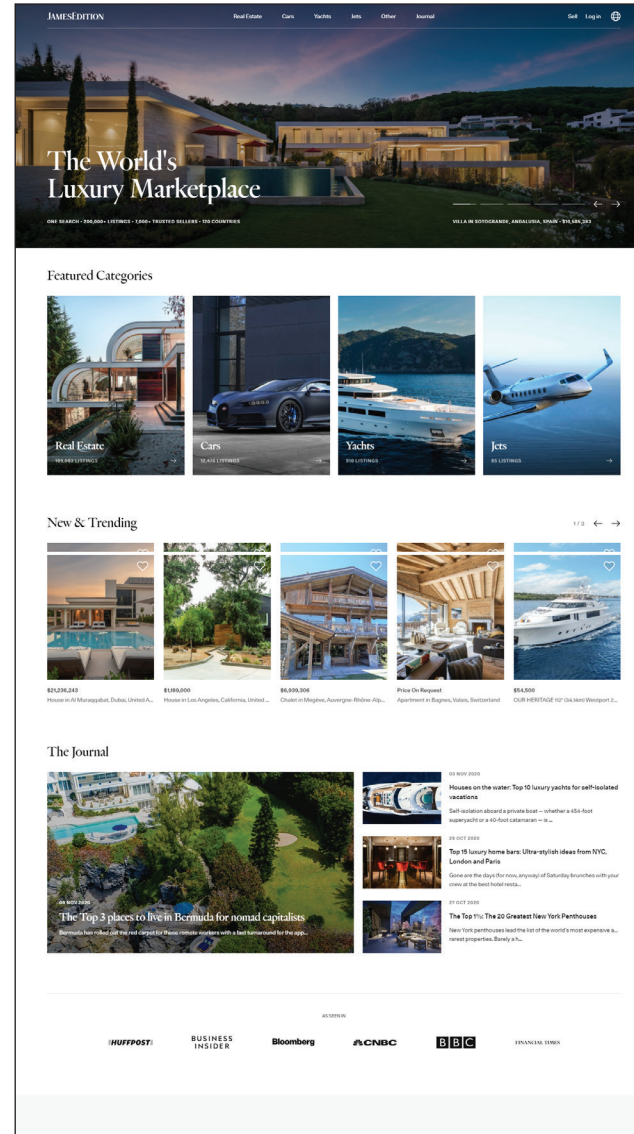
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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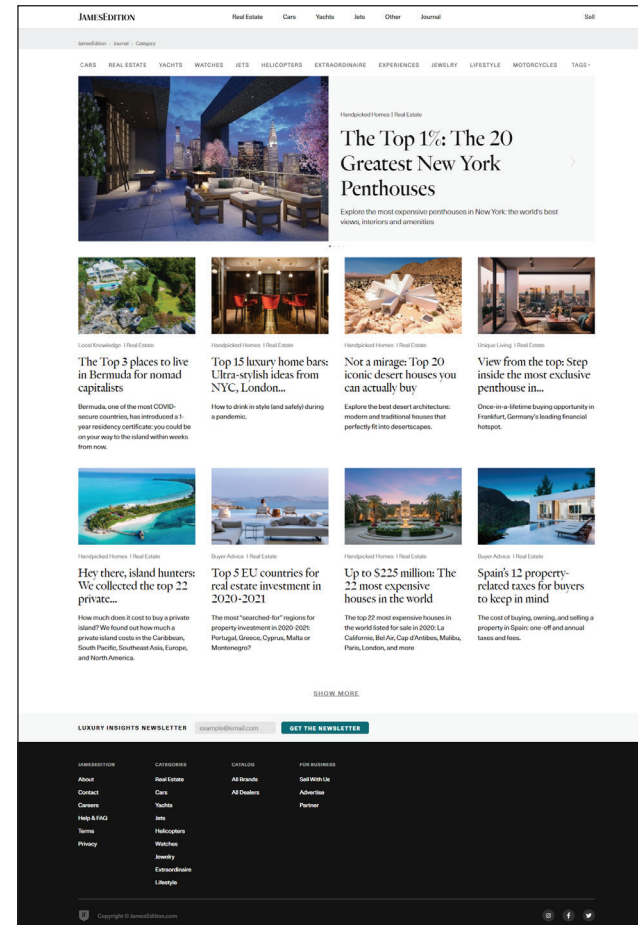
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

SOCIAL MEDIA POST

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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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 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

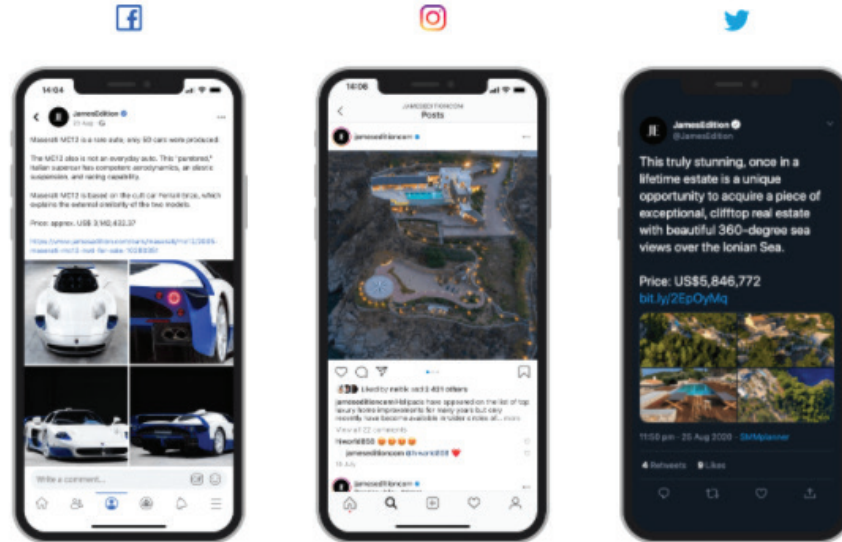
- 1-5 featured listings
- 1-10 photos + text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

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

TRACK RECORD
Tailored coaching. Your call, your track, and your schedule.
TRACKRECORD.COM

Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun
▲ Diamante Cabo San Lucas · October 23, 2012 · Sports

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, another links course that opened in 2006. Construction on the new course, named "18 Cardinal" began in September, and is expected to take approximately 18 months to complete.

Diamante, a private and fully integrated luxury resort community located on the Pacific Coast, opened in 2009 to near raves. Plans include 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 Jowdy. "We believe a Tiger Woods Design course will be the perfect complement to Dunes Love It's Dunes Course and will embody the high standards that we have set at Diamante."

Diamante's "18 Cardinal" 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 all use the existing strategy that traverse the site and will plant bunkers to create definite strategic choices and curves off the tee."

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.

"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, angles of approach are going to be very important and will dictate the type of shot you should consider. I love this kind of golf."

The "18 Cardinal" 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 1800+ 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 contracts include Forest Breeze in Guatemala, The City at High Cayman in Barbados, South Carolina, and Al Roveya, located in Dubai, U.A.E.

"We are excited to work with Tiger Woods and his design team," said Jowdy. "He brings a wealth of golf knowledge and experience, and we look forward to creating a world-class golf course that brings our Diamante's unique style and characteristics."

Woods, who began TWD after 10 years playing professional golf, plans to build experiences gleaned from playing worldwide and on almost every continent. Woods noted that he is dedicated to applying his hands-on knowledge of the game to the Diamante site.

"We'll build just two, two again in Tiger's commitment to the project, and his passion to create a golf experience players of all levels can enjoy," said Jowdy. "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 a silver bar. The 100,000-sq-foot Diamante Dunes Clubhouse which includes 20 2-bedroom residences is set to open November 16, 2012.

SHARE ON: Facebook, Twitter, Email

ABOUT THE AUTHOR
Diamante Cabo San Lucas

RELATED POSTS
The Ultimate Diamond
Web Resorts Cabo San Lucas: Delighting Vacation Packages

DIGITAL

LA Times

CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

PRICE: \$1,125/DEPLOYMENT

Los Angeles Times

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

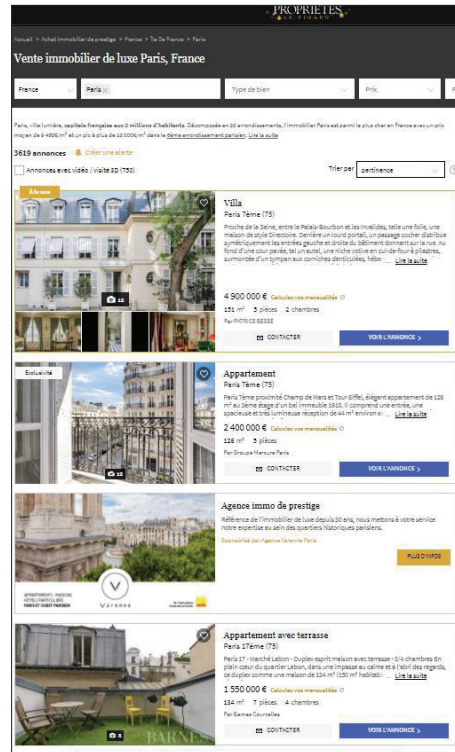
Position your property at the very top of the results page.

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



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.

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

OCEAN HOME 2021 WINTER

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 \$425,000 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

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

RMS
 REALTY MANAGEMENT SYSTEMS

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

RobbReport.Com

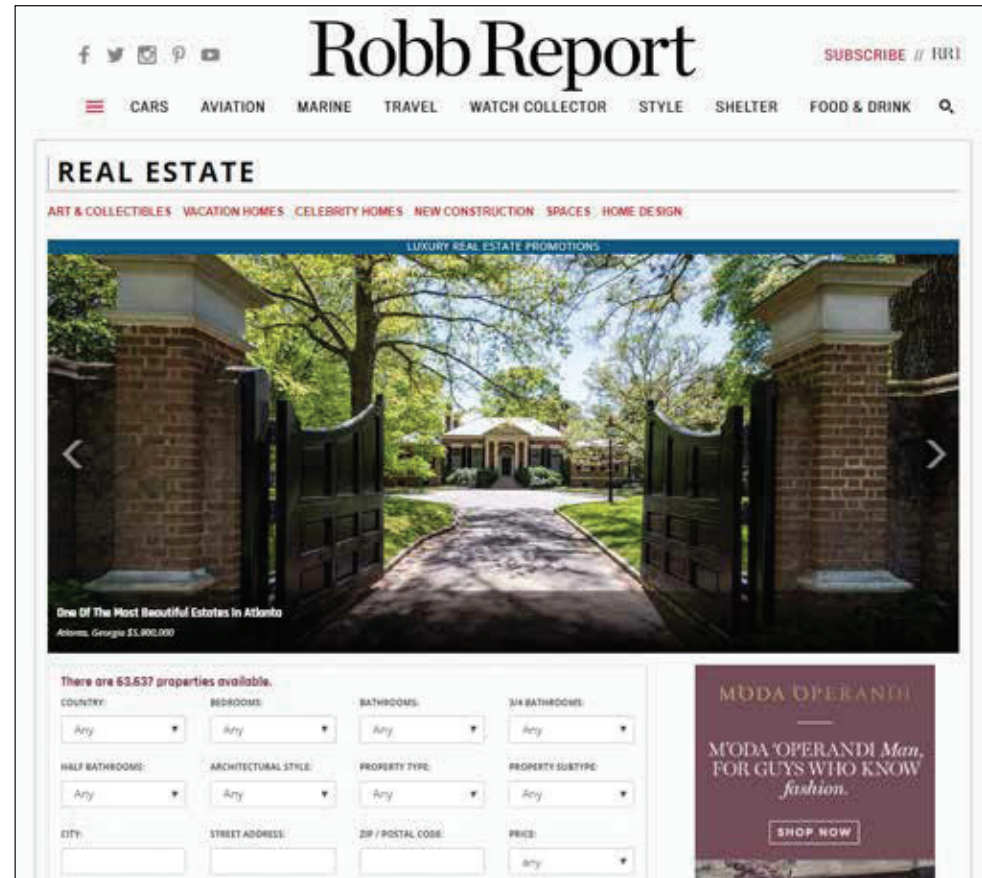
REAL ESTATE MEDIA BAR

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: \$1,500



Simply Abu Dhabi

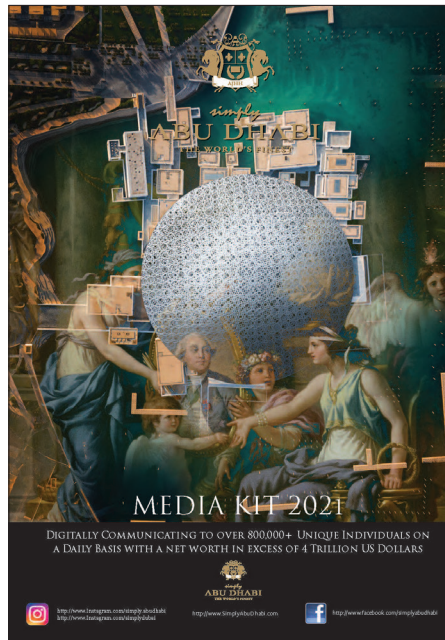
Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

INSTAGRAM POST

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally.

- A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.
- Conservative estimates would easily value our 7,800 By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.
- Instagram: We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following: 95,000 followers on @AmazingAbuDhabi 101,000 followers on @SimplyDubai

PRICE: \$1,375 PER POST



DIGITAL

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)

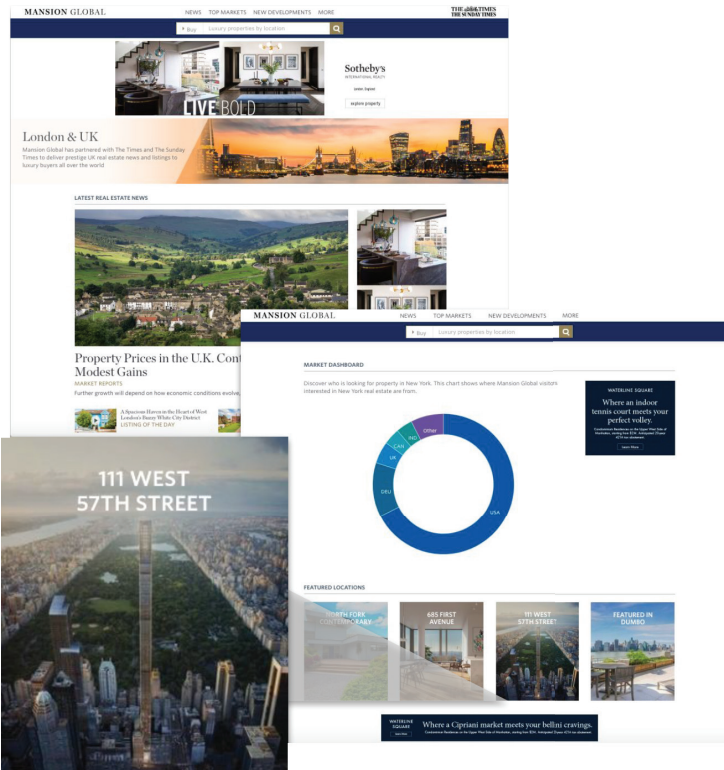
MANSION GLOBAL TOP MARKETS PAGE TILES

Showcase premier listings alongside regionally relevant editorial.

AVAILABLE MARKETS:

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

PRICE: \$575/MONTH



The Wall Street Journal Online (WSJ.Com)

WEEKLY ENEWSLETTER

- Out on Fridays
- 100% SOV
- 50,000 Opt in subscribers

PRICE: \$1,775

[Trouble viewing this email? View in web browser.](#)

THE WALL STREET JOURNAL.



REAL ESTATE

Coronavirus is baring its teeth to the spring real-estate market. [Mansion's Katherine Clarke reports](#) that new home listings dropped a staggering 27% in late March and early April. For perspective, new listings increased by an average of about 50% between March 1 and April 5 in both 2018 and 2019.

It's a harsh reality for homesellers who had their hopes up, and agents who were looking forward to what's normally a busy season for the industry. "People are definitely holding back until people can physically come and see the space," Douglas Elliman's Frances Katzen told our reporter. "They want to see a return to normalcy again before they list."

The pandemic is also threatening to rock a shaky condo market in New York. Oversupply and retreating foreign buyers already loomed large over condo developers. Now, halting construction has thrown project timelines into disarray, forcing developers to renegotiate maturing loans and source cash to recapitalize their buildings and buy more time. [Read more here.](#)

Do air purifiers and filters kill viruses?

In Houston, a [high-stakes divorce battle](#) between Ed Bosarge and his wife, Marie Bosarge, provides a rare glimpse into the secretive and complex mechanisms ultrahigh-net-worth individuals use to buy real estate and move their money around the globe. Mrs. Bosarge is accusing her billionaire husband of using a complex web of trusts and limited liability companies to prevent her from accessing cash and the 13 homes they acquired together.

Finally, we look at how [security personnel have come to feel like part of the family](#) in gated communities. "It's more hospitality-driven than policing," one homeowner told us.

And remember: Keep sending your real estate-related questions by replying to this email. 📧

Happy reading!

-Kerry Berger, digital editor of Mansion

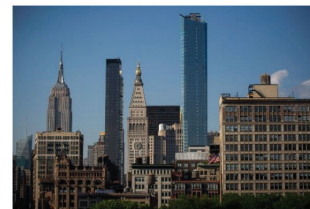
Coronavirus Batters Spring Home-Selling Season, as New Listings Drop 27%



JIM BARTISCH

[By comparison](#), new listings rose by an average of about 50% between March 1 and April 5 in 2018 and 2019.

Coronavirus Forces New York Condo Developers Into a Race Against Time



MICHAEL NAGEL/REUTERS/NEWS

As construction across the city screeches to a halt, developers reckon with [how to keep their projects funded](#) while the pandemic rages on.

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	\$7,900,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7520 7520 Ave Royale, Châteaufortier, QC	\$24,000,000
9. 8010 McLean, Virginia, VA	\$12,800,000
10. 489 Sandrine Road, Toronto, ON	\$20,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$762,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,900,000

Region	Average Home Price	Number of Luxury Listings (over \$3M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$30,000,000

Region	Average Home Price	Number of Luxury Listings (over \$3M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
Westmont	\$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



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

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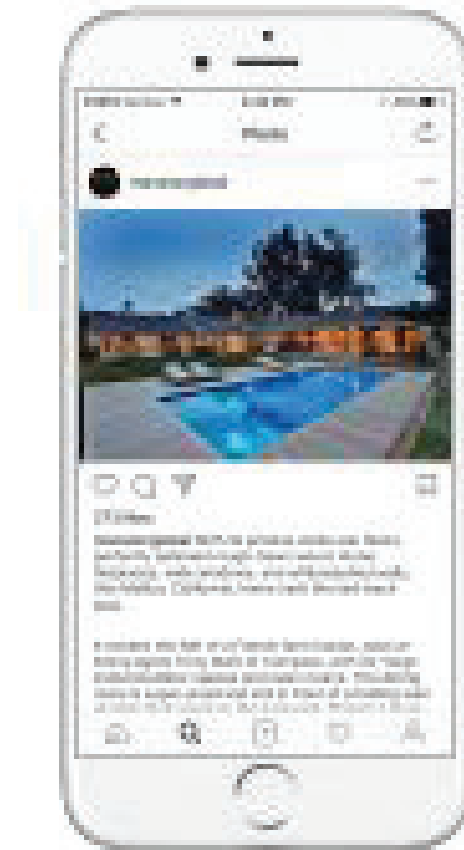
The Wall Street Journal Online (WSJ.Com)

@MANSIONGLOBAL INSTAGRAM

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

- Followers: 76.2K

PRICE: \$1,775



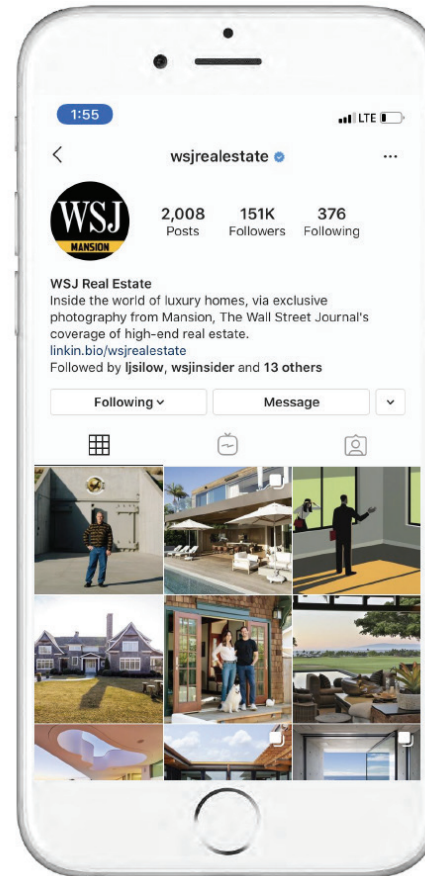
The Wall Street Journal Online (WSJ.Com)

@WSJREALESTATE INSTAGRAM

Spotlight your brand to our mobile-first audience with a social Instagram post directly on @WSJRealEstate editorial handle.

- Followers: 154K

PRICE: \$3,600 POST



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

[READ MORE](#)

LATEST YACHT NEWS

New 60 metre Amels 200 motor yacht sold

[READ MORE](#)

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

[READ MORE](#)

Turquoise Yachts reveals 62 metre superyacht concept *Project Nautilus*

[READ MORE](#)

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

Print Offerings



COLDWELL BANKER
REALTY

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: **644,424**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **62% / 38%**
- Average HHI: **\$404,217**
- Average age: **50**

QUARTER PAGE, NEW YORK METRO: \$3,000

QUARTER PAGE, FLORIDA: \$1,700

4X7, NEW YORK METRO: \$2,865

BUY 5 GET 2 FREE

THE WALL STREET JOURNAL.
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 22 • \$4.00

Market Data: DOW JONES 25,912.21, NASDAQ 6818.09, S&P 500 3012.21, 10-YR TREAS 2.57%, GOLD 1242.20, EURO 112.12, YEN 107.12

What's News: Fed officials moved to provide a lifeline to credit availability to businesses and households that could easily see slowdown in U.S. growth, especially if a virus spreads.

Business Finance: Fed officials moved to provide a lifeline to credit availability to businesses and households that could easily see slowdown in U.S. growth, especially if a virus spreads.

Market Data: DOW JONES 25,912.21, NASDAQ 6818.09, S&P 500 3012.21, 10-YR TREAS 2.57%, GOLD 1242.20, EURO 112.12, YEN 107.12

Headlines:
 Fed Cuts Rates Amid Virus Fears
 Tennessee Twisters Kill at Least 25
 Biden Picks Up String of Victories, Sanders Logs Big Win in California
 World-Wide

Images:
 - Joe Biden at a campaign event in Los Angeles.
 - A group of people at a campaign event in California.
 - A group of people at a campaign event in California.

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



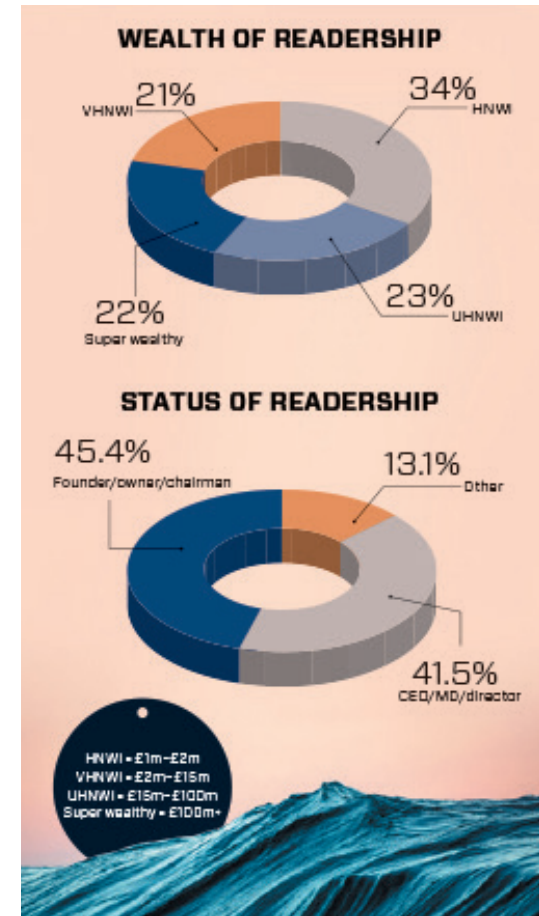
Boat International

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

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

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

PRICE: \$4,250



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:

- 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: \$2,585



The New Yorker

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 The New Yorker.

- Full page, color

FULL PAGE, COLOR

SOUTH FLORIDA: \$2,425

MANHATTAN: \$7,100



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**

FULL PAGE: \$9,250

SPREAD: \$18,2500

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



Ocean Home Magazine

THE LUXURY COASTAL LIFESTYLE PUBLICATION

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

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

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

Demographics

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

FULL PAGE + DIGITAL BANNERS: \$2,500



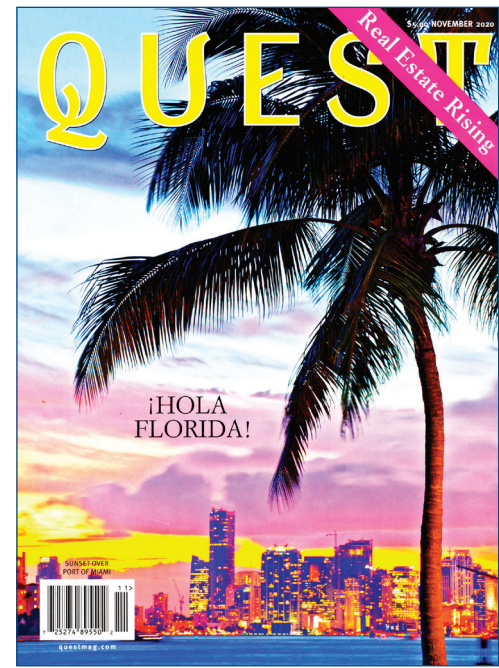
PRINT

Quest

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

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

FULL PAGE: \$3,900



The Real Deal

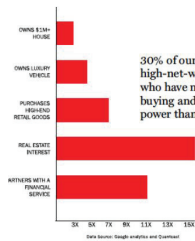
For over 17 years The Real Deal's mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

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)

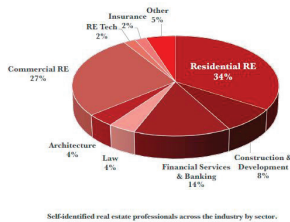
A Targeted Digital Reach Source

TRD READERS ARE DECISION MAKERS WITHIN THE RE INDUSTRY

- 20,000 copies distributed to Realtor associations
- 5,000 copies distributed in airline & VIP lounges



30% of our readers are high-net-worth individuals who have more discretionary buying and decision-making power than our competition*.



Self-identified real estate professionals across the industry by sector.

Distribution:

- 2,500 copies sent to architectural firms, developers, financial institutions, constructions companies, law firms, title companies, and interior design firms
- 2,000 copies distributed to Residential + Commercial
- 1,600 Newstand copies

PRINT MARKETING

Reach your core audience with editorially and strategically aligned full-page print ads within the issues of your choice.

Opportunity details:

- National – Monthly

FULL PAGE: \$5,000

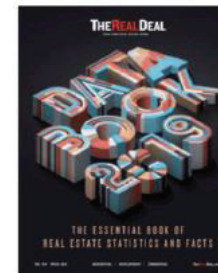
STRATEGIC PRINT OPTIONS



NATIONAL

Circulation:

- 40,000/month
- 480,000/annual



DATA BOOK

Circulation:

- 50,000 annual

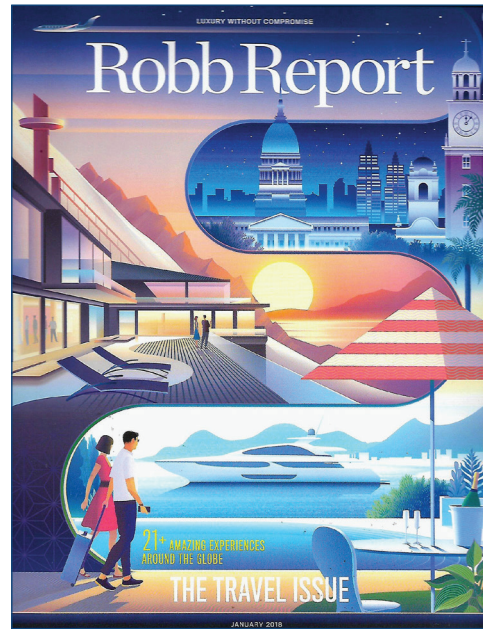
PRINT

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, COLOR: \$12,000



Schedule, Pricing & Reach



COLDWELL BANKER
REALTY

Proposed Media Schedule & Pricing 2023

Plan 1	Media	Ad Description	November	December	January	February	Media Total	Reach
Digital								
	Million Impressions*							
	Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
	Million Impressions	Targeting - NY, CA,						
Comprehensive Digital								
	Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Geofencing - Event and Location								
	Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00			\$ 1,500.00	60,000
Juwai.com								
	Hot property upgrade	Hot property upgrade - 30 days			\$ 675		\$ 675.00	2,300,000
	Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months					\$ 675.00	2,300,000
Elite Traveler								
	Online Real Estate Showcase	Online Real Estate Showcase			\$ 2,500		\$ 2,500.00	100,000
Nob Hill Gazette								
	Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
JamesEdition								
	Rotating Gallery Home Page	Featured Banner	\$ 2,000.00				\$ 2,000.00	750,000
	Rotating Gallery Real Estate Page	Featured Banner		\$ 1,600.00			\$ 1,600.00	750,000
	Featured Article and e-Newsletter promotion	Custom Article with e-Newsletter promotion		\$ 5,500.00			\$ 5,500.00	294,000
	Social Media	Listing Feature		\$ 1,000.00			\$ 1,000.00	148,000
JetSet Magazine								
	JetSet Magazine	Annual Global Campaign		\$ 2,500			\$ 2,500.00	2,140,000
LA Times.com								
	Custom Email	Custom Email	\$ 1,350.00				\$ 1,350.00	30,000
Le Figaro								
	Headline Search	Featured City	\$ 795.00				\$ 795.00	
	Native Ad	Native placement by City		\$ 500.00			\$ 500.00	
NYTimes.com								
	NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00	\$ 3,000.00			\$ 6,000.00	111,206
RobbReport.com								
	RobbReport.com	Real Estate media bar	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	18,000
Simply Abu Dhabi								
	Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00			\$ 2,750.00	51,200
WSJ.com								
	Mansion Global Top Markets page tile	Top Markets page tiles -Miami	\$ 575.00	\$ 575.00	\$ 575.00		\$ 1,725.00	492,000
	Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00	\$ 2,150.00			\$ 4,300.00	328,000
	WSJ.com e-Newsletter	Friday e-Newsletter				\$ 1,775.00	\$ 1,775.00	50,000
	Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000
	WSJ.com Instagram	WSJ.com Instagram	\$ 3,600.00				\$ 3,600.00	154,000
	Mansion Global Instagram	Mansion Global Instagram			\$ 1,775.00		\$ 1,775.00	76,200
Billionaire								
	Custom Content + Enewsletter	Custom Content + Enewsletter		\$ 4,300.00			\$ 4,300.00	50,000
Boat International								
	Boat International	Enewsletter	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	76,800
Ocean Home								
	Custom E-Mail	Custom E-Mail		\$ 2,500.00			\$ 2,500.00	22,000
	Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,300.00				\$ 1,300.00	43,400
Luxury Estate								
	Luxury Estate	Showcase Listing + Elite Listing Packages		\$ 3,250			\$ 3,250.00	
Crain's New York Business								
	Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00	\$ 3,150.00			\$ 6,300.00	30,000
Chicago Tribune								
	Chicago Tribune	Custom Email 150k	\$ 2,375.00		\$ 2,375.00		\$ 4,750.00	300,000
Print								
The Wall Street Journal								
	The Wall Street Journal - New York Metro	4 x 7	\$ 2,865.00	\$ 5,730.00	\$ 5,730.00	BONUS	\$ 14,325.00	761,292
	The Wall Street Journal - New York Metro	Quarter Page	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00		\$ 9,000.00	206,394
	The Wall Street Journal - Florida	Quarter Page	\$ 1,700.00	\$ 1,700.00	\$ 1,700.00		\$ 3,400.00	135,452
The New York Times								
	The New York Times - Style	Featured Listing - National		\$ 7,250.00			\$ 7,250.00	793,168
The New York Times Sunday Real Estate Section								
	The New York Times Sunday Real Estate Section	3-time run	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 3,000.00	964,746
Billionaire Magazine								
	Billionaire Magazine	Full Page		\$ 8,125.00			\$ 8,125.00	14,791
Boat International								
	US National Issue	Full Page			\$ 4,250.00		\$ 4,250.00	25,600
Conde Nast Magazines Regional Pages								
	Architectural Digest - Manhattan	Full Page			\$ 2,585.00		\$ 2,585.00	13,000
	The New Yorker - South Florida	Full Page		\$ 2,425.00			\$ 2,425.00	9,000
	The New Yorker - Manhattan	Full Page			\$ 7,100.00		\$ 7,100.00	47,000
Elite Traveler								
	Elite Traveler	Full Page				\$ 9,250.00	\$ 9,250.00	557,000
	Elite Traveler	Luxury Homes Feature				\$ 4,500.00	\$ 4,500.00	557,000
Financial Times								
	Financial Times	Property Gallery	\$ 1,250.00		\$ 1,250.00		\$ 2,500.00	420,914
	Financial Times	Gallery Strip		\$ 3,600.00			\$ 3,600.00	210,457
Ocean Home								
	Ocean Home	Full page + Digital Banners				\$ 2,500.00	\$ 2,500.00	70,000
Quest								
	Quest	Full page			\$ 3,900.00		\$ 3,900.00	92,800
The Real Deal								
	The Real Deal	Full page		\$ 5,000.00			\$ 5,000.00	324,000
Robb Report								
	Robb Report	Full Page				\$ 12,000.00	\$ 12,000.00	103,000
TOTAL								
							\$ 190,260.00	17,816,920

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

Proposed Media Schedule & Pricing 2023

Plan 2	Media	Ad Description	November	December	January	February	Media Total	Reach
Digital								
Million Impressions*								
	Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
	Million Impressions	Targeting - NY, CA,						
Comprehensive Digital								
	Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Geofencing - Event and Location								
	Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00			\$ 1,500.00	60,000
Juwal.com								
	Hot property upgrade	Hot property upgrade - 30 days			\$ 675			2,300,000
	Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months					\$ 675.00	2,300,000
Elite Traveler								
	Online Real Estate Showcase	Online Real Estate Showcase			\$ 2,500		\$ 2,500.00	100,000
Nob Hill Gazette								
	Nob Hill Gazette San Francisco, Peninsula and Silicon Valley OTM On the Market eNewsletter		\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
JamesEdition								
	Rotating Gallery Home Page	Featured Banner	\$ 2,000.00				\$ 2,000.00	750,000
	Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00	\$ 1,600.00			\$ 3,200.00	750,000
	Featured Article and e-Newsletter promotion	Custom Article with e-Newsletter promotion		\$ 3,300.00			\$ 3,300.00	294,000
	Social Media	Listing Feature	\$ 1,000.00				\$ 1,000.00	148,000
JetSet Magazine								
	JetSet Magazine	Annual Global Campaign		\$ 2,500			\$ 2,500.00	2,140,000
LATimes.com								
	Custom Email	Custom Email	\$ 1,350.00				\$ 1,350.00	30,000
Le Figaro								
	Headline Search	Featured City	\$ 795.00				\$ 795.00	
	Native Ad	Native placement by City		\$ 500.00			\$ 500.00	
NYTimes.com								
	NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00	\$ 3,000.00			\$ 6,000.00	111,206
Robbreport.com								
	Robbreport.com	Real Estate media bar	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	18,000
Simply Abu Dhabi								
	Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00			\$ 2,750.00	51,200
WSJ.com								
	Mansion Global Top Markets page tile	Top Markets page tiles -Miami	\$ 575.00	\$ 575.00	\$ 575.00		\$ 1,725.00	492,000
	Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00	\$ 2,150.00			\$ 4,300.00	328,000
	Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000
	Mansion Global Instagram	Mansion Global Instagram			\$ 1,775.00		\$ 1,775.00	76,200
Billionaire								
	Custom Content + Enewsletter	Custom Content + Enewsletter		\$ 4,300.00			\$ 4,300.00	50,000
Boat International								
	Boat International	Enewsletter	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	76,800
Ocean Home								
	Custom E-Mail	Custom E-Mail		\$ 2,500.00			\$ 2,500.00	22,000
	Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,300.00				\$ 1,300.00	43,400
Luxury Estate								
	Luxury Estate	Showcase Listing + Elite Listing Packages		\$ 3,250			\$ 3,250.00	
Crain's New York Business								
	Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00	\$ 3,150.00			\$ 6,300.00	30,000
Chicago Tribune								
	Chicago Tribune	Custom Email 100k	\$ 1,950.00		\$ 1,950.00		\$ 3,900.00	200,000
Print								
The Wall Street Journal								
	The Wall Street Journal - New York Metro	4 x 7	\$ 2,865.00	\$ 5,730.00	\$ 5,730.00	BONUS	\$ 14,325.00	761,292
	The Wall Street Journal - Florida	Quarter Page		\$ 1,700.00	\$ 1,700.00		\$ 3,400.00	135,452
The New York Times								
	The New York Times - Style	Featured Listing - National		\$ 7,250.00			\$ 7,250.00	793,168
The New York Times Sunday Real Estate Section								
	The New York Times Sunday Real Estate Section	3-time run	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 3,000.00	964,746
Billionaire Magazine								
	Billionaire Magazine	Full Page		\$ 8,125.00			\$ 8,125.00	14,791
Boat International								
	US National issue	Full Page			\$ 4,250.00		\$ 4,250.00	25,600
Conde Nast Magazines Regional Pages								
	Architectural Digest - Manhattan	Full Page			\$ 2,585.00		\$ 2,585.00	13,000
	The New Yorker - South Florida	Full Page			\$ 2,425.00		\$ 2,425.00	9,000
Elite Traveler								
	Elite Traveler	Luxury Homes Feature				\$ 4,500.00	\$ 4,500.00	557,000
Financial Times								
	Financial Times	Property Gallery	\$ 1,250.00		\$ 1,250.00		\$ 2,500.00	420,914
	Financial Times	Gallery Strip		\$ 3,600.00			\$ 3,600.00	210,457
Quest								
	Quest	Full page			\$ 3,900.00		\$ 3,900.00	92,800
The Real Deal								
	The Real Deal	Full page		\$ 5,000.00			\$ 5,000.00	324,000
TOTAL								
							\$ 141,985.00	16,529,526

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

Proposed Media Schedule & Pricing 2023

Plan 3 Media	Ad Description	November	December	January	February	Media Total	Reach
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
Million Impressions	Targeting - NY, CA,						
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00			\$ 1,500.00	60,000
Juwai.com							
Hot property upgrade	Hot property upgrade - 30 days			\$675			2,300,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months					\$ 675.00	2,300,000
Elite Traveler							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley OTM On the Market eNewsletter		\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
JamesEdition							
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00				\$ 1,600.00	750,000
e-Newsletter	e-Newsletter		\$ 1,500.00			\$ 1,500.00	294,000
Social Media	Listing Feature		\$ 1,000.00			\$ 1,000.00	148,000
LATimes.com							
Custom Email	Custom Email	\$ 1,350.00				\$ 1,350.00	30,000
NYTimes.com							
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00	\$ 3,000.00			\$ 6,000.00	111,206
Robbreport.com							
Robbreport.com	Real Estate media bar	\$ 1,500.00		\$ 1,500.00		\$ 3,000.00	12,000
Simply Abu Dhabi							
Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00			\$ 2,750.00	51,200
WSJ.com							
Mansion Global Top Markets page tile	Top Markets page tiles -Miami	\$ 575.00	\$ 575.00	\$ 575.00		\$ 1,725.00	492,000
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000
Billionaire							
Custom Content + Enewsletter	Custom Content + Enewsletter		\$ 4,300.00			\$ 4,300.00	50,000
Boat International							
Boat International	Enewsletter	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	76,800
Ocean Home							
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,300.00				\$ 1,300.00	43,400
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages	\$1,100				\$ 1,100.00	
Crain's New York Business							
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00	\$ 3,150.00			\$ 6,300.00	30,000
Chicago Tribune							
Chicago Tribune	Custom Email 50k	\$ 1,200.00		\$ 1,200.00		\$ 2,400.00	100,000
Print							
The Wall Street Journal							
The Wall Street Journal - New York Metro	4 x 7	\$ 2,865.00	\$ 5,730.00	\$ 2,865.00	BONUS	\$ 11,460.00	543,780
The Wall Street Journal - Florida	Quarter Page		\$ 1,700.00	\$ 1,700.00		\$ 3,400.00	135,452
The New York Times							
The New York Times - Style	Featured Listing - National		\$ 7,250.00			\$ 7,250.00	793,168
The New York Times Sunday Real Estate Section							
The New York Times Sunday Real Estate Section	3-time run	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 3,000.00	964,746
Conde Nast Magazines Regional Pages							
Architectural Digest - Manhattan	Full Page			\$ 2,585.00		\$ 2,585.00	13,000
Elite Traveler							
Elite Traveler	Luxury Homes Feature				\$ 4,500.00	\$ 4,500.00	557,000
Financial Times							
Financial Times	Property Gallery	\$ 1,250.00		\$ 1,250.00		\$ 2,500.00	420,914
The Real Deal							
The Real Deal	Full page		\$ 5,000.00			\$ 5,000.00	324,000
TOTAL						\$ 97,650.00	12,701,166
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							

Proposed Media Schedule & Pricing 2023

Plan 4 Media	Ad Description	November	December	January	February	Media Total	Reach
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
Million Impressions	Targeting - NY, CA,						
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
Juwai.com							
Hot property upgrade	Hot property upgrade - 30 days			\$675		\$ 675.00	2,300,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months						2,300,000
Elite Traveler							
Online Real Estate Showcase	Online Real Estate Showcase		\$2,500			\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley OTM On the Market eNewsletter		\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
JamesEdition							
e-Newsletter	e-Newsletter		\$ 1,500.00			\$ 1,500.00	294,000
Social Media	Listing Feature		\$ 1,000.00			\$ 1,000.00	148,000
LATimes.com							
Custom Email	Custom Email	\$ 1,350.00				\$ 1,350.00	30,000
NYTimes.com							
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00				\$ 3,000.00	55,603
Robbreport.com							
Robbreport.com	Real Estate media bar	\$ 1,500.00		\$ 1,500.00		\$ 3,000.00	12,000
Simply Abu Dhabi							
Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00			\$ 2,750.00	51,200
WSJ.com							
Mansion Global Top Markets page tile	Top Markets page tiles -Miami	\$ 575.00	\$ 575.00	\$ 575.00		\$ 1,725.00	492,000
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
Boat International							
Boat International	Enewsletter	\$ 750.00		\$ 750.00		\$ 1,500.00	51,200
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages	\$1,100				\$ 1,100.00	
Crain's New York Business							
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00				\$ 3,150.00	15,000
Chicago Tribune							
Chicago Tribune	Custom Email 50k	\$ 1,200.00				\$ 1,200.00	50,000
Print							
The Wall Street Journal							
The Wall Street Journal - New York Metro	4 x 7	\$ 2,865.00	\$ 2,865.00			\$ 5,730.00	543,780
The Wall Street Journal - Florida	Quarter Page			\$ 1,700.00		\$ 1,700.00	67,726
The New York Times Sunday Real Estate Section							
The New York Times Sunday Real Estate Section	3-time run	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 3,000.00	964746
Elite Traveler							
Elite Traveler	Luxury Homes Feature				\$ 4,500.00	\$ 4,500.00	557000
Financial Times							
Financial Times	Property Gallery	\$ 1,250.00		\$ 1,250.00		\$ 2,500.00	420,914
The Real Deal							
The Real Deal	Full page		\$ 5,000.00			\$ 5,000.00	324,000
TOTAL						\$ 58,405.00	10,660,669

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