



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Hillview 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 Hillview

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

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 Sarasota, 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

JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

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Senior Account Executive
212-677-2671
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JIMMY CINTRÓN
Account Executive
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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: **Hillview (1515 Hillview Drive)**
- Flight Dates: **Two Weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

100K Impressions per two weeks:	\$900
250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES

Telegraph.co.uk

THE WALL STREET JOURNAL.



Forbes

Bloomberg
Markets



The
Economist

GULF NEWS 



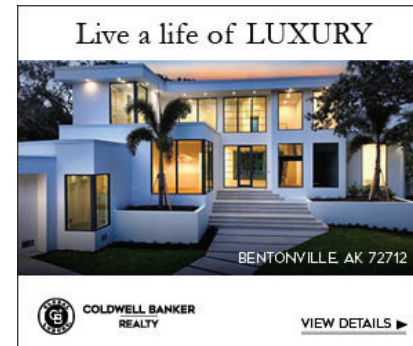
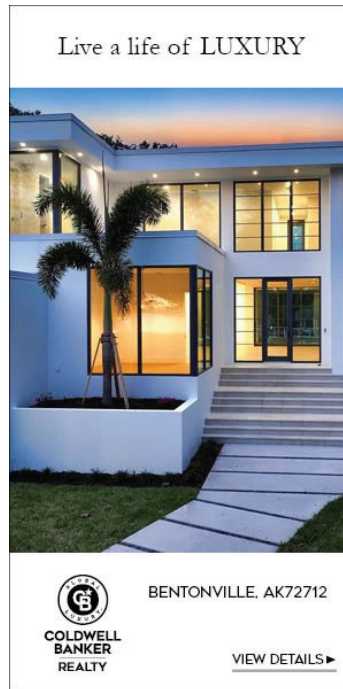
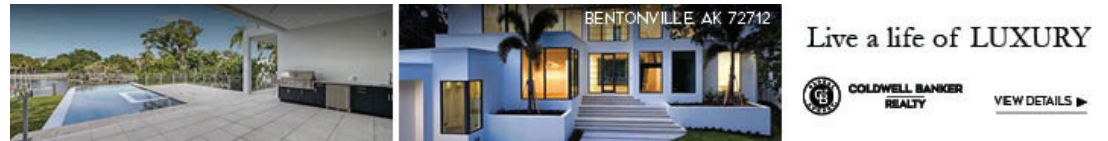
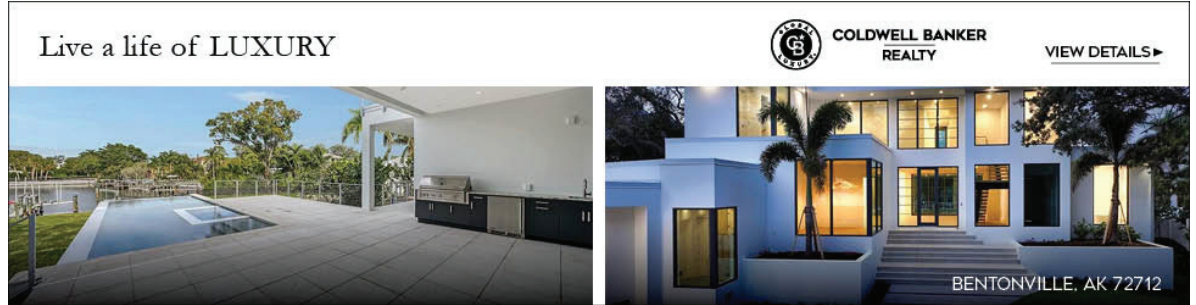
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

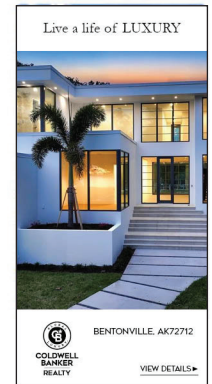
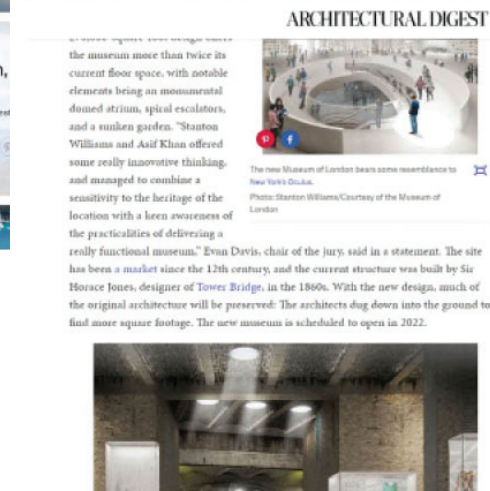
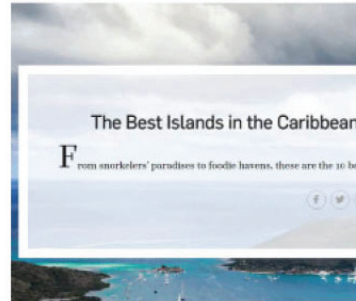
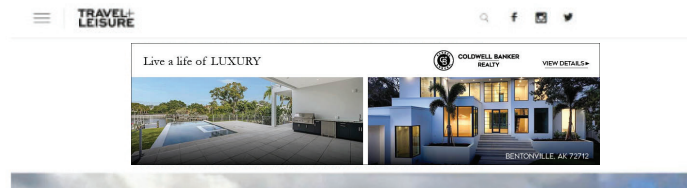
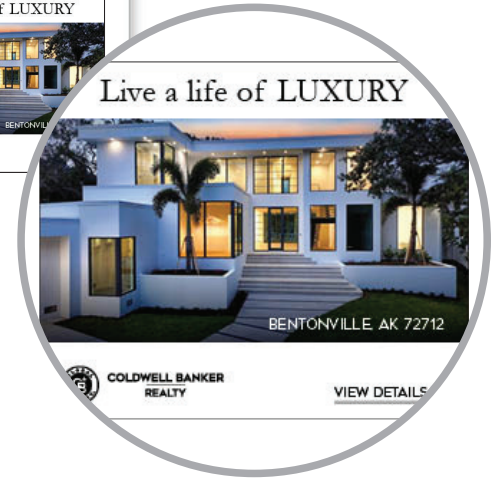
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites



Comprehensive Reporting For Your Customized Campaign

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

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

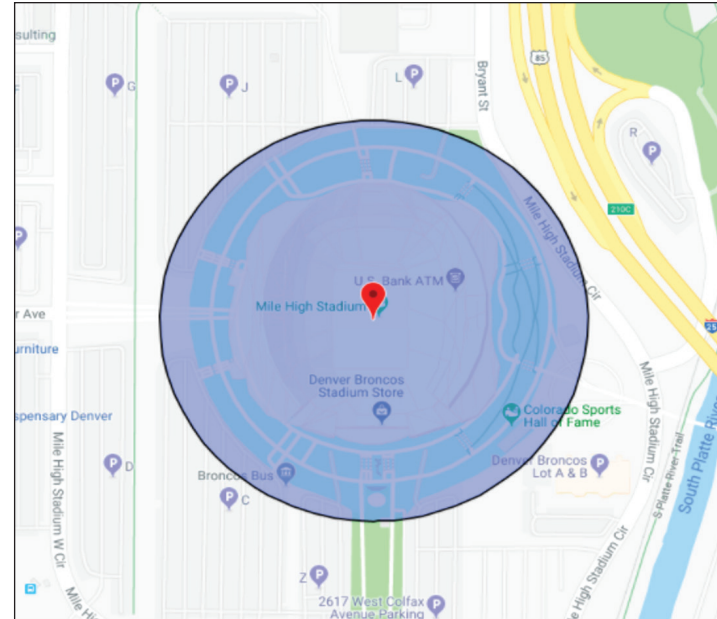
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

- Investment: **\$1,500**
- Monthly Impressions: **100,000**

Comprehensive Digital

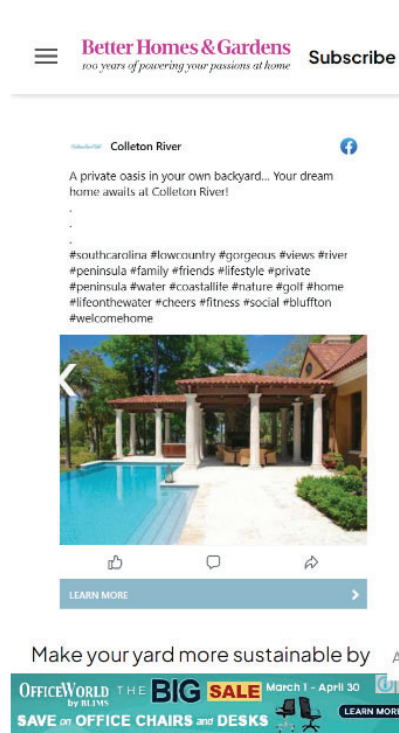
SOCIAL MIRROR ADS

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.

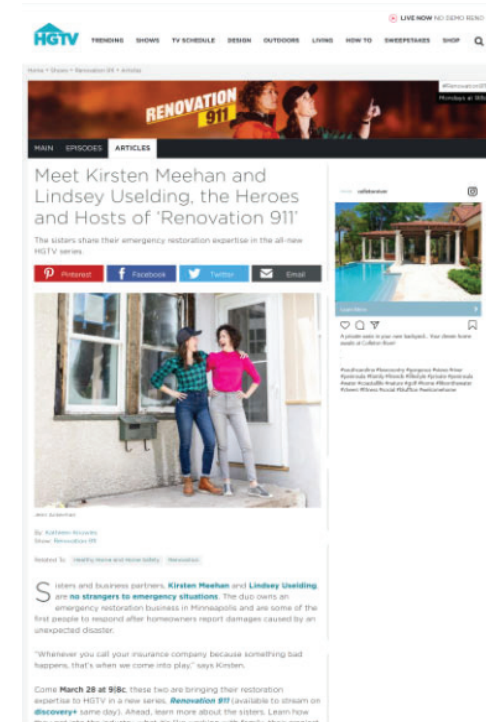
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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/MONTH
100,000 IMPRESSIONS/MONTH

Crain's New York Business

REAL ESTATE DAILY ENEWSLETTER

Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- 78% are Top Management Professionals
- 60% are C-Suite Level Executives
- 41% serve on a Corporate or Non-Profit Board
- 87% influence Capital Expenditures, Leasing, or Purchasing

REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: 15,000
- Average Open Rate: 42%
- 33% SOV + 25K ROS display impressions
- Featured Placement Property Listing

PRICE: \$3,150/WEEK (MON- FRI, 5 SENDS)

650 FIFTH WORKING UNDER YOUR TERMS. LEARN MORE
NEW HIGH-END PRE-BUILT SUITES AVAILABLE
RANGING FROM 2,833 - 6,475 SF. 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.
JOIN THE ASSOCIATION.
[LEARN MORE](#)

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

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

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

CRAINS NEW YORK BUSINESS

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

Manhattan office market sees best month for leasing since 2020

WestPark: Where Innovation Thrives

Hotel mogul Sam Chang explains his slew of recent sales

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

Deals of the Day: Nov. 2, 2021

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

Cottages & Garden

Delivering the finest luxury design and architecture content to residents of America's most affluent communities.

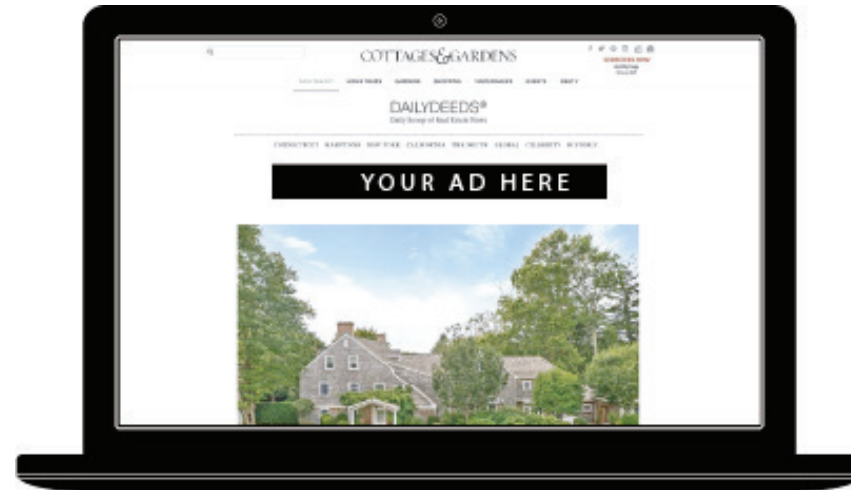
- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

TOP 10 MARKETS

- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950



Floral Gift Ideas for Mother's Day

Even if she's not a gardener, chances are that every mother favors flowers.



Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



Ready, Set, Game Time!

12 fun finds that double as playful decor.

Spotlight



CALIFORNIA CLOSETS

With an eye for both style and function, California Closets provides innovative custom storage systems for all areas of the home. Our expert design consultants will guide you through every step of the California Closets process. Find yourself at home with California Closets.

Dezeen

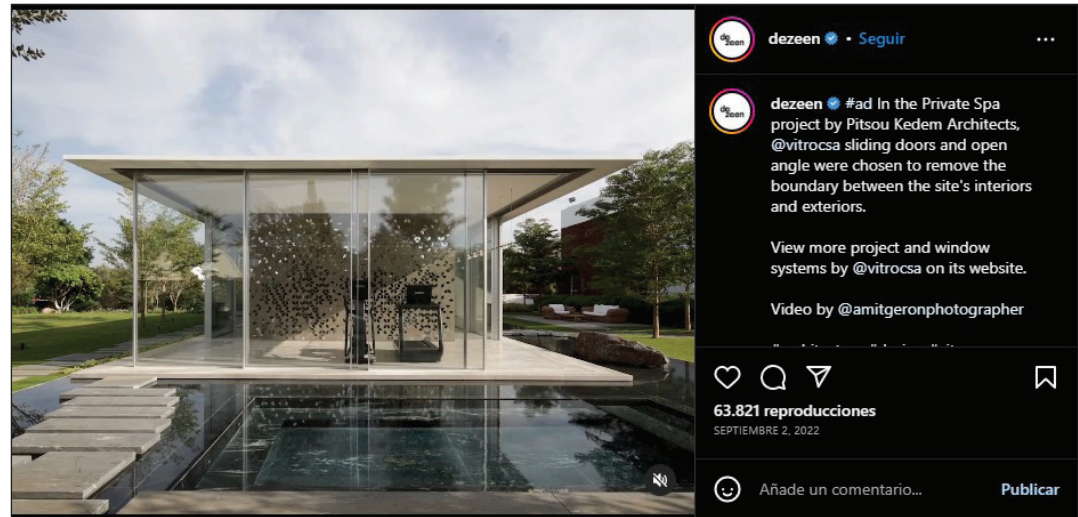
Dezeen is a popular and influential architecture, interiors and design magazine, with three million monthly readers and seven million social media followers.

Dezeen's reach is global, with readers on every continent.

Their biggest audience is in the USA, followed by the UK, India, Canada, Australia, and Germany.

SOCIAL MEDIA POST

INSTAGRAM TARGETED POST: \$2,950



Elite Traveler

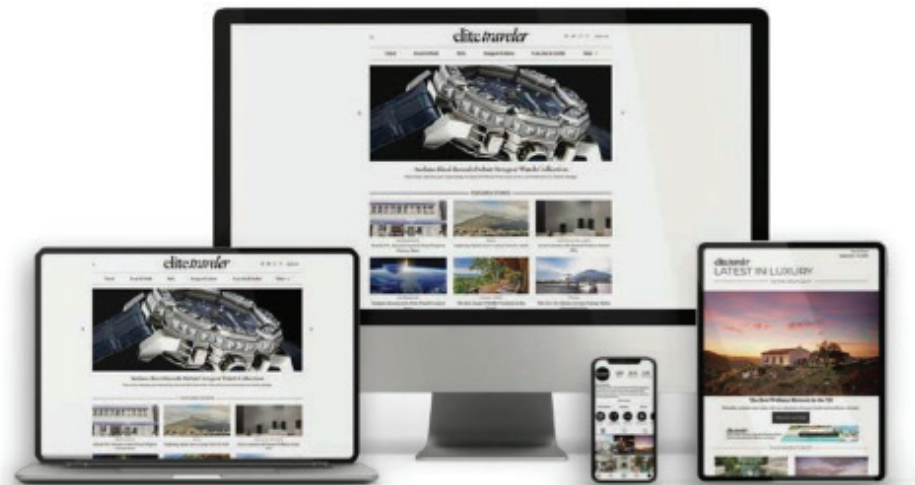
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

Half price with full page print purchase



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/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.

FEATURED LISTING: \$1,500

JamesEdition About USD Sign In / Register Become a Seller

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

Car 7,350 Real Estate 76,218 Yachts 774 Watches 1,382 Jets 66 Helicopters 35 Extravagance 6 Jewelry 2,099

The Global Luxury Marketplace:
Cars, Homes and more

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

MOST POPULAR

Ferrari 488 GTB Ipsland, CA, United... \$71,999	Chevrolet Corvette Ipsland, CA, United... \$4,785,907	Shannon Villa Ove... Ipsland, CA, United... \$45,999	Ram 2500 Ipsland, CA, United... \$45,999
Rio 109 - Luxury pe... Rio De Janeiro, Brazil \$4,463,559	Audi S7 Ipsland, CA, United... \$34,999	McLaren 550C Ipsland, CA, United... \$199,999	Ferrari California Ipsland, CA, United... \$114,999

JAMES SPOTTING

Two Level Duplex On Pristine Ponds
View all cars
View all real estate
View all watches
VIEW ALL

RICH LIST

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

LATEST STORIES

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

Most exclusive neighborhoods of Hong Kong
The Bahamas: Inside the most exclusive gated communities
Perfectly turned Lamborghini Murcielago: "I wanted to transform it into more aggressive and forceful version"
Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal
VIEW ALL STORIES

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

JamesEdition About USD Sign In / Register Become a Seller

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

Home Real Estate

Find luxury Real Estate and Homes for sale

VIEW ALL HOMES
SPAIN | NEW YORK | PARIS
Type location Search

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

Nothing compares.
ST. KITTS & NEVIS

Featured luxury properties

5 Bedrooms - Pent... Ipsland, CA, United... \$2,734,418	Stunning Sherwoo... Lake Sherwood, CA... \$3,250,000	Enviable Estate by ... Langginn, MA, Unit... \$2,995,900	Modern Apartment... New York, NY, US... \$2,274,332
Elegant French Styl... Boulogne-Billancourt, France \$8,800,000	Playa Nix Playa Nix, Mexico \$12,000,000	Koningshof Koningshof, Netherlands... \$8,759,573	Magnificent Seclu... Horseshoe Bend, USA \$3,950,000
Extraordinary Ocea... Seawallport, MA, U... \$5,990,000	Maimok Paradise ... Maimok, Andhra \$2,750,000	Kiltreagh House Nangh, Ireland \$2,953,291	7+/- Acres for pote... Matthews, NC, Unit... \$995,000

News about luxury real estate View all

Most exclusive neighborhoods of Hong Kong
Posted: 2019-07-17
The Asian financial center hasn't given up the first position in the list of the most expensive housing markets, also topping the rankings for the world's most luxurious housing market for the last two years (Luxury Defined Report by Christie's).
Read more

The Bahamas: Inside the most exclusive gated communities
Posted: 2019-07-10
If the warm temperatures, crystal clear water and proximity to the US are not good enough reasons to consider a move to the Bahamas, a community of like-minded people should be. A round of golf or cocktails at sunset is shorthand for a club of fol...
Read more

Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal
Posted: 2019-06-28
Where can one find the Algarve's most prestigious properties? Most a prime area often referred to as the Golden Triangle. It's located between the capital city of Faro and the village of Vilamoura. Also, the Golden Triangle area includes two of...
Read more

Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring
Posted: 2019-06-21
Whistler is a year round outdoor playground for all ages, where fine dining restaurants, 5-star hotels, spas and wellness facilities are a quick Roadplane, helicopter ride, or drive from Vancouver. Whistler, BC: International Destination...
Read more

Site Links
Home
Cars

Tools
Stores
Rich List

About JamesEdition
JamesEdition is a global
Success stories

Top Brands
Ferrari
Aston Martin
Audi
Bentley

jamesedition.com

ROTATING GALLERY

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

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

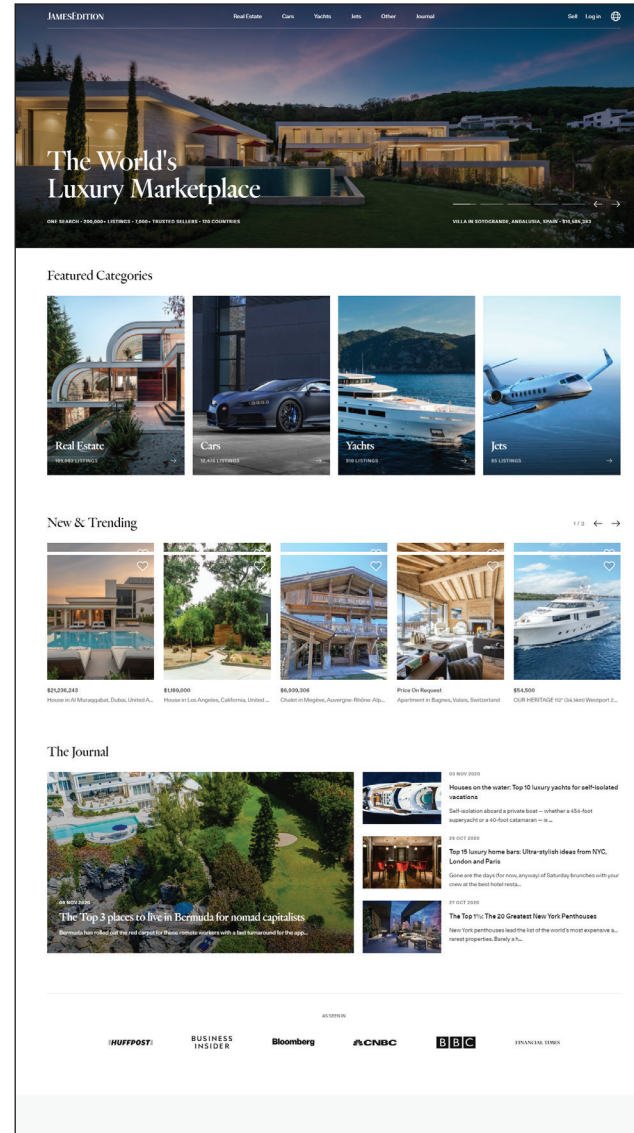
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE

FEATURED BANNER: \$2,000/MONTH

REAL ESTATE PAGE

FEATURED BANNER: \$1,600/MONTH



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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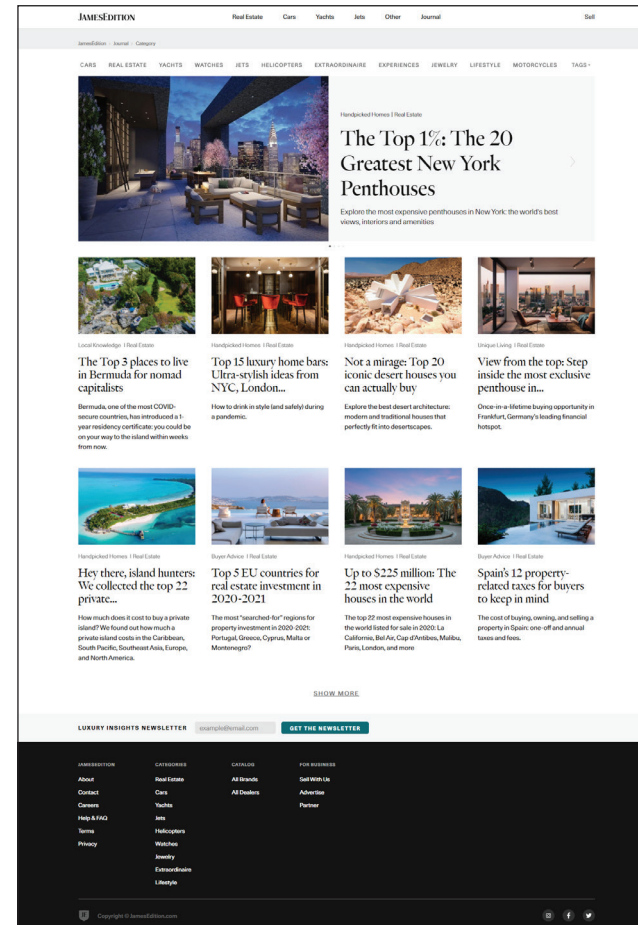
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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.

TOP & JOURNAL ARTICLE: \$5,500

TRENDING & JOURNAL ARTICLE: \$3,300



jamesedition.com

SOCIAL MEDIA POST

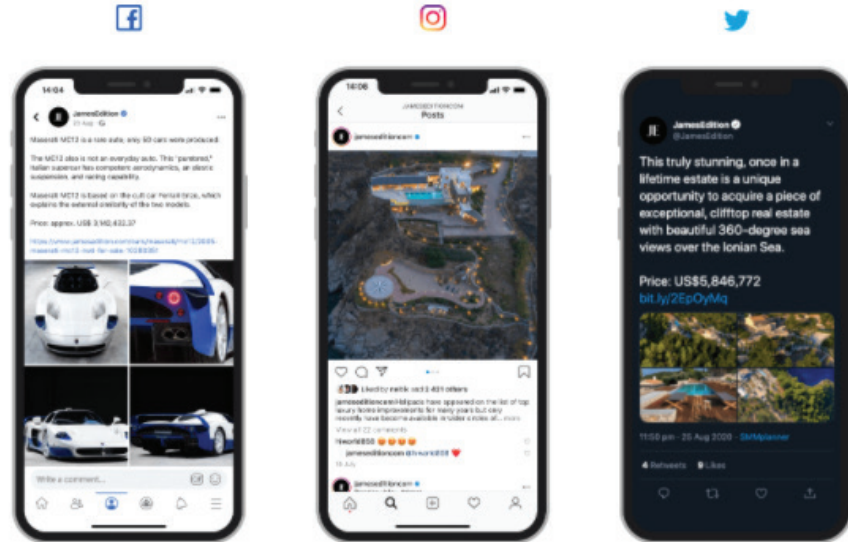
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- 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: \$800

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

LA Times

CUSTOM EMAIL

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

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

- Audience: **30K**

PRICE: \$1,750/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

INSTAGRAM POST: \$800

FACEBOOK/INSTAGRAM AD: \$1,400

2021 OCEAN HOME MAGAZINE

OCEANHOME EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA

FROM A PENTHOUSE YOU CAN SEE FOREVER

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Weaster-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

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

RSM

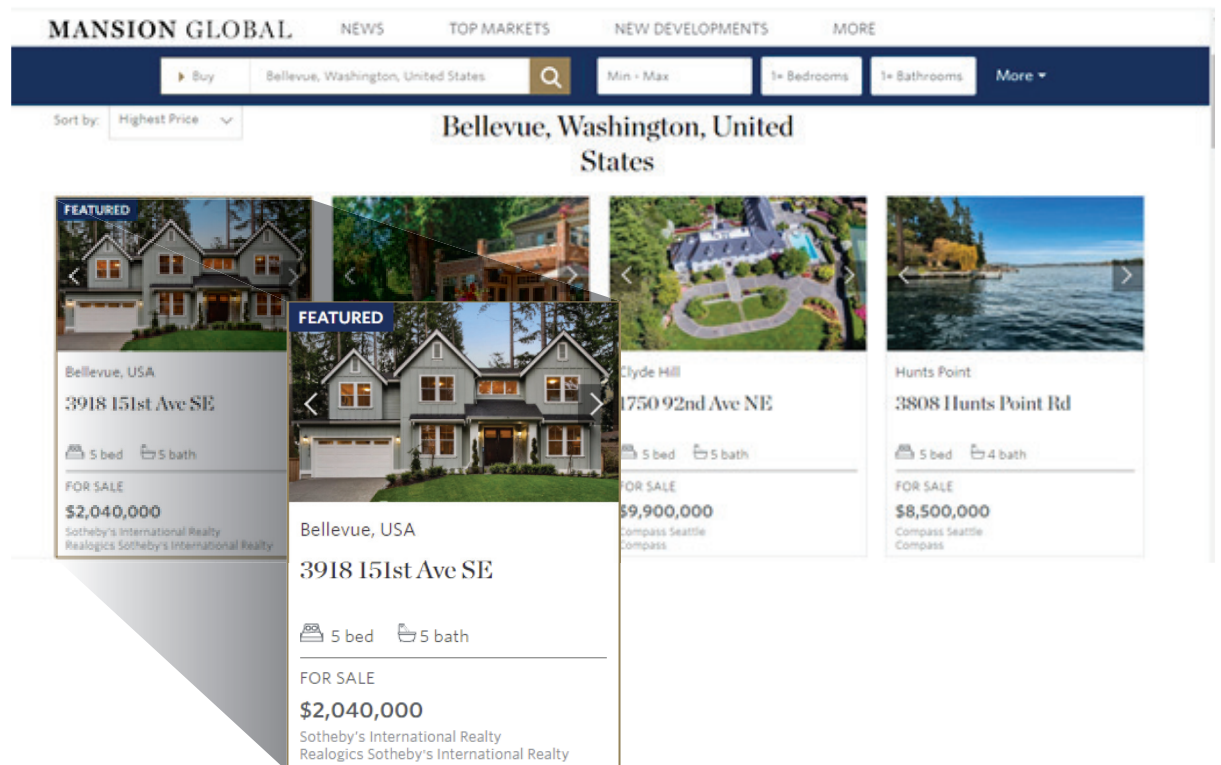
The Wall Street Journal Online (WSJ.Com)

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 PROPERTIES: \$1,200



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



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




No Images? [Click here](#)

BOAT




BOAT BRIEFING

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS




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DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS



Print Offerings



COLDWELL BANKER
REALTY

The Wall Street Journal

The Wall Street Journal represents credibility and influence and continues to be the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience. With new and exciting content alignment opportunities in "Mansion" WSJ's luxury real estate section, we are able to further strengthen our brand, expand visibility and deliver our message with more resounding results than ever before.

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

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

THE WALL STREET JOURNAL.

WEDNESDAY, MARCH 4, 2020 - VOL. CCLXXV NO. 52
WSJ.com

DOW JONES
NASDAQ
S&P 500
10-YR TREAS
GOLD
EURO
YEN

What's News

Business Finance

The Fed executed an emergency rate cut and made other moves to ease credit conditions, easing recession risks.

The SEC is investigating firms and assessing operations at Sennott, the co. and its parent's firm said.

Target, Kohl's and other retailers that posted losses last holiday season now face uncertainty stemming from the coronavirus outbreak.

Bankers say CEO Helmut Fiedler is leaving the Salo Group to start a private equity fund.

Hardstone's asset sale, including an oil field, ending an unusual share management structure.

Theresa Fisher agreed to pay about \$1 billion to acquire individual stock investors' shares.

The Supreme Court will meet in two weeks and regulators expect a return to normal through the end of the year.

An outage that hit people online last week followed an outage on Monday.

Florida posted record annual growth in 2019, but it could be cut by a recession.

Gold's Gym closed most of its stores in California as it moved to Texas.

Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

By Mark Thompson

WASHINGTON—The Federal Reserve executed an emergency half-percentage-point rate cut and markets sold, reflecting fears about the coronavirus outbreak, as the U.S. and global economies shuddered.

The Fed reduced the federal funds rate to a range between 0% and 0.25% in the first emergency action since the 2008 financial crisis, the central bank's move sent major market indexes down and the dollar fell to its lowest level in more than a decade.

The rate cut was approved unanimously by the Fed's nine-member committee, which met by teleconference on Monday.

The move was approved in response to the coronavirus outbreak, which has spread to at least 25 states and has caused a sharp decline in U.S. growth, especially in the services sector.

The Fed also announced a \$750-billion increase in its credit facilities and a \$200-billion increase in its corporate debt facilities.

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Shaky Ground

Shares of Sennott, Kohl's and other retailers that posted losses last holiday season now face uncertainty stemming from the coronavirus outbreak.

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 counties and caused damage in a nearby Nashville suburb.

A line of twisters began Tuesday across Tennessee as Monday, covering three hours from the middle part of the state to the northern part of the state, including near Nashville and home to parks and resorts.

Parsons County Mayor David Foster said twisters killed at least 25 people and caused damage to many people and that the twisters were still deadly in the middle of the night when people were asleep and could not have been warned.

Twisters are a type of severe and violent storm that can be as fast as 100 mph and are often deadly.

The twisters in Tennessee were in the counties of Wilcox, Benton and Franklin, home to Nashville's Oak Ridge and Oak Ridge Y-12, according to the state's twister database.

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Biden Picks Up String of Victories, Sanders Logs Big Win in California

Former Vice President Joe Biden took the stage in Los Angeles in a string of Super Tuesday primary contests.

Biden picked up a string of victories in Super Tuesday primary contests and Sanders won the largest victory in California.

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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



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	Price	March	April	May	Media Total	Reach
Digital							
Million Impressions*							
Million Impressions - Two week Campaign	Digital Banner Program - 100K Impression	\$900/Two weeks	\$ 900.00	\$ 900.00		\$ 1,800.00	200,000
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	From \$1,500/month -100,000 impressions	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	200,000
Geofencing - Event and Location							
Mobile Conquesting	Target specific events and locations	From \$1,500/month - 100,000 impressions	\$ 1,500.00			\$ 1,500.00	100,000
Cottages & Garden							
Spotlight + Property of Note	Rotating Gallery	\$2,950.00	\$ 2,950.00			\$ 2,950.00	
Crain's New York Business							
Crain's New York Business	Daily E-Newsletter M-F	\$3,150		\$ 3,150.00		\$ 3,150.00	15,000
Dezeen							
Instagram Targeted Post		\$2,950	\$ 2,950.00			\$ 2,950.00	
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase	\$2,500 per article for one year	\$ 2,500.00			\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$500/listing	\$ 500.00	\$ 500.00		\$ 1,000.00	13,000
JamesEdition							
Main Home Page Rotating Gallery	Featured Banner	\$2,000/month	\$ 2,000.00			\$ 2,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter	\$1,500		\$ 1,500.00		\$ 1,500.00	192,000
Social Media	Listing Feature	Photo \$800, Photo Plus \$1,000, Video \$1,800	\$ 1,000.00			\$ 1,000.00	148,000
LA Times							
Custom Email	Custom Email	\$1,750/Deployment	\$ 1,750.00			\$ 1,750.00	30,000
Ocean Home							
Custom E-Mail	Custom E-Mail	\$2,750 per week		\$ 2,750.00		\$ 2,750.00	22,000
Facebook/Instagram Ad	Facebook/Instagram Ad	\$1,400 per month	\$ 1,400.00			\$ 1,400.00	43,400
WSJ.com							
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$2150 or \$2650 w/ video	\$ 2,150.00			\$ 2,150.00	164,000
Property Upgrades	10 Featured Property Upgrades	\$1,200	\$ 1,200.00			\$ 1,200.00	
Yachting E-Newsletter							
Boat International	Boat International	\$750.00		\$ 750.00		\$ 750.00	25,600
Print							
Financial Times							
Financial Times	Property Gallery Box	\$1,250.00	\$ 1,250.00	\$ 1,250.00		\$ 2,500.00	420,914
The New York Times							
The New York Times	Featured Listing	1x \$/ \$1,475 Gross; 2x \$1,180 Gross;3x+ \$1,000.00 Gross	\$ 2,000.00	\$ 1,000.00		\$ 3,000.00	762,536
The Wall Street Journal							
The Wall Street Journal - National	Property Portfolio	\$2,355.00	\$ 2,355.00	\$ 2,355.00		\$ 4,710.00	1,288,848
The Wall Street Journal							
Mansion Global Experience Luxury	Weekend Property insert	\$980/Full page			\$ 980.00	\$ 980.00	100,000
TOTAL						\$ 44,540.00	4,575,298
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							