



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# LAMU ISLAND ESTATE ADVERTISING AND MARKETING PROGRAM



**COLDWELL BANKER**  
**REALTY**

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# TABLE OF CONTENTS

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<b>INTRO</b> .....	3
<b>DIGITAL</b>	
Impressions Campaign.....	5
Impressions Scheduling.....	11
Smart Solutions Eblast.....	12
UHNW Hyper-targeted Social Campaign.....	13
Juwai.com .....	14
Bloomberg Markets e-Newsletter.....	15
Conde Nast UK.....	16
Dwell e-Newsletter .....	17
Nob Hill Gazette Peninsula and Silicon Valley .....	18
JamesEdition.com.....	19
RobbReport.com.....	23
WSJ.com.....	24
<b>PRINT</b>	
WSJ.....	28
The New York Times .....	29
Conde Nast UK.....	30
Conde Nast Traveler.....	31
Country Life .....	32
Robb Report.....	33
<b>CIRCULATION/DISTRIBUTION/REACH</b>	
2022.....	35
<b>SCHEDULE &amp; PRICING</b>	
Media 2022 .....	37

## NATIONAL & GLOBAL EXPOSURE LAMU ISLAND ESTATE

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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 Lamu Island Estate.

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

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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TRÓN**  
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jimmy@skyad.com



**COLDWELL BANKER**  
**REALTY**

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# Digital Offerings

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# 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.

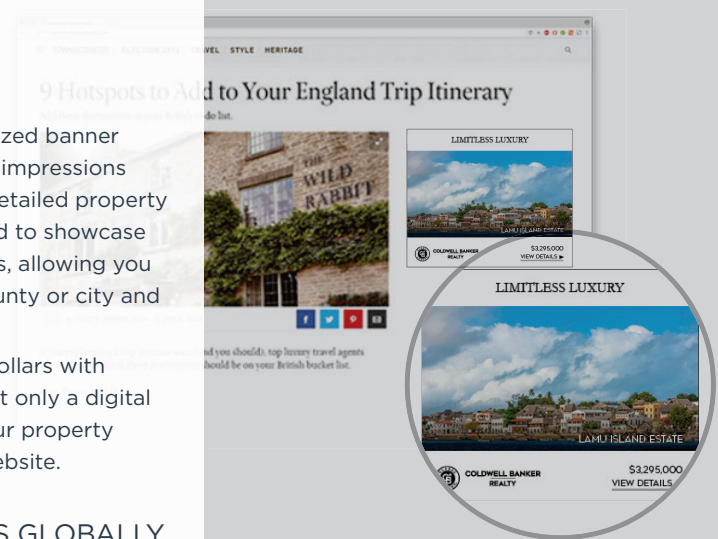
## CAMPAIGN OVERVIEW AND BUDGET

**Campaign:** Lamu Island Estate  
**Flight Dates:** March 2022 - May 2022  
**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.

**The New York Times**

**Telegraph.co.uk**

**THE WALL STREET JOURNAL.**

**THE ECONOMIC TIMES**



**South China Morning Post**

**Forbes**

**Bloomberg Markets**



**REUTERS**

**The Economist**

**GULF NEWS**



Many more websites available for local to global targeting.

## » GEO TARGETING

We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.

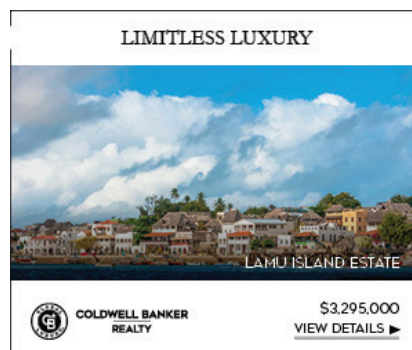
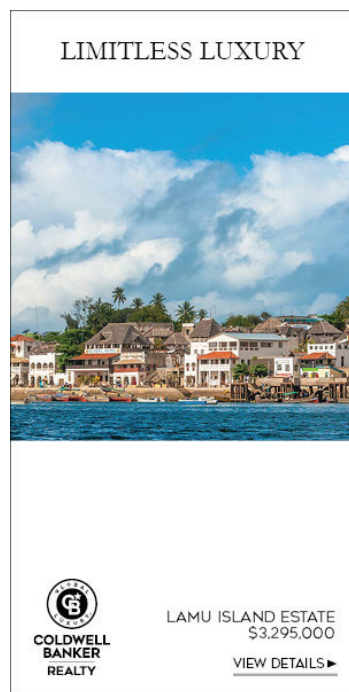
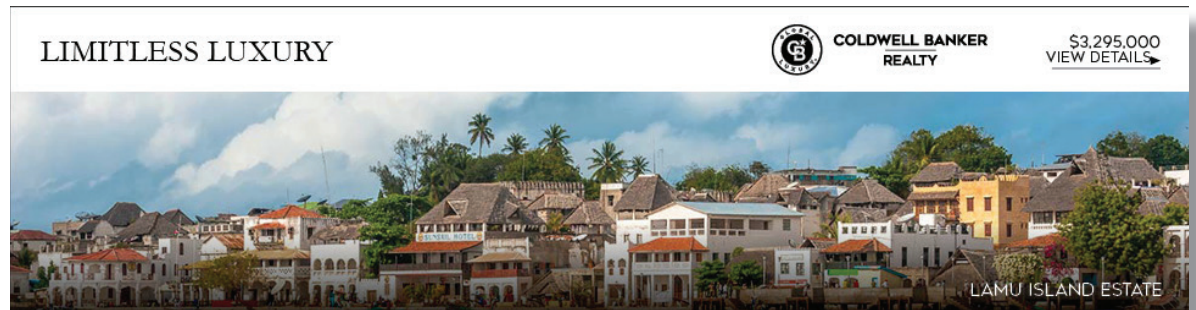


# CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

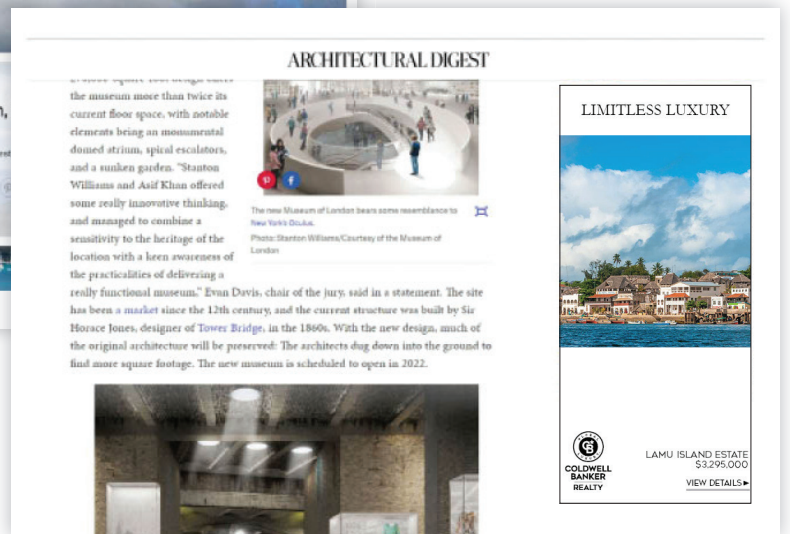
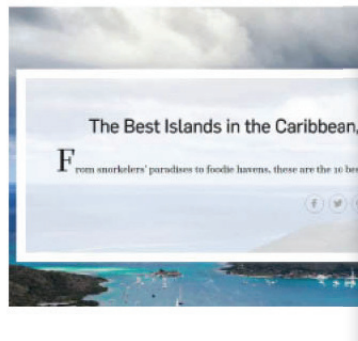
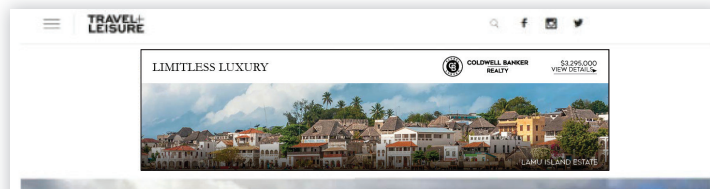
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



# SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

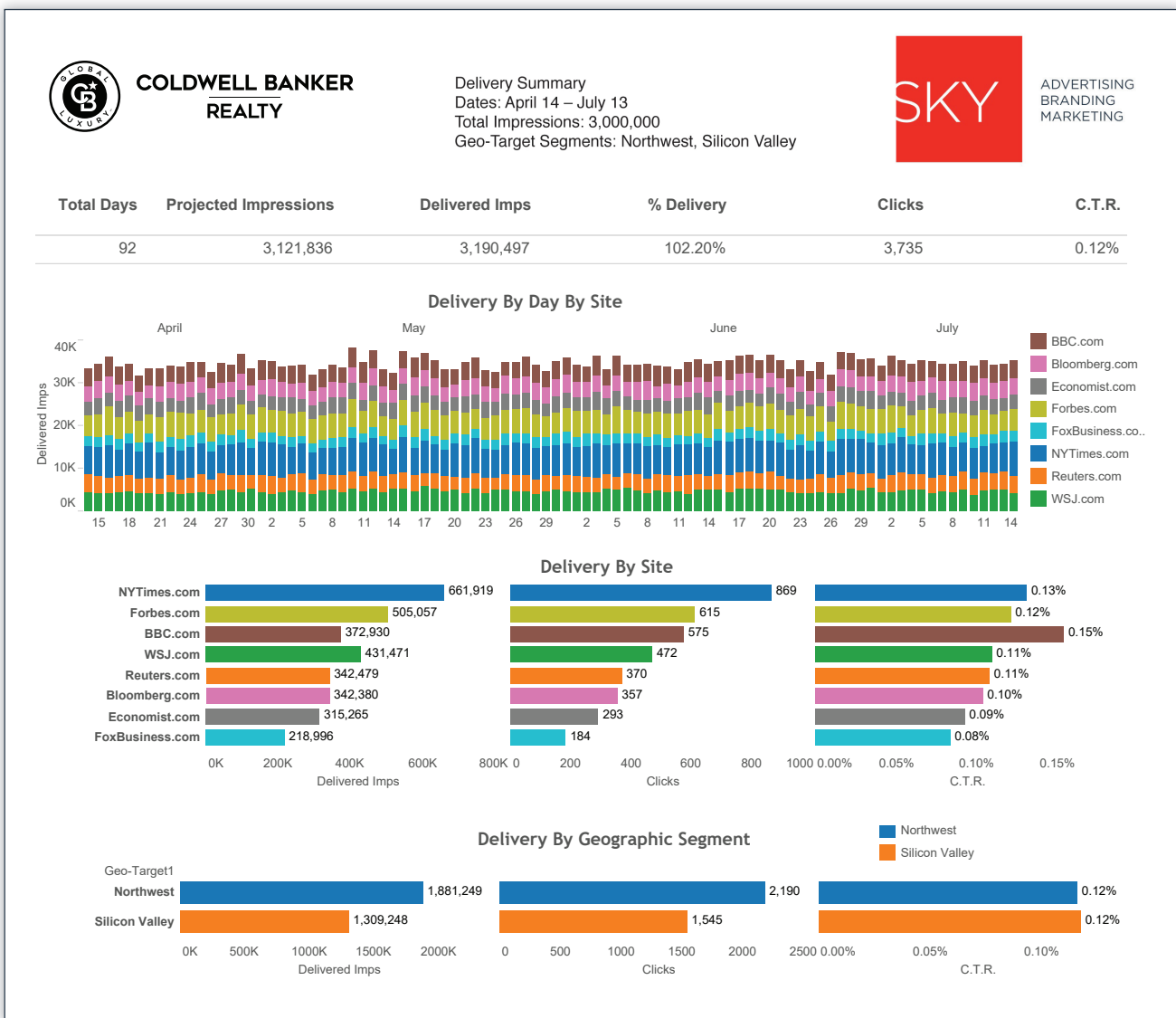


# COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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

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

## » IMPRESSIONS PROGRAM SAMPLE REPORT





## IMPRESSIONS SCHEDULING & PRICING

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After researching, we have put together a program that targets a high net worth audience ( top 10% of Household income (HHI)) in Nairobi, UAE, UK, France, Italy, US (Washington DC, New York, Los Angeles and San Francisco Metros)

The program, which will run from March 1st - May 31st and is projected to deliver an estimated 750,000 impressions.

This recommendation includes:

- A behavioral targeted segment that allows us to reach Business Travelers that live in Nairobi, UAE, UK, France, Italy, US (Washington DC, New York, Los Angeles and San Francisco Metros) who are actively planning a trip to Kenya.
- A behavioral targeted segment that allows us reach Luxury Travelers who live in Nairobi, UAE, UK, France, Italy, US (Washington DC, New York, Los Angeles and San Francisco Metros) that are actively planning a trip to Kenya.
- An Custom Intent segment that will allow us to target a top 10% HHI audience in Nairobi, UAE, UK, France, Italy, US (Washington DC, New York, Los Angeles and San Francisco Metros) who are actively searching for Kenya Real Estate

Since the In-Market 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 “white list” of sites. Ads will only show to people who have met our targeting criteria (In-Market, income and geo-target) on one of these sites. Sites include premium local and national sites (e.g. SFChronicle.com, thetimes.co.uk, repubblica.it, VanityFair.com, WashingtonPost.com, Gulfnews.com and more).

### » 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 Lamu Island

Media	Geo-Target	March					April					May					Impressions
		1	8	15	22	29	5	12	19	26	3	10	17				
Behavioral - Business Travelers - Trips to Kenya	Narobi, UAE, UK, France, Italy, US (Washington DC, New York, Los Angeles and San Francisco Metros)															225,000	
Custom Intent - Kenya Real Estate	Narobi, UAE, UK, France, Italy, US (Washington DC, New York, Los Angeles and San Francisco Metros)															250,000	
Luxury Travelers - Trips to Kenya	Narobi, UAE, UK, France, Italy, US (Washington DC, New York, Los Angeles and San Francisco Metros)															275,000	
<b>Total Impressions</b>																<b>750,000</b>	

# SMART SOLUTIONS EBLAST

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

## TARGETING

Use high-quality data to reach new customers

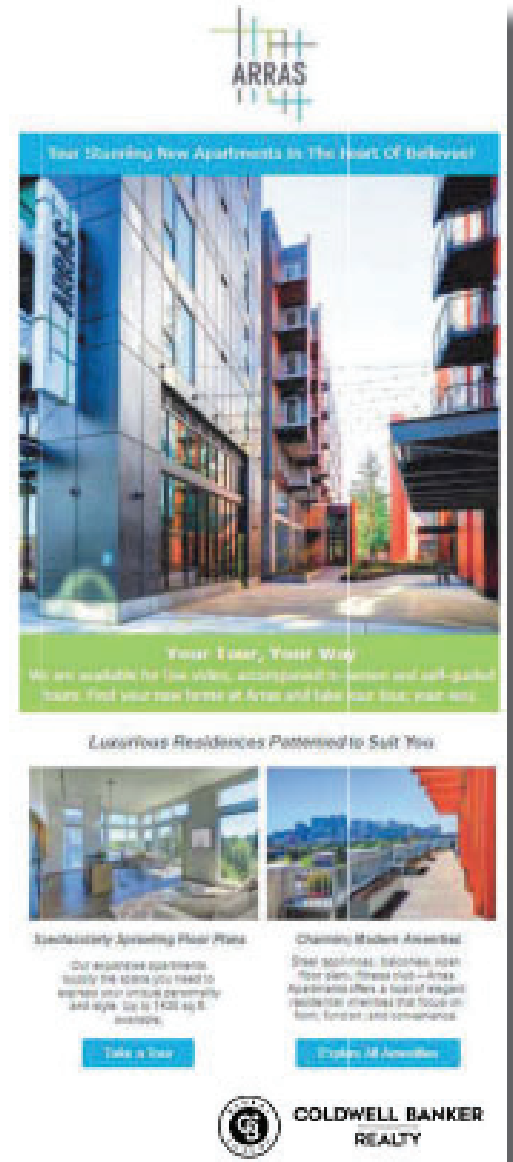
## DELIVERABILITY

Make it to more customer's inboxes every time.

### Audience

- New York Metro,
- Outdoor Enthusiasts
- Household Income > \$500K
- 29,000+ Total Emails

**CUSTOM EBLAST: \$2,975**





## UHNW HYPER-TARGETED SOCIAL CAMPAIGN

The right social media strategy, allows the biggest marketing opportunity to date to engage with the UHNW individual. Through bespoke targeted social media campaign tools, we push sponsored content on social media to people in a very specific luxury location.

### CAMPAIGN TRACKING

Our targeted social media campaigns come with a full reporting service, allowing us to send you detailed weekly reports that show your user and campaign data such as:

- Impressions
- Clicks
- Gender Break Down
- Age-Range Break Down
- Location Break Down

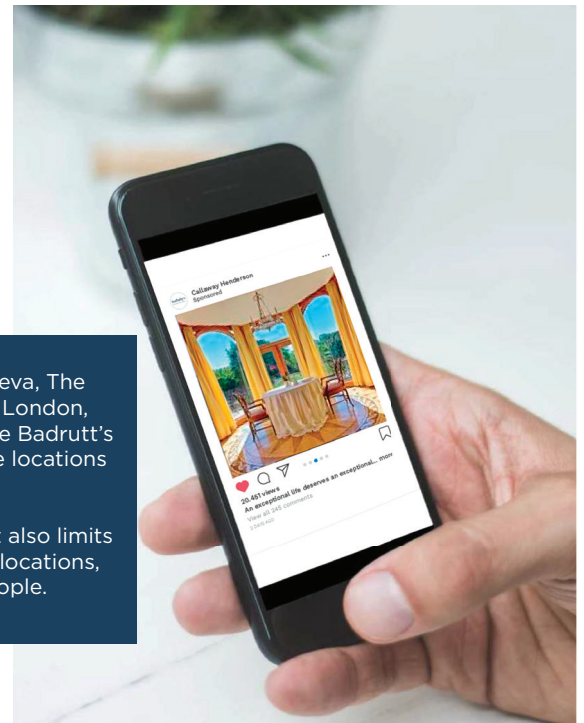
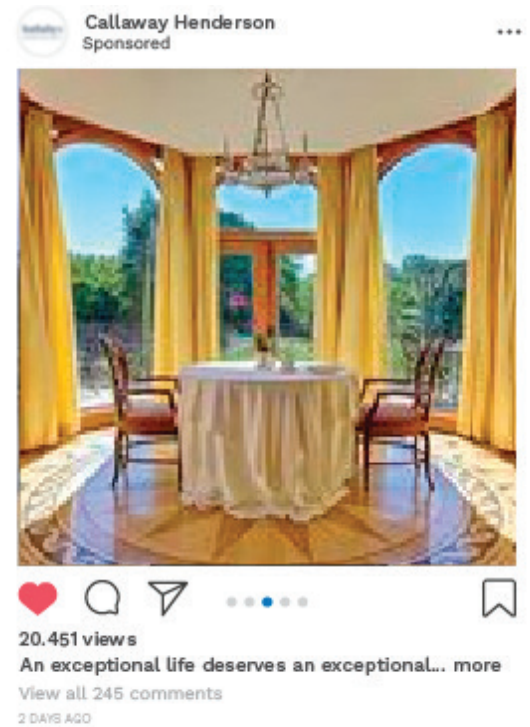
### 50 LOCATIONS \$6,250

Includes a mix of locations globally such as Members Clubs, Exclusive Golf Clubs, Neighbourhoods, Private Jet Terminals and 5 Star Hotels

### EXAMPLE

Our software targets The Four Seasons hotel in Geneva, The Private Jet Terminal in Nice, The Dorchester Hotel in London, Monaco Yacht Show, Frieze Art Fair, Baselworld and the Badrutt's Palace in St Moritz and anybody who is in any of these locations will be served our brands adverts.

This is a great way of targeting wealthy consumers but also limits waste as you know that if they are in these particular locations, they are most likely to be wealthy/ influential people.



## JUWAI.COM

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

### » HOT PROPERTY UPGRADE

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

**PRICING SPECIAL: \$425 FOR 30 DAYS.**

**Usually \$725**

**Global**



### » FEATURED PLACEMENT PROPERTY LISTING

Juwai Luxe Channel

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

**PRICING: \$ 750 FOR 6 MONTHS.**

**For properties \$2M+**

**Global**



# BLOOMBERG MARKETS E-NEWSLETTERS

## » 5 THINGS E-NEWSLETTER

Five Things to Start Your Day. Get up to speed with the most important business & markets news each morning in our Five Things roundup.

PRICE: \$3,750

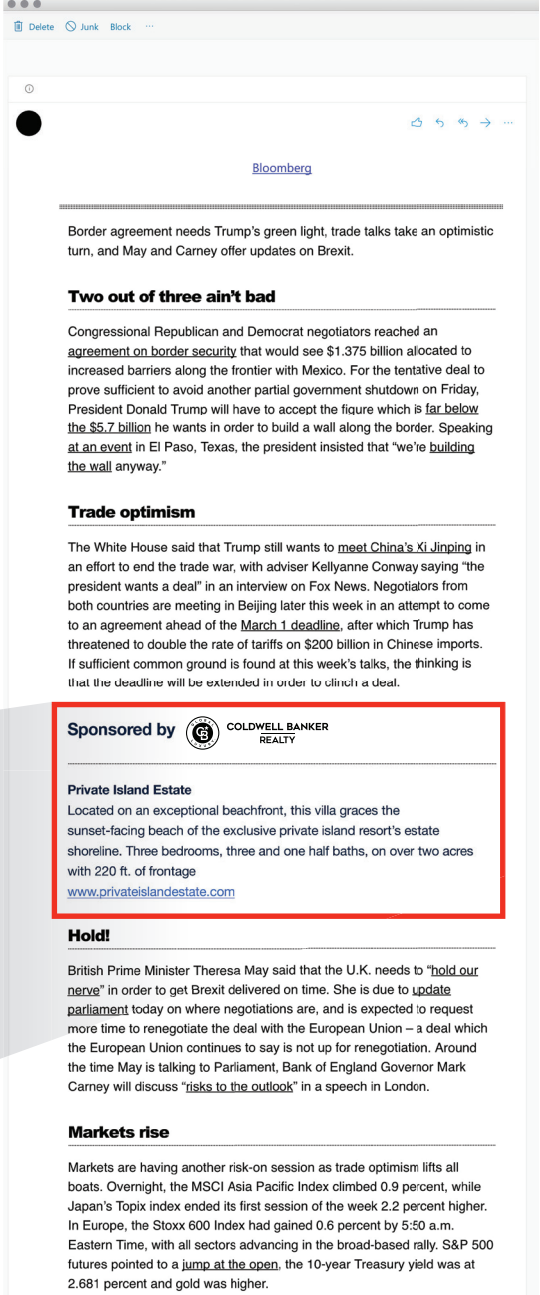
Europe Edition

- **Subscribers: 84,000**
- **Open Rate: 30%**
- Frequency: **Daily**

Sponsored by  COLDWELL BANKER  
REALTY

#### Private Island Estate

Located on an exceptional beachfront, this villa graces the sunset-facing beach of the exclusive private island resort's estate shoreline. Three bedrooms, three and one half baths, on over two acres with 220 ft. of frontage  
[www.privateislandestate.com](http://www.privateislandestate.com)



Delete Junk Block ...

Bloomberg


Border agreement needs Trump's green light, trade talks take an optimistic turn, and May and Carney offer updates on Brexit.

**Two out of three ain't bad**

Congressional Republican and Democrat negotiators reached an agreement on border security that would see \$1.375 billion allocated to increased barriers along the frontier with Mexico. For the tentative deal to prove sufficient to avoid another partial government shutdown on Friday, President Donald Trump will have to accept the figure which is far below the \$5.7 billion he wants in order to build a wall along the border. Speaking at an event in El Paso, Texas, the president insisted that "we're building the wall anyway."

**Trade optimism**

The White House said that Trump still wants to meet China's Xi Jinping in an effort to end the trade war, with adviser Kellyanne Conway saying "the president wants a deal" in an interview on Fox News. Negotiators from both countries are meeting in Beijing later this week in an attempt to come to an agreement ahead of the March 1 deadline, after which Trump has threatened to double the rate of tariffs on \$200 billion in Chinese imports. If sufficient common ground is found at this week's talks, the thinking is that the deadline will be extended in order to clinch a deal.

Sponsored by  COLDWELL BANKER  
REALTY

**Private Island Estate**

Located on an exceptional beachfront, this villa graces the sunset-facing beach of the exclusive private island resort's estate shoreline. Three bedrooms, three and one half baths, on over two acres with 220 ft. of frontage  
[www.privateislandestate.com](http://www.privateislandestate.com)

**Hold!**

British Prime Minister Theresa May said that the U.K. needs to "hold our nerve" in order to get Brexit delivered on time. She is due to update parliament today on where negotiations are, and is expected to request more time to renegotiate the deal with the European Union – a deal which the European Union continues to say is not up for renegotiation. Around the time May is talking to Parliament, Bank of England Governor Mark Carney will discuss "risks to the outlook" in a speech in London.

**Markets rise**

Markets are having another risk-on session as trade optimism lifts all boats. Overnight, the MSCI Asia Pacific Index climbed 0.9 percent, while Japan's Topix index ended its first session of the week 2.2 percent higher. In Europe, the Stoxx 600 Index had gained 0.6 percent by 5:50 a.m. Eastern Time, with all sectors advancing in the broad-based rally. S&P 500 futures pointed to a jump at the open, the 10-year Treasury yield was at 2.681 percent and gold was higher.

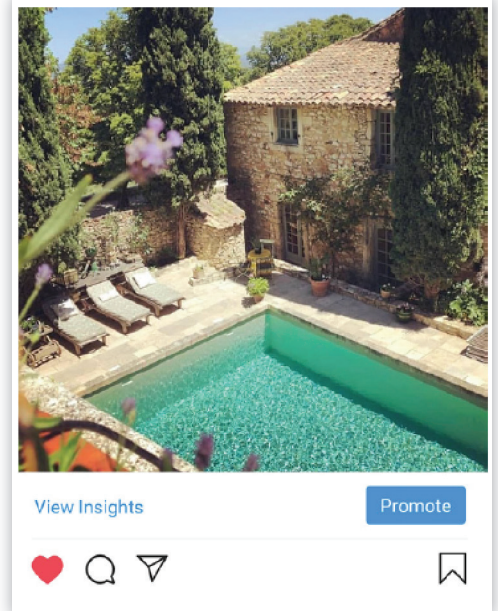
## CONDE NAST UK

### » 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.

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INSTAGRAM POST: \$ 2,500



## DWELL REAL ESTATE

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

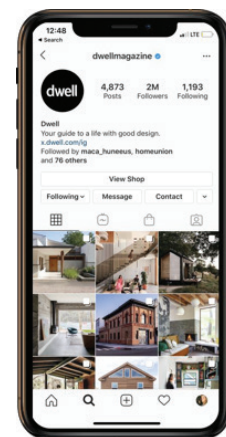
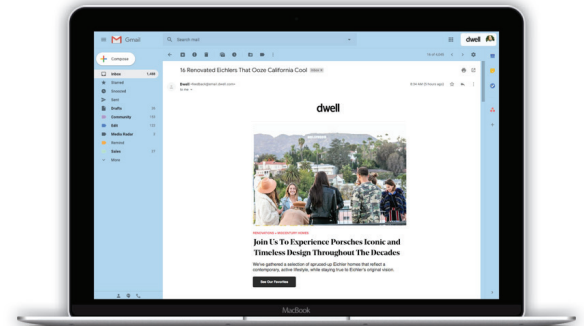
### Dwell Audience Real Estate Metrics

- 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 2: \$2,500

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

- Promotion on Dwell.com Homepage through a promo tile.
- Promotion of the Custom Article in the Dwell Email Newsletter.
- Promotion on the Dwell Facebook \*ability to geotag and target specific locations (893k Followers).
- Promotion on the Dwell Twitter.





# NOB HILL GAZETTE - PENINSULA & SILICON VALLEY

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

## » E-NEWSLETTER

ON THE MARKET - an exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

PRICE: \$500



# 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

**FEATURED BANNER: \$1000-\$1500**



# JAMES EDITION.COM

## » FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

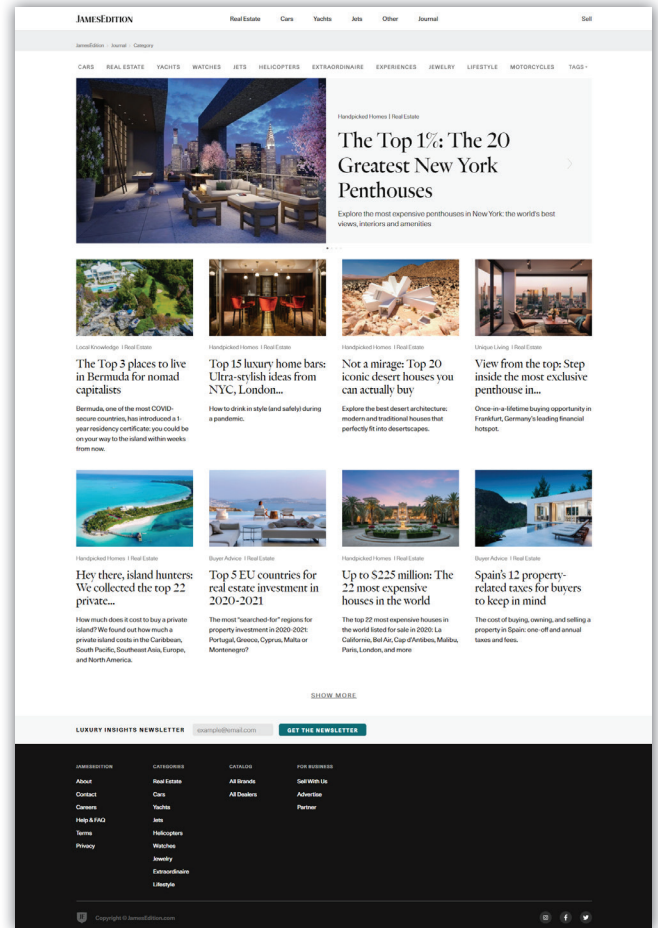
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

**FEATURED STORY IN THE JOURNAL  
CUSTOM CONTENT ARTICLE +  
NEWSLETTER PROMOTION \$3,600**





# 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**

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**SOCIAL MEDIA POST**  
**\$350 PER POST**



# JAMES EDITION.COM

## » NEW & TRENDING

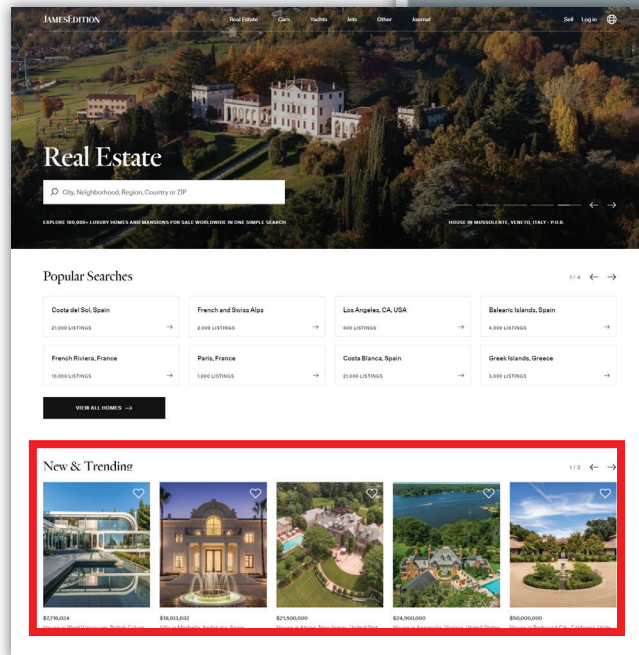
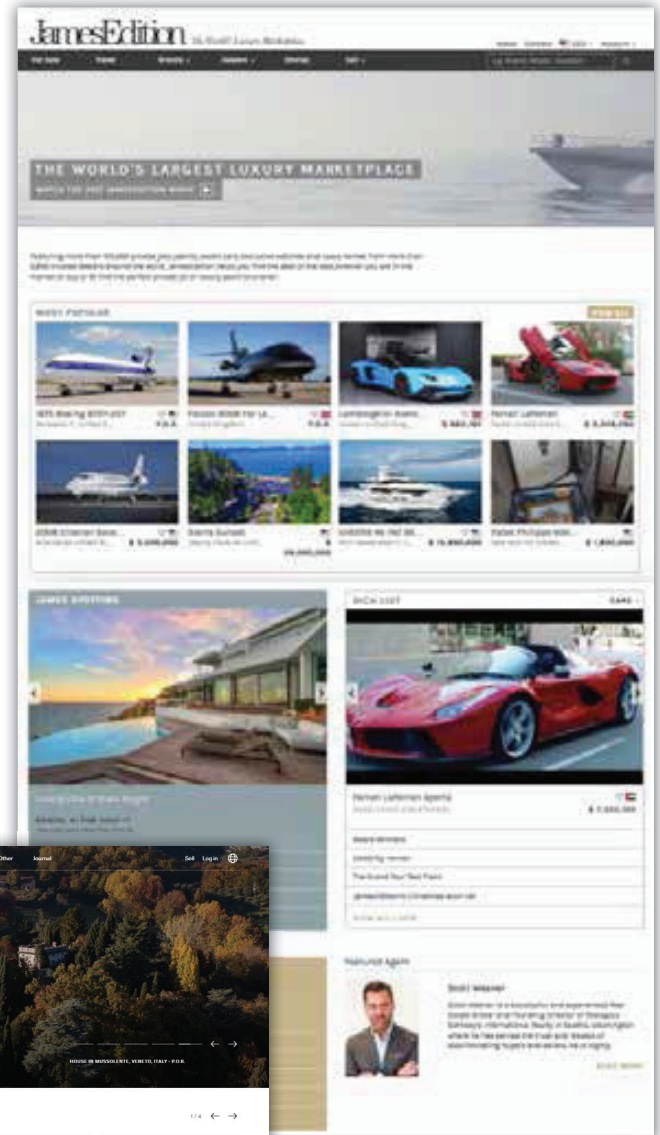
### Featured Luxury Position

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.

HOME PAGE POSITION: \$ \$1,300  
CATEGORY PAGE POSITION: \$1,000



# ROBBREPORT.COM

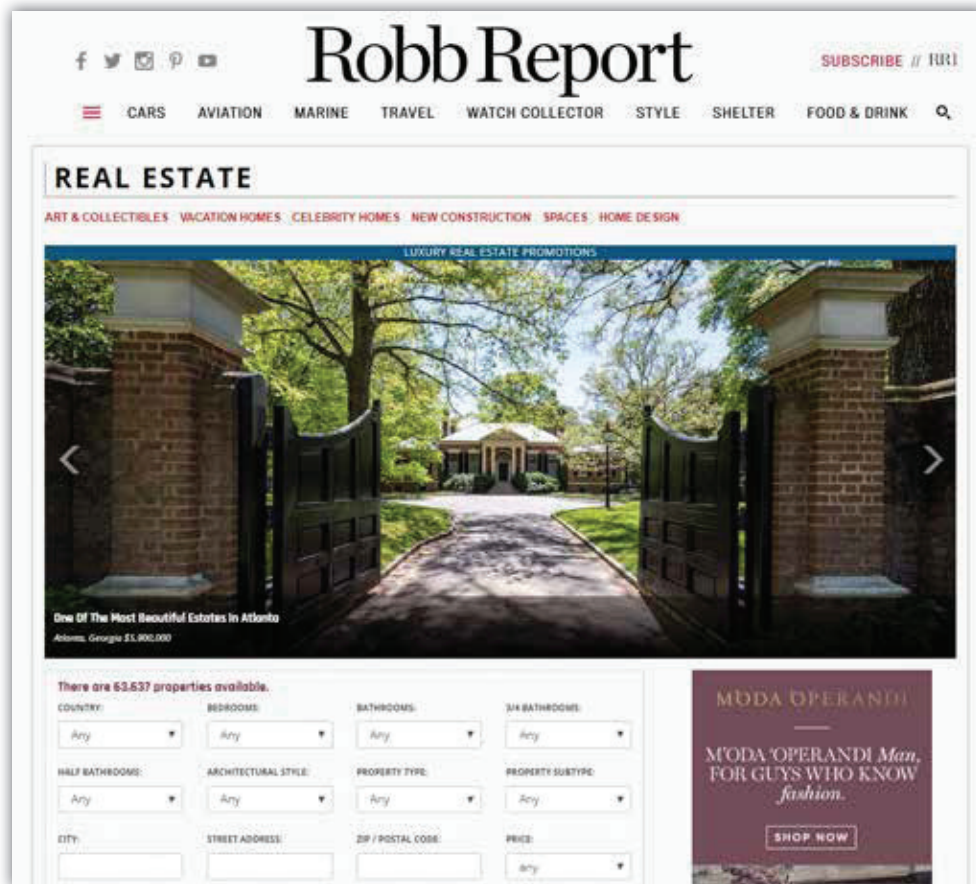
## » REAL ESTATE MEDIA BAR

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

Limited Space available: only 10 properties per month are permitted

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

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



# THE WALL STREET JOURNAL ONLINE (WSJ.COM)

## » MANSION GLOBAL HOMEPAGE HERO

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

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



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

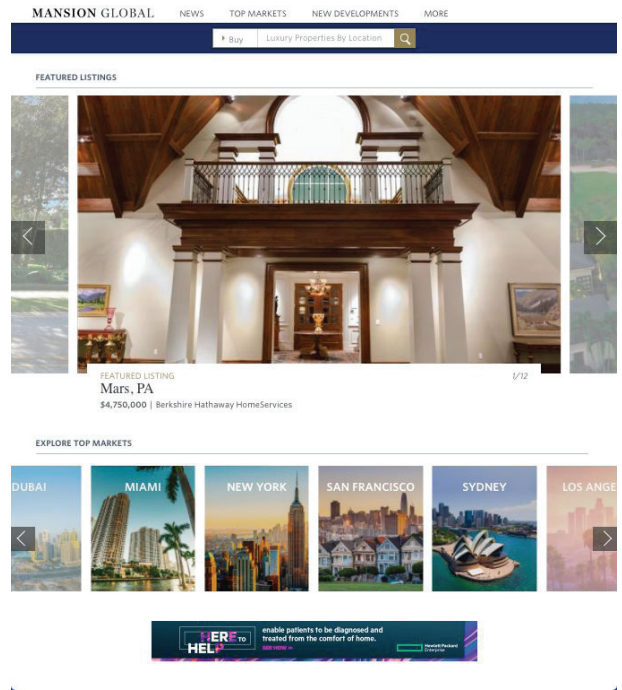


# THE WALL STREET JOURNAL ONLINE (WSJ.COM)

## » THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

\$1,275/MONTH



## THE WALL STREET JOURNAL ONLINE (WSJ.COM)

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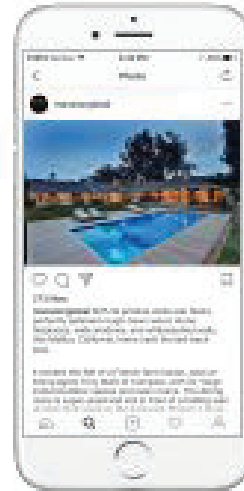
### » @MANSIONGLOBAL INSTAGRAM

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**

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**\$1,775/POST**





**COLDWELL BANKER**  
**REALTY**

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# Print Offerings

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# 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:** 994,600
- **Readership:** 4,500,000
- **Male / Female:** 62% / 38%
- **Average HHI:** \$278,000
- **Average age:** 50

2X7, NEW YORK METRO: \$1,040  
BUY 4 GET 1 FREE

FEATURED PROPERTY, NATIONAL: \$2,355

THE WALL STREET JOURNAL  
WEDNESDAY, MARCH 1, 2017 • VOL. CXXIX, NO. 52  
\$4.00

## Fed Cuts Rates Amid Virus Fears

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

The Fed's move to cut rates to a range between 0.25% and 0.50% is the first change in the rate since 2015. The move is seen as a response to the economic challenges posed by the outbreak of the novel coronavirus, which has caused a global health crisis and led to a sharp decline in economic activity.

## Tennessee Kill at Least 25

By Susan Coates-Foxon  
An American Airlines jet crashed on Tuesday, killing at least 25 people on the ground and 10 on the plane.

## 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.

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

Booming regions mask fiscal weakness in places tethered to shrinking industries

U.S. cities are seeing a downturn in many key economic indicators, including job growth and tax revenue. This is particularly true for cities that are heavily dependent on a single industry, such as manufacturing or mining.

## Minnesota Resorts Are On Thin Ice

Shah forces new ways to reach fishing spots

Minnesota's tourism industry is facing challenges due to a combination of factors, including a decline in international travel and a shift in consumer preferences.

## Salesforce #1 CRM

Analyst at CRM Applications Research  
Salesforce is the leading CRM provider, with a market share of 21.7%.

Year	Market Share (%)
2013	14.2
2014	15.8
2015	17.5
2016	19.2
2017	20.8
2018	21.5
2019	21.7



# THE NEW YORK TIMES

## » FEATURED LISTING

A new advertising opportunity in the Sunday Real Estate Section.

A featured listing section to promote individual properties.

**\$1,500/LISTING \$1000/LISTING 3X BUY**

### WHAT I LOVE SARAH STILES

## Restrained Palettes Are for Other People

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

By **BRANDE BAUGHMAN**

Sarah Stiles's first address in New York was the Stranahan Annex, an Upper West Side building that serves as a campus housing for students at the American Museum of Natural History. About a year ago, she moved to her new home, a 1920s-era apartment in the city's Upper East Side. "I'd been in the city for a while, and I just wasn't getting it," she says. "I was looking for a place that was different, that was a little bit more like a sitcom neighbor who has an otherworldly home."

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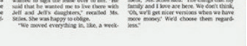
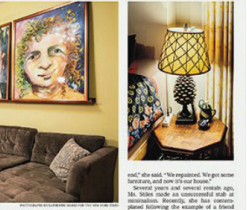
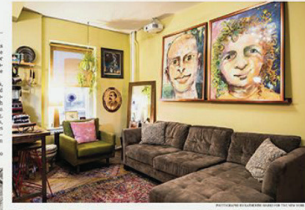
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**PARK PLACE, BROOKLYN** \$2,750,000  
This is a rare opportunity to own one of the most prestigious addresses in Brooklyn. The building is a masterpiece of classical architecture, complete with an ornate lobby and elegant finishes. For more information, contact Jane Johnson at [janejohnson@realtor.com](mailto:janejohnson@realtor.com) | 212.555.0990

**MIRAGE, MANHATTAN** \$2,345,000  
This is a 2,500 sq ft 2-bedroom, 2-bathroom corner unit with a stunning view of the city. The apartment features a gourmet kitchen, a spa bathroom, and a private terrace. For more information, contact Jane Johnson at [janejohnson@realtor.com](mailto:janejohnson@realtor.com) | 212.555.0990

**CHINATOWN, MANHATTAN** \$845,000  
This is a 1,200 sq ft 1-bedroom, 1-bathroom unit in a prime location. The apartment features a modern kitchen, a bright living area, and a walk-in closet. For more information, contact Jane Johnson at [janejohnson@realtor.com](mailto:janejohnson@realtor.com) | 212.555.0990

**LONG ISLAND CITY, QUEENS** \$1,100,000  
This is a 2,000 sq ft 2-bedroom, 2-bathroom unit with a great view of the city. The apartment features a modern kitchen, a bright living area, and a walk-in closet. For more information, contact Jane Johnson at [janejohnson@realtor.com](mailto:janejohnson@realtor.com) | 212.555.0990

**FINANCIAL DISTRICT, MANHATTAN** \$2,100,000  
This is a 2,500 sq ft 2-bedroom, 2-bathroom unit with a stunning view of the city. The apartment features a gourmet kitchen, a spa bathroom, and a private terrace. For more information, contact Jane Johnson at [janejohnson@realtor.com](mailto:janejohnson@realtor.com) | 212.555.0990

**MIDTOWN, MANHATTAN** \$1,100,000  
This is a 1,500 sq ft 1-bedroom, 1-bathroom unit in a prime location. The apartment features a modern kitchen, a bright living area, and a walk-in closet. For more information, contact Jane Johnson at [janejohnson@realtor.com](mailto:janejohnson@realtor.com) | 212.555.0990

## CONDE NAST UK

Vogue, House and Garden, Tatler, and GQ have a unique readership of affluent, upmarket individuals for whom luxury living is a high priority.

**Readership:** 1,559,000

**Average Age:** 41

**Circulation:** 205,080

### DISTRIBUTION

London, Avon, Bedfordshire, Berkshire, Buckinghamshire, Dorset, Essex, Gloucestershire, Hampshire, Hereford & Worcestershire, Hertfordshire, Isle of Wight, Kent, Oxfordshire, Somerset, Suffolk, Surrey, Sussex.

### INTERNATIONAL DISTRIBUTION

Dubai, Singapore, Malaysia, Hong Kong, and China.

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HALF PAGE 4 MAGAZINES + INSTAGRAM:  
\$5,000



## CONDE NAST TRAVELER

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 Conde Nast Traveler

FULL PAGE, COLOR  
\$2,190  
MANHATTAN





## COUNTRY LIFE

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

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

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

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FULL PAGE \$3,750  
INTERNATIONAL PROPERTIES EDITION



## ROBB REPORT

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### » LUXURY PROPERTY GUIDE

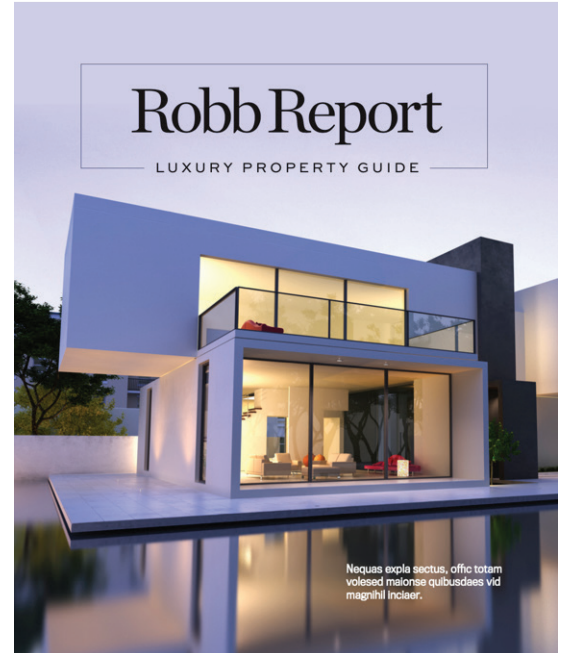
As a global leader in the luxury real estate market, Robb Report showcases the best of the best. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, new residences and developments.

As a global leader in the luxury real estate market, Robb Report showcases the “best-of-the-best”. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, and new residential developments. For its first-ever issue, Robb Report editors will design a beautifully crafted Luxury Property Guide that will accompany our signature December Philanthropy issue. This special advertising edition will allow our partners the opportunity to get in front of this affluent audience while they’re exploring the newest trends and properties around the world.

- **\$555K** average HHI
- **\$1,8MM** highest total real estate value

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





**COLDWELL BANKER**  
**REALTY**

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Circulation/Distribution/Reach

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# CIRCULATION/DISTRIBUTION/REACH 2021

Media	Circulation
<b>DIGITAL</b>	
Million Impressions*	750,000
Smart Solutions Eblast	58,000
<b>UHNW Hyper-targeted Social Campaign</b>	
<b>Juwai.com</b>	
Hot property upgrade	2,300,000
Luxe Channel Property Listing	2,300,000
<b>Bloomberg Markets e-Newsletter</b>	
5 Things to Start Your Day - Europe	84,000
Conde Nast UK	200,000
<b>Dwell.com</b>	
Real Estate Package 2	110,000
Nob Hill Gazette Peninsula and Silicon Valley	6,500
<b>JamesEdition</b>	
Rotating Gallery Home Page	750,000
Featured Article and e-Newsletter promotion	130,000
Social Media Post - Instagram	75,800
Social Media Post - Facebook	31,300
New & Trending Home Page	38,300
Robbreport.com	6,000
<b>WSJ.com</b>	
Mansion Global Homepage	164,000
Mansion Global Homepage Featured Listing Mod	164,000
Mansion Global Instagram	76,200
<b>PRINT</b>	
The Wall Street Journal - New York Metro	480,000
The Wall Street Journal - National	1,989,200
The New York Times	2,918,322
Conde Nast UK	205,080
Conde Nast Traveler - Manhattan	10,000
Country Life	40,000
Robb Report	93,142
<b>GRAND TOTAL</b>	<b>12,979,844</b>



**COLDWELL BANKER**  
**REALTY**

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# Schedule and Pricing





# PROPOSED MEDIA SCHEDULE & PRICING 2021

Media	Ad Description	February	March	April	May	Media Total
<b>DIGITAL</b>						
Million Impressions*	Digital Banner Program Targeting - Nairobi, UAE, UK, France, Italy, US (Washington DC, New York, Los Angeles and San Francisco Metros)	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00
Smart Solutions Eblast	Custom Email - NY Metro, Outdoor Enthusi	\$ 2,975.00				\$ 2,975.00
UHNW Hyper-targeted Social Campaign	50 locations	\$ 6,250.00	\$ 6,250.00	\$ 6,250.00		\$ 18,750.00
Juwai.com						
Hot property upgrade	Hot property upgrade		\$ 425.00			\$ 425.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		\$425			\$ 425.00
Bloomberg Markets e-Newsletter						
5 Things to Start Your Day - Europe	5 Things Briefing e-Newsletter	\$ 3,750.00				\$ 3,750.00
Conde Nast UK	Instagram		\$ 2,500.00			\$ 2,500.00
Dwell.com						
Real Estate Package 2	Custom Article with promo on Homepage, 1X in the e-Newsletter		\$ 2,500.00			\$ 2,500.00
Nob Hill Gazette Peninsula and Silicon Valley	OTM Ont the Market eNewsletter		\$ 500.00			\$ 500.00
JamesEdition						
Rotating Gallery Home Page	Featured Banner		\$ 3,600.00	\$ 1,300.00		\$ 1,300.00
Featured Article and e-Newsletter promotion	e-Newsletter					\$ 3,600.00
Social Media Post - Instagram	Post			\$ 350.00		\$ 350.00
Social Media Post - Facebook	Post			\$ 350.00		\$ 350.00
New & Trending Home Page	Featured Spot	\$ 1,000.00				\$ 1,000.00
Robbreport.com	Real Estate media bar	\$ 950.00				\$ 950.00
WSJ.com						
Mansion Global Homepage	Mansion Global Homepage		\$ 2,150.00			\$ 2,150.00
Mansion Global Homepage Featured Listing Module		\$ 1,275.00				\$ 1,275.00
Mansion Global Instagram			\$ 1,775.00			\$ 1,775.00
<b>PRINT</b>						
The Wall Street Journal - New York Metro	2 x 7	\$ 1,040.00	\$ 2,080.00	\$ 1,040.00	BONUS	\$ 4,160.00
The Wall Street Journal - National	Featured Property	\$ 2,355.00		\$ 2,355.00		\$ 4,710.00
The New York Times	Featured Listing - Sunday	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 3,000.00
Conde Nast UK	Half Page 4 Magazines + Instagram		\$ 5,000.00			\$ 5,000.00
Conde Nast Traveler - Manhattan	Full Page		\$ 2,190.00			\$ 2,190.00
Country Life	Full page - International Property Issue		\$ 3,750.00			\$ 3,750.00
Robb Report	Property Portfolio Magazine		\$ 3,500.00			\$ 3,500.00
<b>TOTAL</b>						\$ 74,470.00

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