



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Sai Ocean Front Residences 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 Sai Ocean Front Residences

SKY Advertising is excited to present to Coldwell Banker Global Luxury a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Sai Ocean Front Residences.

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 Indian Rocks, 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 development.

LET'S DO  
GREAT THINGS TOGETHER

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# Digital Offerings



**COLDWELL BANKER**  
**REALTY**



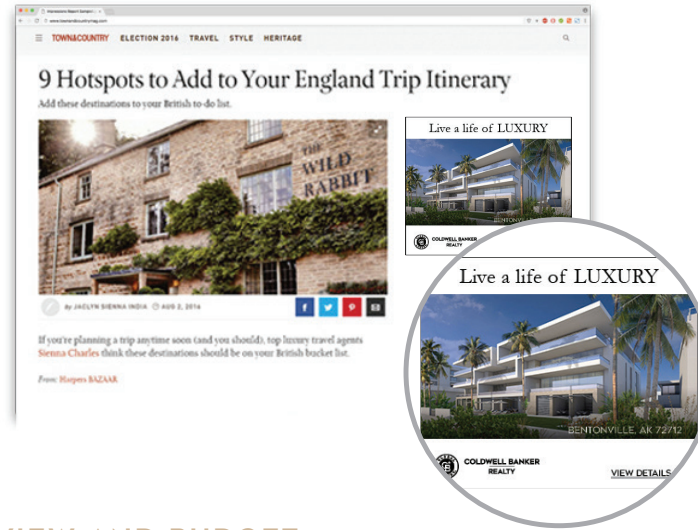
# Impressions Campaign

**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: **Sai Ocean Front Residences**
- Flight Dates: **January 2024 - March 2024**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES

Telegraph.co.uk

THE WALL STREET JOURNAL.



Forbes

Bloomberg  
Markets



The  
Economist

GULF NEWS 



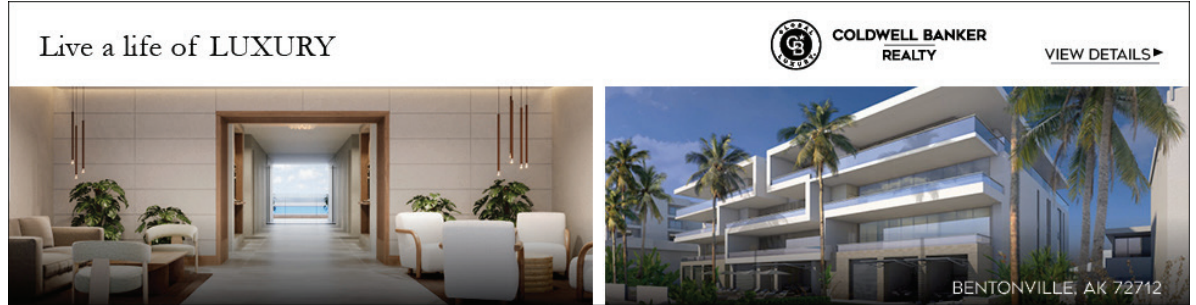
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

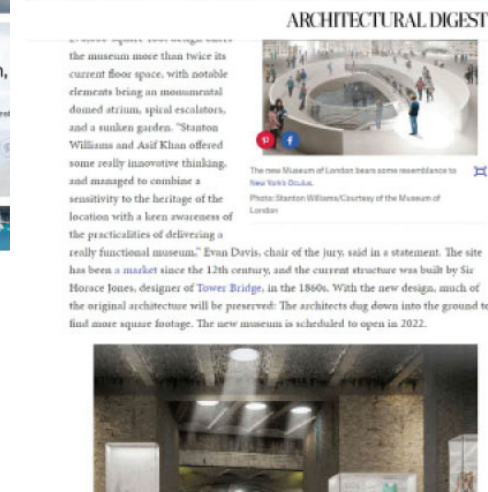
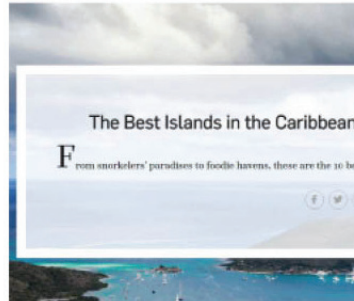
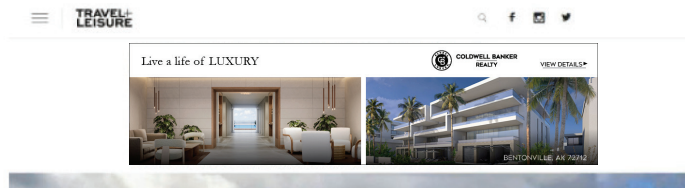
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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.

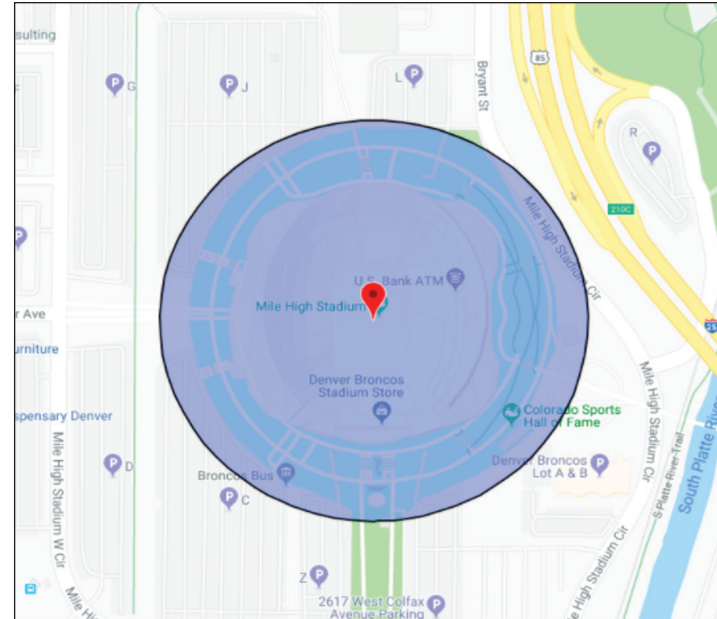
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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

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

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

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



### BENEFITS OF OTT AND CTV ADVERTISING

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

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

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

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

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

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

# Comprehensive Digital

## DISPLAY

Digital Display advertising refers to the promotion of products or services through display. Ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



### TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert. Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences- target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH



# Comprehensive Digital

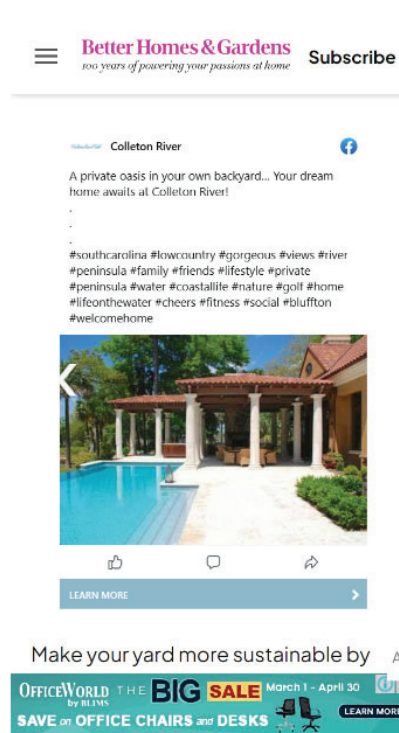
## SOCIAL MIRROR ADS

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.

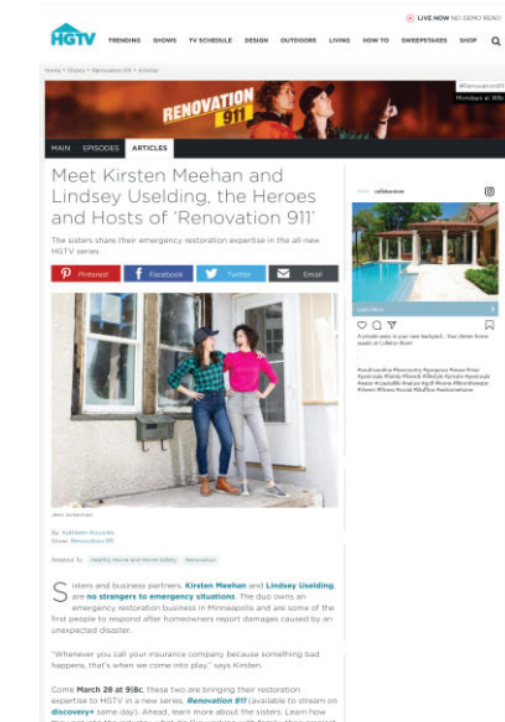
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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: FROM \$1,500/MONTH

# Comprehensive Digital

## ONLINE AUDIO ADS

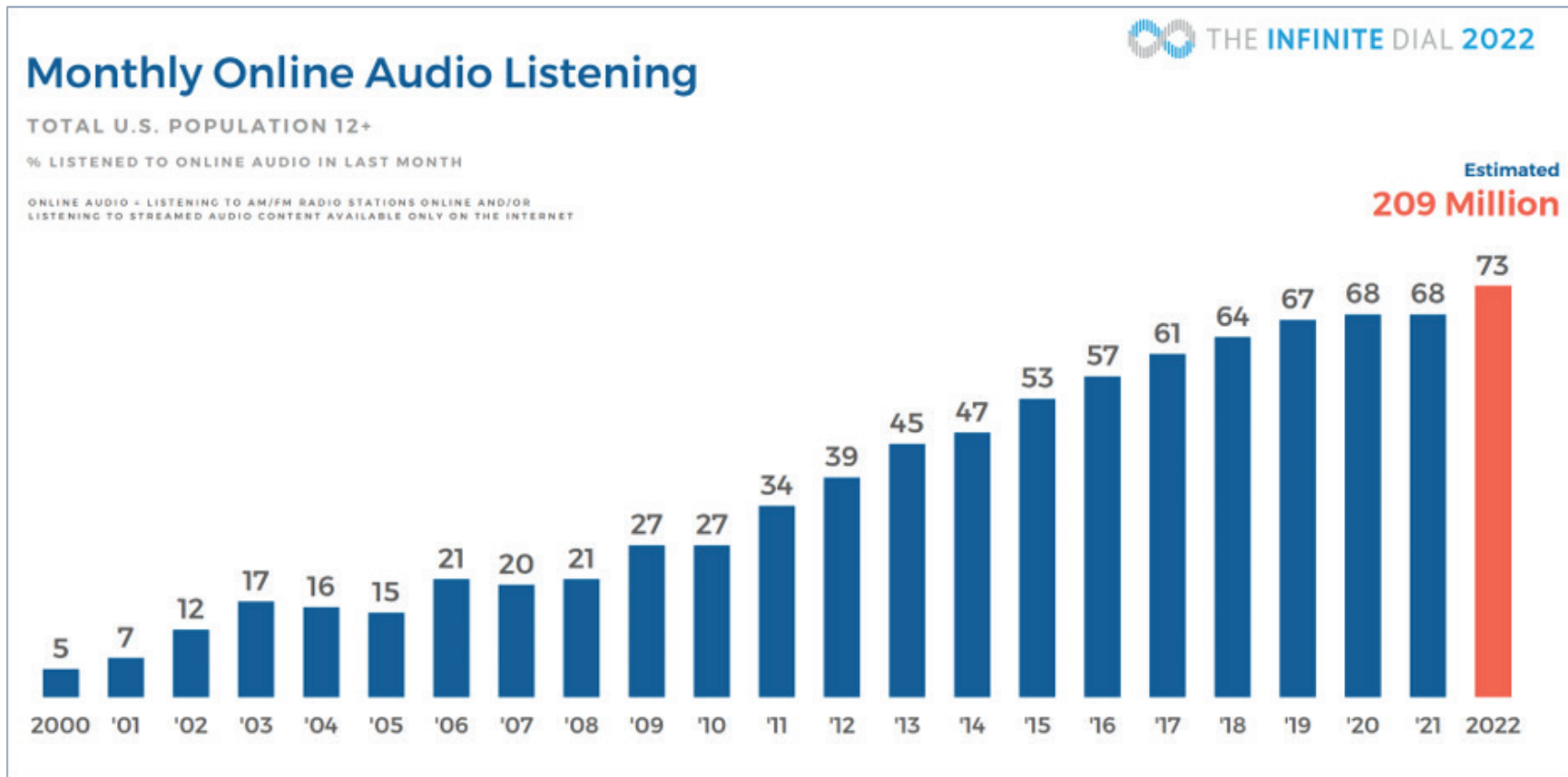
Audio ads served to targeted online listeners who are consuming audio content across all types of devices including Smart Speakers.

- Your 15-30 second audio ad plays in online content such as music, podcasts, and sporting events that users listen to on their devices.
- On some platforms your audio ad will be served along with a companion display ad at no additional cost.
- Your online audio ads run across major streaming services.

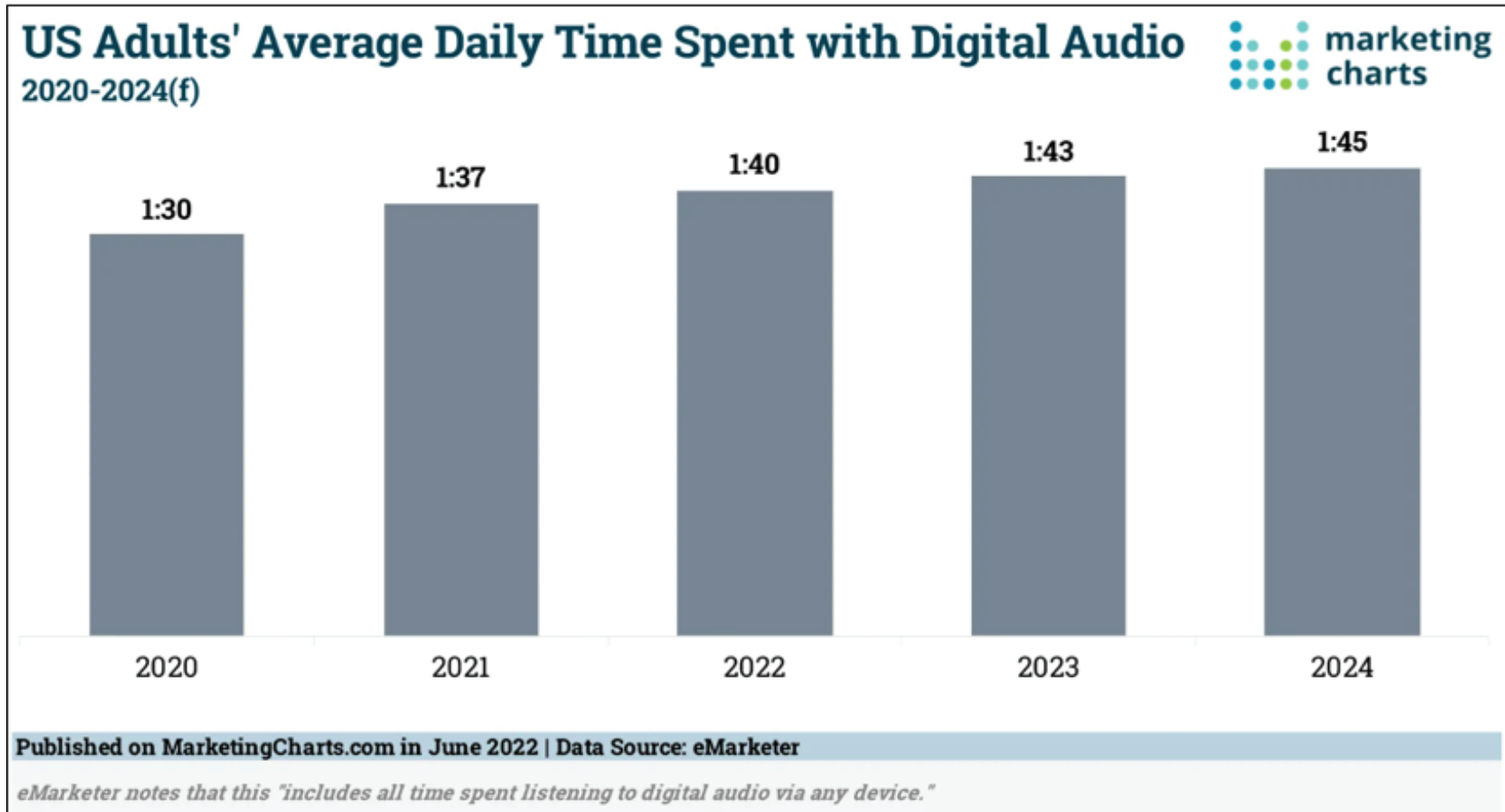
PRICE: FROM \$1,500/MONTH



73% of the U.S. population listened to Online Audio in the last month.



The average listener spends 1 hour and 40 minutes a day with Online Audio.



Source: [https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20\(1%3A27\)](https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20(1%3A27))



# Google AdWords

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

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



## CAMPAIGN SETUP & OPTIMIZATION

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Which can include:

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

## MONTHLY MANAGEMENT

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Includes:

- Campaign review
- Analytics reporting
- Campaign Adjustments

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### PROGRAM COST:

**\$750 ONE-TIME SET UP**

**\$1,500/MONTH**

# 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. NEW HIGH-END PRE-BUILT SUITES AVAILABLE. RANGING FROM 2,833 - 6,475 SF. LEARN MORE. CUSTOMER SUPPORT AVAILABLE

**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.  
SIGN UP FOR 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**

**Editorial: Back-and-forth approach to SALT cap causes confusion, hurts NY taxpayers**

**Deals of the Day: Nov. 2, 2021**

**Hochul set to scale back Cuomo's ambitious Penn Station plan**

# Elite Traveler

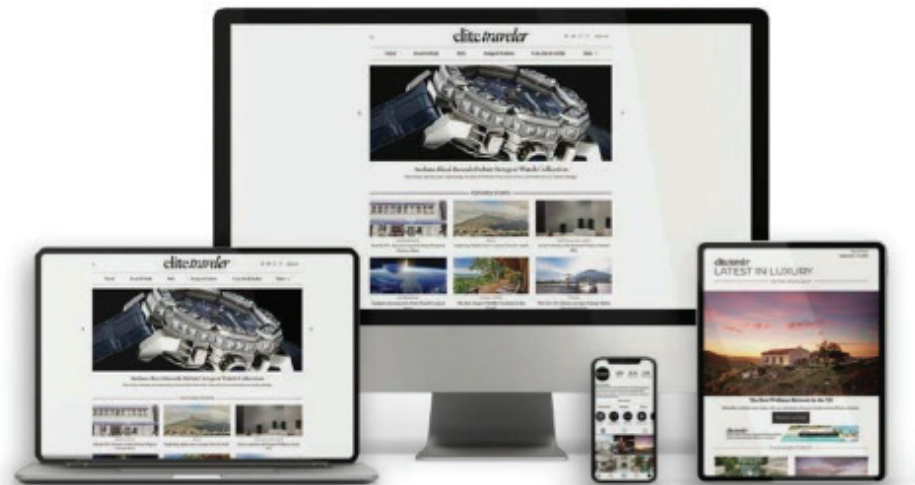
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

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

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

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





## DIGITAL

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# Nob Hill Gazette

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

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

## E-NEWSLETTER

### ON THE MARKET

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

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**PRICE: \$500 PER LISTING**

**San Francisco, Peninsula, and Silicon Valley**



# jamesedition.com

## E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

**JamesEdition** About USD Sign In / Register Become a Seller

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

Cars 7,350 Real Estate 76,216 Yachts 774 Watches 1,382 Jets 66 Helicopters 35 Embroideries 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**

<b>Ferrari 488 GTB</b> Upland, CA, United States \$71,999	<b>Chevrolet Corvette</b> Upland, CA, United States \$4,785,907	<b>Shannan Villa Over...</b> Ibiza, Spain \$45,999	<b>Ram 2500</b> Ipsland, CA, United States \$45,999
<b>Rio 109 - Luxury pe...</b> Rio De Janeiro, Brazil \$4,463,559	<b>Audi S7</b> Spartanburg, CA, United States \$34,999	<b>McLaren 550C</b> Ipsland, CA, United States \$199,999	<b>Ferrari California</b> Ipsland, CA, United States \$114,999

**JAMES SPOTTING**  
Two Level Duplex On Private Ponds  
View all cars  
View all real estate  
View all watches  
VIEW ALL

**RICH LIST**  
**DOUBLE DOWN 214 Codecasa 2010/20...**  
West Palm Beach, FL, United States  
\$38,000,000  
Don't miss 5 most viewed Ferrari listings on JamesEdition: cars our readers will be driving in the Near Future  
Real modern masterpieces you could buy on JamesEdition for the price of that self-destructing Bankay network.  
The 10 Most Sought-After Properties and Attractive Locations  
308 lovers: The most amazing and luxurious things you can find on JamesEdition where 3 is the magic number  
VIEW ALL LISTS

**LATEST STORIES**  
Luxury garages: Unique cars of tech billionaires, old-school rags-to-riches and Gen-Z doos  
JamesEdition is revealing the car-buying habits of wealthy petroheads. From the classic 911 to the latest Bugatti and Pagani models, you can find...  
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  
VIEW ALL STORIES

**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...  
READ MORE

**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**

<b>5 Bedrooms - Pent...</b> \$2,734,418	<b>Stunning Sherwoo...</b> Lake Sherwood, CA... \$3,250,000	<b>Enviably Estate By ...</b> Langgiri, MA, Indi... \$2,995,900	<b>Modern Apartment...</b> New York, Indi... \$2,274,332
<b>Elegant French Styl...</b> Bainoa, Algier... \$8,800,000	<b>Playa Nix</b> Playa, Mexico \$12,000,000	<b>Koningshof</b> Loreggia, Netherlan... \$8,759,573	<b>Magnificent Seclu...</b> Horseshoe, Indi... \$3,950,000
<b>Extraordinary Ocea...</b> Seawport, MA, U... \$5,990,000	<b>Maimok Paradise ...</b> Maimok, Arabi... \$2,750,000	<b>Kiltreagh House</b> Nangh, Ireland \$2,953,291	<b>7+/- Acres for pote...</b> Matthews, NC, U... \$995,000

**News about luxury real estate** View all

<b>Most exclusive neighborhoods of Hong Kong</b> Posted: 2019-07-17 The Asian financial center hasn't given up the first position in the list of the most expensive housing markets, also topping the rankings for the world's most luxurious housing market for the last two years (Luxury Defined Report by Christie's). Read more	<b>The Bahamas: Inside the most exclusive gated communities</b> Posted: 2019-07-10 If the warm temperatures, crystal clear water and proximity to the US are not good enough reasons to consider a move to the Bahamas, a community of like-minded people should be. A round of golf or cocktails at sunset is shorthand for a club of fol... Read more
<b>Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal</b> Posted: 2019-06-28 Where can one find the Algarve's most prestigious properties? Most a prime area often referred to as the Golden Triangle. It's located between the capital city of Faro and the village of Vilamoura. Also, the Golden Triangle area includes two of... Read more	<b>Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring</b> Posted: 2019-06-21 Whistler is a year round outdoor playground for all ages, where fine dining restaurants, 5-star hotels, spas and wellness facilities are a quick Roadplane, helicopter ride, or drive from Vancouver. Whistler, BC: International Destination... Read more

**Site Links**  
Home  
Cars

**Tools**  
Stores  
Rich List

**About JamesEdition**  
JamesEdition is a global  
Success stories

**Top Brands**  
Ferrari  
Aston Martin  
Audi  
Bentley

# 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.

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

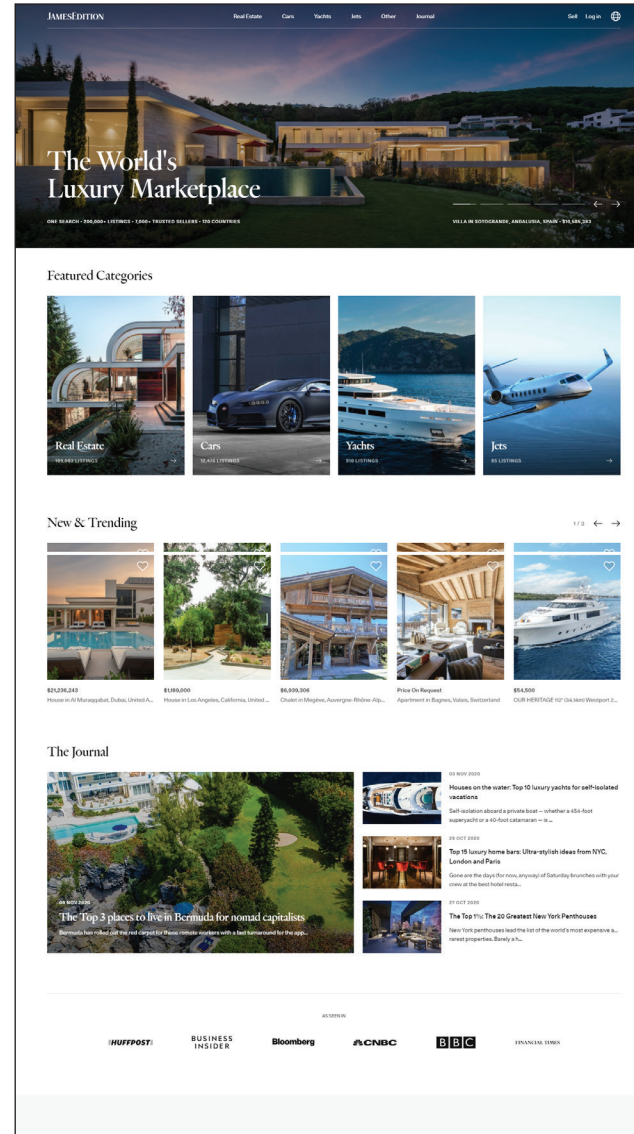
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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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.

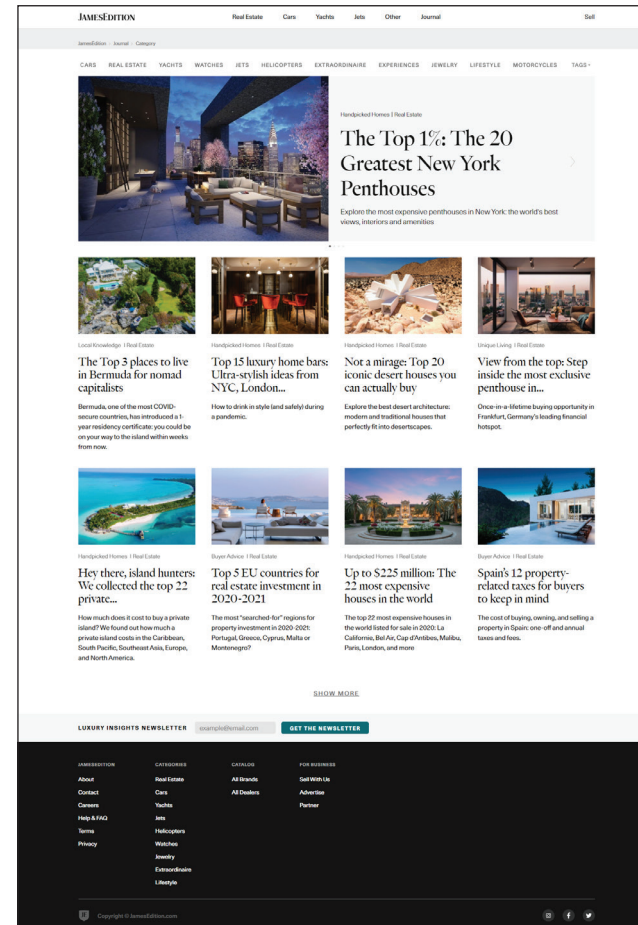
Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in a Featured Story.

**PRICE**

**\$5,500 NEWSLETTER TOP & ARTICLE**

**\$3,300 NEWSLETTER TRENDING & ARTICLE**





# jamesedition.com

## SOCIAL MEDIA POST

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

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

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

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

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

## PHOTO

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

PHOTO: \$500

## PHOTO PLUS

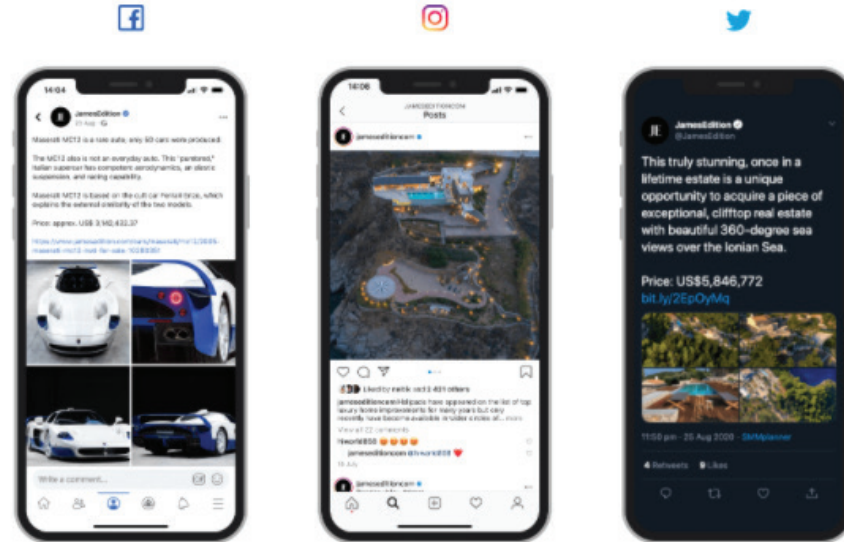
- 1-5 featured listings
- 1-10 photos + text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000 PHOTO PLUS

## VIDEO

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

VIDEO: \$1,800





## DIGITAL

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# 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**

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PRICE: \$1,350/DEPLOYMENT

# Los Angeles Times

# 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**



# 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: \$2,750/WEEK**



## SPONSORED CONTENT

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

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

**PRICE: \$3,000**

## SOCIAL MEDIA POST

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

- 60,000+ Followers.

**INSTAGRAM: \$800/MONTH**

**FACEBOOK: \$675/MONTH**

**FACEBOOK/INSTAGRAM AD: \$1,400/MONTH**

**OCEAN HOME**  
2021 MAGAZINE

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

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

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

**RS**

# 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: \$1,350

The screenshot displays the Robb Report website's Real Estate section. At the top, there is a navigation bar with social media icons (Facebook, Twitter, Instagram, Pinterest, YouTube) and the Robb Report logo. To the right of the logo is a 'SUBSCRIBE // URL' button. Below the navigation bar is a menu with categories: CARS, AVIATION, MARINE, TRAVEL, WATCH COLLECTOR, STYLE, SHELTER, and FOOD & DRINK. The main content area is titled 'REAL ESTATE' and includes a sub-menu with options: ART & COLLECTIBLES, VACATION HOMES, CELEBRITY HOMES, NEW CONSTRUCTION, SPACES, and HOME DESIGN. A large featured image shows a luxurious estate with a brick gate and a house in the background, with the caption 'One Of The Most Beautiful Estates In Atlanta, Atlanta, Georgia \$1,900,000'. Below the image is a search filter section with dropdown menus for Country, Bedrooms, Bathrooms, 3/4 Bathrooms, Half Bathrooms, Architectural Style, Property Type, Property Subtype, City, Street Address, ZIP / Postal Code, and Price. A 'SHOP NOW' button is also visible.

# The Wall Street Journal Online (WSJ.Com)

## MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer.

- 164,000 Unique Visitors
- 1.75% Click-Through Rate
- 2.5% Share of Voice
- Can rotate up to 5 properties

PRICE: \$2,150/MONTH OR \$2,650 W/VIDEO





# The Wall Street Journal Online (WSJ.Com)

## MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

### INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PRICE: \$1,250 90 DAYS

Buy | Luxury properties by location

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

VIEW MEDIA

SHARE [Icons] SAVE

### DESCRIPTION

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

Read More

### AMENITIES

[View Gallery](#)

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

Show More

### NEIGHBORHOOD

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews

SHOP NOW

# The Wall Street Journal Online (WSJ.Com)

## MANSION GLOBAL DAILY (M-F) ENEWSLETTER

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

PRICE: \$3,680

[View in your browser](#)

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



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

**BY THE NUMBERS**

**The Most Expensive Homes for Sale in Canada**

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,500,000
6. 4882 120 Street, Surrey, BC	\$18,500,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7520 7520 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8010 McLean, Virginia, VA	\$12,500,000
10. 493 Sandrine Road, Toronto, ON	\$20,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$762,028	3110	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,000,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

**TRENDING TODAY**

**Architectural Digest** @ArchDigest Following

We found the most iconic building in every state in America: [archdg.co/8hz6SKy](http://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

#AloneTogether ad

**Staying home saves lives.**

For more info visit [coronavirus.gov](http://coronavirus.gov)

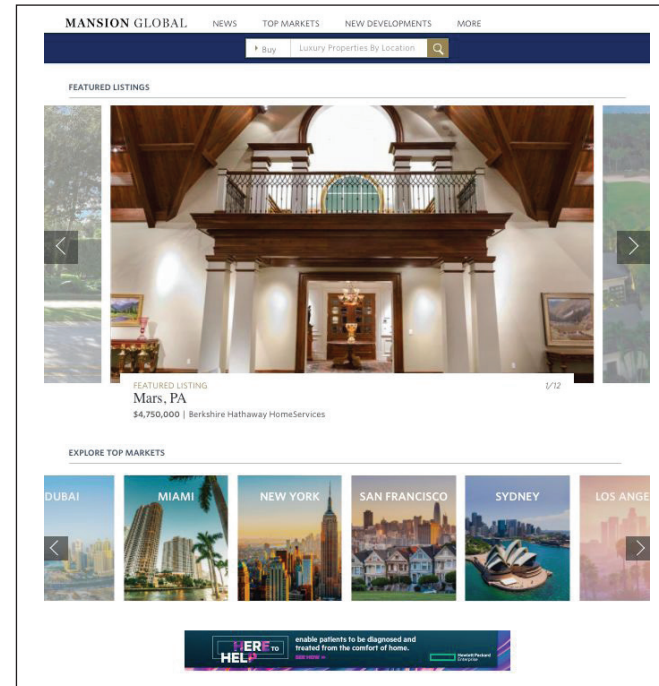
Powered by AdChoices

# The Wall Street Journal Online (WSJ.Com)

## THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH





# 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**

**2X7, NORTHEAST REGION: \$1,510**

**BUY 4 GET 1 FREE**

**PROPERTY PORTFOLIO: \$2,355**

**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 cuts rates to 0-0.25% as coronavirus spreads. Treasury issues \$500B in new debt. Fed buys \$600B of Treasury bills.

**Business Finance:** Fed cuts rates to 0-0.25% as coronavirus spreads. Treasury issues \$500B in new debt. Fed buys \$600B of Treasury bills.

**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.  
 - A group of people at a campaign event.



# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- Distribution: **100,000** Wall Street Journal print subscribers of the Weekend Journal
- Top zip codes in: **New York, Los Angeles, San Francisco, Chicago, Denver, Seattle, Phoenix, Boston, Dallas and Austin.**

PRICE: \$980/FULL PAGE





# 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: \$2,510**

**TAMPA: \$2,340**

**CHICAGO METRO: \$3,460**





# Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

## ELITE TRAVELER AUDIENCE

- Total Readership: **557,000**
- Average Age: **45**
- Male/Female Ratio: **69% / 31%**
- Average HHI: **\$7.9M**
- Average Net Worth: **\$32M**

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



# Financial Times

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

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

**PROPERTY GALLERY: \$1,250**  
**GALLERY STRIP: \$3,600**





# 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 + NEWSLETTER \$3,250



# Schedule, Pricing & Reach



COLDWELL BANKER  
REALTY

# Proposed Media Schedule & Pricing 2024

Media	Ad Description	January	February	March	April	Media Total	Reach
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	4,500,000
Million Impressions	Targeting - Tampa, Mid-West, New York, New Jersey						
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,700.00	\$ 950.00	\$ 950.00		\$ 3,600.00	
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Display	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	450,000
Online Audio	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	90,000
Connected TV	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	112,500
<b>Geofencing - Event and Location</b>							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	120,000
<b>Elite Traveler</b>							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>							
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
<b>JamesEdition</b>							
Rotating Gallery Real Estate Page	Featured Banner			\$ 1,600.00		\$ 1,600.00	750,000
Featured Article and e-Newsletter promotion	e-Newsletter		\$ 3,300.00			\$ 3,300.00	294,000
Social Media	Listing Feature	\$ 1,000.00				\$ 1,000.00	148,000
<b>LA Times</b>							
Custom Email	Custom Email		\$ 1,350.00			\$ 1,350.00	30,000
<b>Robbreport.com</b>							
Robbreport.com	Real Estate media bar		\$ 1,350.00			\$ 1,350.00	6,000
<b>WSJ.com</b>							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
Mansion Global New Development Profile	Profile page - 3 months		\$1,250			\$ 1,250.00	
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000
Mansion Global Homepage	Featured Listing Module			\$ 1,275.00		\$ 1,275.00	164,000
<b>Ocean Home</b>							
Custom E-Mail	Custom E-Mail		\$ 2,750.00			\$ 2,750.00	22,000
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00				\$ 1,400.00	43,400
Sponsored Content	Sponsored Content			\$ 3,000.00		\$ 3,000.00	38,199
<b>Luxury Estate</b>							
Luxury Estate	Showcase Listing + Elite Listing Packages		\$3,250			\$ 3,250.00	
<b>Crain's New York Business</b>							
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00				\$ 3,150.00	15,000
<b>Chicago Tribune</b>							
Chicago Tribune	Custom Email 100k		\$ 1,950.00			\$ 1,950.00	100,000
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - Northeast Region	2 x 7	\$ 3,020.00	\$ 3,020.00	Bonus		\$ 6,040.00	592,000
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00	\$ 2,355.00	\$ 2,355.00		\$ 7,065.00	1,933,272
The Wall Street Journal -Mansion Global Experience Luxury	Mansion Global Experience Luxury Insert			\$ 980.00		\$ 980.00	100,000
<b>The New York Times</b>							
The New York Times	Featured Listing	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	1,143,804
<b>Conde Nast Magazines Regional Pages</b>							
Architectural Digest - Manhattan	Full Page				\$ 2,510.00	\$ 2,510.00	13,000
Architectural Digest - Tampa	Full Page				\$ 2,340.00	\$ 2,340.00	11,000
Architectural Digest - Chicago Metro	Full Page				\$ 3,460.00	\$ 3,460.00	22,000
<b>Elite Traveler</b>							
Elite Traveler	Luxury Homes Feature			\$ 4,500.00		\$ 4,500.00	
<b>Financial Times</b>							
Financial Times	Property Gallery		\$ 1,250.00			\$ 1,250.00	210,457
Financial Times	Gallery Strip	\$ 3,600.00				\$ 3,600.00	210,457
<b>Ocean Home</b>							
Ocean Home	Full page + Enewsletter				\$ 3,250.00	\$ 3,250.00	70,000
<b>TOTAL</b>						\$ 106,925.00	11,789,589

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