



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

1168 Venetian Causeway 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 1168 Venetian Causeway

SKY Advertising is excited to present to Coldwell Banker Miami a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 1168 Venetian Causeway.

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 Miami Beach, FL.

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

LET'S DO
GREAT THINGS TOGETHER

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Digital Offerings



COLDWELL BANKER
REALTY

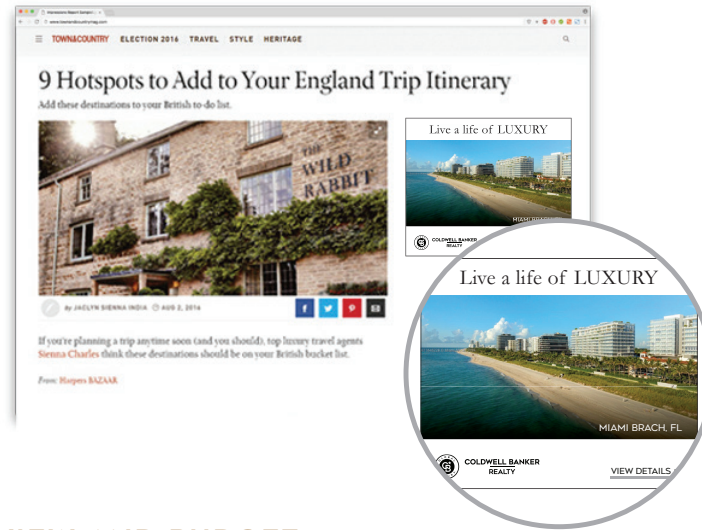
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

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

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

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **1168 Venetian Causeway**
- Flight Dates: **June 2025 - November 2025**
- Impressions: **6,000,000**
- Clicks through to the website of your choice.

100K Impressions per two weeks:	\$900
250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



Minimum 3 month commitment

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



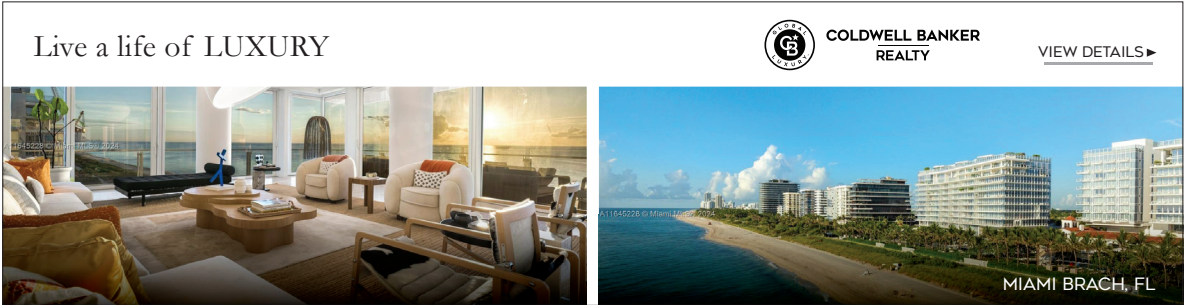
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

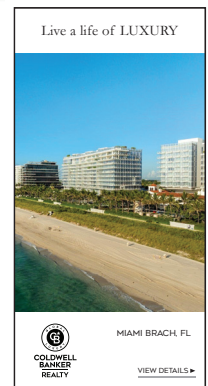
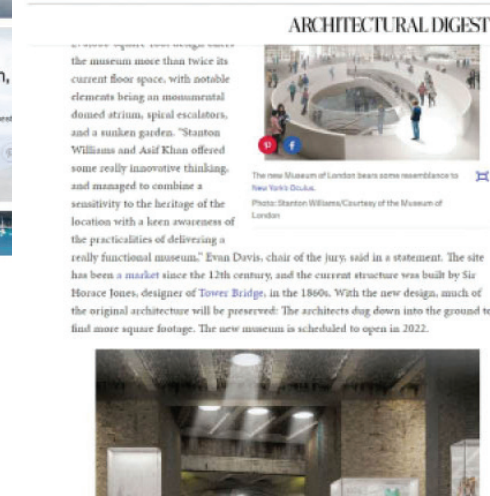
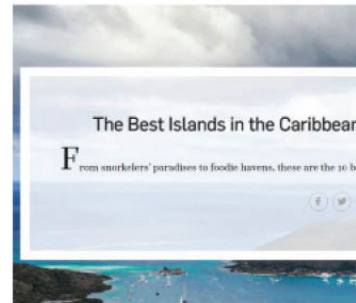
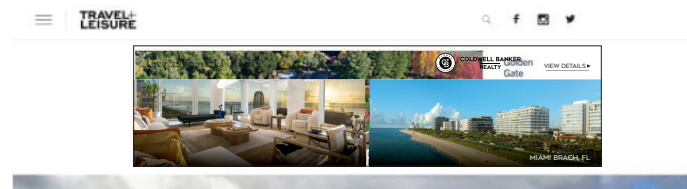
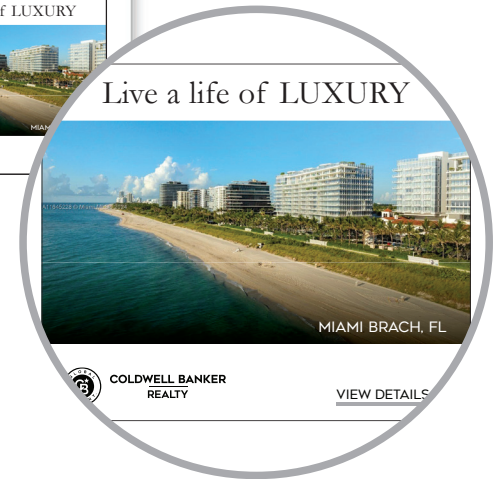
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

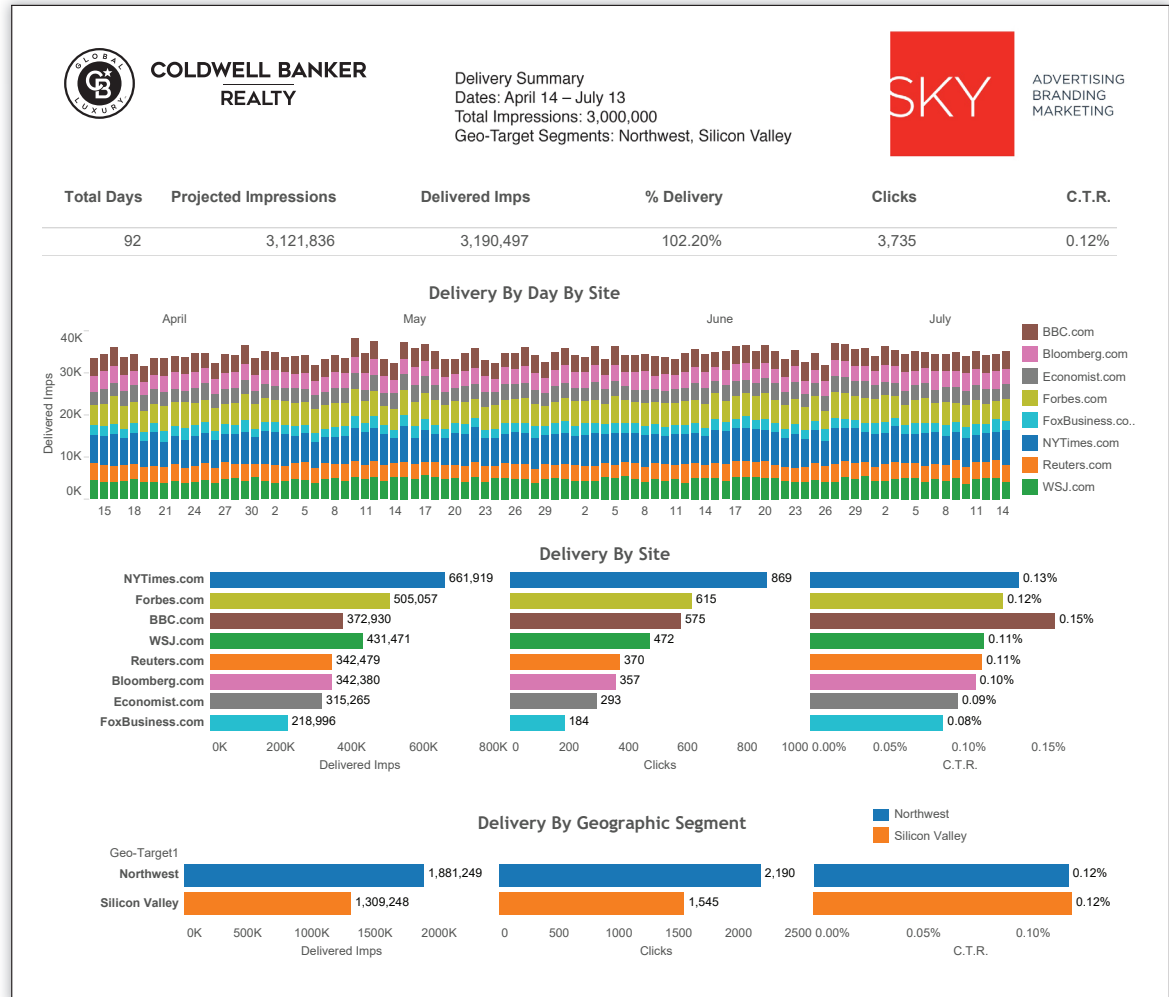


Comprehensive Reporting For Your Customized Campaign

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.

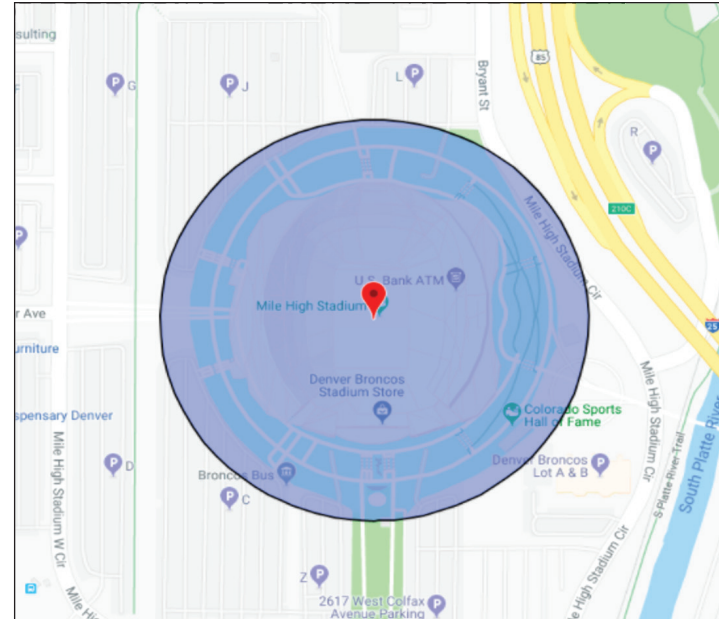
IMPRESSIONS PROGRAM SAMPLE REPORT



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

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
50,000 Impressions

Comprehensive Digital

NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



TARGETING OPTIONS INCLUDE:

- **Behavioral** – thousands of targeting categories including demographics, on-line and off-line behaviors, and interests. Keywords – target a list of up to 500 keywords related to your business, and show Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
- **Cross Platform Targeting** available from Mobile Conquesting.

- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.

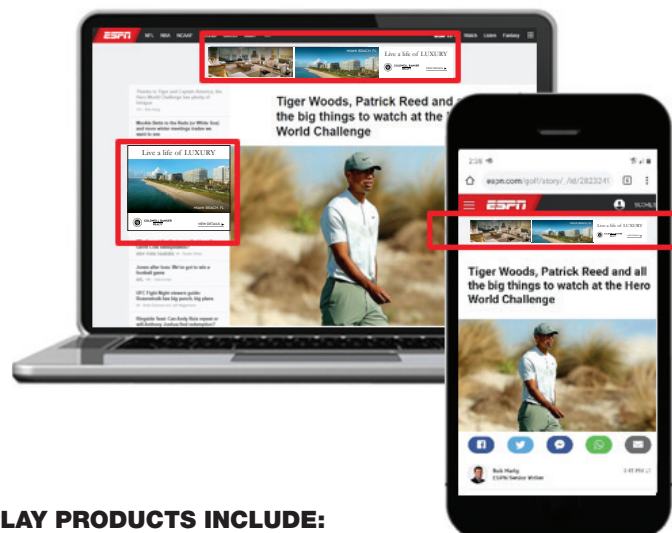
Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

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

Comprehensive Digital

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

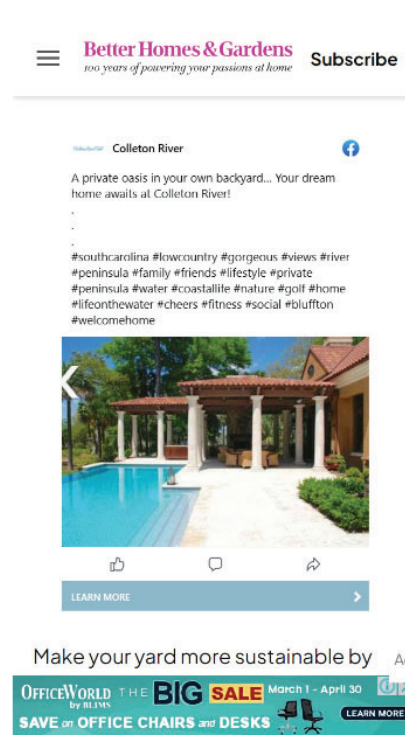
SOCIAL MIRROR ADS

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.

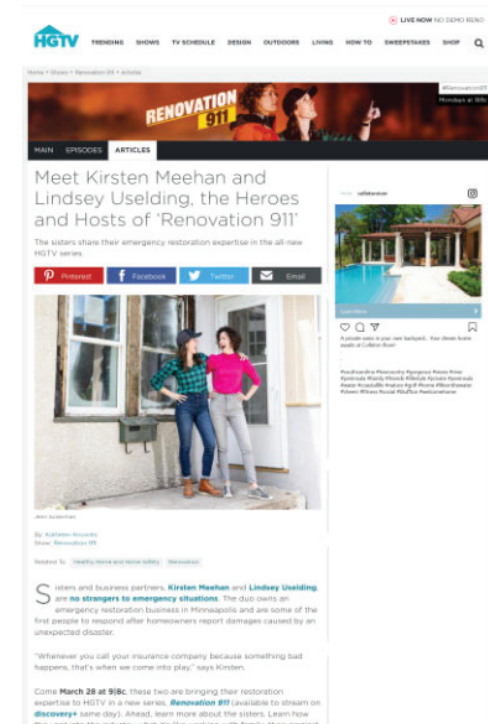
Ads can be display, video, OTT across connected TVs or carousel.



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



Comprehensive Digital

ONLINE AUDIO ADS

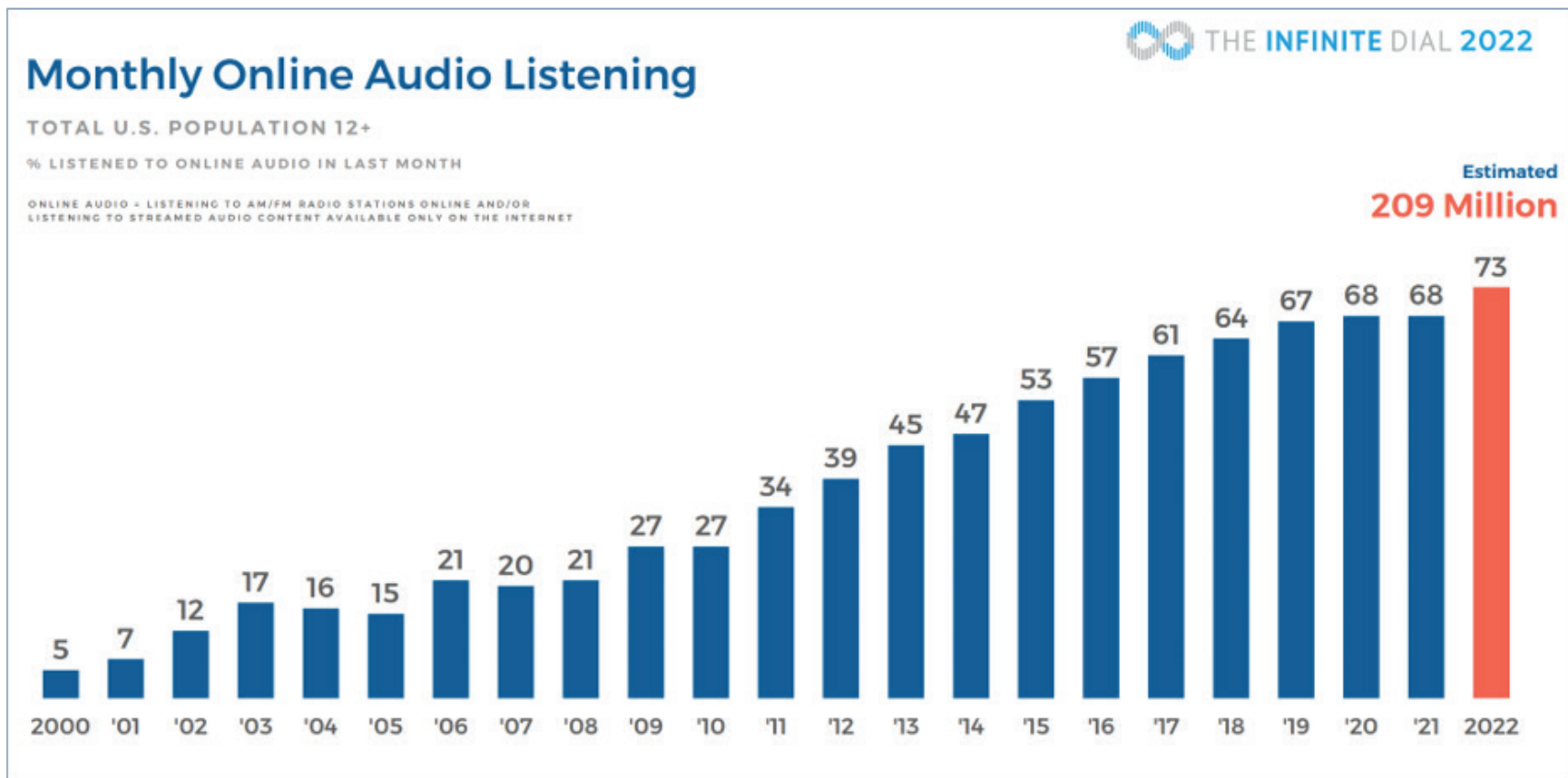
Audio ads served to targeted online listeners who are consuming audio content across all types of devices including Smart Speakers.

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

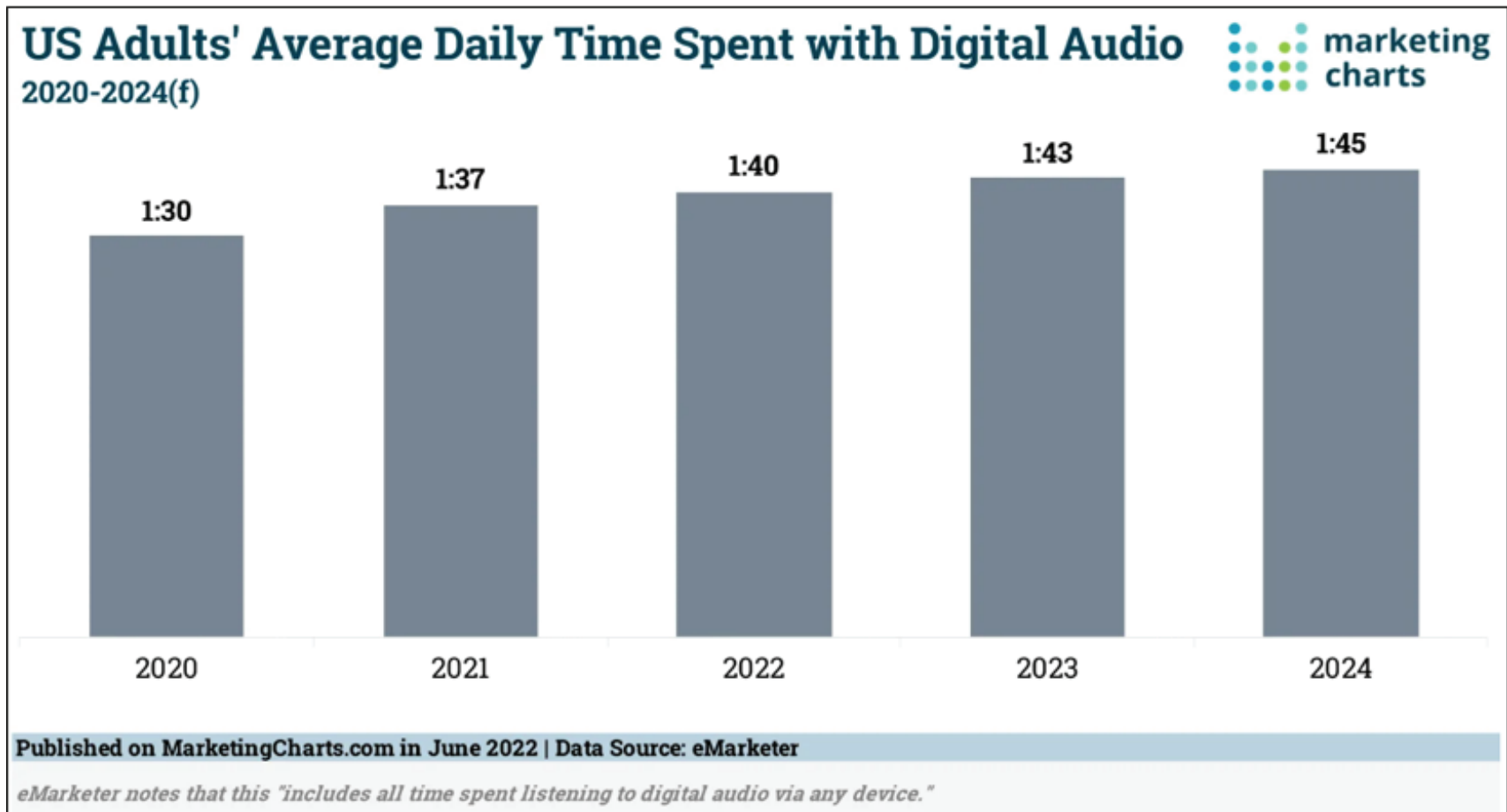
PRICE: FROM \$1,500/MONTH
30,000 Impressions



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



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



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

Google AdWords

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

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

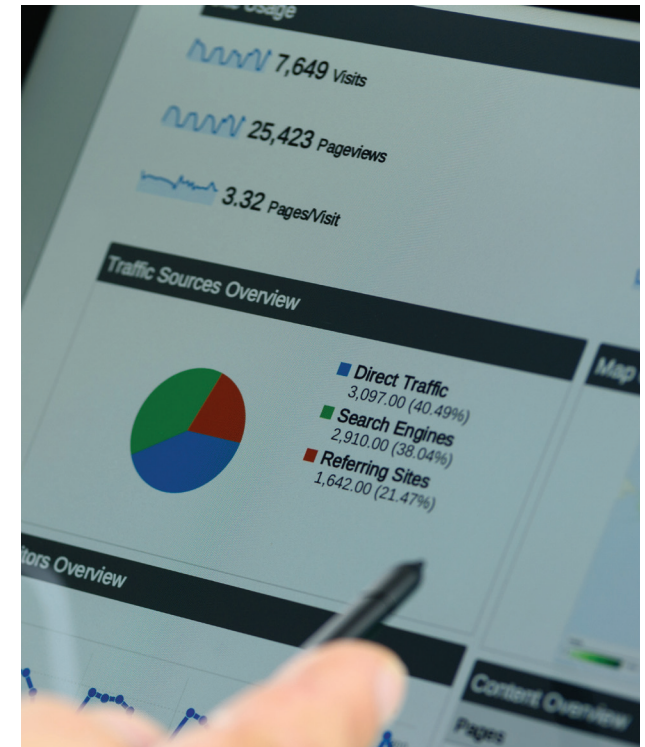


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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



Google AdWords

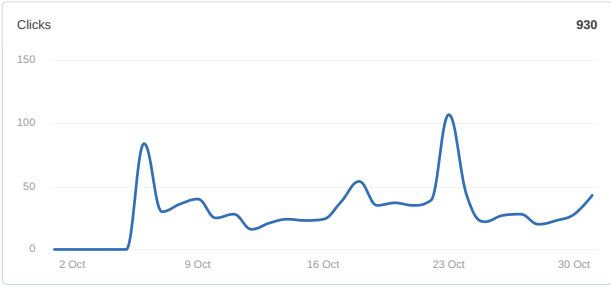
CLIENT DASHBOARD

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 Miami

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

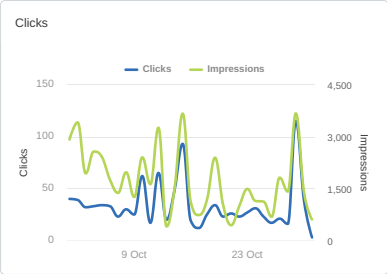
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



CB Miami

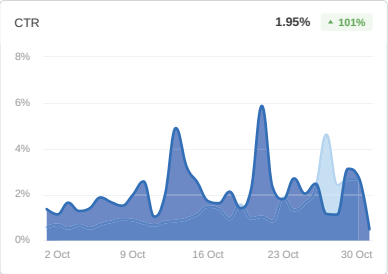
October KPI's

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

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

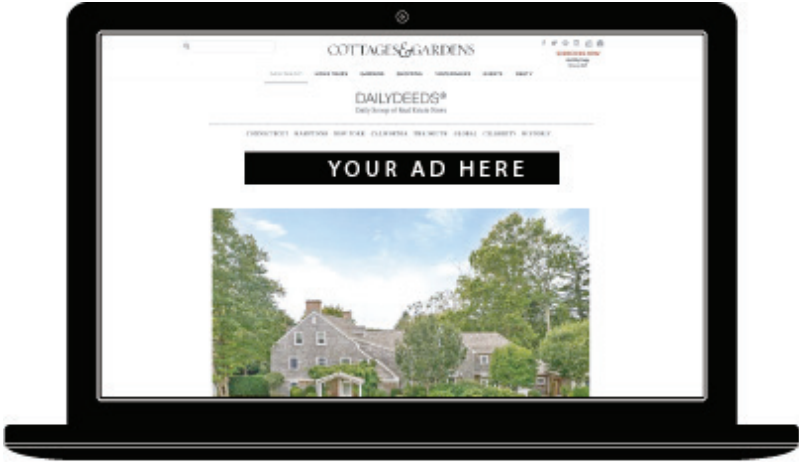
- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

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

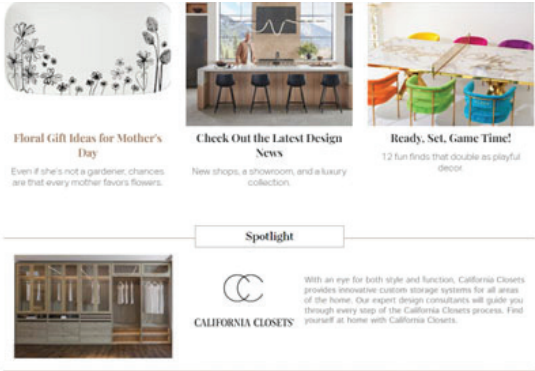
POST AND STORIES TAKEOVER: \$1,950/30 DAYS

BANNERS

ROS DISPLAY - 300,000 IMPRESSIONS:
\$2,250/MONTH

C&G STORIES

CONTENT DEVELOPMENT: \$5,295



Crain's New York Business

REAL ESTATE DAILY ENEWSLETTER

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

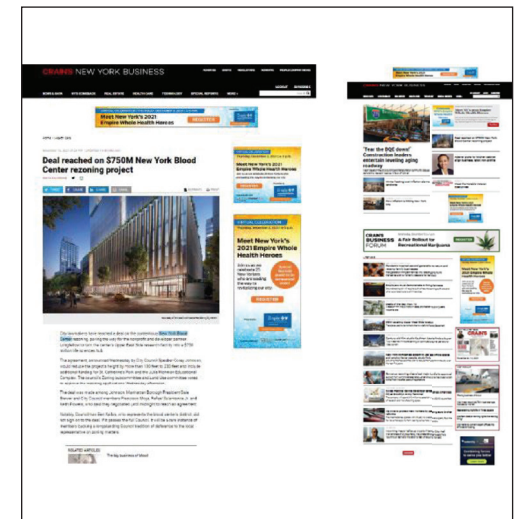
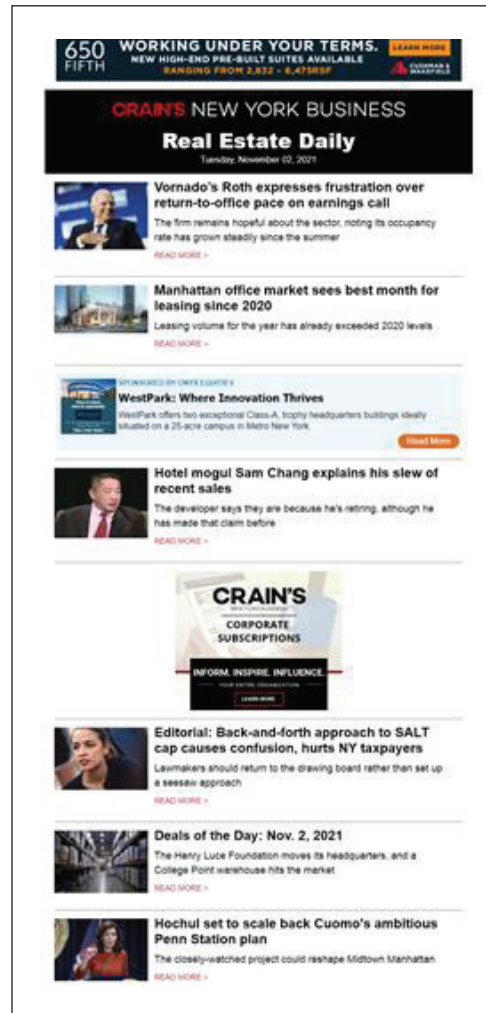
REAL ESTATE DAILY E-NEWSLETTER

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

PRICE: \$4,200 (MON- FRI, 5 SENDS)

LUXURY HOME SPOTLIGHT

CUSTOM E-BLAST: \$5,500



Elite Traveler

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

E-MAIL MARKETING

Promote sponsored content in a dedicated email. Sent directly to Elite Traveler's private jet audience

Elite Traveler audience

- Average Age 45
- Male/Female 69/31
- Average HHI \$7.9m
- Average Net Worth \$32M
- C-Suite position 24%
- Reader-per-copy 5-3
- Total Brand Readership 557,000

DEDICATED EBLAST: \$6,000 PER WEEK

No Charge with print placement

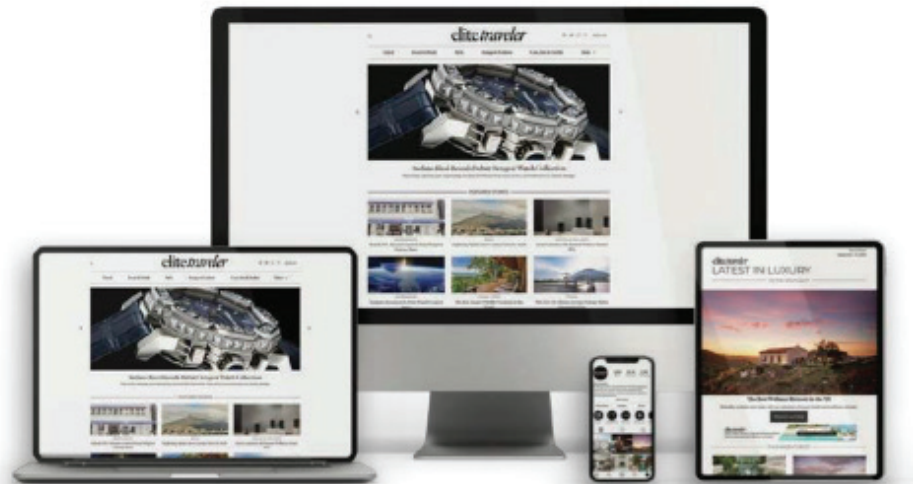
ELITE E-NEWSLETTER

\$2,500 PER WEEK

SOCIAL MEDIA POST

FB, INSTAGRAM & TWITTER: \$8,825 PER POST

INSTAGRAM STORY: \$8,825 PER POST



Elite Traveler

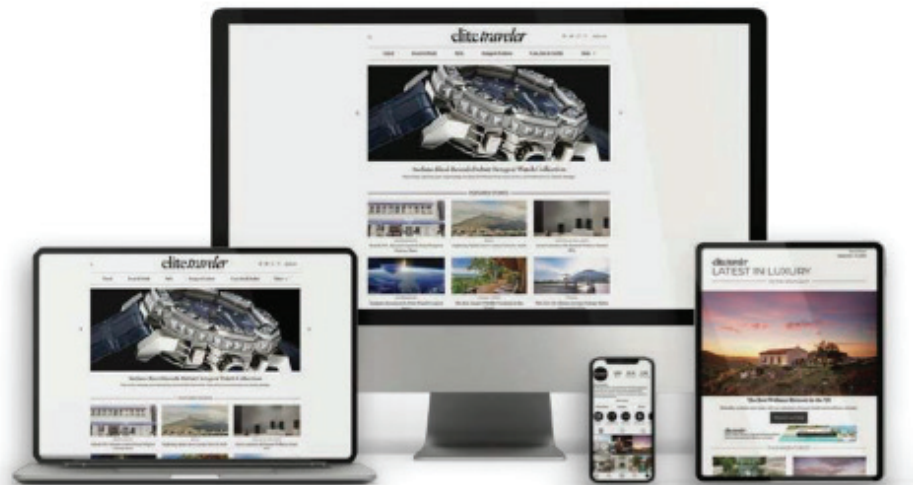
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

Sign in / Register

USD

Sign in / Register

Home

Cars 7,565

Real Estate 76,214

Yachts 774

Watches 1,162

Art 100

Helicopters 127

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 States

\$71,999

Chevrolet Corvette

Upland, CA, United States

\$478,967

Stunning Villa Over...

Stock, Spain

\$478,967

Ram 2500

Upland, CA, United States

\$48,999

Mercedes-Benz S-Class

Upland, CA, United States

\$114,999

Audi S1

Upland, CA, United States

\$34,999

McLaren 650S

Upland, CA, United States

\$199,999

Ferrari California

Upland, CA, United States

\$114,999

JAMES SPOTTING

Two Level Duplex On Penthouse Ponds

View all cars

View all real estate

View all watches

VIEW ALL

RICH LIST

DOUBLE DOWN 214 Codecass 2010/20...

West Palm Beach, FL, United States

\$18,000,000

Don't miss 5 most viewed Ferrari listings on JamesEdition: cars our readers will be driving in the New Future

Real modern masterpieces you could buy on JamesEdition for the price of that self-destructing Baskin network

The 10 Most Sought-After Properties and Attractive Locations

30k+ lower: The most amazing and luxurious things you can find on JamesEdition where 3 is the magic number

VIEW ALL LISTINGS

LATEST STORIES

Luxury garages: Unique cars of tech billionaires, old-school magnates and Gen Z clubs

JamesEdition is reviewing the car-buying habits of wealthy petrochemicals. From the classic 911 to the latest Bugatti and Pagani models, you can find... Read More

Most exclusive neighborhoods of Hong Kong

The Bahamas: Inside the most exclusive gated communities

Perfectly based Lamborghini Murcielago: "I wanted to transform it into more aggressive and powerful version"

Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

VIEW ALL STORIES

JamesEdition

For Sale Travel Brands Dealers Stories Sell

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USD

Sign in / Register

Home

Cars 7,565

Real Estate 76,214

Yachts 774

Watches 1,162

Art 100

Helicopters 127

E-Newsletters 6

Jewelry 2,093

Find luxury Real Estate and Homes for sale

VIEW ALL HOMES

SPAIN | NEW YORK | PARIS

Type location

Search

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

\$1,400,000

BENTONVILLE, AR 72709

Live a life of LUXURY

COLUMBIA HANSEN REALTY

VIEW DETAILS

Featured luxury properties

5 Bedrooms - Pent...

\$7,234,418

Stunning Sherwoo...

Lake Sherwood, CA...

\$3,258,000

Enviably Estate By ...

Longmen, MA, Unit...

\$2,995,800

Modern Apartment...

New Delhi, India

\$2,724,332

Elegant French Styl...

Buenos Aires, Arge...

\$8,800,000

Playa Nik

Playa, Mexico

\$12,000,000

Koninghof

Gorinchem, Netherla...

\$1,759,573

Magnificent Secu...

Biella, Chile

\$3,950,000

Extraordinary Ocea...

Swampscott, MA, U...

\$5,990,000

Marmok Paradise ...

Marmok, India

\$2,750,000

Kiteagh House

Nearagh, Ireland

\$2,953,291

74/- Acres for pote...

Matthews, NC, Unit...

\$995,000

View more

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...

Read more

The Bahamas: Inside the most exclusive gated communities

Posted 2019-07-10

If the warm temperatures, crystal clear water and proximity to the US are not good enough reasons to consider a move to the Bahamas, a community of like-minded people should be. A myriad of golf or equestrian at sunset is shorthand for a club of fol...

Read more

Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

Posted 2019-07-03

Where can one find the Algarve's most prestigious properties? Meet a prime area often referred to as the 'Golden Triangle', its location between the capital city of Faro and the village of Vilamoura. Also, the Golden Triangle area includes two of...

Read more

Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring

Posted 2019-06-21

Whistler is a year-round outdoor playground for all ages, where fine dining restaurants, 5-star hotels, spas and wellness facilities are a quick Roadplane, helicopter ride, or drive from Vancouver. Whistler, BC: International Destination...

Read more

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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.

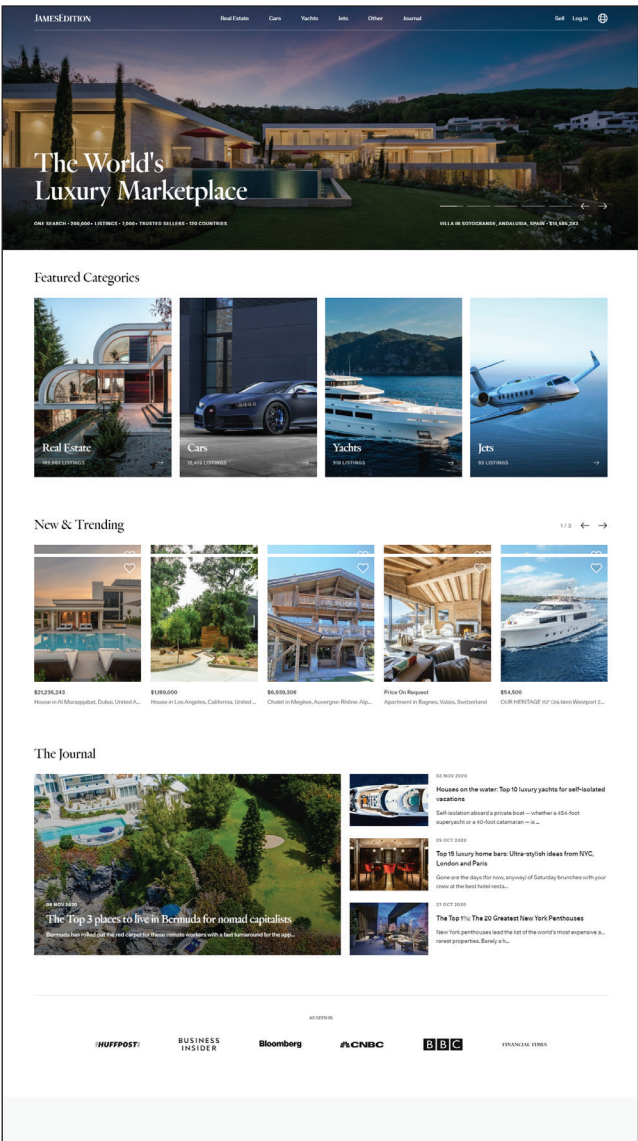
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

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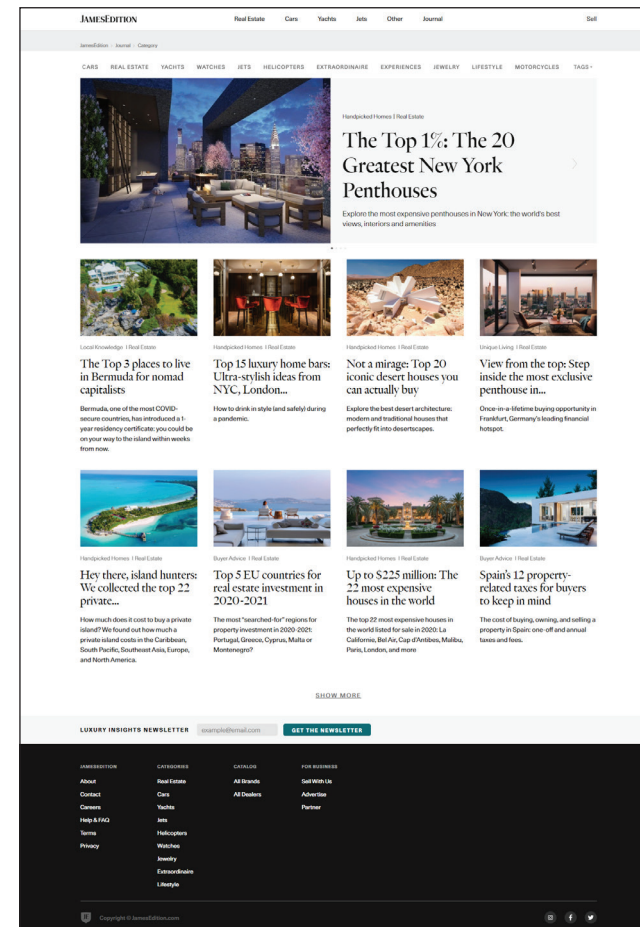
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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.

\$8,500 NEWSLETTER TOP & JOURNAL ARTICLE
\$5,500 NEWSLETTER TOP & ARTICLE
\$3,300 NEWSLETTER TRENDING & ARTICLE



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

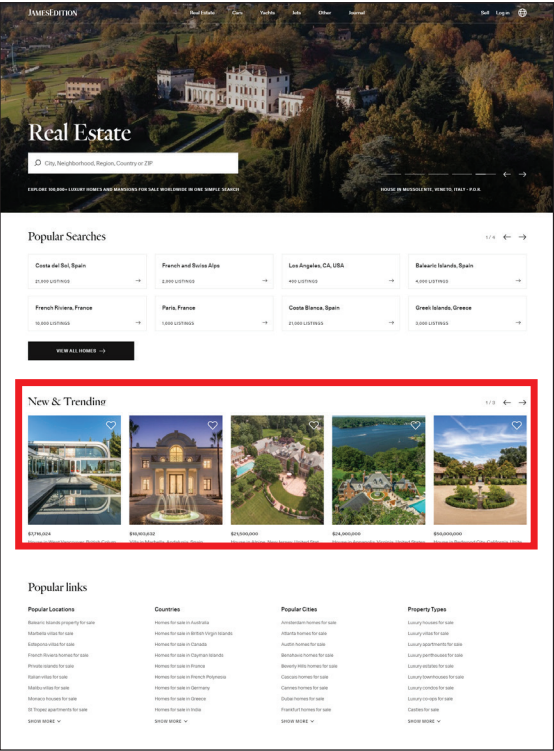
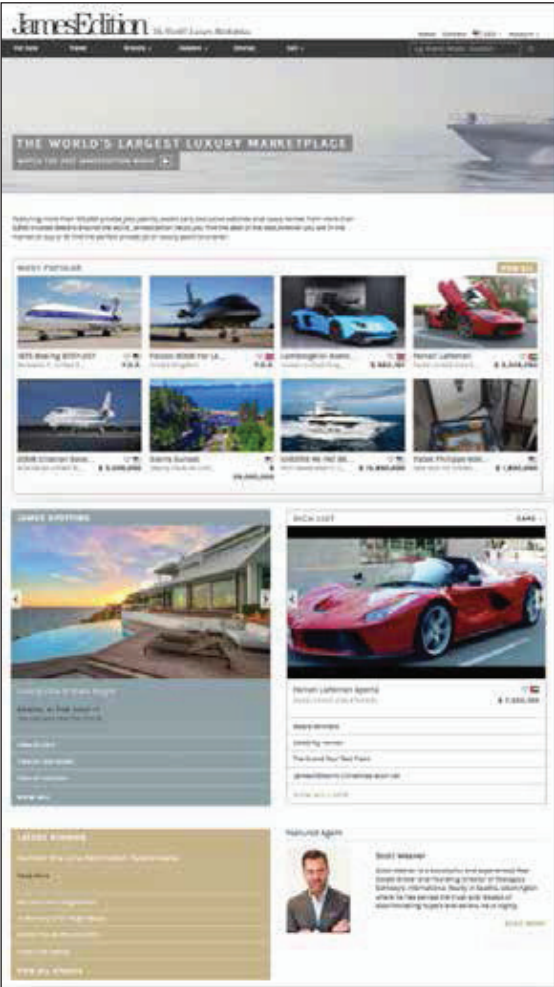
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

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
(\$10,000 value)**

skyad.com | 31

DIGITAL

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: \$1,125/DEPLOYMENT

Los Angeles Times

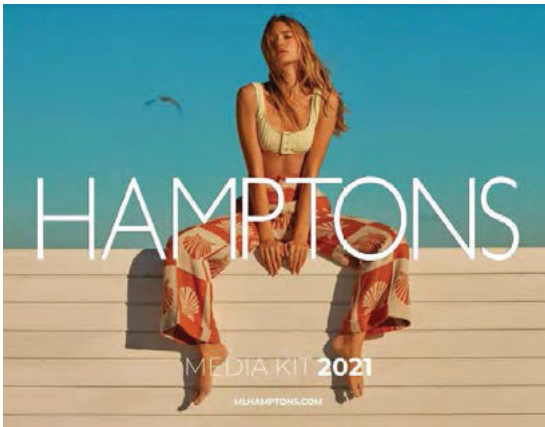
Modern Luxury

AT MODERN LUXURY, CONNECTION AND COMMUNITY DEFINE WHO WE ARE

Reaching an audience of more than 16 million, modern luxury is the nation's largest luxury media company offering leading brands access to the most affluent audiences in the most prominent cities across the u.s.

Through the power of the modern luxury media ecosystem including 85+ brands across 22 markets luxury brands can connect with their audiences in the places and ways that matter the most.

- Audience: **13 Million**
- Markets: **22**



Modern Luxury

NATIONAL PACKAGE #1

- 12 Full Pages
- 4 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article (Advertorial)



PLUS CHOICE OF 5 MEMBERSHIP POINTS:

1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
- All Sizes
- Standard Boosted Instagram
- Out-of-Feed post

2 POINTS (EACH)

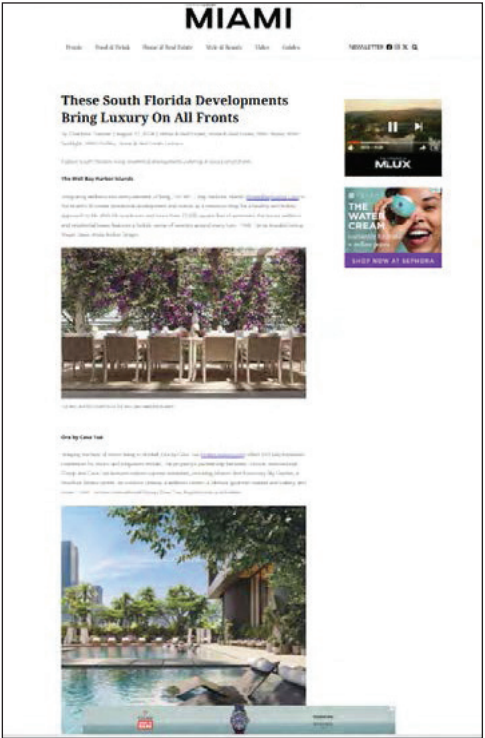
- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

3 POINTS (EACH)

- Full Page
- Standard Boosted Instagram
- In-Feed Post
- Influencer Package
- Print Marketing Card

MONTHLY COMMITMENT: \$8,500 PER MONTH FOR 6 MONTHS TOTAL INVESTMENT: \$60,000

**FULL RETAIL VALUE: \$115,000
YOU SAVE \$55,000 WITH THIS PACKAGE**




Modern Luxury

NATIONAL PACKAGE #2

- 9 Full Pages
- 2 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article

SUSTAINABLE STYLE


PFC is introducing The Green Leather Collection which consists of shoes, handbags, and accessories made from recycled materials. The PFC brand will be adding sustainable and responsible practices for our clients. From PFC Green a plant-based PFC Free, and these items have organic textures, this collection has an eco-conscious focus with emphasis on sustainability and a natural design approach.



MODERN LUXURY SPOTLIGHT

TOP 5 LIVE THE GOOD LIFE

THE HOTTEST PRODUCTS, EXCLUSIVE EVENTS AND SPECIAL OPPORTUNITIES FROM OUR PARTNERS.




COME HOME TO A DREAM

Choose an exquisite interior design with ease at Construction Resources, providing quality design, design, design, and design. The quality product, including countertops, appliances, lighting, shower doors and more, will be found and more from the top brands in the industry. Discover your authenticity and discover the immense opportunity that exists at Construction Resources. Photograph by The Designery Photo Lab. (Hamptons.com/resources) 904.378.5715


BEST CUSTOM CLOSETS IN ATLANTA

Experience the quality craftsmanship and attention to detail that is the hallmark of Creative Closets. Providing your organization with a custom closet design and build expert solution for maximum flexibility. Our tailored design and engineering team ensure that your custom closet will perform beautifully for years to come. Discover the new way to design your closet with Creative Closets. Please visit our website for more information or call our design division to begin your custom closet. creativeclosetsatlanta.com, 404.263.7329




DISCOVER REYNOLDS LAKE OCEAN

Just east of Atlanta, Reynolds Lake Oconee is a private residential community where the beauty of the country meets the amenities of a resort. With an outstanding golf course, 11 restaurants, a world-class spa, and a variety of activities, the lake destination is a favorite choice for those looking to relax, recharge, or enjoy the outdoors. Visit reynoldslakeoconee.com, 800.895.5259

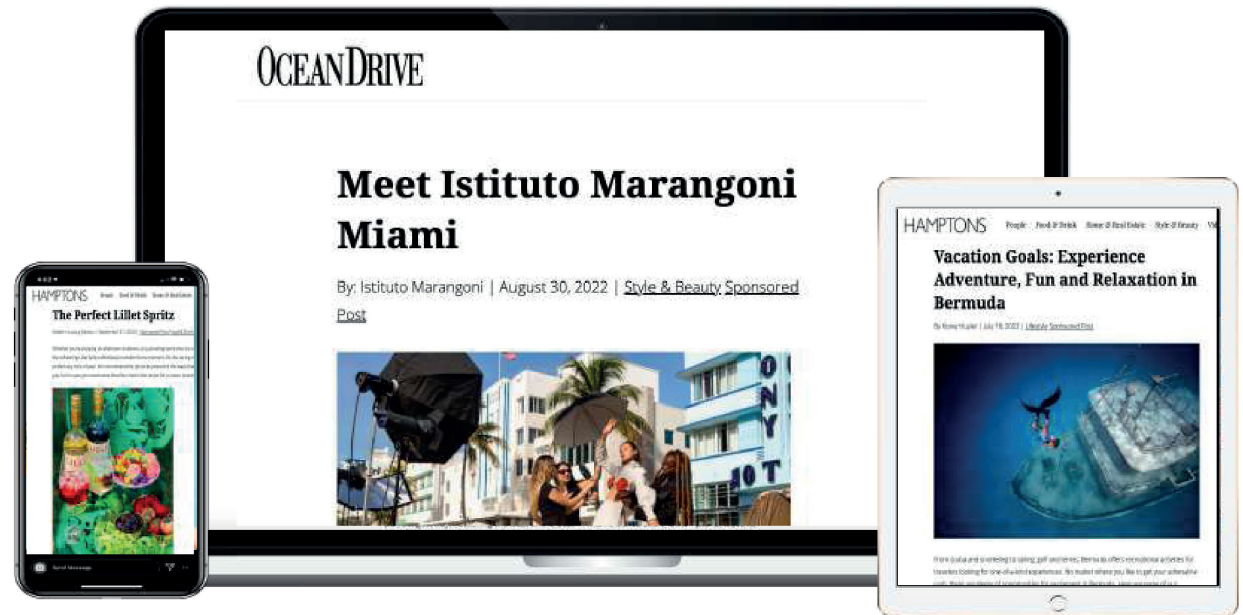


BEST CIPHERAT C+H INTERIORS

Cipherat collection is a combination of high-end materials and contemporary forms to deliver handcrafted interior design. Cipherat and C+H Interiors are the right choice for your business. The quality product, including countertops, appliances, lighting, shower doors and more, will be found and more from the top brands in the industry. Discover your authenticity and discover the immense opportunity that exists at Construction Resources. Photograph by The Designery Photo Lab. (Hamptons.com/resources) 904.378.5715



GET IT NOW! DOWNLOAD THE ATLANTIAN APP TO SHOP RIGHT OFF THE PAGE. AVAILABLE ON THE ITUNES APP STORE.



PLUS CHOICE OF 5 MEMBERSHIP POINTS:

1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
- All Sizes
- Standard Boosted Instagram
- Out-of-Feed post

2 POINTS (EACH)

- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

3 POINTS (EACH)

- Full Page
- Standard Boosted Instagram
- In-Feed Post
- Influencer Package
- Print Marketing Card

TOTAL INVESTMENT: \$42,250

FULL RETAIL VALUE: \$76,500

- 6 Full Pages
- 1 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article

GET IT NOW: DOWNLOAD THE ATLANTAN APP TO SHOP RIGHT OFF THE PAGE. AVAILABLE ON THE ITUNES APP STORE

Custom events available

PRICE: \$30,000 TO \$40,000.

PLUS CHOICE OF 5 MEMBERSHIP POINTS:

1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
- Standard Boosted Instagram
- Out-of-Feed post

2 POINTS (EACH)

- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

3 POINTS (EACH)

- Full Page
- Standard Boosted Instagram
- In-Feed Post
- Influencer Package

TOTAL COST: \$30,000

NYTimes.com

FEATURED PROPERTY MODULE

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


- Average CTR is between 0.36-0.55%

PRICE: \$3,000/2 WEEKS

4X Minimum Purchase

FEATURED PROPERTIES

ADVERTISEMENT



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

Una Residences
info@unaresidences.com

Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu's modern masterpieces to Montauk's shoreline cottages to Palm Beach's Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.



E-NEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, oceanview, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience putting your message right in their inbox as a partner in our monthly eNewsletter.

- 22,000+ Opt-in subscribers
- 32% Open Rate
- 15% Click through rate

STARTING AT \$750 PER MONTH

OCEAN HOME MAGAZINE MONTHLY ENEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, ocean view, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience of 22,000+ opt-ins putting your message right in their inbox as a partner in our monthly eNewsletter.

PRICE AND SPECS

- **DISPLAY AD:** \$500 per 300 x 250 block plus link
- **FEATURED AD:** \$700 per First position, large image, headline (30 characters) + text (40 words) & two links
- **SHARED AD:** \$500 per Image, headline (30 characters) + text (40 words) & two links

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

2022 RELEASE DATES

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

Limited inventory. Reservations are first come, deadline 1 week prior.

22,000 OPT-IN SUBSCRIBERS
19% OPEN RATE
15% CLICK THROUGH RATE

The Ocean Home digital team is committed to bringing your brand's vision to life through original, well designed and engineered digital experiences. Contact us to reach the wealthiest consumers in the world who can easily afford multiple vacation homes and products for their coastal lifestyle.

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910 **RMS**

Ocean Home

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CUSTOM EMAIL

PRICE: \$2,750 PER WEEK



SPONSORED CONTENT

Custom article written and created by our editors to showcase your company. Posted on oceanhomemag.com, your article will be tailored to meet your marketing objectives and highlight your unique brand and properties.

- 800-1,000 words + 4-6 images.

PRICE: \$3,000

SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

FACEBOOK POST:
\$675 PER POST
INSTAGRAM POST:
\$800 PER POST
FACEBOOK/INSTAGRAM AD:
\$1,400 PER MONTH

OCEAN HOME 2021 MAGAZINE

OCEANHOME EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES

FROM A PENTHOUSE YOU CAN SEE FOREVER

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Weasterl-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA
 Deluxe Studios to 3-Bedroom Villas
 From \$425,000 to over \$10 Million

OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500. per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

RMS

The Real Deal

For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-todate 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

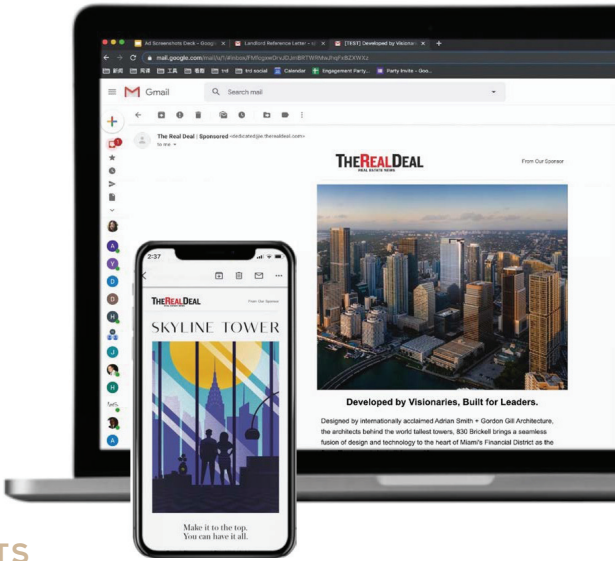
Site Stats:

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

Demographics:

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

MINIMUM DIGITAL SPEND \$12.5K



DEDICATED EBLASTS

The Real Deal provides cutting-edge news on the real estate industry in New York City and beyond. According to a recent Quantcast ranking, the Real Deal has the #1 wealthiest audience in the U.S. and falls in the top 25 on their list of websites with the most educated readers

OPPORTUNITY DETAILS:

- Choice of regions as follows:

EMAIL CAMPAIGN	SENDS	OPENS	OPEN RATE	CLICKS	CTR
National Dedicated Benchmarks	140,000	21,253	15.18%	323	1.52%
NY Dedicated Benchmarks	40,000	6,212	15.53%	215	3.46%
SF Dedicated Benchmarks	34,000	5,645	16.60%	178	3.15%
LA Dedicated Benchmarks	26,000	3,814	14.67%	101	2.65%
CH Dedicated Benchmarks	23,000	1,907	8.29%	70	3.67%

- NATIONAL \$10,000
- NEW YORK \$8,250
- SOUTH FLORIDA \$5,300
- LOS ANGELES \$4,725
- CHICAGO \$3,550
- SAN FRANCISCO \$3,550
- TEXAS \$3,550

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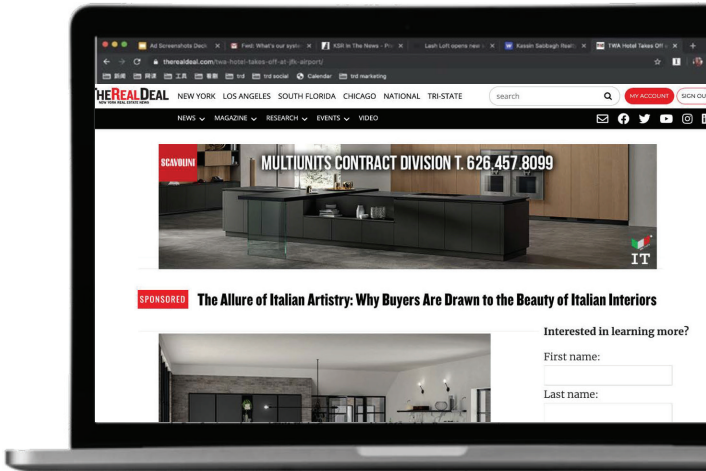
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MINIMUM DIGITAL SPEND \$12.5K



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.

STARTING AT \$15,625

The Real Deal

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PRINT	DIGITAL	SOCIAL	NEWSLETTERS	EVENTS
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A Targeted Digital Reach Source

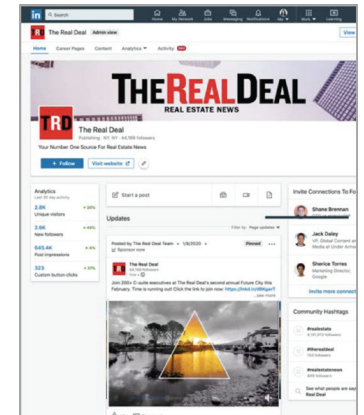
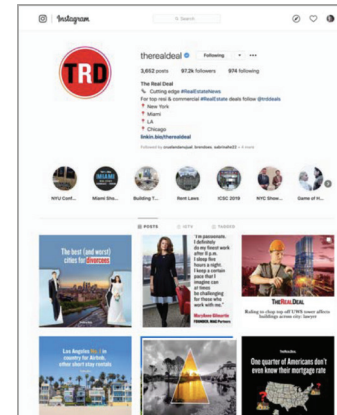
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MINIMUM DIGITAL SPEND \$12.5K



SOCIAL PROMOTION

OPPORTUNITIES INCLUDE:

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

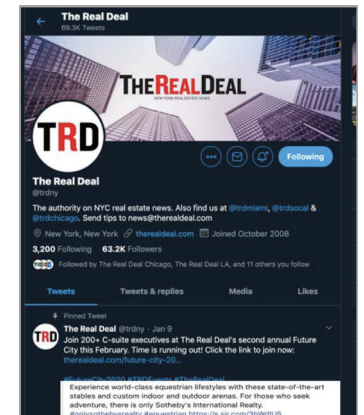
Facebook: **125K+**

Instagram: **439K+**

X: **88K+**

LinkedIn: **153K**

FACEBOOK: \$1,250
INSTAGRAM: \$1,250
LINKEDIN: \$1,250
TWITTER: \$1,250



RobbReport.com

REAL ESTATE ENEWSLETTER

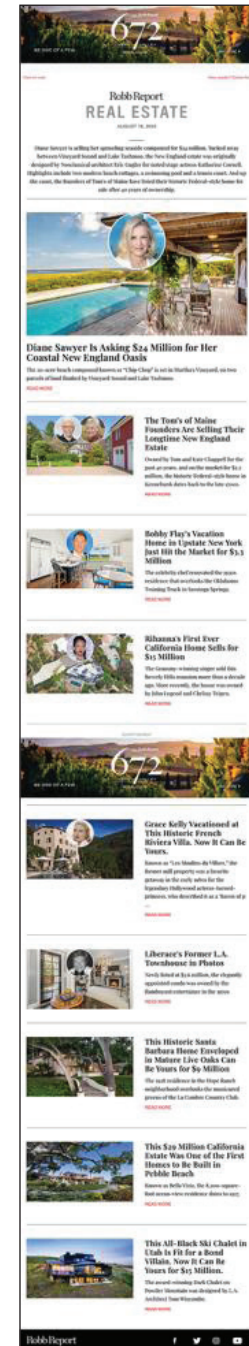
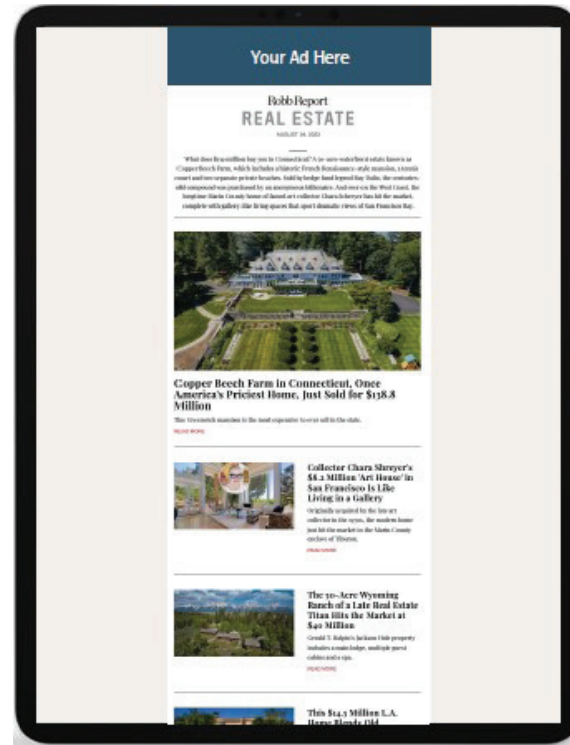
60,000+ REAL ESTATE ENTHUSIASTS

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

NEWSLETTER: \$5,000/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

RR|R

Robb Report

SUBSCRIBE

CARS

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AVIATION

WATCHES

STYLE

HOME


FOOD & DRINK

TRAVEL

VIDEOS

THE VAULT

REAL ESTATE



FEATURED LISTING


Vie L'Ven Luxury Resort & Residences - The Rouge Suite

\$5,284,900

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 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

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 BANNER: \$650/LISTING

Shared with 5 properties



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 [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. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
2. 48 Brudenell Park, Toronto, ON	\$10,000,000
3. 1128 North Avenue, Vancouver, BC	\$10,000,000
4. 1480 - 1011 Cantonment Street Toronto, ON	\$11,500,000
5. 1000 Park Crescent, Vancouver, BC	\$10,000,000
6. 1 Penn Blvd, Suite 1000, Suite 1000, BC	\$10,000,000
7. 41 St. Patrick Street, Toronto, ON	\$10,000,000
8. 1128 1011 St Catharines Street, Vancouver, BC	\$10,000,000
9. 1000 Park Crescent, Vancouver, BC	\$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	\$740,000	1,100	\$10,000,000
Vancouver	\$1,407,048	870	\$10,000,000
Calgary	\$667,400	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	882	\$35,000,000
Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$194,291	185	\$20,000,000
Montreal	\$1,376,900	22	\$20,000,000
Chateau-Richer	\$194,333	1	\$20,000,000

TRENDING TODAY



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



3:26 AM - 25 May 2018

#AloneTogether

Staying home saves lives.

For more info visit coronavirus.gov

Powered by [LiveIntent](#) [AdChoices](#)

The Wall Street Journal Online (WSJ.com)

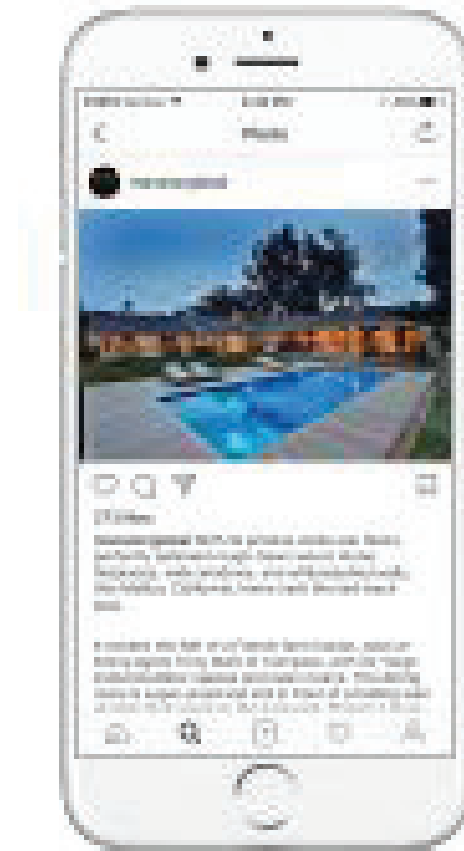
@MANSIONGLOBAL INSTAGRAM

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

- Followers: **76.2K**

INSTAGRAM: \$2,000

INSTAGRAM + BOOST: \$7,000



Print Offerings



COLDWELL BANKER
REALTY

The Wall Street Journal

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

- Circulation: **644,424**
- National: **525,734**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **57% / 43%**
- Average HHI: **\$361K**
- Average age: **45**

QUARTER PAGE:
NATIONAL: \$15,500
NEW YORK: \$2,500
NORTHEAST: \$4,000
EASTERN: \$9,000
FLORIDA: \$1,700
WESTERN: \$5,000
SOUTHERN CENTRAL: \$2,400
Buy 6 get 3 free

THE WALL STREET JOURNAL

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

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

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 Claus and E.R. Scowen

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 happened 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

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

TRIBECA PENTHOUSE
New York City

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

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-dappled Buddha lights on an altar 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 enjoyed 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, 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 Diwali, said Pankaj Chhabra, a consultant in Dallas, Texas, a vast of architectural-design principles based on Indian tradition.

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 tutorials are 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 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



The New York Times

THE SUNDAY REAL ESTATE

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


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

QUARTER PAGE: \$13,500

HALF PAGE: \$26,500

FULL PAGE: \$42,000


By JANE PAUL KIRBY
When you're looking to escape the 'barnet blacklie', a suburban guide
Yes, it does matter what you think your coffee out of.



By THE EDIT
Seeking a better deal along the Hudson River waterfront.
Who needs an open floor plan? Bring back that wall!




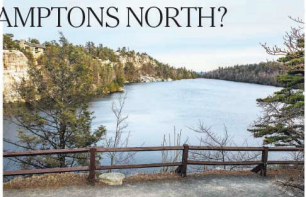

UNWEED | REWIND | RENOVATORS

RealEstate
The New York Times


RECOVERED HOMES

SUNDAY, APRIL 14, 2019

THE HAMPTONS NORTH?



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

By JULIE SATON

For nearly a decade, the Hudson Valley has been getting better to make. To find the the most of projects, the Hudson Valley is starting to resemble that stretch of Long Island.

There is a lot of talk about the Hudson Valley's potential to become a second Long Island. The Hudson Valley is starting to resemble that stretch of Long Island.

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

skyad.com | 52

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

PRICE:

SOUTH FLORIDA: \$2,920

MANHATTAN: \$2,510



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

**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**

FRONT COVER STRIP, COLOR: \$12,500

QUARTER PAGE, COLOR: \$5,625

HALF PAGE, COLOR: \$10,500

Global



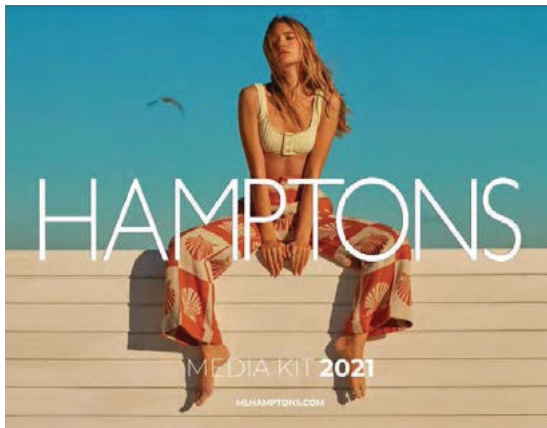
Modern Luxury

AT MODERN LUXURY, CONNECTION AND COMMUNITY DEFINE WHO WE ARE

Reaching an audience of more than 16 million, modern luxury is the nation's largest luxury media company offering leading brands access to the most affluent audiences in the most prominent cities across the u.s.

Through the power of the modern luxury media ecosystem including 85+ brands across 22 markets luxury brands can connect with their audiences in the places and ways that matter the most.

- Audience: **13 Million**
- Markets: **22**



Modern Luxury

NATIONAL PACKAGE #1

- 12 Full Pages
- 4 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article (Advertorial)



PLUS CHOICE OF 5 MEMBERSHIP POINTS:

1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
- All Sizes
- Standard Boosted Instagram
- Out-of-Feed post

2 POINTS (EACH)

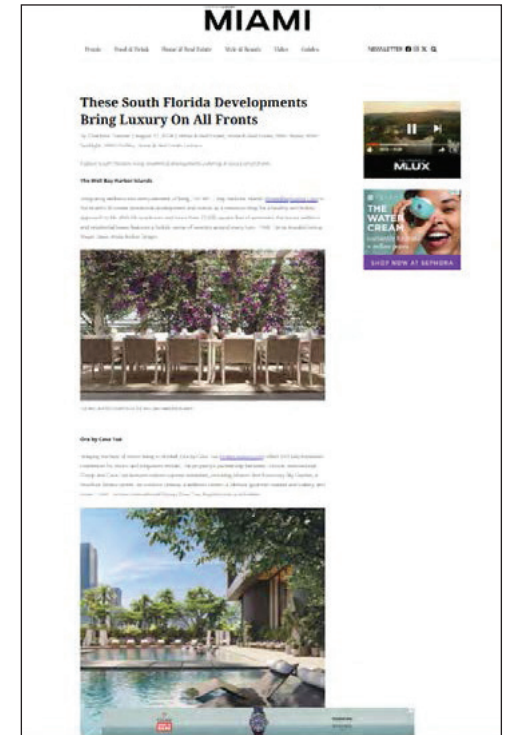
- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

3 POINTS (EACH)

- Full Page
- Standard Boosted Instagram
- In-Feed Post
- Influencer Package
- Print Marketing Card

MONTHLY COMMITMENT: \$8,500 PER MONTH FOR 6 MONTHS TOTAL INVESTMENT: \$60,000

**FULL RETAIL VALUE: \$115,000
YOU SAVE \$55,000 WITH THIS PACKAGE**



- 9 Full Pages
- 2 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article



1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
- All Sizes
- Standard Boosted Instagram
- Out-of-Feed post

2 POINTS (EACH)

- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

3 POINTS (EACH)

- Full Page
- Standard Boosted Instagram
- In-Feed Post
- Influencer Package
- Print Marketing Card

TOTAL INVESTMENT: \$42,250

FULL RETAIL VALUE: \$76,500

MODERN LUXURY SPOTLIGHT

1 SUSTAINABLE STYLE

Prior to introducing The Catalyst Leather Collection, which consists of 44 leather goods, modular vinyl upholstery and the PVC stand while addressing functional and organizational necessities for any active lifestyle. From Italian Catalyst's paint-based PVC top, and heavy metal-free organic material, this collection takes an environmental focus with emphasis on durability and a universal design approach.pvc.com

MODERN LUXURY

TOP

LIVE THE GOOD LIFE

THE HOTTEST PRODUCTS, SPECIAL EVENTS AND SPECIAL OPPORTUNITIES FROM OUR PARTNERS.

4 COME HOME TO DREAM

Choose an exquisite interior design with ease at Contrivance. Recycled, award-winning Designer Design Campus, high-quality products including countertops, appliances, lighting, shower doors and mirrors, and flooring and more from the top brands in the industry. Discover your authenticity and discover the immense opportunity that exists at Contrivance. Resources: Photography by The Designery Photo Lab; @theagencyphoto; design by @theagencyphoto; design by @theagencyphoto; design by @theagencyphoto

2 BEST CUSTOM CLOSETS IN ATLANTA

Experience the quality craftsmanship, and extraordinary service that is the hallmark of Creative Closets. Meeting your organizational needs, ensure your time, style, design and build expert solutions for maximum flexibility. Your tailored design and engineering team ensures that your custom closet will perform beautifully for years to come. Discover the time, ease, and peace of mind our clients appreciate every day. Please call or visit our factory showroom to begin your journey today! creativeclosetsatlanta.com, 404.236.7387

5 MEET CIPHER AT C+ HINTERBOSS

Cipher collection is a juxtaposition of vintage technique and contemporary form. Its delicate handcrafted vinyl structural pieces are cut with clean, clear lines. Light enters only from connection points and the jewelry is rigorously hidden to offer the visual effect. With components arranged in series and joined by polished champagne-gold finished connectors, Cipher's central line form creates a purely cubic rhythm. Cipher has limitless possible configurations for any bespoke project. candicehinterboss.com, hello@hinterboss.com, 770.455.9554, Product Line: www.hinterboss.com/product/cipher/cipher-horrorant-08080

3 DISCOVER REYNOLDS LAKE OCOOEE

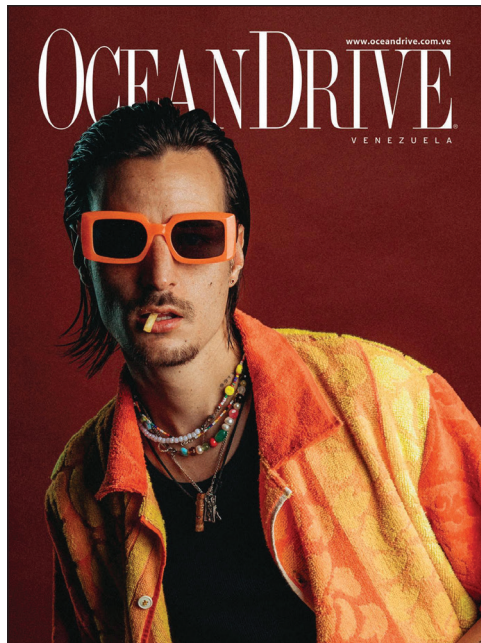
Just east of Atlanta, Reynolds Lake Ocoee is a private waterfront community where Tenders from around the country come and share passions and friendships through. With its championship golf courses, 11 restaurants, 1 waterpark, The Clubhouse, the iconic Sandi Springs Golf and a variety of acclaimed amenities, the perfect destination is a scenic escape for families looking to relax, recharge or take an off-gauge course and return. reynoldslakeocooee.com, 800.890.5220

GET IT NOW: DOWNLOAD THE ATLANTAN APP TO SHOP RIGHT OFF THE PAGE, AVAILABLE ON THE ITUNES APP STORE.

Modern Luxury

NATIONAL PACKAGE #3

- 6 Full Pages
- 1 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article



EVENTS

Custom events available

PRICE: \$30,000 TO \$40,000.

PLUS CHOICE OF 5 MEMBERSHIP POINTS:

1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
- Standard Boosted Instagram
- Out-of-Feed post

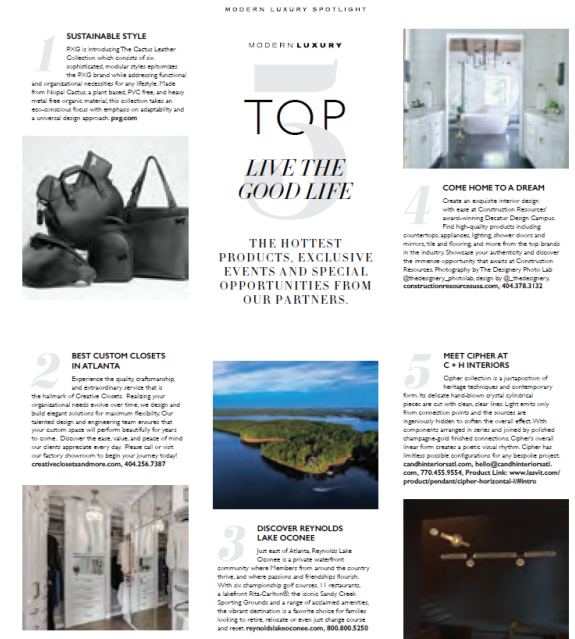
2 POINTS (EACH)

- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

3 POINTS (EACH)

- Full Page
- Standard Boosted Instagram
- In-Feed Post
- Influencer Package

TOTAL COST: \$30,000



GET IT NOW! DOWNLOAD THE ATLANTIAN APP TO SHOP RIGHT OFF THE PAGE. AVAILABLE ON THE ITUNES APP STORE.

Ocean Home Magazine

THE LUXURY COASTAL LIFESTYLE PUBLICATION

Ocean Home is an award-winning coastal lifestyle magazine dedicated to inspiring and educating readers with in-depth articles on exclusive homes and designers, insightful, first-person reports on luxurious resorts and informative stories on must-have products and accessories.

Every issue of Ocean Home inspires and educates highly affluent readers about the world's most exceptional oceanfront architecture, interior design, exclusive resorts and luxury lifestyle.

- High Net Worth Coastal Homeowners
- Luxury Hotels & Resorts
- Private Jets & Luxury Aircraft

Demographics

- Distribution: **50,000**
- Total Audience: **135,000**
- Geographic breakdown: **United States coastal areas, Canada, Caribbean**
- Average age: **51**
- Male / Female: **49% / 51%**
- Average HHI: **\$2,400,000**
- Net Worth: **\$9,600,000**
- Primary Residence value: **\$3,300,000**
- Geographic Breakdown: **US Coastal Areas – 29% Northeast, 35% Southeast, 28% West, 5% Southwest, 3% Midwest, Caribbean**

FULL PAGE: \$2,850

FULL PAGE E-NEWSLETTER SPOT: \$3,250



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

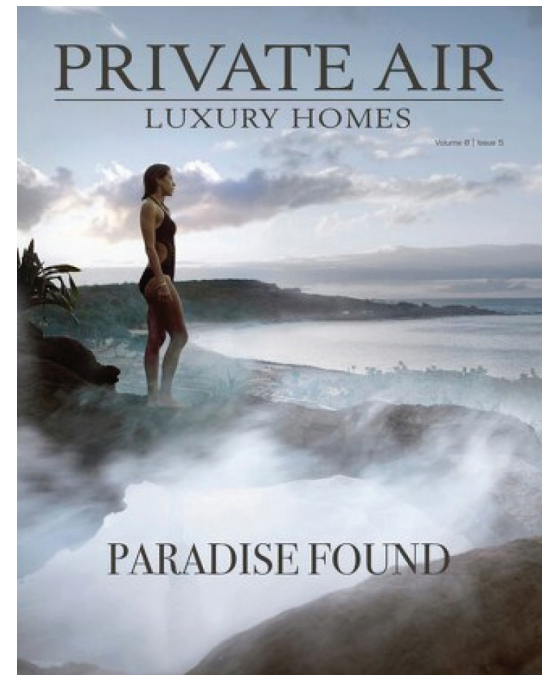
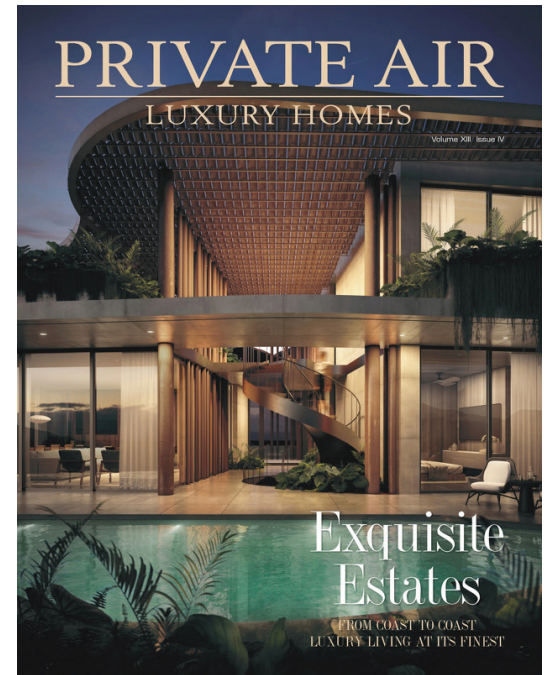
includes social media & E-Newsletter

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

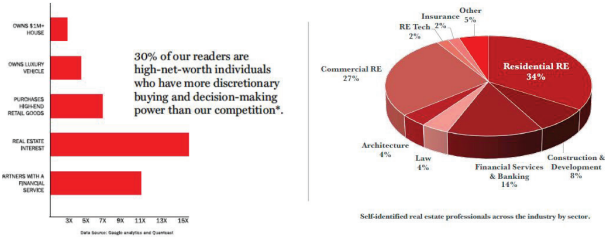
For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

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

PRINT	SOCIAL	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**

HALF PAGE: \$6,000

FULL PAGE: \$8,500

PROPERTY SHOWCASE: \$9,000/FULL PAGE

Global



Robb Report

LUXURY PROPERTY GUIDE

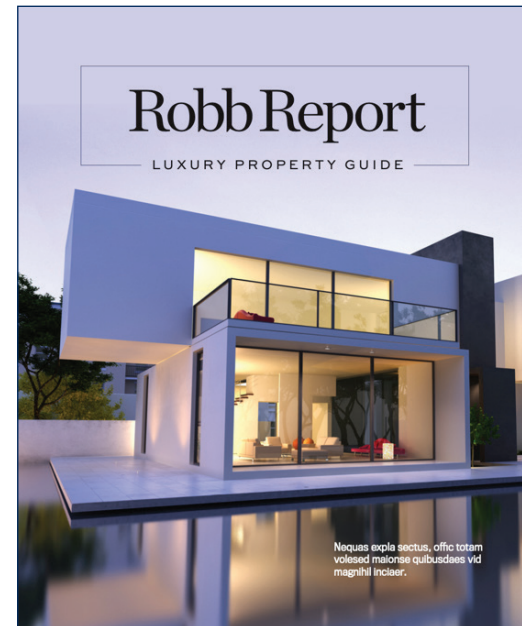
As a global leader in the luxury real estate market, Robb Report showcases the best of the best. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, new residences and developments.

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

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

PROPERTY GUIDE: \$3,500/FULL PAGE

Global



Schedule, Pricing & Reach



COLDWELL BANKER
REALTY

Proposed Schedule, Pricing & Reach 2025

Media	Ad Description	June	July	August	September	October	November	December	Media Total	Reach
Digital										
Million Impressions*										
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00		\$ 14,700.00	6,000,000
Million Impressions	Targeting - NY, NJ, CA, TX									
Google Adwords										
Google Adwords	Digital PPC program	\$ 3,750.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00		\$ 18,750.00	
Comprehensive Digital										
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 1,500.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 13,500.00	700,000
Display	Digital Banner Program	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 1,500.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 13,500.00	1,050,000
Native Display	Native Ad	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 9,000.00	900,000
OTT & Video Pre-roll Combo	Internet Connected Device ads					\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 9,000.00	150,000
Online Audio Ads	15-30 seconds audio content	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 10,500.00	180,000
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										
Daily Deeds	E-Newsletter sent 4X per week					\$ 5,000.00	\$ 5,000.00		\$ 10,000.00	120,000
C&G Stories	Content development					\$ 5,295.00			\$ 5,295.00	11,510,000
Crain's New York Business										
Crain's New York Business	Daily E-Newsletter M-F	\$ 4,200.00					\$ 4,200.00		\$ 8,400.00	30,000
Crain's New York Business	Luxury Home Spotlight - custom e-blast					\$ 5,500.00				
Elite Traveler										
Elite Online Real Estate Showcase	Online Real Estate Showcase				\$2,500				\$ 2,500.00	100,000
EliteE-Newsletter	E-Newsletter							\$ 2,500.00	\$ 2,500.00	12,000
Elite Dedicated E-blast	Dedicated E-blast					\$ 6,000.00			\$ 6,000.00	12,000
Elite Social Media Post - FB, Instagram & Twitter	Social Media Post - FB, Instagram & Twitter	\$ 8,825.00							\$ 8,825.00	105,500
Nob Hill Gazette										
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00		\$ 500.00		\$ 500.00		\$ 500.00	\$ 2,000.00	26,000
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
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					\$ 8,500.00			\$ 8,500.00	292,000
Featured Article and E-Newsletter promotion	Newsletter Frst FeatureTop & Journal Article	\$ 5,500.00							\$ 5,500.00	292,000
E-Newsletter Featured Listing	E-Newsletter							\$ 1,500.00	\$ 1,500.00	192,000
Social Media	Listing Feature		\$ 1,000.00		\$ 1,000.00		\$ 1,800.00		\$ 3,800.00	444,000
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			\$ 3,500.00	60,000

Proposed Schedule, Pricing & Reach 2025

CONTINUED

Modern Luxury										
Modern Luxury	Custom Package 1									
Modern Luxury	Boosted Instagram					Instagram				
Modern Luxury	Enewsletter/Advertorial						Enews/Adv			
Modern Luxury	Display Banner							Banner		Package
Modern Luxury	Real Estate Enewsletter					Enews				
Modern Luxury	Dedicated Email				Email					
Modern Luxury	Branded Content Article			Article						
NYTimes.com										
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00		\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 18,000.00	333,618
Ocean Home										
Custom E-Mail	Custom E-Mail	\$ 2,750.00					\$ 2,750.00		\$ 5,500.00	44,000
Facebook/Instagram Ad	Facebook/Instagram Ad			\$ 1,400.00					\$ 1,400.00	43,400
Sponsored Content	Sponsored Content		\$ 3,000.00						\$ 3,000.00	38,199
Real Deal										
Real Deal	E-blast - New York					\$ 8,250.00			\$ 8,250.00	40,000
Real Deal	E-blast - South Florida	\$ 5,300.00							\$ 5,300.00	34,000
Real Deal	E-blast - Los Angeles						\$ 4,725.00		\$ 4,725.00	26,000
Real Deal	Sponsored and Custom Content	\$ 15,625.00							\$ 15,625.00	3,000
Real Deal	Social Post Facebook		\$ 1,250.00			\$ 1,250.00			\$ 2,500.00	220,000
Real Deal	Social Post Instagram			\$ 1,250.00				\$ 1,250.00	\$ 2,500.00	240,000
Robbreport.com										
Robbreport.com	Featured Listing Carousel - 1 Property		\$ 1,350.00	\$ 1,350.00			\$ 1,350.00		\$ 4,050.00	18,000
Robbreport.com	Real Estate Newsletter - 3 Sends	\$ 5,000.00				\$ 5,000.00		\$ 5,000.00	\$ 15,000.00	180,000
WSJ.com										
Mansion Global Homepage Hero	Mansion Global Homepage Hero					\$ 2,150.00	\$ 2,150.00		\$ 4,300.00	328,000
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00			\$ 650.00	\$ 3,250.00	820,000
Mansion Global New Development Profile	Profile page - 3 months minimum			\$1,000			\$1,000		\$ 2,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00		\$ 3,680.00					\$ 7,360.00	34,000
Mansion Global Custom E-mail						\$ 6,000.00		\$ 6,000.00	\$ 12,000.00	34,000
Mansion Global Instagram	Mansion Global Instagram		\$ 2,000.00						\$ 2,000.00	76,200
Mansion Global Instagram + Boost	Mansion Global Instagram + Boost						\$ 7,000.00		\$ 7,000.00	76,200

Proposed Schedule, Pricing & Reach 2025

CONTINUED

Print									
Conde Nast Magazines Regional Pages									
Architectural Digest - South Florida	Full Page							\$ 2,920.00	\$ 2,920.00 \$ 5,840.00 30,000
Architectural Digest - Manhattan	Full Page								\$ 2,510.00 \$ 2,510.00 13,000
Dupont Registry									
Dupont Registry	Editorial Full Page	\$ 3,000.00						\$ 3,000.00	\$ 3,000.00 \$ 9,000.00 105,000
Elite Traveler									
Elite Traveler	Full Page								\$ 9,800.00 \$ 9,800.00 557,000
Elite Traveler	Luxury Homes Feature							\$ 4,500.00	\$ 4,500.00 557,000
Financial Times									
Financial Times	Front Cover Strip							\$ 12,500.00	\$ 12,500.00 210,457
Financial Times	Quarter Page	\$ 5,625.00						\$ 5,625.00	\$ 11,250.00 420,914
Financial Times	Half Page								\$ 10,500.00 \$ 10,500.00 210,457
Modern Luxury									
Art Basel	Full Page - Art Basel Miami								\$ 4,500.00 \$ 4,500.00 35,000
Modern Luxury									
Custom Package	Package 1					\$60,000			\$ 60,000.00
Modern Luxury	Top 5 Editorial		Top 5	Top 5	Top 5	Top 5			
Modern Luxury	Full Page - Hamptons		Full page	Full page					70,000
Modern Luxury	Full Page - San Francisco				Full page	Full page			70,000
Modern Luxury	Full Page - Ocean Drive		Full page	Full page	Full page	Full page	Full page		210,000
Modern Luxury	Full Page - Manhattan				Full page	Full page			70,000
The New York Times Sunday Real Estate Section									
The New York Times Sunday Real Estate Section	Quarter Page							\$ 13,500.00 \$ 13,500.00 \$ 13,500.00 \$ 40,500.00	964746
Ocean Home									
Ocean Home	Full Page E-Newsletter Spot							\$ 3,250.00	\$ 3,250.00 \$ 6,500.00 140,000
Private Air Luxury Homes									
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Estate Si	\$ 1,550.00						\$ 1,550.00	\$ 1,550.00 \$ 4,650.00 195,000
The Real Deal									
The Real Deal	Full Page	\$ 5,000.00						\$ 5,000.00	\$ 10,000.00 648,000

Proposed Schedule, Pricing & Reach 2025

CONTINUED

Robb Report											
Robb Report	Full Page							\$ 8,500.00		\$ 8,500.00	107,000
Robb Report	Luxury Property Showcase						\$ 9,000.00			\$ 9,000.00	107,000
Robb Report	Robb Report Luxury Property Guide								\$ 7,000.00	\$ 7,000.00	107,000
The Wall Street Journal											
The Wall Street Journal - National	Quarter Page - Buy 6 get 3 free	\$ 15,500.00	\$ 15,500.00	\$ 15,500.00	\$ 31,000.00	\$ 15,500.00	Bonus	Bonus		\$ 93,000.00	3,222,120
The Wall Street Journal											
Mansion Global Experience Luxury	Weekend Property insert	\$1,985.00			\$ 1,985.00				\$ 1,985.00	\$ 5,955.00	300,000
TOTAL										\$ 606,235.00	37,623,811
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy											
Pricing Subject to Change											