



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

MAR Y CEL ADVERTISING AND MARKETING PROGRAM



COLDWELL BANKER
REALTY

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NATIONAL & GLOBAL EXPOSURE MAR Y CEL

SKY Advertising is excited to present to Coldwell Banker Global Luxury Southern California a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Mar Y Cel.

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 a real estate opportunity in Montecito.

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

LET'S DO GREAT THINGS TOGETHER

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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.

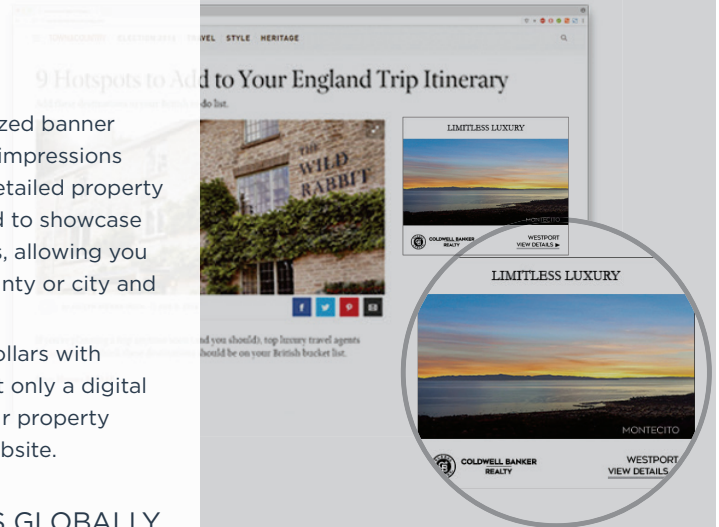
CAMPAIGN OVERVIEW AND BUDGET

Campaign: Mar Y Cel
Flight Dates: June 2023 - August 2023
Impressions: 1,500,000
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.

farmbuy.com™

 landsearch

LANDFLIP

Land And Farm

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.

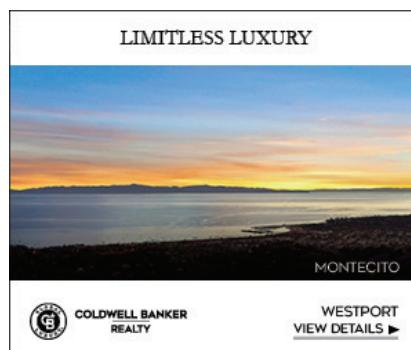
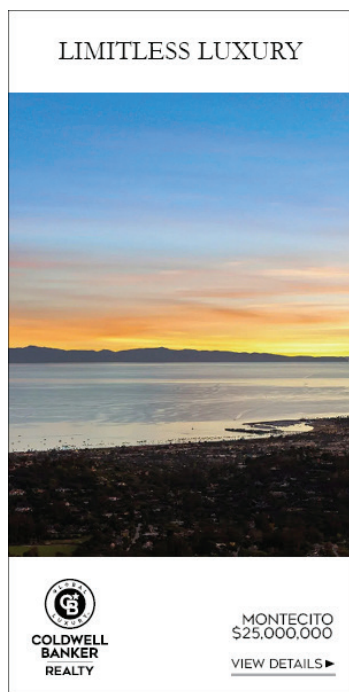
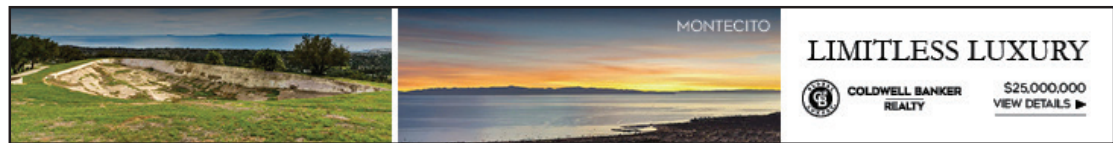
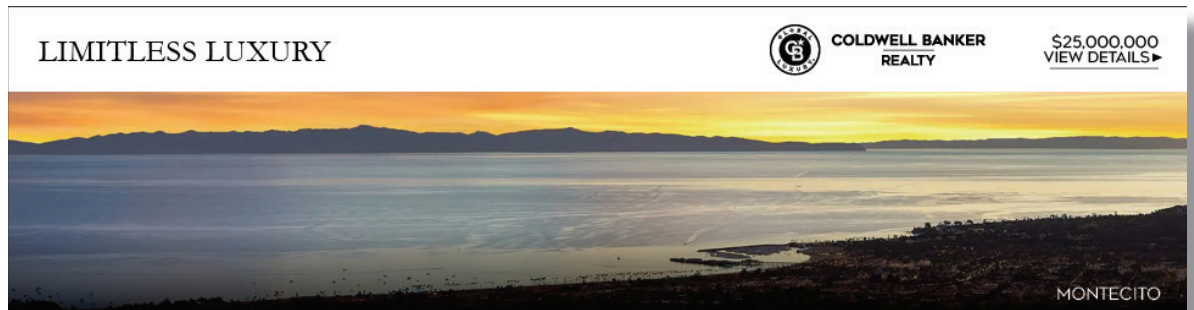


CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

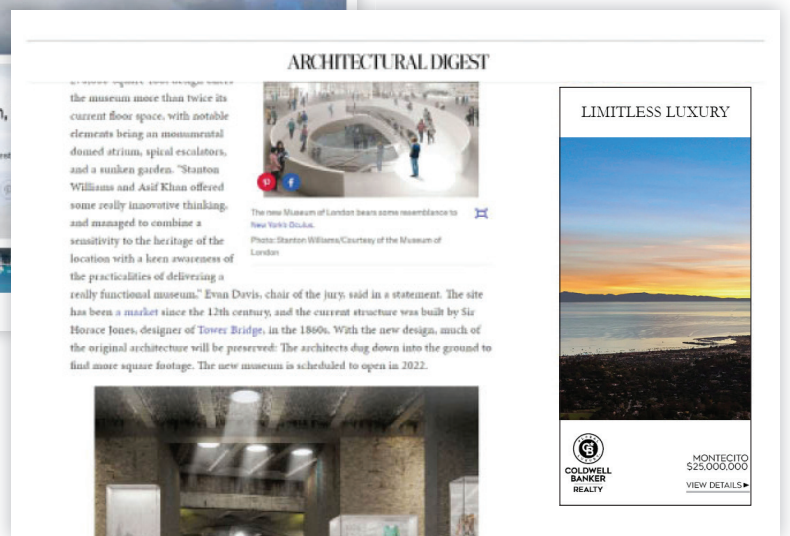
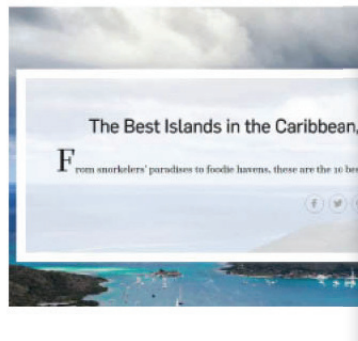
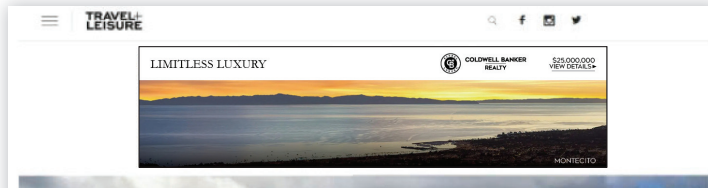
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

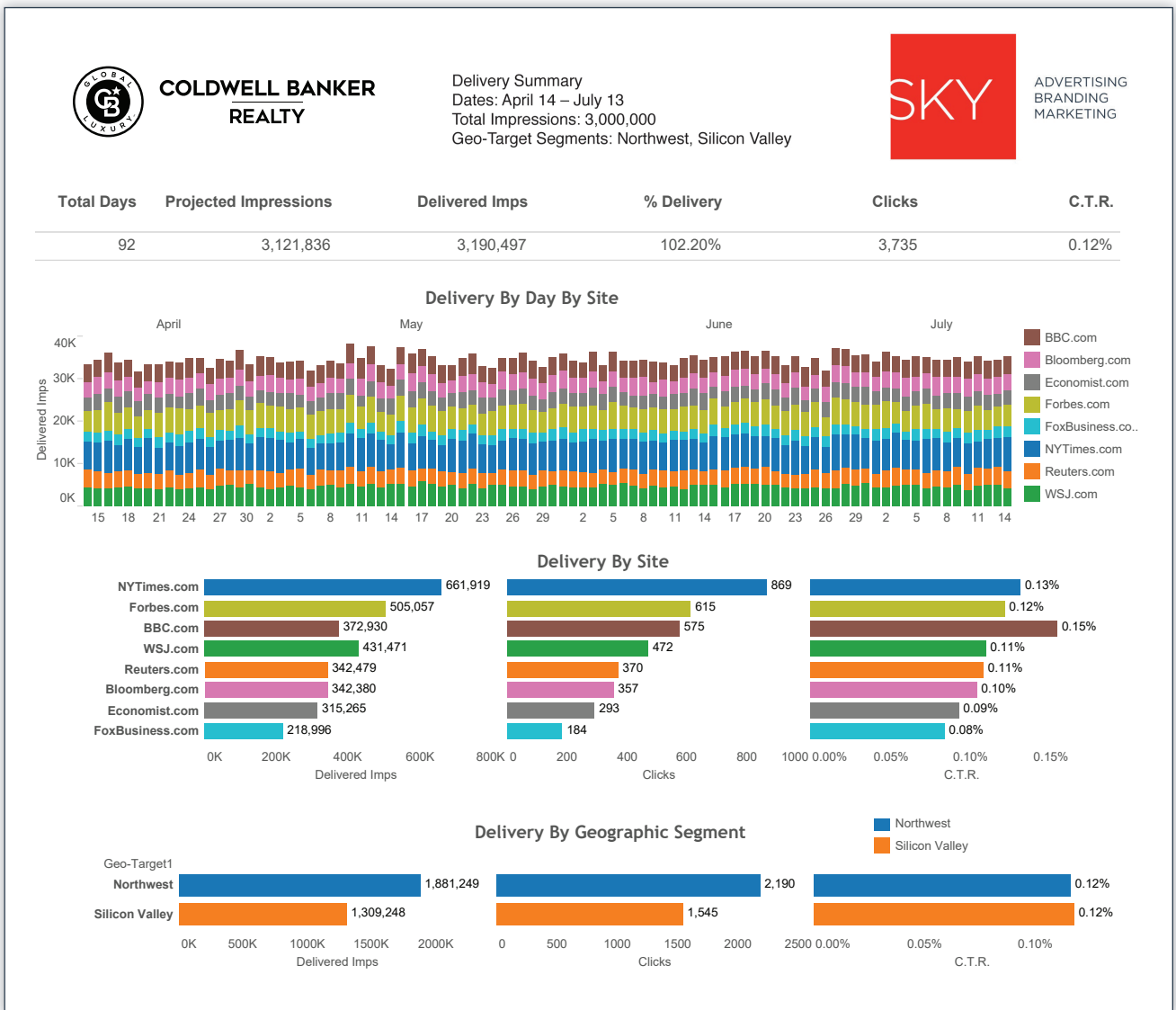


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 the United States.

The programs are scheduled to start on June 1st and run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A site-specific segment of premium land and property focused websites (e.g., Landflip.com, Landsearch.com, etc.).
- A topic targeting segment that will place ads adjacent to content focused on lots and land within premium news, business and property focused websites. (e.g. wsj.com, latimes.com, landsearch.com, zillow.com etc.).
- A custom intent segment, that will allow us to show banners to adults who are actively searching for land and property for sale and living within the United States.

» SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Bloomberg.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 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.

» 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.

IMPRESSIONS SCHEDULE

CB Southern CA Mar Y Cel Monticito

Media	Geo-Target	June					July					August				Impressions		
		01	08	15	22	29	06	13	20	27	03	10	17	24				
Landflip.com	United States																	
Landandfarm.com																		
Landsearch.com																		
farmbuy.com																		
Topic Targeting - Lots and Land	United States																	550,000
Custom Intent - Land For Sale	United States																	600,000
Total Digital																	1,500,000	

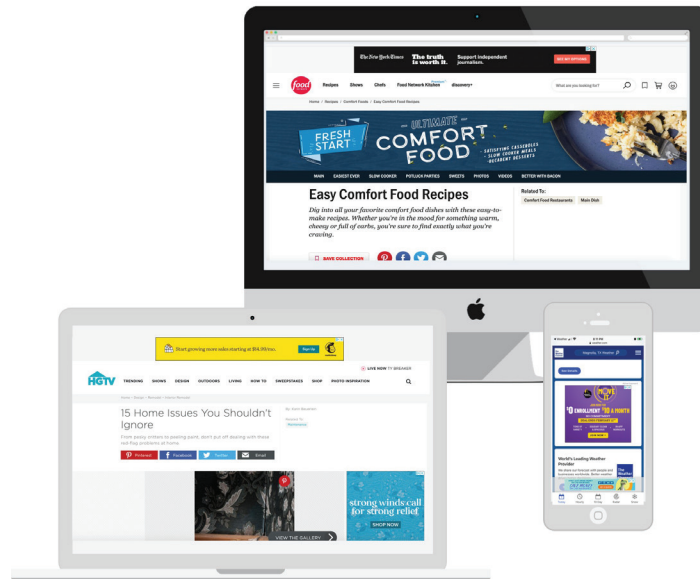
COMPREHENSIVE DIGITAL

DISPLAY

- Promotes customer engagement by increasing brand familiarity.
- Geo targeted banner ads will be delivered to your audience when they are online, searching and viewing relevant content across all devices.

» TARGETING INCLUDES

- Contextual – targeting consumers while engaging with content mentioning relevant terms
- Search Retargeting – targeting consumers who are searching for relevant terms online
- Behavioral – Utilizes third party data and browsing history to reach relevant users
- Domain Retargeting – retargeting consumers after they visit your website to keep your brand/product top of mind



COMPREHENSIVE DIGITAL

SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

Targeting abilities:

- Behavioral - Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- Keywords - Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- A.I. Targeting - Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- Retargeting - Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- Custom Audience Matching - Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

PRICE: STARTING AT \$1,500 FOR ONE MONTH.

Better Homes & Gardens
100 years of powering your passions at home

Subscribe

Colleton River

A private oasis in your own backyard... Your dream home awaits at Colleton River!

#southcarolina #lowcountry #gorgeous #views #river #peninsula #family #friends #lifestyle #private #peninsula #water #coastalife #nature #golf #home #lifeonthewater #cheers #fitness #social #bluffton #welcomehome

LEARN MORE

Make your yard more sustainable by Ad

OFFICEWORLD THE **BIG SALE** March 1 - April 30

SAVE on OFFICE CHAIRS and DESKS

LEARN MORE

HGTV

TRENDS SHOWS TV SCHEDULE DESIGN OUTDOORS LIVING HOW TO SWEEPSTAKES SHOP

RENOVATION 911

Meet Kirsten Meehan and Lindsey Uselding, the Heroes and Hosts of "Renovation 911"

The sisters share their emergency restoration expertise in the all-new HGTV series.

By Kathleen Edwards
How: Renovation 911

Related to: [Quality Home and Home Value](#) | [Renovation](#)

Sisters and business partners, **Kirsten Meehan** and **Lindsey Uselding** are **no strangers to emergency situations**. The duo owns an emergency restoration business in Horrocksville and are some of the first people to respond after homeowners report damages caused by an unexpected disaster.

"Whenever you call your insurance company because something bad happens, that's when we come into play," says Kirsten.

Come **March 28 at 9/8c**, these two are bringing their restoration expertise to HGTV in a new series, **Renovation 911** (available to stream on **discovery+** same day). Ahead, learn more about the sisters. Learn how they respond to these home disasters, talk to the pros on-site with Family Handyman.

CAMPAIGN PROJECTIONS COLDWELL BANKER

Client: Coldwell Banker Southern

Date Created: 5/5/2023
 GEOGRAPHIC TARGET:
 California

Digital Campaign Planner
COLDWELL BANKER REALTY

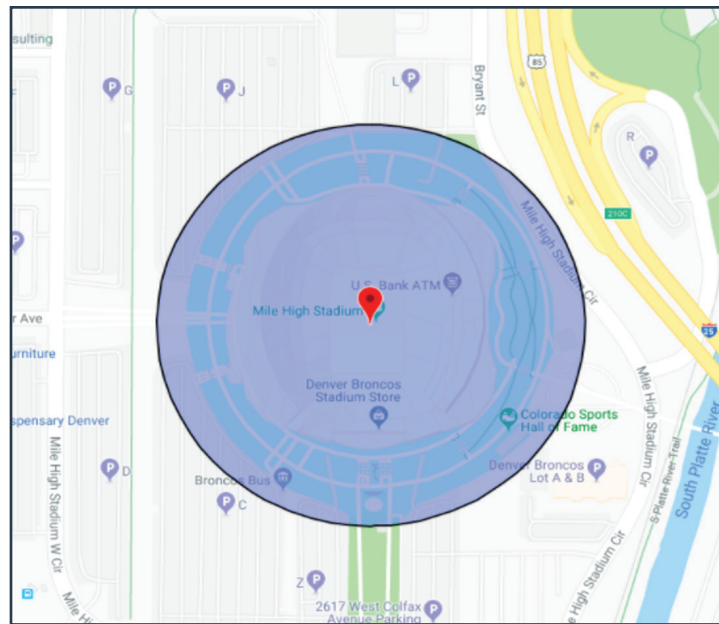
Campaign Duration: 5/15/2023 - 8/15/2023

DISPLAY ADS	May-23	Jun-23	Jul-23	Total
Behavioral Targeting: High Net Worth AND Beach House Second Home Owners; Waterfront Vacationers; Vacation Home; Has Second/Vacation Home; Second Home Owner; Second Home Owners > Likely; Second Home Owners > Highly Likely; Millionaires; Multi-Millionaires; Real Estate > Luxury and Family; Real Estate Behaviour - Lap Of Luxury; Interior furnishing > Upscale/Luxury; Residential Luxury Rentals - Consumer pays \$2000 or greater monthly rent; High End Real Estate Researchers; Enthusiasts > Wellness; Spiritual Believers; Luxury Travelers; Health - Spa & Wellness; Cleaning and Detoxification; Wellness Lovers; Meditation and Spirituality; Mind And Body Aspirers; Holistic Healing; Acupuncture & Chinese Medicine; Herbal Believers; Vitamins - Herbs or Botanicals Users	150,000 \$10.00 \$1,500.00	150,000 \$10.00 \$1,500.00	150,000 \$10.00 \$1,500.00	450,000 \$30.00 \$4,500.00
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram Retargeting				
Behavioral Targeting: High Net Worth AND Beach House Second Home Owners; Waterfront Vacationers; Vacation Home; Has Second/Vacation Home; Second Home Owner; Second Home Owners > Likely; Second Home Owners > Highly Likely; Millionaires; Multi-Millionaires; Real Estate > Luxury and Family; Real Estate Behaviour - Lap Of Luxury; Interior furnishing > Upscale/Luxury; Residential Luxury Rentals - Consumer pays \$5000 or greater monthly rent; High End Real Estate Researchers; Enthusiasts > Wellness; Spiritual Believers; Luxury Travelers; Health - Spa & Wellness; Cleaning and Detoxification; Wellness Lovers; Meditation and Spirituality; Mind And Body Aspirers; Holistic Healing; Acupuncture & Chinese Medicine; Herbal Believers; Vitamins - Herbs or Botanicals Users	100,000 \$15.00 \$1,500.00	100,000 \$15.00 \$1,500.00	100,000 \$15.00 \$1,500.00	300,000 \$45.00 \$4,500.00
TOTAL CAMPAIGN IMPRESSIONS:	250,000	250,000	250,000	750,000
TOTAL CAMPAIGN INVESTMENT:	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

DIGITAL EVENT TARGETING

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



» GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER.

- From \$1,500/month

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.



» CAMPAIGN

Residential Construction industry larger firms and people at the Director level and above with 8+ years experience.

- Company Industries: Residential Building Construction
- Years of Experience: 8 years - 12+ years
- Company Size: 51+ employees
- Job Seniorities: Partner, Owner, CXO, VP, Director
- Geography: United States
- Target audience size: 17,000+
- 30-day spend: \$2,615 - \$4,615
- 30-day impressions: 100,000 - 290,000
- CTR: 0.63% - 0.96%

30-DAY CLICKS: 970 - 2,600
30-DAY COST PER CLICK: \$1.47 - \$2.21

\$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 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.

30 DAYS
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



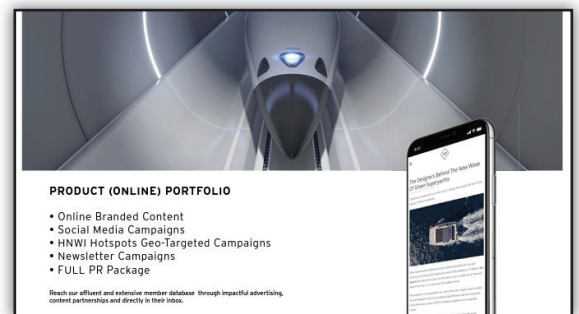
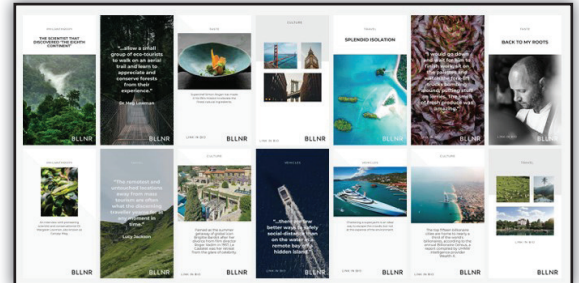
PRICING SPECIAL: \$650/COMBO PRICE.

BILLIONAIRE MAGAZINE

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

- **Digital Audience**
- 29% MILLIONAIRES
- **Readership stats**
- Total Print Readership - **32,000**
- Online Monthly Unique Audience - **120,000**
- Online Monthly Page Views - **240,000**
- Social Media Reach - **110,000**
- Newsletter Database - **25,000**
- 1x Online content piece - will sit on the site indefinitely and pick up organic views
- 1x Newsletter inclusion (25k subscribers) - drive content piece via newsletter
- 1x hyper-targeted social media campaign (4 weeks) - target UHNWI's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

CUSTOM CONTENT + ENEWSLETTER: \$4,300



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

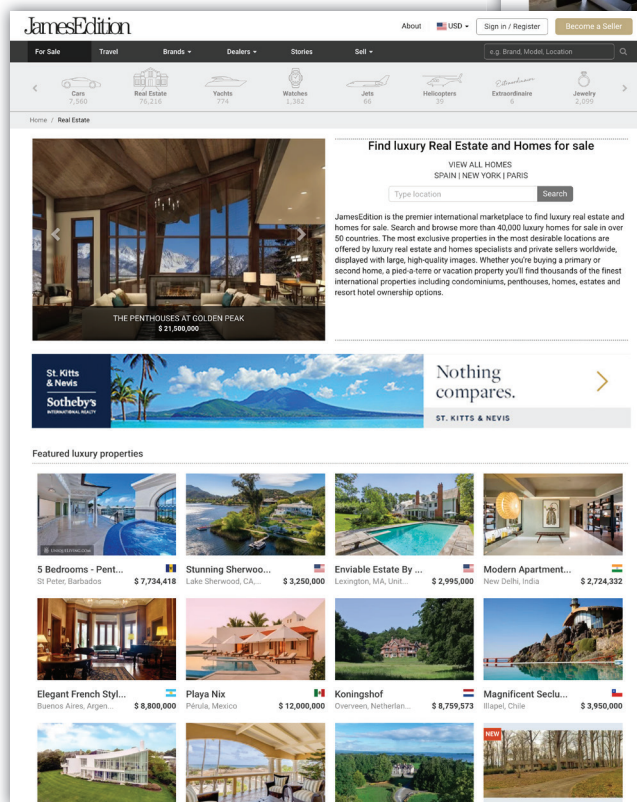
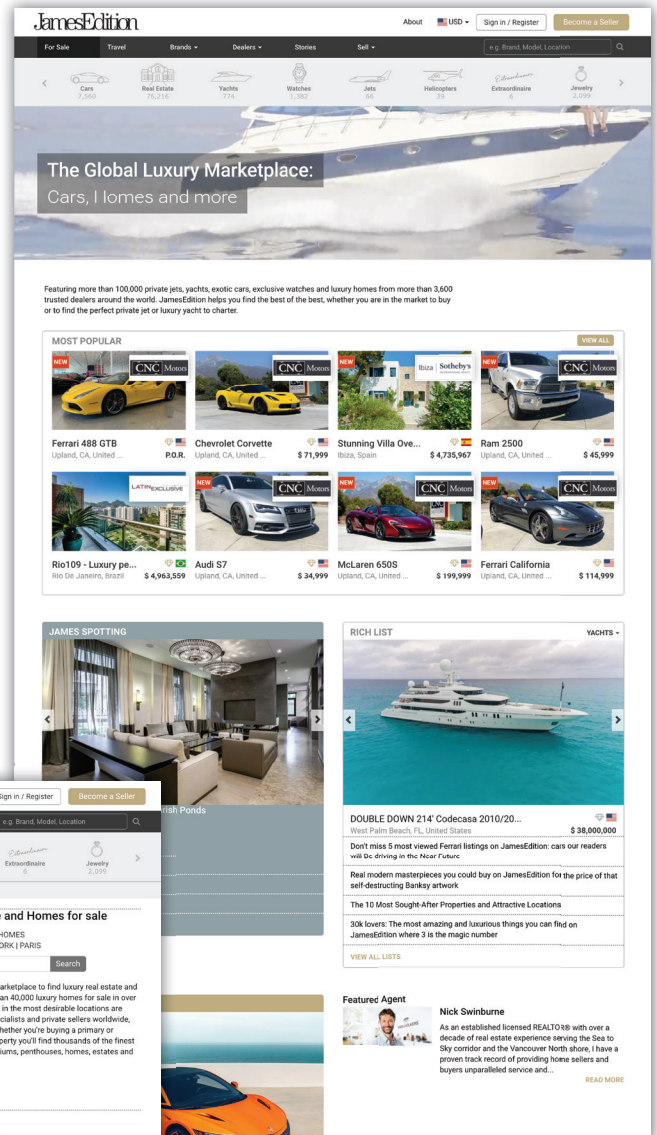
» E-NEWSLETTER

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.

LISTING FEATURE: \$1,500



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.

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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.

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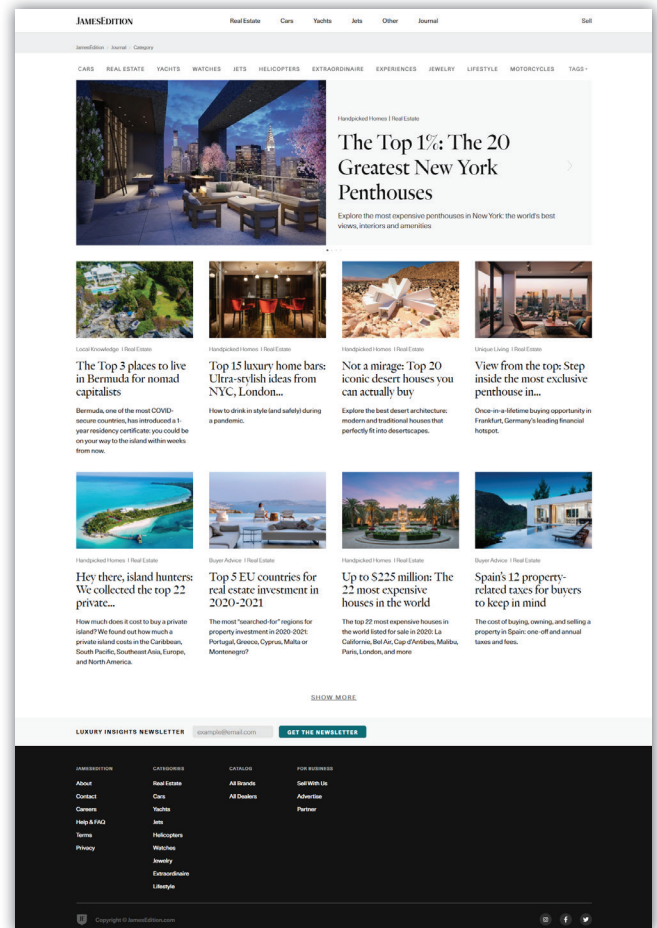
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in a Featured Story.

\$5,500 NEWSLETTER TOP & ARTICLE

\$3,300 NEWSLETTER TRENDING & ARTICLE



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)

The screenshot shows a digital article layout. At the top, there's a navigation bar with 'TRENDS', 'Home', 'Lifestyle', and 'Sports'. The main headline reads 'Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun'. Below the headline is a large, high-quality photograph of the Diamante resort complex, featuring modern buildings and lush greenery. To the right of the main image is a vertical sidebar with a 'TRACK RECORD' banner, a social media feed for '@jetsetmag', and a 'Jetset' subscription promotion. Below the main image, there are several paragraphs of text, interspersed with smaller images and social media sharing icons. At the bottom of the article, there are 'SHARE ON' buttons for Facebook, Google+, and Twitter, followed by an 'ABOUT THE AUTHOR' section for 'Diamante Cabo San Lucas' and a 'RELATED POSTS' section with two additional article thumbnails.

LAND.COM

The Land.com Network is the largest online marketplace for discovering, buying and selling rural real estate.

Lands of America

Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

Land and Farm

A top-tier rural property marketplace, Land And Farm receives more than 2 million visits and 16 million page views monthly.

Land Watch

LandWatch is an online leader in rural properties and land for sale, including home sites for vacation, recreation or investment.

» DEDICATED EMAILS

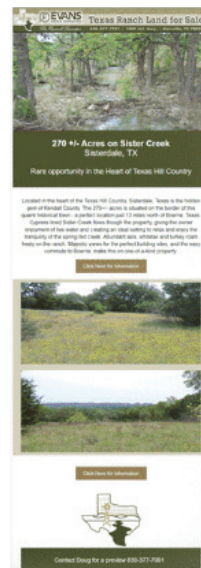
Create a custom message dedicated to your target customers that highlights your properties and business.

Drive demand and call the most-relevant prospects to action.

PRICE: \$1,500
RECIPIENTS: 5,000

» PLATINUM FEATURED PROPERTY

PRICE: \$750
FEATURED ON ALL 3 LAND.COM SITES



LAND.COM

The Land.com Network is the largest online marketplace for discovering, buying and selling rural real estate.

Lands of America

Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

Land and Farm

A top-tier rural property marketplace, Land And Farm receives more than 2 million visits and 16 million page views monthly.

Land Watch

LandWatch is an online leader in rural properties and land for sale, including home sites for vacation, recreation or investment.

» SIGNATURE LISTINGS

10Xs more Exposure

- Sorted on top in search results above Premium and Standard listings
- Largest ad size in search results
- Business name and logo (or portrait) in search results
- Link to your website and property URL
- 3D virtual tour and video display
- Enhanced photo gallery
- Branding on listing detail page
- Dedicated seller profile page
- Ads on Google, Bing, Facebook, and Instagram
- Competition-free property pages
- Priority placements on all search results, landing pages, and social media ads

\$125/ONE LISTING

\$330/3 LISTINGS

\$1,200/12 LISTINGS



Land And Farm

LandWatch™



LAND REPORT

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

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

» **Top In-Bound Markets:**

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

» PORTFOLIO LISTING

FEATURED LISTING: \$3,000

» SOCIAL MEDIA POSTS

BANNERS: \$1,125/ALL CHANNELS

» ENEWSLETTER PROMOTION

ONLINE DIRECTORY LISTING: \$2,500/MONTH

COMBO PRICING ALL 3 PLACEMENTS: \$5,000

The LandReport



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: \$1,350/DEPLOYMENT

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
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)

» MANSION GLOBAL DAILY (M-F) ENEWSLETTER

- 5 Drops Monday - Friday
- 100% SOV
- 17,000 Opt in subscribers

COST: \$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. 1902 2111 W Cordova Street, Vancouver, BC	\$38,000,000
2. 68 Brimley Path, Toronto, ON	\$33,000,000
3. 1228 Birch Avenue, Vancouver, BC	\$24,500,000
4. 1400 - 201 Cumberland Street Toronto, ON	\$21,500,000
5. 3403 Pine Crescent, Vancouver, BC	\$18,900,000
6. 1 Fernhill Court, Bute Inlet, BC	\$20,800,000
7. 4052 142 Street, Surrey, BC	\$20,800,000
8. 42 Ave. Fenwick, Westmead, QC	\$15,500,000
9. 7516-7518 Av. Royale, Chateau-Richer, QC	\$26,000,000
10. 2024 Hilda Lane, Ottawa, BC	\$23,900,000
10. 489 Spadina Road, Toronto, ON	\$25,000,000



Region	Average Home Price	Number of Luxury Listings (over \$3M)	Most Expensive Listing
British Columbia	\$730,333	2,119	\$38,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,800,000
Whistler	\$1,053,300	26	\$25,000,000

Region	Average Home Price	Number of Luxury Listings (over \$3M)	Most Expensive Listing
Ontario	\$578,072	1,051	\$35,000,000
Toronto	\$865,817	322	\$35,000,000

Region	Average Home Price	Number of Luxury Listings (over \$3M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	32	\$26,500,000
Chateau-Richer	\$159,333	1	\$26,000,000

TRENDING TODAY


Architectural Digest
Following

We found the most iconic building in every state in America: archdgd.co/8hz6SkY



3:28 AM - 25 May 2018

#AloneTogether


Staying home saves lives.

For more info visit coronavirus.gov

Powered by Livestorm
AdChoices



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 WESTERN, COLOR: \$1,510
BUY 5 GET 2 FREE

PROPERTY PORTOLIO, NATIONAL: \$2,355

THE WALL STREET JOURNAL

WEDNESDAY, MARCH 1, 2020 • VOL. CXXIX, NO. 52

NEW YORK 100.42 100.42

INDICES

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INDICES

Fed Cuts Rates Amid Virus Fears

The world's most aggressive monetary policy response to the coronavirus outbreak was unveiled Wednesday as the Federal Reserve slashed its benchmark rate to near zero and bought \$750 billion of Treasury securities to support the economy.

What's News

The Fed cut interest rates and bought \$750 billion of Treasury securities to support the economy.

Shaky Ground

The world's most aggressive monetary policy response to the coronavirus outbreak was unveiled Wednesday as the Federal Reserve slashed its benchmark rate to near zero and bought \$750 billion of Treasury securities to support the economy.

Tennessee Twisters Kill at Least 25

Tennessee's deadliest twister in decades killed at least 25 people and destroyed hundreds of homes in the state's northwestern corner.

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 contests.

Minnesota Resorts Are On Thin Ice

Shah forces new ways to reach fishing spots

Many U.S. Cities See Downturn at Hand

Booming regions mask fiscal weakness in places tethered to thriving industries

Salesforce #1 CRM

Salesforce is the #1 CRM provider in the world.

BILLIONAIRE MAGAZINE

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

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

FULL PAGE: \$8,125
Global



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 LISTING: \$1,250
Global



THE LAND REPORT

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

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

FULL PAGE: \$4,900

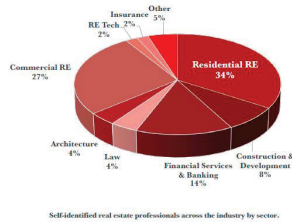
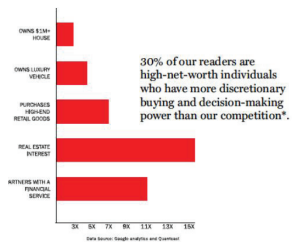


THE REAL DEAL

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)

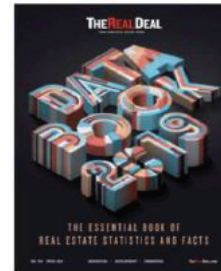
» TRD READERS ARE DECISION MAKERS WITHIN THE RE INDUSTRY



» STRATEGIC PRINT OPTIONS



National
Circulation:
 40,000/month
 480,000/annual



Data Book
Circulation:
 50,000 annual

- 20,000 copies distributed to Realtor associations
- 5,000 copies distributed in airline & VIP lounges

Distribution:

- 2,500 copies sent to architectural firms, developers, financial institutions, constructions companies, law firms, title companies, and interior design firms
- 2,000 copies distributed to Residential + Commercial
- 1,600 Newstand copies

» PRINT MARKETING

Reach your core audience with editorially and strategically aligned full-page print ads within the issues of your choice.

Opportunity details:

National - Monthly

FULL PAGE: \$5,000
BASED ON 8 INSERTIONS

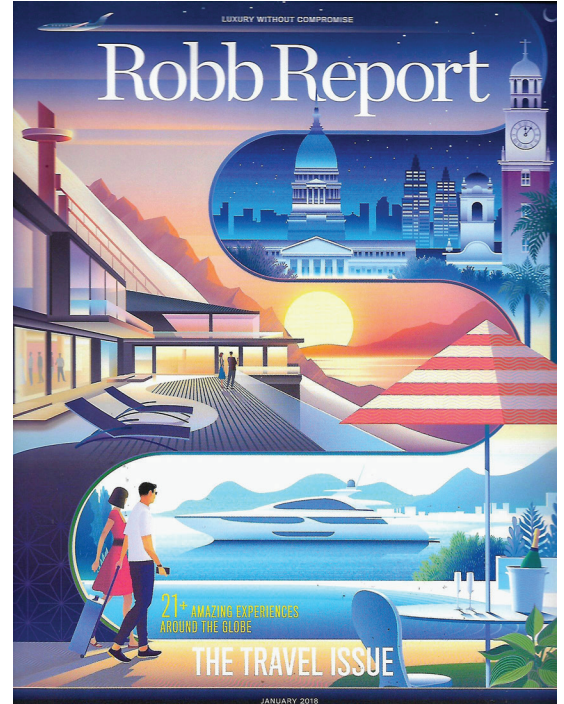
ROBB REPORT

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- **Audience:** 324,000
- **Average Age:** 44
- **Male / Female Ratio:** 79/21
- **Average HHI:** \$484,000
- **Average HNW:** \$2,800,000

PROPERTY LISTING: \$2,500

Global





COLDWELL BANKER
REALTY

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2023

Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	1,500,000
Targeting - add targeted areas here	
Comprehensive Digital	
Display Ads	450,000
Social Mirror Ads	300,000
LinkedIn	
Behavioral Custom program	4,080
Geofencing - Event and Location	
Target specific events and locations	60,000
Juwai.com	
Hot property upgrade	2,300,000
Luxe Channel Property Listing - 6 months	2,300,000
Elite Traveler	
Online Real Estate Showcase	100,000
Nob Hill Gazette	
OTM On the Market eNewsletter	26,000
JamesEdition	
Featured Banner	750,000
Featured Banner	0
e-Newsletter	294,000
e-Newsletter	294,000
Listing Feature	148,000
JetSet Magazine	
Annual Global Campaign	2,140,000
LA Times	
Custom Email	60,000
Land.com	
Featured on all 3 Land.com sites	
Dedicated Emails - targeted*	5,000
\$125/one listing \$330/3 listings \$1200/12 listings	
Land Report	
Featured Listing	
Banners	60,000
Online Directory Listing	25,000
Simply Abu Dhabi	
Instagram Post	51,200
WSJ.com	
Mansion Global Homepage	328,000
Daily Monday-Friday	17,000
Mansion Global Instagram	76,200
Billionaire	
Custom Content + Enewsletter	50,000
Print	
The Wall Street Journal	
The Wall Street Journal - Western	1,036,000
The Wall Street Journal - National	1,933,272
The New York Times	
Featured Property	1,269,333
Billionaire Magazine	
Full Page	14,791
Elite Traveler	
Luxury Homes Feature	111,400
Financial Times	
Property Listing	580,011
Land Report	
Full page	40,000
The Real Deal	
Full page	324,000
Robb Report	
Property Listing	324,000
GRAND TOTAL	16,971,287



COLDWELL BANKER
REALTY

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2023

Media	Ad Description	June	July	August	September	Media Total
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00
Million Impressions	Targeting - add targeted areas here					
Comprehensive Digital						
Display Ads	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00
Social Mirror Ads	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00
LinkedIn						
LinkedIn	Behavioral Custom program	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00
Juwal.com						
Hot property upgrade	Hot property upgrade					
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		30 day upgrade and 6 month Luxe Listing			\$ 650.00
Elite Traveler						
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 2,000.00
JamesEdition						
Rotating Gallery Home Page	Featured Banner			\$ 2,000.00		\$ 2,000.00
Rotating Gallery Real Estate Page	Featured Banner					\$ -
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 5,500.00				\$ 5,500.00
e-Newsletter	e-Newsletter				\$ 1,500.00	\$ 1,500.00
Social Media	Listing Feature		\$ 1,000.00			\$ 1,000.00
JetSet Magazine						
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00
LA Times						
Custom Email	Custom Email	\$ 1,350.00		\$ 1,350.00		\$ 2,700.00
Land.com						
Universal Featured Property	Featured on all 3 Land.com sites	\$ 750.00				\$ 750.00
Dedicated Emails - targeted*	Dedicated Emails - targeted*			\$ 1,500.00		\$ 1,500.00
Signature Listings	\$125/one listing \$330/3 listings \$1200/12 listings			\$440		\$ 440.00
Land Report						
Portfolio Listing	Featured Listing					\$ 5,000.00
Social Media Posts	Banners	\$5,000				\$ -
Enewsletter Promotion	Online Directory Listing					\$ -
Simply Abu Dhabi						
Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00			\$ 2,750.00
WSJ.com						
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00		\$ 2,150.00		\$ 4,300.00
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00
Mansion Global Instagram	Mansion Global Instagram				\$ 1,775.00	\$ 1,775.00
Billionaire						
Custom Content + Enewsletter	Custom Content + Enewsletter		\$ 4,300.00			\$ 4,300.00
Print						
The Wall Street Journal						
The Wall Street Journal - Western	2 col x 7"	\$ 3,800.00	\$ 3,800.00	\$ 1,900.00	Bonus	\$ 9,500.00
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00	\$ 2,355.00		\$ 2,355.00	\$ 7,065.00
The New York Times						
The New York Times	Featured Property	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 3,000.00
Billionaire Magazine						
Billionaire Magazine	Full Page			\$ 8,125.00		\$ 8,125.00
Elite Traveler						
Elite Traveler	Luxury Homes Feature			\$ 4,500.00		\$ 4,500.00
Financial Times						
Financial Times	Property Listing	\$ 1,250.00	\$ 1,250.00		\$ 1,250.00	\$ 3,750.00
Land Report						
Land Report	Full page		\$ 4,900.00			\$ 4,900.00
The Real Deal						
The Real Deal	Full page	\$ 5,000.00				\$ 5,000.00
Robb Report						
Robb Report	Property Listing			\$ 2,500.00		\$ 2,500.00
TOTAL						\$ 114,560.00

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