



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

The Cove Hobe Sound 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 The Cove Hobe Sound

SKY Advertising is excited to present to Coldwell Banker Ft Lauderdale a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to The Cove Hobe Sound.

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 Bay Harbor Island, FL.

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

LET'S DO
GREAT THINGS TOGETHER

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Digital Offerings



COLDWELL BANKER
REALTY

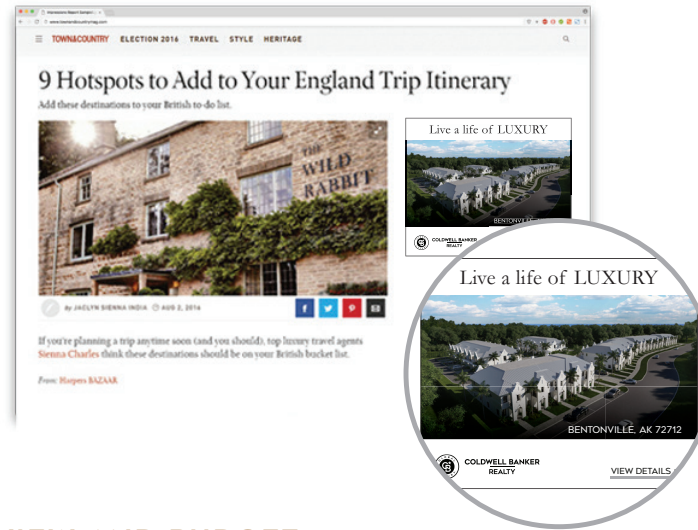
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **The Cove Hobe Sound**
- Flight Dates: **July 2024 - December 2024**
- Impressions: **6,000,000**
- 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



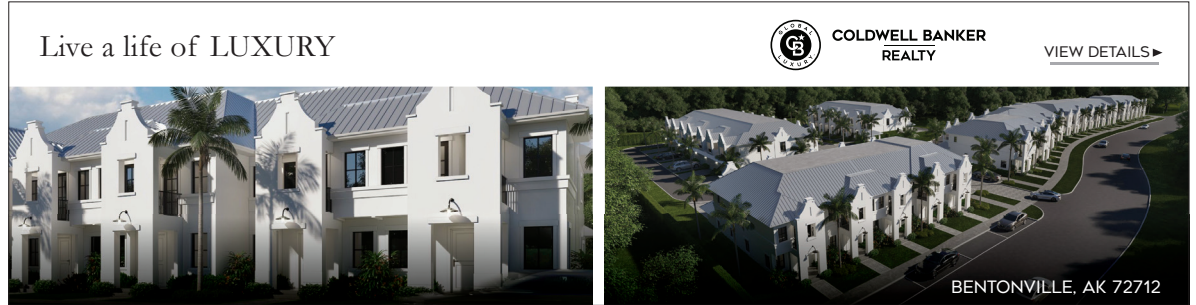
Creative

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



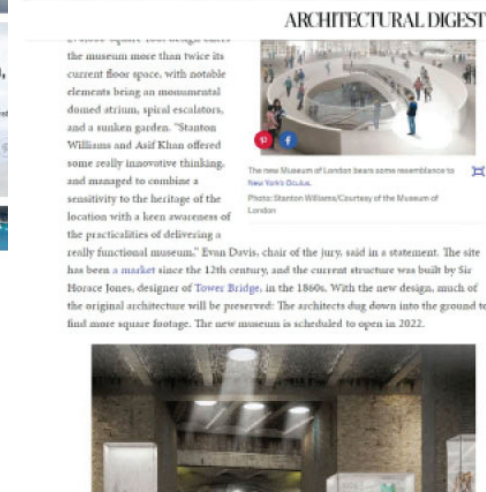
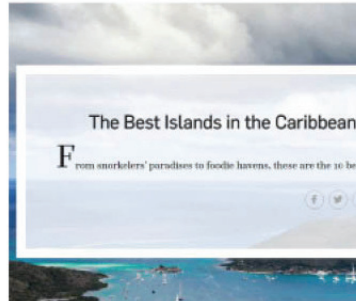
Live a life of LUXURY



[VIEW DETAILS ►](#)



Sample Banners For Impressions Programs As They Appear On Sites

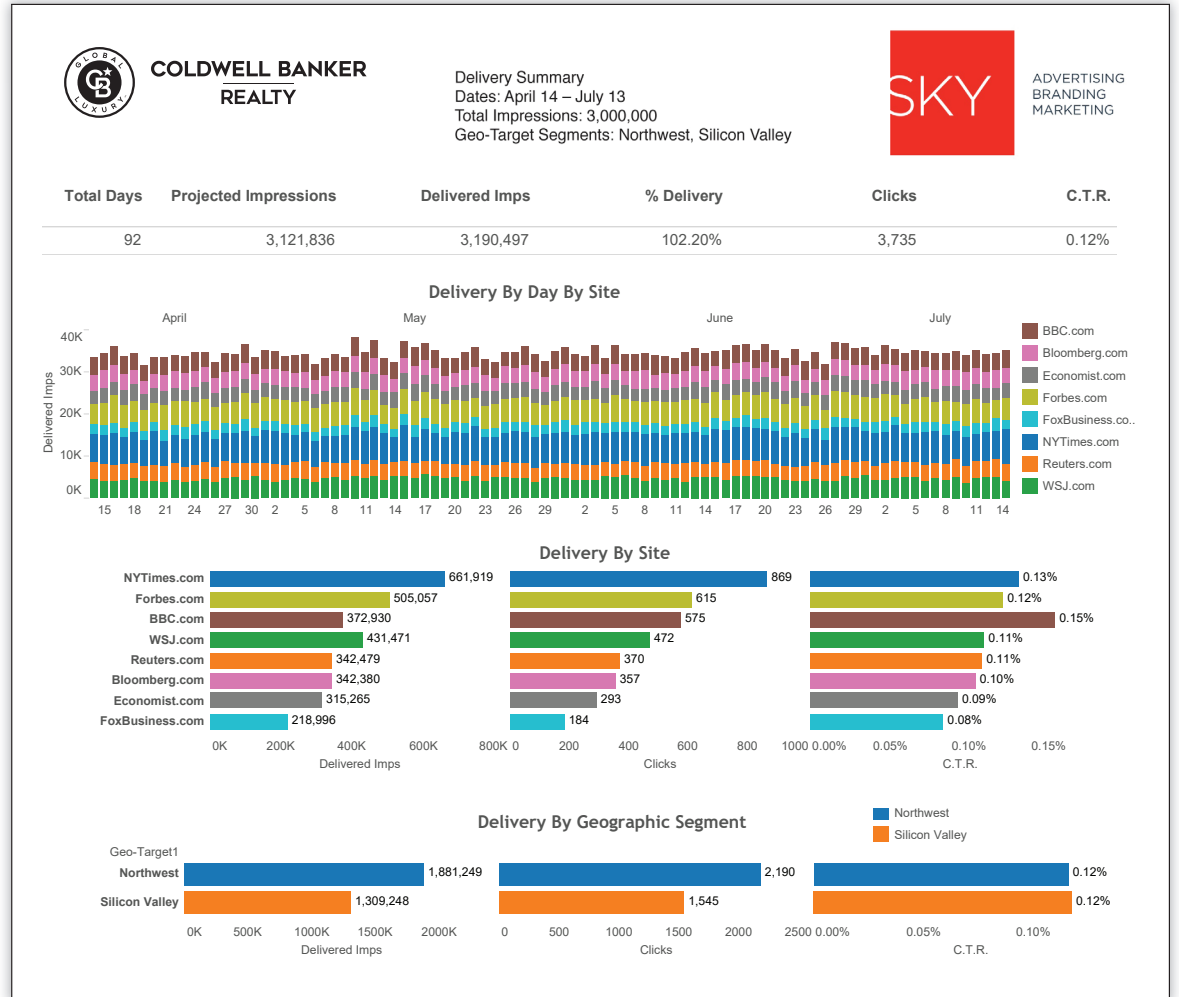


Comprehensive Reporting For Your Customized Campaign

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.

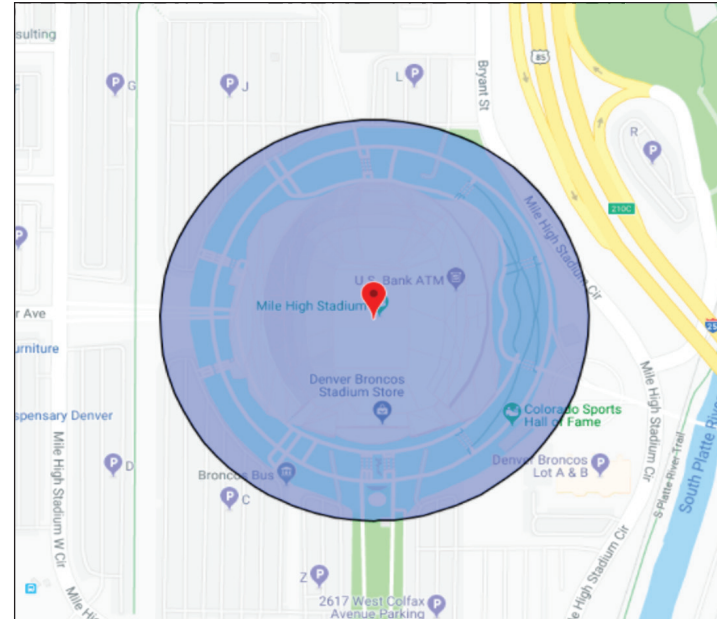
IMPRESSIONS PROGRAM SAMPLE REPORT



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/Month**
- Monthly Impressions: **100,000**

Comprehensive Digital

OTT/VIDEO PREROLL

OTT or Over The Top is video programming transmitted via the Internet, not on traditional cable or broadcast. It reaches any type of internet connected device including Roku, Connected TV/SmartTVs, Fire TV Sticks, XBOX, PlayStation, Apple TV, Chromecast, and more.

Our OTT gets you to thousands of publishers and streaming exchanges on stations like: Sling TV, Fubo.TV, Pluto.TV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

OTT can extend the reach of a business that is currently doing broadcast TV or cable because OTT reaches audiences that have cut the cord to cable (cord-cutters), or those that have never had cable (cord-nevers) and you are able to reach a more targeted audience with OTT.

eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.

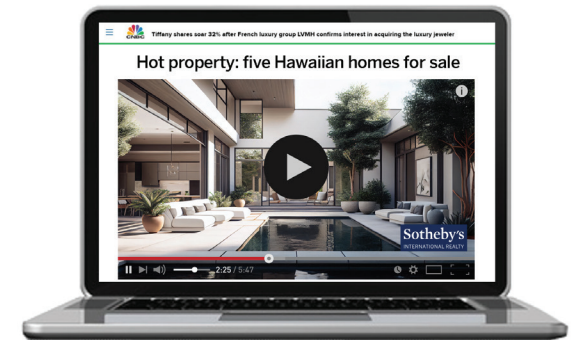


YouTube Video Pre-Roll Ads

WHY OTT?

Our OTT runs on Set Top Boxes, Game Consoles, and Smart TVs like Fire TV Sticks, XBOX, PlayStation, 4K FireTV, SmartTV, AppleTV, ChromeCast, Roku, and more. 100% of our impressions are served on Connected TVs.

We have direct inventory on hundreds of Apps and Providers. These cover a variety of content such as News, Sports, Entertainment, Lifestyle, Gaming, Health, Technology, and many more, depending on the targeting categories selected for your campaign. We have over 100,000 targeting categories to choose from and we can also use Artificial Intelligence to find the optimal audience. We have direct deals with large publishers and devices like Samsung TV, DIRECTV, NHL, Fox, local news stations,



Disney/ABC, AMC Networks, NBC Universal, National Geography, A+E Networks, Bloomberg, Discovery, the CW, and MLB to serve ads through direct connections. We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

PRICE: FROM \$1,500/MONTH
50,000 Impressions

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

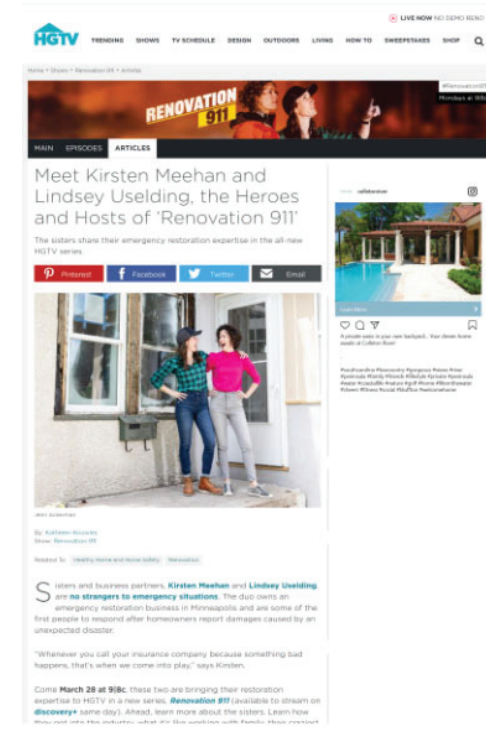
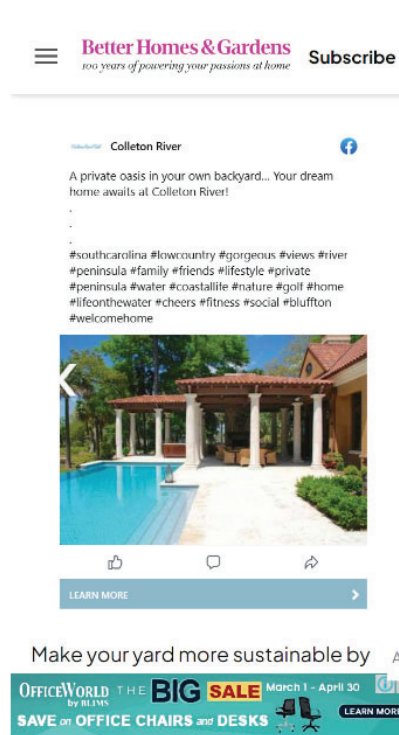
SOCIAL MIRROR ADS

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

Comprehensive Digital

ONLINE AUDIO ADS

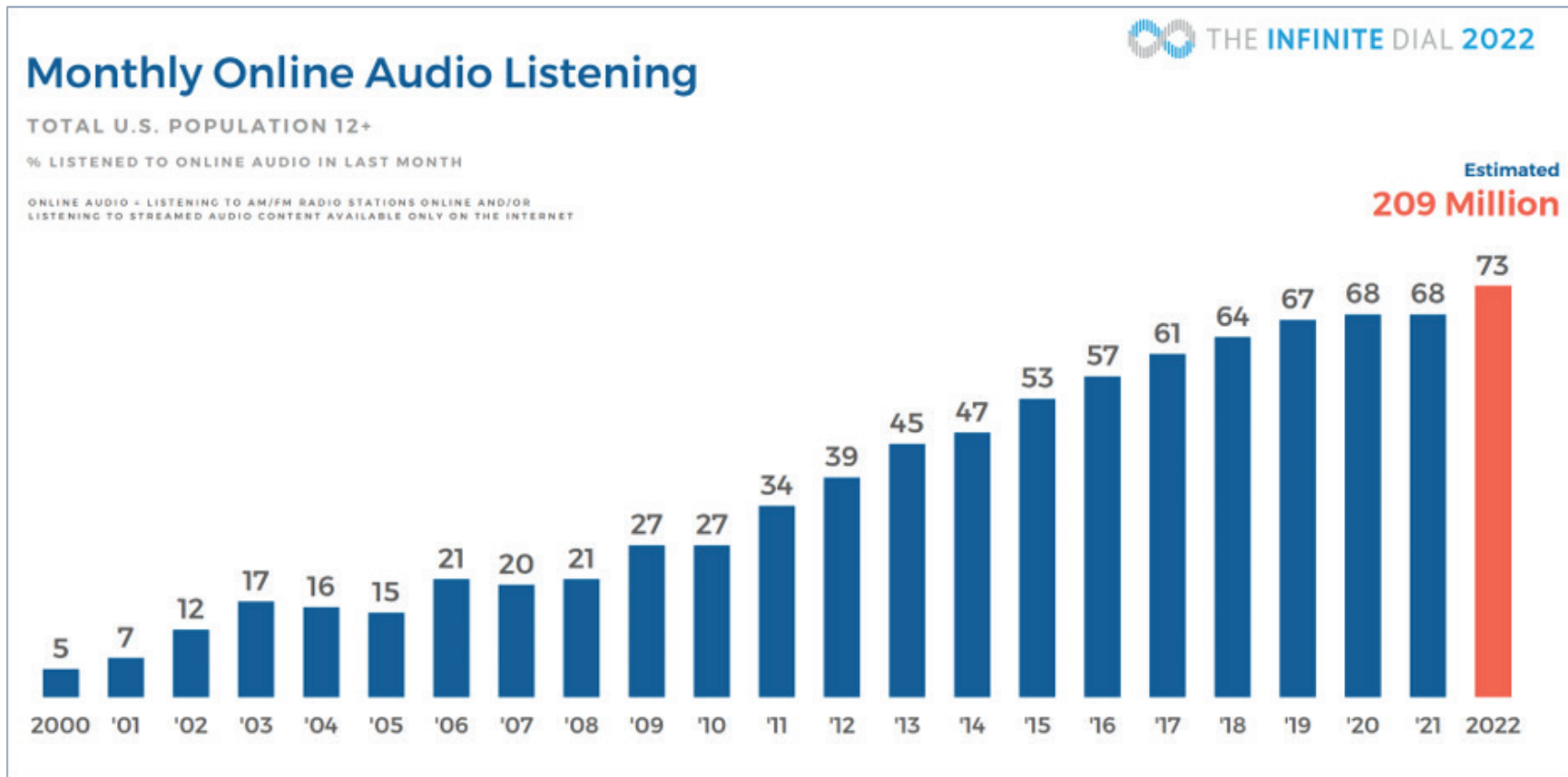
Audio ads served to targeted online listeners who are consuming audio content across all types of devices including Smart Speakers.

- Your 15-30 second audio ad plays in online content such as music, podcasts, and sporting events that users listen to on their devices.
- On some platforms your audio ad will be served along with a companion display ad at no additional cost.
- Your online audio ads run across major streaming services.

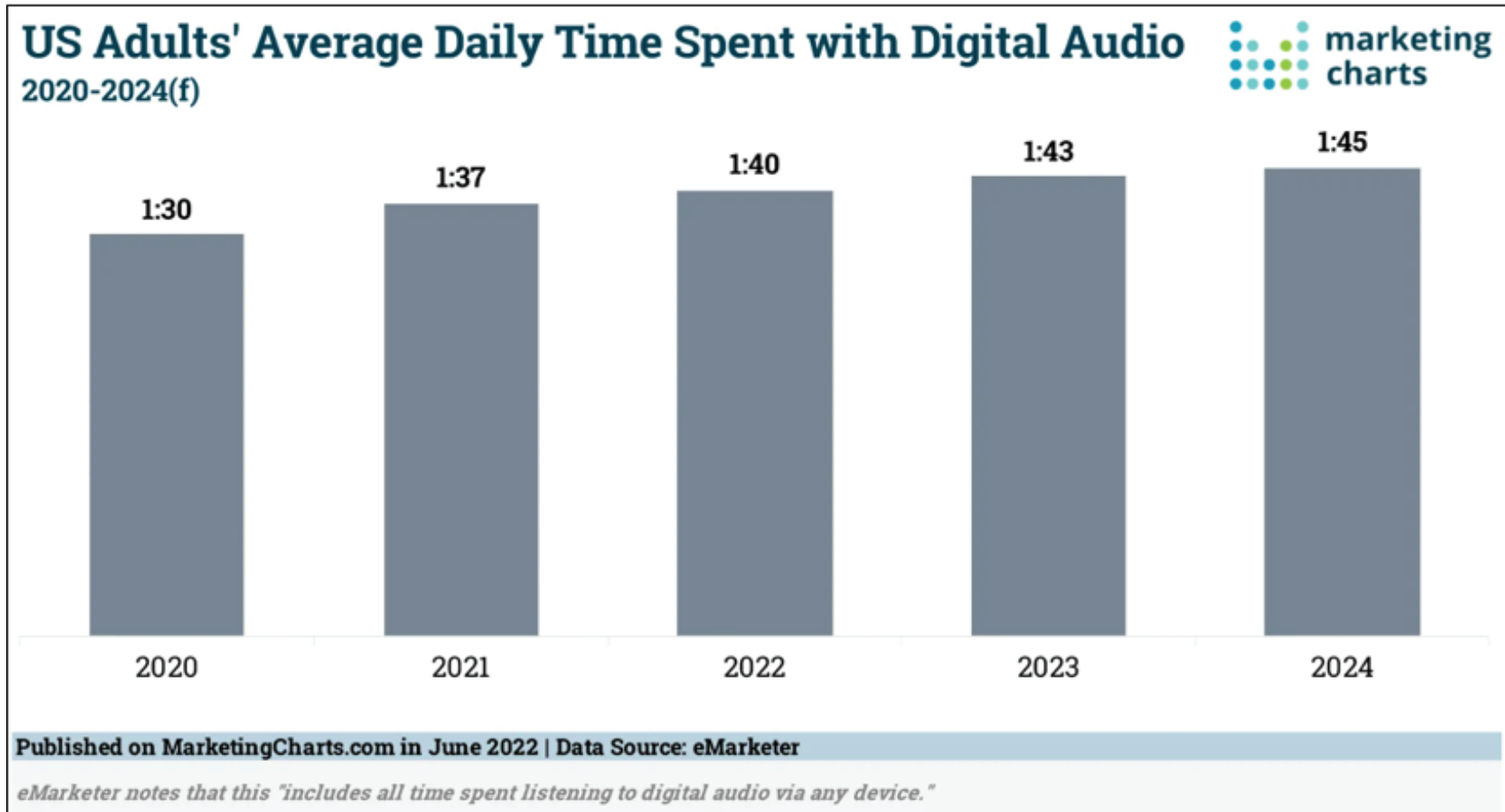
PRICE: FROM \$1,500/MONTH
30,000 Impressions



73% of the U.S. population listened to Online Audio in the last month.



The average listener spends 1 hour and 40 minutes a day with Online Audio.



Source: [https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20\(1%3A27\)](https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20(1%3A27))

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.

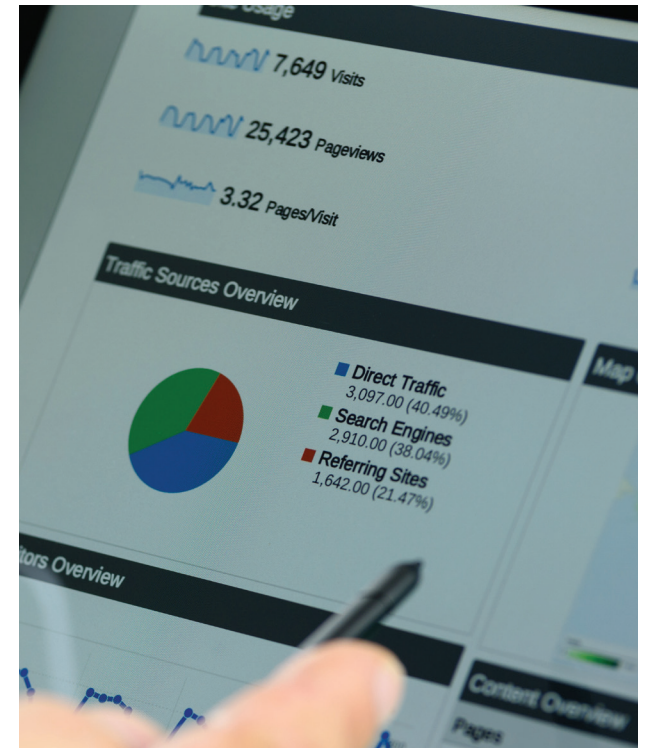


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

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



Google AdWords

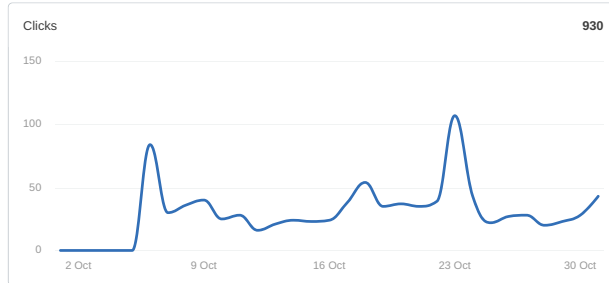
CLIENT DASHBOARD

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.



Coldwell Banker Ft Lauderdale

Google Ads Impressions	Google Ads Clicks	Google Ads CTR	Google Ads Phone Calls	Average Cost-Per-Click	Google Ads Interaction R...
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

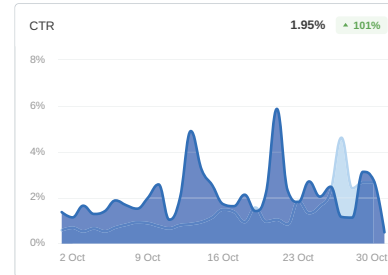
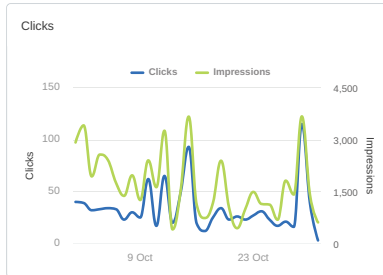
MONTHLY REPORTING

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



Coldwell Banker Ft Lauderdale

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

DIGITAL

Cottages & Garden

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

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

TOP 10 MARKETS

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

INSTAPARTNERSHIP

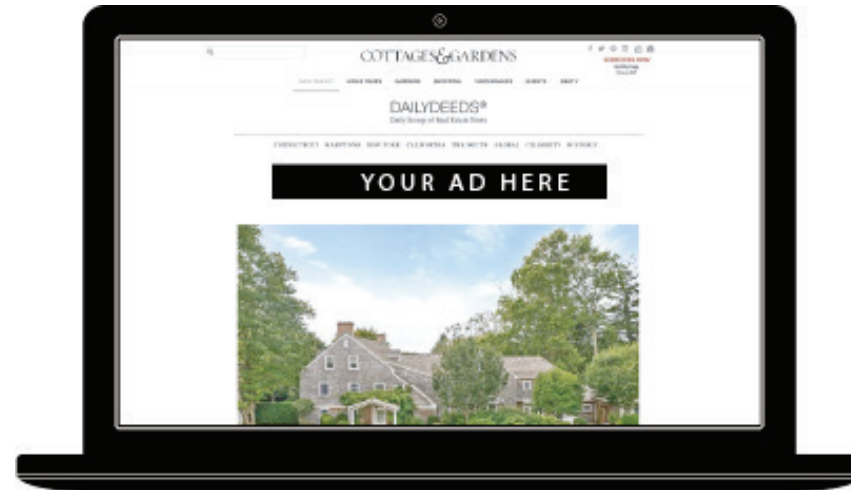
POST AND STORIES TAKEOVER: \$1,950/30 DAYS

DAILY DEEDS

E-NEWSLETTER SENT 4X PER WEEK:
\$3,000 FOR TWO WEEKS; \$5,000 PER MONTH

SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950



Floral Gift Ideas for Mother's Day

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



Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



Ready, Set, Game Time!

12 fun finds that double as playful decor.

Spotlight



CALIFORNIA CLOSETS

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

DIGITAL

Nob Hill Gazette

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

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

E-NEWSLETTER

ON THE MARKET

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

PRICE: \$500 PER LISTING

San Francisco, Peninsula, and Silicon Valley



jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

jamesedition.com

ROTATING GALLERY

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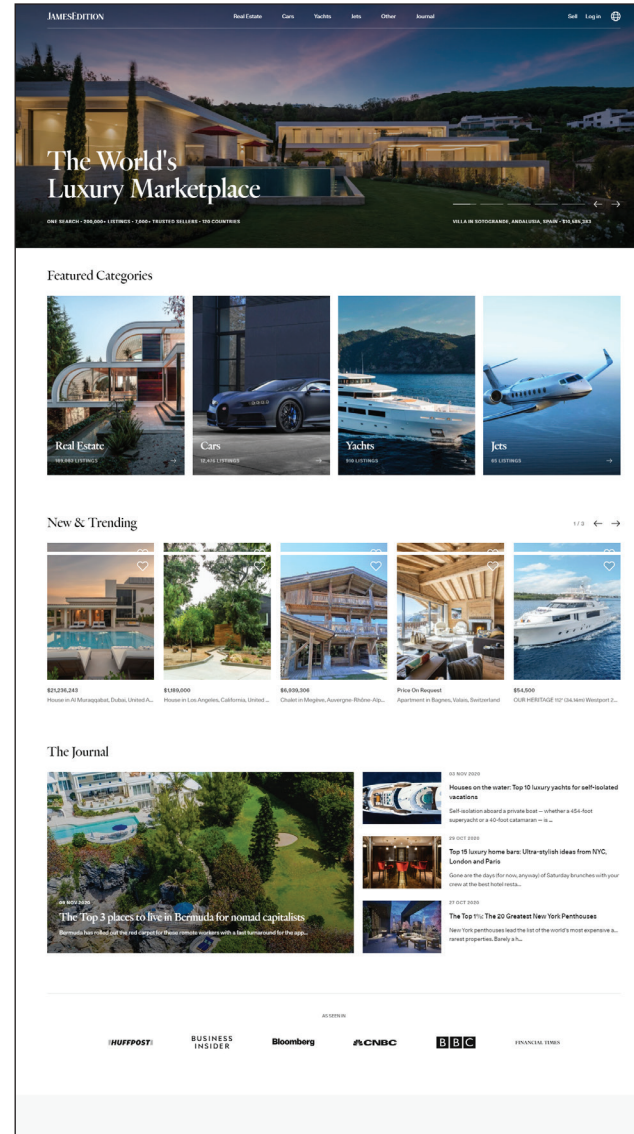
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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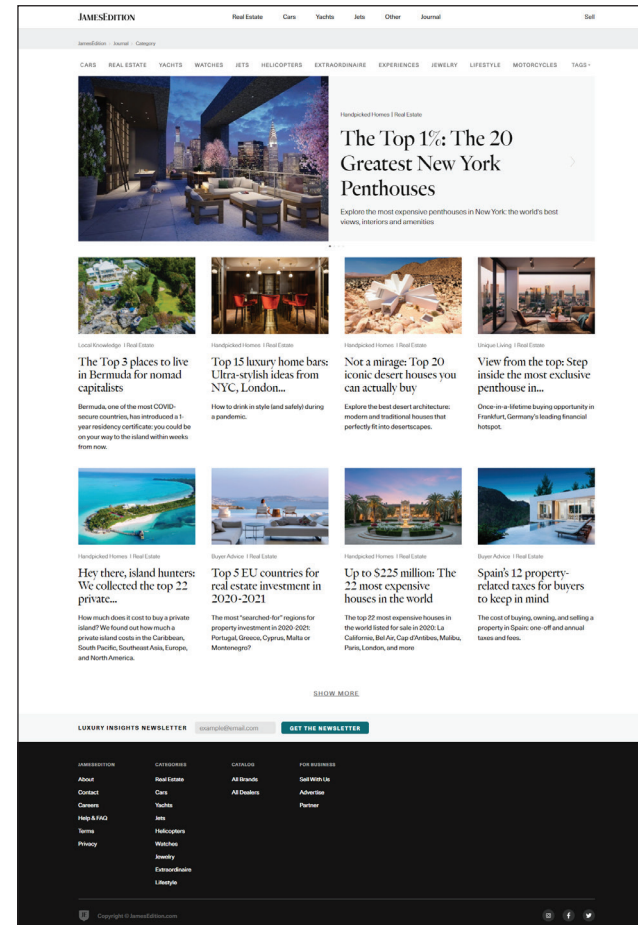
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

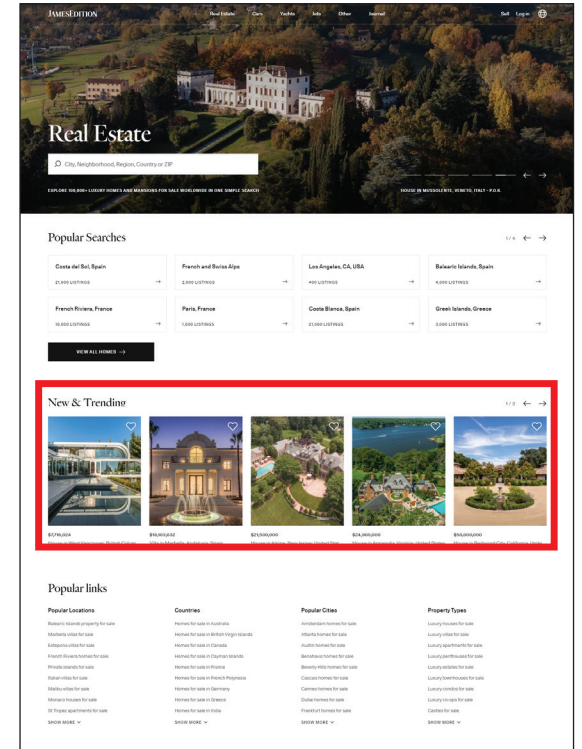
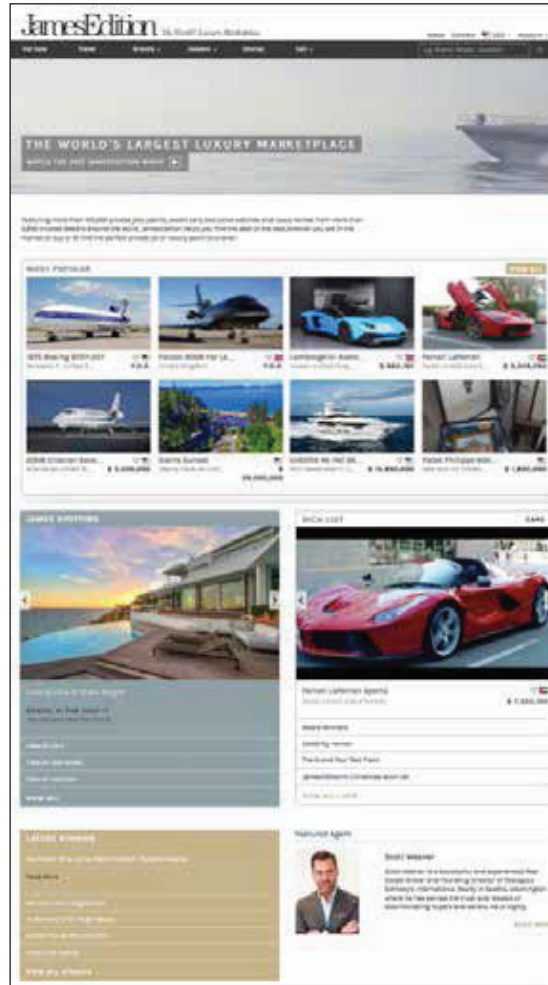
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

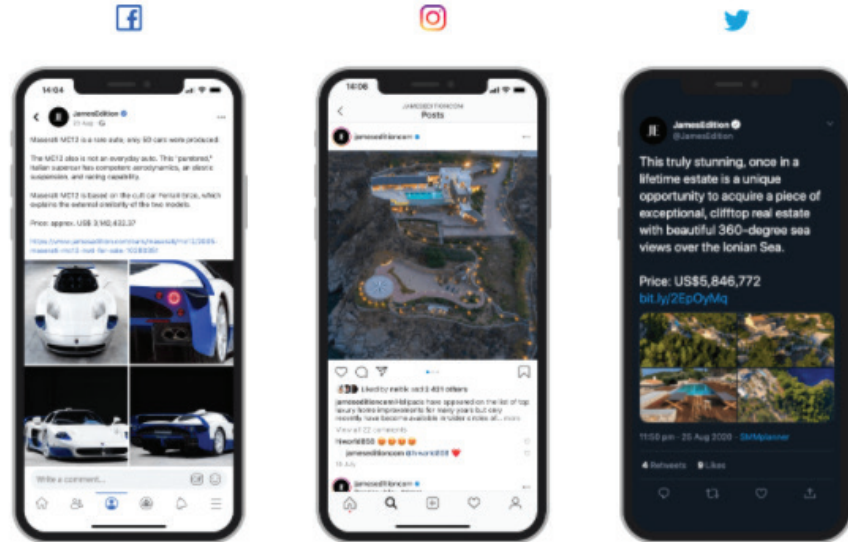
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- 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

NYTimes.com

FEATURED PROPERTY MODULE


Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.

- Average CTR is between 0.36-0.55%

PRICE: \$3,000/2 WEEKS 4X MINIMUM PURCHASE

FEATURED PROPERTIES

ADVERTISEMENT



Una
Residences
BRICKELL WATERFRONT
From \$2 million
175 SE 25th Rd. Miami, FL
2-5 BR | 2-6.5 BA | Luxury
Condos

Una Residences
info@unaresidences.com

RobbReport.com

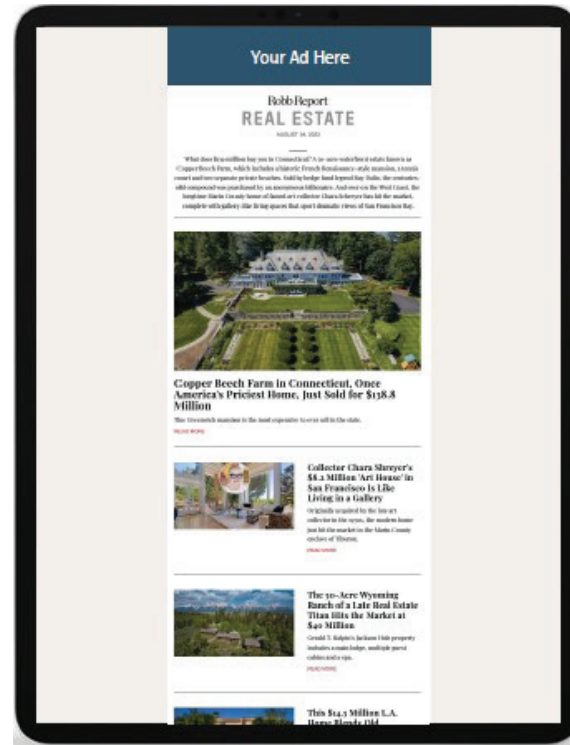
REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

- Open Rate – 18.5%
- Email is exclusive, Partner own both banner positions: (2) 970x250
- Rate: \$3,100 for 1 week (3 deployments)

PRICE: \$3,750 - \$5,000/WEEK
3 Deployments (M, W,F)



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/MONTH.

The screenshot shows the Robb Report website homepage. At the top, there is a navigation bar with the Robb Report logo, a search bar, and social media icons for Facebook, Twitter, LinkedIn, and Pinterest. Below the navigation bar, there is a banner for "LUXURY'S LATEST UNVEILING YOUR DAILY DOSE OF LUXURY" featuring a car and a "RobbReportInsider" sign-up button. The main content area is dominated by a large featured listing carousel showing a luxurious outdoor living space with a pool and lounge furniture. Below the carousel, there is a search filter section with dropdown menus for City, State, Zip, and Country, and a "SEARCH" button. To the right of the search filter is a promotional graphic for "AROUND THE WORLD WITH ROBB REPORT" magazine, featuring a globe and the text "OCT 15 - NOV 4 2016". Below the search filter, there are sections for "Featured Properties" (showing two property images), "Featured Communities" (showing two community images), and "Featured Rentals" (showing two rental images). At the bottom right, there is a "SUBSCRIBE TODAY" button and a "GET YOUR ISSUE IN Print, on the iPad or on the iPhone" button.

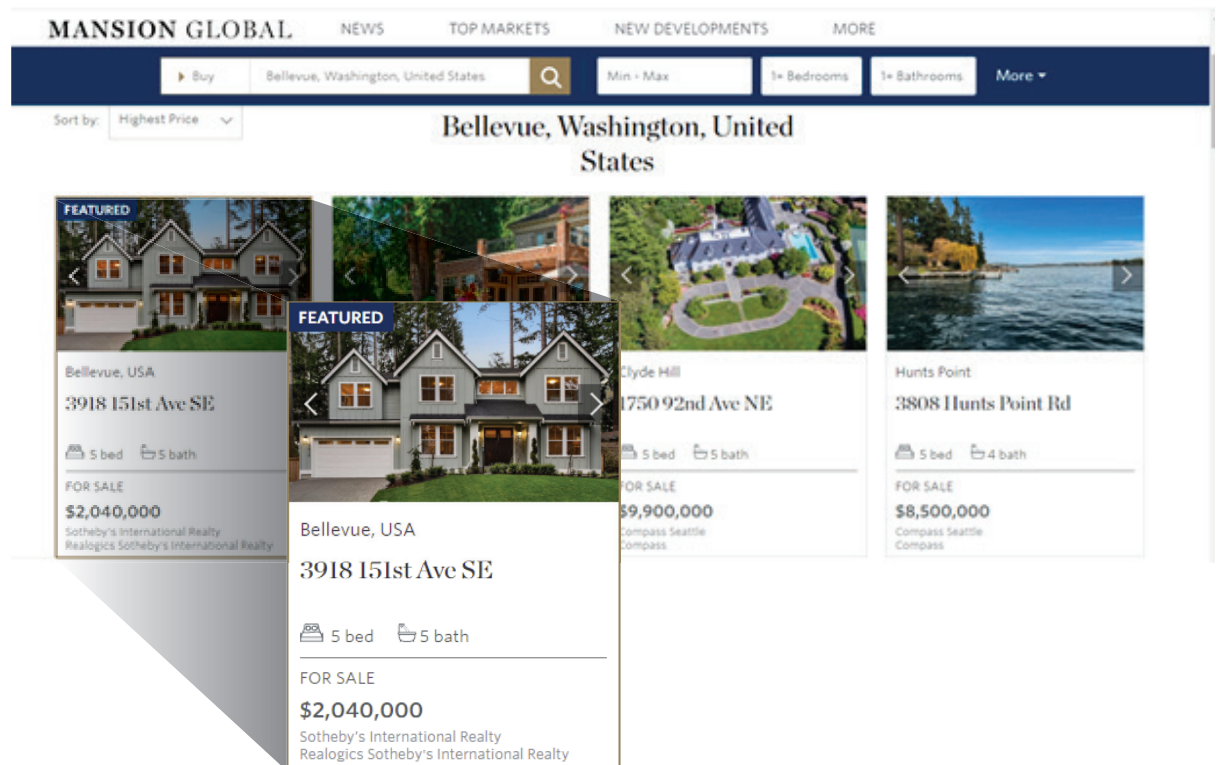
The Wall Street Journal Online (WSJ.com)

FEATURED PROPERTY UPGRADES

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

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

10 PROPERTIES: \$1,200



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer.

- **164,000** Unique Visitors
- **1.75%** Click-Through Rate
- **2.5%** Share of Voice
- Can rotate up to **5** properties

PRICE: \$2,150/MONTH OR \$2,650 W/VIDEO



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PRICE: \$1,000
3 Months

Buy | Luxury properties by location

San Francisco
706 Mission
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE

VIEW MEDIA

SHARE [Icons] SAVE

DESCRIPTION

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

Read More

AMENITIES [View Gallery](#)

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

Show More

NEIGHBORHOOD

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews

SHOP NOW

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL DAILY (M-F) ENEWSLETTER

- 5 Drops Monday – Friday
- 100% SOV
- 17,000 Opt in subscribers

PRICE: \$3,680

View in your browser

Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.



Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?
A snapshot and look at where prices are going. [Read More](#)

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,900,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,900,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7520 7520 Ave Royale, Châteauguay, QC	\$24,000,000
9. 8010 McLaugh, Toronto, ON	\$12,900,000
10. 499 Sandrine Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$762,028	3,124	\$28,000,000
Vancouver	\$1,487,048	879	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,900,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	332	\$39,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
Westmont	\$1,376,900	32	\$26,000,000
Châteauguay	\$193,333	1	\$26,000,000

TRENDING TODAY

Architectural Digest @ArchDigest Following

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

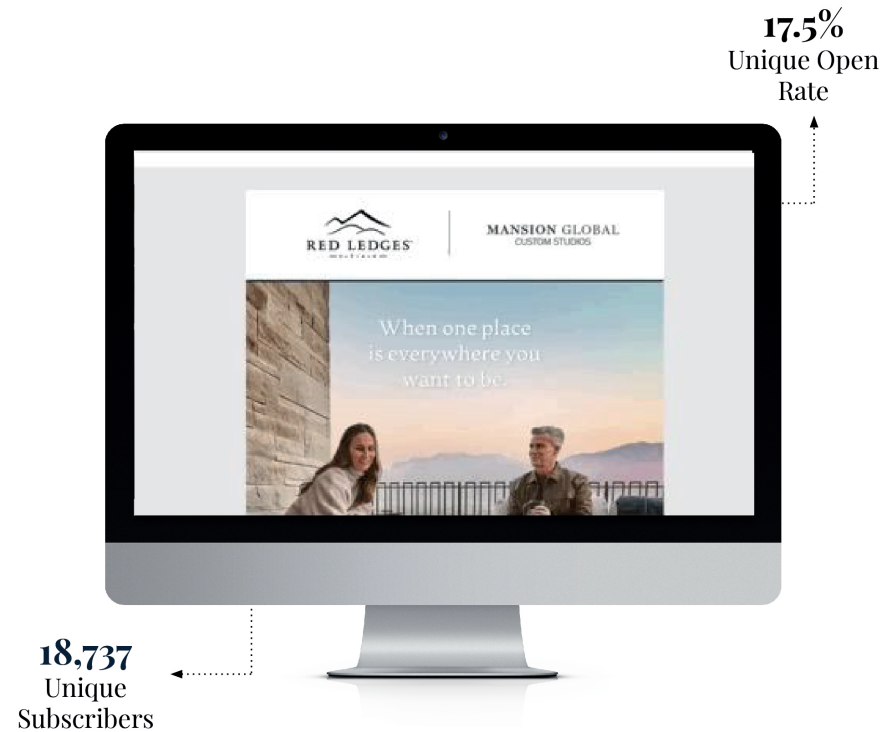
Powered by  AllChives 

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL CUSTOM E-NEWSLETTER

Take advantage of Mansion Global's Custom newsletter to showcase your brand as a luxury lifestyle and real estate leader to luxury connoisseurs and high-net-worth buyers around the world. From aspiration to action, Mansion Global's custom newsletter is the go-to read for the most powerful and affluent consumers, delivering all your newsworthy content directly to their inboxes-inspiring the luxury lifestyle & delivering results.

PRICE: \$6,000 EXCLUSIVE EMAIL



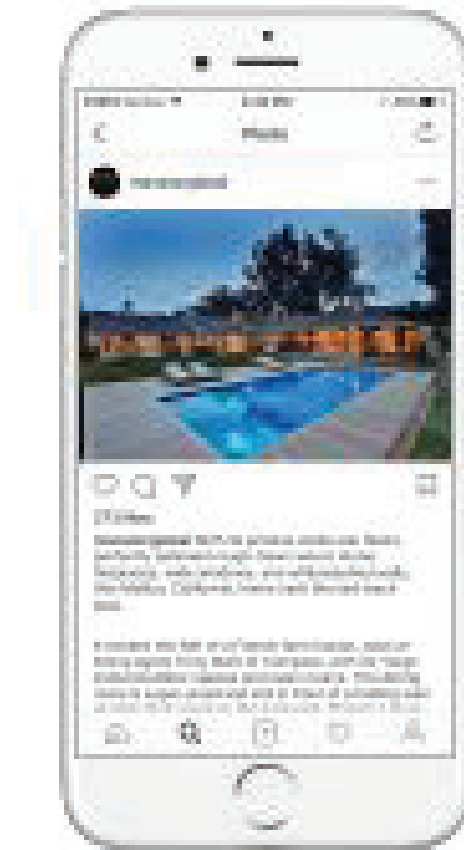
The Wall Street Journal Online (WSJ.com)

@MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

MANSION GLOBAL INSTAGRAM: \$1,775
+ BOOST: \$7,000



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**

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

**EASTERN
QUARTER PAGE: \$8,705**

Buy 6 get 3 free

THE WALL STREET JOURNAL
 WEDNESDAY, MARCH 4, 2020 • VOL. CXXVXV NO. 52
 NEW YORK, N.Y. • 75¢ PER COPY • BUSINESS: \$10 • STOCKS AND BONDS: \$10 • REAL ESTATE: \$10 • GOLD: \$142.20 • OIL: \$41.00 • EURO: \$1.1222 • YEN: ¥107.12

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

Biden Picks Up String of Victories, Sanders Logs Big Win in California
 Former vice president Joe Biden took the edge in Los Angeles after wins in a string of Super Tuesday primary contests.

Twister Kill at Least 25
 At least 25 people were killed and dozens injured as a powerful twister tore through the Midwest on Tuesday.

Shaky Ground
 The market's moves Tuesday showed that investors are worried about the economic impact of the coronavirus outbreak.

What's News
 The Fed lowered its benchmark rate to 0% and cut its target range to 0% to 0.25%.

Business of Finance
 The Fed lowered its benchmark rate to 0% and cut its target range to 0% to 0.25%.

World-Wide
 Biden picked up a string of Super Tuesday primary victories and Sanders took the lead in California.

BRAND NEW OCEAN FRONT FLORIDA KEYS MASTERPIECE

- Open Ocean Views
- Deep Water Access
- 5 Bedroom, 5.5 Baths
- 3,444 Sq. Ft. Under Roof
- Private Beach and Boat Slip
- Infinity Pool and Spa
- Sports Complex
- Fully Gated Community

Lisa Ferringo
 305.797.1221
 LisaFerringo@gmail.com

LUXURY ISLAND RESORTS | COLDWELL BANKER SPICHTER REAL ESTATE CO.

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.**

\$980/FULL PAGE TEMPLATE

\$1985/FULL PAGE CUSTOM



The New York Times

IN THE FRIDAY MAIN NEWS SECTION

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

QUARTER PAGE, COLOR: \$11,775

The New York Times
 Late Edition
 Today, clearly, better, a rare and rare...
 VOL. CLXVIII ... No. 58,137 ... NEW YORK, MONDAY, NOVEMBER 5, 2018 ... \$3.00

Web's Far Right Can Hear Itself As Trump Talks
 Cheering the Spread of Once-Fringe Views
 By KEVIN ROOSE
 On Wednesday, someone after...
 ...

Partisan Roots On the Census
 By MICHAEL WINER
 WASHINGTON — Whether...
 ...

Called to Serve, Utah Mayor Always Answered
 By ALAN TURNWITZ
 NORTH OGDEN, Utah — The...
 ...

Offering Little Proof, Republican Accuses Georgia Rival of Hack
 By MICHAEL WINER
 ATLANTA — For weeks, DEM...
 ...

The New York Times


THE SUNDAY REAL ESTATE


Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- Circulation: **403,748**
- Sunday: **972,774**
- Male / Female ratio: **51% / 49%**
- Median HHI: **\$193,586**
- Average HHI: **\$359,826**
- Median Age: **50**

QUARTER PAGE, COLOR: \$8,125

2. 400,000,000
When you're looking to escape the 'brant' blackout, a summer home. You, it does matter what you drink your coffee out of.




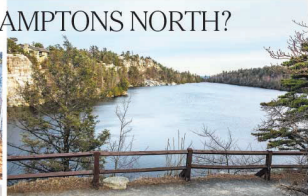





14 THE BEST
Seeking a better deal along the Hudson River waterfront, a near a view. Who needs an open floor plan? Bring back that wall!

DESIGN | RESTORE | RENOVATIONS
REAL ESTATE
THE NEW YORK TIMES
SYRACUSE, APRIL 14, 2019

RECORD HOMES

THE HAMPTONS NORTH?

The Hudson Valley is starting to resemble that stretch of Long Island.

By JULIE SAVIN

For decades, the Hudson Valley was regarded as a rural area, a place where the only way to get to work was to take a train. But now, the area is becoming a hot spot for people looking to escape the city. The region is becoming a hot spot for people looking to escape the city. The region is becoming a hot spot for people looking to escape the city.

The region is becoming a hot spot for people looking to escape the city. The region is becoming a hot spot for people looking to escape the city. The region is becoming a hot spot for people looking to escape the city.

The New York Times

FEATURED LISTING

A new advertising opportunity in the Sunday Real Estate Section.

A featured listing section to promote individual properties.

1X \$1,475 GROSS

2X \$1,180 GROSS

3X \$1,000 GROSS

THE NEW YORK TIMES, SUNDAY, MARCH 23, 2003

WHAT I LOVE

SAKAI STILES

Restrained Palettes Are for Other People

The actress is like a slightly gothy sitcom neighbor who has an otherworldly home.

By HANNE KATZMAN

Sakait's first address in New York was the Troient Avenue, an Upper West Side building that serves as campus housing for students at the American Museum of Natural History Academy. Finally, the experience led to a change of address.

In the late 2000s, Ms. Sakai passed, though long divorced, quietly abandoned her from "the goth world of New York City" to the urban jungle of West Village. "I had never wanted to live there, there was a great defensible rat in front of the building, and people were peeing," said Ms. Sakai, 44, a star of the new horrid comedy series "The Mindy Project" on Fox. "I was looking for an apartment that was not as showman's' dilapidated."

The scene on the Troient Avenue was not what she sought.

"We required, we got some furniture, and we got some house."

Several years and several rewrites ago, Ms. Sakai made an unconventional choice at renovation. Recently, she has contemplated allowing the occupant of a shared kitchen apartment, who came in to check in on her and give "it was beautiful," she said. "But she never perfectly well that the real place that was in part of her living room in the top bedroom, and she looked, and she decided to restyle it and give it a new look."

Ms. Sakai is the epitome of a restrained but slightly goth sitcom neighbor. Her apartment is the epitome of the aesthetic. The interior may have been decorated up in an otherwise traditional, but she chose to let the abundance of crystals and other things were made from stones and things. A bed made of stone was passed for a night in some window, and she bought a glass chandelier — a gift from Mr. Sakai, around the day when on several years ago, she and the apartment showed up to see the apartment. The house of a bed, for example, is draped like a green one.

Ms. Sakai provides the term "minimalist room" — "I'm not a minimalist, but I'm not a minimalist." She says she and her great-grandmother living in the living room and the main bedroom. Every room still has a vintage, complete of part of her life's work, which she and her husband bought from the 1950s and 1960s. Her mother and father bought from the 1950s and 1960s. Her mother and father bought from the 1950s and 1960s.

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PARK SLOPE, BROOKLYN \$3,750,000
Finally an opportunity has arrived in one of Park Slope's most renowned and best preserved new home. This striking neo-classical manor complex with an outdoor offer every aspect of elegant living. For the most part it's a mix of neighboring brownstones.

jacob@jonesrealtor.com | 212.555.0990

MIDTOWN, MANHATTAN \$2,345,000
This 1330 CF 21st Street, 26th floor corner unit has a striking view of the South and situated in the West 23rd Street East a regional urban air park with an outdoor offer every aspect of elegant living. For the most part it's a mix of neighboring brownstones.

jacob@jonesrealtor.com | 212.555.0990

CHINATOWN, MANHATTAN \$2,445,000
This corner unit home has a full of modern windows looking out providing plenty of light. It has an exquisite outdoor space with a dining area. Community has a pool and a fitness center and more.

jacob@jonesrealtor.com | 212.555.0990

LONG ISLAND CITY, QUEENS \$920,000
How does one ever see this view? It's not. In the morning, a warm ray of light reflects on the water and in the evening, the sun shines off the glass facade of the Manhattan skyline. 365 days, 365 unique views.

jacob@jonesrealtor.com | 212.555.0990

FINANCIAL DISTRICT, MANHATTAN \$1,925,990
Developed by Lighthouse, 133 William is designed by the award-winning interior architect David Baker. Resonance of all three exposures 100 most in financial district of 2012. All are in Manhattan, recognized as one of the most prestigious and most desirable neighborhoods.

jacob@jonesrealtor.com | 212.555.0990

HUDSON YARDS, MANHATTAN \$1,999,990
Welcome home to this beautiful Hudson Yards. Easily accessible to a bus system, it consists of a series of high-rise public outdoor spaces.

jacob@jonesrealtor.com | 212.555.0990

Architectural Digest

INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Architectural Digest.

FULL PAGE, COLOR:

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

FULLPAGE, COLOR
SOUTH FLORIDA: \$2,920
MANHATTAN: \$2,510



TTR Sotheby's

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 BALTIMORE, MARYLAND

Live amongst the clouds with the best undisturbed view in Baltimore. Highlighting the epitome of elite condos living within the Four Seasons Private Residences Baltimore. Residence #2501 features 2,000+ square feet of living with high-end finishes and a seamless open floorplan. Centrally located to America's most prestigious golf courses, Caves Valley, Congressional, Baltimore Country Club and more.

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 lidia@travelstead.com

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Live at Velvære. Experience a life of well-being where nature and surroundings are intrinsically linked to living whole. This 40+ acre community will feature direct access to local parks and trails, award-winning architecture through an onsite art gallery, extensive golf facility, discovery-focused outdoor spaces, an integrative wellness center and family adventure center all woven around 115 private cabins, residences and luxury homes in Park City, Utah. Available now, starting from \$4,650,000.

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MACLEBY REALTY | Sotheby's

Keri Holland + Liza Story | info@velvareparkcity.com | 435.602.6570

Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

PROPERTY GALLERY BOX: \$1,250

Global



FTWeekend

US edition

USA (US) Company CEO220

Food and drink festive special

Tips from top global chefs

Lunch with the FT chief Bernie Ecclestone: 'I break the rules'

Schulz reversal raises Merkel's survival hopes

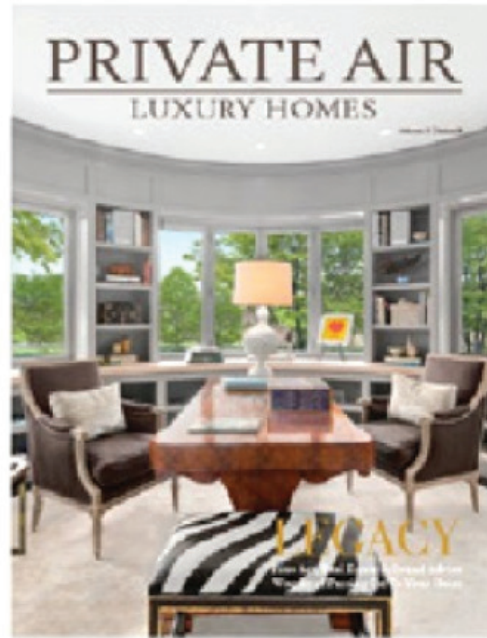
Alzheimer's Afflicted Monty Python star helps launch FT Seasonal Appeal

Sarah Jessica Parker

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

Media	Ad Description	July	August	September	October	November	December	Media Total	Reach
Digital									
Million Impressions*									
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 14,700.00	6,000,000
Million Impressions	Targeting - NY, NJ, CA, Miami, Palm Beach								
Google Adwords									
Google Adwords	Digital PPC program	\$ 3,750.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 18,750.00	
Comprehensive Digital									
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	600,000
Native Display	Native Ad	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	900,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 15,000.00	300,000
Online Audio Ads	15-30 seconds audio content	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 9,000.00	180,000
Geofencing - Event and Location									
Mobile Conquesting	Target specific events and locations	\$ 1,500.00			\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 6,000.00	400,000
Cottages & Garden									
Instapartnership	Post and Stories takeover			\$ 1,950.00				\$ 1,950.00	64,300
Spotlight + Property of Note	Rotating Gallery		\$ 2,950.00					\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week				\$ 5,000.00			\$ 5,000.00	60,000
Crain's New York Business									
Crain's New York Business	Daily E-Newsletter M-F			\$ 3,150.00				\$ 3,150.00	15,000
NYTimes.com									
NYTimes.com Property Module	NYTimes.com Property Module		\$ 3,000.00		\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 12,000.00	222,412
Nob Hill Gazette									
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00		\$ 500.00		\$ 500.00		\$ 1,500.00	19,500
JamesEdition									
Main Home Page Rotating Gallery	Featured Banner					\$ 2,000.00		\$ 2,000.00	750,000
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00				\$ 1,600.00	750,000
New & Trending Home Page Position	Featured Spot							\$ -	0
New & Trending Real Estate Position	Featured Spot		\$ 1,000.00					\$ 1,000.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article				\$ 5,500.00			\$ 5,500.00	292,000
Featured Article and E-Newsletter promotion	Newsletter Trending & Journal Article							\$ -	0
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
Robbreport.com									
Robbreport.com	Featured Listing Carousel - 1 Property			\$ 1,350.00		\$ 1,350.00		\$ 2,700.00	12,000
Robbreport.com	Real Estate Newsletter - 3 Sends				\$ 3,750.00		\$ 3,750.00	\$ 7,500.00	120,000
WSJ.com									
Mansion Global Homepage Hero	Mansion Global Homepage Hero		\$ 2,150.00					\$ 2,150.00	164,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000			\$1,000		\$ 2,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday				\$ 3,680.00			\$ 3,680.00	17,000
Mansion Global Custom E-mail				\$ 6,000.00				\$ 6,000.00	17,000
Property Upgrades	10 Featured Property Upgrades				\$1,200			\$ 1,200.00	
Mansion Global Instagram	Mansion Global Instagram	\$ 1,775.00				\$ 1,775.00		\$ 3,550.00	152,400

Proposed Schedule, Pricing & Reach 2024

Print										
Conde Nast Magazines										
Architectural Digest - South Florida	Full Page							\$ 2,920.00	\$ 2,920.00	15,000
Architectural Digest - Manhattan	Full Page							\$ 2,510.00	\$ 2,510.00	13,000
Financial Times										
Financial Times	Property Gallery Box	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 7,500.00	1,262,742
The New York Times										
The New York Times	Quarter Page - Weekday/Saturday					\$ 11,775.00	\$ 11,775.00		\$ 23,550.00	846,222
The New York Times	Featured Listing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 6,000.00	2,287,608
The New York Times Sunday Real Estate Section										
The New York Times Sunday Real Estate Section	Quarter Page		\$ 8,125.00		\$ 8,125.00	\$ 8,125.00	\$ 8,125.00	\$ 8,125.00	\$ 32,500.00	1286328
Private Air Luxury Homes										
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Estate Showcase Editorials)			\$ 1,550.00		\$ 1,550.00		\$ 1,550.00	\$ 3,100.00	130,000
The Wall Street Journal										
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00	\$ 2,355.00	\$ 2,355.00	\$ 2,355.00	\$ 2,355.00	\$ 2,355.00	\$ 2,355.00	\$ 14,130.00	3,866,544
The Wall Street Journal - Eastern	Quarter Page	\$8,705.00	\$ 8,705.00	\$ 8,705.00	\$ 17,410.00	\$ 8,705.00	Bonus	\$ 52,230.00		2,242,593
The Wall Street Journal										
Mansion Global Experience Luxury	Weekend Property insert				\$ 1,985.00		\$ 1,985.00	\$ 1,985.00	\$ 3,970.00	200,000
TOTAL									\$ 303,790.00	24,275,649
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change										