



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Via Veneto 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 Via Veneto

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

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 Coral Gables.

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

LET'S DO
GREAT THINGS TOGETHER

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

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Digital Offerings



COLDWELL BANKER
REALTY

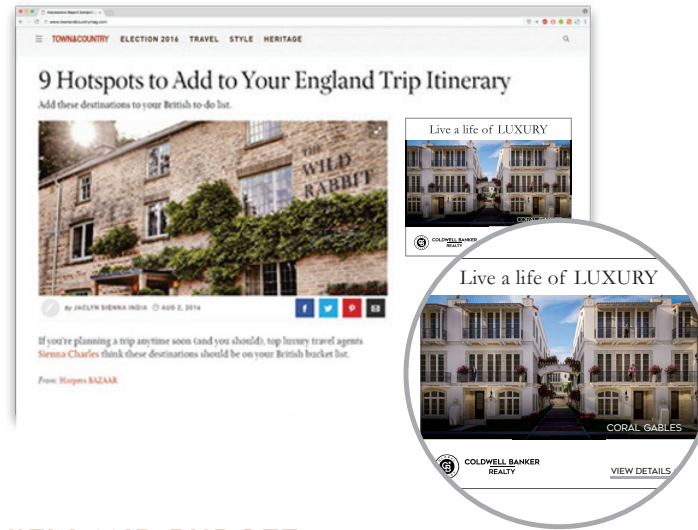
Impressions Campaign

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: **Via Veneto**
- Flight Dates: **January 2025 - March 2025**
- Impressions: **3,000,000**
- 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



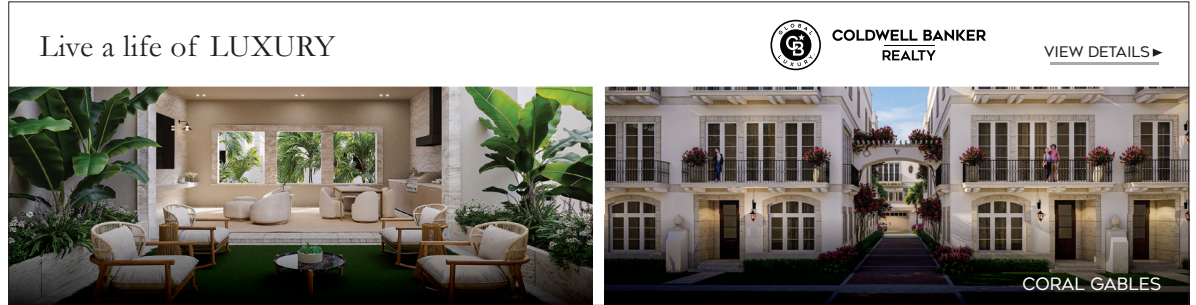
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

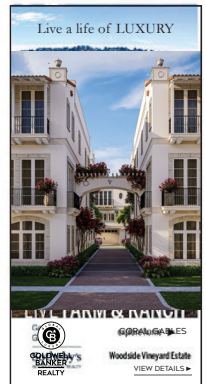
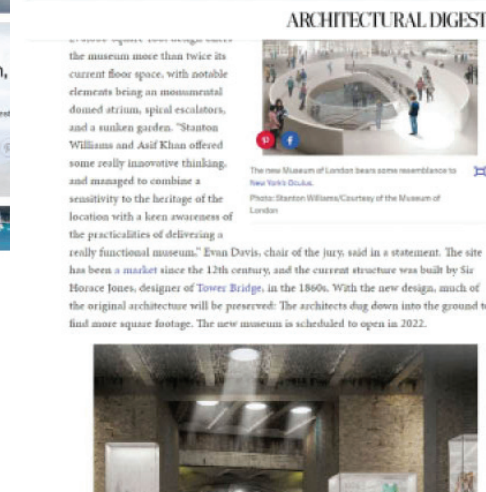
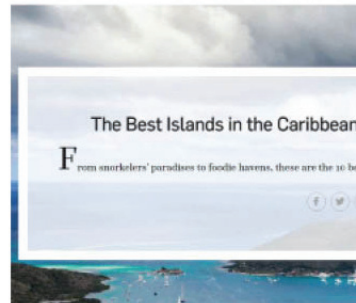
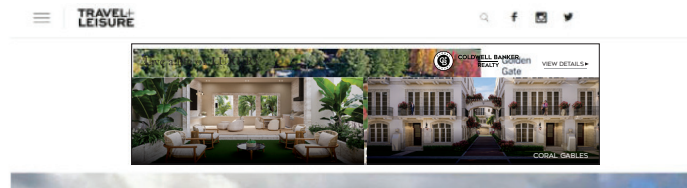
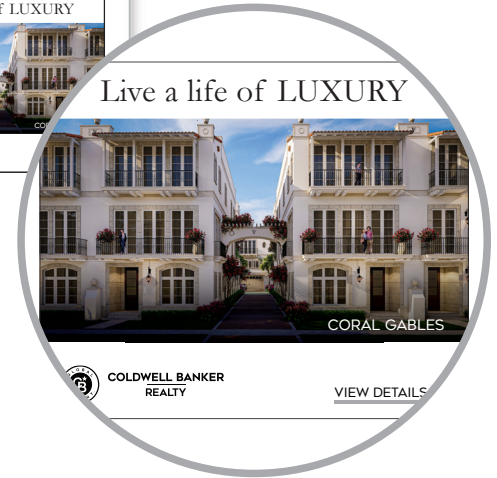
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

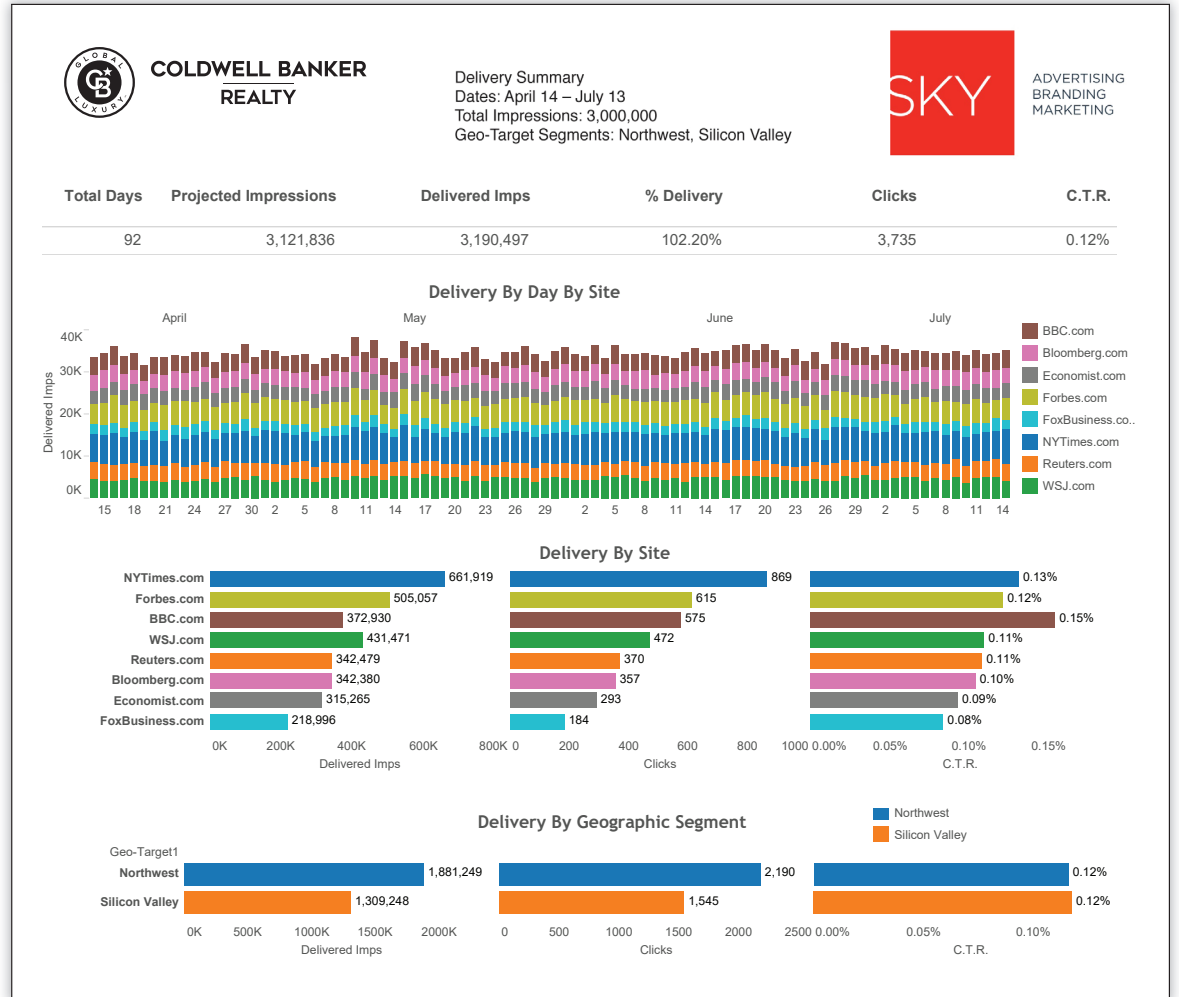


Comprehensive Reporting For Your Customized Campaign

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

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

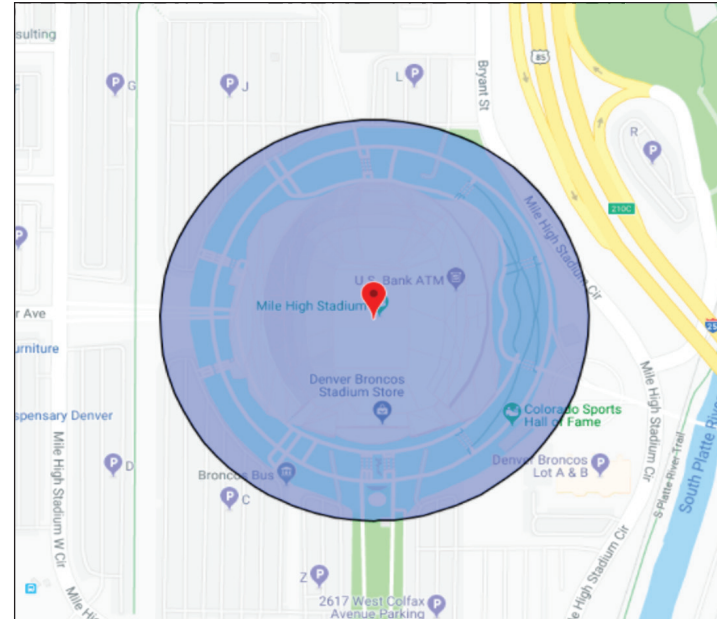
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



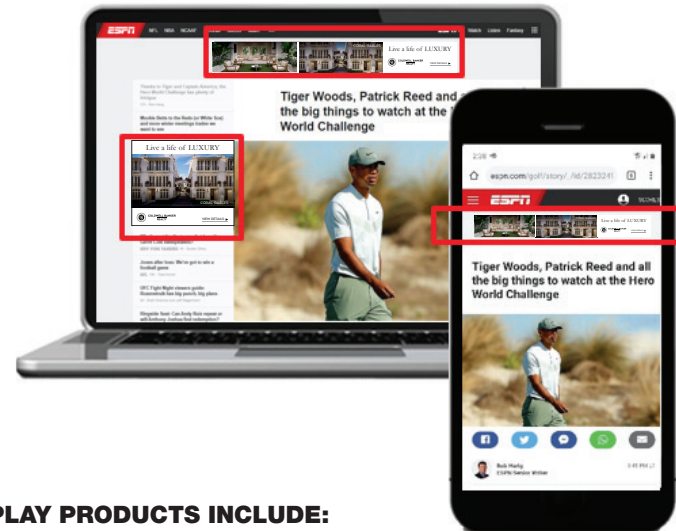
GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

- From: **\$1,500**
- **Up to 3 Geo-fences**
- **60,000 impressions**

Comprehensive Digital

DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are 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. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences- target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

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

Comprehensive Digital

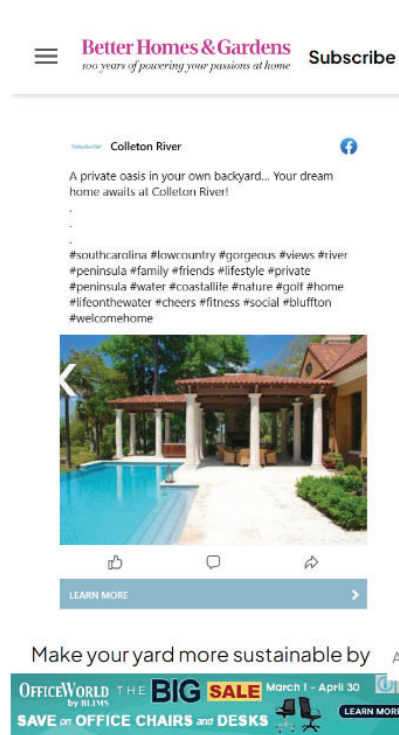
SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

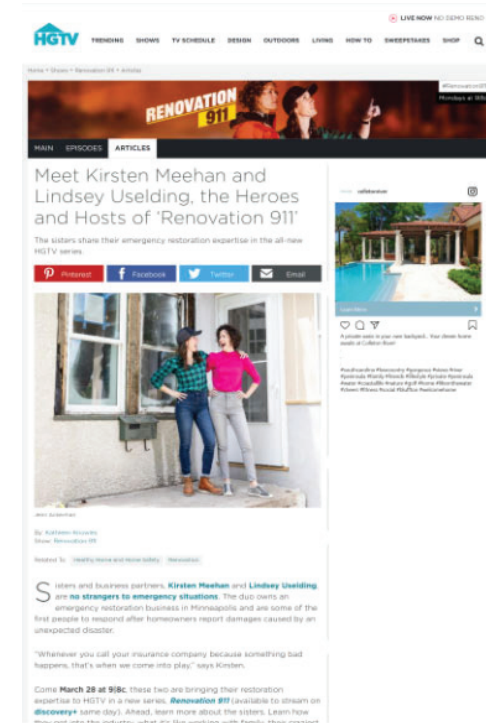
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.



PRICE: FROM \$1,500/MONTH
100,000 Impressions

Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing or website.

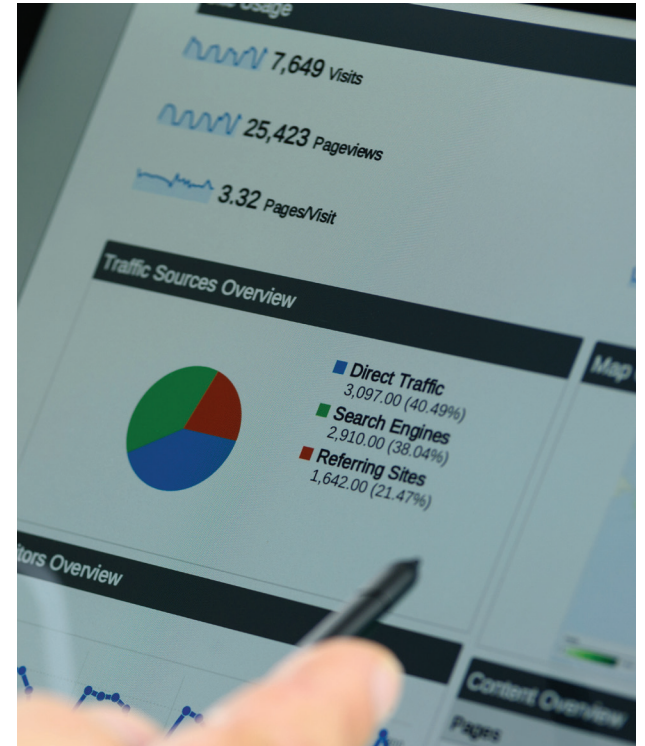


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

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





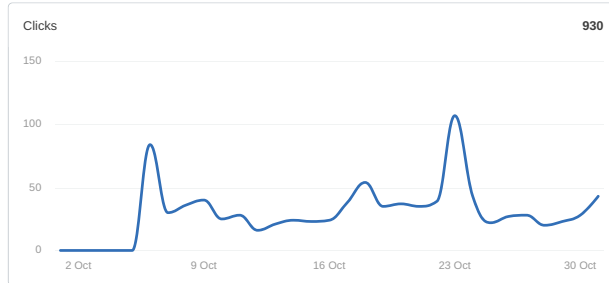
Google AdWords

CLIENT DASHBOARD

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

CB Coral Gables

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

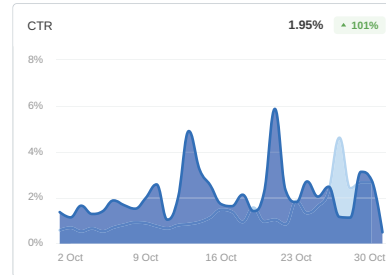
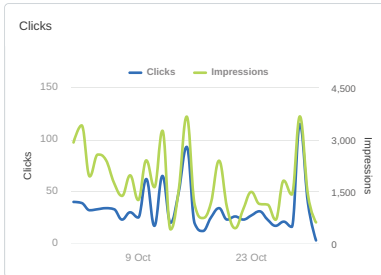
MONTHLY REPORTING

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



CB Coral Gables

October KPI's



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$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

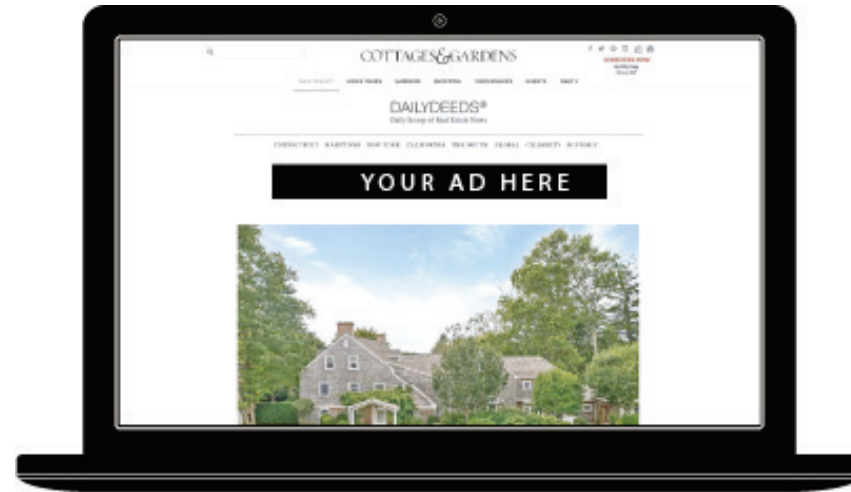
ROTATING GALLERY: \$2,950

DAILY DEEDS

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

INSTAPARTNERSHIP

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



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.

Crain's New York Business

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

CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

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

REAL ESTATE DAILY E-NEWSLETTER

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

DAILY E-NEWSLETTER M-F: \$3,150

650 FIFTH WORKING UNDER YOUR TERMS. NEW HIGH-END PRE-BUILT SUITES AVAILABLE. RANGING FROM 2,833 - 6,475 SF. LEARN MORE. CUSTOMER SUPPORT

CRAINS NEW YORK BUSINESS
Real Estate Daily
Tuesday, November 02, 2021

Vornado's Roth expresses frustration over return-to-office pace on earnings call
The firm remains hopeful about the sector, noting its occupancy rate has grown steadily since the summer
[READ MORE >](#)

Manhattan office market sees best month for leasing since 2020
Leasing volume for the year has already exceeded 2020 levels
[READ MORE >](#)

SPONSORED BY CRAIN'S EDITOR'S
WestPark: Where Innovation Thrives
WestPark offers two exceptional Class A, trophy headquarters buildings, ideally situated on a 25-acre campus in Metro New York
[View More](#)

Hotel mogul Sam Chang explains his slew of recent sales
The developer says they are because he's retiring, although he has made that claim before
[READ MORE >](#)

CRAIN'S
CORPORATE SUBSCRIPTIONS
INFORM. INSPIRE. INFLUENCE.
LEARN MORE

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

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

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

CRAINS NEW YORK BUSINESS

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

Manhattan office market sees best month for leasing since 2020

WestPark: Where Innovation Thrives

Hotel mogul Sam Chang explains his slew of recent sales

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- 41% serve on a Corporate or Non-Profit Board
- 87% influence Capital Expenditures, Leasing, or Purchasing

LUXURY HOME SPOTLIGHT

Sponsored Packages Includes:

- Exclusive custom e-blast featuring your luxury home listing shared with our digital readers
- A page hosted on CrainsNewYork.com featuring a slide show, listing details and a link to the listing on your website
- A quarter-page four-color print ad to run the following Monday in Crain's New York Business, placed in a far-forward position and labeled Crain's Content Studio Luxury Home Spotlight.
- Native ad promotional package to drive traffic to content


LUXURY HOME SPOTLIGHT: \$5,500

CRAIN'S CONTENT STUDIO

Luxury Home Spotlight

Thursday, February 22, 2024

ADVERTISING SECTION



SPONSORED BY @ PROPERTIES CHRISTIE'S INTERNATIONAL REAL ESTATE

145 MADISON

Modern luxury with floor-to-ceiling skyline views, 5,000 sq ft, open living, gourmet kitchen, and private terrace in Manhattan's heart.

[READ MORE >](#)

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.

- **600,000+** subscribers.
- Have your listing matched to relevant editorial for native content appeal.

Location Open Rates

- North America – **40%**
- Europe – **40%**
- Asia – **10%**
- Middle East – **5%**

Email Engagement

- Average open rate: **32%**
- Average total click rate: **7%** (10-15% top position, 3-5% middle position)

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. Below this is a large banner for 'The Global Luxury Marketplace: Cars, Homes and more'. A central text block states: '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.' Below this is a 'MOST POPULAR' section with a grid of featured items: Ferrari 488 GTB (\$4,963,559), Chevrolet Corvette (\$71,999), Stunning Villa Ove... (\$4,730,947), Ram 2500 (\$45,999), No109 - Luxury pe... (\$4,963,559), Audi S7 (\$34,999), McLaren 650S (\$199,999), and Ferrari California (\$114,999). There are also sections for 'JAMES SPOTTING', 'RICH LIST', and 'LATEST STORIES'. A 'Featured Agent' section highlights Nick Swinburne, an established licensed REALTOR® with over a decade of real estate experience.

The screenshot shows the 'Find luxury real estate and homes for sale' page. It features a search bar, a grid of property listings with images and prices, and a 'Featured luxury properties' section. The featured properties include: '5 Bedrooms - Pent...' (\$7,234,418), 'Stunning Sherwood...' (\$3,258,000), 'Enviably Estate By...' (\$2,949,900), 'Modern Apartment...' (\$2,724,332), 'Elegant French Styl...' (\$8,800,000), 'Playa Nik Playa, Mexico' (\$12,000,000), 'Koninghof Gennep, Netherlan...' (\$1,879,573), 'Magnificent Secu...' (\$3,950,000), 'Extraordinary Ocea...' (\$5,990,000), 'Malmok Paradise ...' (\$2,750,000), 'Kiltelagh House' (\$2,953,291), and '7+/- Acres for pote...' (\$995,000). A 'News about luxury real estate' section provides insights into exclusive neighborhoods in Hong Kong, the Bahamas, and Algarve, Portugal.

jamesedition.com

ROTATING GALLERY

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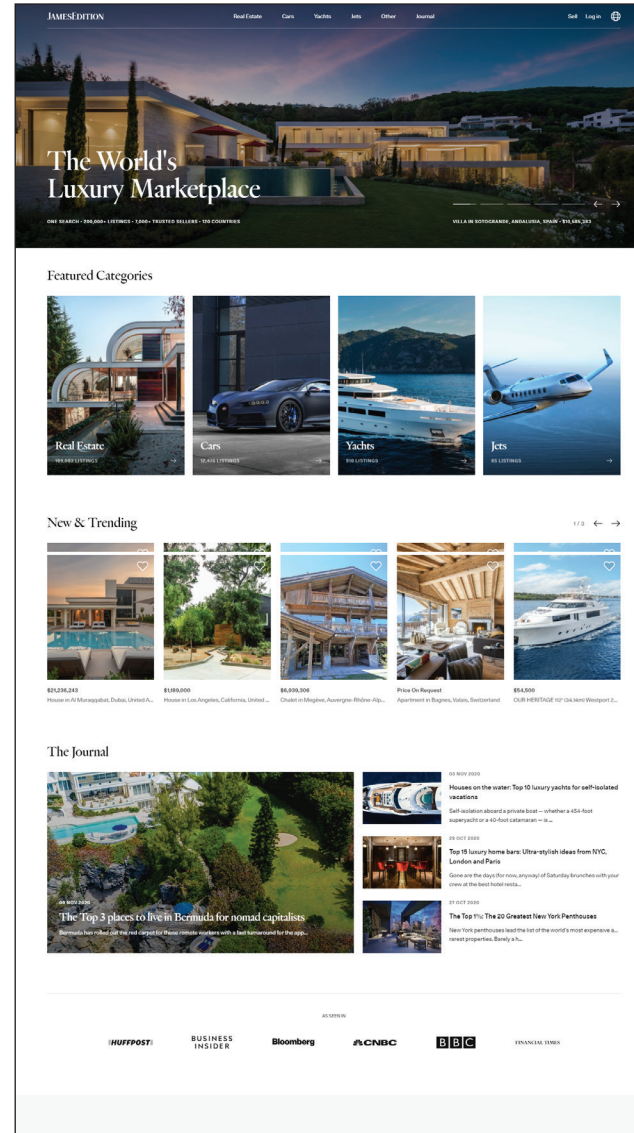
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

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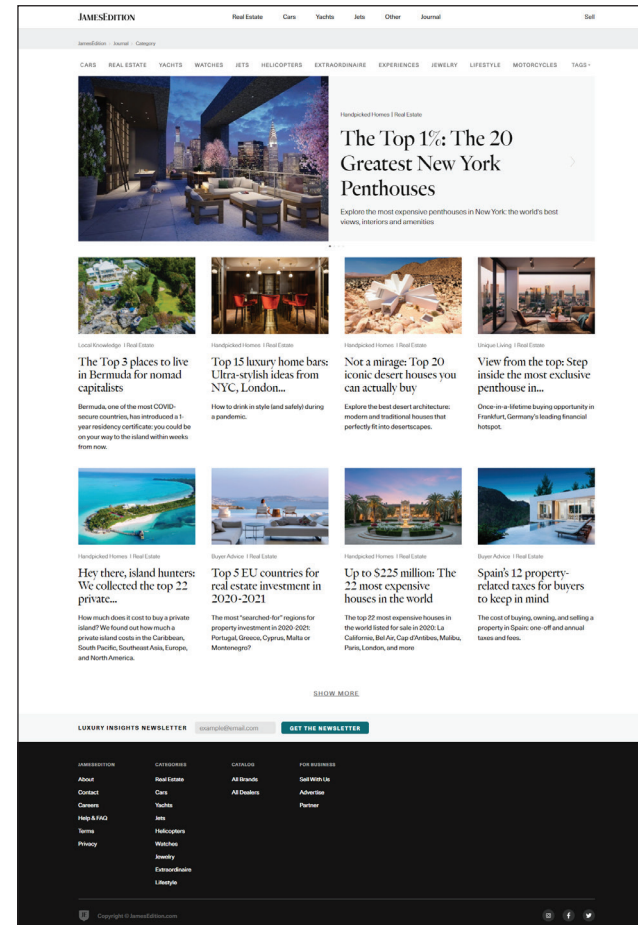
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

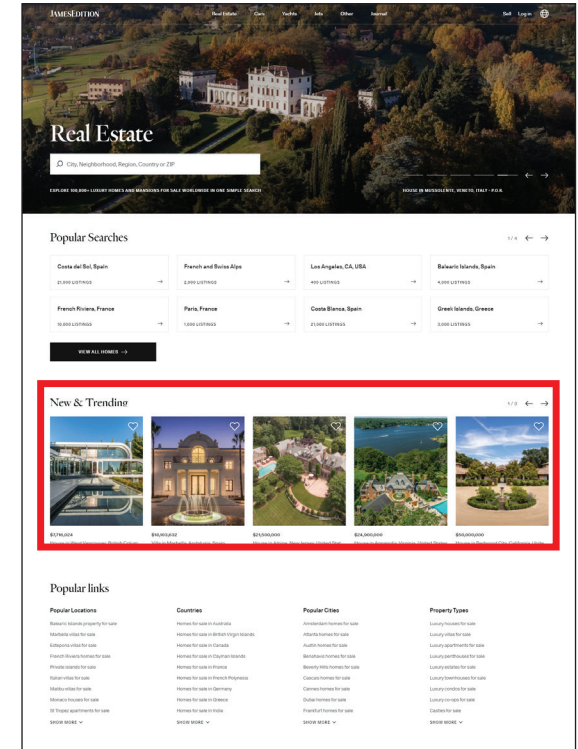
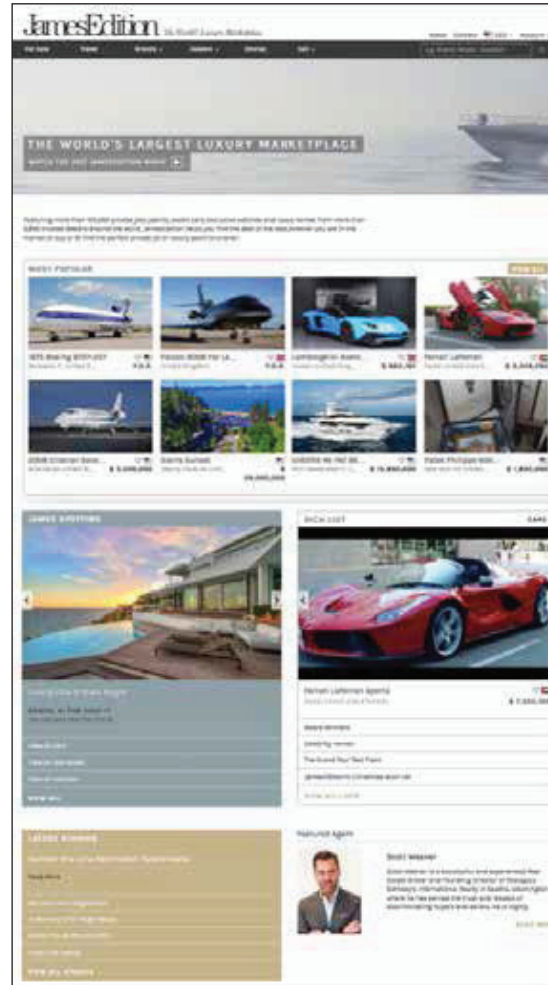
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

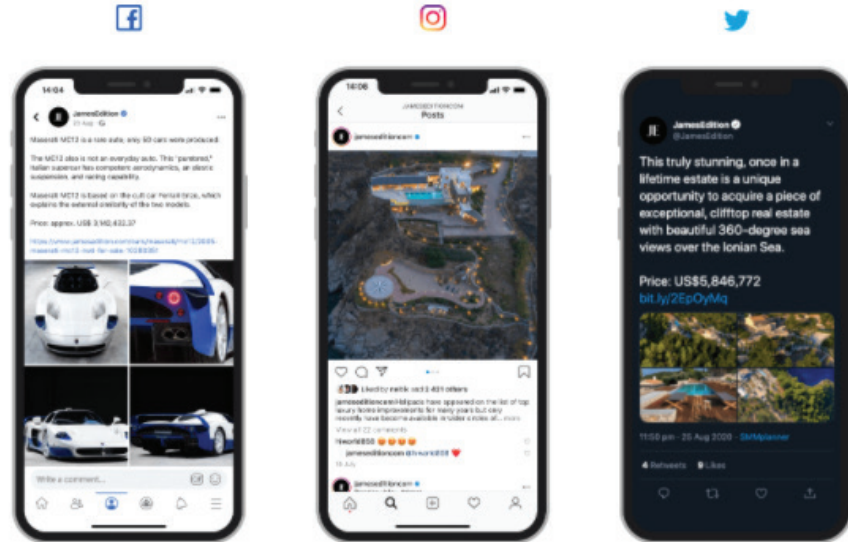
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- **158,000** Instagram Followers
- **36,000** Facebook Page Likes
- **136,000** TikTok Followers
- **1.5** Million Accounts Reached on Instagram / month
- **2.3M** Total Organic Likes on TikTok
- **37.5** Million Views on #JamesEdition on TikTok



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

The Real Deal

For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

PRINT	DIGITAL	SOCIAL	NEWSLETTERS	EVENTS
2.5M+ Annual Readers (Source: Mitchell's)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

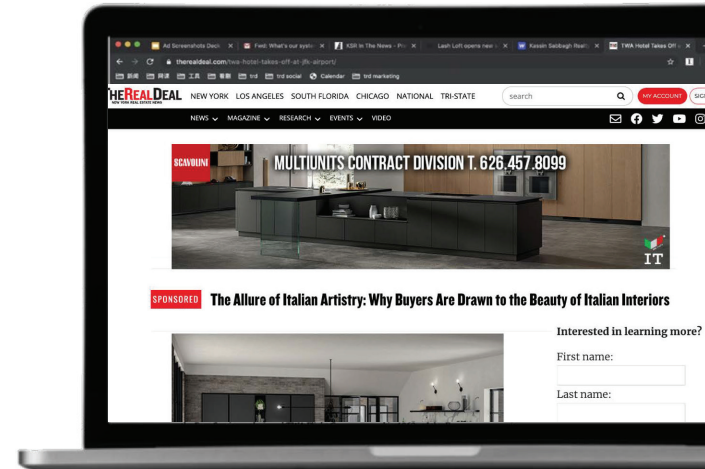
A Targeted Digital Reach Source

Site Stats:

- Unique visitors: **2M+**
- Total visitors: **3M+**
- Page views: **10M+**
- Mobile visits: **60%**

Demographics:

- Male/Female Ratio: **60% / 40%**
- Ages 25-54: **70%**



SPONSORED & CUSTOM CONTENT

Sotheby’s International Realty can solidify their positioning and brand story, TRD repost existing content inclusive of articles, videos and more on TheRealDeal.com

SPONSORED CONTENT DETAILS:

- Content article provided and posted on TheRealDeal.com
- Content promoted on homepage for 1 week
- Content promoted in daily newsletters (2x) and via social media (2x)
- Content remains live on TheRealDeal.com
- Benchmarks: 3,000 + Pageviews & 2:03 Avg. Time Spent.

Custom content can be created with TRD Studio in collaboration with Sky upon request – additional fees may apply.

COST: \$15,625

The Real Deal

For over 17 years The Real Deal's mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

PRINT	DIGITAL	SOCIAL	NEWSLETTERS	EVENTS
2.5M+ Annual Readers (Source: Mitchell's)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

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SOCIAL PROMOTION

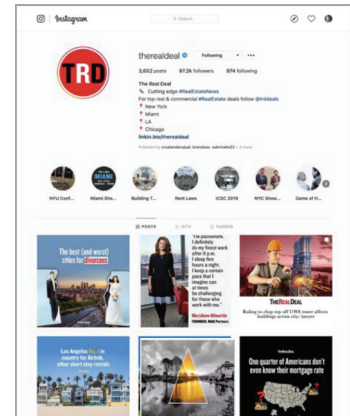
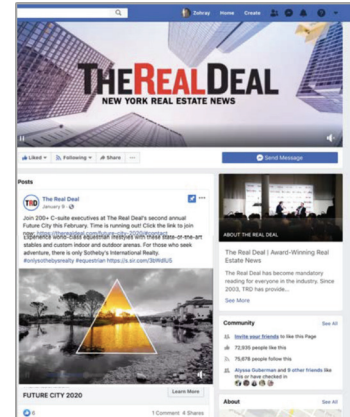
OPPORTUNITIES INCLUDE:

- Instagram stories
- Sponsored social posts
- Posts & stories directly targeted to Sotheby's International Realty desired audience

Facebook: **125K+**

Instagram: **439K+**

COST: \$1,250 PER POST



RobbReport.com

REAL ESTATE NEWSLETTER

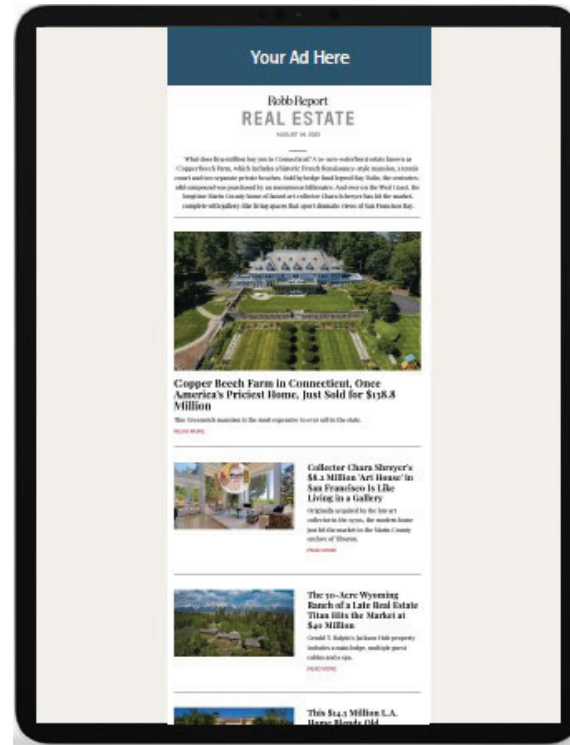
60,000+ REAL ESTATE ENTHUSIASTS

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)

NEWSLETTER: \$4,125/WEEK

3 Sends



RobbReport.com

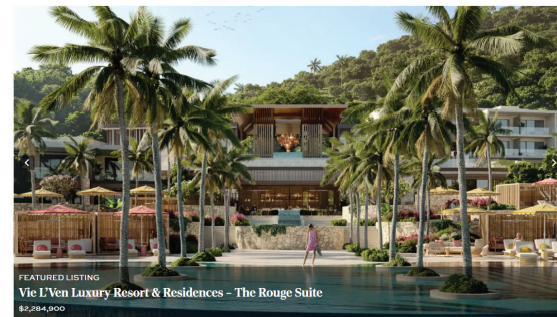
FEATURED LISTING CAROUSEL

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

REAL ESTATE



FEATURED LISTING
Vie L'Ven Luxury Resort & Residences - The Rouge Suite
 \$2,284,900

Search a location

ADVERTISEMENT

REAL ESTATE NEWS

NEW CONSTRUCTION
A Brand-New Manhattan Townhouse With A Pleated Terracotta Façade Lists for \$14.5 Million

The 4-story single-family home is part of THE 74, a boutique luxury condo building going up on the Upper East Side.

By Mark David

CELEBRITY HOMES
Sylvester Stallone Drops \$25 Million in Cash on a Ritzy Hamptons Estate

Purchased by the "Tulsa King" star for his daughters, the newly built home features almost 19,000 square feet of turnkey living space decked out with hand-picked designer furnishings.

By Wendy Bowman

ART & COLLECTIBLES
Sotheby's New York Lays Off 100 Staffers Amid Disappointing Auction Results

The auction house produced lower results than last year

DIGITAL

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

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

- **164,000** Unique Visitors
- **1.75%** Click-Through Rate
- **2.5%** Share of Voice
- Can rotate up to **5** properties
- Approximate Total Annual Impressions: **300,000**
- 2024 Overall Average CTR: **4.24%**
- Share of Voice: **2.5%** (1 Slot) - STATIC

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 Month Minimum

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
- 19,765 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. 7628 7512 Ave Royale, Châteauguay, QC	\$24,000,000
9. 8018 McLaugh, Toronto, ON	\$12,900,000
10. 493 Sandrine Road, Toronto, ON	\$20,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$762,028	3,130	\$28,000,000
Vancouver	\$1,487,048	870	\$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	\$30,000,000

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 ad

Staying home saves lives.

For more info visit coronavirus.gov

Powered by iStock AllChives

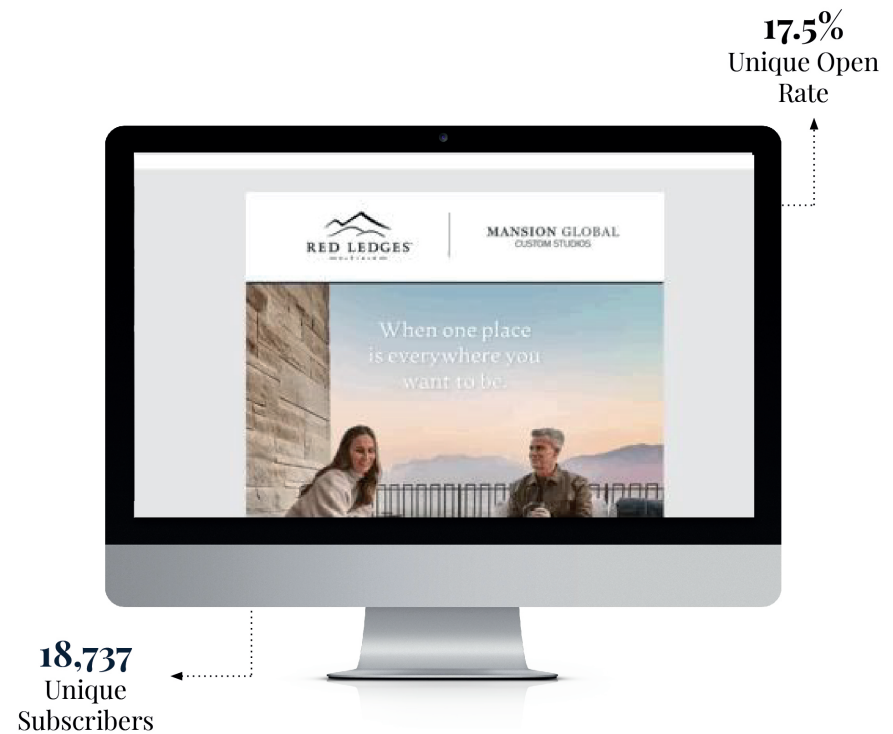
The Wall Street Journal Online (WSJ.com)

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.

- 9,765 Unique Subscribers
- 29.9% Unique Open Rate

PRICE: \$6,000 EXCLUSIVE EMAIL



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**
- National: **525,734**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **57% / 43%**
- Average HHI: **\$361K**
- Average age: **45**

2X7, NORTHEAST REGION: \$1,335

2X7, FLORIDA REGION: \$780

Buy 4 get 1 free

PROPERTY PORTFOLIO NATIONAL: \$2,355



\$36 Million
Brazilian soccer star Neymar has bought land in Miami. **M3**

MANSION

THE WALL STREET JOURNAL

Looking Up
In North Carolina, a single-story house that's 31 feet tall. **M7**

HOMES | MARKETS | PEOPLE | REDOS | SALES Friday, November 1, 2024 | **M1**

Going Once, Going Twice

More wealthy homeowners are turning to the auction market, but the results don't always live up to their lofty expectations

By Kenneth Cramer and E.R. Scowcroft

Randy and Robin Landman had been trying to sell their Manhattan penthouse for over a year when they turned to the auction market this summer. First listed for \$12.2 million, their triple in the sought-after Tribeca neighborhood came with more than 2,000 square feet of terrace, a floating staircase and a private elevator.

At auction, the roughly 3,300-square-foot property sold for \$5 million, less than half of what they had originally asked and little more than they paid for it two decades ago. "It was obviously a rapid mistake," Randy said of deciding to auction the home.

More closely associated with private art or collectibles, auctions are on the rise for luxury real estate, with auction houses reporting a dramatic spike in the number of high-net-worth sellers seeking their services since 2020. And as a developer in luxury home sales, auction companies are pitching homeowners on their ability to market unique properties in a range of deep-pocketed buyers beyond local markets and to sell them within a precise time frame.

Amplified by its ready-made prices that are televised, or track on a major sale that happens prominently in their neighborhood or city, others who aggressively priced their luxury homes often have been forced to repeatedly cut their asking price.

Please turn to page M5






FIRST LISTED FOR **\$12.2 MILLION**

HIGHEST BID AT AUCTION **\$5 MILLION**

TRIBECA PENTHOUSE
New York City

Room for Prayer, Without Leaving Home

Hindu owners drive demand for upscale pooja rooms with gold trim, oil lamps and custom art

By Susan Powers

IN THE DALLAS SUBURBS, Sanjeev Kishore lights an oil lamp in front of a wooden structure housing idols in his kitchen. The newly renovated area is dedicated to prayer and is backed by gold and white tiles matching the gilded trim and the white quartz countertop, the 41-year-old said.

Proponents of Hinduism, particularly in India, have long regarded pooja rooms or areas in their homes; the wood pools, sometimes gilded with silver in the domestic world for worship. A pooja room usually has an altar, mandala or table supporting idols and pictures of Hindu gods. They are used for solitary or communal prayer, worship and meditation, and are often decorated for special ceremonies during festivals such as Navratri.

At the population of Indian-Americans in the U.S. has grown, more interior designers, home builders and developers are specializing in accommodating the demand for pooja rooms.

Do-it-yourself pooja room decoration is also popular on social media. A feature on Mindy Kaling's hit Netflix comedy "Never Have I Ever" about a first-generation Indian-American teenager was scenes of prayer in front of the Vishwanath family's pooja area—an ornate filled with pictures.

Please turn to page M2



More U.S. builders and developers are accommodating demand for pooja rooms. Brenda Searles says she's getting more interior-design inquiries after posting her pooja-room renovation projects on Instagram.



Luxurious "off the grid" Retreat on 110 acres in Scenic West Virginia
5 bedrooms, 7 full and 3 half baths
\$19,500,000

Represented by Marin Hagen and Sylvia Bergstrom
D. 202.257.2339 O. 202.387.6180



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 DDC4499050 on coldwellbankerluxury.com



Annapolis, Maryland | \$2,850,000
5 bedrooms, 4 full and 1 half bath

Represented by Day Weltzman
D. 410.353.0721 O. 410.263.8686
Search MDAA431760 on coldwellbankerluxury.com



Annapolis, Maryland | \$2,390,000
5 bedrooms, 5 full and 1 half bath

Represented by Day Weltzman
D. 410.353.0721 O. 410.263.8686
Search MDAA4423534 on coldwellbankerluxury.com

COLDWELLBANKERLUXURY.COM

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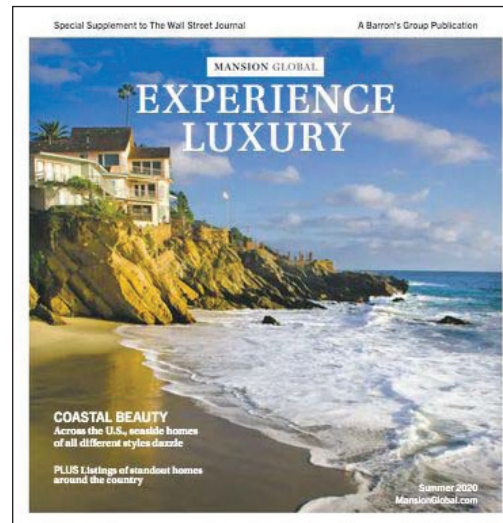
The Wall Street Journal

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.**

FULL PAGE:
\$980/TEMPLATE
\$1,985/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

SOUTH FLORIDA: \$2,920

BOSTON METRO: \$2,510

MANHATTAN: \$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

- Circulation: **89,361**
- Average Age: **40**
- Male/Female Skew: **65% / 35%**
- Average HHI: **\$992,205**
- Average HHNW: **\$3.9M**

FULL PAGE: \$9,250

SPREAD: \$18,250

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

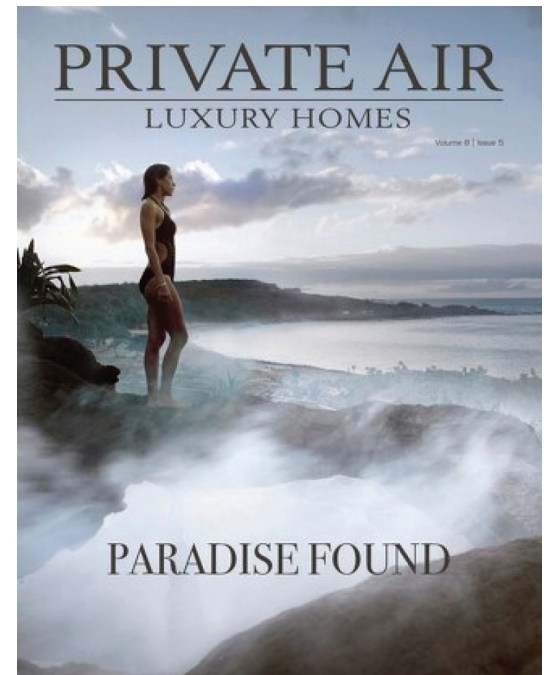
includes social media & E-Newsletter

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**



The Real Deal

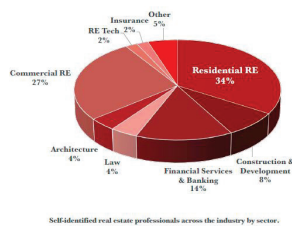
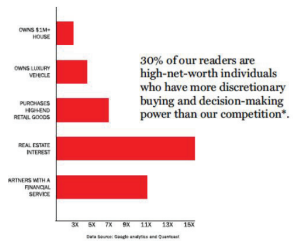
For over 17 years The Real Deal's mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

- Circulation: **45,000**
- Readership: **150,000** monthly readers
- Audience HHI: **500K**
- Audience Age: **34-55**
- Male / Female: **55% / 45%**

PRINT	DIGITAL	SOCIAL	NEWSLETTERS	EVENTS
2.5M+ Annual Readers (Source: Mitchell's)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

A Targeted Digital Reach Source

TRD READERS ARE DECISION MAKERS



WITHIN THE RE INDUSTRY

- 20,000 copies distributed to Realtor associations
- 5,000 copies distributed in airline & VIP lounges

Distribution:

- **2,500** copies sent to architectural firms, developers, financial institutions, constructions companies, law firms, title companies, and interior design firms
- **2,000** copies distributed to Residential + Commercial
- **1,600** Newstand copies

PRINT MARKETING

Reach your core audience with editorially and strategically aligned full-page print ads within the issues of your choice.

Opportunity details:

- **National – Monthly**

FULL PAGE: \$5,000
2 PAGE SPREAD: \$9,500
 Based on 8 Insertions

STRATEGIC PRINT OPTIONS



NATIONAL

Circulation:

- 40,000/month
- 480,000/annual



DATA BOOK

Circulation:

- 50,000 annual

Schedule, Pricing & Reach



COLDWELL BANKER
REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1 Media	Ad Description	January	February	March	April	June	Media Total	Reach
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00			\$ 7,350.00	3,000,000
Million Impressions	Targeting - Delect Markets							
Google Adwords								
Google Adwords	Digital PPC program	\$ 2,750.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 8,750.00	
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00			\$ 6,000.00	300,000
Display	Digital Banner Program		\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	450,000
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	180,000
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
Crain's New York Business	Luxury Home Spotlight		\$ 5,500.00				\$ 5,500.00	50,000
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00					\$ 500.00	6,500
JamesEdition								
Main Home Page Rotating Gallery	Featured Banner			\$ 2,000.00			\$ 2,000.00	750,000
New & Trending Home Page Position	Featured Spot	\$ 1,200.00					\$ 1,200.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article		\$ 5,500.00				\$ 5,500.00	292,000
E-Newsletter Featured Listing	E-Newsletter				\$ 1,500.00		\$ 1,500.00	192,000
Real Deal								
Real Deal	Sponsored Content	\$ 15,625.00					\$ 15,625.00	3,000
Real Deal	Social Post Facebook		\$ 1,250.00				\$ 1,250.00	110,000
Real Deal	Social Post Instagram			\$ 1,250.00			\$ 1,250.00	120,000
Robbreport.com								
Robbreport.com	Featured Listing Carousel - 1 Property		\$ 1,350.00				\$ 1,350.00	6,000
Robbreport.com	Real Estate Newsletter - 3 Sends	\$ 4,125.00					\$ 4,125.00	60,000
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				\$ 1,000.00	
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

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print										
Conde Nast Magazines Regional Pages										
Architectural Digest - South Florida	Full Page							\$ 2,920.00	\$ 2,920.00	15,000
Architectural Digest - Boston Metro	Full Page							\$ 2,510.00	\$ 2,510.00	13,000
Architectural Digest - Manhattan	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	\$ 1,250.00				\$ 3,750.00	631,371
The New York Times										
The New York Times	Featured Listing		\$ 1,000.00	\$ 1,000.00	\$ 1,000.00				\$ 3,000.00	1,143,804
Private Air Luxury Homes										
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)							\$ 1,925.00	\$ 1,925.00	65,000
The Real Deal										
The Real Deal	Full Page							\$ 5,000.00	\$ 5,000.00	324,000
The Wall Street Journal										
The Wall Street Journal - Northeast Region	2 x 7		\$ 1,335.00	\$ 1,335.00	\$ 1,335.00	Bonus			\$ 4,005.00	373,047
The Wall Street Journal - Northeast Region	2 x 7		\$ 780.00	\$ 780.00	\$ 780.00	Bonus			\$ 2,340.00	160,011
The Wall Street Journal - National	Property Portfolio		\$ 2,355.00	\$ 2,355.00	\$ 2,355.00	\$ 2,355.00			\$ 9,420.00	2,577,696
The Wall Street Journal										
Mansion Global Experience Luxury	Weekend Property insert							\$ 1,985.00	\$ 1,985.00	100,000
TOTAL									\$ 142,145.00	12,579,729
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change										

Proposed Schedule, Pricing & Reach 2025

PLAN 2

Plan 2	Ad Description	January	February	March	April	June	Media Total	Reach
Media								
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00			\$ 4,875.00	1,500,000
Million Impressions	Targeting - Select Markets							
Google Adwords								
Google Adwords	Digital PPC program	\$ 2,250.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 6,750.00	
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00			\$ 6,000.00	300,000
Display	Digital Banner Program		\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	450,000
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00				\$ 3,000.00	120,000
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	Luxury Home Spotlight		\$ 5,500.00				\$ 5,500.00	50,000
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00					\$ 500.00	6,500
JamesEdition								
New & Trending Home Page Position	Featured Spot	\$ 1,200.00					\$ 1,200.00	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
Robbreport.com								
Robbreport.com	Featured Listing Carousel - 1 Property		\$ 1,350.00				\$ 1,350.00	6,000
Robbreport.com	Real Estate Newsletter - 3 Sends	\$ 4,125.00					\$ 4,125.00	60,000
WSJ.com								
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00		\$ 2,150.00			\$ 4,300.00	328,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000				\$ 1,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00				\$ 3,680.00	17,000

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print							
Conde Nast Magazines Regional Pages							
Architectural Digest - Boston Metro	Full Page				\$ 2,510.00	\$ 2,510.00	13,000
Architectural Digest - Manhattan	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	\$ 1,250.00		\$ 3,750.00	631,371
The New York Times							
The New York Times	Featured Listing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 3,000.00	1,143,804
Private Air Luxury Homes							
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)				\$ 1,925.00	\$ 1,925.00	65,000
The Real Deal							
The Real Deal	Full Page		\$ 5,000.00			\$ 5,000.00	324,000
The Wall Street Journal							
The Wall Street Journal - Northeast Region	2 x 7	\$ 1,335.00	\$ 1,335.00	\$ 1,335.00	Bonus	\$ 4,005.00	373,047
The Wall Street Journal - Northeast Region	2 x 7	\$ 780.00	\$ 780.00	\$ 780.00	Bonus	\$ 2,340.00	160,011
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00	\$ 2,355.00	\$ 2,355.00		\$ 7,065.00	1,933,272
The Wall Street Journal							
Mansion Global Experience Luxury	Weekend Property insert				\$ 1,985.00	\$ 1,985.00	100,000
TOTAL						\$ 99,270.00	9,967,305
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							

Proposed Schedule, Pricing & Reach 2025

PLAN 3

Plan 3 Media	Ad Description	January	February	March	April	June	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 Markets							
Google Adwords								
Google Adwords	Digital PPC program	\$ 2,250.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 6,750.00	
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00			\$ 6,000.00	300,000
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00				\$ 3,000.00	120,000
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
Crain's New York Business								
Crain's New York Business	Luxury Home Spotlight		\$ 5,500.00				\$ 5,500.00	50,000
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00					\$ 500.00	6,500
JamesEdition								
New & Trending Home Page Position	Featured Spot	\$ 1,200.00					\$ 1,200.00	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
Robbreport.com								
Robbreport.com	Real Estate Newsletter - 3 Sends	\$ 4,125.00					\$ 4,125.00	60,000
WSJ.com								
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00		\$ 2,150.00			\$ 4,300.00	328,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000				\$ 1,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00				\$ 3,680.00	17,000

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print						
Conde Nast Magazines Regional Pages						
Architectural Digest - Boston Metro	Full Page			\$ 2,510.00	\$ 2,510.00	13,000
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	\$ 3,750.00	631,371
The New York Times						
The New York Times	Featured Listing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 3,000.00	1,143,804
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00	\$ 1,925.00	65,000
The Real Deal						
The Real Deal	Full Page			\$ 5,000.00	\$ 5,000.00	324,000
The Wall Street Journal						
The Wall Street Journal - Northeast Region	2 x 7	\$ 1,335.00	\$ 1,335.00	\$ 1,335.00	\$ 4,005.00	373,047
The Wall Street Journal - Northeast Region	2 x 7	\$ 780.00	\$ 780.00	\$ 780.00	\$ 2,340.00	160,011
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00			\$ 2,355.00	644,424
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00	\$ 980.00	100,000
TOTAL					\$ 76,465.00	6,851,157
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change						