



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

THE MILL ADVERTISING AND MARKETING PROGRAM



COLDWELL BANKER
REALTY

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NATIONAL & GLOBAL EXPOSURE THE MILL

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

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 Westport.

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

LET'S DO GREAT THINGS TOGETHER

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 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.

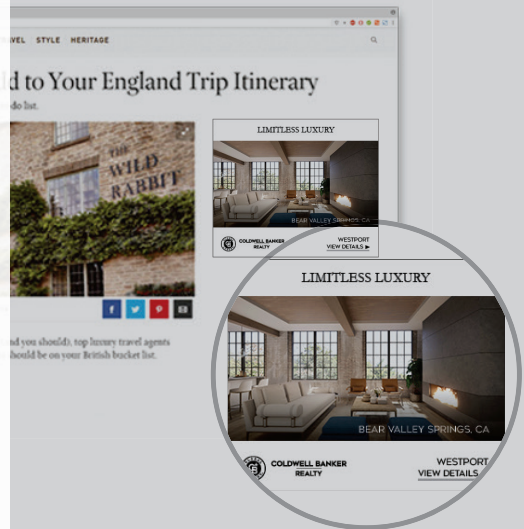
CAMPAIGN OVERVIEW AND BUDGET

Campaign: The Mill
Flight Dates: May 2023 - October 2023
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.

INVESTOR'S BUSINESS DAILY®

FOX BUSINESS AD

ELLE DECOR dwell



REUTERS



VANITY FAIR

Telegraph.co.uk

BARRON'S

**Bloomberg
Markets**

Forbes

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.

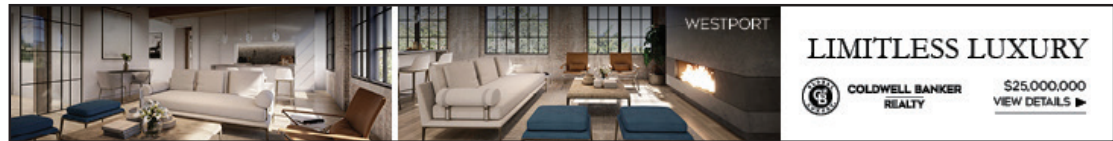
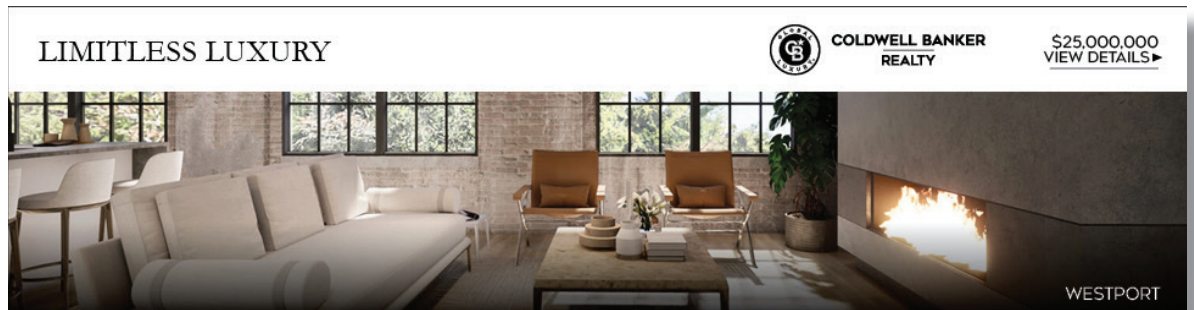


CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

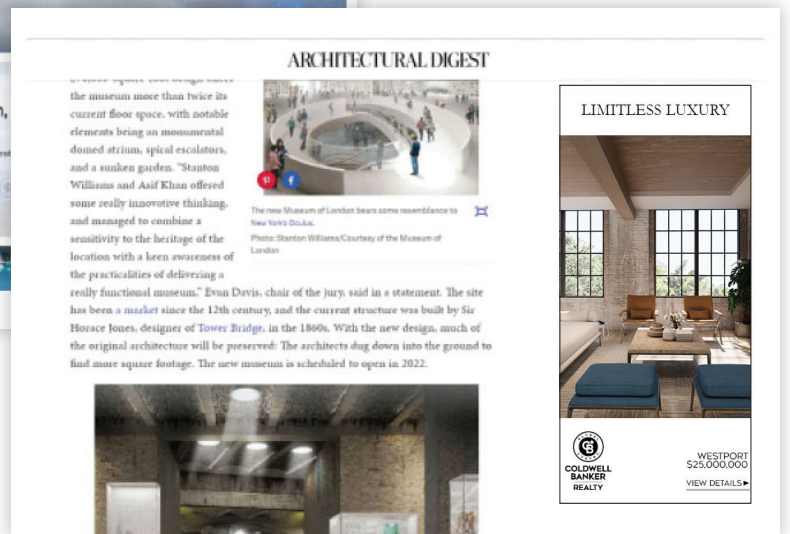
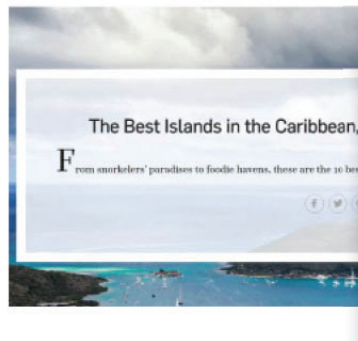
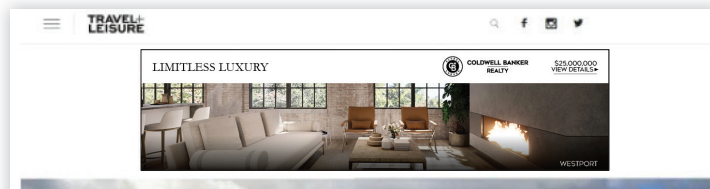
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

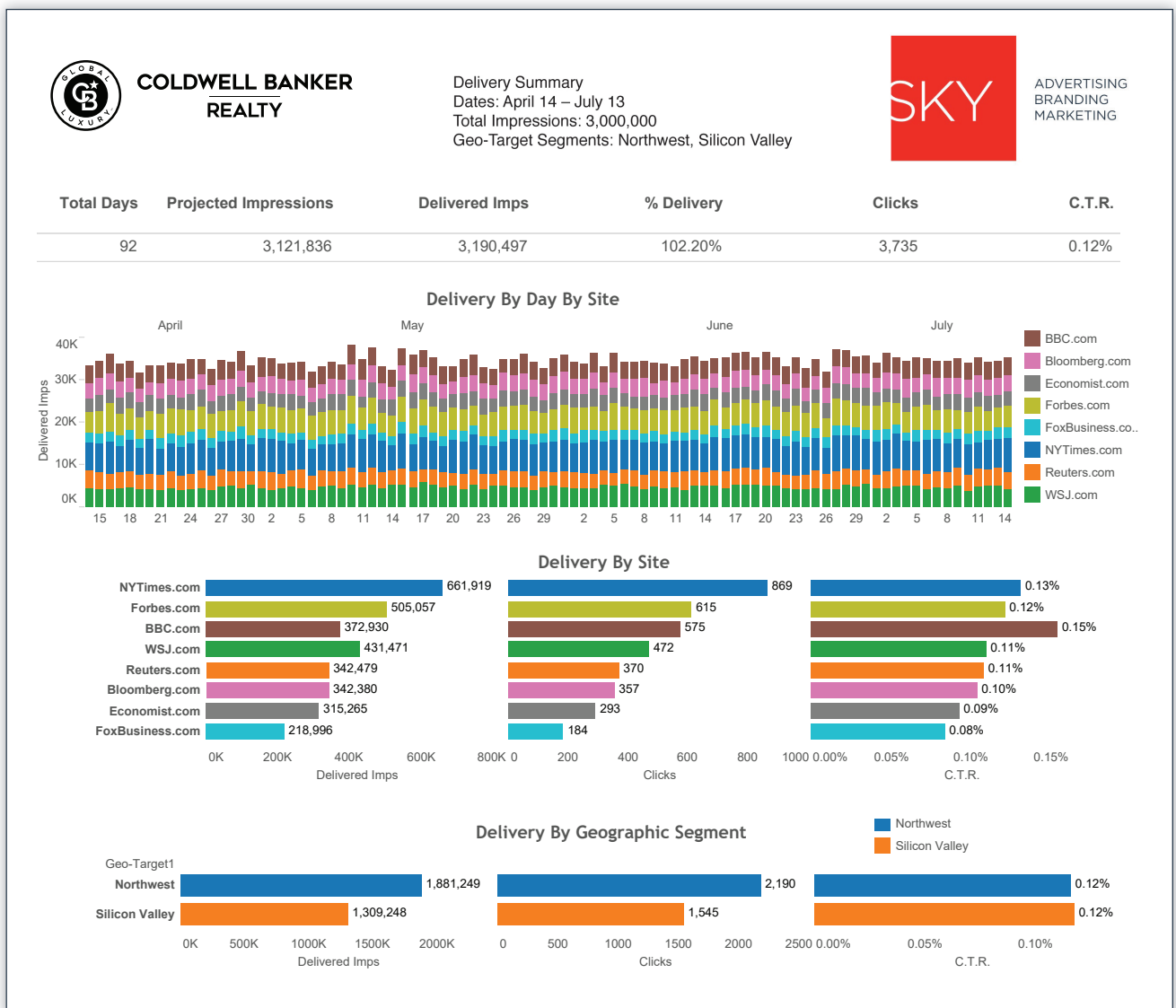


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 Fairfield County, New York Metro, California, Florida, The Hamptons, and Nantucket. The program is scheduled to start on May 1st, run for six months and deliver an estimated 3,000,000 impressions.

This will include:

- A site-specific segment of Global leading business/finance, design, and architecture websites.
- A behavioral segment, that will allow us to show banners to adults who are actively searching for Fairfield County area luxury real estate and living in the New York Metro, California, Florida, The Hamptons, and Nantucket.
- A behavioral segment, that will allow us to show banners to adults who are actively in-market for new construction real estate and living in Fairfield County.

» SITE SPECIFIC

This segment consists of premium global business, finance architecture and design websites such as WSJ.com, inquirer.com, Forbes.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

CBGL West CT - The Mill Condo Project

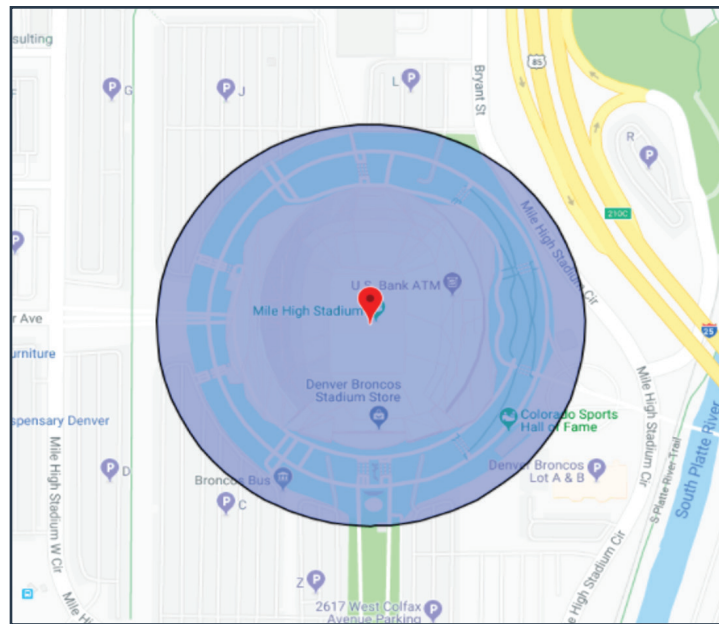
Media	May			June			July			August			September			Impressions												
	01	08	15	22	29	05	12	19	26	03	10	17	24	31	07		14	21	28	04	11	18	25	02	09	16	23	30
Geo Target																												
Forbes.com																												
Bloomberg.com																												
Investor.com																												
ForBusiness.com																												
Barons.com																												
Reuters.com																												
CNBC.com																												
WSJ.com																												
ArchitecturalDigest.com																												
Dwell.com																												
ELEDecor.com																												
VanityFair.com																												
Custom Intent - Fairfield County Real Estate																												
In Market - New Construction Real Estate																												
Total Digital																												3,000,000

* - The Harpans and Namucket to be targeted Memorial Day - Labor Day only

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.

» TARGET SPECIFIC EVENTS AND LOCATIONS

- From \$1,500/month

COMPREHENSIVE DIGITAL

» OVER-THE TOP (OTT) AND CONNECTED TV (CTV)

OTT and CTV works to reach audiences en masse, build brand awareness, and drive sales lift. The relative cost efficiencies realized through digital TV allows advertisers to sustain crucial, growth-driving efforts at a reasonable price point. Additionally, CTV is essential to filling the (large) gaps in a fragmented media landscape.

With **46%** of adults watching TV on a connected device each day, it's simply too vast of an audience to ignore.

Benefits of OTT and CTV advertising

With OTT and CTV advertising, you can reach viewers beyond the reach of traditional Linear TV (i.e. cable, satellite, and antenna).

This new audience includes a growing number of cord-cutters or those who don't pay for standard cable or satellite services.

The rise of OTT and CTV viewership provides more meaningful ways for you to engage at the right time with the right target audience at the right moments—bringing together the targeting precision of digital with the high impact of TV viewership.

Connected TV and over-the-top (OTT) advertising benefits

- User-controlled viewing experiences lets advertisers get in front of the right audiences at the right times.
- User-registration data allows for cross-screen targeting.
- IP-based delivery permits the application of 1st and 3rd party audience data to target households watching ad-supported content.

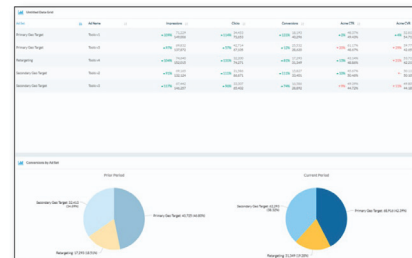
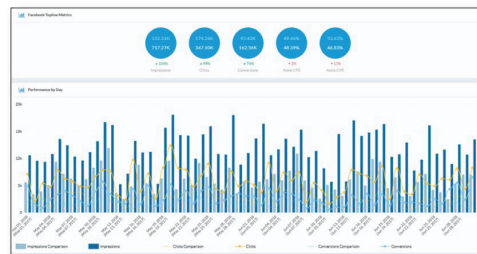
PRICE: FROM \$1,500/MONTH FOR 25,000 IMPRESSIONS



MULTI CHANNEL & PLATFORM DIGITAL

» COMPREHENSIVE REPORTS AND LIVE DASHBOARD ACCESS

- Our team conducts ongoing daily campaign tracking, analysis and optimization, and end-of-campaign reporting
- We can set up automated email reports in PPT, Excel or PDF.
- We offer the ability to connect all media campaign data sources into a custom campaign dashboard.
- Offline conversion data reporting can be linked to show attribution for campaigns for a complete Marketing Dashboard.



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

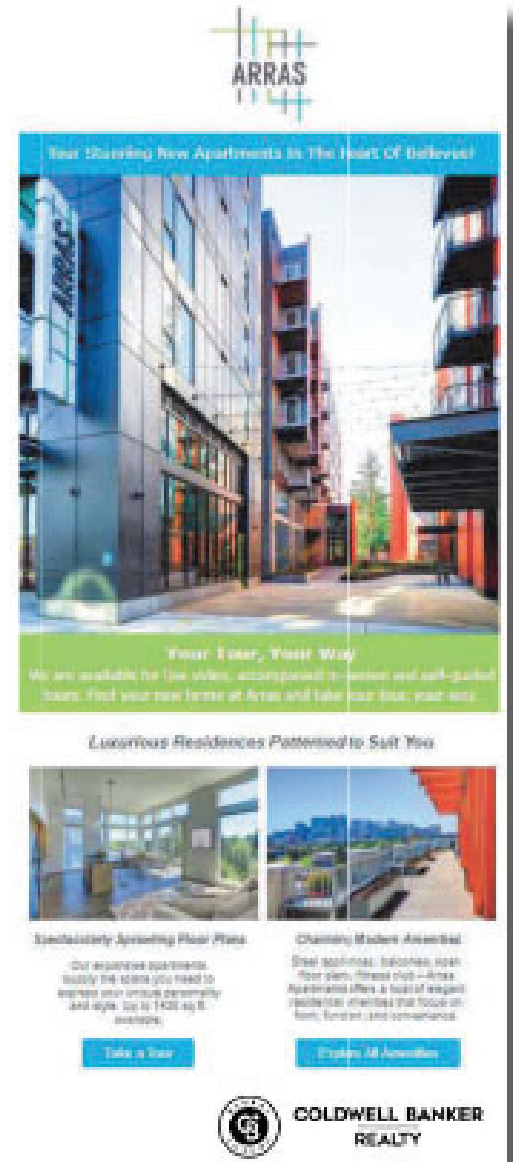
Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

CUSTOM EMAIL: \$2,295



DWELL REAL ESTATE

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

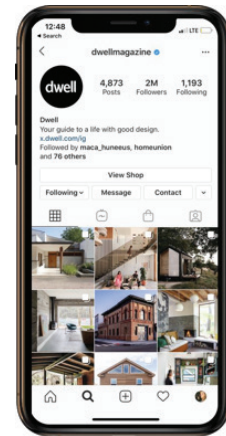
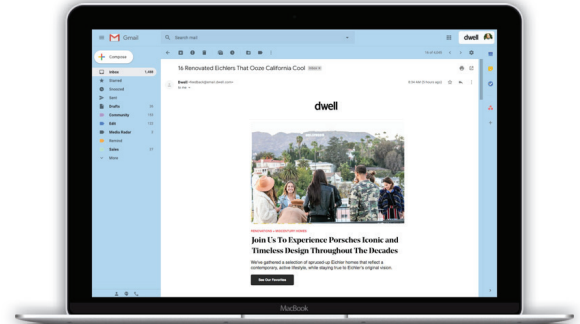
Dwell Audience Real Estate Metrics

- 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: \$4,705

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

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

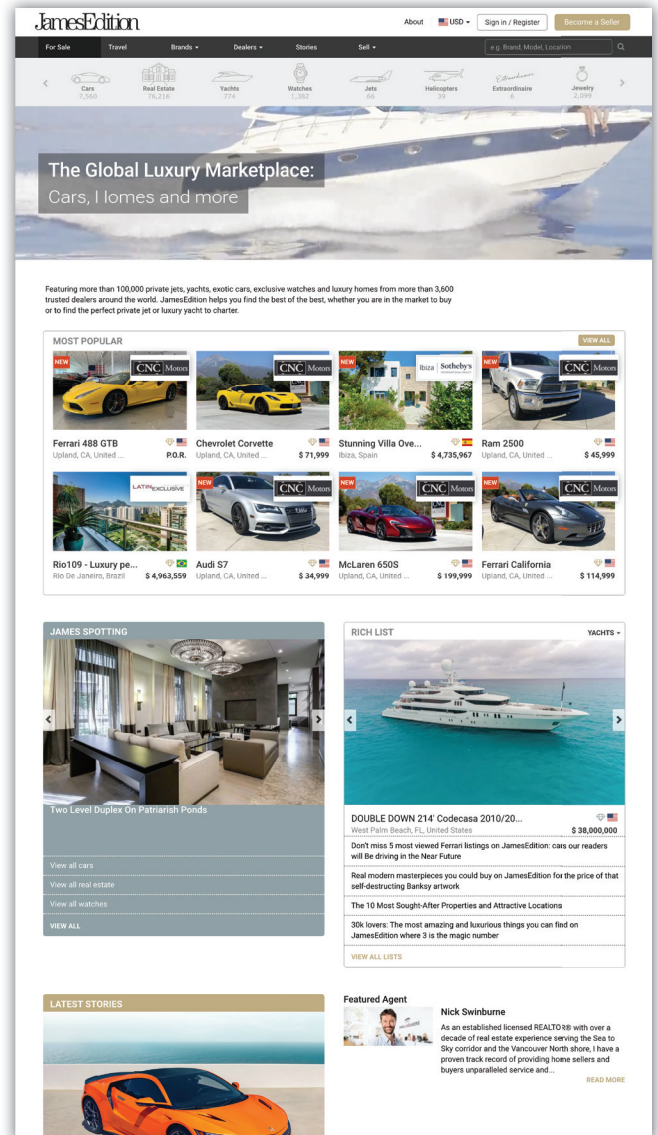
» E-NEWSLETTER

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

» FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

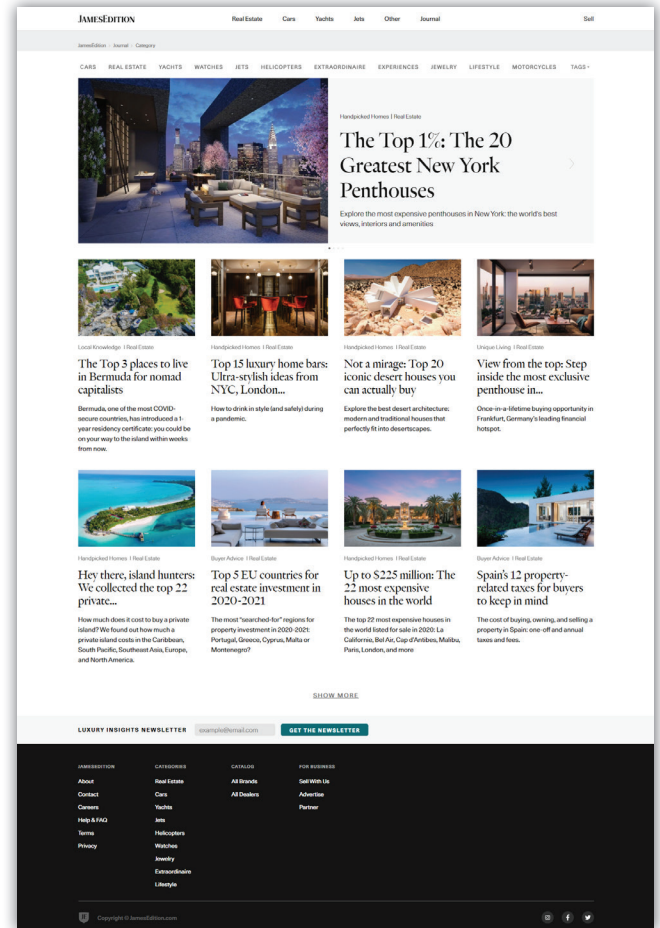
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

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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

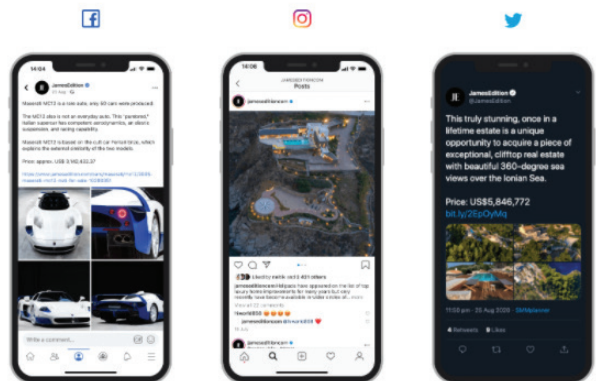
- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

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

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

luxe
INTERIORS+DESIGN®

» 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

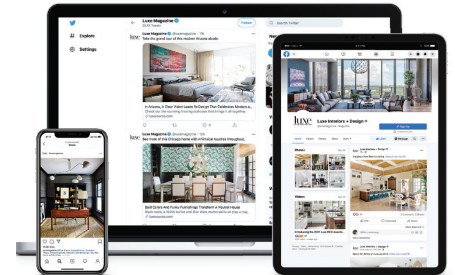
12M+ monthly reach

1.7M+ followers

@LuxeMagazine on Facebook

2M+ monthly reach

970K followers



» SPONSORED AD

THE LUXE AUDIENCE

Instagram and Facebook

Sponsored Ad (1x): Choose clicks or impressions.

14-day minimum duration

- Image Ad

- Video Ad

500 clicks or 250K impressions

PRICE: \$3,000 FOR 250K IMPRESSIONS

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

THE WALL STREET JOURNAL ONLINE (WSJ.COM)

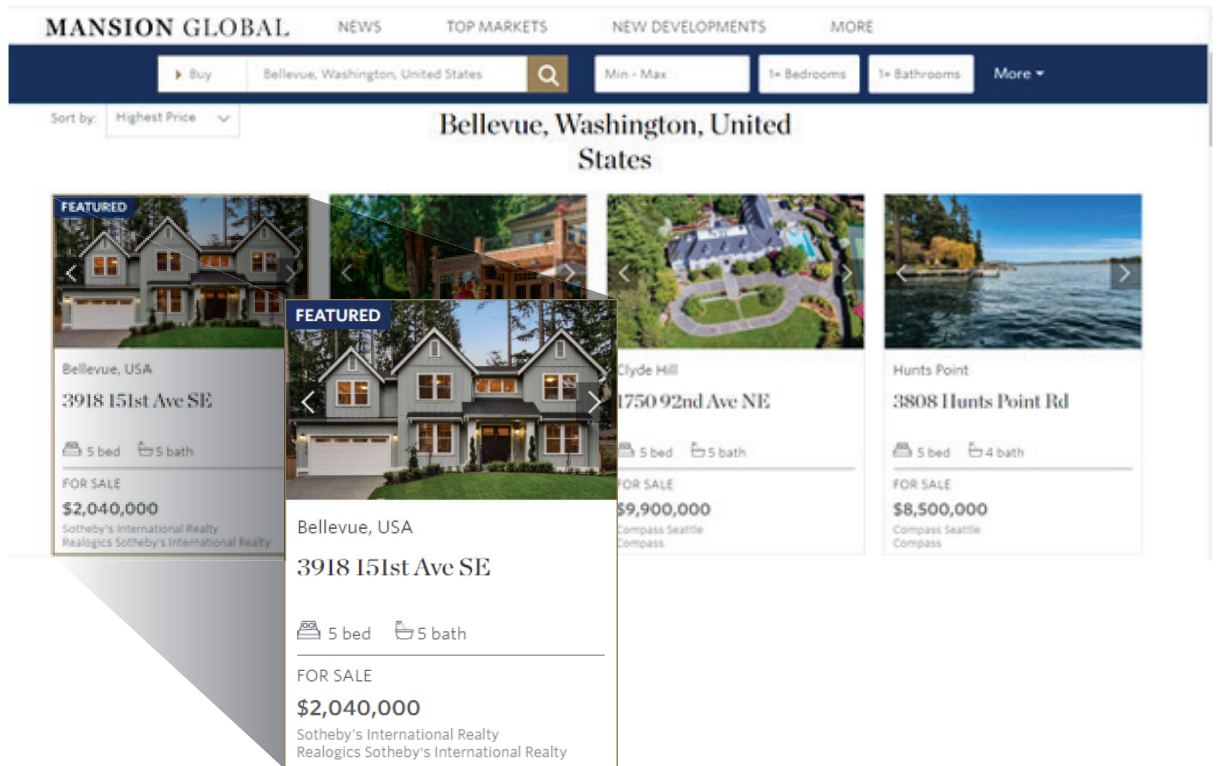
» FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.



- 10 PROPERTIES: \$1,200
- 25 PROPERTIES: \$2,070
- 100 PROPERTIES: \$5,500



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)

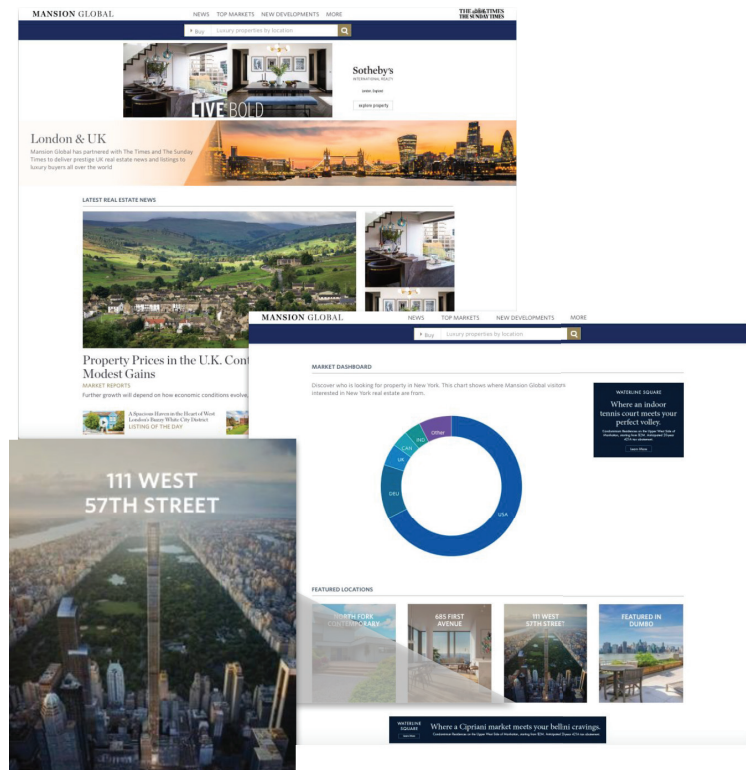
» MANSION GLOBAL TOP MARKETS PAGE TILES

Showcase premier listings alongside regionally relevant editorial.

AVAILABLE MARKETS:

- New York
- London & UK
- Los Angeles
- Dubai
- Miami
- Sydney
- San Francisco

\$575/MONTH



THE WALL STREET JOURNAL ONLINE (WSJ.COM)

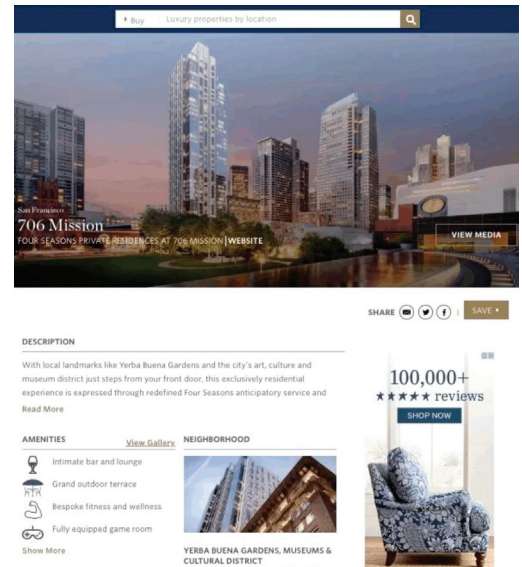
» MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

Includes

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

COST: \$1,000 FOR 3 MONTHS



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. 3902 2011 W Cordova Street, Vancouver, BC	\$38,000,000
2. 68 Brimley Path, Toronto, ON	\$35,000,000
3. 1228 Birch Avenue, Vancouver, BC	\$34,500,000
4. 1400 - 205 Cumberland Street Toronto, ON	\$31,500,000
5. 3403 Pine Crescent, Vancouver, BC	\$28,900,000
6. 1 Fernhill Court, Bute Inlet, BC	\$28,800,000
7. 4502 142 Street, Surrey, BC	\$28,800,000
8. 42 Ave. Fenwick, Westmont, QC	\$25,500,000
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	\$23,000,000



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	\$1,053,390	26	\$25,900,000

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
Westmont	\$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
ad

Staying home saves lives.

For more info visit coronavirus.gov

Powered by 

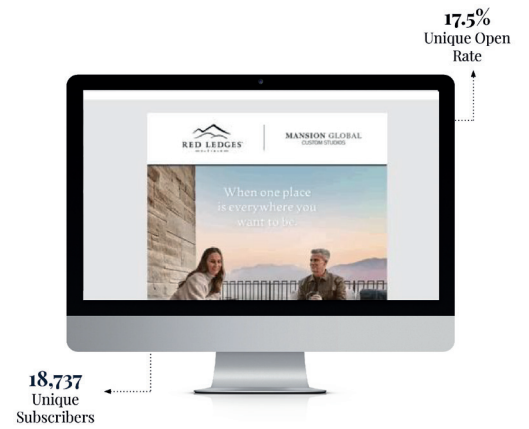

THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» MANSION GLOBAL CUSTOM E-NEWSLETTER

Exclusive Email

Take advantage of Mansion Global's Custom newsletter to showcase your brand as a luxury lifestyle and real estate leader to luxury connoisseurs and high-net-worth buyers around the world. From aspiration to action, Mansion Global's custom newsletter is the go-to read for the most powerful and affluent consumers, delivering all your newsworthy content directly to their inboxes-inspiring the luxury lifestyle & delivering results.

CUSTOM PROMOTION, PRICE: \$5,000





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

2X7 NEW YORK REGION, COLOR: \$1,050
BUY 6 GET 3 FREE

PROPERTY PORTFOLIO, NATIONAL: \$2,355

FSI SELECT AREAS:
\$1,860 10K DISTRIBUTION
DOES NOT INCLUDE PRINTING COSTS

THE WALL STREET JOURNAL
WEDNESDAY, MARCH 1, 2020 • VOL. CXXIX, NO. 52 • NEW YORK, N.Y. • \$4.00

Fed Cuts Rates Amid Virus Fears
The Fed cut the overnight rate to 0% to help ease the economic impact of the coronavirus outbreak. The move is the first since 2008.

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

Shaky Ground
U.S. stocks tumble as investors worry about the economic impact of the coronavirus outbreak.

Tennessee Kill at Least 25
A deadly outbreak of coronavirus in Tennessee has killed at least 25 people.

Biden Picks Up String of Victories, Sanders Logs Big Win in California
Former Vice President Joe Biden took the steps to Los Angeles after wins in a string of Super Tuesday primary contests.

Many U.S. Cities See Downturn at Hand
Booming regions may face a sharp decline in economic activity as the coronavirus outbreak spreads.

Salesforce #1 CRM.
Salesforce is the #1 CRM provider in the world.

THE NEW YORK TIMES

» FEATURED LISTING

A new advertising opportunity in the Sunday Real Estate Section.

A featured listing section to promote individual properties.

1X \$1,500
2X \$1,200/EACH
3X \$1,000/EACH

FSI SELECT AREAS
25K DISTRIBUTION \$3,675
DOES NOT INCLUDE PRINTING COSTS

WHAT I LOVE
SARAH STEILES

Restrained Palettes Are for Other People

The address is like a slightly goofy sitcom neighbor who has an otherworldly home.

So, in this first address in New York was the former home of Upper West Side building that serves as a campus housing for students at the American Museum of Natural History. The house is a masterpiece of restrained design.



The main at the Stratford Arms was built in the 1920s.



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The main at the Stratford Arms was built in the 1920s.

Home South St. No. 41

Owner Actor

Home comments: This is the kind of person who makes a house out of an old building. It's a renovation project of an old building that was built in the 1920s.

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PARK PLACE, BROOKLYN \$2,750,000
This 1,300-sq-ft, 3-bedroom, 2-bathroom corner unit has striking views to the harbor, East and West Rivers. The floor-to-ceiling windows feature a wrap-around balcony. An open kitchen with center island has a built-in signature package, custom cabinetry in a wash with the lightest tones.

MIRAGE, MANHATTAN \$2,340,000
This 1,200-sq-ft, 2-bedroom, 2-bathroom corner unit has striking views to the harbor, East and West Rivers. The floor-to-ceiling windows feature a wrap-around balcony. An open kitchen with center island has a built-in signature package, custom cabinetry in a wash with the lightest tones.

CHINATOWN, MANHATTAN \$4,800,000
This 1,800-sq-ft, 3-bedroom, 2-bathroom unit has striking views to the harbor, East and West Rivers. The floor-to-ceiling windows feature a wrap-around balcony. An open kitchen with center island has a built-in signature package, custom cabinetry in a wash with the lightest tones.

LONG ISLAND CITY, QUEENS \$1,950,000
This 1,500-sq-ft, 3-bedroom, 2-bathroom unit has striking views to the harbor, East and West Rivers. The floor-to-ceiling windows feature a wrap-around balcony. An open kitchen with center island has a built-in signature package, custom cabinetry in a wash with the lightest tones.

FINANCIAL DISTRICT, MANHATTAN \$3,950,000
This 1,800-sq-ft, 3-bedroom, 2-bathroom unit has striking views to the harbor, East and West Rivers. The floor-to-ceiling windows feature a wrap-around balcony. An open kitchen with center island has a built-in signature package, custom cabinetry in a wash with the lightest tones.

MIDTOWN, MANHATTAN \$1,199,000
This 1,200-sq-ft, 2-bedroom, 2-bathroom unit has striking views to the harbor, East and West Rivers. The floor-to-ceiling windows feature a wrap-around balcony. An open kitchen with center island has a built-in signature package, custom cabinetry in a wash with the lightest tones.

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.

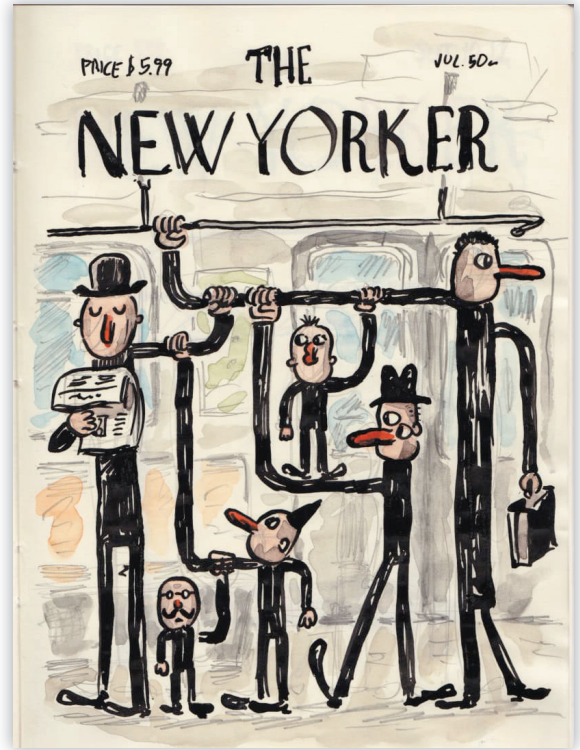
FULL PAGE, COLOR
WESTCHESTER/FAIRFILED: \$1,990 3X RATE
MANHATTAN: \$2,230 3X RATE



THE NEW YORKER

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 The New Yorker.

FULL PAGE, COLOR
WESTCHESTER/FAIRFIELD: \$ 3,030
MANHATTAN: \$ 6,430



Sotheby's
INTERNATIONAL REALTY



550+ acres in Litchfield County

Villa Catarina - A grand Tuscan-style estate spectacularly situated on 550+ acres in the heart of Litchfield County offers unparalleled privacy and security as well as magnificent views of MA, CT and NY. Inviting terraces and formal gardens complete this enchanting property with dramatic views of the surrounding wooded hillsides.

1/2 Mile Road
50,000
starinaCT.com

Joseph Barbieri
Senior Global Real Estate Advisor
203.940.2025
joseph.barbieri@sothebys.realty

Diana Imperatore Bisselle
Senior Global Real Estate Advisor
917.539.5021
dbisselle@weqor.com

EBSY'S INTERNATIONAL REALTY - GREENWICH BROKERAGE | WILLIAM PITT SOTHEBY'S INTERNATIONAL REALTY

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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, COLOR: \$1,200 Global



DWELL

Dwell is the marketplace to living with good design. A trusted authority for 20 years, connecting consumers and design professionals with inspiration, products, and the tools they need to achieve their goals. Published six times a year, each issue of Dwell Magazine includes exclusive stories on the most innovative leaders in architecture and design, presenting modern homes that encapsulate the concept of good design

- Circulation: **200,000**
- Total Reach: **778,000**
- **60% Female/ 40% Male**
- Median Age: **44.4**
- Median HHI: **\$130,000**
- Source: **Google Analytics, Quantcast, and Sprout Social 2019**

MODERN MARKET
MEDIUM HORIZONTAL AD
3" X 3" IMAGE SIZE & 500 CHARACTERS
1 ISSUE: \$3,800 PER ISSUE
3 ISSUES: \$3,100 PER ISSUE
6 ISSUES: \$2,500 PER ISSUE



Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2023

Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	3,000,000
Targeting - Westport, Wilton, Fairfield, NY, NYC Metro CA, FL, IL	
Comprehensive Digital	
Behavioral Custom program	300,000
Geofencing - Event and Location	
Target specific events and locations	180,000
Smart Solutions Eblast	
Custom Email	40,000
Dwell.com	
Custom Article with promo on Homepage with promotion in eNew	110,000
Nob Hill Gazette	
OTM On the Market eNewsletter	19,500
JamesEdition	
e-Newsletter	294,000
e-Newsletter	294,000
Listing Feature	444,000
Luxe Interiors + Design	
IG + Facebook Sponsored Ad	294,000
NYTimes.com	
NYTimes.com Property Module	166,809
WSJ.com	
Top Markets page tiles -New York	328,000
Mansion Global Homepage	328,000
Profile page - 3 months	
Daily Monday-Friday	17,000
Property upgrades	
Custom promotion	17,000
Print	
The Wall Street Journal	
2 x 7	667,368
Property Portfolio	1,933,272
FSI Select areas	20,000
The New York Times	
Featured Listings - Sunday	2,107,608
FSI Select areas	50,000
Conde Nast Magazines Regional Pages	
Full Page	9,000
Full Page	13,000
Full Page	19,000
Full Page	47,000
Financial Times	
Property Listing	1,160,022
Dwell	
Modern Market	412,000
GRAND TOTAL	12,270,579

Sotheby's

INTERNATIONAL REALTY

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2023

Media	Ad Description	May	June	July	August	September	October	Media Total
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 9,750.00
Million Impressions	Targeting - Westport, Wilton, Fairfield, NY, NYC Metro CA, FL, IL							
Comprehensive Digital								
Comprehensive Digital	Behavioral Custom program	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 18,000.00
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	\$ 1,500.00	\$ 4,500.00
Smart Solutions Eblast								
Smart Solutions Eblast	Custom Email	\$ 2,295.00	\$ 2,295.00					\$ 4,590.00
Dwell.com								
Real Estate Package 1	Custom Article with promo on Homepage	\$ 4,705.00						\$ 4,705.00
Nob Hill Gazette								
Nob Hill Gazette	San Francisco, Peninsula and Silicon OTM On the Market eNew	\$ 500.00	\$ 500.00			\$ 500.00		\$ 1,500.00
JamesEdition								
Featured Article and e-Newsletter promotion	e-Newsletter		\$ 1,500.00				\$ 3,300.00	\$ 3,300.00
e-Newsletter	e-Newsletter		\$ 1,500.00					\$ 1,500.00
Social Media	Listing Feature	\$ 500.00	\$ 500.00			\$ 500.00		\$ 1,500.00
Luxe Interiors + Design								
IG + Facebook Sponsored Ad	IG + Facebook Sponsored Ad	\$ 3,000.00						\$ 3,000.00
NYTimes.com								
NYTimes.com	Property Module	\$ 3,000.00		\$ 3,000.00		\$ 3,000.00		\$ 9,000.00
WSJ.com								
Mansion Global Top Markets page tile	Top Markets page tiles - New York		\$ 575.00				\$ 575.00	\$ 1,150.00
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00		\$ 2,150.00				\$ 4,300.00
Mansion Global New Development Profile	Profile page - 3 months	\$1,000			\$1,000			\$ 2,000.00
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00						\$ 3,680.00
Property upgrades	Property upgrades		\$1,200					\$ 1,200.00
Custom E-Mail	Custom promotion				\$ 5,000.00			\$ 5,000.00
Print								
The Wall Street Journal								
The Wall Street Journal - New York Region	2 x 7	\$ 2,100.00	\$ 2,100.00	\$ 1,050.00	\$ 1,050.00	BONUS	BONUS	\$ 6,300.00
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00	\$ 2,355.00			\$ 2,355.00		\$ 7,065.00
The Wall Street Journal	F5I Select areas	\$ 1,860.00				\$ 1,860.00		\$ 3,720.00
The New York Times								
The New York Times	Featured Listings - Sunday	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 6,000.00
The Wall Street Journal	F5I Select areas	\$ 3,675.00				\$ 3,675.00		\$ 7,350.00
Conde Nast Magazines Regional Pages								
Architectural Digest - Westchester/Fairfield	Full Page					\$ 1,990.00		\$ 1,990.00
Architectural Digest - Manhattan	Full Page					\$ 2,230.00		\$ 2,230.00
The New Yorker - Westchester/Fairfield	Full Page					\$ 3,030.00		\$ 3,030.00
The New Yorker - Manhattan	Full Page					\$ 6,430.00		\$ 6,430.00
Financial Times								
Financial Times	Property Listing	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 7,200.00
Dwell								
Dwell	Modern Market		\$ 3,100.00			\$ 3,100.00		\$ 6,200.00
TOTAL								\$ 136,190.00

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