



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 62265 Dodds Road 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 62265 Dodds Road

SKY Advertising is excited to present to Coldwell Banker Bain a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 62265 Dodds Road.

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 Bend, OR.

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](mailto:janine@skyad.com)

PAULA DAVIDSON  
*Senior Account Executive*  
**212-677-2671**  
[paula@skyad.com](mailto:paula@skyad.com)

SARA HELENI  
*Account Executive*  
**212-674-2402**  
[sara@skyad.com](mailto:sara@skyad.com)

JIMMY CINTRÓN  
*Account Executive*  
**212-677-0083**  
[jimmy@skyad.com](mailto:jimmy@skyad.com)

# Digital Offerings



**COLDWELL BANKER**  
**REALTY**



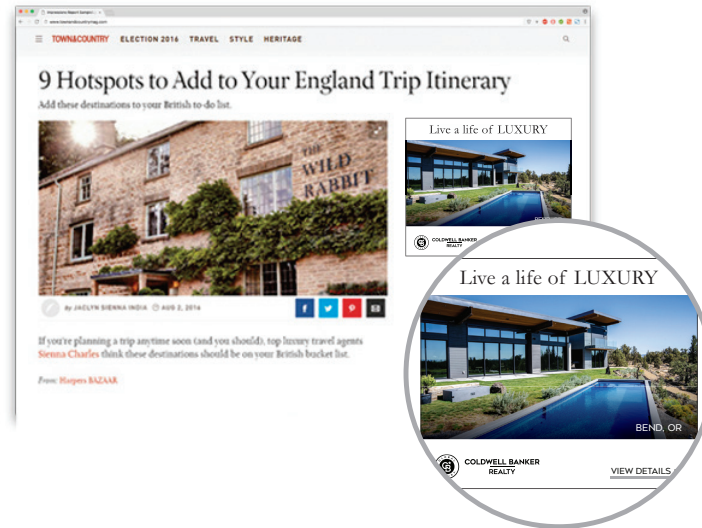
# Impressions Campaign

**CUSTOMIZABLE.**  
**AFFORDABLE.**  
**MEASURABLE.**

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

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

**Impress locally. Impress globally.**



## CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **62265 Dodds Road**
- Flight Dates: **April 2025 - June 2025**
- Impressions: **1,500,000**
- 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	



# 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


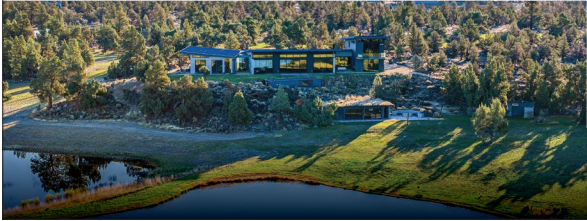
## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM


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**

Live a life of LUXURY





COLDWELL BANKER  
REALTY

VIEW DETAILS ►



BEND, OR

Live a life of LUXURY



COLDWELL BANKER  
REALTY

VIEW DETAILS ►

Live a life of LUXURY







COLDWELL  
BANKER  
REALTY

BEND, OR

VIEW DETAILS ►

Live a life of LUXURY

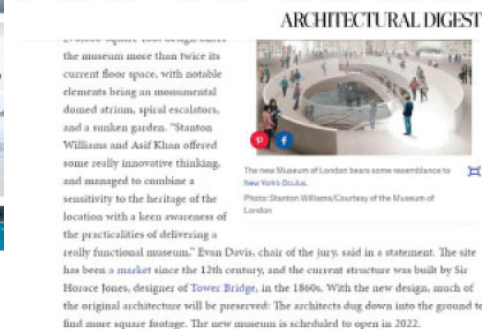
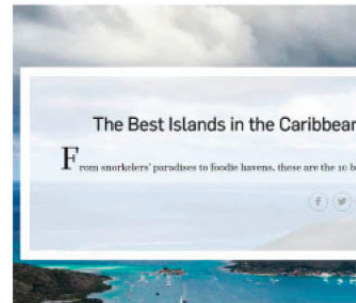
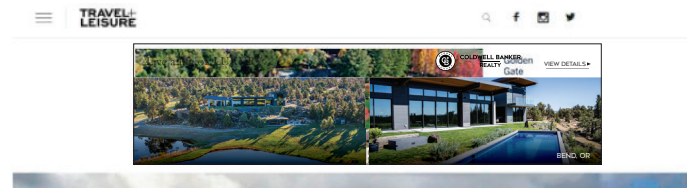




COLDWELL BANKER  
REALTY

VIEW DETAILS ►

# Sample Banners For Impressions Programs As They Appear On Sites

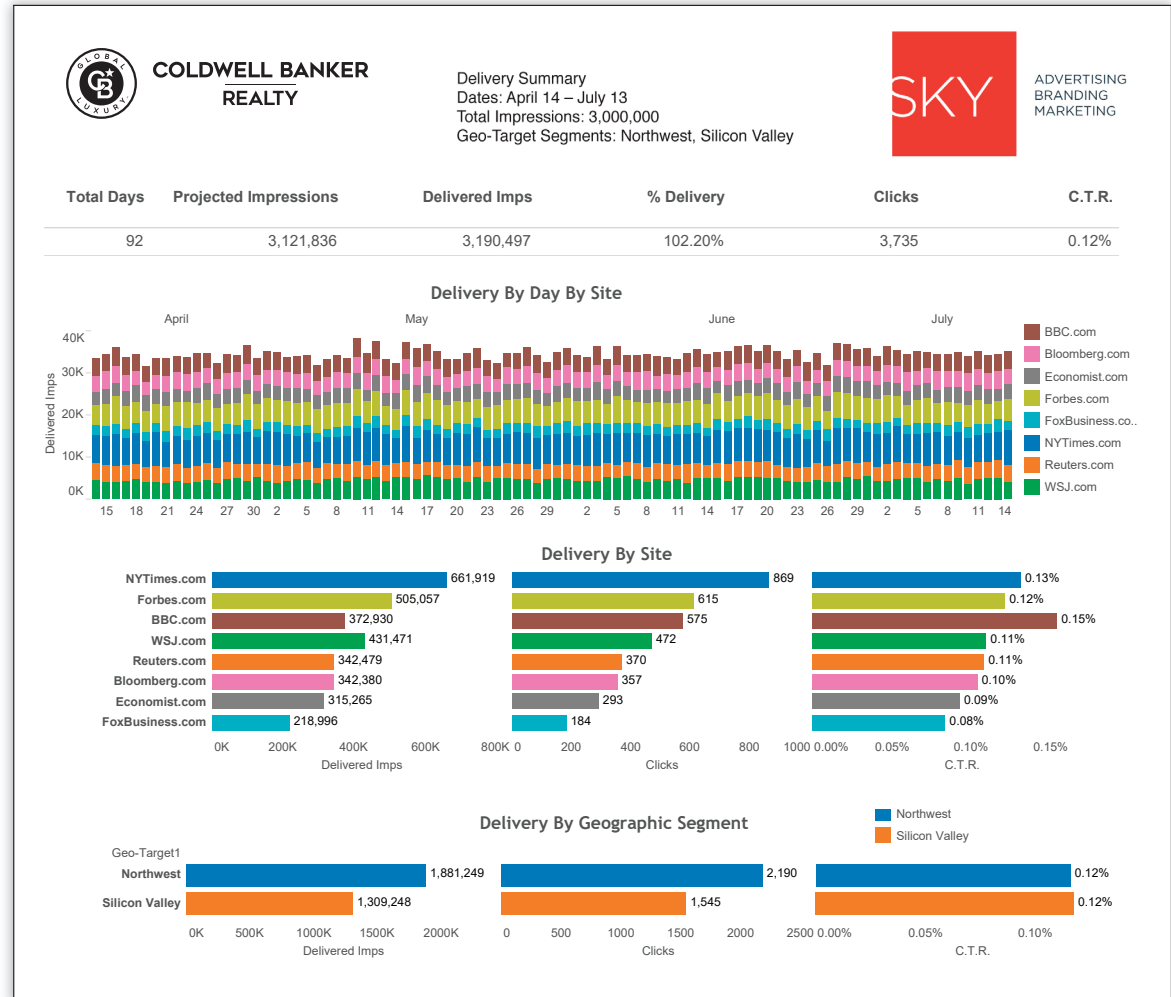


# Comprehensive Reporting For Your Customized Campaign

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

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

## IMPRESSIONS PROGRAM SAMPLE REPORT

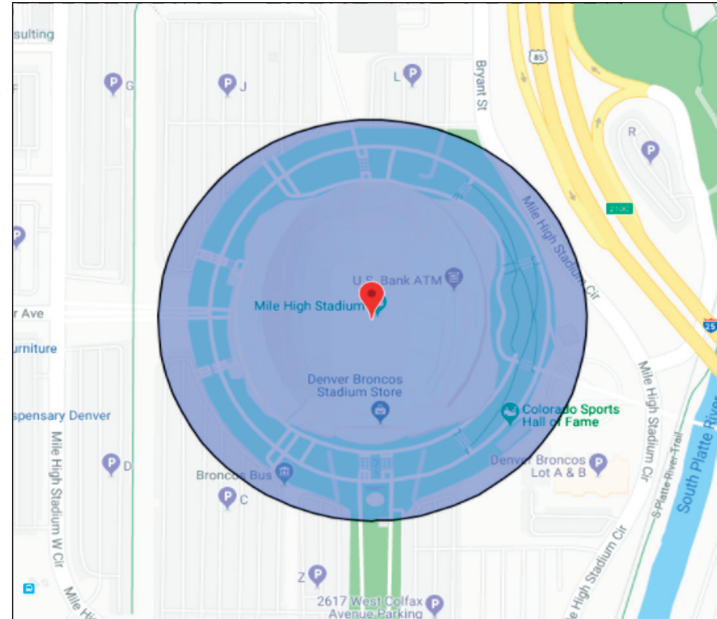




# Digital Event Targeting

## GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



## GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

### PRICING

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



# Comprehensive Digital

## OTT/VIDEO PREROLL

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

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

## HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

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

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

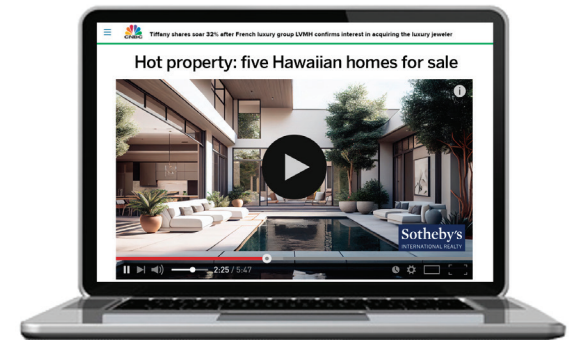


## YouTube Video Pre-Roll Ads

### WHY OTT?

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

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



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

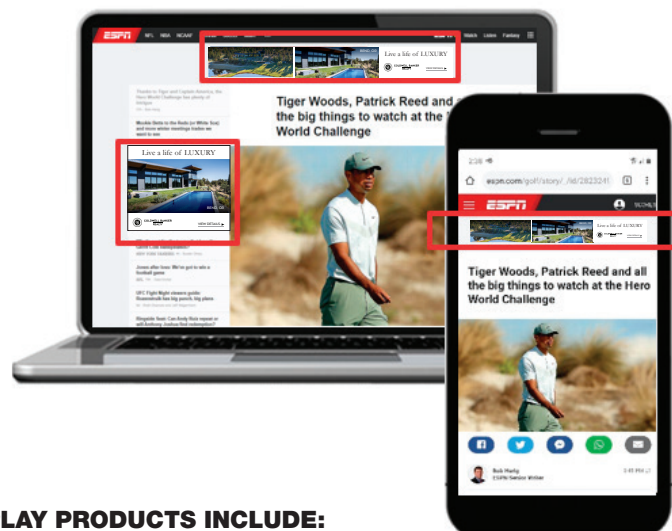
And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

**PRICE: FROM \$1,500/MONTH**  
**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

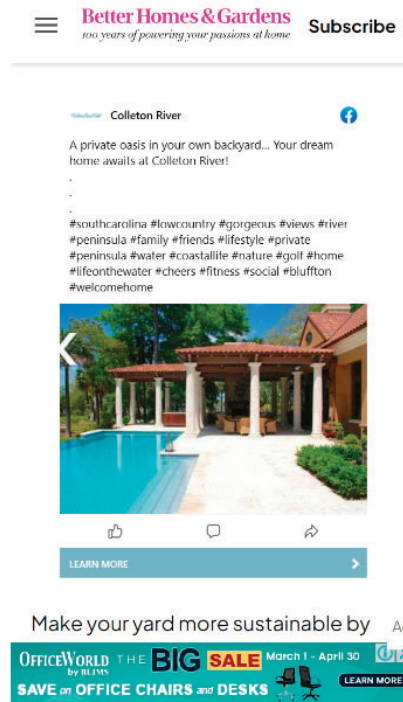
## SOCIAL MIRROR ADS

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.

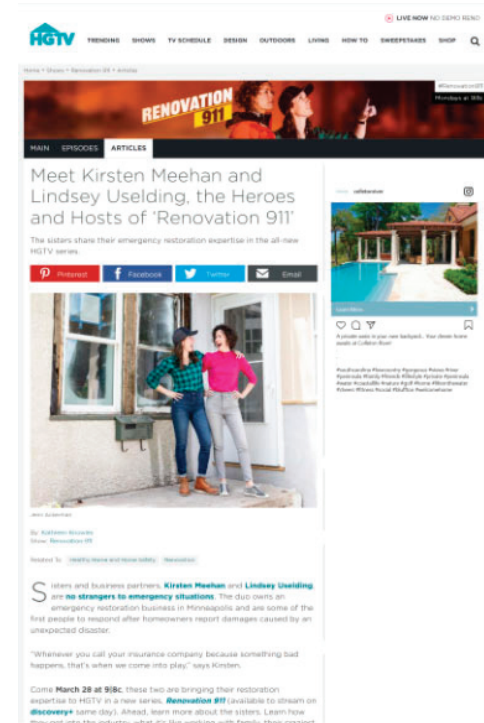
Ads can be display, video, OTT across connected TVs or carousel.



## 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.

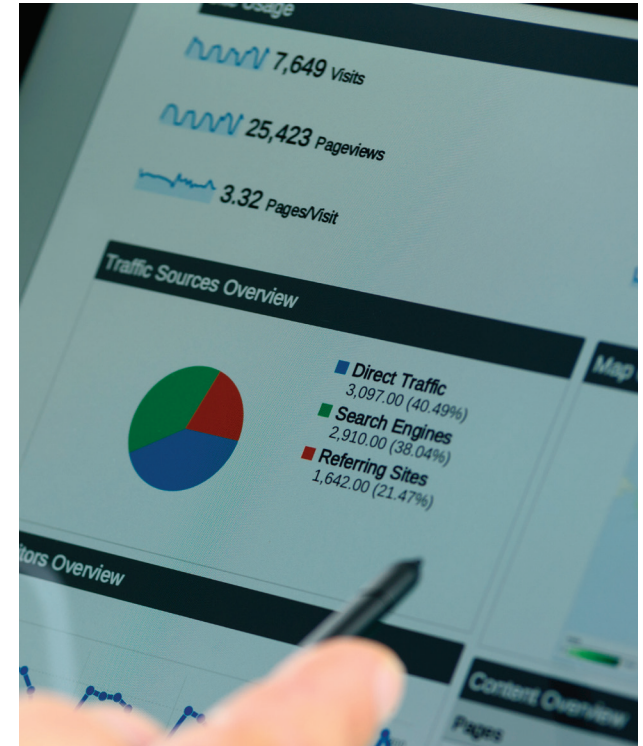


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

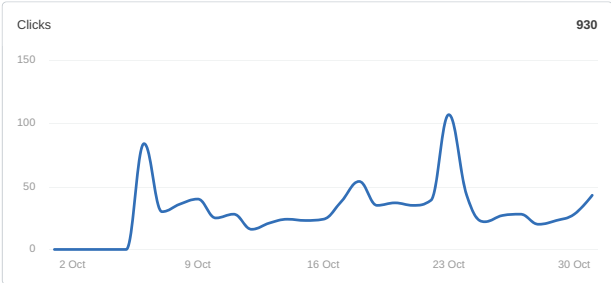
## CLIENT DASHBOARD

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 Bain

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
<a href="#">SKY - SMART</a>	459	\$312.71	\$39.09	74,095
<a href="#">SKY - PMAX</a>	290	\$359.88	\$179.94	8,209
<a href="#">SKY - General</a>	75	\$278.65	\$0.00	1,432
<a href="#">SKY - Boulder</a>	53	\$293.25	\$293.25	1,145
<a href="#">SKY - Trademark</a>	38	\$134.26	\$134.26	259
<a href="#">SKY - Niwot</a>	11	\$33.94	\$0.00	69
<a href="#">SKY - Longmont</a>	4	\$19.24	\$0.00	16
<a href="#">SKY - Golden</a>	0	\$0.00	\$0.00	3
<a href="#">SKY - Superior</a>	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

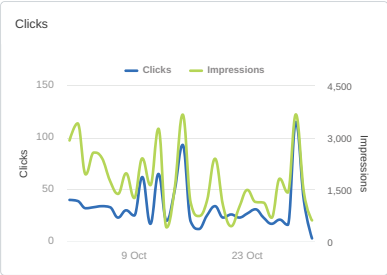
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



### CB Bain

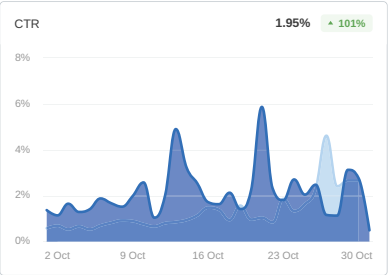
October KPI's

Clicks



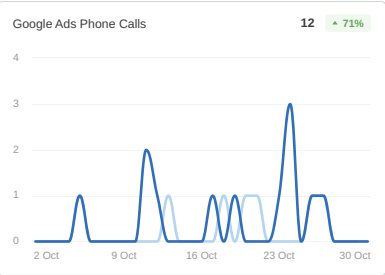
CTR

1.95% ▲ 101%



Google Ads Phone Calls

12 ▲ 71%



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 reality	1	1	1



# LinkedIn.com

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.

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**PRICE: STARTING FROM \$2,000/MONTH**



# Billionaire Magazine

Billionaire is an award-winning luxury publication distributed to a curated list of Ultra High Net Worth (UHNW) readers, globally.

## DIGITAL AUDIENCE

- 29% Millionaires

### Readership stats

- Total Print Readership – **32,000**
- Online Monthly Unique Audience – **129,000**
- Online Monthly Page Views – **244,000**
- Social Media Reach – **130,000**
- Newsletter Database – **25,000**

1x Online content piece - will sit on the site indefinitely and pick up organic views

1x Newsletter inclusion (25k subscribers) - drive content piece via newsletter

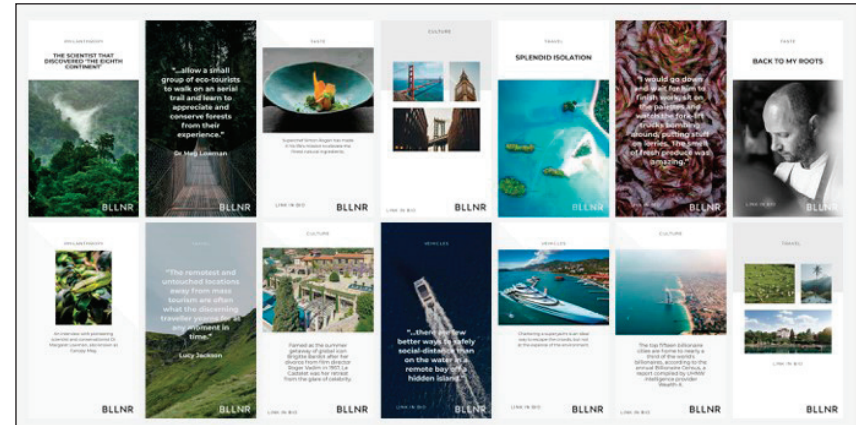
1x hyper-targeted social media campaign (4 weeks) - target UHNWI's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

### CUSTOM CONTENT + ENEWSLETTER:

**PRICE: \$4,500**

### CUSTOM CONTENT + SOCIAL CAMPAIGN:

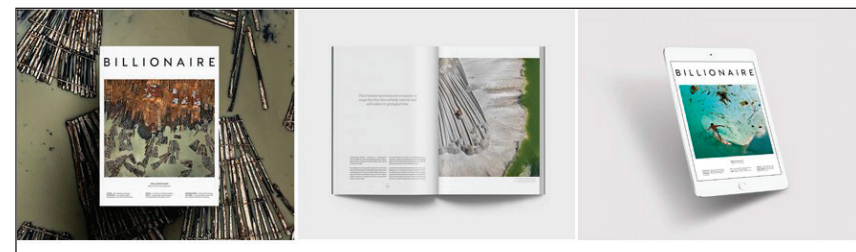
**PRICE: \$6,000**



**PRODUCT (ONLINE) PORTFOLIO**

- Online Branded Content
- Social Media Campaigns
- HNWI Hotspots Geo-Targeted Campaigns
- Newsletter Campaigns
- FULL PR Package

Reach our affluent and extensive member database through impactful advertising, content partnerships and directly in their inbox.





# duPont Registry

Experience luxury with duPont REGISTRY, connecting elite buyers and sellers for nearly 40 years. Elevate your brand through exclusive collaborations, bespoke campaigns, and luxury showcases.

## ADDED VALUE

- Branded Content Post
- Newsletter Inclusion - 77,000 email subscribers
- Luxury Lifestyle Newsletter Inclusion - 2,500 email subscribers
- duPont REGISTRY Discovery Posting

**POST: \$1,295/POST**

## BONUS

**WEEKLY NEWSLETTER**

**LUXURY LIFESTYLE NEWSLETTER**

**POSTING**

## DEDICATED EMAIL

## CUSTOM EMAIL

**\$15,000 1X**

**\$12,500 2X OR MORE**

duPont  
REGISTRY **DAILY**



SPONSORED

**RM Sotheby's Arizona: 2005 Porsche Carrera GT**



INDUSTRY REPORTS

**2021 Was Rolls-Royce's Best Year Ever**



SPONSORED

**When Was the Last Time You Did Something for the First Time?**

duPont  
REGISTRY **DAILY**



SPONSORED

**RM Sotheby's Arizona: 2005 Porsche Carrera GT**



INDUSTRY REPORTS

**2021 Was Rolls-Royce's Best Year Ever**



SPONSORED

**When Was the Last Time You Did Something for the First Time?**



FOR SALE

**The Best 80's Cars You Can Buy Today**



SEARCH NEWS

**Maserati Westlake Village Delivers One of the First M250s in the U.S.**



SPONSORED

**Discover the South's Best Lake & Golf Community at Reynolds Lake Estate**

FOR SALE

**Check The Spec: A 2019 Porsche 911 GT3 RS With A \$140K Special With Customization Package**



WATCHES

**Bell & Ross Releases The New Limited-Edition BR 03-92 Military Diver**



WATCHES

**Discover Ulysses Nardin's New Limited-Edition Torpilleur Tourbillon**



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# Elite Traveler

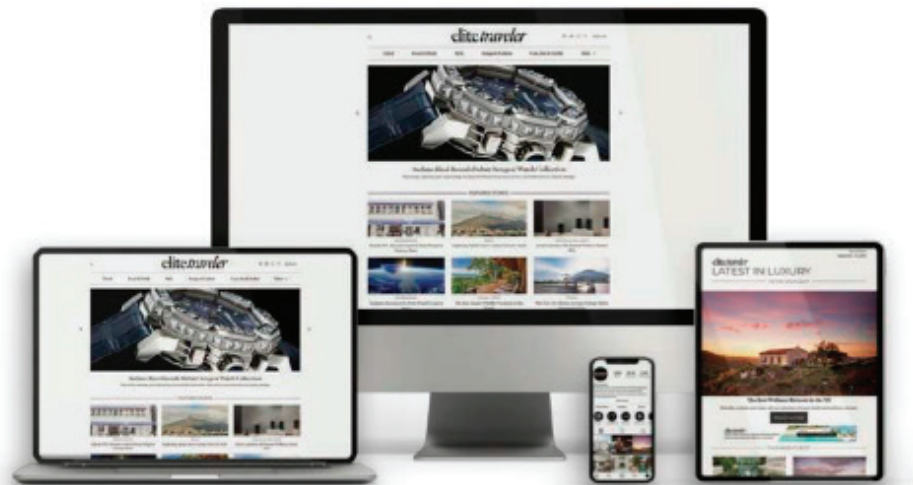
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

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

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

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

Half price with full page print purchase



# 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**

JamesEdition

For Sale Travel Brands Dealers Stories Sell

Cars 7,565 Real Estate 76,214 Yachts 774 Watches 1,162 Jets 200 Helicopters 27 E-Newsletters 6 Jewelry 2,093

The Global Luxury Marketplace:  
Cars, Homes and more

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.

MOST POPULAR

Ferrari 488 GTB  
Upland, CA, United...  
\$71,999

Chevrolet Corvette  
Upland, CA, United...  
\$473,967

Stunning Villa Ove...  
Roca, Spain  
\$473,967

Ram 2500  
Upland, CA, United...  
\$45,999

Rolls Royce Phantom  
Upland, CA, United...  
\$4,963,559

Audi S7  
Upland, CA, United...  
\$34,999

McLaren 650S  
Upland, CA, United...  
\$199,999

Ferrari California  
Upland, CA, United...  
\$114,999

JAMES SPOTTING

Two Level Duplex On Paradise Ponds  
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RICH LIST

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West Palm Beach, FL, United States  
\$3,800,000  
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Nick Swinburne

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JamesEdition is the premier international marketplace to find luxury real estate and homes for sale. Search and browse more than 40,000 luxury homes for sale in over 50 countries. The most exclusive properties in the most desirable locations are offered by luxury real estate and homes specialists and private sellers worldwide, displayed with large, high-quality images. Whether you're buying a primary or second home, a pied-à-terre or vacation property you'll find thousands of the finest international properties including condominiums, penthouses, homes, estates and resort hotel ownership options.

THE PENTHOUSE AT GOLDEN PEAK  
\$1,600,000

PENTHOUSE AT GOLDEN PEAK  
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COLUMBIA HANSEN REALTY  
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Featured luxury properties

5 Bedrooms - Pent...  
\$7,234,418  
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\$2,234,418  
Stunning Sherwoo...  
Lake Sherwood, CA...  
\$3,238,000  
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Longmen, MA, Unit...  
\$2,991,800  
Modern Apartment...  
New Delhi, India  
\$2,724,332  
Elegant French Styl...  
Business Area, Arge...  
\$8,800,000  
Playa Nik  
Playa, Mexico  
\$12,000,000  
Koninghof  
Groningen, Netherlan...  
\$1,799,573  
Magnificent Secu...  
Bogotá, Chile  
\$3,950,000  
Extraordinary Ocea...  
Swampscott, MA, U...  
\$5,990,000  
Malmok Paradise ...  
Malmok, India  
\$2,750,000  
Kiteelagh House  
Nenagh, Ireland  
\$2,953,291  
74/- Acres for pote...  
Matthews, NC, Unit...  
\$995,000  
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News about luxury real estate View all

Most exclusive neighborhoods of Hong Kong  
Posted 2019-07-17  
The Asian financial center hasn't given up the first position in the list of the most expensive housing markets, also topping the ranking for the world's most luxurious housing market for the last two years (Luxury Defined Report by Christie's). T...  
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Posted 2019-07-10  
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Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal  
Posted 2019-07-03  
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Posted 2019-06-21  
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# 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.

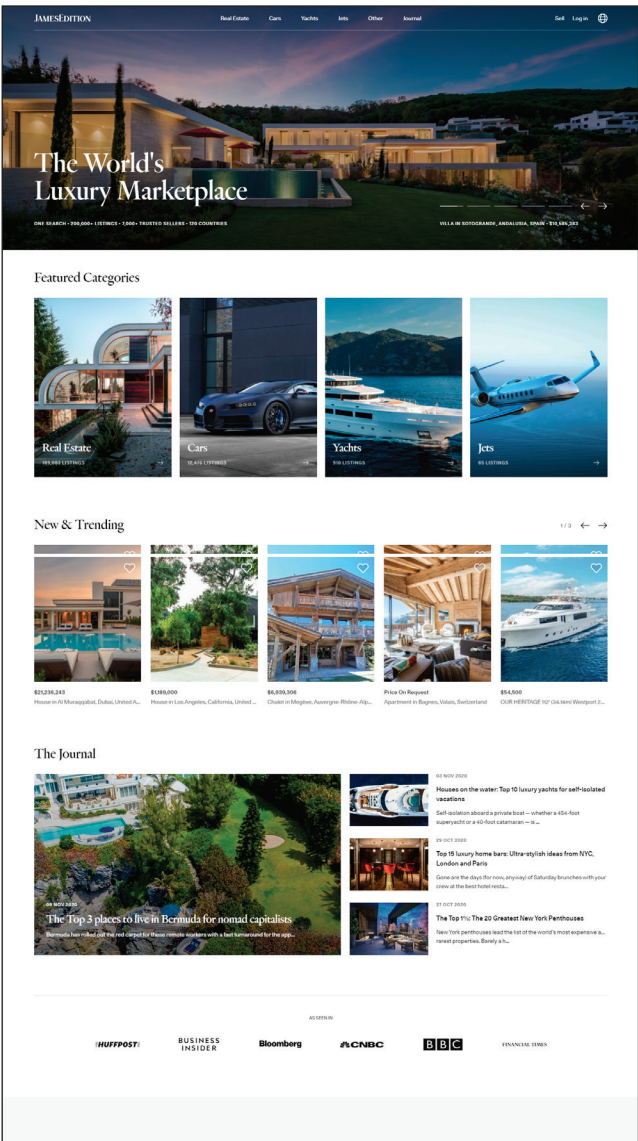
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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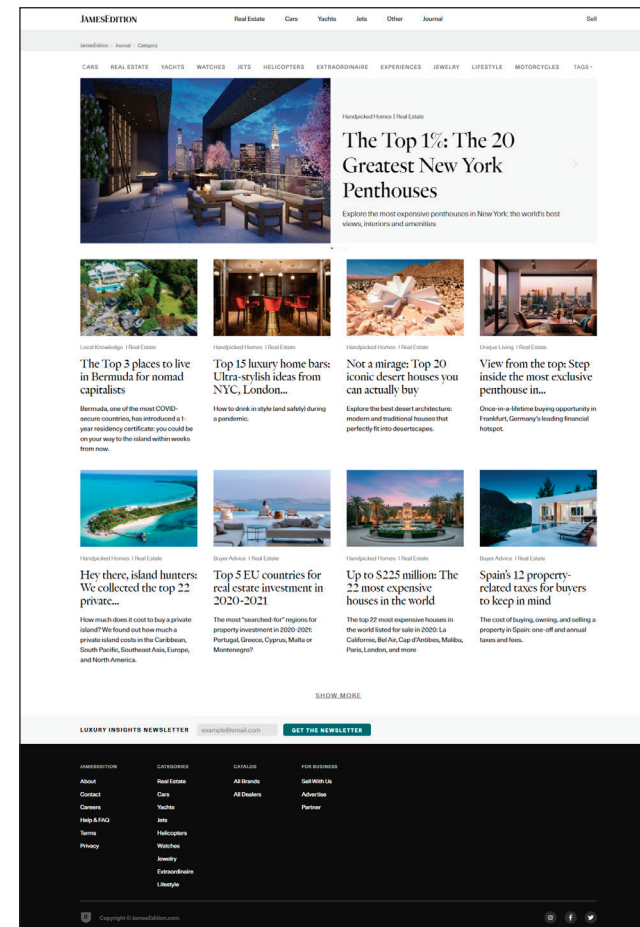
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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**



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NEW & TRENDING

FEATURED LUXURY POSITION

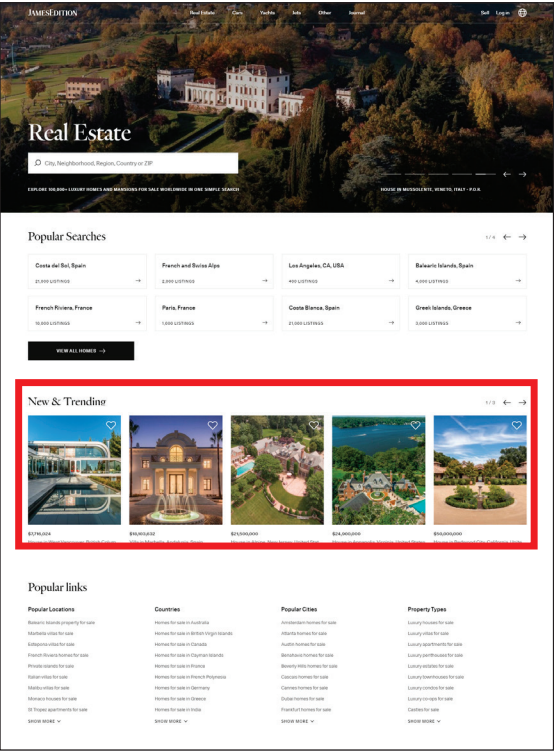
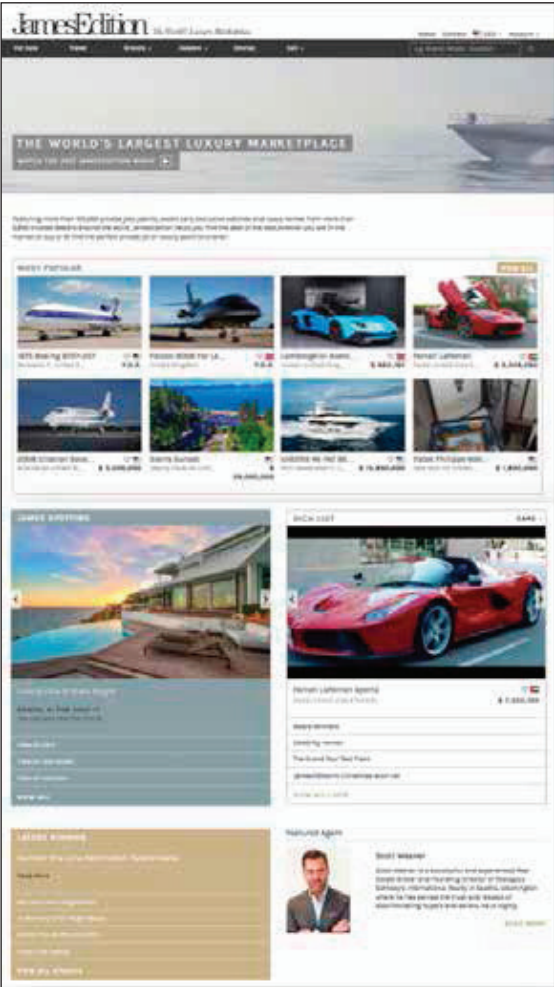
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# jamesedition.com

## SOCIAL MEDIA POST

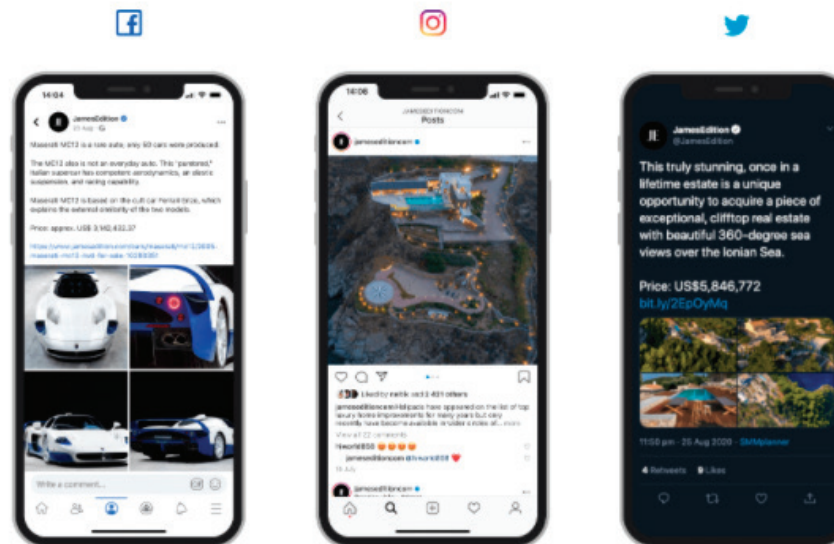
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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 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**



**EMAIL**

## Subscriber Profile

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

- 1 Million monthly page views
- 170K unique visitors

**2 shared email blasts plus 12 month web feature  
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# Land Report

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

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

## Top In-Bound Markets:

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

## FEATURED LISTING

Maximize visibility for your top listings through the Featured Listing panel. This fully interactive digital ad is served to over 18,000 unique visitors per month in a prime, centralized location on the homepage. Featured Listings is the perfect venue to debut new listings, drone videos, or photo galleries.

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

## SOCIAL MEDIA POSTS

**BANNERS: \$1,450/POST**

## PUBLISHER'S PICKS PREMIER PLACEMENT

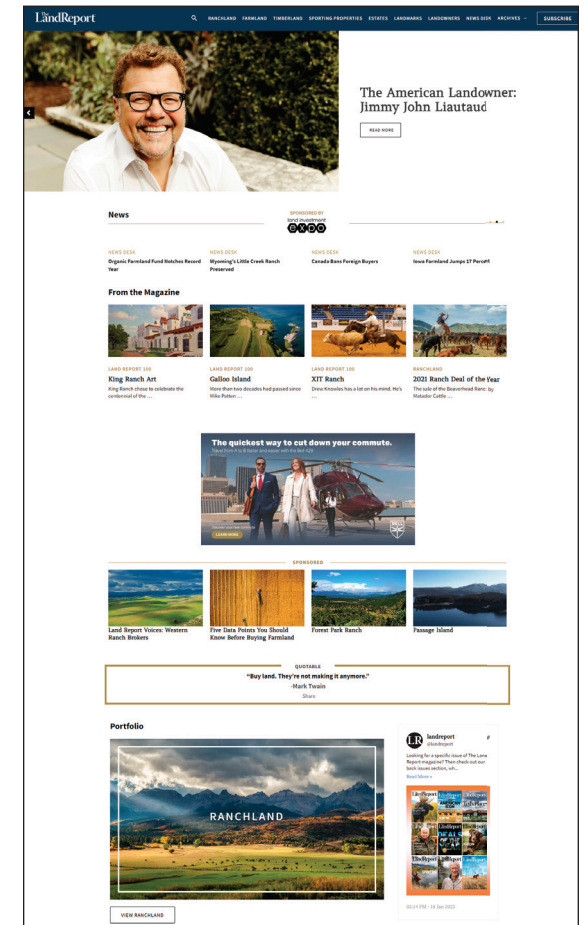
**DEDICATED SOCIAL MEDIA POST AND A SPOTLIGHT ARTICLE : \$5,885**

## PUBLISHER'S PICKS STANDARD PLACEMENT

**INCLUDES A DEDICATED SOCIAL MEDIA POST : \$2,375**

## CUSTOM CONTENT

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



## DIGITAL

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# LA Times

## CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

---

**PRICE: \$1,750/DEPLOYMENT**

# Los Angeles Times

# RobbReport.com

## REAL ESTATE ENEWSLETTER

### 60,000+ REAL ESTATE ENTHUSIASTS

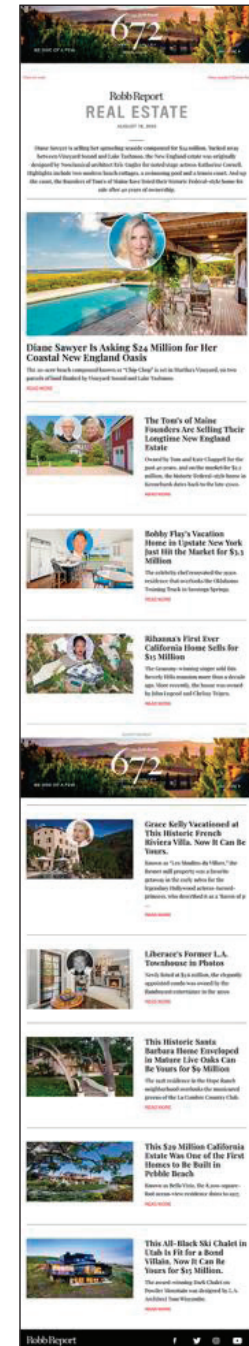
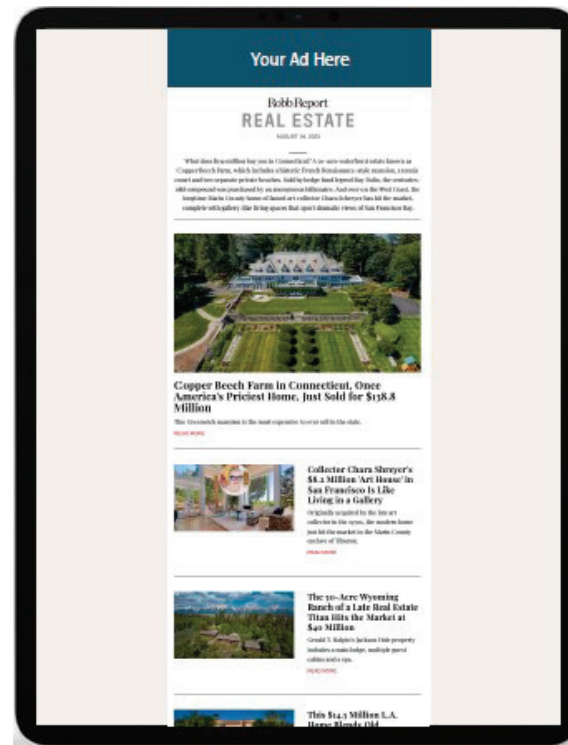
Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

- 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

### PROPERTY LISTING: \$1,875/WEEK



# 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**

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

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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 12,000 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

# RobbReport.com

## LUXURY PROPERTY LISTING

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

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- Average Household Net Worth: \$3.5M

MANUAL 1 LISTING: \$450/MONTH

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Robb Report

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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: 5      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



# Simply Abu Dhabi

Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

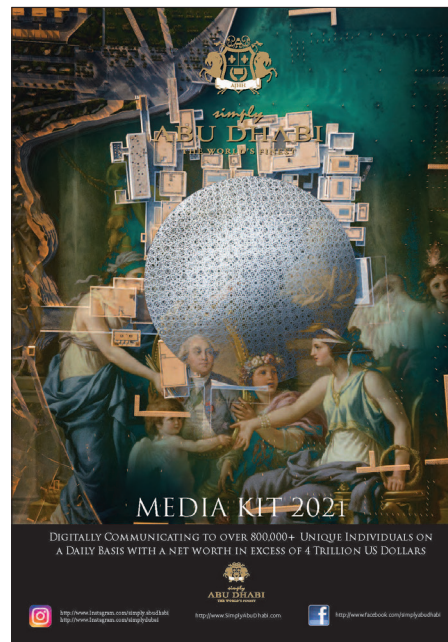
## INSTAGRAM POST

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally

- A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.
- Conservative estimates would easily value our 7,800 By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.
- Instagram: We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following: 95,000 followers on @AmazingAbuDhabi 101,000 followers on @SimplyDubai

**PRICE: \$1,350 PER POST**

**2 Post Minimum**



# 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**

Shared with 5 properties





# 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. 3800 101st St/Carleton Place, Vancouver, BC	\$10,000,000
2. 48 Brimley Park, Toronto, ON	\$10,000,000
3. 1128 North Avenue, Vancouver, BC	\$10,000,000
4. 1480 - 101 Carleton Street Toronto, ON	\$11,500,000
5. 3600 Park Crescent, Vancouver, BC	\$10,000,000
6. 1 Penn Blvd/Con, Bala Inlet, BC	\$10,000,000
7. 41 St. Patrick, Westmount, QC	\$10,000,000
8. 7524 151st Ave. Bala, Chateau-Richer, QC	\$10,000,000
9. 8000 Maple, Toronto, ON	\$10,000,000
10. 400 Sandhill Road, Toronto, ON	\$10,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$1,910,000	1,141	\$10,000,000
Vancouver	\$1,487,048	879	\$10,000,000
Calgary	\$867,400	122	\$20,000,000
Whisper	\$1,053,300	26	\$25,000,000
Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	932	\$30,000,000
Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$194,291	185	\$20,000,000
Westmount	\$1,376,900	22	\$20,000,000
Chateau-Richer	\$193,333	1	\$20,000,000

### TRENDING TODAY



@ArchDigest

Following

We found the most iconic building in every state in America: [archdg.co/8hz6SKy](https://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

#AloneTogether

Staying home saves lives.

For more info visit [coronavirus.gov](https://coronavirus.gov)

Powered by [LiveIntent](#)

AdChoices



# 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, WESTERN REGION, COLOR: \$1,770**  
**Buy 4 get 1 free**

**\$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**

FRIDAY, NOVEMBER 1, 2024 | **M3**

## 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 Claus and E.R. Sussman**

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 decline," 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 downturn 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 trophy house prices that are on television, or crack on a major sale that happens previously in their neighborhood or city, sellers who aggressively priced their luxury homes often have been forced to repeatedly cut their asking prices.

Please turn to page M5

**TRIBECA PENTHOUSE**  
New York City

**FIRST LISTED FOR \$12.2 MILLION**  
**HIGHEST BID \$5 MILLION**

Randy and Robin Landman didn't set a minimum, known as a reserve price, when they auctioned their Tribeca triple penthouse with Concierge.

## 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**, sun-piercing light fills an oil lamp in front of a wooden structure housing idols in two niches. 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.

Proclaimers of Hinduism, particularly in India, have long engaged pooja rooms or areas in their homes; the word *pooja*, sometimes spelled *puja*, refers to the Sanskrit word for worship. A pooja room usually has an altar, murti or idols supporting idols and pictures of Hindu gods. They are used for solitary or communal prayer, devotion and meditation, and are often decorated for special ceremonies during festivals such as Diwali, said Pooja Chhabra, a consultant in Dallas, Texas, a host of architectural-design principles based on Indian traditions.

As 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 materials are popular on social media. A feature on Mindy Kallan's hit Netflix comedy "Never Have I Ever," about a first-generation Indian-American teenager, was scenes of prayer in front of the Vishnu family's pooja area—an armchair filled with pictures of Hindu gods.

Please turn to page M6

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

**COLDWELL BANKER**

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 DDC459050 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 DDC459050 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

# 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**





# Billionaire Magazine

Billionaire is a sophisticated, extremely high-end luxury publication curated for a controlled and selected subscriber list of UHNWIs globally. The core values of the publication consist of Philanthropy, Sustainability, The Finest Artists and Craftspeople, Investments, as well as exploring unique travel experiences and high-end luxury products globally for our readers. Billionaire provides indepth articles on meaningful projects, initiatives, and peer-to-peer conversations on UHNW-relevant issues.

- Circulation: **14,791**
  - **10,791** mailed to individuals that have a minimum net worth of **\$39 million**
  - **238** Royal Families receive the Magazine globally
  - **4,000** Copies are distributed exclusively to top fine Art Galleries, private Banks, Yacht Clubs, Polo clubs, private Jet Terminals all over the world
- Average Household Net Worth: **\$106,000,000**
- Total Print Readership: **33,000**
- Total Digital Magazine Readership: **11,800**
- Readers have an average net-worth of **\$97 million**
- **238** Royal Families receive the magazine globally

**FULL PAGE COLOR: \$8,125**

Global





# duPont Registry

Experience luxury with duPont REGISTRY, connecting elite buyers and sellers for nearly 40 years. Elevate your brand through exclusive collaborations, bespoke campaigns, and luxury showcases.

The duPont Registry captivates the world's wealthiest individuals with premium content on the most coveted luxury items. The magazine, distributed monthly, reaches private jet owners and guests across 350+ FBOs, while the digital platform garners over 13 million monthly views.

The duPont Registry audience includes the elite you need to reach: professional athletes, A-list celebrities, Fortune 500 executives, top luxury dealerships, and the ultra-affluent.

## PREMIUM PUBLISHING

### OVERVIEW

Discover the ultimate luxury lifestyle with the newly redesigned duPont REGISTRY magazine. Featuring a sleek, modern design with dual covers—one for newsstands and an exclusive version for subscribers—the magazine offers a fresh format with dedicated sections for buying, driving, living, and selling.

Enhanced with premium materials for a more luxurious reading experience, each issue provides valuable insights for car enthusiasts and luxury lifestyle seekers. With targeted distribution to FBO's, millionaires, billionaires, luxury yacht owners, waterfront property owners, and wealth management groups, the magazine connects with a high-net-worth audience.

**EDITORIAL FULL PAGE: \$3,000**



# 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: \$8,550**

**ONLINE SHOWCASE LISTING \$9,800**

**LUXURY HOMES FEATURE: STARTING AT \$4,500**



# Financial Times

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

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

**PROPERTY GALLERY BOX, COLOR: \$1,250**

**Global**



# GQ

For more than 50 years, GQ has been the premier men's magazine, providing definitive coverage of style and culture. With its unique and powerful design, work from the finest photographers, and a stable of award-winning writers, GQ reaches millions of leading men each month.

## FULL PAGE, COLOR

**SAN FRANCISCO METRO: \$6,630**

**OREGON : FULL PAGE: \$4,380**

**WASHINGTON STATE: FULL PAGE: \$4,130**





# The Land Report

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

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

**FULL PAGE: \$4,900**



# 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

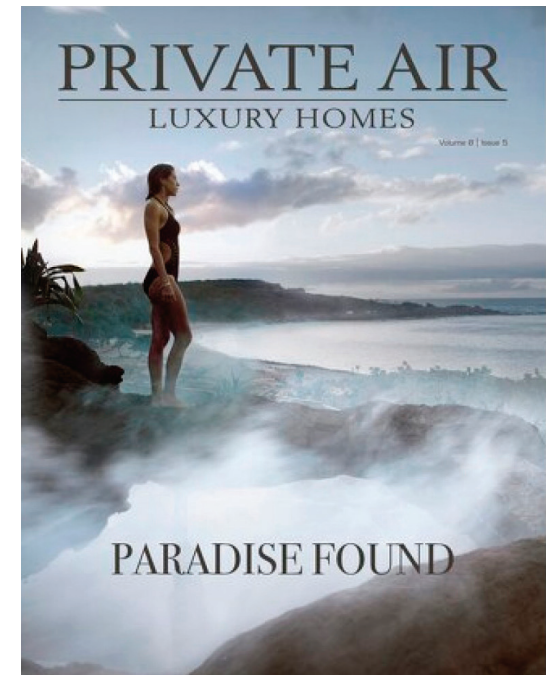
includes social media & E-Newsletter

### 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

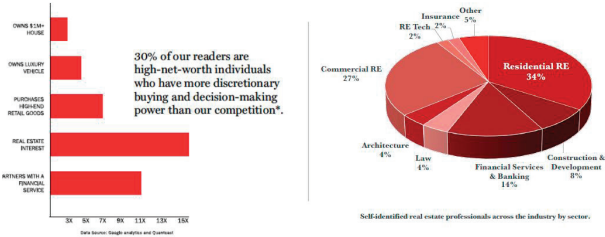
For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

- 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

# Robb Report

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. 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: **101,000+**
- Audience: **324,000**
- Average Age: **43**
- Male / Female Ratio: **77/23**
- Average HHI: **\$548,000**
- Average HNW: **\$3,5M**

**FULL PAGE, COLOR: \$8,500**

**Global**





# Simply Abu Dhabi

Simply Abu Dhabi is a luxury lifestyle publication that is only available by invitation to the highest echelon of society. Simply Abu Dhabi, primarily targets the elite and affluent globally. It showcases products and services available, from the most prestigious luxury brands around the globe, and it also provides detailed insight into a range of editorial subjects, including coveted destinations, wealth management, yachts, high-profile architecture, real estate, travel and more.

- **Global Distribution:** Ultra HNW audience in London, Paris, Milan, Monaco, Moscow, New York, Los Angeles, Singapore, Shanghai, Hong Kong, Mumbai & Delhi.
- **Prestigious Distribution Includes:** Royalty/Palaces/ Private Royal Offices, Dignitaries & Politicians/Ministries, All Official Embassies in the UAE.
- **Private Residence Distribution Includes:** Abu Dhabi, Al Ain, Dubai: Emirates Hills, Downtown Area, The Lakes, The Palm, Jumeirah Beach Area.

- Circulation: **Print and Digital**
- Printed Copies per issue: **7,800**
- Digital: **500,000+** Subscribers
- Middle East/GCC Distribution: **5,800**
- Global Distribution: **2,000**
- Readership: **28,000**



**PDOUBLE PAGE SPREAD + 2 INSTAGRAM POSTS: \$7,500**  
**DOUBLE PAGE SPREAD, 4-PAGE EDITORIAL FEATURE + 2 INSTAGRAM POSTS: \$10,625**  
**Print & Digital**

# Schedule, Pricing & Reach



COLDWELL BANKER  
REALTY

# Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1								
Media	Ad Description	April	May	June	July	Media Total	Reach	
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 Locations							
Google Adwords								
Google Adwords	Digital PPC program	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00		\$ 4,500.00		
LinkedIn								
LinkedIn	Digital Banner Campaign	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00		\$ 9,000.00		
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000	
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	450,000	
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	150,000	
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	
Billionaire								
Billionaire	Custom Content + E-Newsletter	\$ 4,500.00				\$ 4,500.00	50,000	
duPont Registry								
Branded Content Post	Custom article	\$ 1,295.00				\$ 1,295.00	10,000	
Daily Newsletter	Bonus with Content post		Bonus			\$ -		
Luxury Lifestyle Newsletter	Bonus with Content post		Bonus			\$ -		
Elite Traveler								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000	
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500	
JamesEdition								
Main Home Page Rotating Gallery	Featured Banner				\$ 2,000.00	\$ 2,000.00	750,000	
New & Trending Real Estate Position	Featured Spot		\$ 1,000.00			\$ 1,000.00	750,000	
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$ 5,500.00				\$ 5,500.00	292,000	
Social Media	Listing Feature			\$ 1,800.00		\$ 1,800.00	148,000	
JetSet Magazine								
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00	2,140,000	
LA Times								
Custom Email	Custom Email	\$ 1,750.00				\$ 1,750.00	30,000	



# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Land Report						
Social Media Posts	Banners		\$ 1,450.00		\$ 1,450.00	60,000
Publisher's Picks Premier Placement	dedicated social media post and a spotlight article	\$ 5,885.00				
Custom Content			\$ 2,550.00	\$ 1,250.00	\$ 3,800.00	
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
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00	\$ 450.00	\$ 450.00	\$ 1,350.00	
Simply Abu Dhabi						
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,350.00	\$ 1,350.00		\$ 2,700.00	51,200
WSJ.com						
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,650.00			\$ 2,650.00	164,000
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00	17,000



# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

<b>Print</b>						
<b>Billionaire Magazine</b>						
Billionaire Magazine	Full Page		\$ 8,125.00		\$ 8,125.00	14,791
<b>Conde Nast Magazines Regional Pages</b>						
GQ - San Francisco Metro	Full Page		\$ 6,630.00		\$ 6,630.00	20,000
GQ - Oregon	Full Page		\$ 4,380.00		\$ 4,380.00	9,000
GQ - Washington State	Full Page		\$ 4,130.00		\$ 4,130.00	13,000
<b>Dupont Registry</b>						
Dupont Registry	Editorial Full Page	\$ 3,000.00	\$ 3,000.00		\$ 6,000.00	70,000
<b>Elite Traveler</b>						
Elite Traveler	Luxury Homes Feature		\$ 4,500.00		\$ 4,500.00	557,000
<b>Financial Times</b>						
Financial Times	Property Gallery Box	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 3,750.00	631,371
<b>Land Report</b>						
Land Report	Full Page		\$ 4,900.00		\$ 4,900.00	40,000
<b>Private Air Luxury Homes</b>						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00		\$ 1,925.00	\$ 3,850.00	130,000
<b>The Real Deal</b>						
The Real Deal	Full Page	\$ 5,000.00			\$ 5,000.00	324,000
<b>Robb Report</b>						
Robb Report	Full Page		\$ 8,500.00		\$ 8,500.00	107,000
<b>Simply Abu Dhabi</b>						
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts			\$ 7,500.00	\$ 7,500.00	10,000
<b>The Wall Street Journal</b>						
The Wall Street Journal - Western	2x7"	\$ 3,540.00	\$ 3,540.00	\$ 1,770.00	\$ 8,850.00	616,370
<b>The Wall Street Journal</b>						
Mansion Global Experience Luxury	Weekend Property insert		\$ 1,985.00		\$ 1,985.00	100,000
TOTAL					\$ 161,425.00	9,870,232

\*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							
Media	Ad Description	April	May	June	July	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	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00		\$ 4,500.00	
LinkedIn							
LinkedIn	Digital Banner Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	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
Billionaire							
Billionaire	Custom Content + E-Newsletter	\$ 4,500.00				\$ 4,500.00	50,000
duPont Registry							
Branded Content Post	Custom article	\$ 1,295.00				\$ 1,295.00	10,000
Daily Newsletter	Bonus with Content post		Bonus			\$ -	
Luxury Lifestyle Newsletter	Bonus with Content post		Bonus			\$ -	
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
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
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$ 5,500.00				\$ 5,500.00	292,000
Social Media	Listing Feature			\$ 1,800.00		\$ 1,800.00	148,000
JetSet Magazine							
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00	2,140,000
LA Times							
Custom Email	Custom Email	\$ 1,750.00				\$ 1,750.00	30,000

Proposed Schedule,  
Pricing & Reach  
2025

PLAN 2 - CONTINUED

Land Report							
Portfolio Listing	Featured Listing	\$ 2,550.00	\$ 1,250.00		\$ 3,800.00		
Social Media Posts	Banners		\$ 1,450.00		\$ 1,450.00	60,000	
Publisher's Picks Standard Placement	includes a dedicated social media post	\$ 2,375.00					
Custom Content			\$ 2,550.00	\$ 1,250.00	\$ 3,800.00		
Robbreport.com							
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00			\$ 1,350.00	6,000	
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00	\$ 450.00	\$ 450.00	\$ 1,350.00		
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$ 1,875.00		\$ 1,875.00	60,000	
Simply Abu Dhabi							
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,350.00	\$ 1,350.00		\$ 2,700.00	51,200	
WSJ.com							
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,650.00			\$ 2,650.00	164,000	
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00	17,000	

# Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print

<b>Billionaire Magazine</b>							
Billionaire Magazine	Full Page		\$ 8,125.00		\$ 8,125.00		14,791
<b>Conde Nast Magazines Regional Pages</b>							
GQ - Oregon	Full Page		\$ 4,380.00		\$ 4,380.00		9,000
GQ - Washington State	Full Page		\$ 4,130.00		\$ 4,130.00		13,000
<b>Dupont Registry</b>							
Dupont Registry	Editorial Full Page	\$ 3,000.00	\$ 3,000.00		\$ 6,000.00		70,000
<b>Elite Traveler</b>							
Elite Traveler	Luxury Homes Feature		\$ 4,500.00		\$ 4,500.00		557,000
<b>Financial Times</b>							
Financial Times	Property Gallery Box	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 3,750.00		631,371
<b>Land Report</b>							
Land Report	Full Page		\$ 4,900.00		\$ 4,900.00		40,000
<b>Private Air Luxury Homes</b>							
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00			\$ 1,925.00		65,000
<b>The Real Deal</b>							
The Real Deal	Full Page	\$ 5,000.00			\$ 5,000.00		324,000
<b>Simply Abu Dhabi</b>							
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts				\$ 7,500.00	\$ 7,500.00	10,000
<b>The Wall Street Journal</b>							
The Wall Street Journal - Western	2x7"	\$ 1,770.00	\$ 1,770.00	\$ 1,770.00	\$ 5,310.00		616,370
<b>The Wall Street Journal</b>							
Mansion Global Experience Luxury	Weekend Property insert		\$ 1,985.00		\$ 1,985.00		100,000
TOTAL					\$ 131,290.00		8,778,232

\*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	April	May	June	July	Media Total	Reach
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00			\$ 1,800.00	200,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
LinkedIn							
LinkedIn	Digital Banner Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	
Comprehensive Digital							
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	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
Billionaire							
Billionaire	Custom Content + E-Newsletter	\$ 4,500.00				\$ 4,500.00	50,000
duPont Registry							
Branded Content Post	Custom article	\$ 1,295.00				\$ 1,295.00	10,000
Daily Newsletter	Bonus with Content post		Bonus			\$ -	
Luxury Lifestyle Newsletter	Bonus with Content post		Bonus			\$ -	
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
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

# Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

JetSet Magazine							
JetSet Magazine	Annual Global Campaign		\$2,500		\$	2,500.00	2,140,00
Land Report							
Publisher's Picks Standard Placement	includes a dedicated social media post	\$	2,375.00				
Custom Content				\$	2,550.00	\$	1,250.00
						\$	3,800.00
Robbreport.com							
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$	450.00	\$	450.00	\$	1,350.00
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$	1,875.00	\$	1,875.00
							60,00
Simply Abu Dhabi							
Instagram Post	Instagram Post (2 Post Minimum)	\$	1,350.00	\$	1,350.00	\$	2,700.00
							51,20
WSJ.com							
Mansion Global e-Newsletter	Daily Monday-Friday			\$	3,680.00	\$	3,680.00
							17,00

# Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print									
Dupont Registry									
Dupont Registry	Editorial Full Page		\$	3,000.00		\$	3,000.00	35,000	
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	631,371	
Land Report									
Land Report	Full Page			\$	4,900.00	\$	4,900.00	40,000	
Private Air Luxury Homes									
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$	1,925.00		\$	1,925.00	65,000	
The Wall Street Journal									
The Wall Street Journal - Western	2x7"	\$	1,770.00	\$	1,770.00	\$	1,770.00	616,370	
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert			\$	1,985.00	\$	1,985.00	100,000	
TOTAL							\$	73,370.00	6,954,441

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