



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

4852 S PENINSULA DR ADVERTISING AND MARKETING PROGRAM



COLDWELL BANKER

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NATIONAL & GLOBAL EXPOSURE 4852 S PENINSULA DR

SKY Advertising is excited to present to Coldwell Banker a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to 4852 S Peninsula Dr

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 Ponce Inlet, 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 Tim Allen's unique and exciting properties and brand.

LET'S DO GREAT THINGS TOGETHER

JANINE JONES
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COLDWELL BANKER

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.

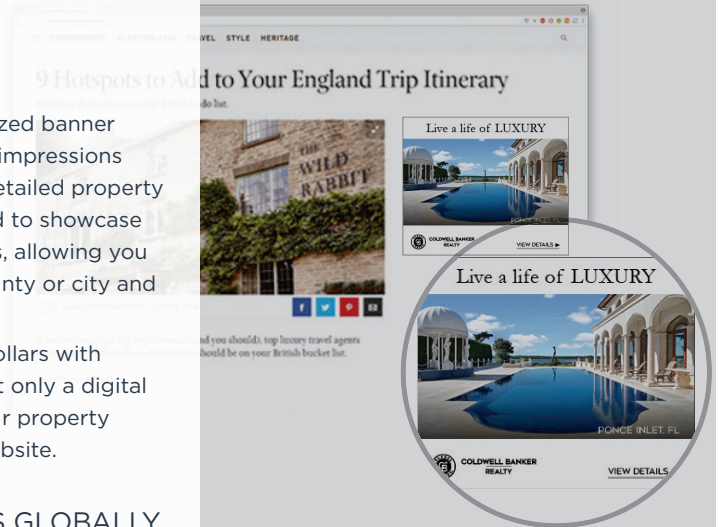
CAMPAIGN OVERVIEW AND BUDGET

Campaign: 4852 S Peninsula Dr
Flight Dates: April 2023 - June 2023
Impressions: 750,000
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.



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.

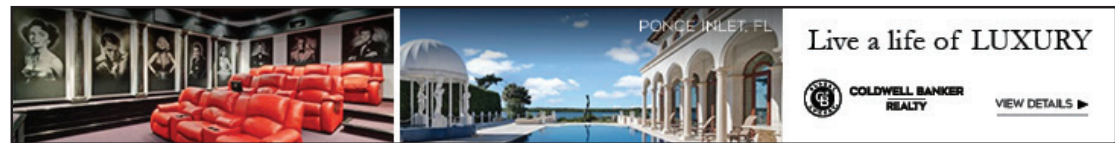


CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

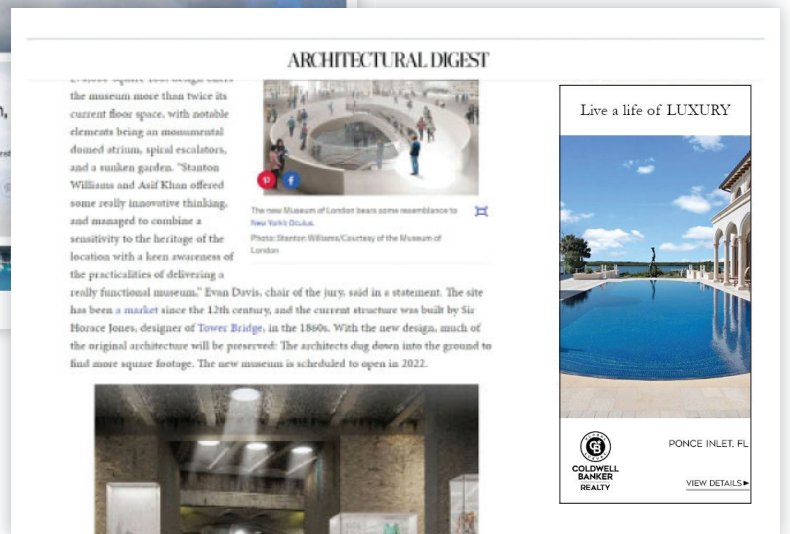
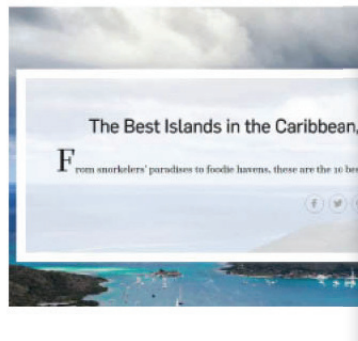
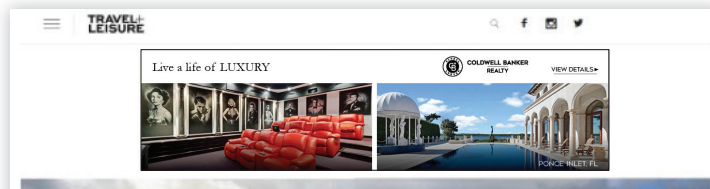
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

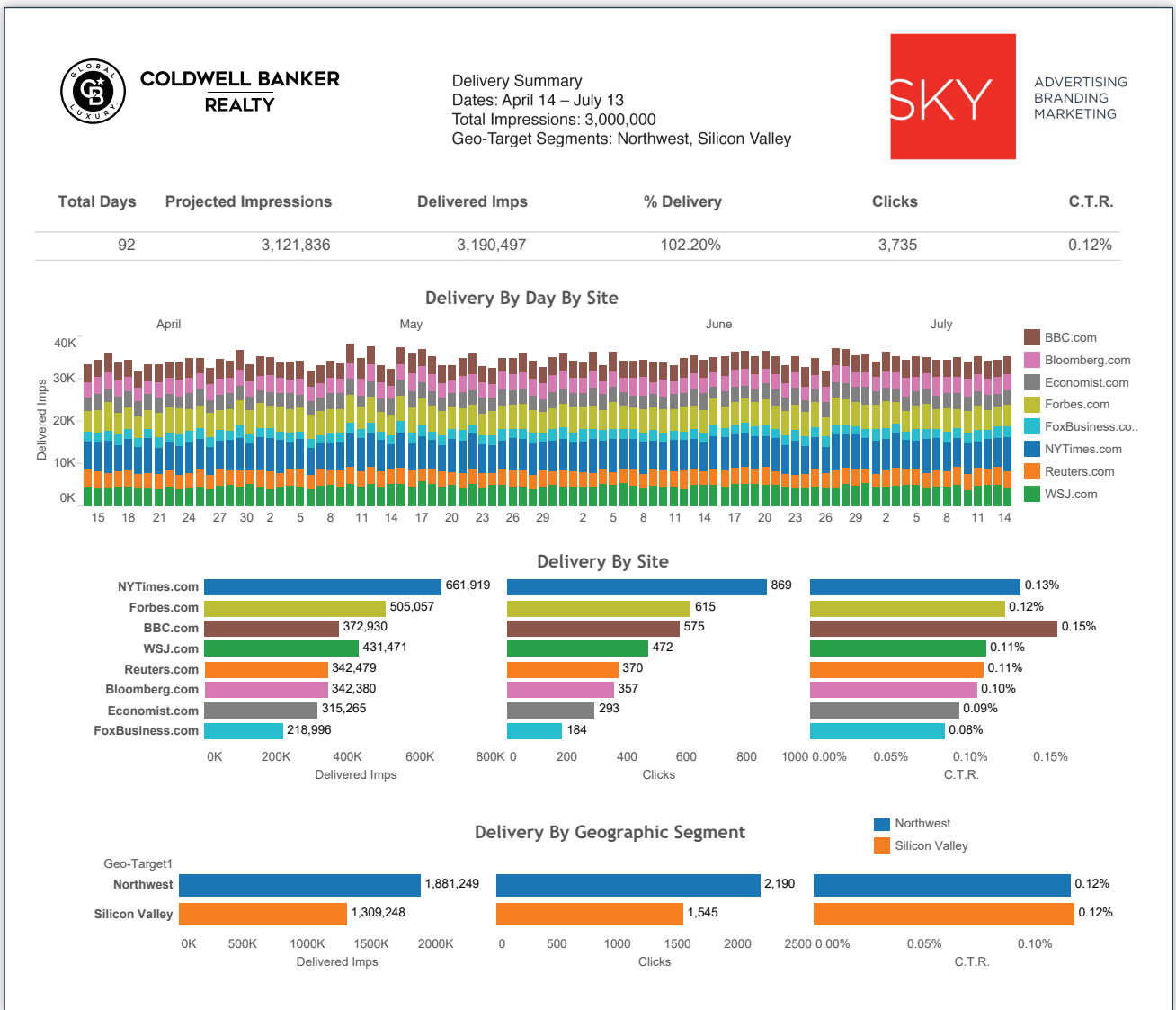


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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



IMPRESSIONS SCHEDULING

After researching, we have put together an integrated program that targets a high-net-worth audience across New York, Washington DC, London, Germany, Dubai, Hong Kong.

The program is scheduled to start on April 1st, run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A site-specific segment of Global leading business/finance, and news websites.
- A custom intent segment, that will allow us to show banners to adults who are Boating Enthusiasts and living in New York, Washington DC, London, Germany, Dubai, Hong Kong.
- A custom intent segment, that will allow us to show banners to adults who are actively searching for Orlando area Real Estate and living in New York, Washington DC, London, Germany, Dubai, Hong Kong.

» SITE SPECIFIC

This segment consists of premium global business, finance and news websites such as WSJ.com, Forbes.com, FoxBusiness.com and more to extend the overall reach of the program.

» BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity) 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 ourtargetingcriteria(behavior, income, and geo-target) on one of these sites The site list includes top news, business, finance, sports, politics, and tech sites.

» 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 page) 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.

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

Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

CUSTOM EBLAST AND REMINDER EMAIL: \$2,295



Explore the latest luxury properties in the Bay Area

Among these buying opportunities: breathtaking opulence with floor-to-ceiling windows, and a vineyard paradise with panoramic views.
Schedule a private tour today.



The Epitome of Luxury Bay Living

44529 Vista Grande Court, Fremont, CA

\$8,998,000

The home you have been waiting for. Embrace the opulence of this 9,931 square foot enclave as you experience unmatched, breathtaking views of the entire Bay Area with floor-to-ceiling windows. Built with every executive amenity you could possibly need, this custom-built masterpiece spares no details.

[View Property](#)




Tuscan Vineyard Oasis in Mission Hills

44989 Vista Dei Sol, Fremont, CA

\$7,998,000

Your very own custom oasis awaits in the highly desirable Mission Hills. Enjoy 8,132 square feet of extensive luxurious living space on 2.7 acres of paradise, including 2 acres of lovely Cabernet vineyards, perfect for any wine connoisseur. Nearly every room in this magnificent home offers outstanding panoramic views of city lights, bay bridges, and the beautiful Mission Hills.

[View Property](#)



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 43513 Mission Boulevard
 Fremont, CA 94539
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 jsabeh@gmail.com

[View Website](#)

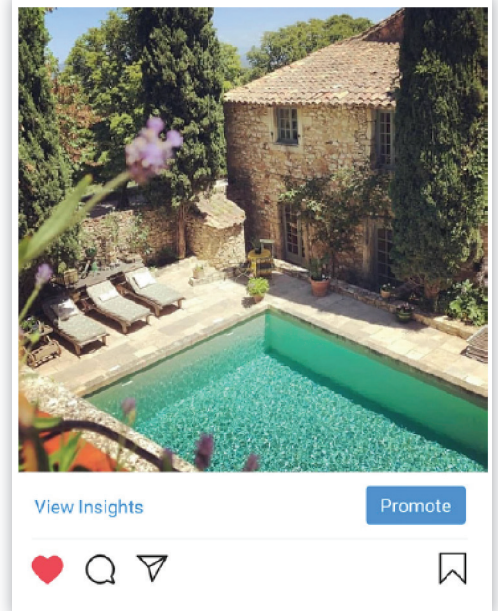
Thank you for being part of our mailing list.
 You can use [this link](#) to stop receiving our emails.
 Alternatively, mail your request to PO Box 34628, Seattle, WA 98124-1628

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: \$ 2,250



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.

30days
Usually \$725
Global

» FEATURED PLACEMENT PROPERTY LISTING

Juwai Luxe Channel

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

6 months
For properties \$2M+
Global

PRICING SPECIAL FOR BOTH PLACEMENTS:
\$675



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.

elite traveler

- 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.

SAN FRANCISCO, PENINSULA AND SILICON VALLEY
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

**HOME PAGE
FEATURED BANNER: \$2,000**

**REAL ESTATE PAGE
FEATURED BANNER: \$1,600**



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.

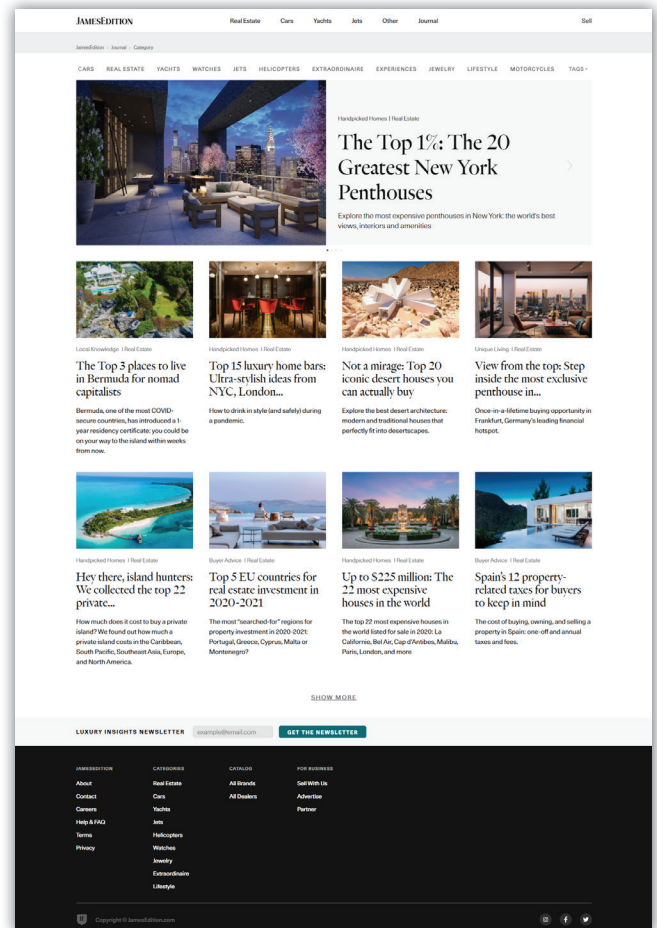
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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.

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



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

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

» PHOTO

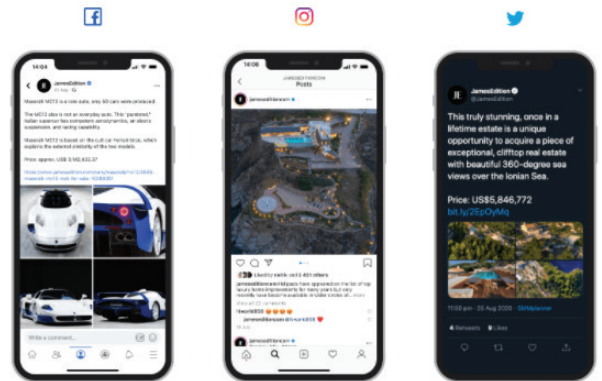
- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$500

» 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 PHOTO PLUS



» 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

JETSET

» 12 MONTH GLOBAL DIGITAL CAMPAIGN

EMAIL

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through a banner insertion in the Jetset Magazine weekly newsletter that provides timely news about our readers' passions.

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

12 MONTH WEB FEATURE

- 1 Million monthly page views
- 170K unique visitors

PRICE \$2,500/YEAR
2 SHARED EMAIL BLASTS PLUS 12 MONTH WEB FEATURE (\$10,000 VALUE)

Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun

Diamante Cabo San Lucas (Diamante), a 1,500-acre private oceanfront community on the Pacific coast in Cabo San Lucas, BCS, Mexico, has announced plans to build a new 18-hole, championship golf course to be designed by Tiger Woods and his company Tiger Woods Design (TWD).

The TWD designed course will be Diamante's second and will join the resort's award-winning championship golf course, Diamante Dunes, a natural links course that opened in 2009. Construction on the new course, named "El Cardenal" began in September, and is expected to take approximately 18 months to complete.

Diamante, a private and fully integrated Master Planned Resort Community located on the Pacific Coast, opened in 2009 to rave reviews. Phase I involves creating an exclusive and diverse golf club environment with world-class resort golf courses, residential villas, a private residence club and beach-front home sites.

"Diamante is a growing resort community that is already home to GOLF Magazine's 58th ranked course in the world," said Diamante CEO Ken Jowdy. "We believe a Tiger Woods Design course will be the perfect complement to Dunes over its Dunes Course and will embody the high standards that we have set at Diamante."

Diamante's "El Cardenal" course will look and play very differently from the Dunes Course and will help solidify Diamante's reputation as a world-class golf destination.

"While the Dunes course is reminiscent of a classic Scottish links course, this course is going to remind people of the old-style California courses," Woods said. "We will use the existing arroyos that traverse the site and well-placed bunkers to create definite strategic choices and carries off the tees."

TWD plans to integrate Diamante's rolling hills and spectacular views into the design of a very distinctive golf course. The bunkers will have a traditional look while natural, irregular contours will be preserved in wide fairways. The variety of holes and strategic options will promote shot-making while still creating a very playable experience for golfers of all skill levels.

"I set up the golf strategy to make golfers think and make choices," said Woods. "Regardless of your handicap, there are going to be different ways to play every hole. Angles of approach are going to be very important and will dictate the type of shots you should consider. I love this kind of golf."

The "El Cardenal" course is planned to measure more than 7,300 yards and will be contiguous to "The Resort at Diamante," which will be a fully functioning separate resort within the Diamante Community. The Resort encompasses 80 acres and will include a Vacation Club with more than 200 residences.

The Resort will also incorporate a series of family-friendly recreational and social amenities including a 10-acre swimmable lagoon, a village complex with retail stores, restaurants, a kids' camp, arcade, water park, and a water-based activity center. There will also be a world-class Spa and Fitness Center with a lap pool, as well as a sports complex with facilities for tennis, training, baseball, soccer and other recreational uses.

"Our goal at Tiger Woods Design is to find locations to design unique and memorable golf courses," said Woods. "Diamante definitely meets that objective."

This is the fourth golf course deal signed by Tiger Woods Design since the firm's inception in 2006 and the second in Mexico. Other contracts include Punta Brava in Ensenada, Mexico, The Cliffs at High Carolina in Asheville, North Carolina, and Al Buwayq, located in Dubai, U.A.E.

"We are excited to work with Tiger Woods and his design team," said Jowdy. "He brings a wealth of golf knowledge and experience, and we look forward to creating a world-class golf course that integrates Diamante's unique style and characteristics."

Woods, who started TWD after 10 years playing professional golf, plans to instill experiences gleaned from playing worldwide and on almost every continent. Woods noted that he is dedicated to applying his hands-on knowledge of the game to the Diamante site.

"What really sets TWD apart is Tiger's commitment to the project, and his passion to create a golf experience players of all levels can enjoy," said Jowdy. "It doesn't hurt that Cabo San Lucas is the backdrop to Diamante, as one of the world's most desired vacation spots. Having a course designed by Tiger Woods will only add to the resort city's allure."

The Diamante experience also features a Clubhouse, a Cabana and a practice facility with private hitting bays and slider bar. The 100,000-sq-foot Diamante Dunes Clubhouse which includes 20 2-bedroom residences is set to open November 10, 2012.

SHARE ON: Facebook, Google+, Twitter

ABOUT THE AUTHOR

Diamante Cabo San Lucas

RELATED POSTS

The Ultimate Cabo Experience
 Walk Through Cabo San Lucas Exotic Vacation Packages

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**

Los Angeles Times

CUSTOM EMAIL PRICE: \$1,350/
DEPLOYMENT

LUXURY ESTATE

» LUXURY ESTATE

Luxury Estate is the leading international portal for the luxury real estate market.

With website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- **1,900,000** visitors per month
- **18,000,000** page views per month
- **3,000,000** euro average buyer inquiry

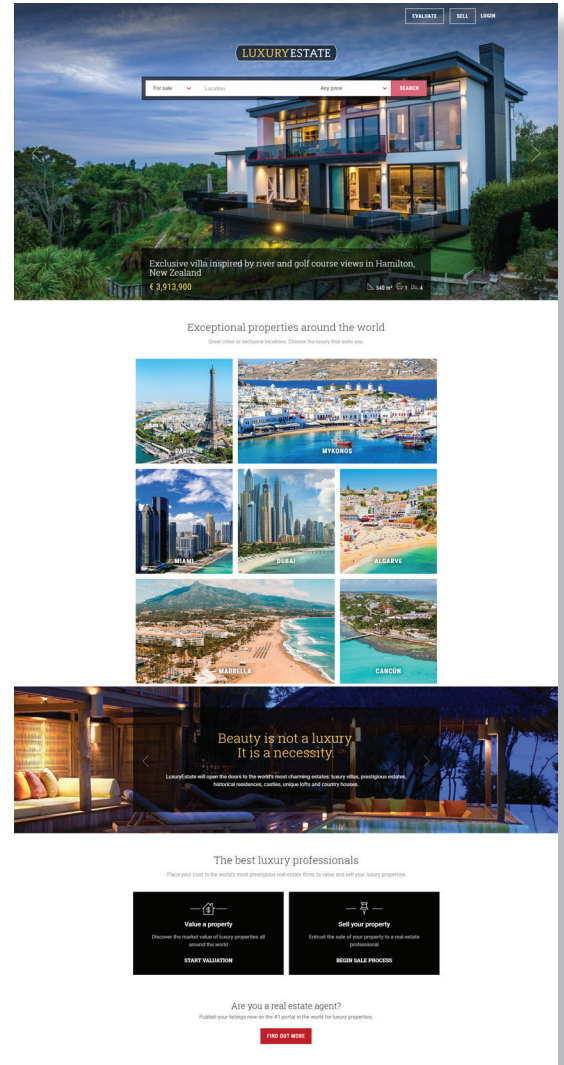
SHOWCASE LISTING + ELITE LISTING PACKAGES

PRICES:

\$1,100 FOR 1 MONTH,

\$3,250 FOR 3 MONTHS,

\$5,100 FOR 6 MONTHS



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



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

Una Residences
info@uneresidences.com

SIMPLY ABU DHABI

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

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

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

INSTAGRAM POST
\$1,375 PER POST *2 POST MINIMUM



THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» MANSION GLOBAL HOMEPAGE HERO

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

- 164,000 Unique Visitors
- 1.75% Click-Through Rate
- 2.5% Share of Voice
- Can rotate up to 5 properties



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



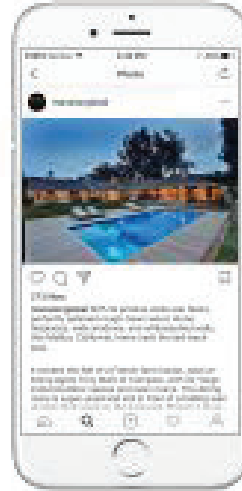
THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» @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**

\$1,775



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: \$750



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 *Ruti E* now for sale with Northrop & Johnson and Denison

READ MORE

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

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

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New 60 metre Amels 200 motor yacht sold

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

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Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus

READ MORE

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS



COLDWELL BANKER

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:** 786,294
- **Readership:** 4,500,000
- **Male / Female:** 62% / 38%
- **Average HHI:** \$278,000
- **Average age:** 50

PROPERTY PORTFOLIO: \$ 2,355

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
Business & Finance

- The Fed raised its emergency half percent interest rate cut after a 75-basis-point move in February.
- The SEC is investigating whether the use of social media by analysts and investors is a securities law violation.
- Tengel, Kohls and other retailers that posted losses to holiday results now face uncertainty over their 2017 outlook.
- Intel's Q4 earnings fell as it cut prices to boost sales.
- The Supreme Court will hear whether a state can sue a company to force it to pay for health care.
- An average that has tracked the performance of U.S. stocks since 1926 is on track to reach \$1 trillion.
- Fidelity posted record net asset growth in 2016.
- Qdoba sold a second round of financing to help it build a new store.
- Qdoba sold a second round of financing to help it build a new store.

Tennessee Twisters Kill at Least 25

By Susan Coates-Foxon
 An American Idol finalist died in a twister that struck Nashville, Tennessee, on Tuesday, killing at least 25 people as the twister carried a path through the city's downtown and into the city's neighborhood.



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

Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary elections.



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, 2016. Ranked #1 for CRM Applications by Gartner, 2015.

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:** 51% / 49%
- **Median HHI:** \$193,586
- **Average HHI:** \$359,826
- **Median Age:** 50

FEATURED PROPERTY- SUNDAY

- 1X \$1,475
- 2X \$1,180
- 3X+ \$1,000

Real Estate
The New York Times

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

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 1700... +1 800 456 11300	 1700... +1 800 456 11300	 11200... +1 800 456 11300	 1400... +1 800 456 11300	 Sotheby's Realty... +1 800 456 11300
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ELITE TRAVELER

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of 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

- Total Readership: 557,000
- Average Age: 45
- Male/Female: 69% / 31%
- Average HHI: \$7.9M
- Average Net Worth: \$32M

LUXURY HOMES FEATURE: \$4,500

elite traveler



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% Male / 14% Female
- **Average household income:** \$338,000
- **Median age:** 51

PROPERTY GALLERY: \$1,250
Global





COLDWELL BANKER

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2021

Media	Circulation
SOTHEBY'S AUCTION HOUSE	
Sotheby's Magazine/Sotheby's Preferred	50,000
Sotheby's Bespoke Geo-Targeted Emails Colorado	1,000
RM Auction	200,000
DIGITAL	
Million Impressions*	5,916,000
PRINT	
The Wall Street Journal - National	3,541,497
The New York Times	2,918,322
Architectural Digest - Denver Metro Region	9,000
The Los Angeles Times	206,812
GRAND TOTAL	12,842,631



COLDWELL BANKER

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2021

Media	Ad Description	December	January	February	March	April	May	Media Total
SOTHEBY'S AUCTION HOUSE								
	Sotheby's Magazine/Sotheby's Preferred		\$ 910.00					\$ 910.00
	Property Spot							
	Sotheby's Bespoke Geo-Targeted Emails			\$ 1,725.00				\$ 1,725.00
	Email Colorado							
	Sotheby's Bespoke Geo-Targeted Emails							
	Property Spot		\$ 575.00					\$ 575.00
	Property Spot							
DIGITAL								
	Million Impressions*	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 13,200.00
	Digital Banner Program							
	Denver Metro, California, Texas, Arizona							
PRINT								
	The Wall Street Journal - National	\$ 650.00	\$ 650.00	\$ 650.00				\$ 1,950.00
	Property Spot							
	The New York Times		\$ 710.00	\$ 710.00	\$ 710.00			\$ 2,130.00
	Property Spot							
	Architectural Digest - Denver Metro Region			\$ 2,180.00				\$ 2,180.00
	Full Page							
	The Los Angeles Times			\$ 665.00	\$ 665.00			\$ 1,330.00
	Takeover							
TOTAL								\$ 24,000.00

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy