



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Beverly Farms 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 Beverly Farms

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

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 Beverly, MA.

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
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JIMMY CINTRÓN
Account Executive
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Digital Offerings



COLDWELL BANKER
REALTY

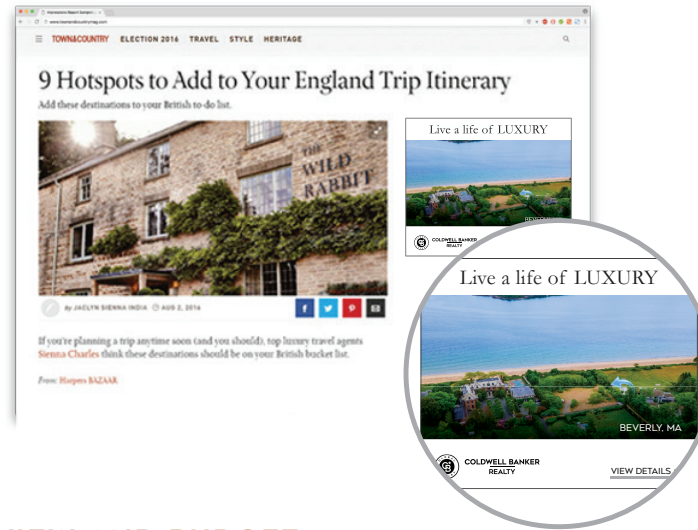
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

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

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

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Beverly Farms**
- Flight Dates: **October 2024 - December 2024**
- Impressions: **250,000**
- 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



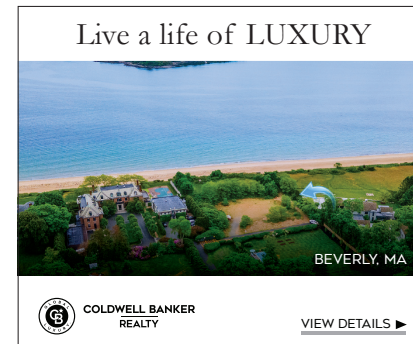
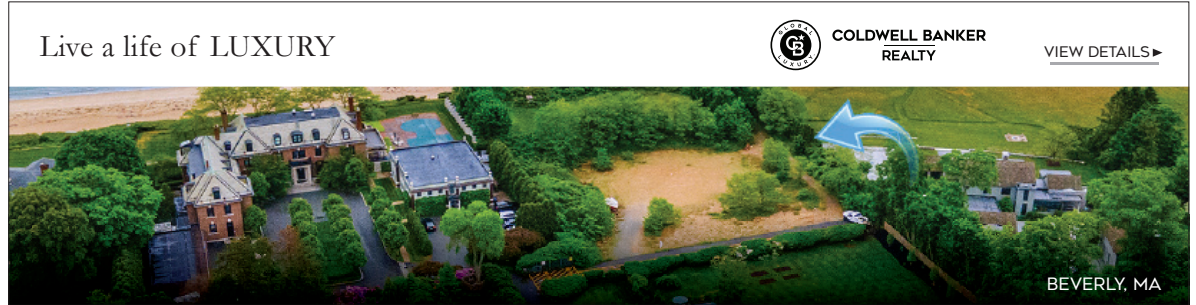
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

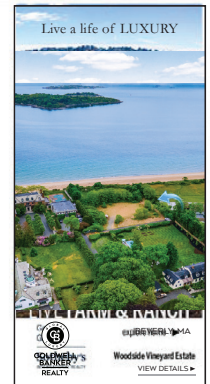
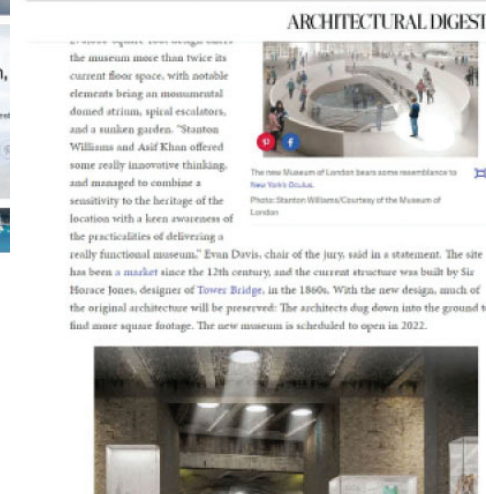
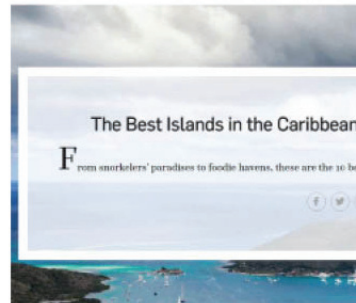
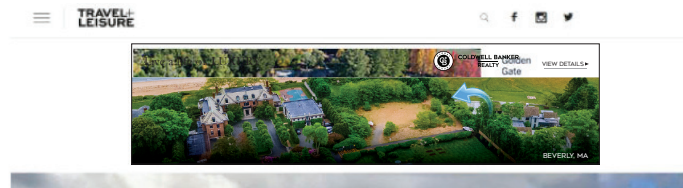
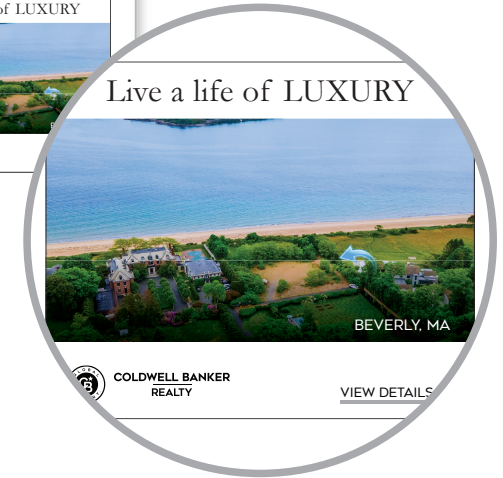
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

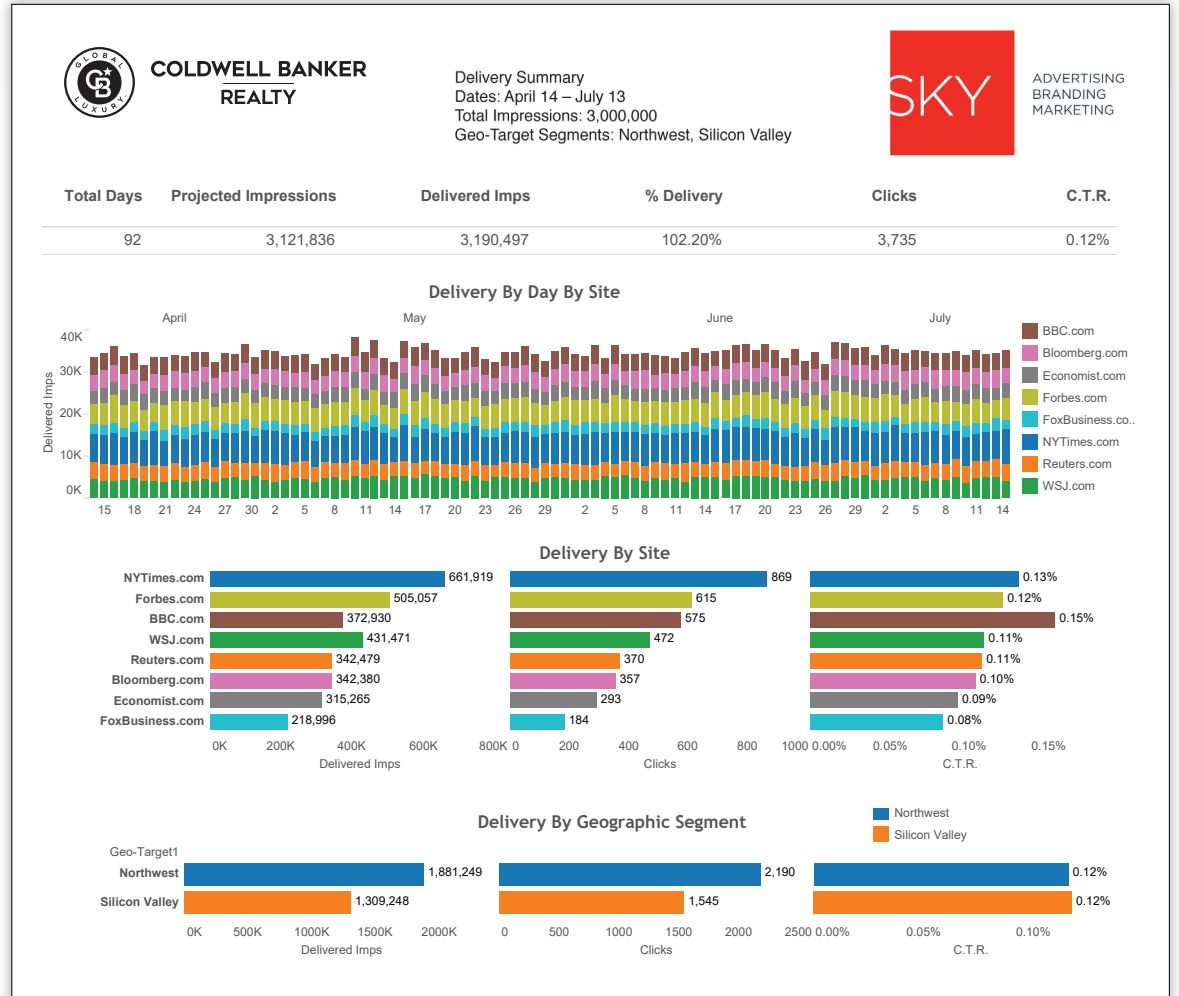


Comprehensive Reporting For Your Customized Campaign

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



Comprehensive Digital

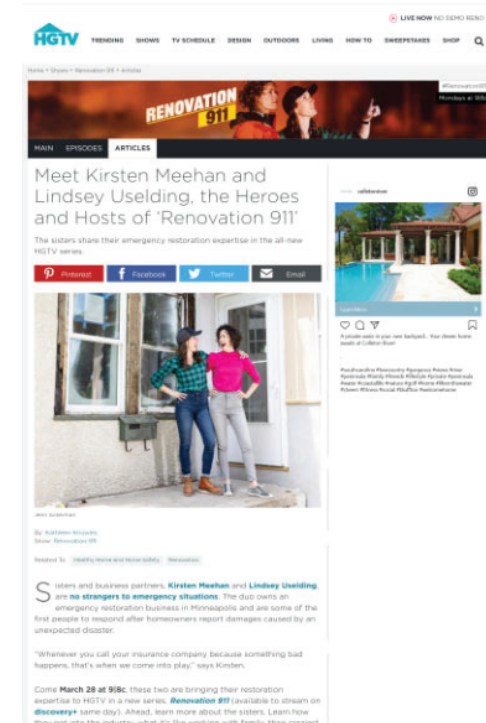
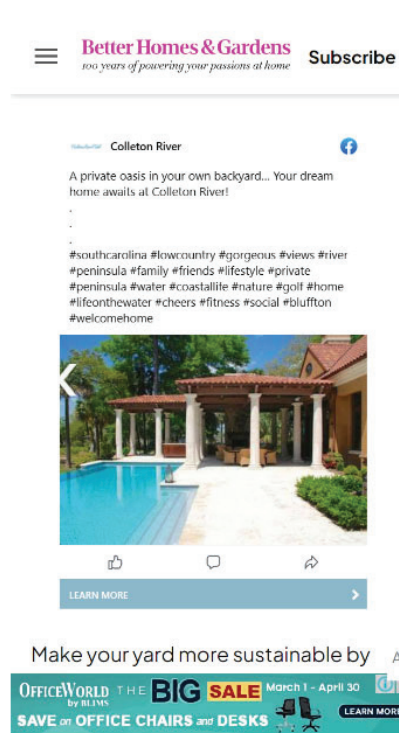
SOCIAL MIRROR ADS

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.

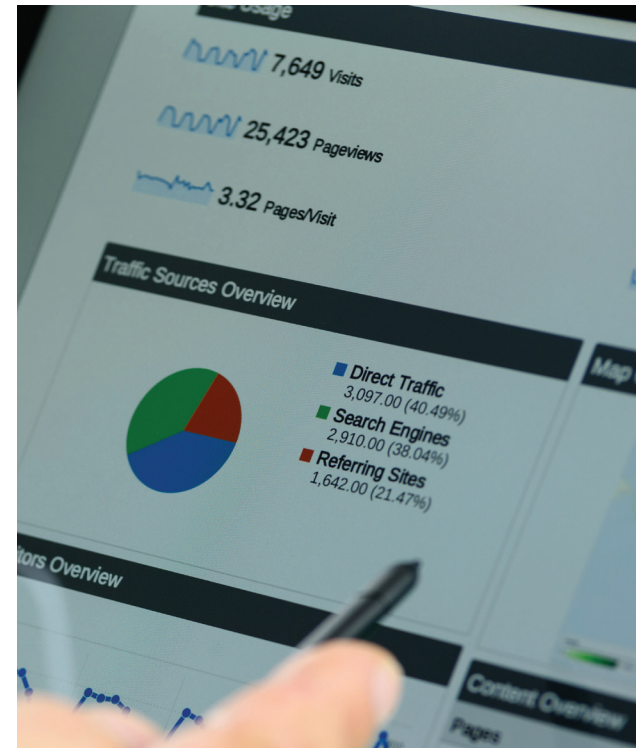


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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 WAIVED
\$6,000/MONTH



Google AdWords

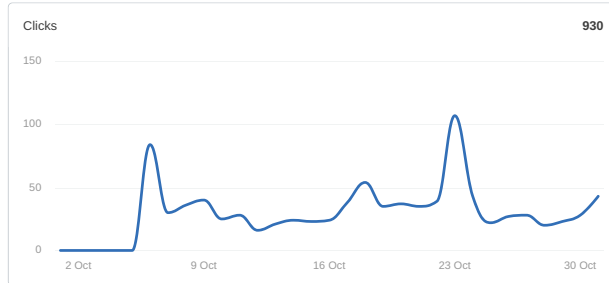
CLIENT DASHBOARD

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 Lexington

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

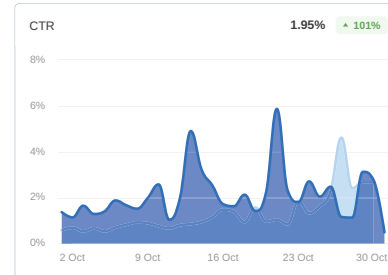
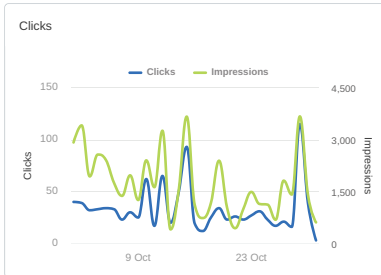
MONTHLY REPORTING

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



CB Lexington

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

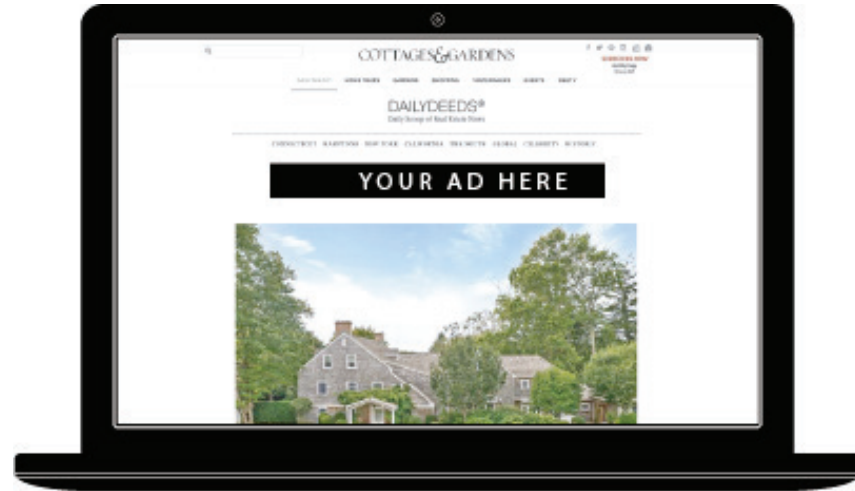
- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950

DAILY DEEDS

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



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.

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 'JamesEdition' logo, 'About', 'USD', 'Sign in / Register', and 'Become a Seller'. Below the navigation, there are tabs for 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. A search bar is present with a placeholder 'e.g. Brand, Model, Location'. The main banner features a large image of a yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, there's a section 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3400 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.' This is followed by a 'MOST POPULAR' section with a grid of featured items: Ferrari 488 GTB (\$71,999), Chevrolet Corvette (\$478,947), Stunning Villa Ove... (\$4,736,947), and Ram 2500 (\$48,999). Below this is a 'JAMES SPOTTING' section with a photo of a duplex and a 'RICH LIST' section with a photo of a yacht and a listing for a Codecasa 2010/20... for \$38,000,000. The bottom section is 'LATEST STORIES' featuring an orange McLaren sports car and several article teasers about luxury garages, Hong Kong neighborhoods, Bahamas gated communities, and Algarve real estate.

The screenshot shows the JamesEdition.com real estate section. The navigation bar is similar to the homepage. The main heading is 'Find luxury Real Estate and Homes for sale'. Below this, there's a search bar and a 'VIEW ALL HOMES' link. A featured property is shown with a large image of a modern interior and the text 'THE PENTHOUSES AT GOLDEN PEAK \$2,190,000'. To the right, there's a text block describing JamesEdition as the premier international marketplace for luxury real estate. Below the featured property, there's a 'Nothing compares.' banner for 'St. Kitts & Nevis Sotheby's'. The 'Featured luxury properties' section displays a grid of property listings with images and prices: '5 Bedrooms - Pent...' (\$2,734,418), 'Stunning Sherwood...' (\$3,258,000), 'Enviably Estate By...' (\$2,995,900), and 'Modern Apartment...' (\$2,274,332). Other listings include 'Elegant French Styl...' (\$8,800,000), 'Playa Nix' (\$12,000,000), 'Koninghof' (\$8,759,573), and 'Magnificent Seclu...' (\$3,950,000). A 'News about luxury real estate' section features articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. The footer contains 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

jamesedition.com

ROTATING GALLERY

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

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

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

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

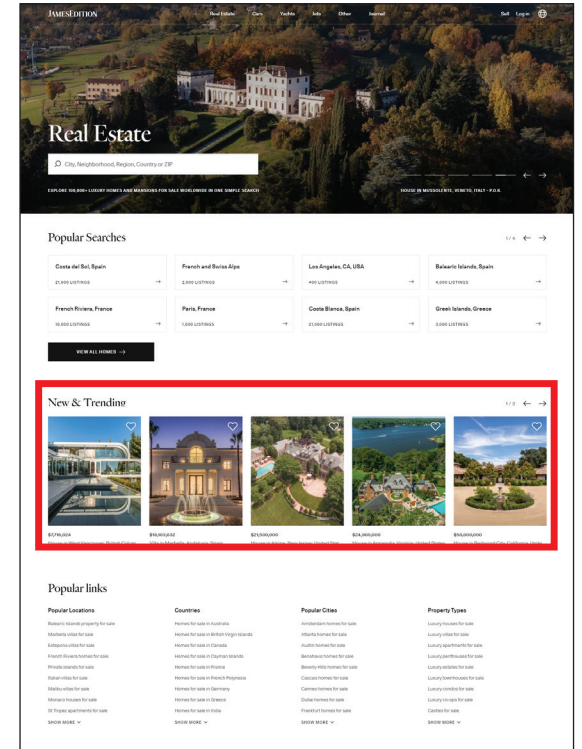
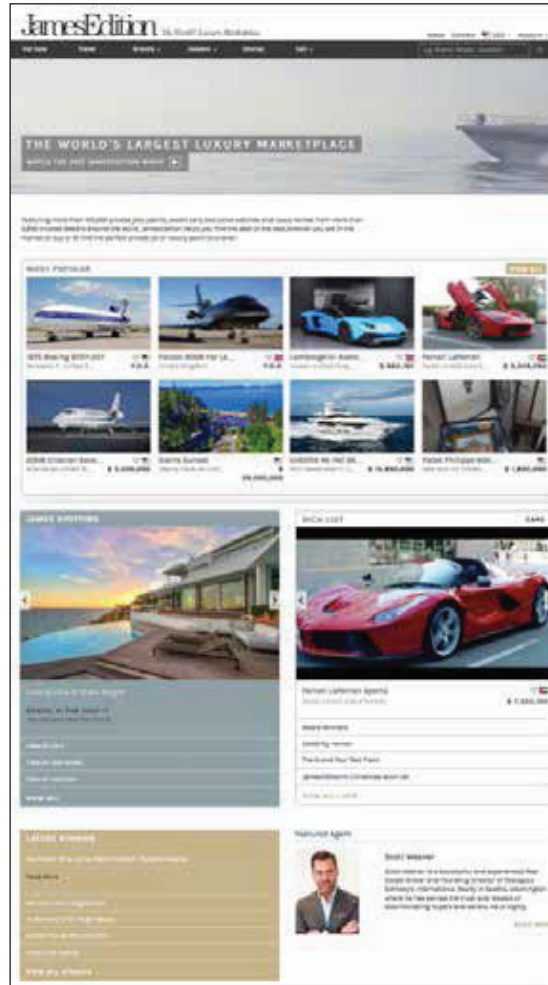
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

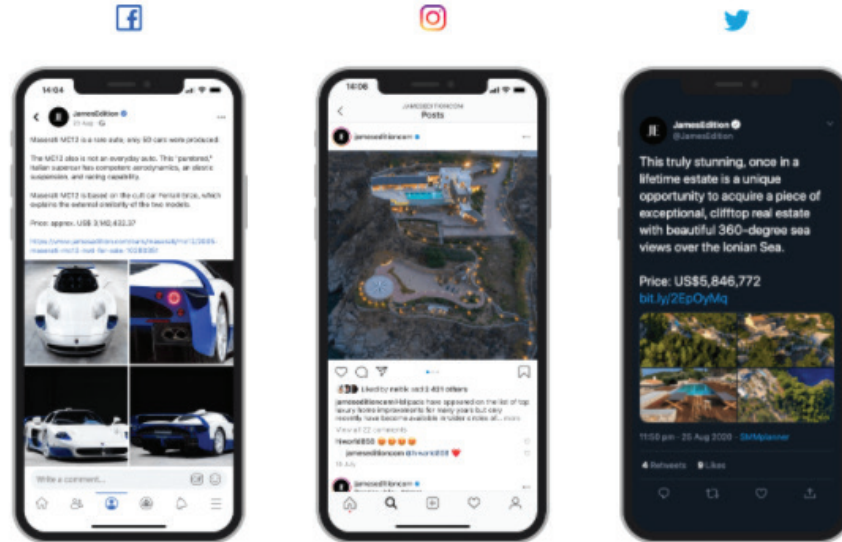
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- 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

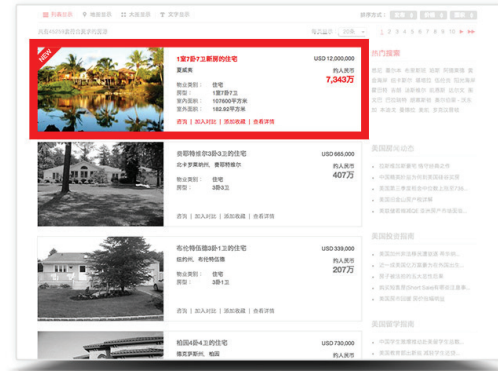
- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

juwai.com

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 2.5 million property listings spanning 89 countries.

HOT PROPERTY UPGRADE



With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

PRICING SPECIAL: \$425 FOR 30 DAYS.

Usually \$725

Global

FEATURED PLACEMENT PROPERTY LISTING

- Juwai Luxe Channel
- Connects you to UHNW (Ultra High Net Worth) Chinese consumers.

PRICE: \$425 FOR 6 MONTHS

For properties \$2M+

Global

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

PRICE: 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	• June 22	• Sept 21
• March 16	• July 13	• Oct 19
• April 20	• Aug 17	• Nov 16
• May 18		

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: \$2,500



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.

INSTAGRAM: \$800

FACEBOOK: \$675

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

OCEANHOME EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES ANAULLA

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 Anauilla today.

FOUR SEASONS PRIVATE RESIDENCES ANAULLA
 Deluxe Suites to 3-Bedroom Villas
 From \$125,000 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

RMS

RobbReport.com

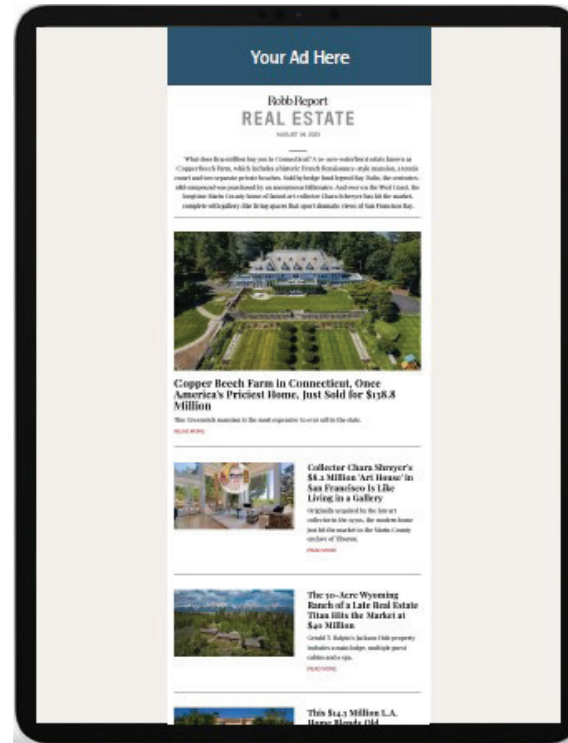
REAL ESTATE NEWSLETTER

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)



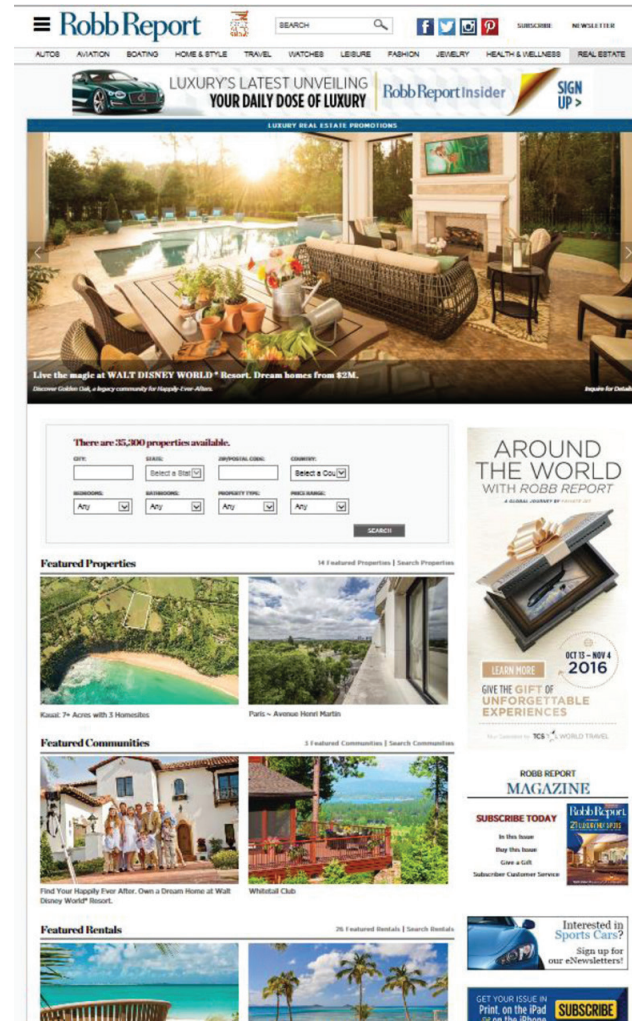
RobbReport.com

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 PER MONTH.



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.

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

MANUAL 1 LISTING: \$450/MONTH


RR1
Robb Report
SUBSCRIBE

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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

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 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 Blaine 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	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7520 7520 Ave Royale, Châteaufortier, QC	\$24,000,000
9. 8010 McLean, Virginia, VA	\$12,900,000
10. 489 Sandrine Road, Toronto, ON	\$20,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$762,028	3,134	\$26,000,000
Vancouver	\$1,487,048	879	\$38,000,000
Surrey	\$867,400	122	\$23,000,000
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
Chateau-Richer	\$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

Staying home saves lives.

For more info visit coronavirus.gov

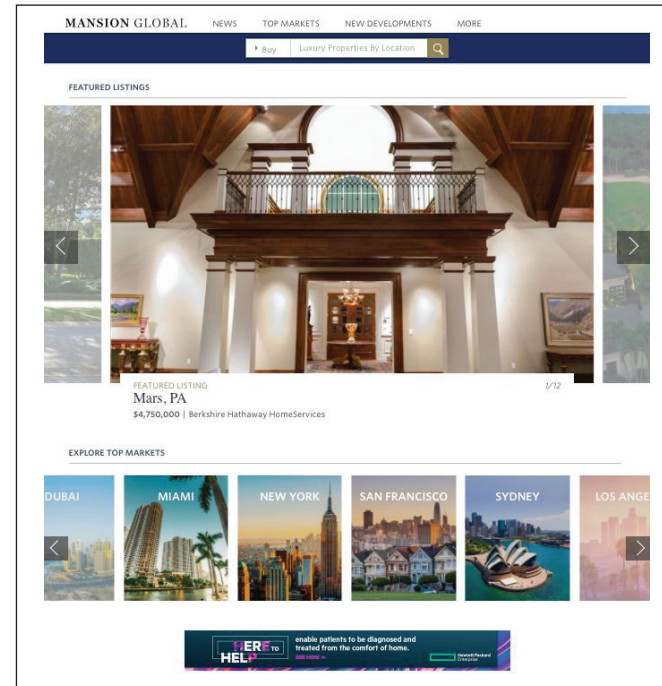
Powered by LiveIntent

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



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**

2X7, NORTHEAST REGION: \$1,400
Buy 4 get 1 free

THE WALL STREET JOURNAL.
WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXXV NO. 52 • WSJ.com

What's News
Business & Finance

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

Shaky Ground
More opens theory of how virus spreads

Tennessee Twisters Kill at Least 25

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

World-Wide
Biden crushed a string of major Tuesday primary victories and Sanders won big in California



LUXURY IS MASTERFUL
When a Luxury Property Specialist offers local expertise along with extensive knowledge, skill and responsiveness, you receive the exceptional representation you truly deserve.



Washington, DC | \$4,500,000
7 bedrooms, 4 full and 1 half bath
Represented by Gary Jankowski
D. 202.439.6009 O. 205.547.3525
Search DDC4499050 on coldwellbankerluxury.com



Washington, DC | \$500,000
Watergate 1 bedroom, 1 full bath
Represented by Gary Jankowski
D. 202.439.6009 O. 205.547.3525
Search DDC4493500 on coldwellbankerluxury.com



Annapolis, Maryland | \$2,850,000
5 bedrooms, 4 full and 1 half bath
Represented by Day Weitzman
D. 410.353.0721 O. 410.263.8686
Search MDA4431760 on coldwellbankerluxury.com



Annapolis, Maryland | \$2,390,000
5 bedrooms, 5 full and 1 half bath
Represented by Day Weitzman
D. 410.353.0721 O. 410.263.8686
Search MDA4423534 on coldwellbankerluxury.com

COLDWELLBANKERLUXURY.COM
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The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

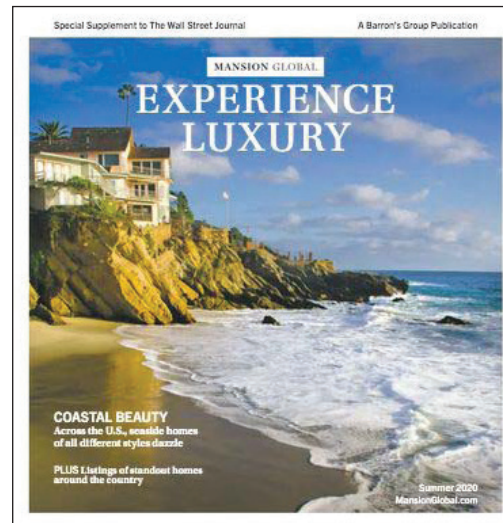
Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- 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

\$1,985/FULL PAGE CUSTOM



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%**

FULL PAGE, COLOR

BOSTON METRO: \$2,510



Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

ELITE TRAVELER AUDIENCE

- Total Readership: **557,000**
- Average Age: **45**
- Male/Female Ratio: **69% / 31%**
- Average HHI: **\$7.9M**
- Average Net Worth: **\$32M**

LUXURY HOMES FEATURE: STARTING AT \$4,500



Financial Times

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

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

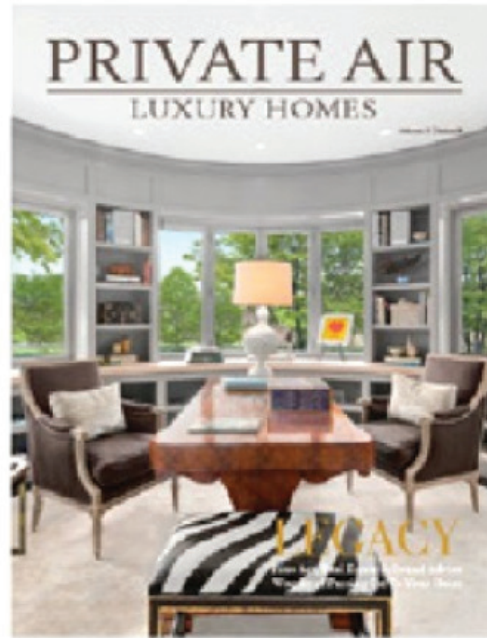
PROPERTY GALLERY BOX: \$1,250



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**



Robb Report

LUXURY PROPERTY GUIDE

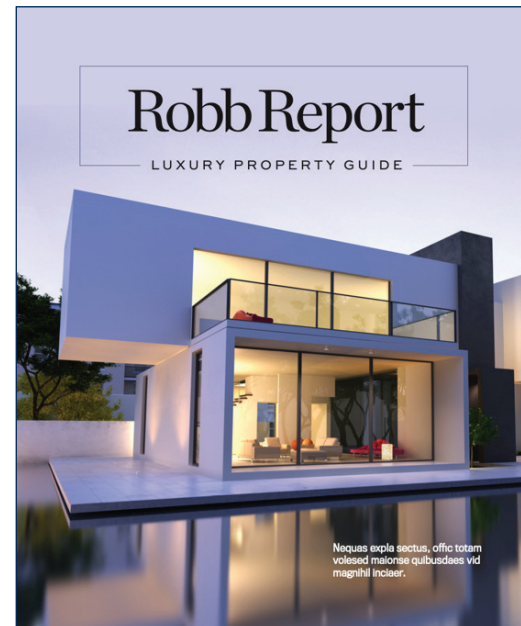
As a global leader in the luxury real estate market, Robb Report showcases the best of the best. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, new residences and developments.

As a global leader in the luxury real estate market, Robb Report showcases the “best-of-the-best”. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, and new residential developments. For its first-ever issue, Robb Report editors will design a beautifully crafted Luxury Property Guide that will accompany our signature December Philanthropy issue. This special advertising edition will allow our partners the opportunity to get in front of this affluent audience while they’re exploring the newest trends and properties around the world.

- **\$555K** average HHI
- **\$1,8MM** highest total real estate value

PRICE: \$3,500 FULL PAGE - PROPERTY PORTFOLIO

Global



Schedule, Pricing & Reach



COLDWELL BANKER
REALTY

Proposed Schedule, Pricing & Reach 2024-2025

PLAN 1

Plan 1 Media	Ad Description	October	November	December	January	Media Total	Reach
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - Select locations						
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
Cottages & Garden							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week		\$ 3,000.00			\$ 3,000.00	60,000
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
Juwai.com							
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00				\$ 425.00	2,300,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		\$425			\$ 425.00	2,300,000
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	Real Estate Newsletter - 3 Sends		\$ 3,750.00			\$ 3,750.00	60,000
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
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00				\$ 3,680.00	17,000
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module			\$ 1,275.00		\$ 1,275.00	164,000

Proposed Schedule, Pricing & Reach 2024-2025

PLAN 1 - CONTINUED

Print						
Conde Nast Magazines Regional Pages						
Architectural Digest - Boston Metro	Full Page			\$ 2,510.00	\$ 2,510.00	13,000
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		\$ 2,500.00	420,914
The New York Times						
The New York Times	Featured Listing	\$ 1,475.00			\$ 1,475.00	381,268
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00	\$ 1,925.00	65,000
Robb Report						
Robb Report	Robb Report Luxury Property Guide			\$ 3,500.00	\$ 3,500.00	107,000
The Wall Street Journal						
The Wall Street Journal - Northeast Region	2 x 7	\$ 1,400.00	\$ 1,400.00		\$ 2,800.00	248,698
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00	\$ 980.00	100,000
TOTAL					\$ 59,280.00	9,771,280
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy						
Pricing Subject to Change						

Proposed Schedule, Pricing & Reach 2024-2025

PLAN 2

Plan 2 Media	Ad Description	October	November	December	Janaury	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
Cottages & Garden							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
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
Juwai.com							
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00				\$ 425.00	2,300,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425		\$ 425.00	2,300,000
Ocean Home							
Custom E-Mail	Custom E-Mail	\$ 2,750.00				\$ 2,750.00	22,000
Instagram Post	Instagram Post		\$ 800.00			\$ 800.00	21,800
Robbreport.com							
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00			\$ 3,750.00	60,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing			\$ 450.00		\$ 450.00	
WSJ.com							
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00				\$ 3,680.00	17,000
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module			\$ 1,275.00		\$ 1,275.00	164,000

Proposed Schedule, Pricing & Reach 2024-2025

PLAN 2 - CONTINUED

Print						
Conde Nast Magazines Regional Pages						
Architectural Digest - Boston Metro	Full Page			\$ 2,510.00	\$ 2,510.00	13,000
Financial Times						
Financial Times	Property Gallery Box	\$ 1,250.00	\$ 1,250.00		\$ 2,500.00	420,914
The New York Times						
The New York Times	Featured Listing	\$ 1,475.00			\$ 1,475.00	381,268
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 - Northeast Region	2 x 7	\$ 1,400.00	\$ 1,400.00		\$ 2,800.00	248,698
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00	\$ 980.00	100,000
TOTAL				\$	39,895.00	7,455,680
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change						

Proposed Schedule, Pricing & Reach 2024-2025

PLAN 3

Plan 3 Media	Ad Description	October	November	December	Janaury	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	
Cottages & Garden							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
JamesEdition							
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
Juwai.com							
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00				\$ 425.00	2,300,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425		\$ 425.00	2,300,000
Ocean Home							
Custom E-Mail	Custom E-Mail	\$ 2,750.00				\$ 2,750.00	22,000
Instagram Post	Instagram Post		\$ 800.00			\$ 800.00	21,800
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 2024-2025

PLAN 3 - CONTINUED

Print					
Conde Nast Magazines Regional Pages					
Architectural Digest - Boston Metro	Full Page		\$ 2,510.00	\$ 2,510.00	13,000
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	\$ 1,475.00		\$ 1,475.00	381,268
The Wall Street Journal					
The Wall Street Journal - Northeast Region	2 x 7	\$ 1,400.00		\$ 1,400.00	124,349
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
TOTAL				\$ 21,940.00	5,928,874
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change					