



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

42 Nurmi Drive  
& 2521 Del Lago Drive  
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 42 Nurmi Drive & 2521 Del Lago Drive

SKY Advertising is excited to present to Coldwell Banker Ft Lauderdale a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the 42 Nurmi Drive & 2521 Del Lago Drive.

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 Ft Lauderdale, FL.

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

LET'S DO  
GREAT THINGS TOGETHER

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# Digital Offerings



**COLDWELL BANKER**  
**REALTY**



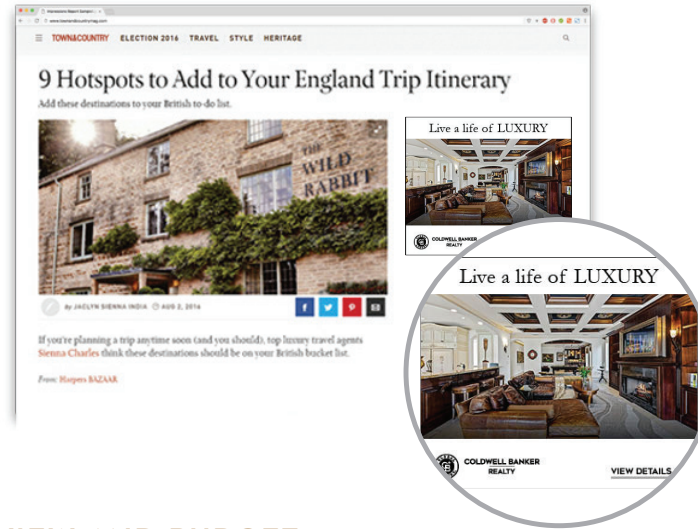
# Impressions Campaign

**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: **42 Nurmi Drive & 2521 Del Lago Drive**
- Flight Dates: **February 15, 2024 -May 15, 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

## DIGITAL

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# 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 WALL STREET JOURNAL.

FOX BUSINESS

Forbes



BARRON'S

INVESTOR'S BUSINESS DAILY



YACHTING  
MONTHLY

YACHTING  
MONTHLY

POWER  
& MOTORYACHT



BOATING

FLORIDA  
SPORTSMAN

SaltWater  
SPORTSMAN

SPORT  
FISHING



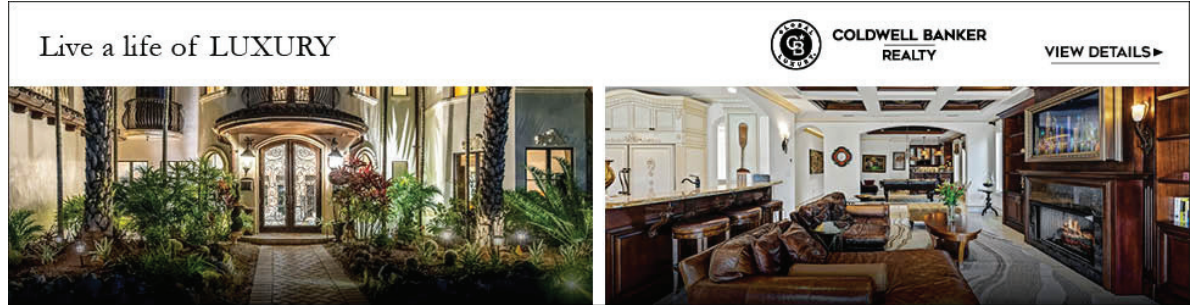
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

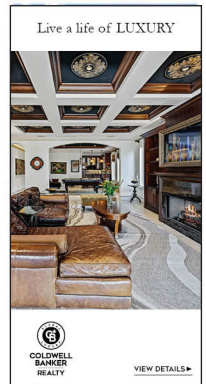
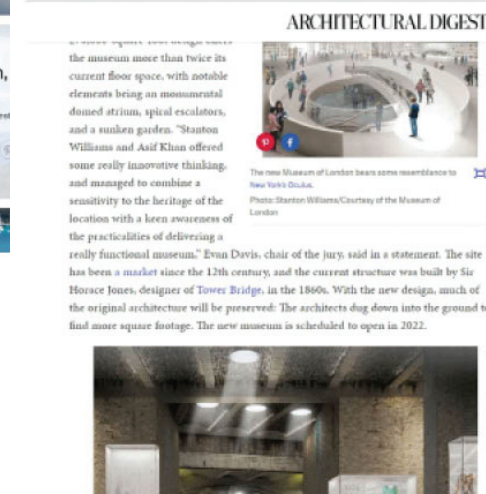
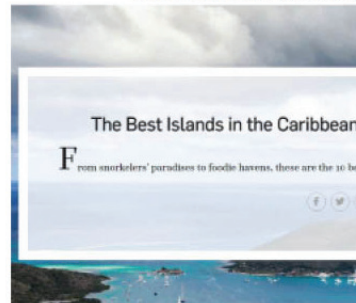
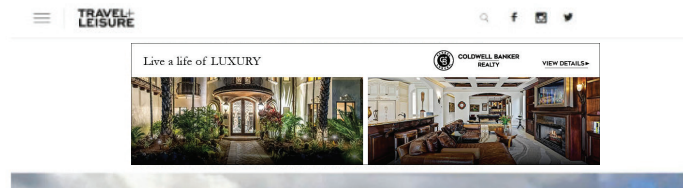
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites





# Comprehensive Reporting For Your Customized Campaign

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

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

## IMPRESSIONS PROGRAM SAMPLE REPORT



# Impressions Scheduling

After doing some research, we have put together an integrated program that targets a high-net-worth audience living in Fort Lauderdale, Miami, New York, California, Chicago, Washington, and the Hamptons.

The program, with a projected start date of February 15th, will run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A site-specific segment of premium news and business/finance focused websites (e.g. WSJ.com, FoxBusiness.com, Reuters.com etc.)
- A site-specific segment of premium boating, yachting and fishing websites (e.g., boatingmag.com, yachtworld.com, etc.)
- A Custom Intent segment that will allow us to show banners to adult boating enthusiasts living in Fort Lauderdale, Miami, New York, California, Chicago, Washington, and the Hamptons.
- A behavioral targeting segment that will allow us to show banners to adults actively searching for Fort Lauderdale area real estate and living in New York, California, Chicago, Washington, and the Hamptons.
- An In-Market Intent segment that will allow us to show banners to adults actively searching for residential real estate and living in Broward County.

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

## BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). Since this segment targets behavior first, the banners could end up showing on any site across the web.

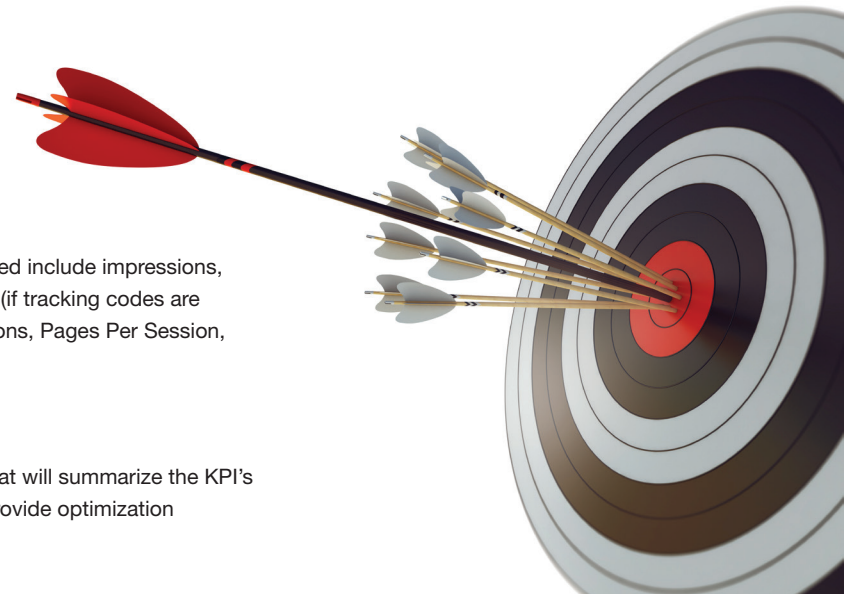
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech sites.

## MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions

## REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.



# Impressions Scheduling

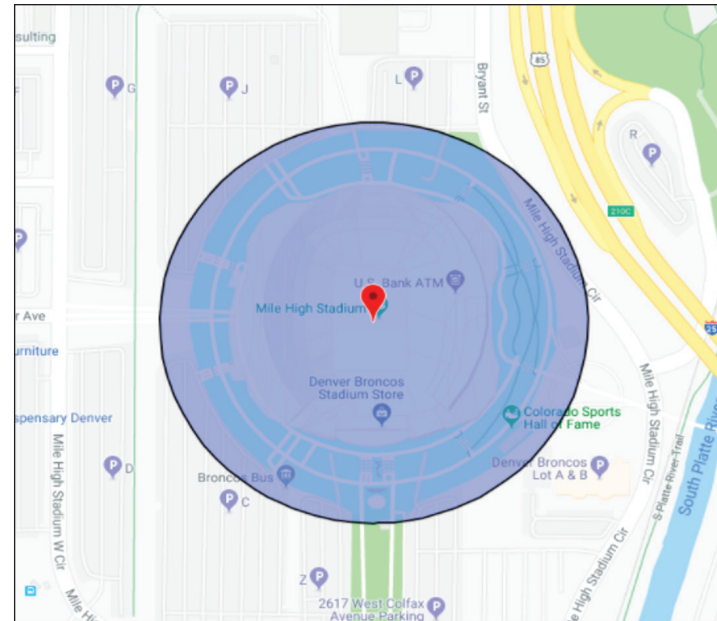
CBGL FL 42 Nurmi Drive and 2521 Del Lago Drive

| Media                                           | Geo-Target                                                                  | February |   |    |    | March |   |    |    | April |   |    |    | May |   |    | Impressions      |         |
|-------------------------------------------------|-----------------------------------------------------------------------------|----------|---|----|----|-------|---|----|----|-------|---|----|----|-----|---|----|------------------|---------|
|                                                 |                                                                             | 1        | 8 | 15 | 22 | 1     | 8 | 15 | 22 | 29    | 7 | 14 | 21 | 28  | 4 | 11 |                  | 18      |
| WSJ.com                                         | Fort Lauderdale, Miami, New York, California, Chicago, Washington, Hamptons |          |   |    |    |       |   |    |    |       |   |    |    |     |   |    |                  |         |
| FoxBusiness.com                                 |                                                                             |          |   |    |    |       |   |    |    |       |   |    |    |     |   |    |                  |         |
| Forbes.com                                      |                                                                             |          |   |    |    |       |   |    |    |       |   |    |    |     |   |    |                  |         |
| CNBC.com                                        |                                                                             |          |   |    |    |       |   |    |    |       |   |    |    |     |   |    |                  |         |
| Barrons.com                                     |                                                                             |          |   |    |    |       |   |    |    |       |   |    |    |     |   |    |                  |         |
| Investors.com                                   |                                                                             |          |   |    |    |       |   |    |    |       |   |    |    |     |   |    |                  |         |
| Reuters.com                                     |                                                                             |          |   |    |    |       |   |    |    |       |   |    |    |     |   |    |                  |         |
| yachtingmonthly.com                             | Fort Lauderdale, Miami, New York, California, Chicago, Washington, Hamptons |          |   |    |    |       |   |    |    |       |   |    |    |     |   |    |                  |         |
| yachtworld.com                                  |                                                                             |          |   |    |    |       |   |    |    |       |   |    |    |     |   |    |                  |         |
| powerandmotoryacht.com                          |                                                                             |          |   |    |    |       |   |    |    |       |   |    |    |     |   |    |                  |         |
| sailmagazine.com                                |                                                                             |          |   |    |    |       |   |    |    |       |   |    |    |     |   |    |                  |         |
| boatingmag.com                                  |                                                                             |          |   |    |    |       |   |    |    |       |   |    |    |     |   |    |                  |         |
| floridasportsman.com                            |                                                                             |          |   |    |    |       |   |    |    |       |   |    |    |     |   |    |                  |         |
| saltwatersportsman.com                          |                                                                             |          |   |    |    |       |   |    |    |       |   |    |    |     |   |    |                  |         |
| sportfishingmag.com                             |                                                                             |          |   |    |    |       |   |    |    |       |   |    |    |     |   |    |                  |         |
| Behavioral - Boating Enthusiasts                | Fort Lauderdale, Miami, New York, California, Chicago, Washington, Hamptons |          |   |    |    |       |   |    |    |       |   |    |    |     |   |    |                  | 200,000 |
| Custom Intent - Ft. Lauderdale Area Real Estate | New York, California, Chicago, Washington, Hamptons                         |          |   |    |    |       |   |    |    |       |   |    |    |     |   |    |                  | 225,000 |
| In-Market - Residential Real Estate             | Broward County                                                              |          |   |    |    |       |   |    |    |       |   |    |    |     |   |    |                  | 325,000 |
| <b>Total Impressions</b>                        |                                                                             |          |   |    |    |       |   |    |    |       |   |    |    |     |   |    | <b>1,500,000</b> |         |

# Digital Event Targeting

## GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



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

### TARGET SPECIFIC EVENTS AND LOCATIONS

- From \$1,500/month



# Comprehensive Digital

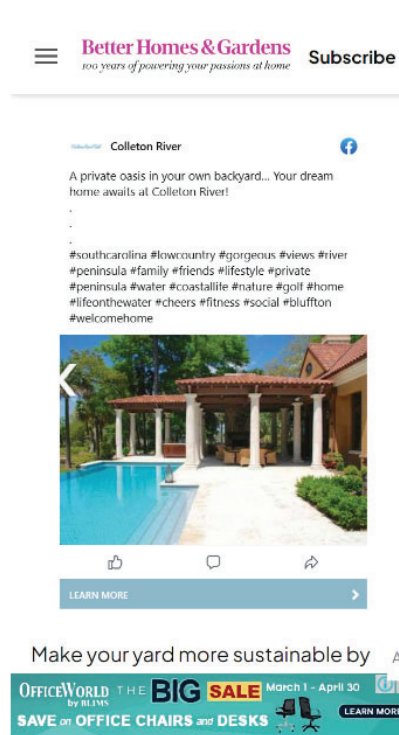
## SOCIAL MIRROR ADS

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

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

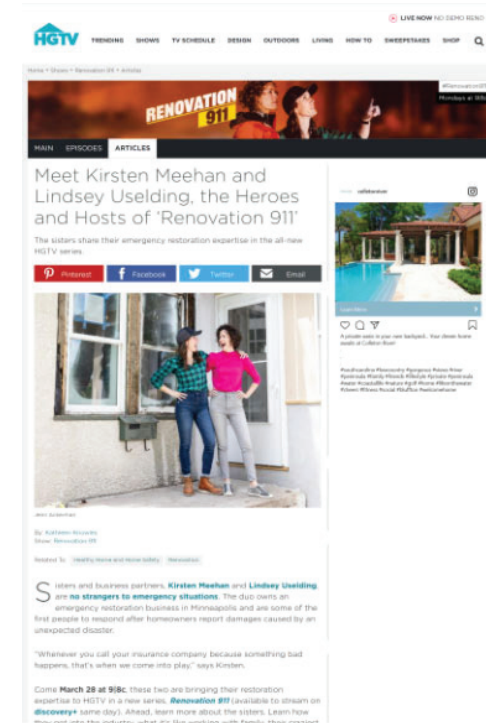
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



## TARGETING ABILITIES:

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



**PRICE: FROM \$1,500/MONTH**  
**100,000 IMPRESSIONS**

# 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.

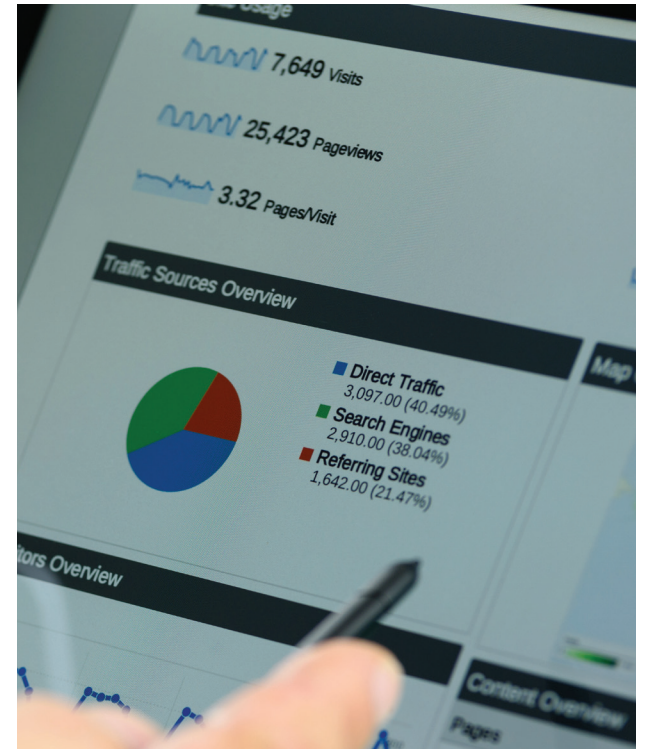


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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 SET UP  
STARTING \$850/MONTH**



# Google AdWords

## GEOTARGETING

- New York
- Fort Lauderdale
- Miami
- California
- Chicago
- Washington
- Hamptons

## AUDIENCES & DEMOGRAPHICS

Which can include:

- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting
- Luxury Vehicle Enthusiasts
- Golf Enthusiasts
- Boats & Watercraft

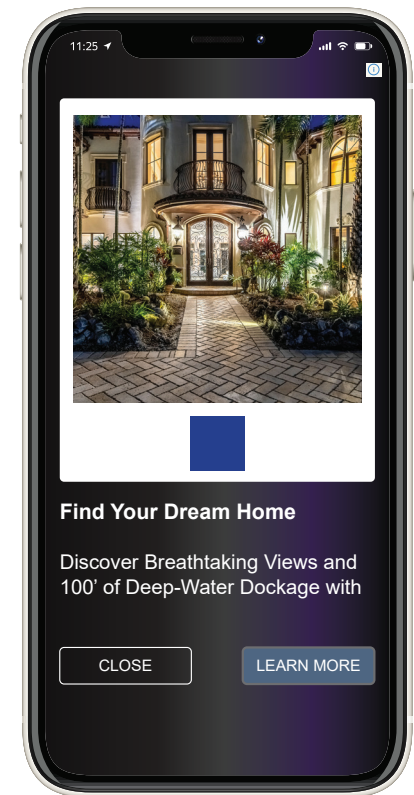
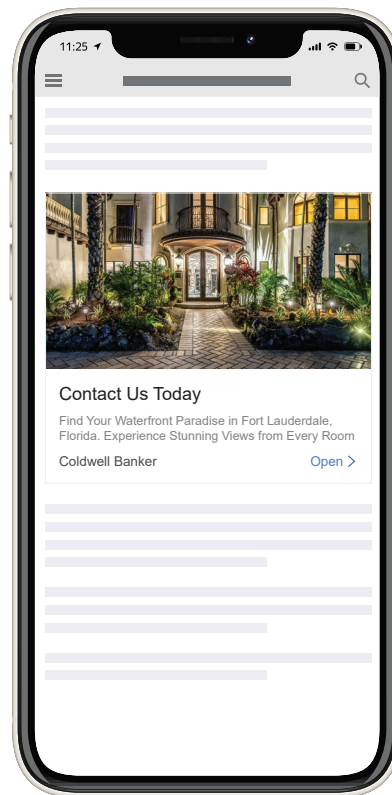
## DESCRIPTIONS/LONG HEADLINES

- Find Your Waterfront Paradise in Fort Lauderdale, Florida. Experience Luxury in Every Room of this Spacious Renovated Home with a Boatlift, 24/7 Security, and Private Beach and Marina Access.

- TDiscover Breathtaking Views and 120' of Deep-Water Dockage with this Luxury Waterfront Estate in Private Harbor Beach. Your Dream Home is a Click Away.
- Harbor Beach's Masterpeice on the Water: Elevate Your Lifestyle in this 5-Bedroom Oasis with a Chef's Kitchen, Heated Pool/Spa, Outdoor Kitchen and Bar, Deep Waterway Dockage, and 24/7 Security.
- Find Your Waterfront Paradise in Fort Lauderdale, Florida. Experience Stunning Views from Every Room of this Spacious 7-Bedroom, 6-Bath Home.
- Discover Breathtaking Views and 100' of Deep-Water Dockage with this Luxury Waterfront Estate on Nuri Isle. Your Dream Home is a Click Away.
- Nurmi Isle's Masterpeice on the Water: Elevate Your Lifestyle in this 7-Bedroom Oasis with Soaring Ceilings, Heated Pool, Grand Fireplace, and Great Outdoors Area for Entertaining.

## SHORT HEADLINES

- Fort Lauderdale Real Estate
- Find Your Dream Home
- Harbor Beach Gem
- Nurmi Isle Gem
- Coldwell Banker Global Luxury
- Contact Us Today



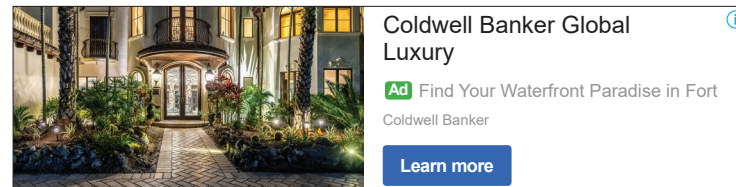
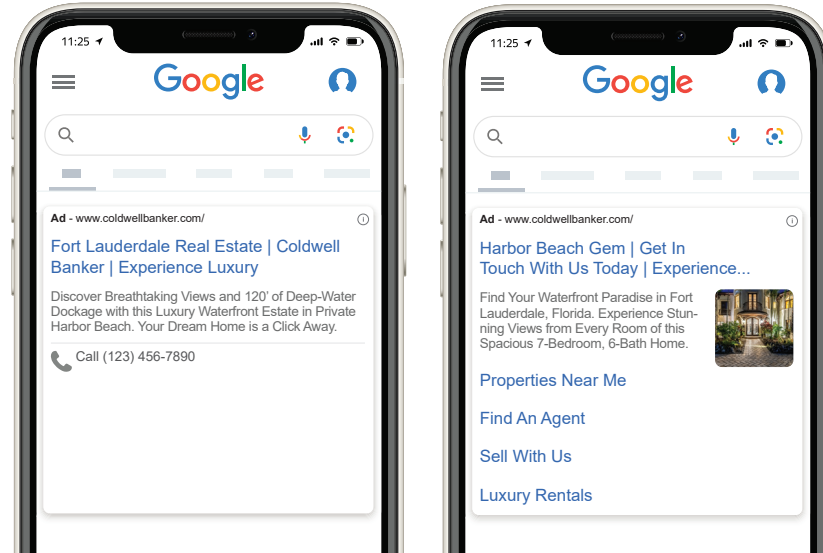
# Google AdWords

## ESTIMATED MONTHLY SEARCHES:

- 12,210

## KEYWORD SAMPLE:

- “luxury home for sale fort lauderdale”
- “harbor beach luxury home for sale”
- “nurmi isle luxury home for sale”
- “5 bedroom house for sale fort lauderdale”
- “fort lauderdale luxury real estate”
- “mansion for sale in fort lauderdale”



Ad - www.coldwellbanker.com/ (123) 456-7890

## Nurmi Isle Gem | Get InTouch With Us Today

Nurmi Isle's Masterpeice on the Water: Elevate Your Lifestyle in this 7-Bedroom Oasis with Soaring Ceilings, Heated Pool, Grand Fireplace, and Great Outdoors Area for Entertaining.

**Properties Near Me**  
Homes for Sale in Your Area  
Listings From Brokers Near You

**Sell With Us**  
List Your Home  
Be Where the World is Looking

**Find An Agent**  
Worldwide Agents  
Local Experts

**Luxury Rentals**  
Homes for Rent in Your Area  
Exclusive Listings





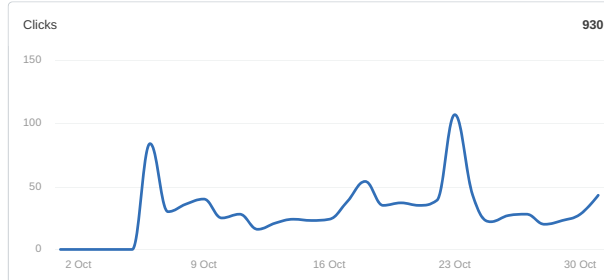
# Google AdWords

## 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 Ft Lauderdale

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



Showing 9 of 9 Rows

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

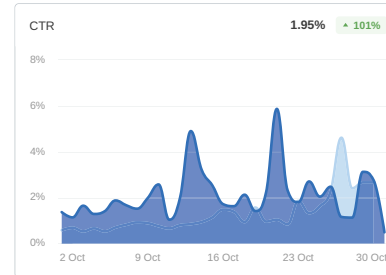
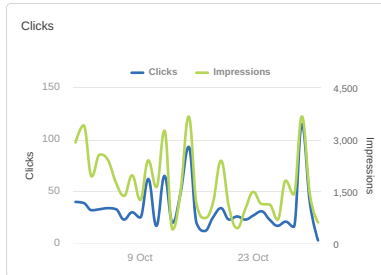
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



Coldwell Banker Ft Lauderdale  
October 2023

## October 2023

### October KPI's



|                                                          |                                                      |                                                      |                                                            |                                               |                                                     |
|----------------------------------------------------------|------------------------------------------------------|------------------------------------------------------|------------------------------------------------------------|-----------------------------------------------|-----------------------------------------------------|
| Total Impressions <span style="color: red;">▼ 46%</span> | Total Clicks <span style="color: green;">▲ 9%</span> | Phone Calls <span style="color: green;">▲ 71%</span> | Interaction Rate <span style="color: green;">▲ 218%</span> | CTR <span style="color: green;">▲ 101%</span> | Average CPC <span style="color: green;">▲ 7%</span> |
| <b>53,704</b>                                            | <b>1,049</b>                                         | <b>12</b>                                            | <b>4.17%</b>                                               | <b>1.95%</b>                                  | <b>\$0.94</b>                                       |

### 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: \$1,200**

**CUSTOM EMAIL 100K: \$1,950**

**CUSTOM EMAIL 150K: \$2,375**







# Elite Traveler

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

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

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

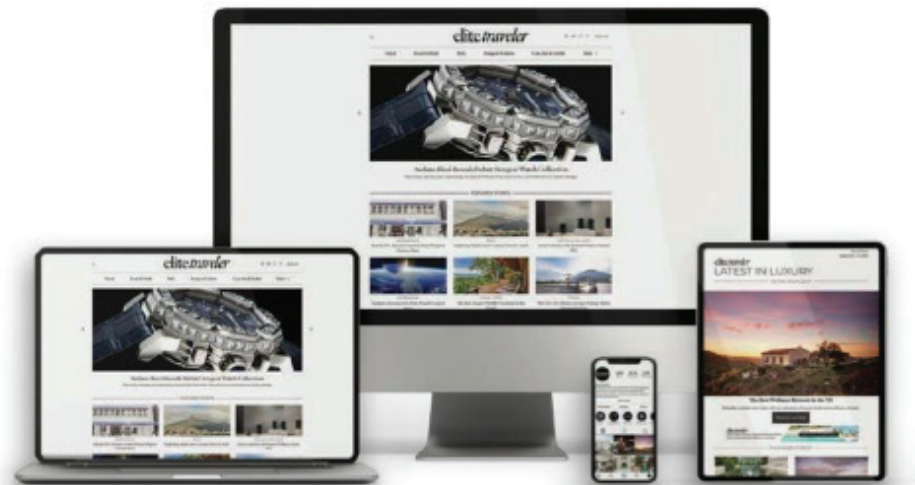
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**ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR**

**Half price with full page print purchase**

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**E-NEWSLETTER: \$2,500 PER WEEK**



## DIGITAL

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# Nob Hill Gazette

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

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

## E-NEWSLETTER

### ON THE MARKET

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

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**PRICE: \$500 PER LISTING**

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



# jamesedition.com

## E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

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

This screenshot displays the real estate section of JamesEdition.com. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. Below the search bar is a featured property listing for 'THE PENTHOUSES AT GOLDEN PEAK' with a price of \$2,900,000. A large banner for 'Nothing compares.' is also visible. The 'Featured luxury properties' section includes a grid of various listings such as '5 Bedrooms - Pent...', 'Stunning Sherwood...', 'Enviably Estate By...', and 'Modern Apartment...'. Below this is a 'News about luxury real estate' section with articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'.

# jamesedition.com

## ROTATING GALLERY

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

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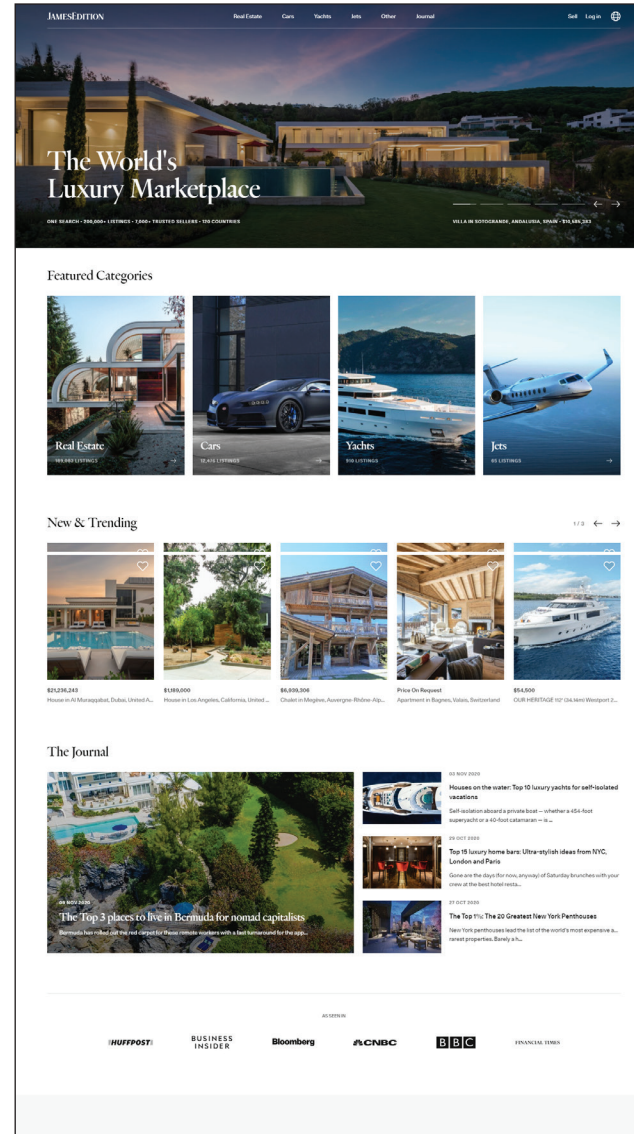
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000/MONTH

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600/MONTH





# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

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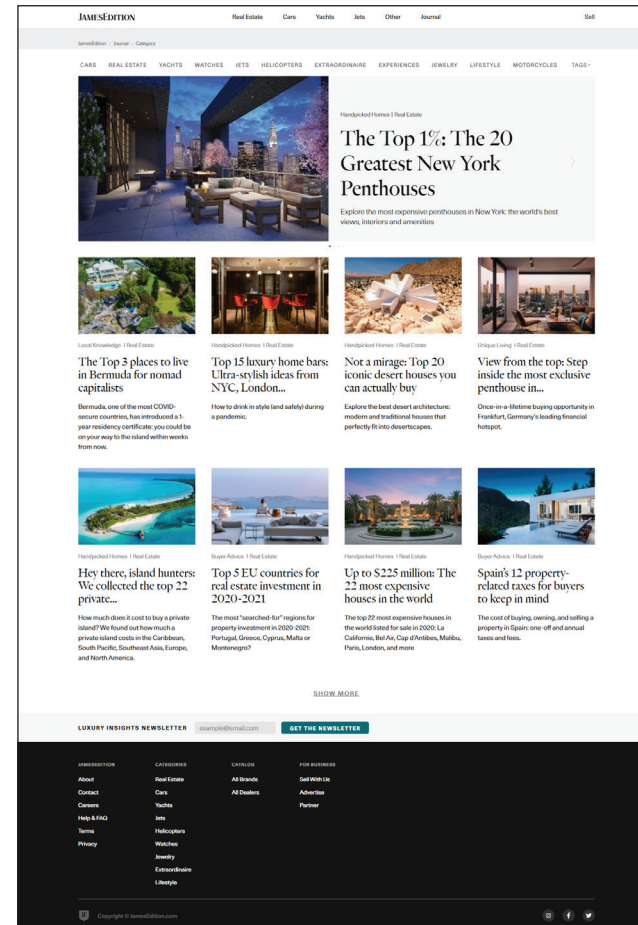
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

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

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

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





# jamesedition.com

## SOCIAL MEDIA POST

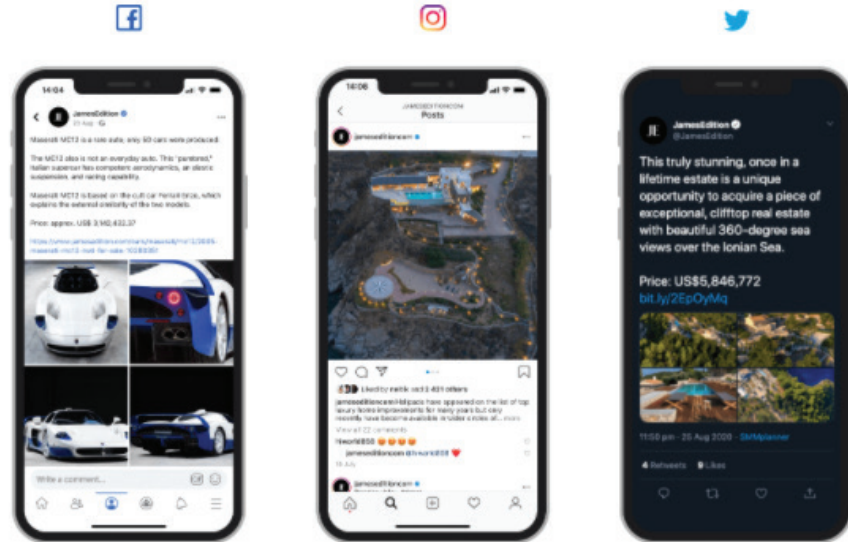
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

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



## PHOTO

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

PHOTO: \$500

## PHOTO PLUS

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

PHOTO PLUS: \$1,000 PHOTO PLUS

## VIDEO

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

VIDEO: \$1,800

## 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: \$1,750/DEPLOYMENT

# Los Angeles Times

# 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.



## SOCIAL MEDIA POST

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

- 60,000+ Followers.

**FACEBOOK POST: \$675 PER POST**  
**INSTAGRAM POST: \$800 PER POST**  
**FACEBOOK/INSTAGRAM AD:**  
**\$1,400 PER MONTH**

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

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

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

Price: \$2,500 per

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

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

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

**RMS**  
REALTY MANAGEMENT SYSTEMS

# RobbReport.com

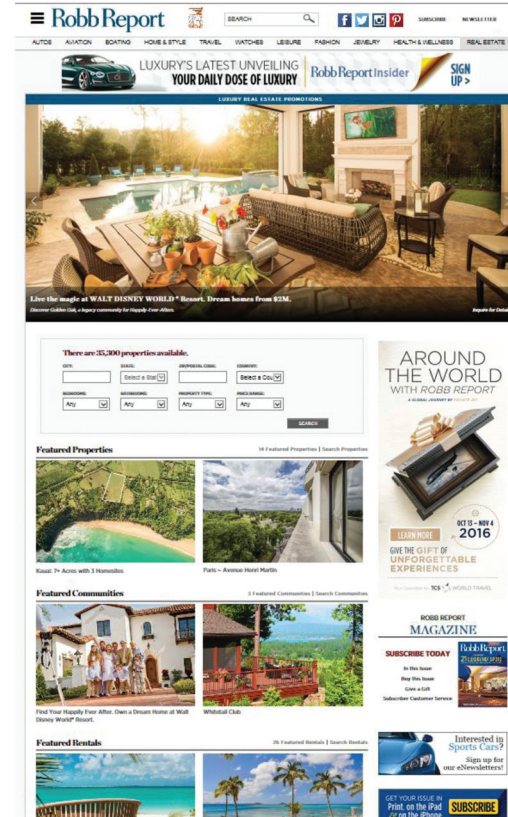
## FEATURED LISTING CAROUSEL

Large, scrolling display at the top of the real estate page – a great option to highlight a special property alongside Robb Report’s real estate articles; some of the most read content.

This carousel includes having the listing searchable in the Luxury Property Listings Platform

PRICE: \$1,350/MONTH

1 Property



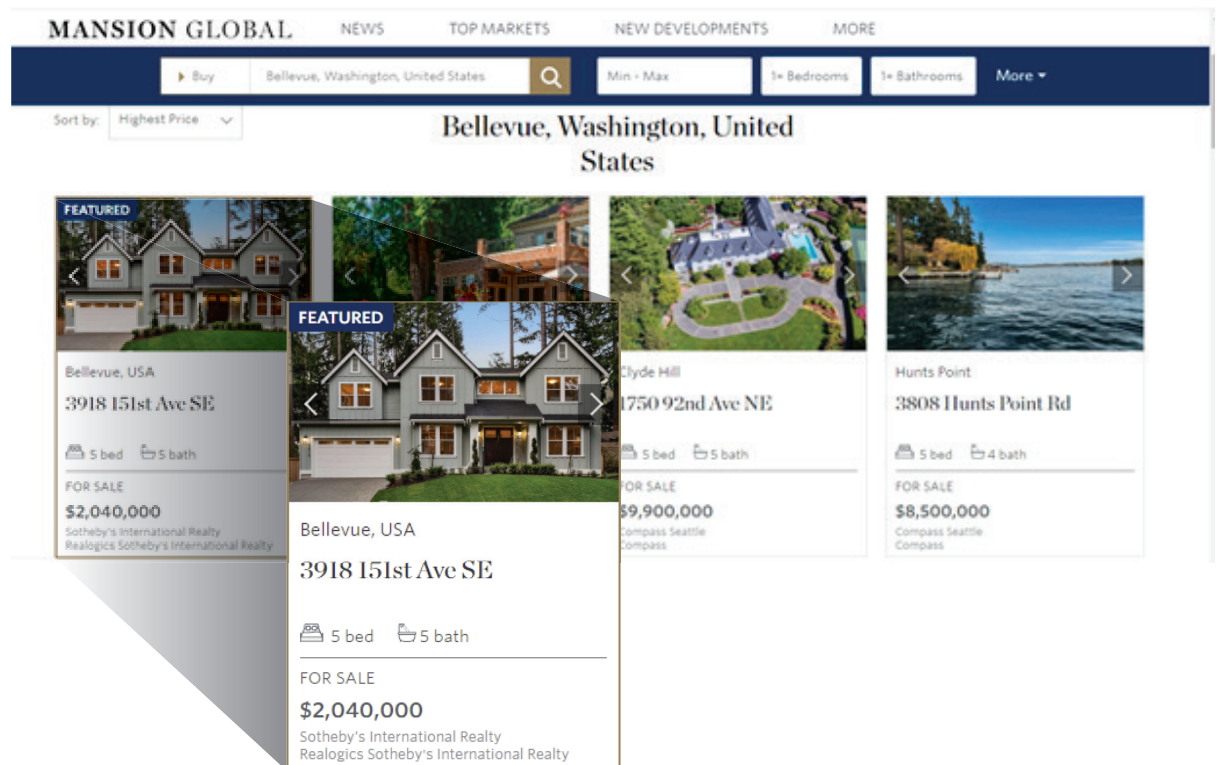
# The Wall Street Journal Online (WSJ.com)

## FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

10 PROPERTYS: \$1,200





# 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

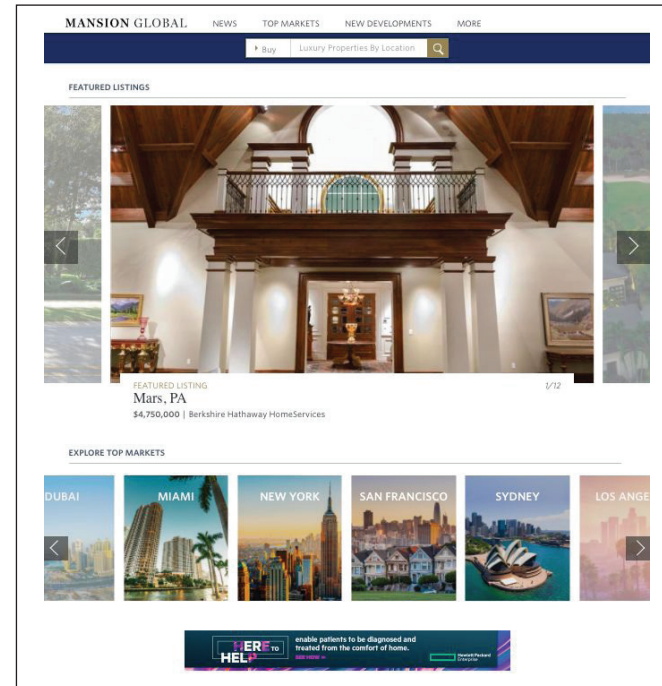


# The Wall Street Journal Online (WSJ.com)

## THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



# Boat International e-Newsletter

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

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

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

PRICE: \$750 NEWSLETTER



The screenshot shows the layout of the Boat International e-Newsletter. At the top, there is a black header with the word 'BOAT' in white and a small link 'No Images? Click here'. Below the header is a large image of a boat's steering wheel with the text 'BOAT BRIEFING' overlaid. Underneath is a section titled 'DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS' with an 'Inmarsat' logo. The main content is divided into two sections: 'LATEST BROKERAGE NEWS' and 'LATEST YACHT NEWS'. Each section contains four items, each with a small image of a yacht, a brief headline, and a 'READ MORE' button. The 'LATEST BROKERAGE NEWS' items include: 'Benetti Harmony III listed for sale with Fraser', 'Benetti Rutila E now for sale with Northrop &amp; Johnson and Denison', 'C2M price drop on Codecasa Regina d'Italia II with Edmiston &amp; Company', and '\$1M price cut on 50 metre Trinity La Dea II with IYC'. The 'LATEST YACHT NEWS' items include: 'New 60 metre Amels 200 motor yacht sold', 'Lürssen's 130 metre+ Project Lightning pictured on sea trials', 'Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus', and 'DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS' with an 'Inmarsat' logo.



# Print Offerings



COLDWELL BANKER  
REALTY









# 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: STARTING AT \$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 BOX: \$1,250**

**Global**





# Schedule, Pricing & Reach



COLDWELL BANKER  
REALTY

# Proposed Media Schedule & Pricing 2024

| Media                                                                                                                        | Ad Description                                                           | 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  | 1,500,000 |
| Million Impressions                                                                                                          | Targeting - Ft Lauderdale, Miami, NY, CA, Chicago, Washington , Hamptons |             |             |             |              |           |
| <b>Google Adwords</b>                                                                                                        |                                                                          |             |             |             |              |           |
| Google Adwords                                                                                                               | Digital PPC program                                                      | \$ 1,600.00 | \$ 850.00   | \$ 850.00   | \$ 3,300.00  | 36,630    |
| <b>Comprehensive Digital</b>                                                                                                 |                                                                          |             |             |             |              |           |
| Social Mirror Ads                                                                                                            | Mirroring Social Post                                                    | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 4,500.00  | 300,000   |
| <b>Geofencing - Event and Location</b>                                                                                       |                                                                          |             |             |             |              |           |
| Geofencing - Event and Location                                                                                              | Target specific events and locations                                     |             | \$ 1,500.00 |             | \$ 1,500.00  | 60,000    |
| <b>Chicago Tribune</b>                                                                                                       |                                                                          |             |             |             |              |           |
| Chicago Tribune                                                                                                              | Custom Email 100k                                                        | \$ 1,950.00 |             |             | \$ 1,950.00  | 100,000   |
| <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>Elite Traveler</b>                                                                                                        |                                                                          |             |             |             |              |           |
| Elite 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 E-Newsletter                                           | \$ 500.00   | \$ 500.00   |             | \$ 1,000.00  | 13,000    |
| <b>JamesEdition</b>                                                                                                          |                                                                          |             |             |             |              |           |
| Real Estate Rotating Gallery                                                                                                 | Featured Banner                                                          |             |             | \$ 1,600.00 | \$ 1,600.00  | 750,000   |
| Featured Article and E-Newsletter promotion                                                                                  | Newsletter Trending & Journal Article                                    | \$ 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                                                             | \$ 1,750.00 |             |             | \$ 1,750.00  | 30,000    |
| <b>Ocean Home</b>                                                                                                            |                                                                          |             |             |             |              |           |
| Custom E-Mail                                                                                                                | Custom E-Mail                                                            |             | \$ 2,750.00 |             | \$ 2,750.00  | 22,000    |
| Facebook Post                                                                                                                | Facebook Post                                                            |             |             | \$ 675.00   | \$ 675.00    | 21,600    |
| Instagram Post                                                                                                               | Instagram Post                                                           |             |             | \$ 800.00   | \$ 800.00    | 21,800    |
| Facebook/Instagram Ad                                                                                                        | Facebook/Instagram Ad                                                    | \$ 1,400.00 |             |             | \$ 1,400.00  | 43,400    |
| <b>Robbreport.com</b>                                                                                                        |                                                                          |             |             |             |              |           |
| Robbreport.com                                                                                                               | Featured Listing Carousel - 1 Property                                   | \$ 1,350.00 |             |             |              | 7,000     |
| <b>WSJ.com</b>                                                                                                               |                                                                          |             |             |             |              |           |
| Mansion Global Homepage Hero                                                                                                 | Mansion Global Homepage Hero                                             | \$ 2,150.00 |             |             | \$ 2,150.00  | 164,000   |
| Property Upgrades                                                                                                            | 10 Featured Property Upgrades                                            |             | \$1,200     |             | \$ 1,200.00  |           |
| Mansion Global Homepage Featured Listing Module                                                                              | Mansion Global Homepage Featured Listing Module                          | \$ 1,275.00 |             |             | \$ 1,275.00  | 164,000   |
| <b>Yachting E-Newsletter</b>                                                                                                 |                                                                          |             |             |             |              |           |
| Boat International                                                                                                           | Boat International                                                       |             | \$ 750.00   |             | \$ 750.00    | 25,600    |
| <b>Print</b>                                                                                                                 |                                                                          |             |             |             |              |           |
| <b>Elite Traveler</b>                                                                                                        |                                                                          |             |             |             |              |           |
| Elite Traveler                                                                                                               | Luxury Homes Feature - June Issue                                        |             |             | \$ 4,500.00 | \$ 4,500.00  | 557,000   |
| <b>Financial Times</b>                                                                                                       |                                                                          |             |             |             |              |           |
| Financial Times                                                                                                              | Property Gallery Box                                                     | \$ 1,250.00 | \$ 1,250.00 |             | \$ 2,500.00  | 420,914   |
| <b>The New York Times</b>                                                                                                    |                                                                          |             |             |             |              |           |
| The New York Times                                                                                                           | Featured Listing                                                         | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 3,000.00  | 1,143,804 |
| <b>The Wall Street Journal</b>                                                                                               |                                                                          |             |             |             |              |           |
| The Wall Street Journal - Florida                                                                                            | 2 x 7                                                                    | \$ 800.00   | \$ 800.00   | \$ 800.00   | \$ 2,400.00  | 203,178   |
| The Wall Street Journal - New York Metro                                                                                     | 2 x 7                                                                    | \$ 1,025.00 | \$ 1,025.00 | \$ 1,025.00 | \$ 3,075.00  | 296,394   |
| The Wall Street Journal - National                                                                                           | Property Portfolio                                                       | \$ 2,355.00 | \$ 2,355.00 | \$ 2,355.00 | \$ 7,065.00  | 1,933,272 |
| TOTAL                                                                                                                        |                                                                          |             |             |             | \$ 63,965.00 | 5,937,748 |
| *After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy<br>Pricing Subject to Change |                                                                          |             |             |             |              |           |