



ADVERTISING  
BRANDING  
MARKETING

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

---

SKYAD.COM

# 1240 COCONUT DRIVE ADVERTISING AND MARKETING PROGRAM



**COLDWELL BANKER**  
**REALTY**

---

# TABLE OF CONTENTS

---

<b>INTRO</b> .....	3
<b>DIGITAL</b>	
Impressions Campaign.....	5
Impressions Scheduling.....	11
Smart Solutions Eblast.....	12
Juwai.com.....	13
Conde Nast UK.....	14
Dwell.com.....	15
Nob Hill Gazette Peninsula and Silicon Valley.....	16
JamesEdition.com.....	17
Luxe Interiors + Design.....	20
NYTimes.com.....	21
Ocean Home.....	22
Real Deal.....	23
RobbReport.com.....	24
WSJ.com.....	25
Boat International.....	27
<b>PRINT</b>	
The Wall Street Journal.....	29
The New York Times.....	30
Architectural Digest.....	31
Country Life.....	32
Ocean Home.....	33
Quest.....	34
Robb Report.....	35
<b>CIRCULATION/DISTRIBUTION/REACH</b>	
2022.....	37
<b>SCHEDULE &amp; PRICING</b>	
Media 2022.....	39



ADVERTISING  
BRANDING  
MARKETING

NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500  
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

---

## NATIONAL & GLOBAL EXPOSURE 1240 COCONUT DRIVE

---

SKY Advertising is excited to present to Coldwell Banker Global Luxury a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 1240 Coconut Drive.

Your strategic blueprint is composed of key print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Ft. Myers, 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

---

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

**PAULA DAVIDSON**  
**Senior Account Executive**  
212-677-2671  
paula@skyad.com

**SARA HELENI**  
**Account Executive**  
212-674-2402  
sara@skyad.com

**JIMMY CINTRÓN**  
**Account Executive**  
212-677-0083  
jimmy@skyad.com



**COLDWELL BANKER**  
**REALTY**

---

# Digital Offerings

---



# 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.

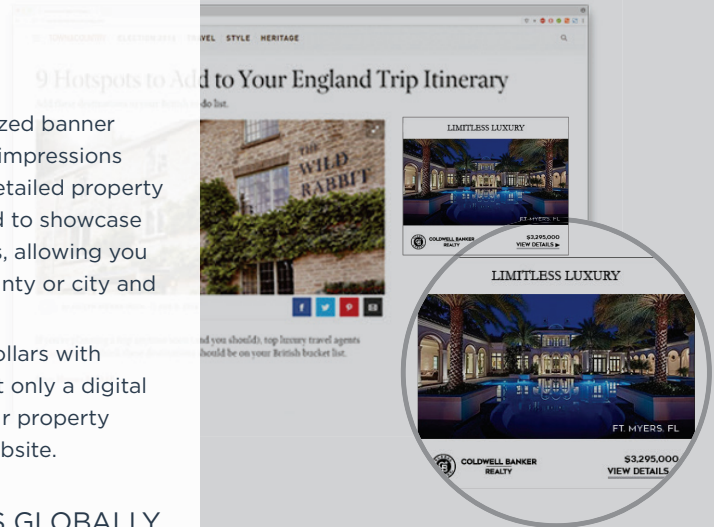
## CAMPAIGN OVERVIEW AND BUDGET

**Campaign:** 1240 Coconut Drive  
**Flight Dates:** January 15, 2022 - April 15, 2022  
**Impressions:** 3,000,000  
Clicks through to the website of your choice.

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.

**THE WALL STREET JOURNAL.**

ARCHITECTURAL DIGEST  
**AD**

**ARCHITECT**



**FT**

FINANCIAL TIMES  
*Business*

**Forbes**

The  
**Economist**

**Bloomberg  
Markets**



**REUTERS**

**Southern Living**

**ELLE  
DECOR**

Many more websites available for local to global targeting.

## » 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.

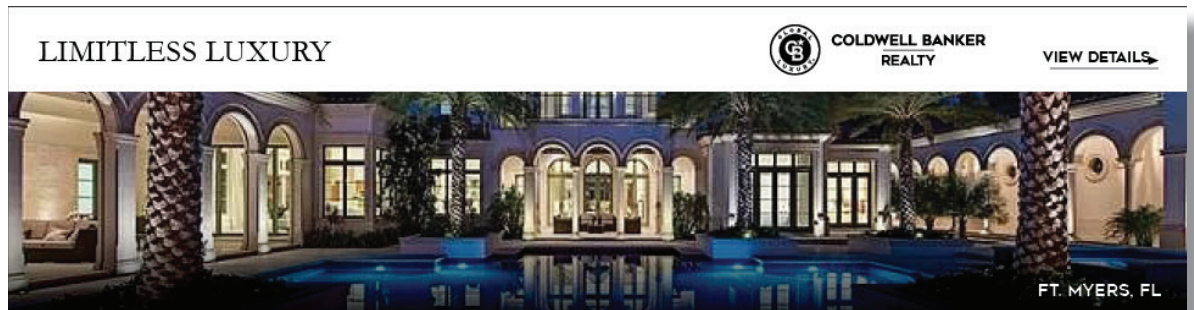


# CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

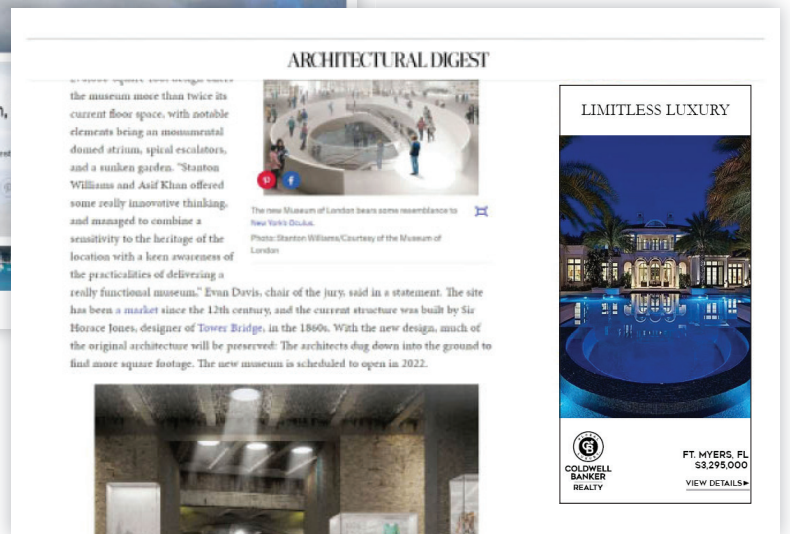
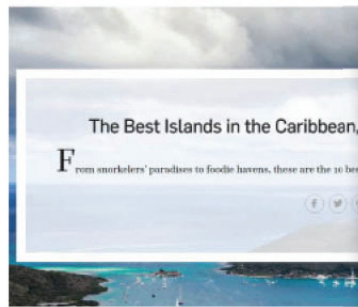
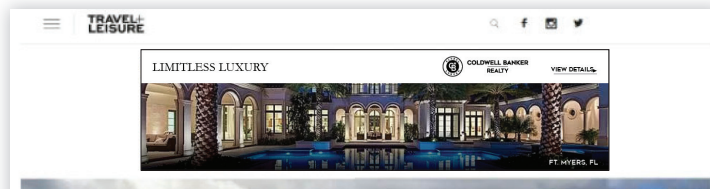
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

**Ad Units: 920x250, 728x90, 300x600, 300x250, or custom sizes.**

Banner Production: \$350



# SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

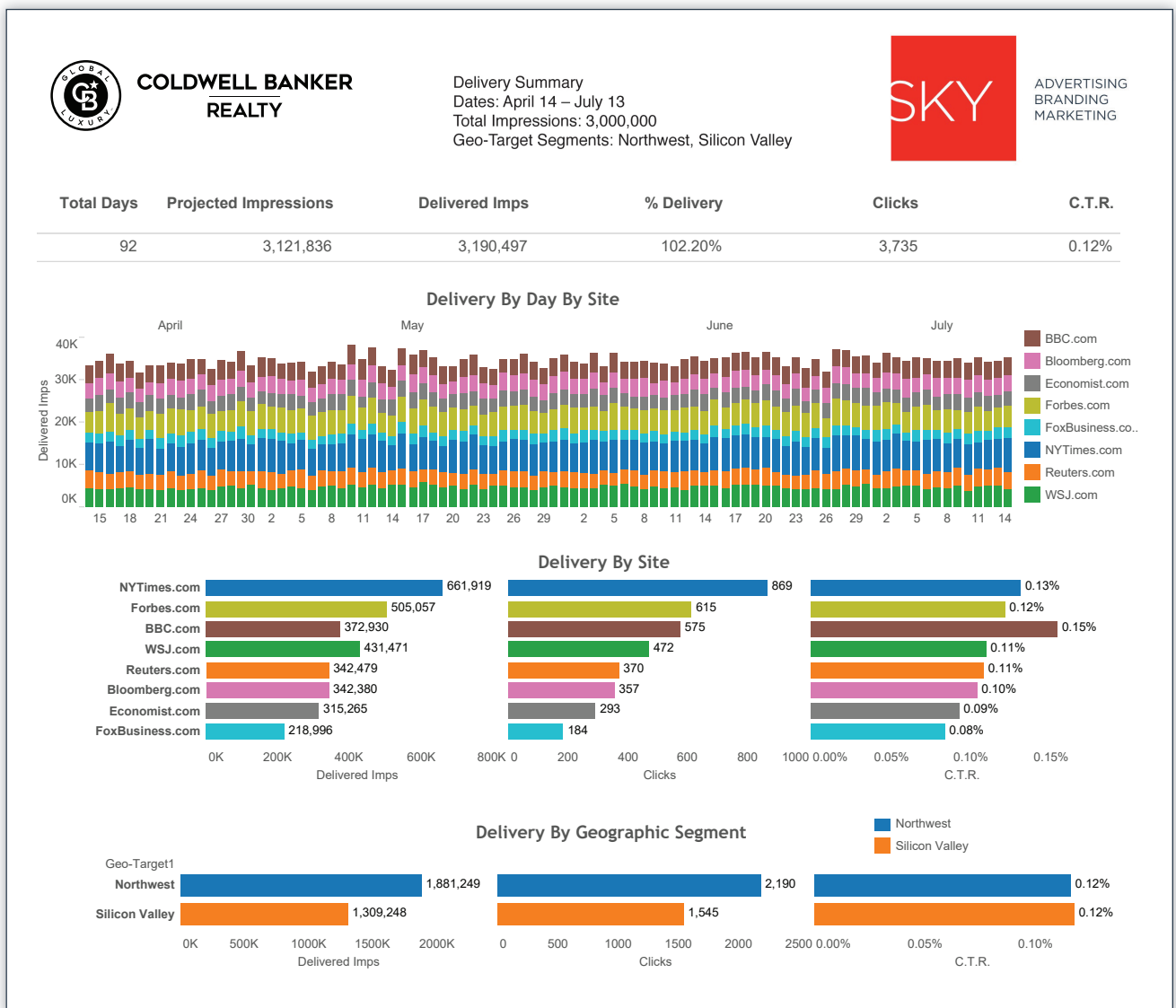


# COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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





## IMPRESSIONS SCHEDULING

---

After researching, we have put together an integrated program that targets a high-net-worth audience in New England (CT, Mass, RI, ME), New York Metro, Chicago Metro, Washington DC Metro, Seattle Metro, San Francisco Metro, Europe (France, Spain, Switzerland, Austria, Belgium, UK), China (Shanghai, Shenzhen, Guangzhou, Beijing), Mumbai, India, South America (Buenos Aires, Uruguay, Chile, Brazil).

The program, with a projected start date of January 15th will run through April 14th and deliver an estimated three million impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in the geo-targeted areas in a premium editorial environment on top design/lifestyle, news and business/finance websites
- A behavioral targeted banner segment, that will allow us to show banners to Adults in the top 10% HHI who are actively looking for Ft. Myers Real Estate and living in our geo-targeted areas.

### » SITE SPECIFIC

This segment consists of premium websites (WSJ.com, Bloomberg.com, ArchitecturalDigest.com, etc) with the same income and geo-targeting layers as the Behavioral Targeting segment to extend the overall reach of the program.

### » BEHAVIORAL TARGETING

We are able to target people on behavior first (people actively searching for Ft. Myers real estate) based on their online behavior (sites visited, content consumed and search activity). In addition, we overlay an income layer (top 10%), geo-targeting. Since this segment targets behavior first, the banners could end up showing on any site across the web.

To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics and tech sites (i.e. NewYorker.com, CNN.com, ArchitecturalDigest.com, investors.com, ESPN.com, Slate.com, Barrons.com) and the top news and business sites in the targeted international markets.

### » MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR). And (if tracking codes are installed on the landing) Sessions, Pages Per Session, Average Time Spent, Conversions.

### » REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.

IMPRESSIONS SCHEDULE

		CB Florida - 1240 Coconut Drive																	
Media	Geo-Target	January			February			March			April			Impressions					
		3	10	17	24	31	7	14	21	28	7	14	21		28	4	11	18	25
ArchitecturalDigest.com	New England (CT, Mass, RI, ME), New York Metro, Chicago Metro, Washington DC Metro, Seattle Metro, San Francisco Metro, Europe (France, Spain, Switzerland, Austria, Belgium, UK), China: (Shanghai, Shenzhen, Guangzhou, Beijing), Mumbai, India, South America (Buenos Aires, Uruguay, Chile, Brazil)																		500,000
SouthernLiving.com																			
ElleDecor.com																			
ArchitectMagazine.com																			
Bloomberg.com																			
Forbes.com																			
WSJ.com																			
Reuters.com																			
CNBC.com																			
FT.com																			
Economist.com																			
Custom Intent - Ft. Myers Real Estate																			
																			1,250,000
<b>Total Impressions</b>																			<b>3,000,000</b>

# SMART SOLUTIONS EBLAST

Our team of email experts make your message stand out from your competition with compelling subject lines, engaging copy, powerful images and strategic deployment scheduling. Our campaigns are 100% responsive, meaning your message is optimized for all devices and email platforms in order to expand your reach and foster engagement with customers.

## TARGETING

Use high-quality data to reach new customers

## DELIVERABILITY

Make it to more customer's inboxes every time.

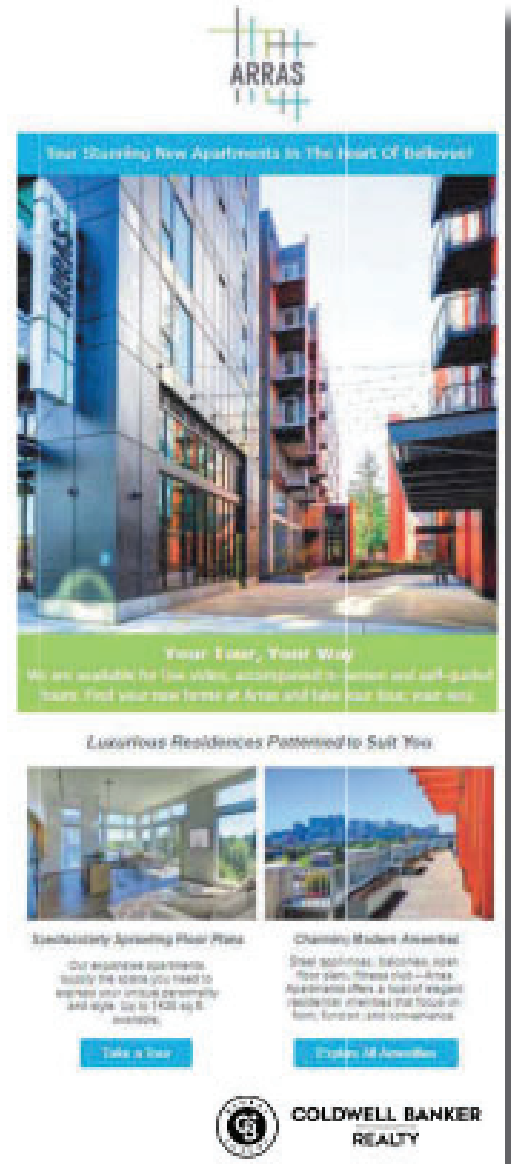
### Audience

Northeast, Chicago, SF and LA

Household Income > \$500K

29,000+ Total Emails

CUSTOM EBLAST: \$2,975





## JUWAI.COM

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

### » HOT PROPERTY UPGRADE

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

**PRICING SPECIAL: \$425 FOR 30 DAYS.**  
**Usually \$725**  
**Global**



### » FEATURED PLACEMENT PROPERTY LISTING

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

**PRICING: \$425 FOR 6 MONTHS.**  
**For properties \$2M+**  
**Global**



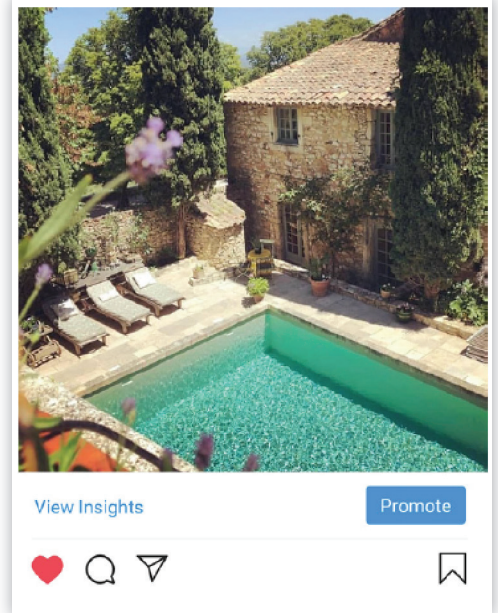
## CONDE NAST UK

### » INSTAGRAM @ CONDENASTPROPERTY

Ready to jump into action on instagram, @condenastproperty is the fastest growing account at Conde Nast Britain and consistently comes in at No 1 each week on growth and engagement. @condenastproperty has grown organically in 3 years and now has 215K followers.

---

INSTAGRAM POST: \$ 2,375



## DWELL REAL ESTATE

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

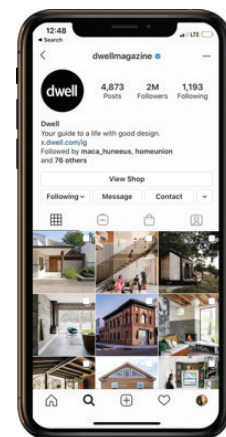
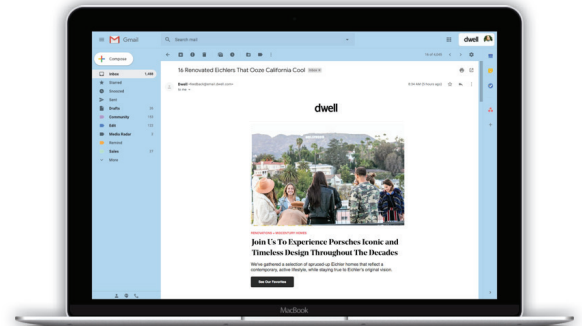
### Dwell Audience Real Estate Metrics

- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

#### PACKAGE 1: \$5,000

**Custom Real Estate Article.** This article will permanently live in the Dwell.com Real Estate Channel.

- Promotion of the Custom Article on Dwell.com Homepage through a promo tile.
- Promotion in a Dwell.com eNewsletter



# NOB HILL GAZETTE - PENINSULA & SILICON VALLEY

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

## » 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



# JAMES EDITION.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

**REAL ESTATE PAGE**  
**\$1,300/MONTH**





# JAMES EDITION.COM

## » FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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.

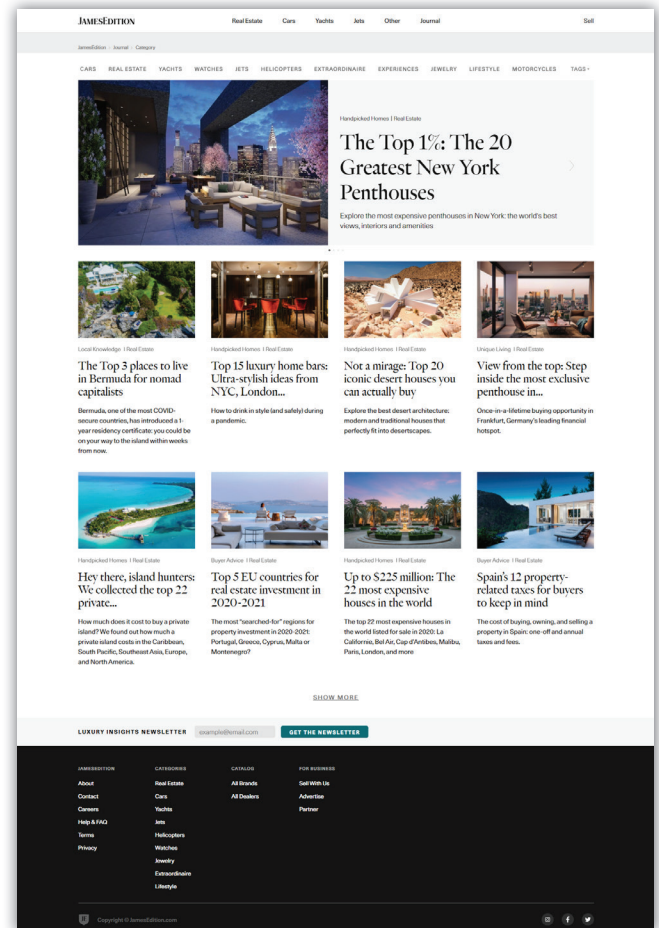
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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.

**FEATURED STORY IN THE JOURNAL  
CUSTOM CONTENT ARTICLE +  
NEWSLETTER PROMOTION \$4,500**



# JAMES EDITION.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

- **Instagram 74.8K**
- **Facebook 31.3K**

---

**SOCIAL MEDIA POST**  
**\$650 PER POST**



## LUXE MAGAZINE

---

### » DESIGN WHERE YOU LIVE.

Luxe champions the art of elevated living and inspires you to connect with those who create it. Tell your stories, spark conversations and build relationships with fellow design lovers through a Luxe Interiors + Design social media program. Social media accounts will

### » THE LUXE AUDIENCE

- 94%** Own a Home Valued at \$1 Million or Greater
- 72%** Have a Net Worth of \$5 Million or More
- 35%** Have a Net Worth of \$10 Million or More
- 1.5 Million** Audience
- 3.3 Million** Global Digital Audience

@LuxeMagazine on Instagram

- 12M+** monthly reach
- 1.7M+** followers

@LuxeMagazine on Facebook

- 2M+** monthly reach
- 970K** followers

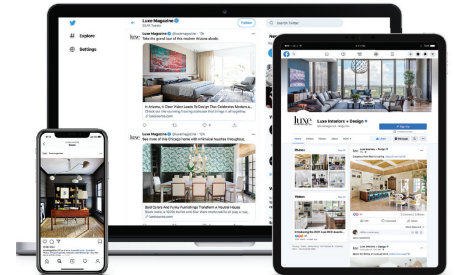
### » SPONSORED POST

25,000+ Impressions Guaranteed

---

**FACEBOOK POST: \$1,500**

**luxe**  
INTERIORS+DESIGN®





# 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%**

**\$3,000/WEEK**

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@uneresidences.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.

## » EXCLUSIVE EMAIL

Sent weekly on Wednesday and Sundays to Ocean Home’s discerning audience of high net worth coastal home owners and elite industry professionals.

**PRICE: \$2,500/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: \$2,500**

## » SOCIAL MEDIA POST

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

- 60,000+ Followers.

**INSTAGRAM: \$750**  
**FACEBOOK: \$575**



# THE REAL DEAL

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

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell’s)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)



A Targeted Digital Reach Source

### Site Stats:

**Unique visitors:** 2M+

**Total visitors:** 3M+

**Page views:** 10M+

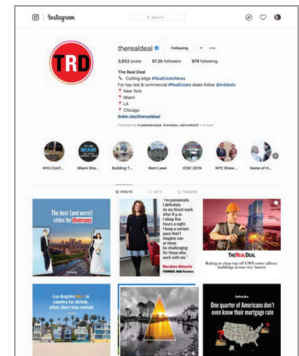
**Mobile visits:** 60%

### Demographics:

**Male/Female Ratio:** 60% / 40%

**Ages 25-54:** 70%

**Earn over \$150K per year:** 10M+



## » SOCIAL PROMOTION

Opportunities include:

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

**Facebook:** 110K+

**Instagram:** 120K+

**COST PER POST:** \$1,000

# ROBBREPORT.COM

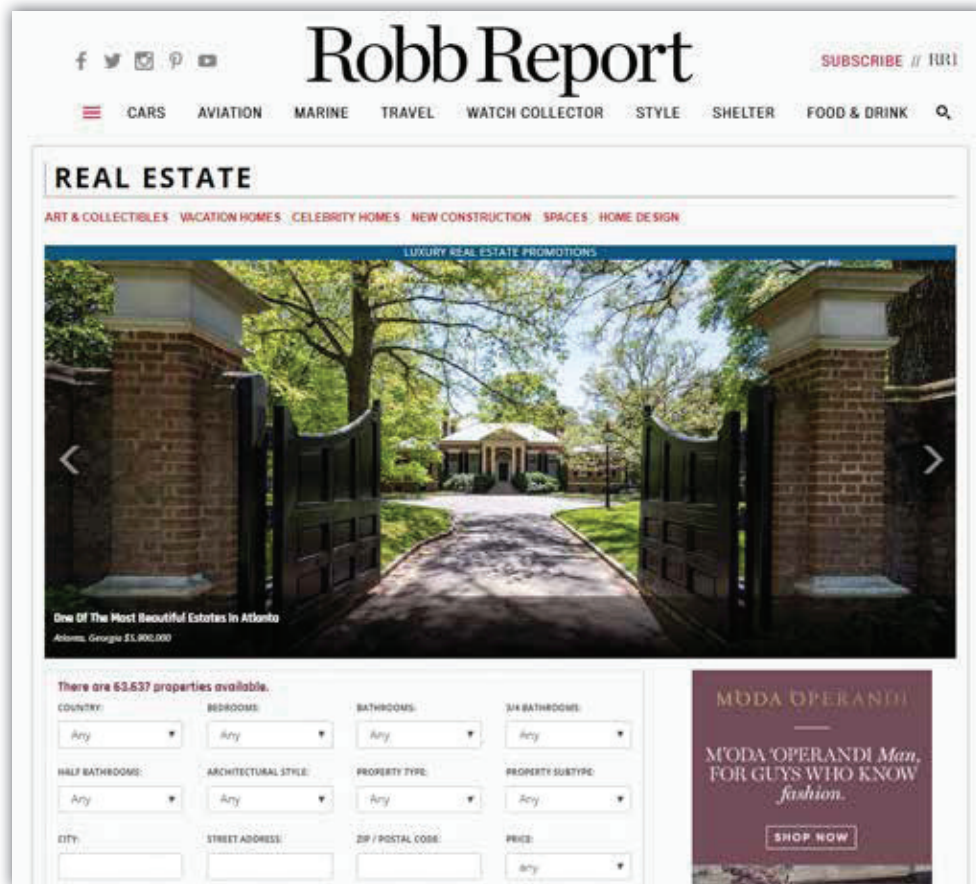
## » REAL ESTATE MEDIA BAR

Placement on the Real Estate Media Bar provides outstanding visibility and click-through for high impact awareness.

Limited Space available: only 10 properties per month are permitted

- Above average click through rate
- Can click directly to provided url or landing page (built by robbreport.com)
- Property is live within 24-48 hours of receiving materials.

PRICE: \$950 PER 30 DAYS  
(\$1,895 OPEN RATE)



# 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



**\$2,150/MONTH OR \$2.650/W VIDEO**







## BOAT INTERNATIONAL E-NEWSLETTER

For more than 30 years, *Boat International* has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (*Boat International* and *Boat International US Edition*) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.


- **Circulation US:** 25,600
- **Average Net Worth:** \$35.9 million

E-NEWSLETTER: \$640




No Images? [Click here](#)

# BOAT




BOAT BRIEFING

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS




### LATEST BROKERAGE NEWS




Benetti *Harmony III* listed for sale with Fraser

READ MORE




Benetti *Rutli E* now for sale with Northrop & Johnson and Denison

READ MORE



C2M price drop on Codecasa *Regina d'Italia II* with Edmiston & Company


READ MORE



\$1M price cut on 50 metre Trinity *La Dea II* with IYC


READ MORE

### LATEST YACHT NEWS




New 60 metre Amels 200 motor yacht sold

READ MORE



Lürssen's 130 metre+ Project Lightning pictured on sea trials


READ MORE



Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus

READ MORE

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS





**COLDWELL BANKER**  
**REALTY**

---

# Print Offerings

---



# 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:** 1,100,000
- **Readership:** 4,500,000
- **Male / Female:** 62% / 38%
- **Average HHI:** \$278,000
- **Average age:** 50

2X7, NORTHEAST REGION, COLOR: \$1,510  
 BUY 6 GET 3 FREE  
 2X7, FLORIDA, COLOR: \$825  
 BUY 6 GET 3 FREE

## THE WALL STREET JOURNAL

WEDNESDAY, MARCH 1, 2017 • VOL. CXXIX, NO. 52

### Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes action since '08 crisis

**What's News**

- **Reserve Cut** The Fed lowered its benchmark rate to 0.25% from 0.5% on Wednesday, the first time since 2008.
- **Shaky Ground** The Fed's move to cut rates to 0.25% was the first since 2008.

### Tennessee Twisters Kill at Least 25

Twisters, a deadly virus, killed at least 25 people in Tennessee on Wednesday, killing at least 25 people in Tennessee on Wednesday, killing at least 25 people in Tennessee on Wednesday.

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

Former Vice President Joe Biden took the stage in Las Vegas after wins in a string of Super Tuesday primary contests.

### Many U.S. Cities See Downturn at Hand

Booming regions mask fiscal weakness in places tethered to shrinking industries.

### Salesforce #1 CRM

Ranked #1 for CRM Applications by Gartner



## ARCHITECTURAL DIGEST REGIONAL PAGES

### 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

MANHATTAN: \$2,350

BOSTON METRO: \$2,350

SOUTH FLORIDA: \$2,730

- **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%





## COUNTRY LIFE

---

Launched in 1897, Country Life Magazine is one of Britain's best known and respected magazine that has, for 120 years, celebrated the greatest British architecture, property, interior design and gardens.

Country Life International offers beautiful advertising pages showcasing the latest properties for sale. Not only this, its dedicated editorial team provides opinion and thought-provoking content and stunning photography that is critical to anyone seriously interested in realising their dream of living in a beautiful home abroad. Its content is fresh and relevant, ensuring readers return to the magazine time and time again. Buyers can find the best new villas and luxury houses for sale in Europe, North America, the Caribbean and beyond.

- **Circulation:** 41,000
- **Male/Female:** 50/50
- **Average Age:** 55
- **HNW Audience:** 85%

---

FULL PAGE \$3,750  
INTERNATIONAL PROPERTIES EDITION



# 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**

**FULL PAGE, COLOR: \$2,500**

- **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:** \$4,900,000



**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares.

<p><b>MOSCOW, RUSSIA</b>                  Sotheby's International Realty                  \$10,000,000 USD                  Moscow Sotheby's International Realty                  IrinaKovalenko@sothebyrealty.ru                  +7 495 325 74 23</p>	<p><b>PARADISE ISLAND, BARBADES</b>                  Elakann Ocean Club Estates                  \$2,000,000   info@elakann.com/paradise                  Damien at Sotheby's International Realty                  damien@sothebyrealty.com                  +1 342 427 0082</p>	<p><b>LOWER LAKE, CALIFORNIA</b>                  ranchlakemod.com                  \$20,000,000                  Galen at Sotheby's International Realty                  MICHAEL DREW PIER                  mcpier@sotheby.com                  +1 650 485 3476</p>	<p><b>RANCHO MIRAGE, CALIFORNIA</b>                  6 Strawn Terrace                  \$2,250,000   info@sotheby.com/rancho                  Pacific Sotheby's International Realty                  CRAIG OBERMAYER                  craig.obermayer@sothebyrealty.com                  +1 760 777 2389</p>		
<p><b>VAIL, COLORADO</b>                  Lodge at Vail Penthouse #411                  \$8,800,000   info@vailrealestate.com                  LV Sotheby's International Realty                  BARBARA SCHWENK                  bschwens@sothebyrealty.com                  +1 970 471 1323</p>	<p><b>GREENWICH, CONNECTICUT</b>                  100 Oldpoint rd.com                  \$90,000,000                  Greenwich Brokerage                  LESLIE McLEWERTH   JOSEPH BARBERIS                  leslie.mclew@sotheby.com   +1 917 539 3854</p>	<p><b>SUNAMEE, GEORGIA</b>                  4834 85thors Hill Drive                  \$2,200,000   info@sotheby.com/4834                  Atlanta Fine Homes Sotheby's International Realty                  KATHY PRICE   JAMIE STONE                  kathyprice@sothebyrealty.com   +1 770 442 7300</p>	<p><b>NORTHEAST HARBOUR, MAINE</b>                  8 Woodbridge Way                  \$9,200,000   info@sotheby.com/8wood                  Legacy Properties Sotheby's International Realty                  ARIANNE QUINLAN                  aquin@sotheby.com                  +1 207 801 1199</p>	<p><b>PARK CITY, UTAH</b>                  7701 North Wood Hills Trail                  \$4,550,000   sothebyrealty.com/utah/7701                  Summit Sotheby's International Realty                  MICHAEL SWAN                  michael.swan@sothebyrealty.com                  +1 435 659 1433</p>	<p><b>PARK CITY, UTAH</b>                  9424 Flamingo Drive                  \$1,500,000   info@sotheby.com/9424                  Summit Sotheby's International Realty                  MICHAEL SWAN                  michael.swan@sothebyrealty.com                  +1 435 659 1433</p>

© 2019 Sotheby's International Realty, All Rights Reserved. The Sotheby's International Realty logo is a service mark of Sotheby's International Realty. Sotheby's International Realty is a registered trademark of Sotheby's International Realty. All other trademarks are the property of their respective owners. Sotheby's International Realty is not responsible for the content of any third party website. Sotheby's International Realty is not a real estate broker in any state where it is not licensed. Sotheby's International Realty is not a real estate broker in any state where it is not licensed. Sotheby's International Realty is not a real estate broker in any state where it is not licensed.

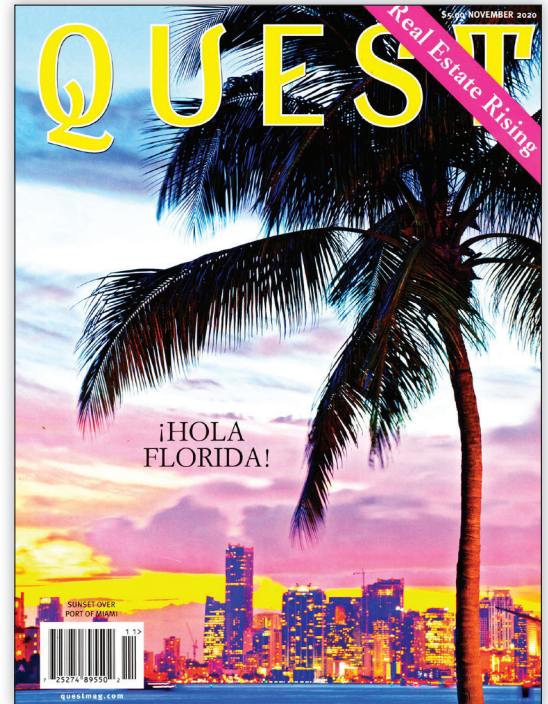
sothebyrealty.com

## QUEST

QUEST and its unique audience share an inseparable connection ... a passion for taste, style, and luxury. QUEST readers are educated, affluent, and transaction-oriented. QUEST audience includes three generations of readers — Millennials, Gen Xers and Baby Boomers, those who helped launch the magazine and those who grew up with it. QUEST provides the most appropriate advertising vehicle for luxury goods, services and consumables. QUEST uncovers the latest trends in real estate, entertainment, art, antiques, fashion, luxury goods, travel, music, and philanthropy in every issue.

- **Total Audience:** 631,750 readers
- **Average HHI:** \$1,437,000
- **Average HHnw:** \$13,900,000
- **3.6 out of 5 own a secondary home**
- **Male/Female:** 44% / 56%
- **Median Age:** 43.4

FULL PAGE: \$3,900



# ROBB REPORT

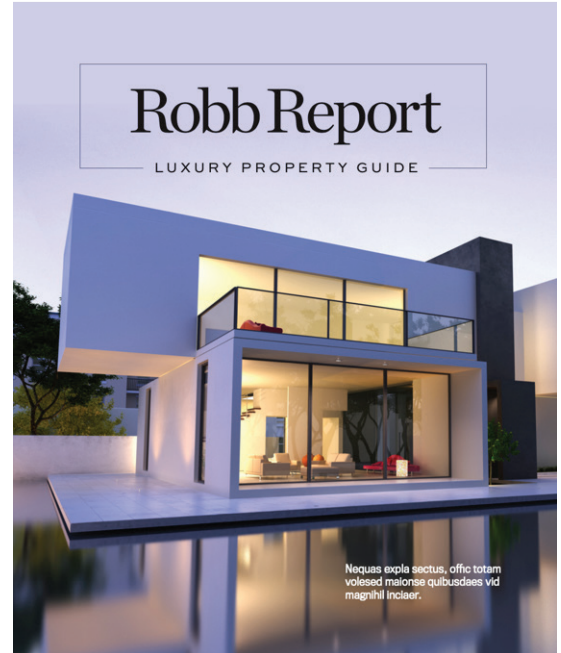
## » LUXURY PROPERTY GUIDE

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

**FULL PAGE - PROPERTY PORTFOLIO: \$3,500**  
**Global**







**COLDWELL BANKER**  
**REALTY**

---

Circulation/Distribution/Reach

---



# CIRCULATION/DISTRIBUTION/REACH 2022

Media	Circulation
<b>DIGITAL</b>	
Million Impressions*	3,000,000
Smart Solutions Eblast	29,000
Juwai.com	
Hot property upgrade	2,300,000
Luxe Channel Property Listing	2,300,000
Conde Nast UK	200,000
Dwell.com	
Real Estate Package 1	110,000
Nob Hill Gazette Peninsula and Silicon Valley	6,500
JamesEdition	
Rotating Gallery Real Estate Page	750,000
Featured Article and e-Newsletter promotion	294,000
Social Media Post - Instagram & Facebook	107,100
Luxe Interiors + Design	
Facebook Post	25,000
Ocean Home	
Custom Email	20,000
Facebook Post	21,600
Instagram Post	21,800
Sponsored Content	38,199
NYTimes.com Property Module	55,603
Social Post Facebook	110,000
Social Post Instagram	120,000
Robbreport.com	6,000
Mansion Global Homepage	328,000
Mansion Global Instagram	76,200
Boat International	76,800
<b>PRINT</b>	
The Wall Street Journal - Northeast Region	444,000
The Wall Street Journal - Florida	225,000
The New York Times	2,918,322
Architectural Digest - Manhattan	13,000
Architectural Digest - Boston Metro	14,000
Architectural Digest - South Florida	16,000
Country Life	40,000
Ocean Home	50,000
Quest	92,800
Robb Report	93,142
<b>GRAND TOTAL</b>	<b>13,902,066</b>



**COLDWELL BANKER**  
**REALTY**

---

# Schedule and Pricing

---

# PROPOSED MEDIA SCHEDULE & PRICING 2022

Media	Ad Description	January	February	March	April	May	June	Media Total
<b>DIGITAL</b>								
Million Impressions*	Digital Banner Program Targeting - Northeast, Chicago metro, DC area, Seattle metro, San Francisco, Europe, China, India, South America	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00				\$ 7,350.00
Smart Solutions Eblast	Custom Email		\$ 2,975.00					\$ 2,975.00
Juwai.com								
Hot property upgrade	Hot property upgrade	\$ 425.00						\$ 425.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months	\$ 425.00						\$ 425.00
Conde Nast UK	Instagram		\$ 2,375.00					\$ 2,375.00
Dwell.com								
Real Estate Package 1	Custom Article with promo on Homepage		\$ 5,000.00					\$ 5,000.00
Nob Hill Gazette Peninsula and Silicon Valley	OTM Ont the Market eNewsletter		\$ 500.00					\$ 500.00
JamesEdition								
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,300.00						\$ 1,300.00
Featured Article and e-Newsletter promotion	e-Newsletter		\$ 4,500.00					\$ 4,500.00
Social Media Post - Instagram & Facebook	Post		\$ 650.00					\$ 650.00
Luxe Interiors + Design								
Facebook Post			\$ 1,500.00					\$ 1,500.00
Ocean Home								
Custom Email		\$ 2,500.00						\$ 2,500.00
Facebook Post		\$ 575.00						\$ 575.00
Instagram Post		\$ 750.00						\$ 750.00
Sponsored Content		\$ 2,500.00						\$ 2,500.00
NYTimes.com Property Module		\$ 3,000.00						\$ 3,000.00
Real Deal	Social Post Facebook	\$ 1,000.00						\$ 1,000.00
Real Deal	Social Post Instagram	\$ 1,000.00						\$ 1,000.00
Robbreport.com	Real Estate media bar		\$ 950.00					\$ 950.00
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00		\$ 2,150.00				\$ 4,300.00
Mansion Global Instagram			\$ 1,775.00					\$ 1,775.00
Boat International	Boat International	\$ 640.00	\$ 640.00	\$ 640.00				\$ 1,920.00
<b>PRINT</b>								
The Wall Street Journal - Northeast Region	2 x 7	\$ 3,020.00	\$ 3,020.00	\$ 3,020.00	BONUS	BONUS	BONUS	\$ 9,060.00
The Wall Street Journal - Florida	2 x 7	\$ 1,650.00	\$ 1,650.00	\$ 1,650.00	BONUS	BONUS	BONUS	\$ 4,950.00
The New York Times	Featured Listing - Sunday	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00				\$ 3,000.00
Architectural Digest - Manhattan	Full Page				\$ 2,350.00			\$ 2,350.00
Architectural Digest - Boston Metro	Full Page				\$ 2,350.00			\$ 2,350.00
Architectural Digest - South Florida	Full Page				\$ 2,730.00			\$ 2,730.00
Country Life	Full page		\$ 3,750.00					\$ 3,750.00
Ocean Home	Full page			\$ 2,500.00				\$ 2,500.00
Quest	Full page			\$ 3,900.00				\$ 3,900.00
Robb Report	Property Portfolio Magazine					\$ 3,500.00		\$ 3,500.00
<b>TOTAL</b>								<b>\$ 85,360.00</b>

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