



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Larkspur CO Ranch 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 Larkspur CO Ranch

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

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 Colorado.

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

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

JIMMY CINTRÓN
Account Executive
212-677-0083
jimmy@skyad.com

Digital Offerings



COLDWELL BANKER
REALTY

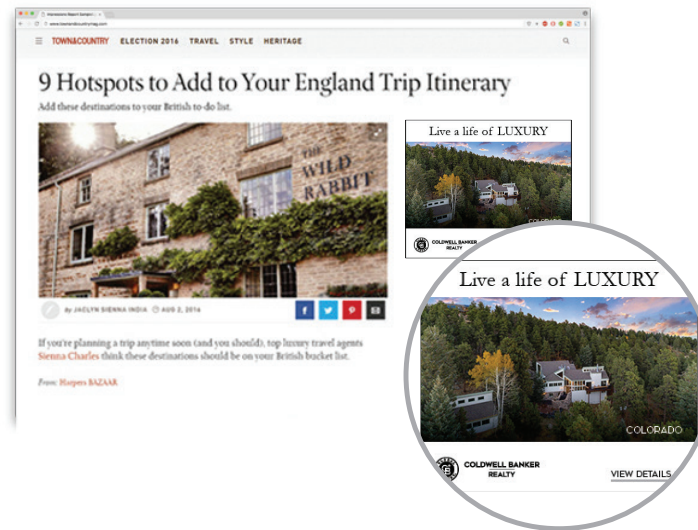
Impressions Campaign

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: **Larkspur CO Ranch**
- 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	



Minimum 3 month commitment

DIGITAL

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL

**Bloomberg
Markets**

Forbes

The
Economist



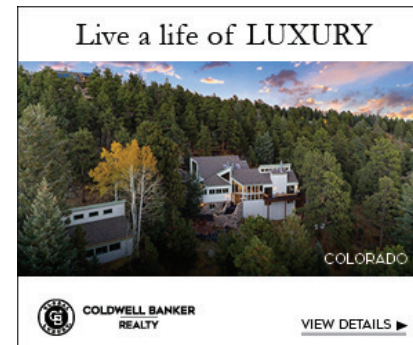
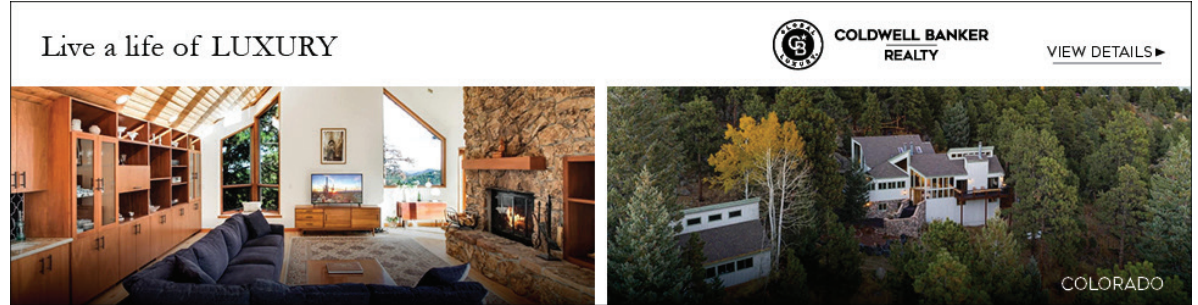
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

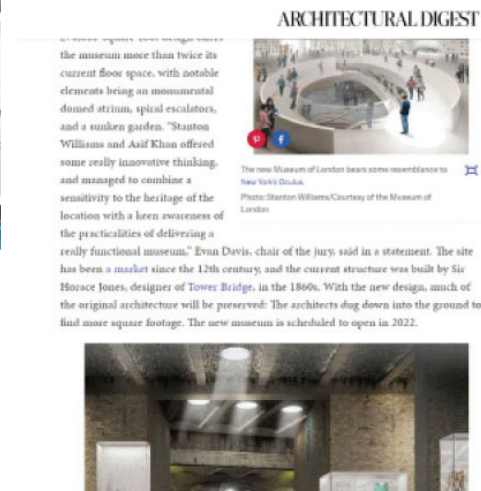
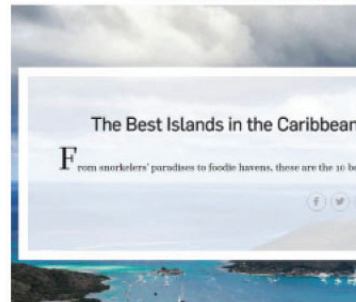
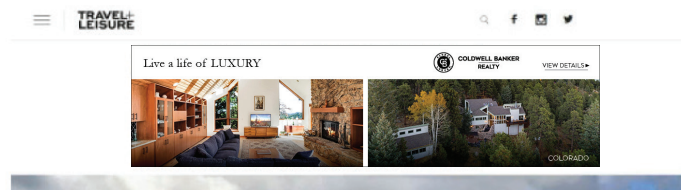
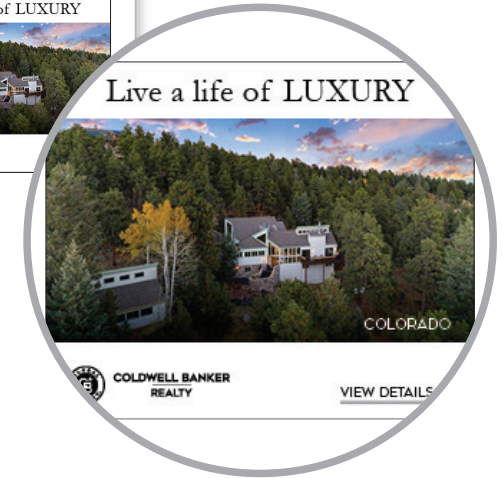
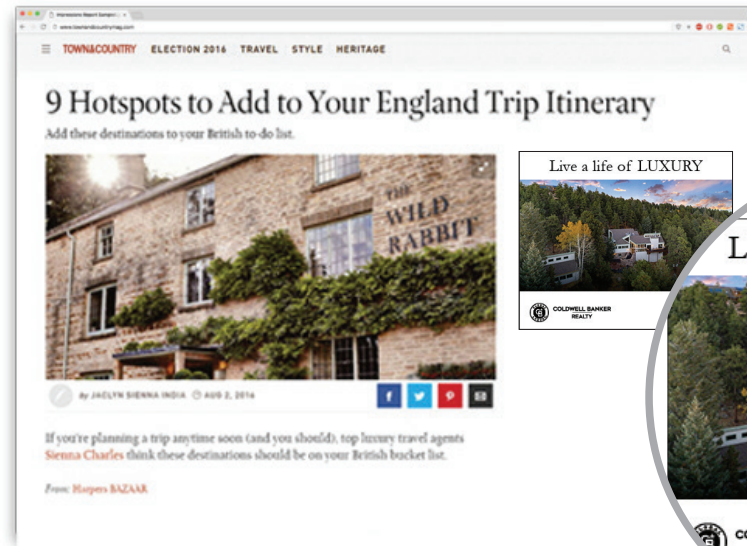
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

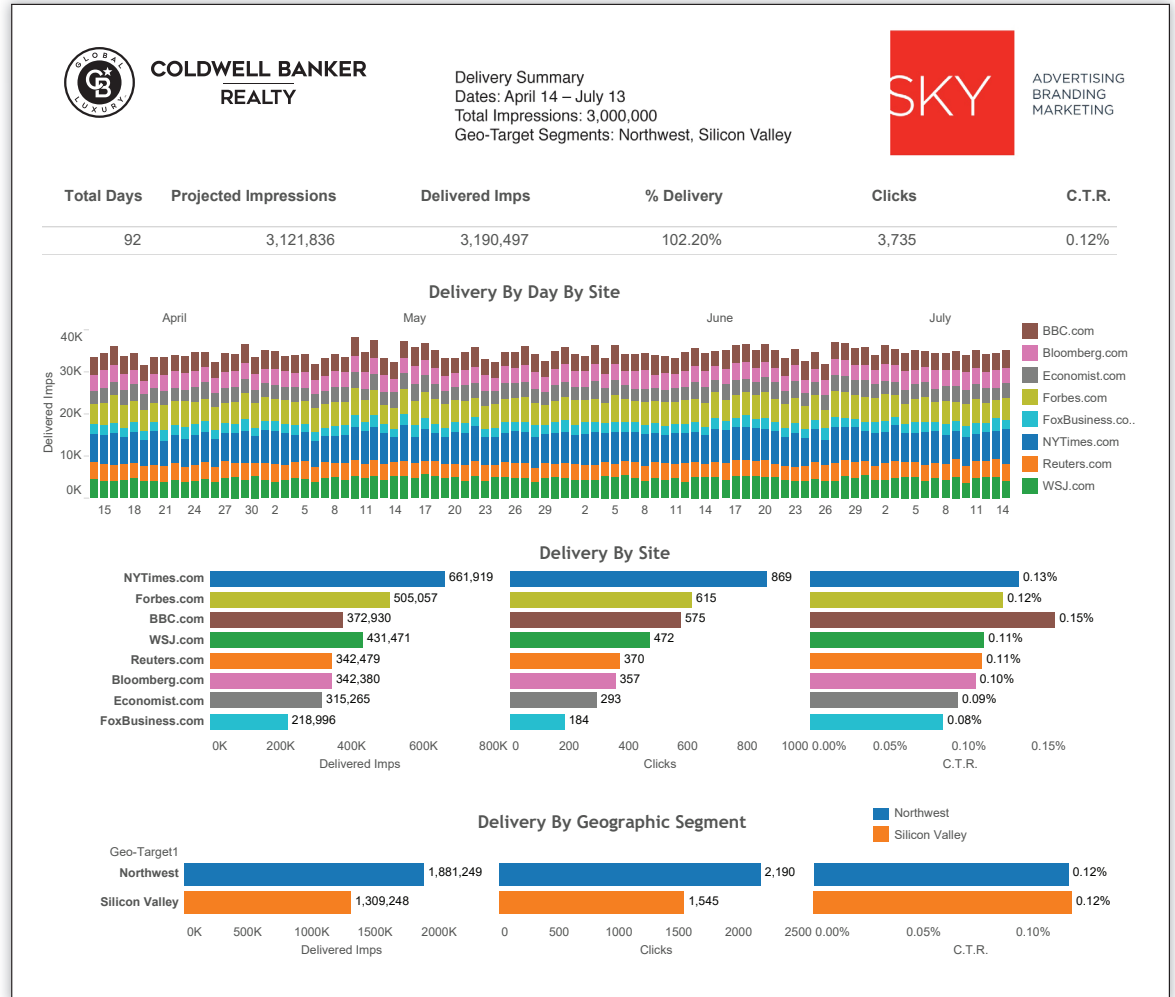


Comprehensive Reporting For Your Customized Campaign

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.

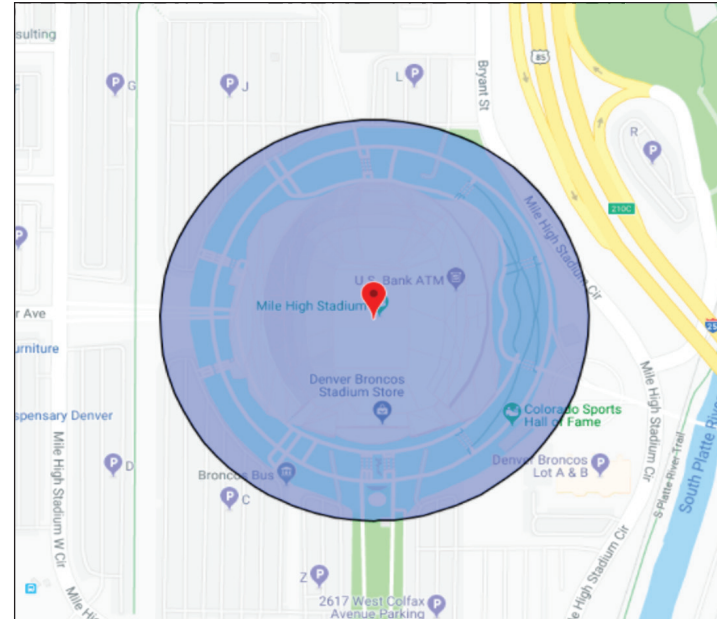
IMPRESSIONS PROGRAM SAMPLE REPORT



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

Price: From \$1,500/month
100,000 impressions

Comprehensive Digital

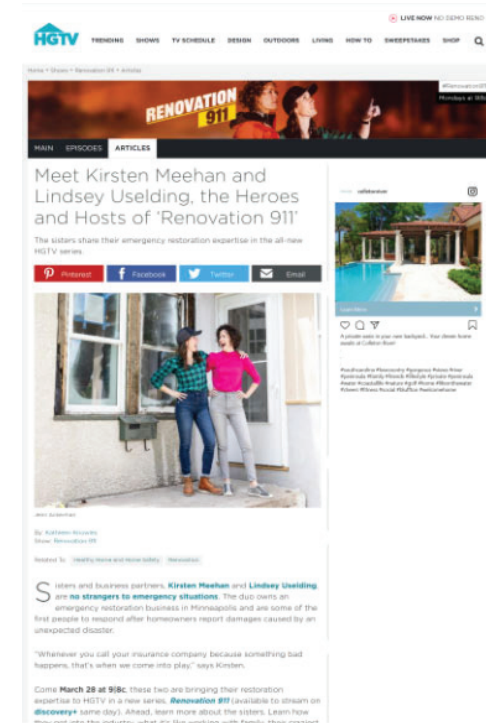
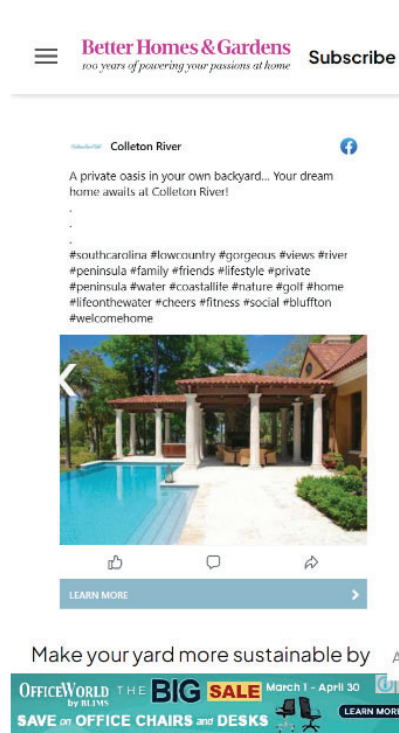
SOCIAL MIRROR ADS

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.

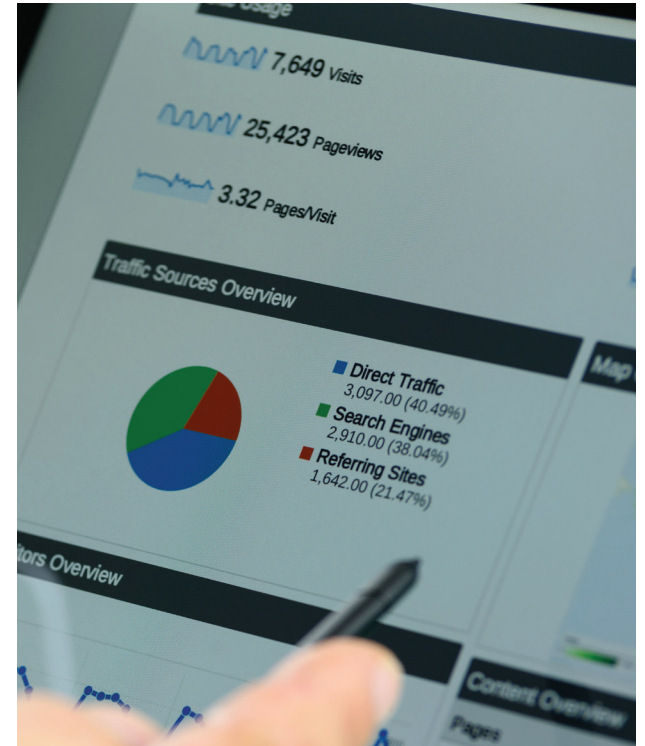


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

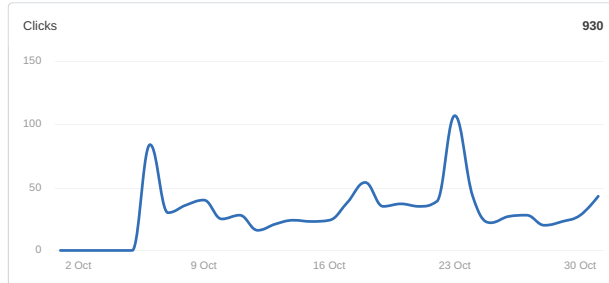
CLIENT DASHBOARD

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.



CBGL Denver

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

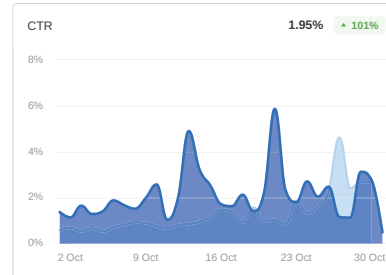
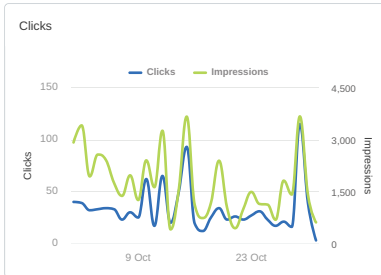
MONTHLY REPORTING

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



CBGL Denver

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

EQ Living

Equestrian Living is tailored to the lifestyle led by their readers. They enjoy a shared pride in their homes, farms, and ranches—and of course their revered horses. They spend generously on travel, vacation homes, jewelry, automobiles, high-end fashion, and other luxury items. In its inaugural year EQ was recognized nationally when a panel of 26 judges at American Horse Publications selected it as the Overall Best Equestrian Magazine in America.

WEEKLY E-NEWSLETTER

A display banner ad of your property appears in the e-newsletter among editorial content.

- Subscribers: **39,000**

PRICE: \$900



Sponsored e-Blasts

EQUESTRIAN LIVING EXCLUSIVE SPONSORED E-BLASTS

Reach highly qualified Equestrians and Equestrian enthusiasts. Enables advertiser to tell their story, exclusively and can include videos, and slideshows. Advertiser provides the content.

- Reach: 33,000

\$1,500 OR \$1,175 WITH PRINT PURCHASE



Featured Property

EQUESTRIAN LIVING REAL ESTATE ONLINE FEATURED PROPERTY

- Highlighted in the real estate. section of the homepage
- Highlighted in the real estate. landing-page
- Listing appears in the slide at the top of the real estate page
- Listing appears as a picture block on real estate page which links to Full page of advertorial including a video or slideshow tour of the property with contact information and a direct link to the realtor
- One Facebook posting - for duration of listing - Facebook, Twitter, Instagram

PRICE: \$1,275

(Runs for 3 months)



DIGITAL

Nob Hill Gazette

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

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

E-NEWSLETTER

ON THE MARKET

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

PRICE: \$500 PER LISTING

San Francisco, Peninsula, and Silicon Valley



jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

jamesedition.com

ROTATING GALLERY

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

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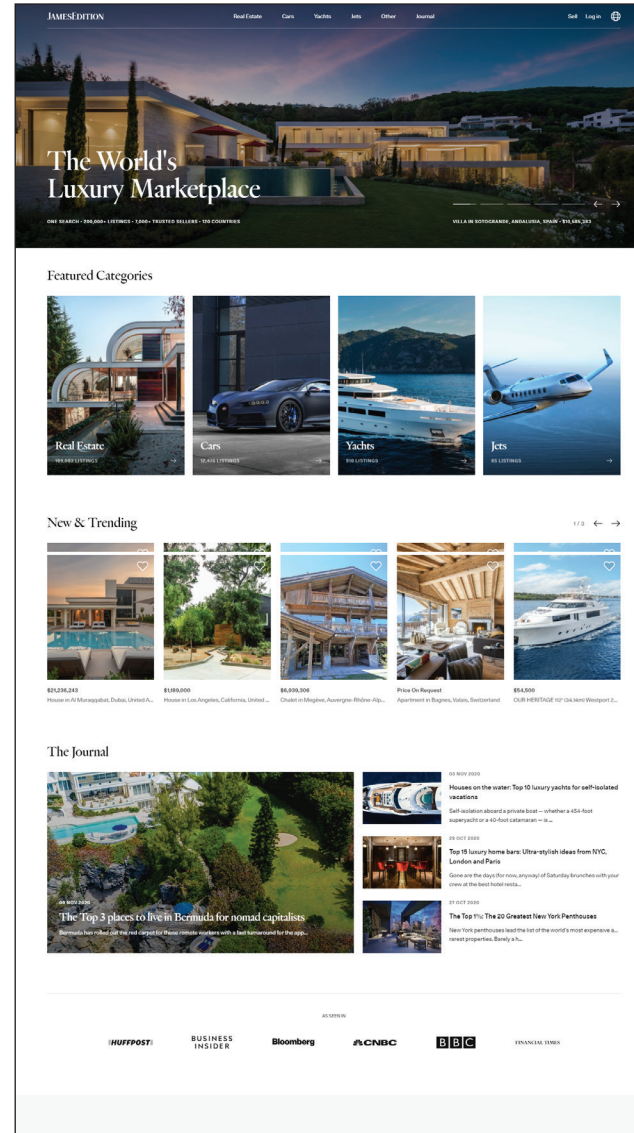
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

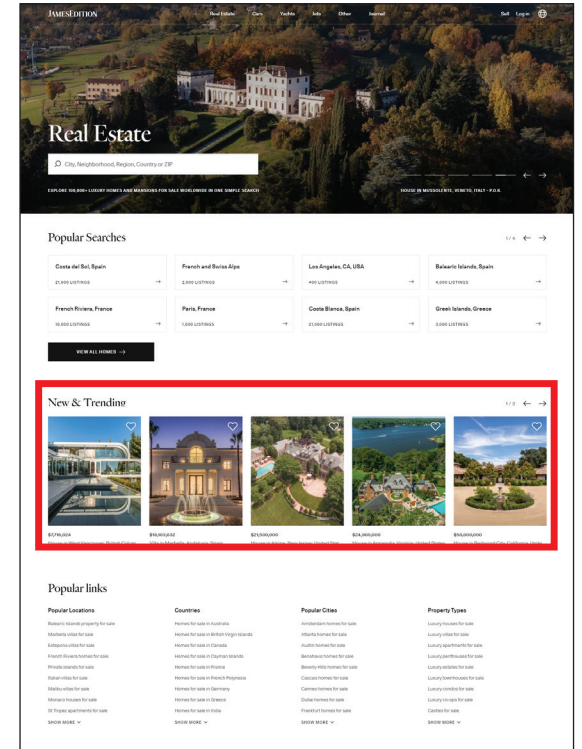
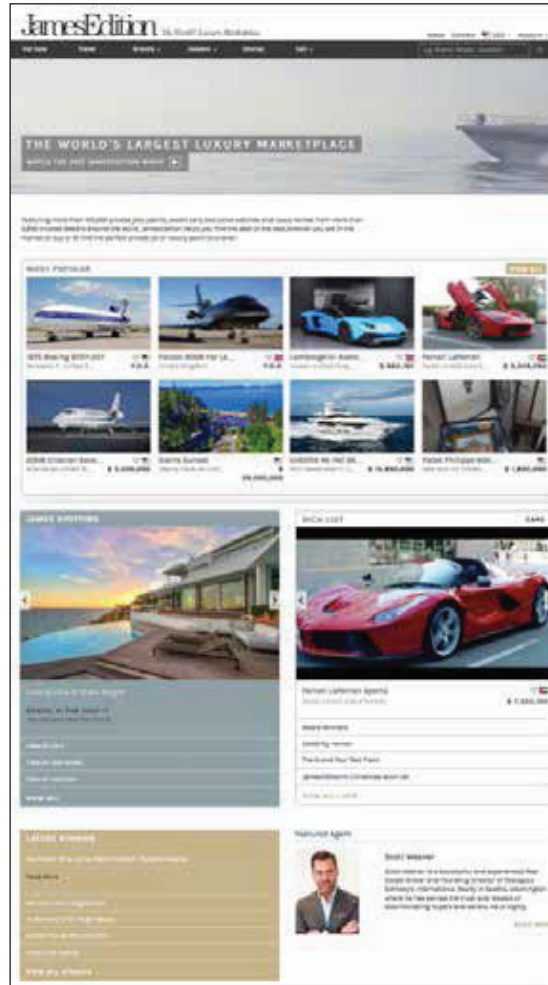
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

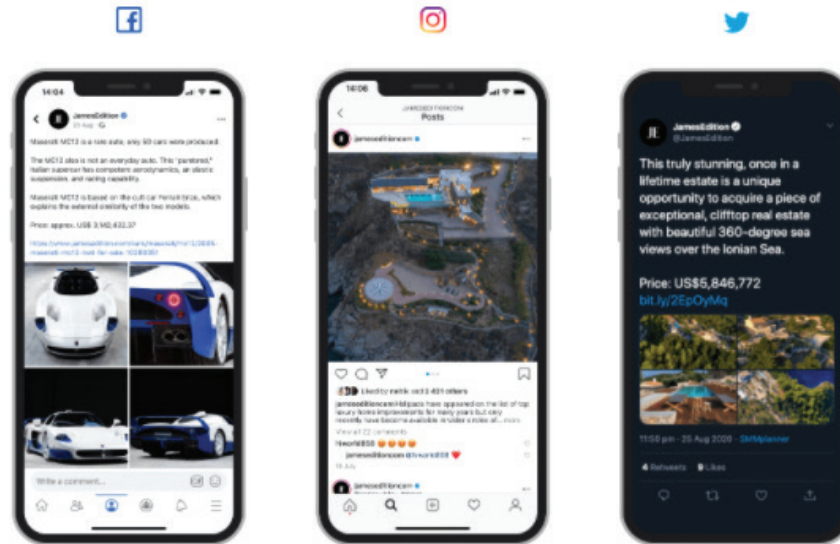
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- 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

Land.com

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

LANDS OF AMERICA

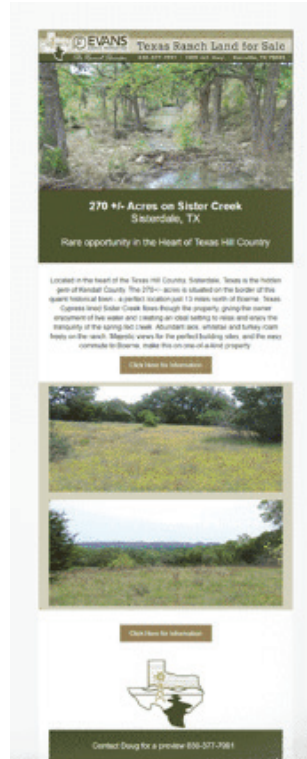
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

LAND AND FARM

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

LAND WATCH

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



SIGNATURE LISTINGS

10Xs more Exposure

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

PLATINUM FEATURED PROPERTY

PRICE: \$750
Featured on all 3 Land.com sites

DEDICATED EMAILS

Create a custom message dedicated to your target customers that highlights your properties and business.

Drive demand and call the most-relevant prospects to action.

PRICE: \$1,500 FOR 5,000 RECIPIENTS

DIGITAL

Land Report

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

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

Top In-Bound Markets:

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

PORTFOLIO LISTING

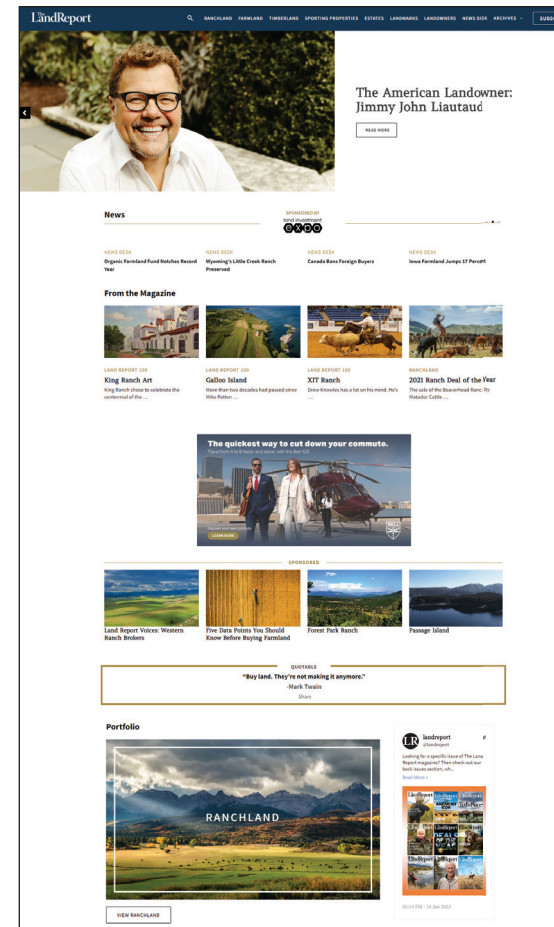
**FEATURED LISTING: \$1,300
SET UP FEE + \$1,250/MONTH**

SOCIAL MEDIA POSTS

BANNERS: \$1,450/POST

E-NEWSLETTER

PRICE: \$1,950/SEND



CUSTOM CONTENT

PRICE: \$1,300 SET UP FEE + \$1,250/MONTH

DIGITAL

The Plaid Horse

TPH Readers are well-educated, have a high disposable income and a passion for the luxurious lifestyle.

With a large audience across multiple channels, digital advertising with the Plaid Horse will get you in front of high numbers in various demographics.

- Averaging 425K page views a month
- 590K new users this year –a 147% increase
- 155% year over year growth in page views

E-NEWSLETTER

Exclusive email devoted exclusively to your content and delivered to the entire TPH subscriber base.

- Subscribers: **85,000+**

PRICE: \$1,825/DEPLOYMENT

BLOG POST + EMAIL (CLIENT PROVIDED CONTENT)

PRICE: \$700

BLOG POST + EMAIL (CONTENT WRITTEN BY TBH)

PRICE: \$1,500

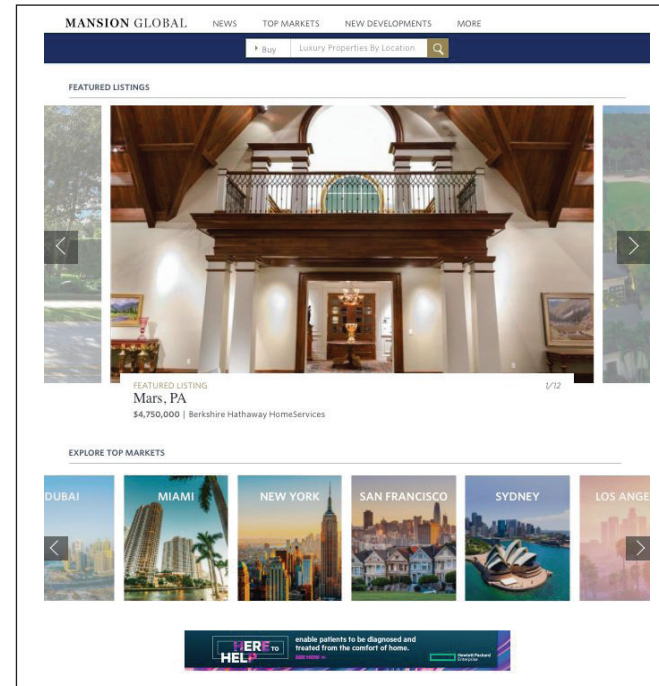
(THE)
PLAID HORSE

The Wall Street Journal Online (WSJ.com)

THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

2X7, SOUTHERN WESTERN REGION: \$1,020

Buy 4 get 1 free

PROPERTY PORTFOLIO, NATIONAL: \$2,355

THE WALL STREET JOURNAL.
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXXV NO. 52 • WSJ.com • \$4.00
 DAA 292741 • 753.912.91 • NASDAQ 100 19.30 • S&P 500 3121.1 • 10-YR TREAS. 2.25% • 30-YR TREAS. 2.52% • OIL 51.18 • 90-DAY 1.14 • 12-MO 1.42 • 5-YR 1.42 • 10-YR 2.25 • 15-YR 2.32

What's News
Business & Finance
 The Fed announced an emergency rate cut and more than 100 banks, reflecting worries that the coronavirus could cause a credit crunch, cut off the flow of money and lead to a recession. The Fed cut the rate on the overnight rate by 75 basis points to 2.00% from 2.25%. The move is the first since 2008. The Fed also announced a \$500 billion increase in the amount of Treasury bills it will buy in the next three months. The Fed also announced that it will purchase up to \$600 billion of corporate bonds and up to \$200 billion of government securities. The Fed also announced that it will purchase up to \$200 billion of government securities. The Fed also announced that it will purchase up to \$200 billion of government securities.

Fed Cuts Rates Amid Virus Fears
 Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

Tennessee Twisters Kill at Least 25
 A line of twisters began barreling across Tennessee on Monday afternoon, tearing through the state while many residents ducked for cover. The twisters, which were about 100 feet long and 10 feet high, tore through the state, including some fatalities, such as in Putnam County. Major twister hit near Nashville, killing at least 25 people and injuring many more. The twisters were seen in the middle of the night and people were warned to seek shelter.

Biden Picks Up String of Victories, Sanders Logs Big Win in California
 Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests. Biden won in California, Nevada, and Colorado. Sanders won in California. Biden also won in New York, New Jersey, and Virginia. Sanders won in California. Biden also won in New York, New Jersey, and Virginia. Sanders won in California.

Shaky Ground
 The market's move Tuesday showed the extent to which investors worry the central bank cut on Tuesday. The market's move Tuesday showed the extent to which investors worry the central bank cut on Tuesday. The market's move Tuesday showed the extent to which investors worry the central bank cut on Tuesday.

Sotheby's
 INTERNATIONAL REALTY

Nothing compares to what's next.

City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] | 123.456.7890

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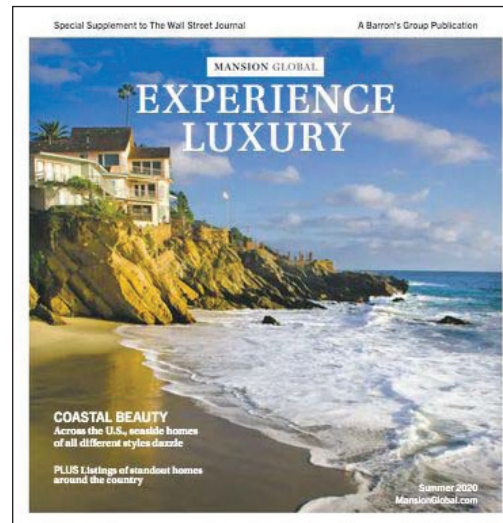
The Wall Street Journal

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 TEMPLATE
OR \$1985/FULL PAGE CUSTOM**



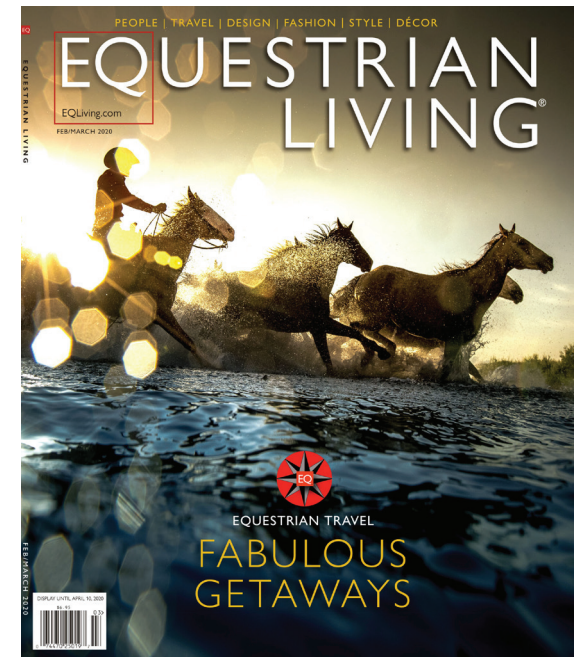
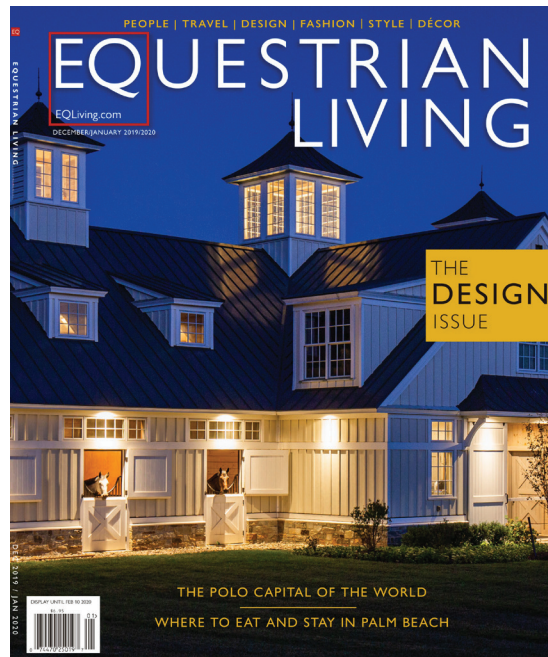
Equestrian Living

Throughout history, the equestrian lifestyle has woven its way through our culture. From the magnificence of vast western ranches to elegant English hunt-country estates, horses are an integral element of modern fashion, style, and decor. Equestrian Living magazine encompasses the absolute best of these timeless traditions. Our readers are an affluent group of very diverse people who have one thing in common — their love of the majestic horse. EQ Living delights them with luxurious features and breathtaking photography displayed within a beautiful, award-winning format.

- Circulation: **35,000**
- **98%** look to EQ for Ranch/Farm/Home architectural design
- **95%** look to EQ for Real Estate
- Average net worth of over **\$6 million**
- Average HHI: **\$335K**

HALF PAGE: \$1,300

FULL PAGE: \$2,050



The Land Report

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

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

FULL PAGE: \$4,900



SOthebysREALTY.COM

Open the door to what's next.

Harald Grant
Associate Broker
914.627.7722
Harald.Grant@SothebysRealty
H.Grant@SothebysRealty.com

Bruce Grant
Licensed Salesperson
914.640.7838
Bruce.Grant@SothebysRealty

The Rosewood Farm Estate
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000
ROSEWOODFARMESTATE.COM

Sotheby's
INTERNATIONAL REALTY

SOthebysREALTY.COM

Take a peek at what's next.

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Vanessa.Moore@SothebysRealty

Water Mill South on Reserve, Pool & Tennis
Water Mill, New York

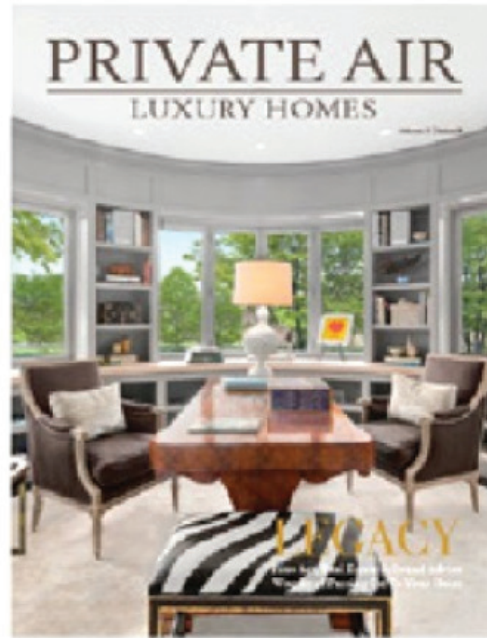
6 BEDROOMS | 6.5+ BATHS | 4,900SQ FT. | \$11,000,000
542MECOVROAD.COM

Sotheby's
INTERNATIONAL REALTY

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



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Plan 1 Media	Ad Description	June	July	August	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
EQ Living						
EQ Living E-Newsletter	EQliving - weekly			\$ 900.00	\$ 900.00	39,000
EQ Living Sponsored E-blast	Exclusive Sponsored E-blasts	\$ 1,500.00			\$ 1,500.00	39,000
EQ Living Real Estate Online	Featured Property		\$ 1,275		\$ 1,275.00	
The Plaid Horse						
E-Newsletter	E-Newsletter		\$ 1,825.00		\$ 1,825.00	85,000
Article/Press Release	Blog Post + Email (Client provided content)	\$ 700.00			\$ 700.00	
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						
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00	\$ 1,600.00	750,000
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		\$ 1,000.00		\$ 1,000.00	148,000
Land.com						
Dedicated Emails - targeted*	Dedicated Emails - targeted*		\$ 1,500.00		\$ 1,500.00	5,000
Platinum Listings		\$ 750.00			\$ 750.00	
Signature Listings			\$ 330		\$ 330.00	
Land Report						
Portfolio Listing	Featured Listing		\$ 2,550.00		\$ 2,550.00	
E-Newsletter	Monthly E-Newsletter	\$ 1,950.00			\$ 1,950.00	27,000
WSJ.com						
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module	\$ 1,275.00			\$ 1,275.00	164,000

Proposed Schedule, Pricing & Reach 2024

Print				
Equestrian Living				
Equestrian Living	Full Page or Half Page	\$ 2,050.00	\$ 2,050.00	35,000
Land Report				
Land Report	Full Page		\$ 4,900.00	40,000
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 - Southern Western Region	2 x 7	\$ 1,020.00	\$ 1,020.00	148,000
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00	\$ 2,355.00	644,424
The Wall Street Journal				
Mansion Global Experience Luxury	Weekend Property insert	\$ 980.00	\$ 980.00	100,000
TOTAL			\$ 42,085.00	3,637,924
*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	June	July	August	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
EQ Living						
EQ Living E-Newsletter	EQliving - weekly			\$ 900.00	\$ 900.00	39,000
EQ Living Sponsored E-blast	Exclusive Sponsored E-blasts	\$ 1,500.00			\$ 1,500.00	39,000
EQ Living Real Estate Online	Featured Property		\$1,275		\$ 1,275.00	
The Plaid Horse						
Article/Press Release	Blog Post + Email (Client provided content)	\$ 700.00			\$ 700.00	
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
Land.com						
Dedicated Emails - targeted*	Dedicated Emails - targeted*		\$ 1,500.00		\$ 1,500.00	5,000
Platinum Listings		\$ 750.00			\$ 750.00	
Signature Listings			\$330		\$ 330.00	
Land Report						
E-Newsletter	Monthly E-Newsletter	\$ 1,950.00			\$ 1,950.00	27,000
WSJ.com						
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module	\$ 1,275.00			\$ 1,275.00	164,000

Proposed Schedule, Pricing & Reach 2024

Print					
Equestrian Living					
Equestrian Living	Half Page		\$ 1,300.00	\$ 1,300.00	35,000
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 - Southern Western Region	2 x 7		\$ 1,020.00	\$ 1,020.00	148,000
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00		\$ 2,355.00	644,420
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
TOTAL				\$ 27,960.00	2,514,920
*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	June	July	August	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	100,000
EQ Living						
EQ Living Sponsored E-blast	Exclusive Sponsored E-blasts	\$ 1,500.00			\$ 1,500.00	39,000
EQ Living Real Estate Online	Featured Property		\$1,275		\$ 1,275.00	
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
Land.com						
Dedicated Emails - targeted*	Dedicated Emails - targeted*		\$ 1,500.00		\$ 1,500.00	5,000
Platinum Listings		\$ 750.00			\$ 750.00	
Signature Listings			\$330		\$ 330.00	
WSJ.com						
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module	\$ 1,275.00			\$ 1,275.00	164,000
Print						
Equestrian Living						
Equestrian Living	Half Page		\$ 1,300.00		\$ 1,300.00	35,000
The Wall Street Journal						
The Wall Street Journal - Southern Western Region	2 x 7		\$ 1,020.00		\$ 1,020.00	148,000
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00			\$ 2,355.00	644,424
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00		\$ 980.00	100,000
TOTAL					\$ 19,985.00	1,533,924

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