



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Sanctuary Advertising and Marketing Program



COLDWELL BANKER
REALTY

Table of Contents

03 INTRO

04 DIGITAL

- 05 Impressions Campaign
- 10 Geofencing
- 11 Comprehensive Digital
- 13 Google AdWords
- 16 Chicago Tribune
- 17 Crain's New York Business
- 18 Elite Traveler
- 19 Nob Hill Gazette
- 20 JamesEdition.com
- 25 JetSet
- 26 Land.com
- 27 Land Report
- 28 RobbReport.com
- 29 WSJ.com

33 PRINT

- 34 The Wall Street Journal
- 36 The New York Times
- 37 Architectural Digest
- 38 Elite Traveler
- 39 Financial Times
- 40 GQ
- 41 The Land Report

42 SCHEDULE, PRICING & REACH

- 43 Media 2023



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 Sanctuary

SKY Advertising is excited to present to Coldwell Banker Apex a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Sanctuary.

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 Lake Bistineau in North Louisiana.

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

LET'S DO
GREAT THINGS TOGETHER

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Digital Offerings



COLDWELL BANKER
REALTY

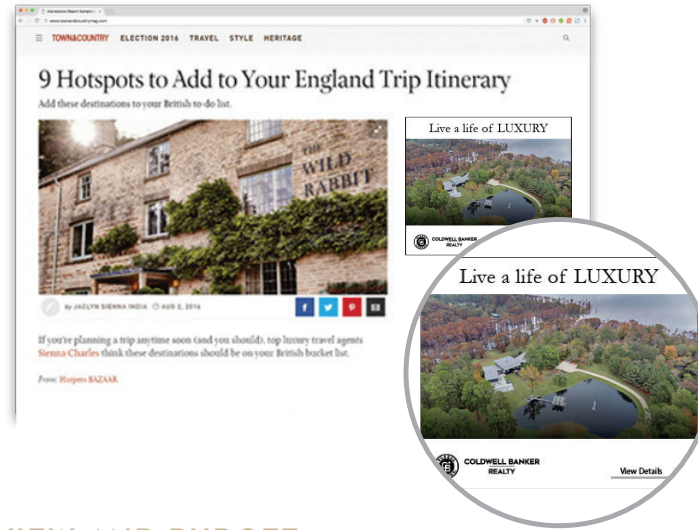
Impressions Campaign

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: **Sanctuary**
- Flight Dates: **May 2024 - July 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.

The New York Times

THE ECONOMIC TIMES

Telegraph.co.uk

THE WALL STREET JOURNAL.

The
Economist

Forbes

Bloomberg
Markets

 REUTERS



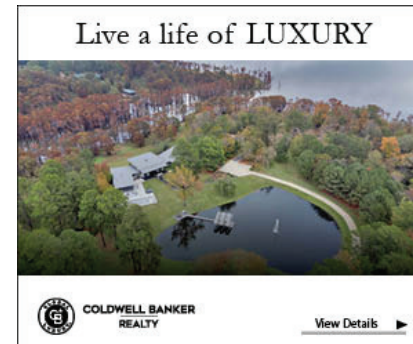
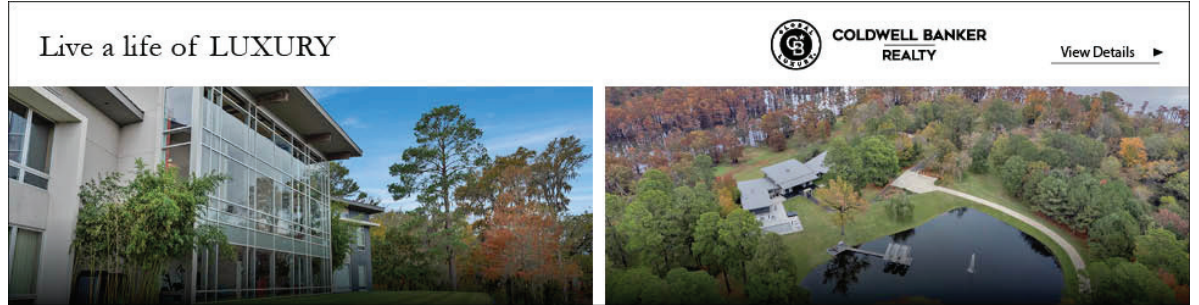
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

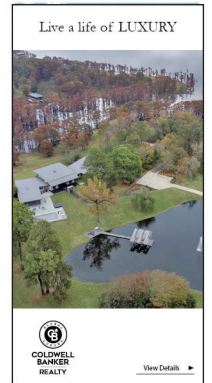
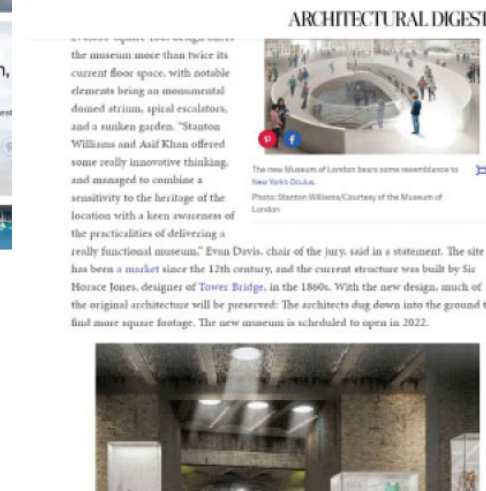
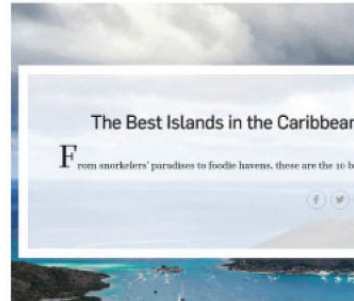
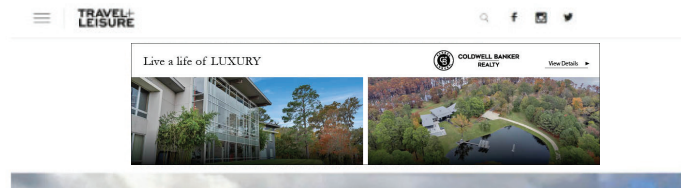
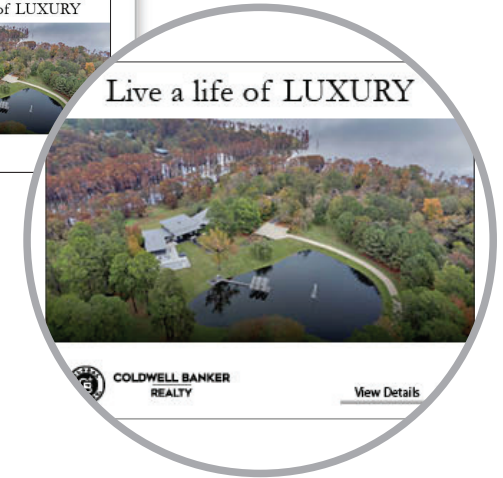
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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.

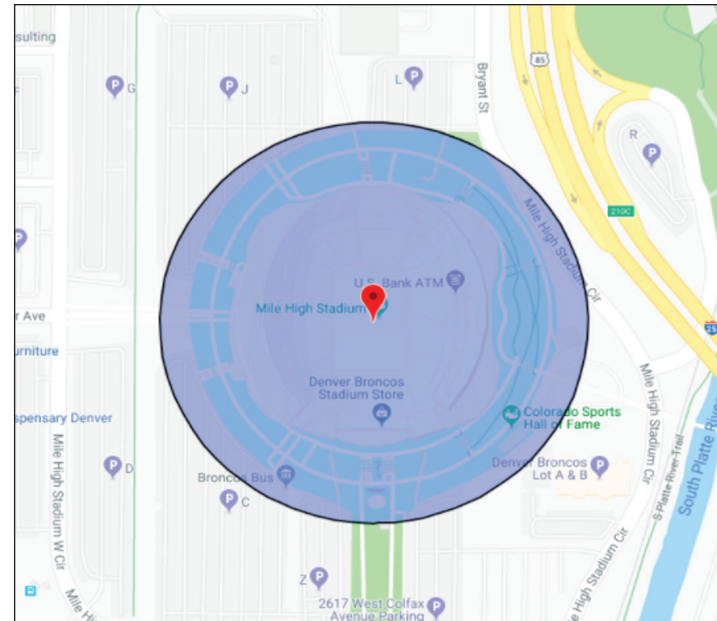
IMPRESSIONS PROGRAM SAMPLE REPORT



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

NATIVE DISPLAY

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

HIGHER ENGAGEMENT:

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



TARGETING OPTIONS INCLUDE:

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

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

Comprehensive Digital

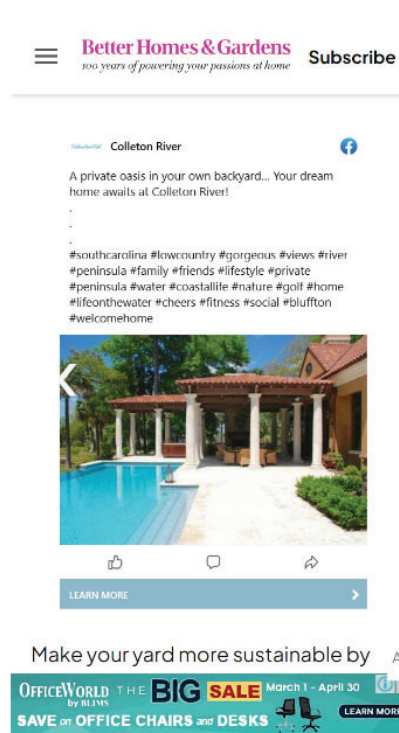
SOCIAL MIRROR ADS

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

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

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

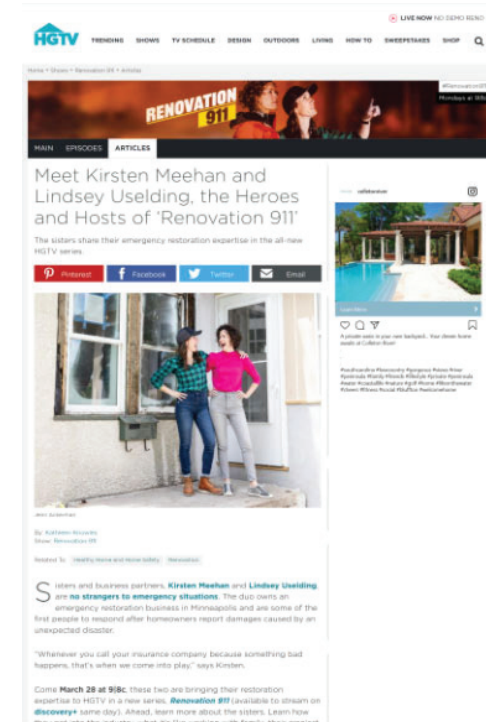
Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

PRICE: STARTING AT \$1,500 PER MONTH



Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local 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 or website.



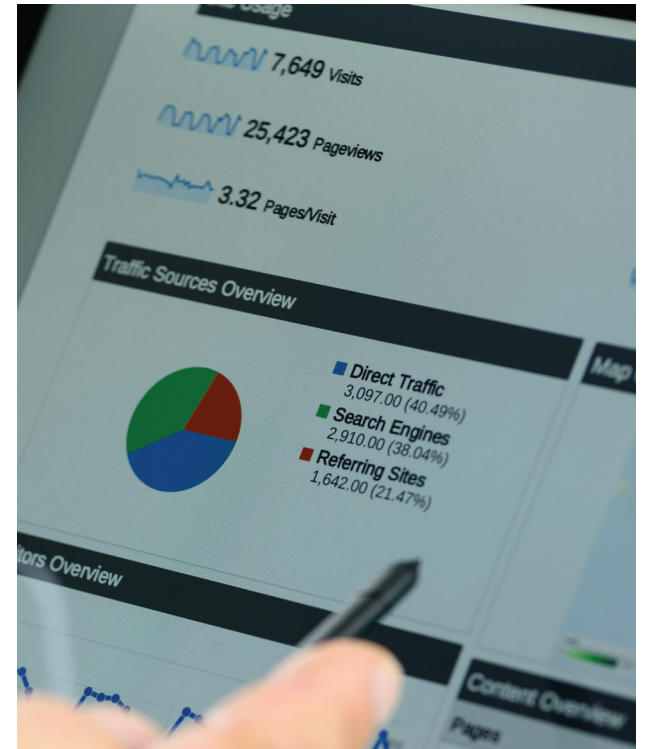
CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

PROGRAM COST:

**\$750 CAMPAIGN SET UP
FROM \$850 PER MONTH**





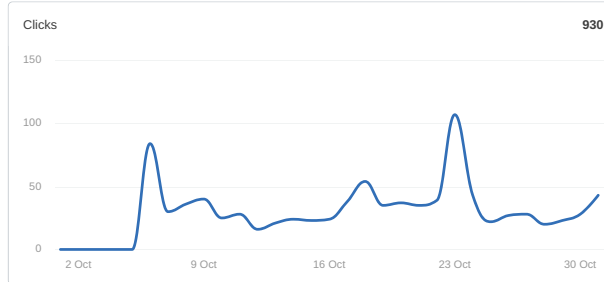
Google AdWords

CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.

Coldwell Banker

Google Ads Impressions	Google Ads Clicks	Google Ads CTR	Google Ads Phone Calls	Average Cost-Per-Click	Google Ads Interaction R...
85,229	930	1.09%	9	\$1.52	1.14%



Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
SKY - SMART	459	\$312.71	\$39.09	74,095
SKY - PMAX	290	\$359.88	\$179.94	8,209
SKY - General	75	\$278.65	\$0.00	1,432
SKY - Boulder	53	\$293.25	\$293.25	1,145
SKY - Trademark	38	\$134.26	\$134.26	259
SKY - Niwot	11	\$33.94	\$0.00	69
SKY - Longmont	4	\$19.24	\$0.00	16
SKY - Golden	0	\$0.00	\$0.00	3
SKY - Superior	0	\$0.00	\$0.00	1

Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"home for sale boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

Google AdWords

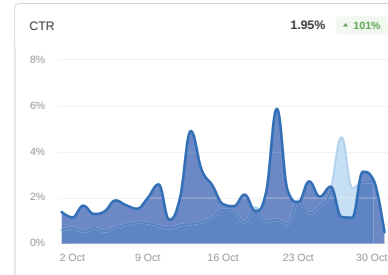
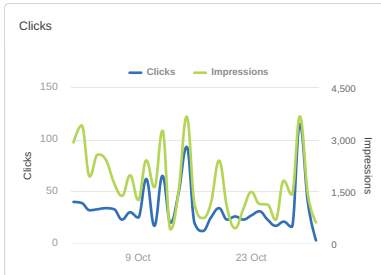
MONTHLY REPORTING

Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



October 2023

October KPI's



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$0.94

Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

Keywords

Showing 23 of 23 Rows

KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean realty	1	1	1

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

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

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 >](#)

SPONSORED BY CRAIN EDUCATOR'S
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

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

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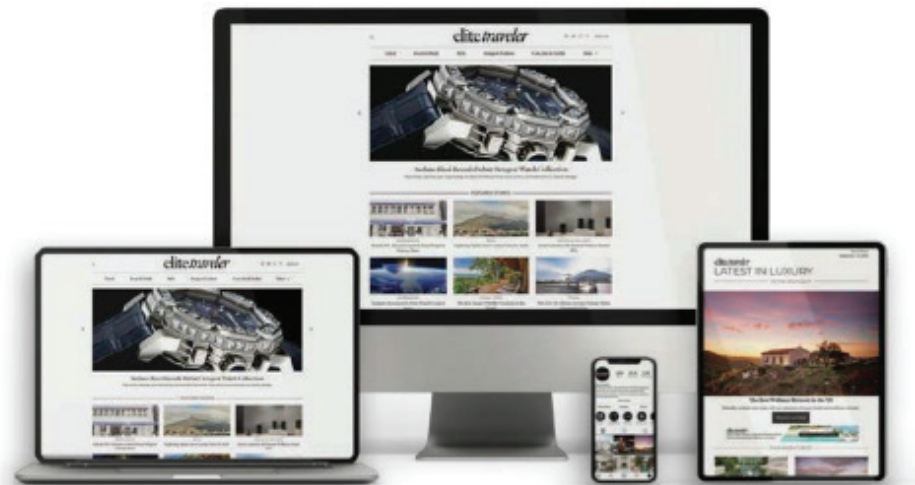
Elite Traveler

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.com

ROTATING GALLERY

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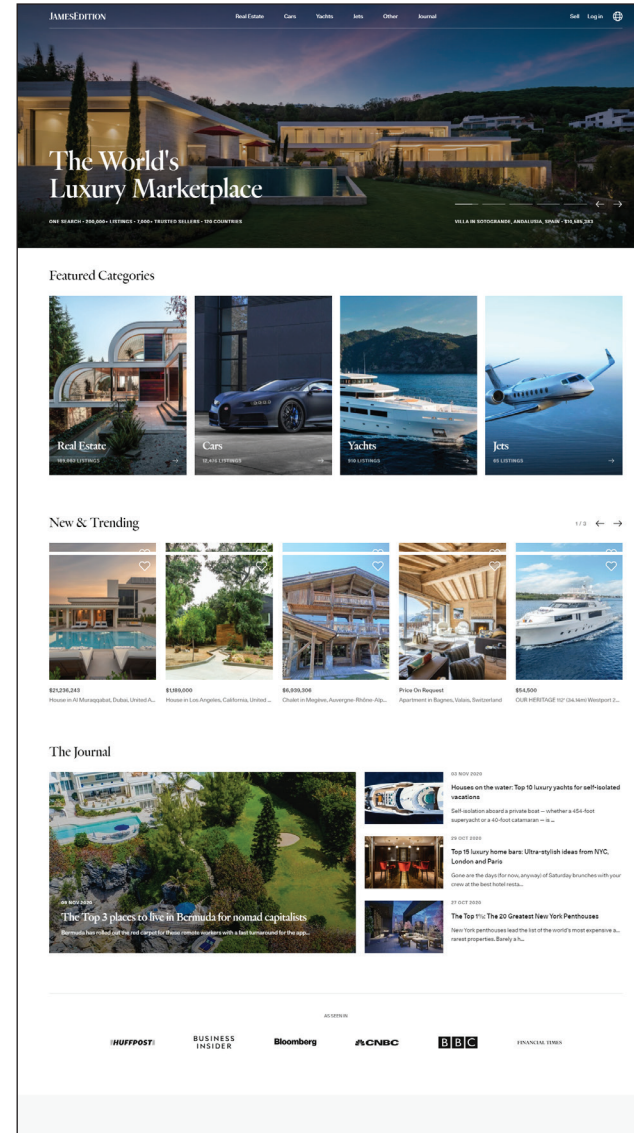
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

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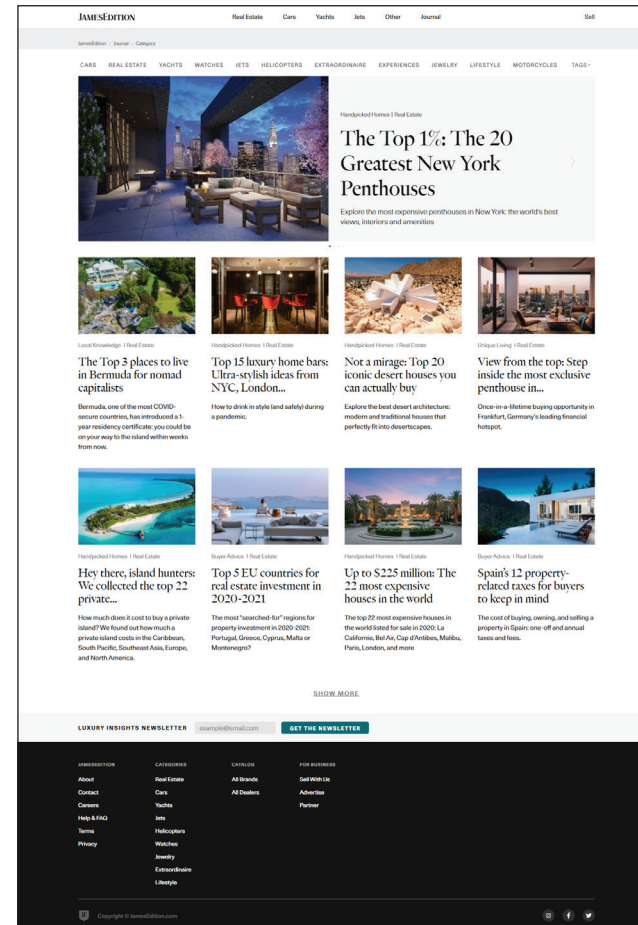
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

NEW & TRENDING

FEATURED LUXURY POSITION

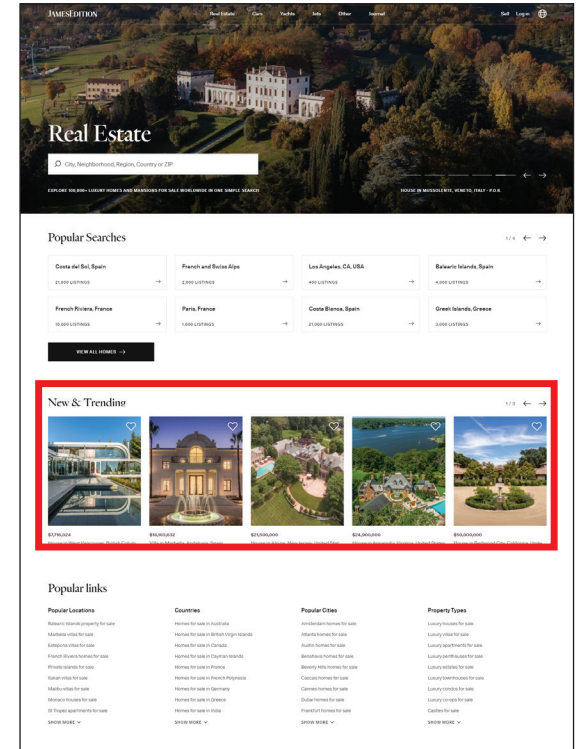
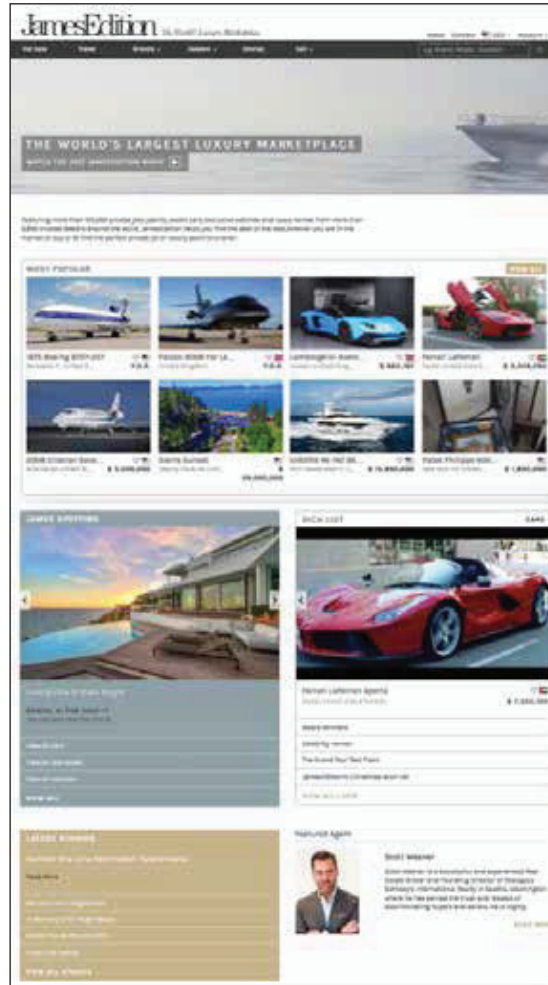
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE: \$1,200

REAL ESTATE PAGE: \$1,000



jamesedition.com

SOCIAL MEDIA POST

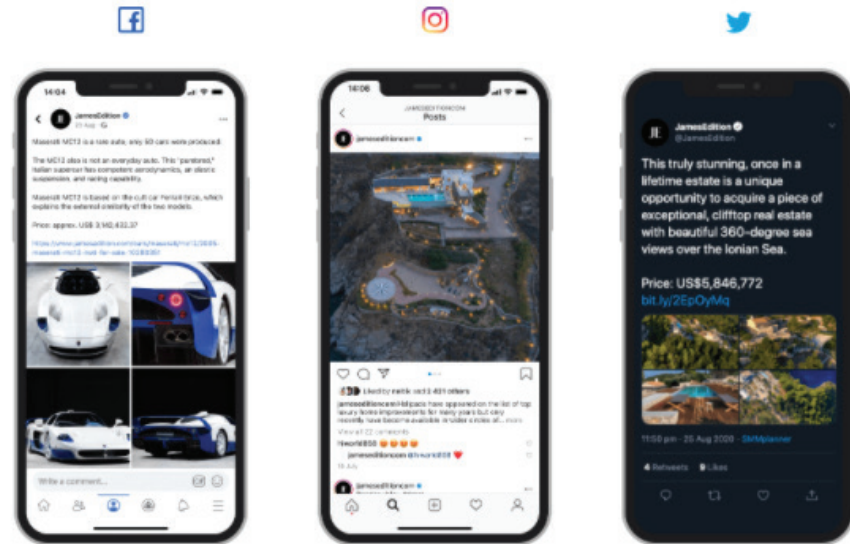
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- 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

Land.com

The Land.com Network is the largest online marketplace for discovering, buying and selling rural real estate.

LANDS OF AMERICA

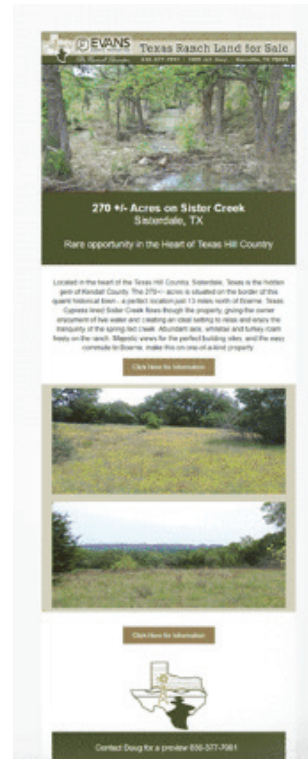
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

LAND AND FARM

A top-tier rural property marketplace, Land And Farm receives more than 2 million visits and 16 million page views monthly.

LAND WATCH

LandWatch is an online leader in rural properties and land for sale, including home sites for vacation, recreation or investment.



UNIVERSAL FEATURED PROPERTY

Featured on all 3 Land.com sites.

PRICE: \$750

DEDICATED EMAILS

PRICE: \$1,500

SIGNATURE LISTINGS

PRICE: \$125/ONE LISTING
\$330/3 LISTINGS
\$1,200/12 LISTINGS

Land Report

TheLandReport.com is the official Web site for The Land Report Magazine and serves as a daily guidebook for American landowners, featuring a database full of credible and relevant stories gathered daily from media outlets around the country. The daily headlines are a must-read for landowners who want to stay up-to-date on topics that matter most to them.

- Net Worth: **89.3M**
- Household Income: **\$9.2M**

Top In-Bound Markets:

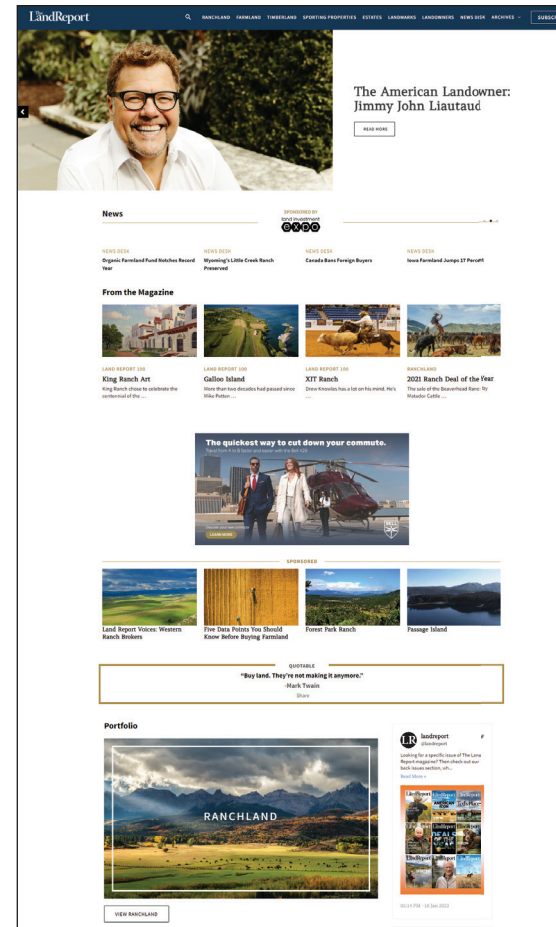
- Texas
- California
- Florida
- Colorado
- New York
- Illinois
- Georgia
- North Carolina
- Pennsylvania
- South Carolina

FEATURED LISTING

Maximize visibility for your top listings through the Featured Listing panel. This fully interactive digital ad is served to over 18,000 unique visitors per month in a prime, centralized location on the homepage. Featured Listings is the perfect venue to debut new listings, drone videos, or photo galleries.

PRICE: \$3,000

COMBO BUY - ALL 3 PLACEMENTS \$5,000



SOCIAL MEDIA POSTS

\$1,125/ALL CHANNELS

ONLINE DIRECTORY LISTING

Premium listing

\$2,500/MONTH

RobbReport.Com

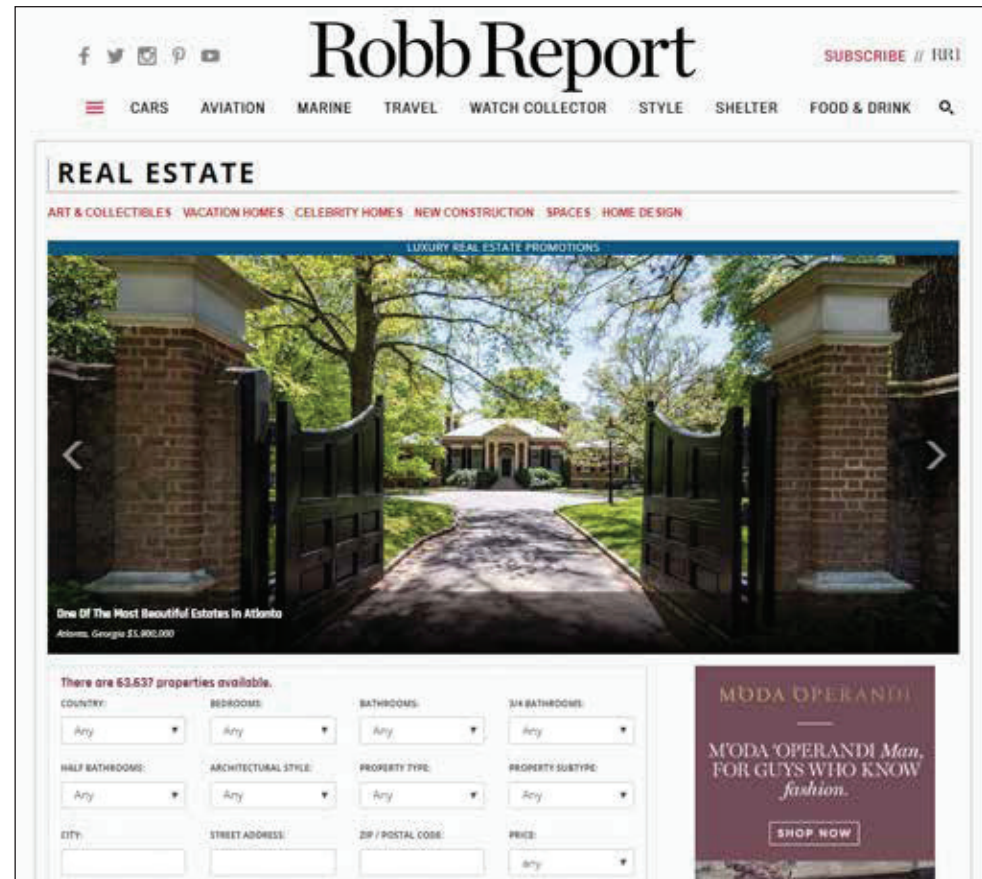
REAL ESTATE MEDIA BAR

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



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)

WEEKLY ENEWSLETTER

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

PRICE: \$2,380

[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/CONTRAST 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	\$18,900,000
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	\$12,900,000
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	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$23,000,000
Whisper	\$1,053,300	26	\$25,900,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
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

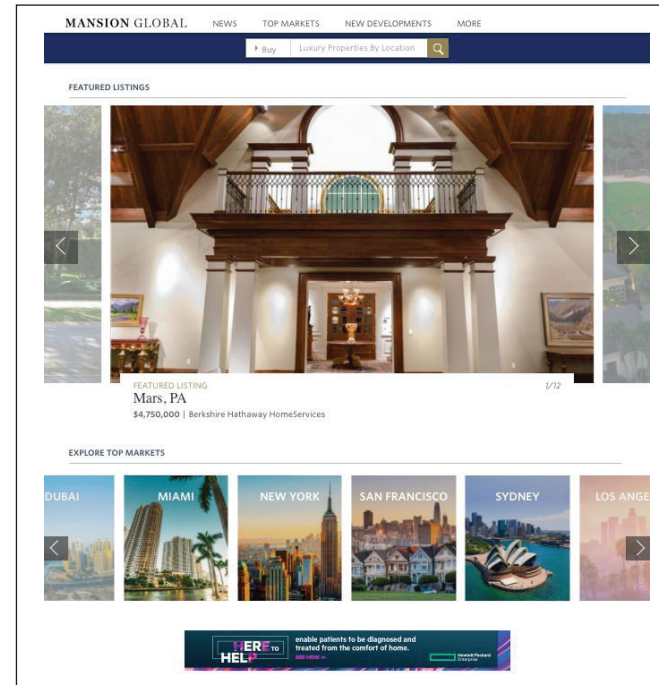
Powered by AllChives

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, NATIONAL: \$5,795

BUY 4 GET 1 FREE

PROPERTY PORTFOLIO: \$2,355

THE WALL STREET JOURNAL.
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 22 • \$4.00
 DOW JONES: 29,512.39 NASDAQ: 8,618.09 S&P 500: 3,012.14 10-YR TREAS: 2.57% GOLD: 1,142.20 EURO: 1.1212 YEN: 107.12

What's News
Business Finance
 Fed officials said they will cut the overnight rate and increase the size of the emergency lending program to help businesses and households.
 The Fed is investigating how and whether the economy is being affected by the coronavirus outbreak.
 Target, Kohl's and other retailers have posted losses for the first time in years.
 The Fed is investigating how and whether the economy is being affected by the coronavirus outbreak.
 The Fed is investigating how and whether the economy is being affected by the coronavirus outbreak.

Fed Cuts Rates Amid Virus Fears
 Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis.
 The Fed's move to cut rates and inject liquidity into the market was a surprise, given the central bank's previous stance of "wait and see." The move was widely expected, but the magnitude of the cut and the size of the liquidity program were not.

Biden Picks Up String of Victories, Sanders Logs Big Win in California
 Former Vice President Joe Biden took the stage in Los Angeles after a string of Super Tuesday primary contests.
 Biden picked up victories in California, Nevada, and Colorado, while Sanders won a big win in California.

Tennessee Twisters Kill at Least 25
 Twisters slipped through Tennessee on Tuesday, killing at least 25 people as the twisters covered a path through several residential neighborhoods and rural areas in a heavily wooded neighborhood.
 A line of storm began to form across Tennessee on Monday, spawning three twisters in the middle part of the state.

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

DALLAS: \$2,710

July/August issue closes April 10th



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

Closes April 4



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
QUARTER PAGE: \$4,800



PRINT

GQ

For more than 50 years, GQ has been the premier men's magazine, providing definitive coverage of style and culture. With its unique and powerful design, work from the finest photographers, and a stable of award-winning writers, GQ reaches millions of leading men each month.

FULL PAGE, COLOR

DALLAS: \$2,910

Summer issue close March 11th



PRINT

The Land Report

The Land Report magazine provides nationwide news, information and insight into 40,000 of America's most affluent current and potential home buyers & landowners. The Land Report profiles passionate landowners, high net-worth home & estate owners, identifies unique home-buying and land investment opportunities, explains ways to improve and conserve land, provides legislation updates, and highlights outdoor gear and equipment.

- Distribution: **40,000+** Print & Digital
- Average HHI: **\$9.2M**
- Average NW: **\$89.3M**
- Gender Skew: **82% Male, 18% Female**

FULL PAGE: \$4,900



Schedule, Pricing & Reach



COLDWELL BANKER
REALTY

Proposed Media Schedule & Pricing 2024

Plan 1	Ad Description	May	June	July	August	Media Total	Reach
Media							
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 - Dallas, Houston, NY, LA, SF, South Florida						
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00		\$ 3,750.00	
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Native Display	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	\$ 1,500.00		\$ 4,500.00	180,000
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
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 5,500.00				\$ 5,500.00	294,000
New & Trending Home Page	Featured Spot			\$ 1,200.00		\$ 1,200.00	38,300
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
Land.com							
Universal Featured Property	Featured on all 3 Land.com sites	\$ 750.00				\$ 750.00	
Dedicated Emails - targeted*	Dedicated Emails - targeted*	\$ 1,500.00				\$ 1,500.00	5,000
Signature Listings	Premium listing placement		\$330			\$ 330.00	
Land Report							
Portfolio Listing	Featured Listing						
Social Media Posts	Banners	\$5,000				\$ 5,000.00	60,000
Enewsletter Promotion	Online Directory Listing						25,000
Robbreport.com							
Robbreport.com	Real Estate media bar	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00		\$ 4,050.00	18,000
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,650.00				\$ 2,650.00	164,000
WSJ.com e-Newsletter	Wednesday and Friday e-Newsletter	\$ 2,380.00				\$ 2,380.00	50,000
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
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 100k	\$ 1,950.00				\$ 1,950.00	100,000
Print							
The Wall Street Journal							
The Wall Street Journal - National	2 x 7 Buy 4 get 1 free	\$ 11,590.00	\$ 11,590.00	Bonus		\$ 23,180.00	1,288,848
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	Full page Property Gallery			\$ 980.00		\$ 980.00	100,000
The New York Times							
The New York Times	Featured Listing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 3,000.00	1,143,804
Conde Nast Magazines Regional Pages							
Architectural Digest - Dallas	Full Page			\$ 2,710.00		\$ 2,710.00	18,000
GQ - Dallas	Full Page		\$ 2,910.00			\$ 2,910.00	18,000
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	\$ 1,250.00		\$ 3,750.00	631,371
Financial Times	Quarter Page		\$ 4,800.00			\$ 4,800.00	210,457
Land Report							
Land Report	Full page		\$ 4,900.00		\$ 4,900.00	\$ 9,800.00	80,000
TOTAL						\$ 127,735.00	12,368,552
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							

Proposed Media Schedule & Pricing 2024

Plan 2	Ad Description	May	June	July	August	Media Total	Reach
Media							
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 - Dallas, Houston, NY, LA, SF, South Florida						
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00		\$ 3,750.00	
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Native Display	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		\$ 3,000.00	120,000
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
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 3,300.00				\$ 3,300.00	294,000
New & Trending Home Page	Featured Spot			\$ 1,200.00		\$ 1,200.00	38,300
Social Media	Listing Feature	\$ 1,000.00				\$ 1,000.00	148,000
Land.com							
Universal Featured Property	Featured on all 3 Land.com sites	\$ 750.00				\$ 750.00	
Signature Listings	Premium listing placement		\$330			\$ 330.00	
Land Report							
Social Media Posts	Banners		\$ 1,125.00			\$ 1,125.00	60,000
Robbreport.com							
Robbreport.com	Real Estate media bar	\$ 1,350.00	\$ 1,350.00			\$ 2,700.00	12,000
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,650.00				\$ 2,650.00	164,000
WSJ.com e-Newsletter	Wednesday and Friday e-Newsletter	\$ 2,380.00				\$ 2,380.00	50,000
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
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 - National	2 x 7 Buy 4 get 1 free	\$ 5,795.00	\$ 5,795.00	\$ 5,795.00		\$ 17,385.00	1,933,272
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	Full page Property Gallery			\$ 980.00		\$ 980.00	100,000
The New York Times							
The New York Times	Featured Listing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 3,000.00	1,143,804
Conde Nast Magazines Regional Pages							
Architectural Digest - Dallas	Full Page			\$ 2,710.00		\$ 2,710.00	18,000
GQ - Dallas	Full Page		\$ 2,910.00			\$ 2,910.00	18,000
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	\$ 1,250.00		\$ 3,750.00	631,371
TOTAL						\$ 93,665.00	10,436,519
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy							
Pricing Subject to Change							

Proposed Media Schedule & Pricing 2024

Plan 3 Media	Ad Description	May	June	July	August	Media Total	Reach
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - Dallas, Houston, NY, LA, SF, South Florida						
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00		\$ 3,750.00	
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00			\$ 1,500.00	60,000
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
New & Trending Home Page	Featured Spot			\$ 1,200.00		\$ 1,200.00	38,300
Social Media	Listing Feature	\$ 500.00				\$ 500.00	148,000
Land.com							
Universal Featured Property	Featured on all 3 Land.com sites	\$ 750.00				\$ 750.00	
Signature Listings	Premium listing placement		\$330			\$ 330.00	
Land Report							
Social Media Posts	Banners		\$ 1,125.00			\$ 1,125.00	60,000
Robbreport.com							
Robbreport.com	Real Estate media bar	\$ 1,350.00	\$ 1,350.00			\$ 2,700.00	12,000
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,650.00				\$ 2,650.00	164,000
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
Chicago Tribune							
Chicago Tribune	Custom Email 50k	\$ 1,200.00				\$ 1,200.00	50,000
Print							
The Wall Street Journal							
The Wall Street Journal - National	2 x 7 Buy 4 get 1 free	\$ 5,795.00	\$ 5,795.00			\$ 11,590.00	1,288,848
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00	\$ 2,355.00	\$ 4,710.00		\$ 9,420.00	2,577,696
The Wall Street Journal							
Mansion Global Experience Luxury	Full page Property Gallery			\$ 980.00		\$ 980.00	100,000
The New York Times							
The New York Times	Featured Listing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 3,000.00	1,143,804
Conde Nast Magazines Regional Pages							
Architectural Digest - Dallas	Full Page			\$ 2,710.00		\$ 2,710.00	18,000
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	\$ 1,250.00		\$ 3,750.00	631,371
TOTAL						\$ 70,295.00	9,143,519
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							