



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

18805 SE Federal Highway Advertising and Marketing Program



COLDWELL BANKER
REALTY

Table of Contents

3 INTRO

4 DIGITAL

- 5 Impressions Campaign
- 10 Geofencing - Event and Location
- 11 Comprehensive Digital
- 13 Google AdWords
- 16 Elite Traveler
- 17 Nob Hill Gazette
- 18 JamesEdition.com
- 23 List Globally
- 24 Luxury Estate
- 25 Ocean Home
- 27 RobbReport.com
- 29 WSJ.com
- 30 Yachting e-Newsletter

34 PRINT

- 35 The Wall Street Journal
- 37 The New York Times
- 38 Elite Traveler
- 39 Financial Times
- 40 Ocean Home Magazine
- 41 Private Air Luxury Homes Magazine

42 SCHEDULE, PRICING & REACH

- 43 2024



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 18805 SE Federal Highway

SKY Advertising is excited to present to Coldwell Banker Jupiter a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 18805 SE Federal Highway.

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 Jupiter, 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
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Digital Offerings



COLDWELL BANKER
REALTY

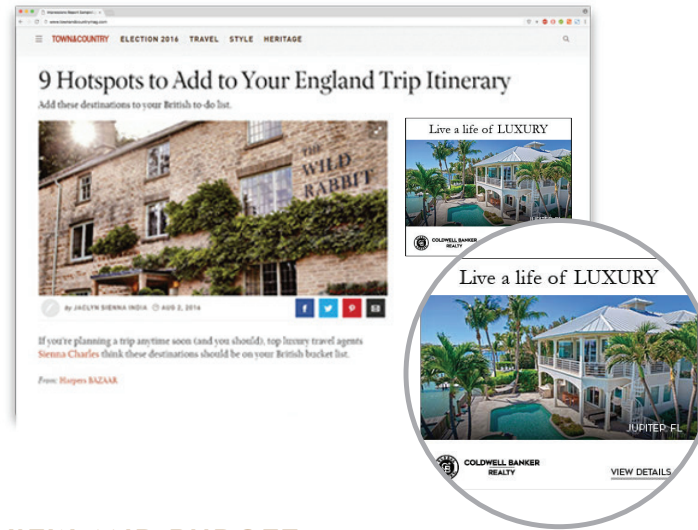
Impressions Campaign

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: **18805 SE Federal Highway**
- 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	



DIGITAL

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



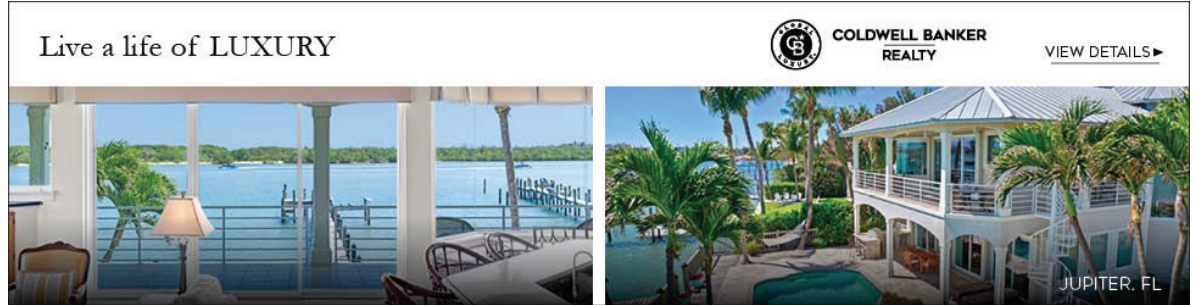
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

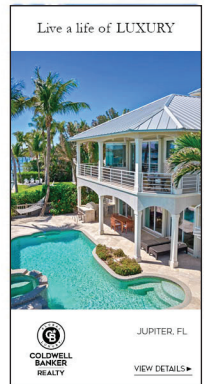
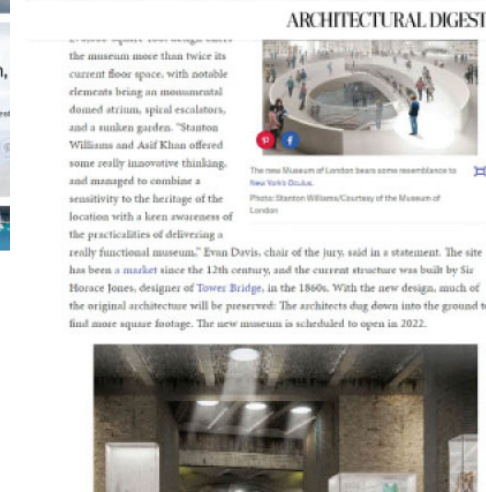
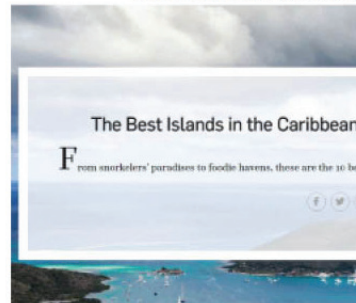
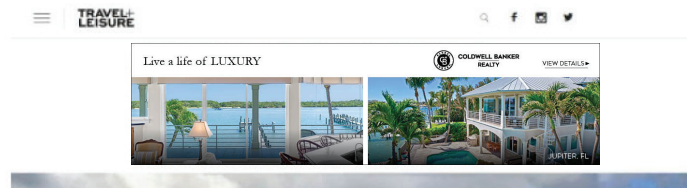
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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.

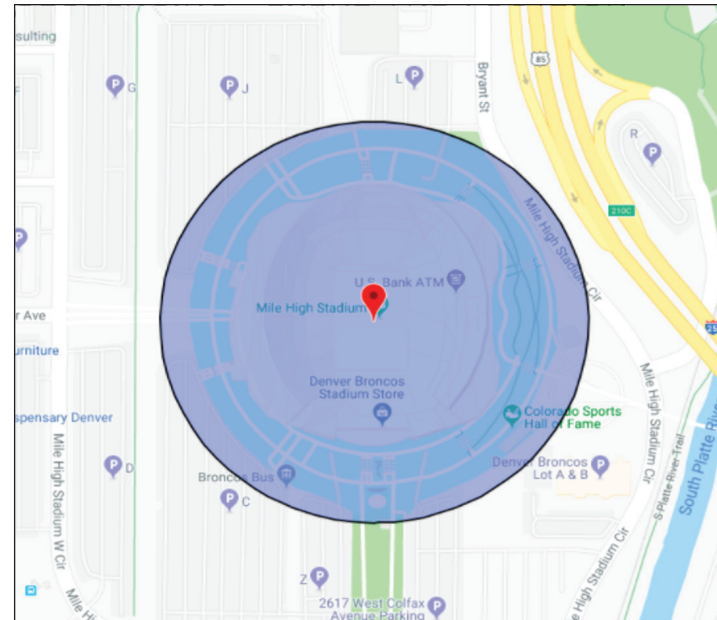
IMPRESSIONS PROGRAM SAMPLE REPORT



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

NATIVE DISPLAY

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

HIGHER ENGAGEMENT:

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



TARGETING OPTIONS INCLUDE:

- **Behavioral** – thousands of targeting categories including demographics, on-line and off-line behaviors, and interests. **Keywords** – target a list of up to 500 keywords related to your business, and show Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
- **Cross Platform Targeting** available from Mobile

Conquesting.

- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.

Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

**PRICE: FROM \$1,500/MONTH
150,000 Impressions**

Comprehensive Digital

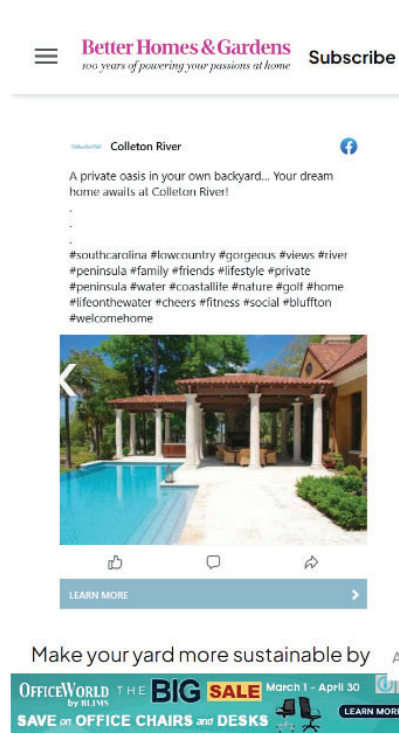
SOCIAL MIRROR ADS

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.

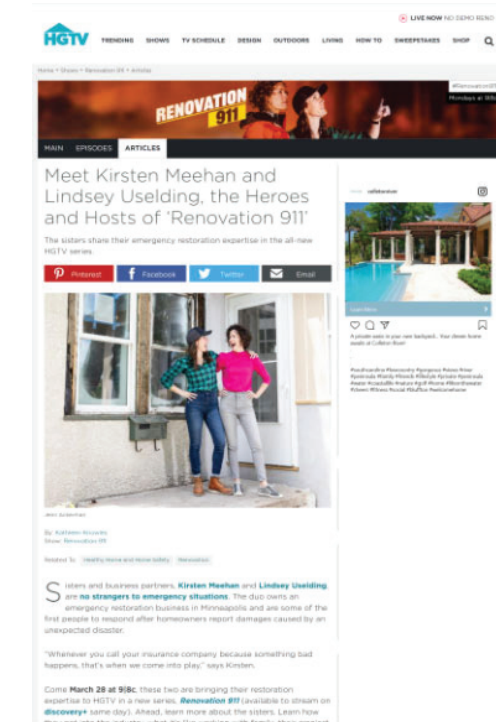
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

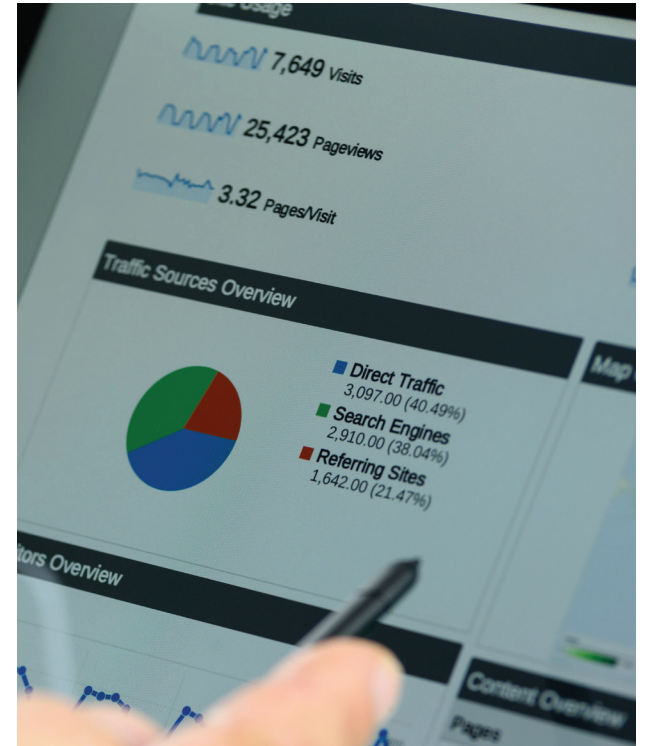


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

**\$750 CAMPAIGN SET UP
STARTING AT \$850/MONTH**



Google AdWords

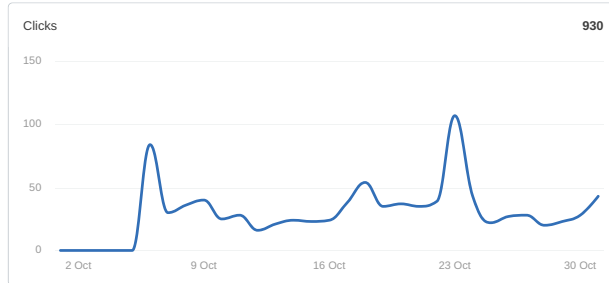
CLIENT DASHBOARD

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



CB Jupiter

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



Showing 9 of 9 Rows

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

Showing 50 of 89 Rows

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

Cities

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

Google AdWords

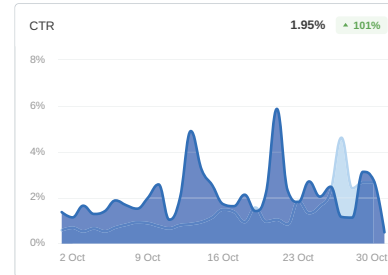
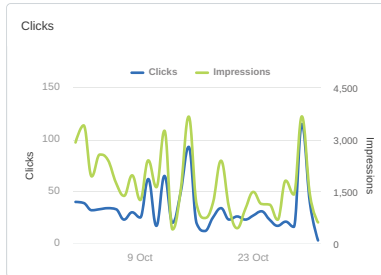
MONTHLY REPORTING

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



CB Jupiter

October KPI's



Total Impressions ▼ 46%	Total Clicks ▲ 9%	Phone Calls ▲ 71%	Interaction Rate ▲ 218%	CTR ▲ 101%	Average CPC ▲ 7%
53,704	1,049	12	4.17%	1.95%	\$0.94

Cities and Regions

Showing 50 of 540 Rows

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

Keywords

Showing 23 of 23 Rows

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

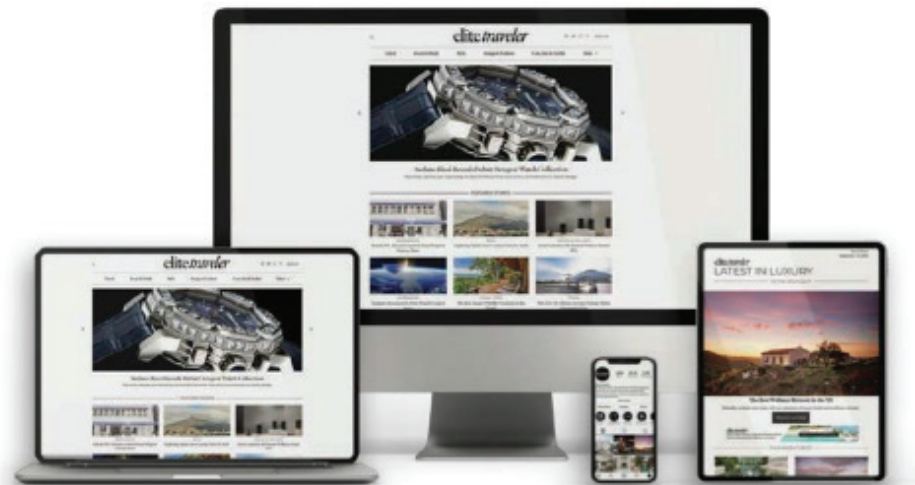
Elite Traveler

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

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

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

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



DIGITAL

Nob Hill Gazette

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

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

E-NEWSLETTER

ON THE MARKET

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

PRICE: \$500 PER LISTING

San Francisco, Peninsula, and Silicon Valley



jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. Below this is a search bar and a main banner for 'The Global Luxury Marketplace: Cars, Homes and more'. A featured section titled 'MOST POPULAR' displays various luxury items like a Ferrari 488 GTB, Chevrolet Corvette, and a Ram 2500. Below that is a 'JAMES SPOTTING' section with a duplex listing and a 'RICH LIST' section featuring a yacht. A 'Featured Agent' section highlights Nick Swinburne. At the bottom, there's a 'LATEST STORIES' section with articles about luxury garages, Hong Kong neighborhoods, and real estate in Whistler.

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 grid of featured luxury properties, including '5 Bedrooms - Pent...', 'Stunning Sherwood...', 'Enviably Estate By...', and 'Modern Apartment...'. Each listing includes a thumbnail image, a title, and a price. A 'Featured luxury properties' section follows, showing more listings like 'Elegant French Style...', 'Playa Nix', 'Koninghof', and 'Magnificent Seclu...'. At the bottom, there are news articles about 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'.

jamesedition.com

ROTATING GALLERY

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

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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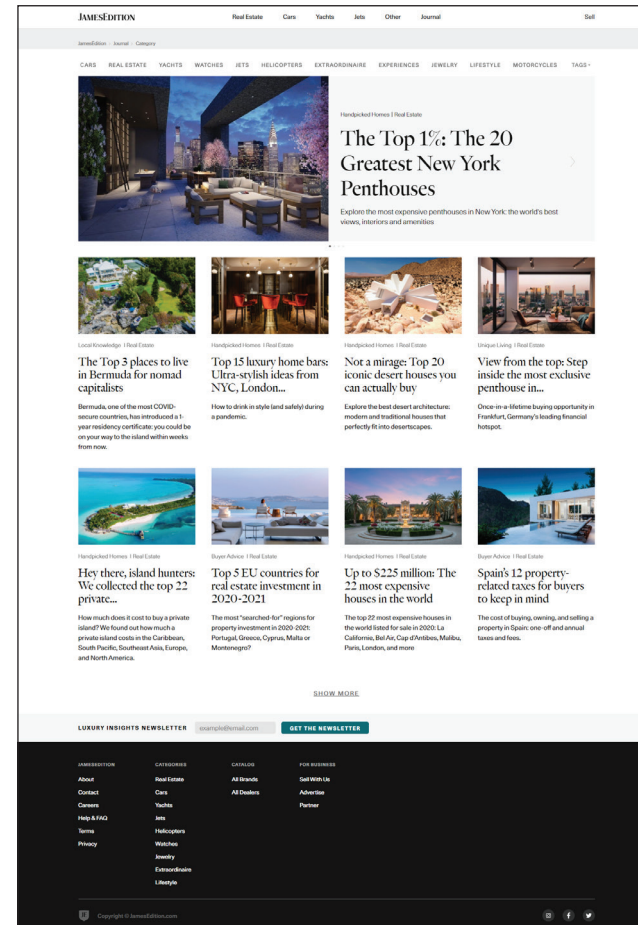
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

NEW & TRENDING

FEATURED LUXURY POSITION

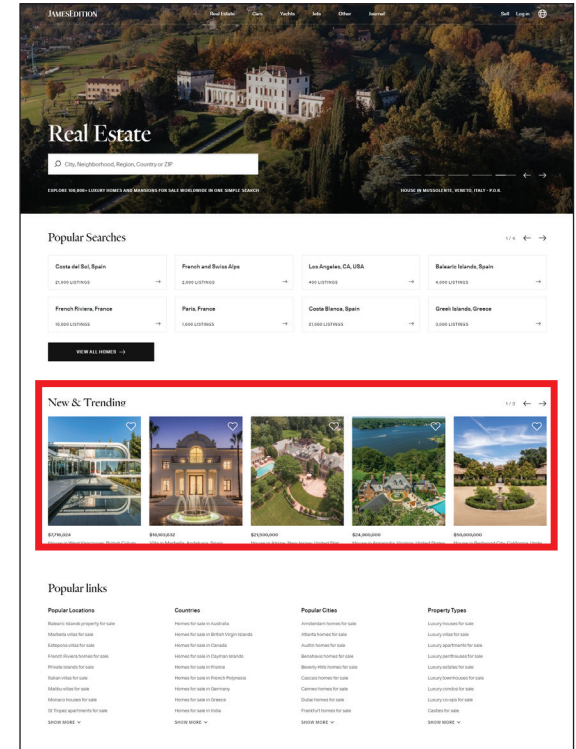
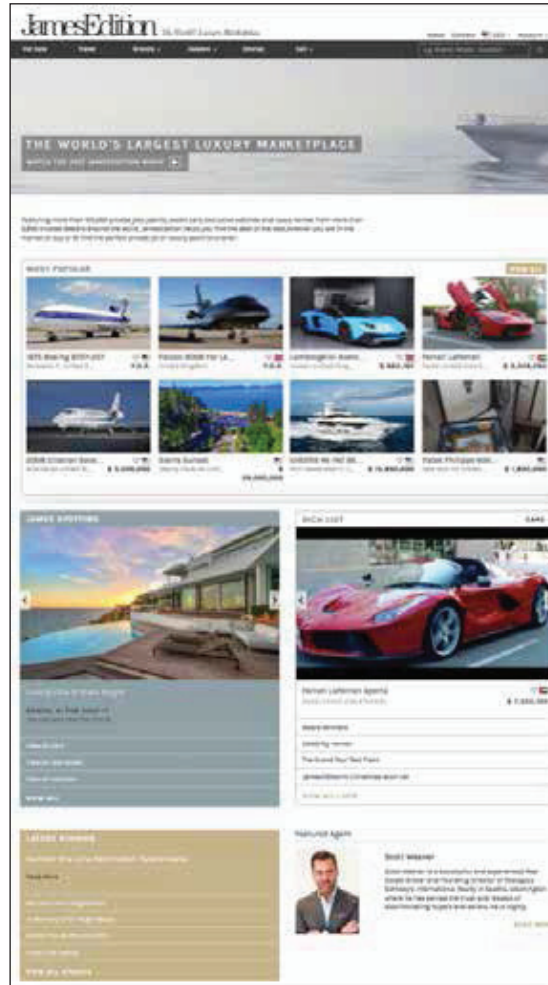
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

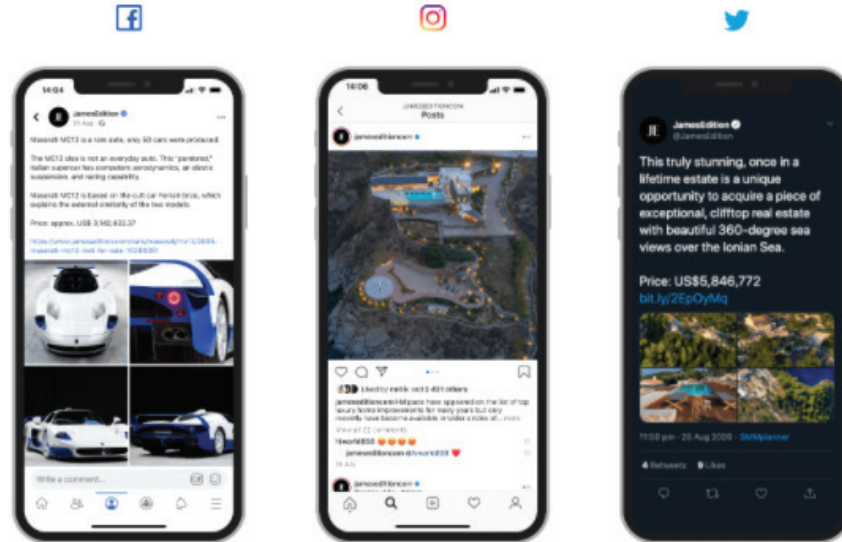
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

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



PHOTO

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

PHOTO: \$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

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

List Globally

ENHANCED LISTING

ListGlobally helps real estate professionals to promote their listings worldwide. Through a network of 100+ property portals in 60+ countries.

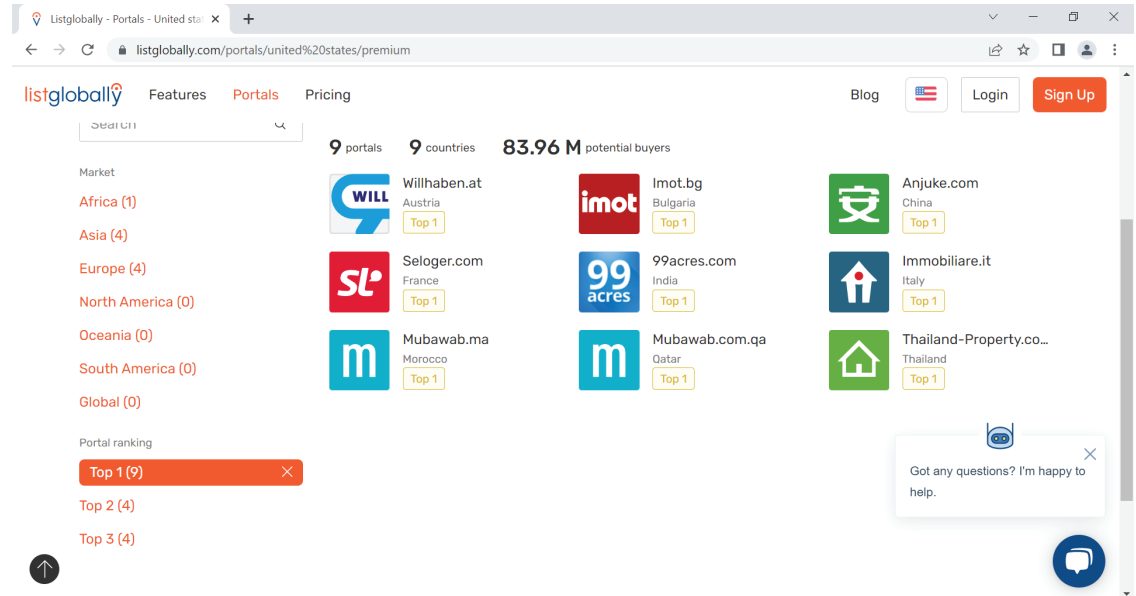
PREMIUM PUBLICATION ON LISTGLOBALLY

- All listings published across ListGlobally’s full Premium Network.
- All listings elevated in their search placement on ListGlobally network property portals.
- Agents from the office will have their photos appear on their listings in search results.
- Agents will receive the moniker “Global Agent” on their listing in search results.
- Elite Promotion
- Elite promotion moves your listing to the top of search results in your market.
- Elite promotions provide 7-times the performance for featured listings.
- The promotion can be changed as often as you like

PROPERTY LISTING: \$150/3 MONTHS

ELITE PROMOTION: \$250/3 MONTHS

LUXURY LISTING NETWORK: \$150/MONTH



Luxury Estate

LUXURY ESTATE

Luxury Estate is the leading international portal for the luxury real estate market.

With its website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- 1,900,000 visitors per month
- 18,000,000 page views per month
- 3,000,000 euro average buyer inquiry

SHOWCASE LISTING + ELITE LISTING PACKAGES PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS

\$8,000 FOR 1 YEAR



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.



ENEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, oceanview, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience putting your message right in their inbox as a partner in our monthly eNewsletter.

- 22,000+ Opt-in subscribers
- 19% Open Rate
- 15% Click through rate

STARTING AT \$750 PER MONTH

OCEAN HOME MAGAZINE MONTHLY ENEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, ocean view, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience of 22,000+ opt-ins putting your message right in their inbox as a partner in our monthly eNewsletter.

PRICE AND SPECS

- **DISPLAY AD:** \$500 per 300 x 250 block plus link
- **FEATURED AD:** \$700 per First position, larger image, headline (30 characters) + text (40 words) & two links
- **SHARED AD:** \$500 per Image, headline (30 characters) + text (40 words) & two links

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

2022 RELEASE DATES

- Feb 16
- March 16
- April 20
- May 18
- June 22
- July 13
- Aug 17
- Sept 21
- Oct 19
- Nov 16

Limited inventory. Reservations are first come, deadline 1 week prior.

22,000 OPT-IN SUBSCRIBERS **19%** OPEN RATE **15%** CLICK THROUGH RATE

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

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



SPONSORED CONTENT

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

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

PRICE: \$3,000

SOCIAL MEDIA POST

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

- 60,000+ Followers.

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

OCEAN HOME 2021 AUGUST

OCEANHOME EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA

FROM A PENTHOUSE YOU CAN SEE FOREVER

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

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

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

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

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA
 Deluxe Suites to 3 Bedroom Villas
 From \$425,000 to over \$10 Million

OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

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

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

Price: \$2,500. per

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

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

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

RS

RobbReport.com

FEATURED LISTING CAROUSEL

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Circulation: 107,000+
- Average Age: 43
- Male / Female Ratio: 77% / 23%
- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

PRICE: \$1,350 PER MONTH.

The screenshot shows the Robb Report website interface. At the top, there is a navigation bar with the Robb Report logo, a search bar, and social media icons. Below the navigation bar, there is a featured listing carousel with a large image of a luxury home interior and a text overlay: "LUXURY'S LATEST UNVEILING YOUR DAILY DOSE OF LUXURY RobbReportInsider SIGN UP >". Below the carousel, there is a search bar with the text "There are 35,300 properties available." and various filters for city, state, zip, and country. The main content area is divided into several sections: "Featured Properties" with two property images, "Featured Communities" with two community images, and "Featured Rentals" with two rental images. On the right side, there is a promotional banner for "AROUND THE WORLD WITH ROBB REPORT" magazine, featuring a "SUBSCRIBE TODAY" button and a "SIGN UP FOR OUR eNewsletters!" button.

RobbReport.com

LUXURY PROPERTY LISTING

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

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- Average Household Net Worth: \$3.5M

MANUAL 1 LISTING: \$450/MONTH


RR1
Robb Report
SUBSCRIBE

☰ CARS YACHTS AVIATION WATCHES STYLE HOME FOOD & DRINK TRAVEL GIFT GUIDE VIDEOS 🔍

40737 properties available.

More ▾

Sort By: Recent ▾




59 Lascelles Blvd, Toronto, ON M5P2C9, CAN

\$5,399,999

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land




Sierra Madre Mountain Retreat, Encampment, Wyoming 82325

\$995,000

Bed: N/A SQFT: N/A
Bath: N/A

Homes & Land




1241 N Rio Vista Blvd, Fort Lauderdale, Florida 33301

\$5,970,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land




2965 Outlook Way, Naramata, BC V0H 1N0, CAN

\$2,199,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land




1709 Pope Court, Wilmington, North Carolina 28405

\$1,100,000

Bed: 4 SQFT: N/A
Bath: 4

Homes & Land




419 S Front Street, Wilmington, North Carolina 28401

\$848,000

Bed: 3 SQFT: N/A
Bath: 2

Homes & Land




2236 Acacia Drive, Wilmington, North Carolina 28403

\$1,041,700

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land




10430 E ACOMA Drive, Scottsdale, Arizona 85255

\$949,000

Bed: 4 SQFT: 2797
Bath: 3

Homes & Land




6097 N Paradise View Drive, Paradise Valley, Arizona 85253

\$3,295,000

Bed: 4 SQFT: 4605
Bath: 4

Homes & Land




33799 N 84TH Street, Scottsdale, Arizona 85266

\$3,375,000

Bed: 4 SQFT: 4985
Bath: 4

Homes & Land




1000 Curisha Point S, St Helena Island, South Carolina 29920

\$980,000

Bed: 3 SQFT: 2524
Bath: 3

Homes & Land



20012 Tavernier DR, Estero, Florida 33928

\$895,000

Bed: 3 SQFT: 2488
Bath: 3

Homes & Land

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

LATEST BROKERAGE NEWS

Benetti *Harmony III* listed for sale with Fraser

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Benetti *Rutil E* now for sale with Northrop & Johnson and Denison

[READ MORE](#)

C2M price drop on Codecasa *Regina d'Italia II* with Edmiston & Company

[READ MORE](#)

\$1M price cut on 50 metre *Trinity La Dea II* with IYC

[READ MORE](#)

LATEST YACHT NEWS

New 60 metre Amels 200 motor yacht sold

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

[READ MORE](#)

Turquoise Yachts reveals 62 metre superyacht concept *Project Nautilus*

[READ MORE](#)

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

Cruising World e-Newsletter

Cruising World is your go-to site and magazine for the best sailboat reviews, live-aboard sailing tips, chartering tips, sailing gear reviews and more. Their weekly editorial e-newsletter delivers editorial content and industry trends, providing their marketing partners the opportunity to deliver your message alongside relevant content.

- Subscribers: **50,000**
- Male / Female: **72% / 28%**
- Average Age: **44**
- Average HHI: **\$420,000**
- Frequency: **Weekly**
- Average Open Rate: **23.2%**
- Average Click-through Rate: **18.68%**

PRICE: \$1,400




CRUISING WORLD


Gift Card AND ENTER TO WIN \$1,000 [CLICK HERE](#)

CRUISING WORLD


07/24/2019



Georgia Still Grappling with Anchoring Issues
Discussions continue as cruisers raise issues with Georgia's new laws.



Spiced Mango Jar Cakes
This no-bake tropical treat is a perfect dessert for when you have an abundance of mangoes.



Marine Navigation that fits in your pocket
iNavX

Sailing World e-Newsletter

Sailing World connects the community of racing sailors through words and images across several mediums. It explores a sailor's passion and showcases their lifestyle, destinations and technology. It links knowledge-hungry participants to the sport's top experts, providing unrivaled instructional content. Sailing World's audience comprises of sailors who are actively researching the newest gear, techniques and how-to information.

- Subscribers: **20,000**
- Male / Female: **93% / 7%**
- Average HHI: **\$712,000**
- Frequency: **Weekly**
- Average Open Rate: **28.93%**
- Average Click-through Rate: **20.3%**

PRICE: \$600



SAILING WORLD

TAKE THE BOATING SAFETY QUIZ [CLICK HERE](#)

SAILING WORLD

07/24/2019

Fragomen's Interlodge Is Best of Block

After a first-race stumble early in the week, Austin and Given Fragomen's Interlodge team regrouped and ended Block Island Race Week with overall honors as the regatta's top boat.

Adult Summer Camp's New Home

The Pacific Northwest's once-glorious race week relocates to start a new life.

MUSTO

WIN

A MUSTO MPX GORE-TEX OFFSHORE JACKET

Yachts and Yachting e-Newsletter

Yachts & Yachting has been essential reading for sailors with a passion for competitive racing since its launch in 1947. Each issue is filled with advice from sailing experts covering every aspect of the racing scene, from dinghies to keelboats and sailing techniques to gear tests. Yachts and Yachting is recognized the world over as essential reading for anyone with a passion for competitive sailing. Boasting a unique heritage that both inspires and informs its readers. Yachts and Yachting reports directly from the cutting edge of the sport.

- Subscribers: **70,000**
- Male / Female: **78% / 22%**
- Average Age: **38**
- Frequency: **Monthly**
- Average HHI: **\$410,000**
- Average Open Rate: **22 - 25%**
- Average Click-through Rate: **2% - 8%**

PRICE: \$695



CHANGE THE WAY YOU SAIL
Get more out of your sailing experience with our displays, procedures or apps.

YACHTS & YACHTING

WINDWARD MARK EXPERT

The July issue of Yachts & Yachting is out now and is packed with practical racing advice, whether you are a club dinghy sailor or aiming for the Rolex Fastnet Race on 3 August. Olympic coach Mark Rushall's expert advice on rounding the windward mark applies to us all – although as windward marks go, the Fastnet Rock takes a bit more navigating than your average inflatable yellow triangle.

[READ MORE](#)

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The performance sailing magazine

YACHTS & YACHTING

SOUTHAMPTON BOAT SHOW PREVIEW PLUS TICKET OFFER

Extreme lift off
Foil racing frenzy comes to UK
PLUS Meet Ainslie's Rebels

America's Cup
Latest from Luna Rossa and wing sail insights

Learn to foil
How to get airborne

Dee Caffari
What's next?

Round the Island
SPECIAL REPORT INCLUDING
Jules Salter's winning tactics
Ben Fogle's five races in one

GYBE-SET
Get ahead at the mark

FIREBALL FOCUS
Briskeed for Worlds in Canada: why is this the class to sail?

BOAT TEST: EPOH
The innovative performance skiff for honing speed skills

EXOTIC GETAWAYS
Get set on your dream charter holiday in tropical paradise

SHOW BART'S BASH
Help set a new world record and fundraise for your club

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**

PRICE: **\$1,025**

New York Metro - 2x7 Buy 4 get 1 free

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

National

THE WALL STREET JOURNAL.

WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 52

DOW JONES | *Market Gaps* | ***** | NASDAQ 8048.09 | 7.06 | STOXK 600 3813.3 | 1.46 | 10-YR. TREAS. | 1.25/32 | YIELD 1.005% | OIL 547.38 | \$0.43 | GOLD 1516.20 | \$49.80 | EURO 111.172 | YEN 107.12

What's News

Business & Finance

The Fed expected an emergency half-percent rate cut and markets slid, reflecting worries that the coronavirus epidemic is raising recession risks. Major U.S. stock indexes fell around 3%. The yield on the 10-year U.S. Treasury briefly dropped below 1% for the first time. **A1, B1, B3**

The SEC is investigating sales and accounting practices at Hewlett, the consumer-products firm said. **B1**

Target, Kohl's and other retailers that posted lackluster holiday results now face uncertainty stemming from the coronavirus outbreak. **B1**

Hudson's Bay CEO Helena Paulsen is leaving the Sales 17th Avenue parent following its deal to go private. **B3**

Nordstrom named Erik Nordstrom as its sole chief, ending an unusual shared management structure. **B3**

Thermo Fisher agreed to pay about \$1.1 billion to acquire molecular-diagnostics company Qiagen. **B3**

The Supreme Court indicated it may be inclined to rein in how courts and regulators order wrongdoers to return money gained through illegal investment schemes. **B2**

An outage that hit popular online brokerage Robinhood on Monday extended into part of Tuesday. **B3**

Fidelity posted record annual profit and revenue, aided by market gains and its broad reach to investors. **B2**

Quill said a second round of financing brought its total investment to \$1.75 billion. **B4**

Fed Cuts Rates Amid Virus Fears

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

By Nick Timmas

WASHINGTON—The Federal Reserve executed an emergency half-percentage point rate cut and markets slid, reflecting fears that the coronavirus epidemic is raising recession risks for the U.S. and global economies. The Fed reduced the federal funds rate to a range between 1% and 1.25% in the first rate change in between scheduled Fed policy meetings since the 2008 financial crisis. Stock markets fell sharply. Major market indexes declined around 3% and the yield on the benchmark 10-year U.S. Treasury dipped below 1% for the first time as investors sought havens.

The central bank has typically reserved such moves for times when the economic outlook has quickly darkened, as in early 2001 and early 2008, when the U.S. economy was heading into recession. Recession risks have risen enough to "warrant a Federal Reserve shock-and-awe approach," said Tiffany Williams, an economist at Pacific Investment Management Co.

The market's moves Tuesday showed the extent to which investors worry the central bank can't on its own prevent a drop-off in confidence and spending, without a commanding response from public-health authorities and other government agencies.

The rate cut was approved unanimously by the Fed's rate-setting committee, which met by videoconference on Monday night. In a statement, officials held out the prospect of additional stimulus by pledging to "act as appropriate" to support the economy.

Fed officials moved to prevent a pullback in credit availability to households and businesses that could amplify any slowdown in U.S. growth, especially if steps to mitigate the spread of the virus—school and business closures, canceled public events and changed social behavior, broadly speaking—curtail spending and depress hiring.

"The virus and measures taken to contain it will weigh on economic activity, as appropriate" to support the economy.

World-Wide

Biden nabbed a string of Super Tuesday primary victories and Sanders won delegate-rich California as the two candidates broke away from the field in the race for the Democratic presidential nomination. **A1, A5-A5**

The first deaths linked to the coronavirus in the U.S. happened last week, days earlier than previously known. Meanwhile, countries are diverging on the question of who should be tested for the virus. **A6-A9**

The administration is considering using a national disaster program to pay hospitals and doctors for their

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

Former Vice President Joe Biden notched a string of Super Tuesday victories, while Sen. Bernie Sanders won delegate-rich California, as the pair broke away from the field in the race for the Democratic presidential nomination.

The results across Super Tuesday:

By Chad Day, Julie Robinson and Gabriel T. Rubin

Tuesday undercut the big-spending strategy of former New York City Mayor Michael Bloomberg, who had hoped his

states only to lose to him, won the territory of American Samoa, according to the AP. He appeared likely to pick up much smaller numbers of Democratic convention delegates than the other two candidates.

The other big delegate prize of the night, Texas, remained too close to call early Wednesday morning. While Mr. Sanders was declared the winner in California shortly after polls closed, the final allocation of the Golden State's 415 pledged delegates might not be decided for days because of the large number of mail-in ballots. Delegates are

Tennessee Kill at Least 25

By Ariana Castro-Flores and Jennifer Calais

Tornadoes ripped through Tennessee on Tuesday, killing at least 25 people as the twisters carved a path through scenic mountain communities and razed homes in a trendy Nashville neighborhood.

A line of storms began barreling across Tennessee on Monday, spanning three tornadoes in the middle part of the state while many residents slept, according to the National Weather Service. They smashed homes and businesses and left tens of thousands of residents without power.

Gov. Bill Lee said 19 of the deaths, including some children, took place in Putnam County, about 40 miles east of Nashville and home to parks and waterfalls.

Putnam County Mayor Randy Porter said one possible reason so many people died is that the tornado struck just as they were in the middle of the night when people were asleep and might not have heard warning sirens and cellphone alerts.

"It hit so fast," Mr. Porter said. "A lot of folks didn't have time to take shelter."

The remainder of the deaths were in the counties of Wilson, Benton and Davidson, home to Nashville. One twister cut through Nashville, hitting neighborhoods including Germantown, an affluent area with upscale apartments and restaurants, and East Nashville, a section with popular bars and music spots.

"It is heartbreaking. We have had the loss of life all across the state," Mr. Lee said. "We're



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

skypad.com | 35

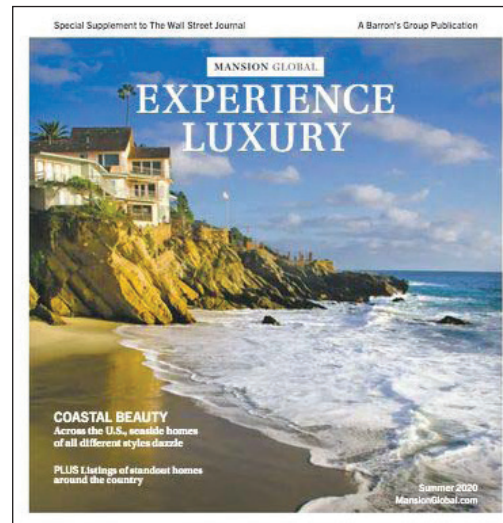
The Wall Street Journal

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
Weekend Property insert



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, COLOR: \$1,250

Global



Ocean Home Magazine

THE LUXURY COASTAL LIFESTYLE PUBLICATION

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

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

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

Demographics

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

FULL PAGE, COLOR: \$2,850

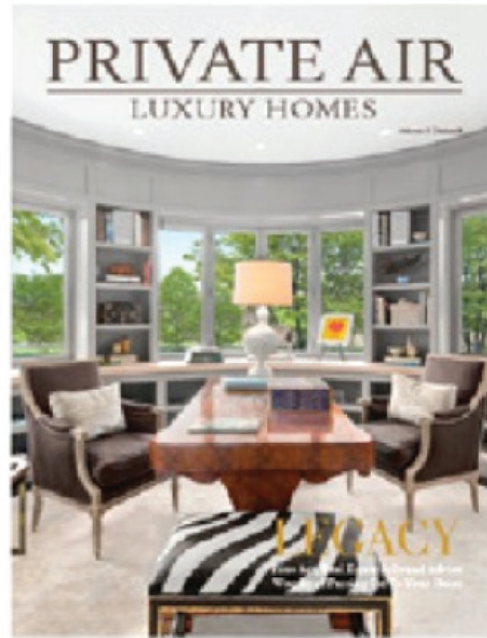
FULL PAGE E-NEWSLETTER SPOT, COLOR: \$3,250



Private Air Luxury Homes Magazine

Private Air Luxury Homes Magazine is published exclusively for the world's most discerning travelers. Distributed through Private Jet Terminals throughout the world, our readers include C-Level executives, royalty, heads of state, celebrities, captains of industry, and private aircraft owners; all of whom expect the highest standards of excellence.

The readers of Private Air Luxury Homes Magazine are some of the world's wealthiest individuals. They come from all over the globe and typically have a collection of homes, an extensive portfolio, a sophisticated interest in arts and culture, as well as a passion for luxury products and travel. This world-class publication caters to their wants with a unique perspective and a genuine grasp of what interests its reader - the world's most exclusive real estate, investments, fine art, and collectibles.



DISTRIBUTION

65,000 private jet owners and guests

Readers encompass professional athletes, A-list celebrities, Fortune 500 executives, politicians, and entrepreneurs

FULL PAGE: \$1,925

includes social media & E-Newsletter

FULL PAGE IN 3 ISSUES: \$1,550

**includes social media, E-Newsletter
& Exclusive Estate Showcase Editorials**

FULL PAGE IN 6 ISSUES: \$1,450

**includes social media & E-Newsletter
& Exclusive Estate Showcase Editorials**



Schedule, Pricing & Reach



COLDWELL BANKER
REALTY

Proposed Schedule, Pricing & Reach 2024

Plan 1 Media	Ad Description	April	May	June	July	Media Total	Reach
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Native Display	Native Ad	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	450,000
Geofencing - Event and Location							
Mobile Conquesting	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	100,000
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00			\$ 1,000.00	13,000
JamesEdition							
Real Estate Rotating Gallery	Featured Banner		\$ 1,600.00			\$ 1,600.00	750,000
New & Trending Home Page Position	Featured Spot	\$ 1,200.00				\$ 1,200.00	750,000
E-Newsletter Featured Listing	E-Newsletter	\$ 1,500.00				\$ 1,500.00	192,000
Social Media	Listing Feature		\$ 800.00			\$ 800.00	148,000
ListGlobally							
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion		\$600			\$ 600.00	
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00				\$ 1,100.00	
Ocean Home							
Custom E-Mail	Custom E-Mail		\$ 2,750.00			\$ 2,750.00	22,000
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00				\$ 1,400.00	43,400
Robbreport.com							
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00				\$ 1,350.00	6,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00	\$ 450.00			\$ 900.00	
WSJ.com							
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00				\$ 2,150.00	164,000
Yachting E-Newsletter							
Boat International	Boat International	\$ 750.00				\$ 750.00	25,600
Cruising World	Cruising World			\$ 1,400.00		\$ 1,400.00	50,000
Sailing World	Sailing World		\$ 600.00			\$ 600.00	20,000
Yachts & Yachting	Yachts & Yachting	\$ 695.00				\$ 695.00	70,000

Proposed Schedule, Pricing & Reach 2024

Print						
Elite Traveler						
Elite Traveler	Luxury Homes Feature			\$ 4,500.00	\$ 4,500.00	557,000
Financial Times						
Financial Times	Property Gallery Box	\$ 1,250.00			\$ 1,250.00	210,457
The New York Times						
The New York Times	Featured Listing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 3,000.00	1,143,804
Ocean Home						
Ocean Home	Full Page E-Newsletter Spot			\$ 3,250.00	\$ 3,250.00	70,000
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00	\$ 1,925.00	65,000
The Wall Street Journal						
The Wall Street Journal - New York Metro	2 x 7	\$ 1,025.00			\$ 1,025.00	148,000
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00			\$ 2,355.00	644,424
The Wall Street Journal						
Mansicon Global Experience Luxury	Weekend Property insert			\$ 980.00	\$ 980.00	100,000
TOTAL					\$ 55,280.00	6,242,685
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy						
Pricing Subject to Change						

Proposed Schedule, Pricing & Reach 2024

Plan 2 Media	Ad Description	April	May	June	July	Media Total	Reach
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
Geofencing - Event and Location							
Mobile Conquesting	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	100,000
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00				\$ 500.00	6,500
JamesEdition							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter	\$ 1,500.00				\$ 1,500.00	192,000
Social Media	Listing Feature		\$ 800.00			\$ 800.00	148,000
ListGlobally							
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion		\$600			\$ 600.00	
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00				\$ 1,100.00	
Ocean Home							
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00				\$ 1,400.00	43,400
Robbreport.com							
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00				\$ 1,350.00	6,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing		\$ 450.00			\$ 450.00	
WSJ.com							
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00				\$ 2,150.00	164,000
Yachting E-Newsletter							
Boat International	Boat International	\$ 750.00				\$ 750.00	25,600
Sailing World	Sailing World		\$ 600.00			\$ 600.00	20,000
Yachts & Yachting	Yachts & Yachting	\$ 695.00				\$ 695.00	70,000

Proposed Schedule, Pricing & Reach 2024

Print							
Elite Traveler							
Elite Traveler	Luxury Homes Feature			\$ 4,500.00	\$ 4,500.00		557,000
Financial Times							
Financial Times	Property Gallery Box	\$ 1,250.00			\$ 1,250.00		210,457
The New York Times							
The New York Times	Featured Listing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 3,000.00		1,143,804
Private Air Luxury Homes							
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00	\$ 1,925.00		65,000
The Wall Street Journal							
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00			\$ 2,355.00		644,424
The Wall Street Journal							
Mansicon Global Experience Luxury	Weekend Property insert			\$ 980.00	\$ 980.00		100,000
TOTAL						\$ 38,105.00	4,646,185
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							

Proposed Schedule, Pricing & Reach 2024

Plan 3 Media	Ad Description	April	May	June	July	Media Total	Reach
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00				\$ 500.00	6,500
JamesEdition							
E-Newsletter Featured Listing	E-Newsletter	\$ 1,500.00				\$ 1,500.00	192,000
Social Media	Listing Feature		\$ 800.00			\$ 800.00	148,000
ListGlobally							
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion		\$600			\$ 600.00	
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00				\$ 1,100.00	
Robbreport.com							
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00				\$ 1,350.00	6,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing		\$ 450.00			\$ 450.00	
WSJ.com							
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00				\$ 2,150.00	164,000
Yachting E-Newsletter							
Boat International	Boat International	\$ 750.00				\$ 750.00	25,600
Sailing World	Sailing World		\$ 600.00			\$ 600.00	20,000
Yachts & Yachting	Yachts & Yachting	\$ 695.00				\$ 695.00	70,000

Proposed Schedule, Pricing & Reach 2024

Print					
Financial Times					
Financial Times	Property Gallery Box	\$ 1,250.00	\$ 1,250.00		210,457
The New York Times					
The New York Times	Featured Listing	\$ 1,500.00	\$ 1,500.00		381,268
The Wall Street Journal					
The Wall Street Journal - New York Metro	2 x 7	\$ 1,025.00	\$ 1,025.00		148,000
The Wall Street Journal					
Mansicon Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
TOTAL			\$ 24,950.00		1,871,825
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change					