



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Luxury Properties Advertising and Marketing Program



COLDWELL BANKER
REALTY

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- 30 2025



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 Luxury Properties

SKY Advertising is excited to present to Coldwell Banker Back Bay a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Coldwell Banker's luxury properties.

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 the Boston metro.

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

LET'S DO
GREAT THINGS TOGETHER

JANINE JONES
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Digital Offerings



COLDWELL BANKER
REALTY

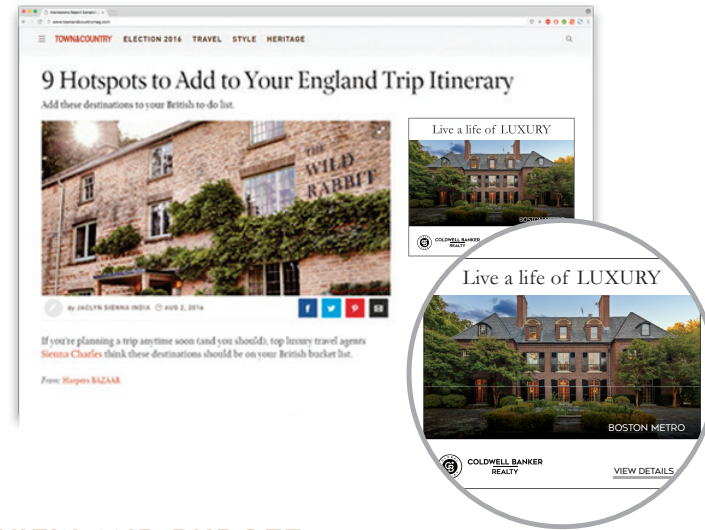
Impressions Campaign

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: **Luxury Properties**
- Flight Dates: **May 2025 - October 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

The
Economist



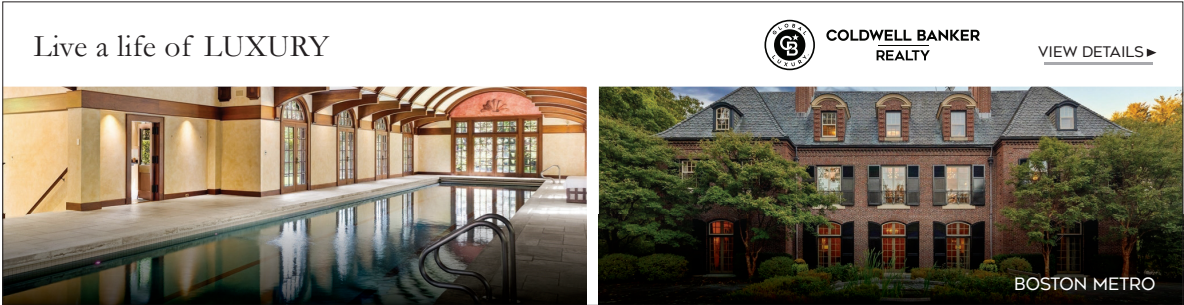
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

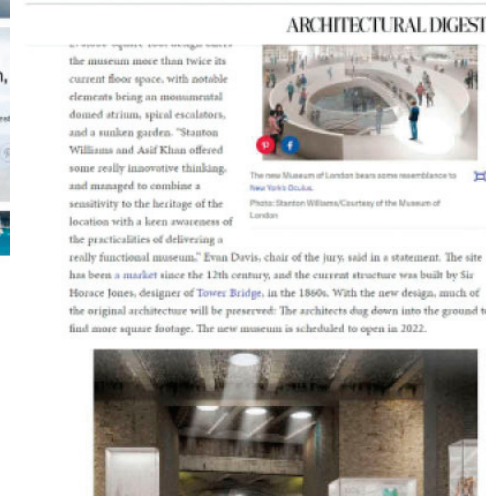
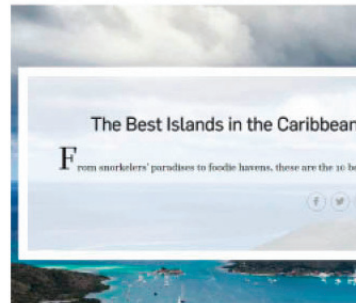
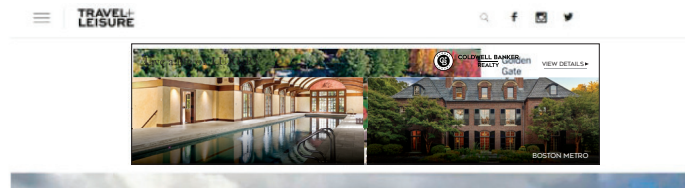
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

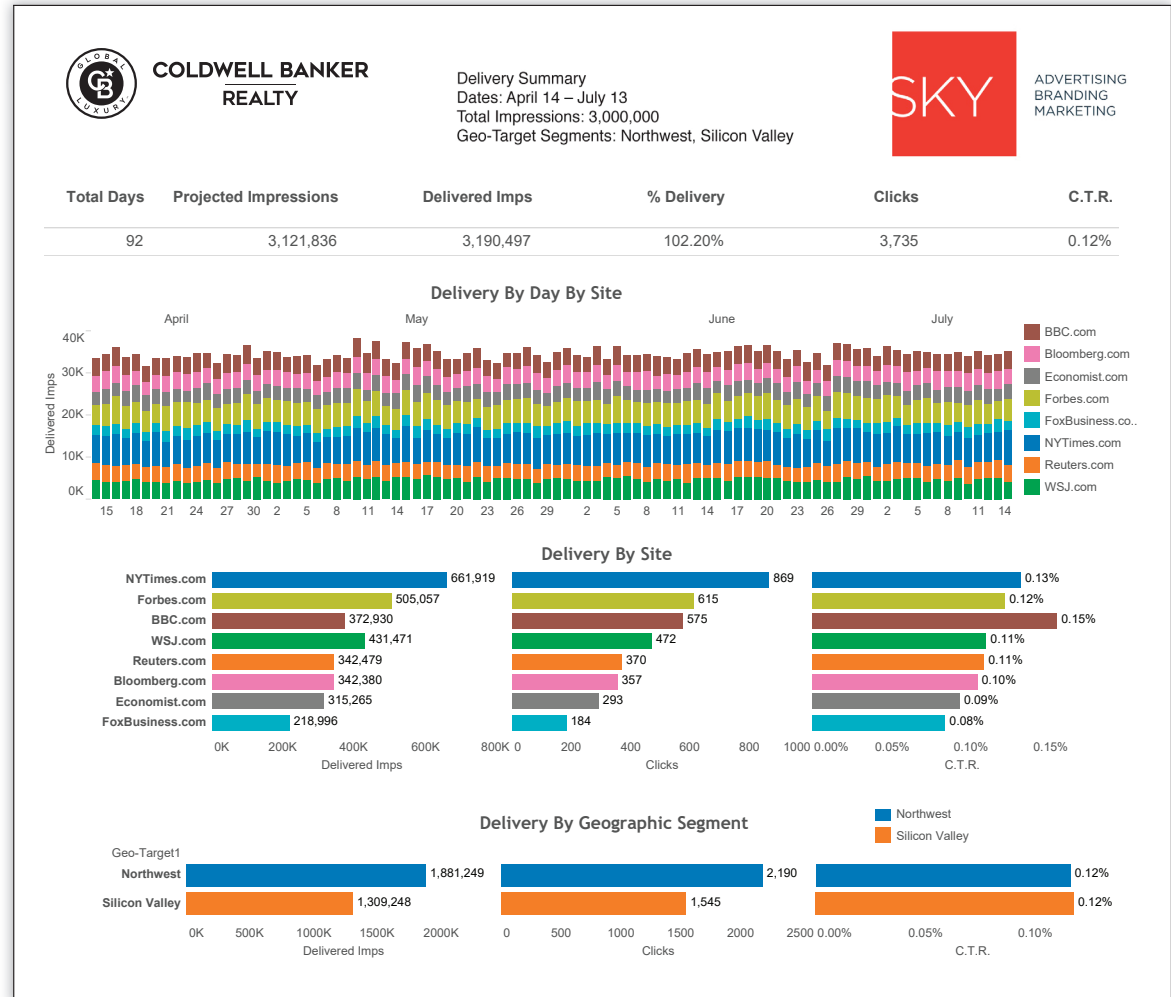


Comprehensive Reporting For Your Customized Campaign

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

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

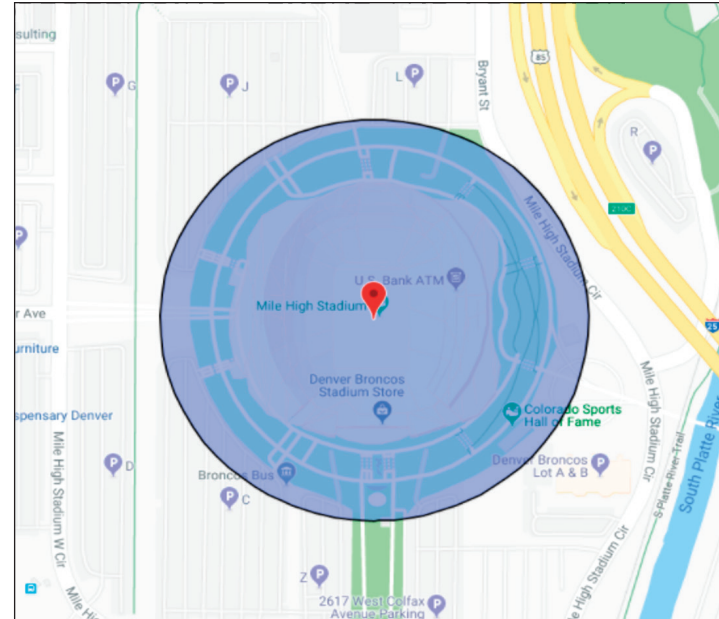
IMPRESSIONS PROGRAM SAMPLE REPORT



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.



PRICE

- 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.

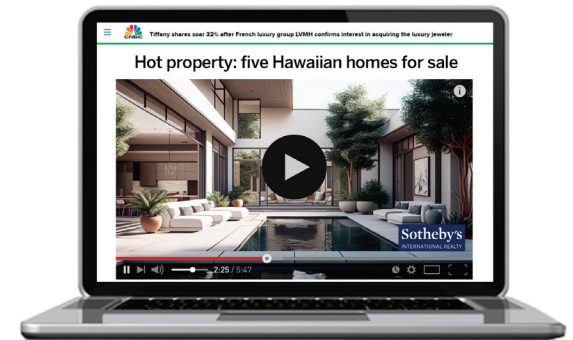


YouTube Video Pre-Roll Ads

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

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.

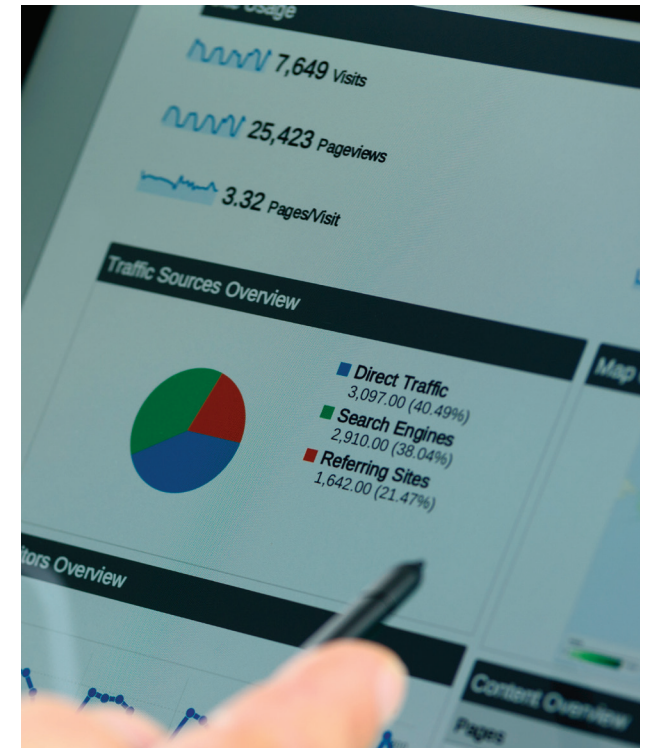


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

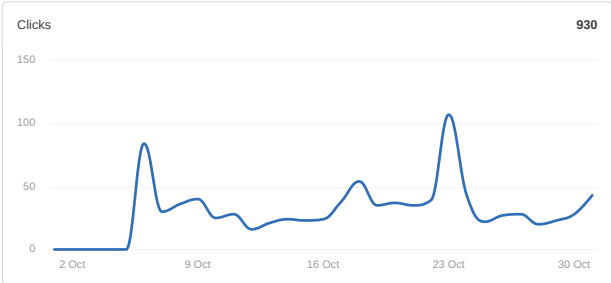
CLIENT DASHBOARD

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 Back Bay

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

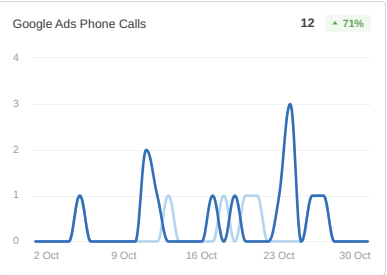
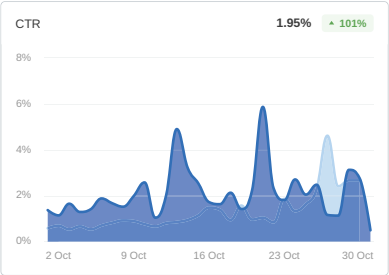
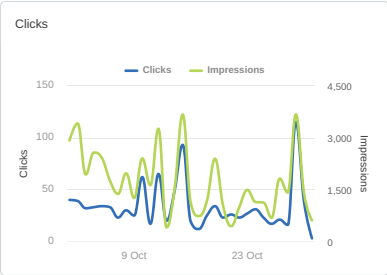
MONTHLY REPORTING

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



CB Back Bay

October KPI's



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$0.94

Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

Keywords

Showing 23 of 23 Rows

KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean 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.

STARTING FROM \$2,000/MONTH



juwai.com

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 6 million property listings spanning 111 countries.



HOT PROPERTY UPGRADE

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

PRICING SPECIAL: \$425 FOR 30 DAYS.

Usually \$725

Global

Must be purchased as a combo

FEATURED PLACEMENT PROPERTY LISTING

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

PRICE: \$425 FOR 6 MONTHS

For properties \$2M+

Global

juwai.com

CREATIVE EDITORIAL & SOCIAL MEDIA POSTING

Professionally crafted content written in close conjunction with your marketing team.

Appears on the Juwai Home Page, and relevant country pages

Boosted on Juwai Social Media Accounts including Wechat and Weibo

PRICE: \$1,600 PER ARTICLE AND POSTING



jamesedition.com

E-NEWSLETTER

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

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

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

• 600,000+ subscribers.

Have your listing matched to relevant editorial for native content appeal.

Location Open Rates

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

Email Engagement

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

LISTING FEATURE: \$1,500

The screenshot displays the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell' tabs. Below this is a search bar and a category menu with icons for Cars, Real Estate, Yachts, Watches, Jets, Helicopters, E-bikes/mobility, and Jewelry. The main banner features a large image of a yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, there's a section titled 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3600 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.' This is followed by a 'MOST POPULAR' section with a grid of featured items: Ferrari 488 GTB, Chevrolet Corvette, Stunning Villa Ove..., Ram 2500, No109 - Luxury pa..., Audi S1, McLaren 650S, and Ferrari California. Below this is a 'JAMES SPOTTING' section with a large image of a modern interior. To the right is a 'RICH LIST' section featuring a yacht listing titled 'DOUBLE DOWN 214 Codecass 2010/20...'. Further down is a 'YACHTS' section with a 'DOUBLE DOWN 214 Codecass 2010/20...' listing. At the bottom, there's a 'LATEST STORIES' section with a featured article about 'Luxury garages: Unique cars of tech billionaires, old-school magnates and Gen Z clubs' and a 'Featured Agent' section for Nick Swinburne.

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jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

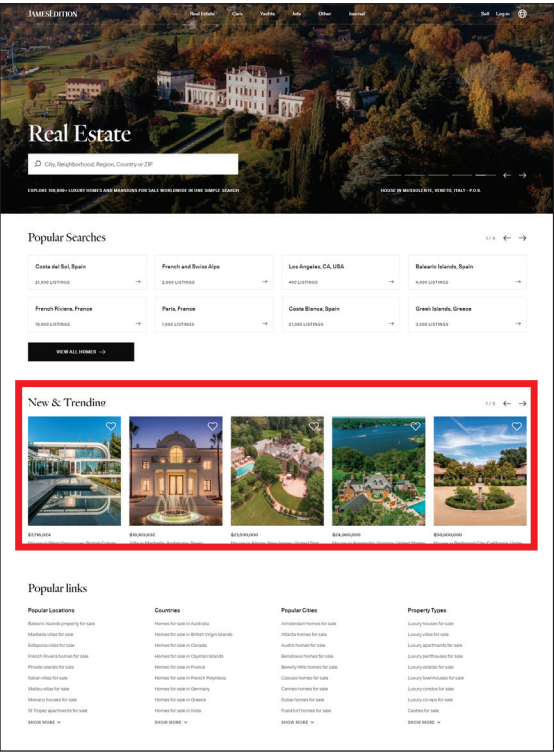
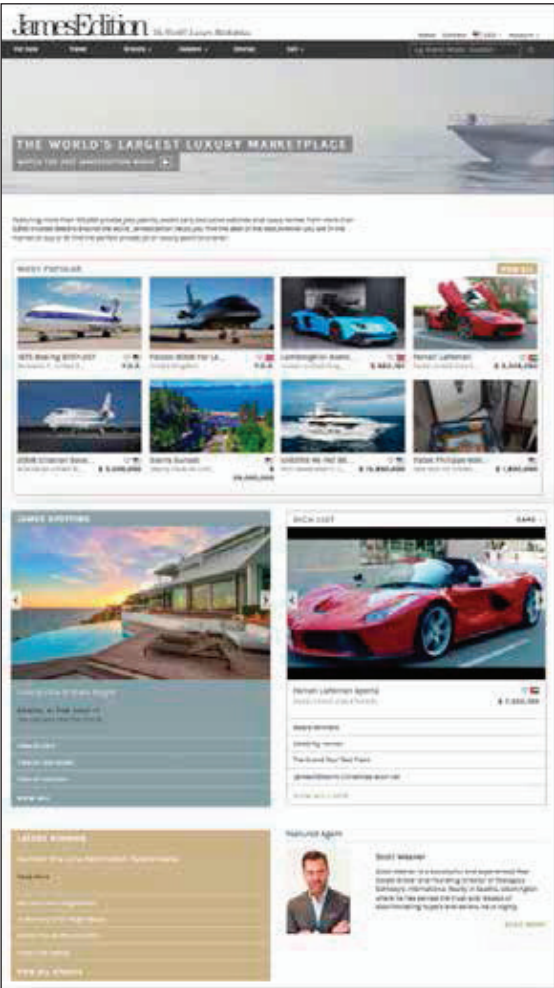
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

AGENT INTERVIEWS

INCREASED VISIBILITY

Agents gain exposure through features in our Journal, showcasing their expertise to a global audience.

TARGETED MARKETING

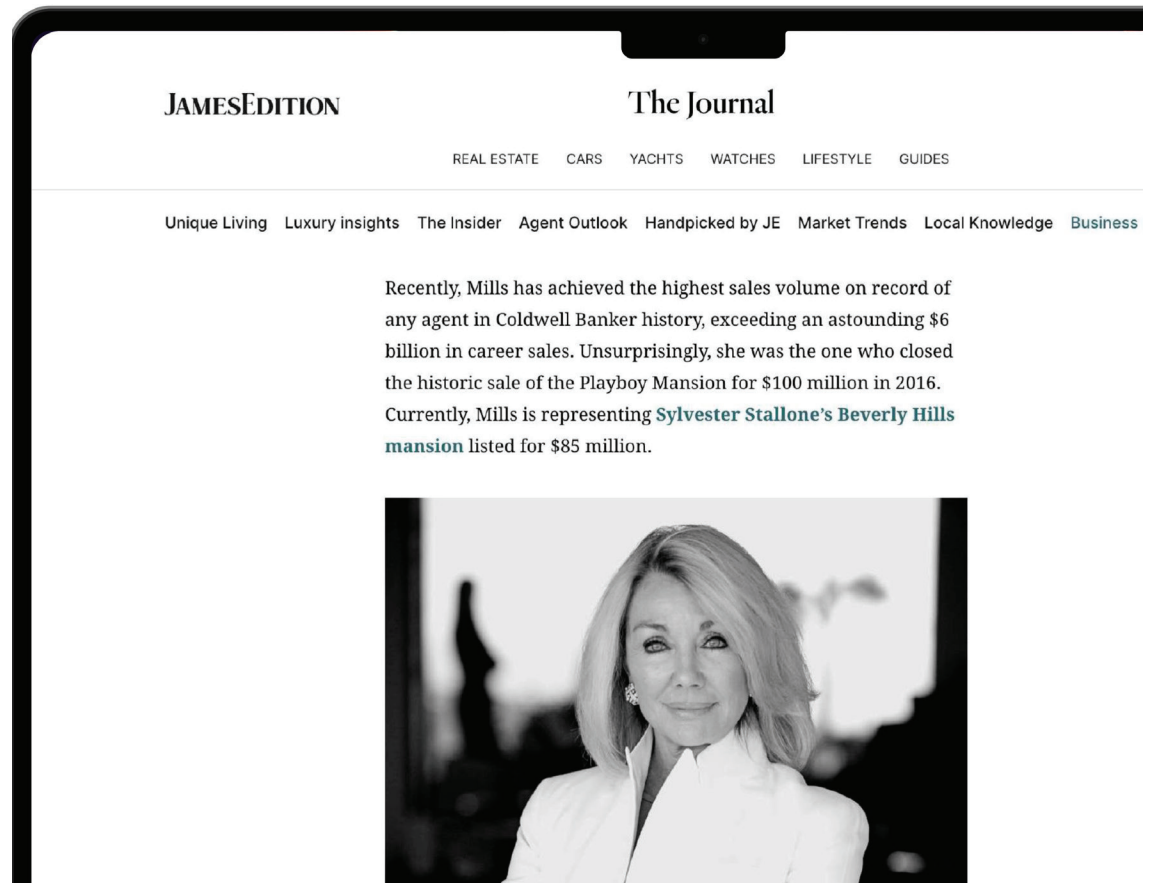
Interview content is shared in our highengagement newsletter, reaching thousands of potential clients and industry professionals.

BRAND BUILDING

An opportunity to share expertise and insights within the luxury real estate market.

**JOURNAL FEATURE AND FIRST FEATURE
NEWSLETTER: \$6,000**

**JOURNAL FEATURE AND TRENDING FEATURE
NEWSLETTER: \$3,800**



List Globally

ENHANCED LISTING

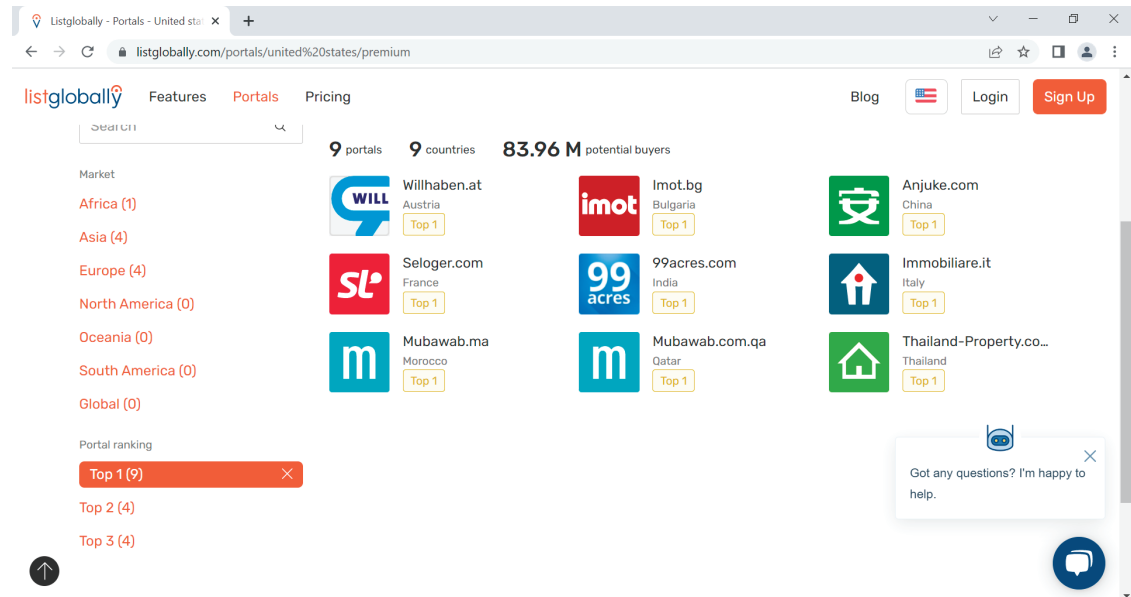
ListGlobally helps real estate professionals to promote their listings worldwide. Through a network of 100+ property portals in 60+ countries.

PREMIUM PUBLICATION ON LISTGLOBALLY

- All listings published across ListGlobally's full Premium Network.
- All listings elevated in their search placement on ListGlobally network property portals.
- Agents from the office will have their photos appear on their listings in search results.
- Agents will receive the moniker "Global Agent" on their listing in search results.
- Elite Promotion
- Elite promotion moves your listing to the top of search results in your market.
- Elite promotions provide 7-times the performance for featured listings.
- The promotion can be changed as often as you like

\$200/MONTH, 3 MONTH MINIMUM

\$150/MONTH, 6 MONTH MINIMUM



RobbReport.com

REAL ESTATE ENEWSLETTER

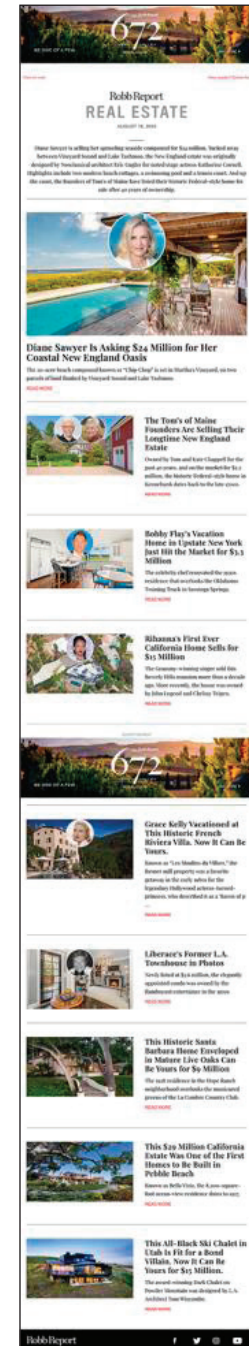
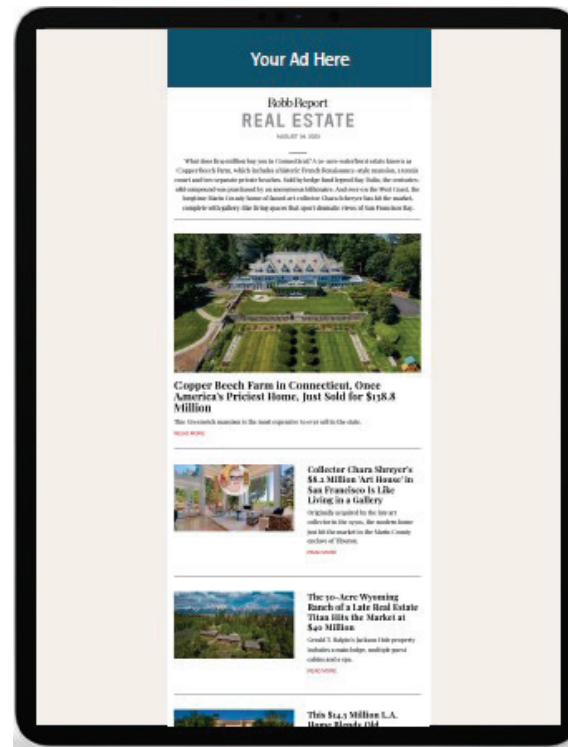
60,000+ REAL ESTATE ENTHUSIASTS

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: \$5,000/WEEK

3 Sends



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 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. 3802 2012 St Catherine Street, 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 - 1011 Cantonment Street Toronto, ON	\$11,500,000
5. 3600 Park Crescent, Vancouver, BC	\$12,900,000
6. 1 Penn Blvd/Con, Bala Inlet, BC	\$13,800,000
7. 4121 Ave. Marlene, Westmount, QC	\$15,000,000
8. 7512 151st Ave. Bayview, Chateau-Richer, QC	\$15,000,000
9. 8000 McLean, Toronto, ON	\$15,000,000
10. 400 Sandrine Road, Toronto, ON	\$15,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$792,976	3141	\$10,000,000
Vancouver	\$1,487,048	879	\$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	332	\$35,000,000
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



Architectural Digest

Following

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



3:26 AM - 25 May 2018

#AloneTogether

Staying home saves lives.

For more info visit coronavirus.gov

Powered by

LiveIntent

AllChances

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:
NEW YORK: \$2,325
NEW ENGLAND: \$1,250
NORTHEAST: \$3,550

Buy 5 get 2 free

MANSION
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 C. Goss 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 weird mistake," Randy said of deciding to auction the home.

More closely associated with private art or collectibles, auctions are on the rise for luxury real estate, with auction houses reporting a dramatic spike in the number of high-net-worth sellers seeking their services since 2020. And as a 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 stuck on a major site 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 triple 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-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 Navratri, said Pankaj Chhabra, a consultant in Texas. Bharati, a set of architectural-design principles based on Indian tradition, are popular in the U.S. 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 Kaling'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. Bharati Sarthar says she's getting more interior-design inquiries after posting her pooja-room renovation projects on Instagram.

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The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

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- Top zip codes in: **New York, Los Angeles, San Francisco, Chicago, Denver, Seattle, Phoenix, Boston, Dallas and Austin.**

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\$980/TEMPLATE
\$1,985/CUSTOM



Financial Times

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

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

PROPERTY GALLERY BOX: \$1,250
PROPERTY GALLERY STRIP, TOP: \$6,000
QUARTER PAGE: \$6,000
HALF PAGE: \$10,500

Global



Schedule, Pricing & Reach



COLDWELL BANKER
REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1											
Media	Ad Description	May	June	July	August	September	October	Media Total		Reach	
Digital											
Million Impressions*											
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 7,170.00		1,500,000	
Million Impressions	Targeting - add targeted areas here										
Google Adwords											
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 6,750.00			
LinkedIn											
LinkedIn	Digital Banner Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00		600,000	
Comprehensive Digital											
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			\$ 3,000.00		120,000	
JamesEdition											
New & Trending Home Page Position	Featured Spot	\$ 1,200.00						\$ 1,200.00		750,000	
Agent Interview - First Feature	Newsletter First Feature & Journal Article		\$ 6,000.00					\$ 6,000.00		600,000	
Featured Article and E-Newsletter promotion	Newsletter First Feature & Journal Article					\$ 5,500.00		\$ 5,500.00		600,000	
E-Newsletter Featured Listing	E-Newsletter				\$ 1,500.00			\$ 1,500.00		600,000	
Juwai.com											
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00			\$ 425.00			\$ 850.00		4,600,000	
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months				\$425			\$ 425.00		2,300,000	
Creative Editorial & Social Media Posting	Article and posts		\$ 1,600.00					\$ 1,600.00		2,300,000	
ListGlobally											
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$ 200.00	\$ 200.00	\$ 200.00				\$ 600.00			
Robbreport.com											
Robbreport.com	Real Estate Newsletter - 3 Sends					\$ 5,000.00		\$ 5,000.00		60,000	
WSJ.com											
Mansion Global Homepage Hero	Shared Banner		\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 3,250.00		820,000	
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00		\$ 7,360.00		34,000	

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print														
Financial Times														
Financial Times	Property Gallery Box			\$	1,250.00	\$	1,250.00		\$	2,500.00	420,914			
Financial Times	Property Gallery Strip - Top							\$	6,000.00	\$	6,000.00	210,457		
Financial Times	Quarter Page		\$	6,000.00						\$	6,000.00	210,457		
The Wall Street Journal														
The Wall Street Journal - Northeast	Quarter Page - Buy 5 get 2 free		\$7,100.00	\$	3,550.00	\$	3,550.00	\$	3,500.00	Bonus	Bonus	\$	17,700.00	870,443
The Wall Street Journal														
Mansion Global Experience Luxury	Weekend Property insert			\$	980.00				\$	980.00	\$	1,960.00	200,000	
TOTAL											\$	102,365.00	16,946,271	
*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	May	June	July	August	September	October	Media Total	Reach
Digital									
Million Impressions*									
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 7,170.00	1,500,000
Million Impressions	Targeting - add targeted areas here								
Google Adwords									
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 6,750.00	
LinkedIn									
LinkedIn	Digital Banner Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	600,000
JamesEdition									
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00						\$ 1,000.00	750,000
Agent Interview - Trending Feature	Newsletter First Feature & Journal Article		\$ 3,800.00					\$ 3,800.00	600,000
E-Newsletter Featured Listing	E-Newsletter				\$ 1,500.00			\$ 1,500.00	600,000
Juwai.com									
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00			\$ 425.00			\$ 850.00	4,600,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months				\$425			\$ 425.00	2,300,000
Creative Editorial & Social Media Posting	Article and posts		\$ 1,600.00					\$ 1,600.00	2,300,000
ListGlobally									
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$ 200.00	\$ 200.00	\$ 200.00				\$ 600.00	
WSJ.com									
Mansion Global Homepage Hero	Shared Banner			\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 2,600.00	656,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00					\$ 3,680.00	17,000

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print														
Financial Times														
Financial Times	Property Gallery Box		\$	1,250.00	\$	1,250.00	\$	1,250.00	\$	1,250.00	\$	6,250.00	1,052,285	
The Wall Street Journal														
The Wall Street Journal - New England	Quarter Page - Buy 5 get 2 free	\$2,500.00	\$	1,250.00	\$	1,250.00	\$	1,250.00	Bonus	Bonus	\$	6,250.00	331,688	
The Wall Street Journal - Northeast	Quarter Page - Buy 4 get 1 free		\$	3,550.00	\$	3,550.00			\$	3,500.00	Bonus	\$	10,600.00	870,443
The Wall Street Journal														
Mansion Global Experience Luxury	Weekend Property insert			\$	980.00					\$	980.00	\$	1,960.00	200,000
TOTAL											\$	67,035.00	16,377,416	
*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 - CONTINUED

Plan 2 Media	Ad Description	May	June	July	August	September	October	Media Total	Reach
Digital									
Million Impressions*									
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 7,170.00	1,500,000
Google Adwords									
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 6,750.00	
LinkedIn									
LinkedIn	Digital Banner Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	600,000
JamesEdition									
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00						\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter				\$ 1,500.00			\$ 1,500.00	600,000
Juwai.com									
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00			\$ 425.00			\$ 850.00	4,600,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months				\$425			\$ 425.00	2,300,000
Creative Editorial & Social Media Posting	Article and posts		\$ 1,600.00					\$ 1,600.00	2,300,000
ListGlobally									
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$ 200.00	\$ 200.00	\$ 200.00				\$ 600.00	
WSJ.com									
Mansion Global Homepage Hero	Shared Banner		\$ 650.00		\$ 650.00		\$ 650.00	\$ 1,950.00	492,000
Print									
Financial Times									
Financial Times	Property Gallery Box		\$ 1,250.00		\$ 1,250.00			\$ 2,500.00	420,914
The Wall Street Journal									
The Wall Street Journal - New York	Quarter Page - Buy 5 get 2 free							\$ -	538,755
The Wall Street Journal - New England	Quarter Page - Buy 5 get 2 free	\$2,500.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	Bonus	Bonus	\$ 6,250.00	331,688
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00			\$ 980.00	\$ 1,960.00	200,000
TOTAL								\$ 44,555.00	14,633,357
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy									
Pricing Subject to Change									