



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

706 Forest Road Advertising and Marketing Program



COLDWELL BANKER
REALTY

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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure 706 Forest Road

SKY Advertising is excited to present to Coldwell Banker Mountain Properties a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 706 Forest Road.

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 Vail, CO.

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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Digital Offerings



COLDWELL BANKER
REALTY

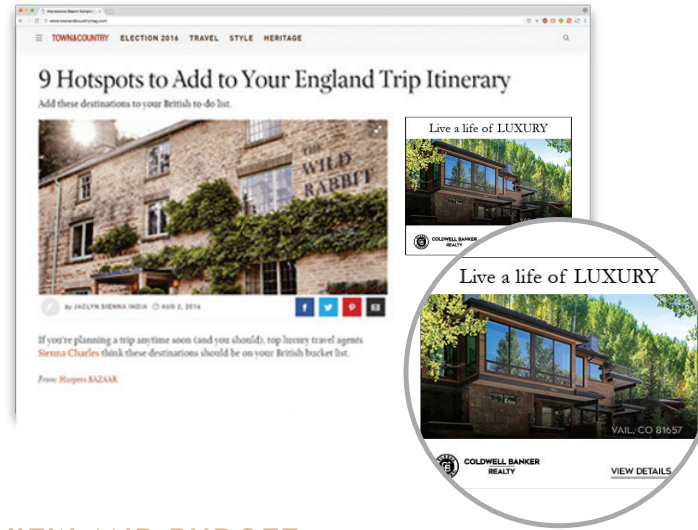
Impressions Campaign

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: **706 Forest Road**
- Flight Dates: **August 2023 - October 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

DIGITAL

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.

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.

INVESTOR'S BUSINESS DAILY®

FORTUNE

FOX BUSINESS

THE WALL STREET JOURNAL.



South China Morning Post

Forbes

**Bloomberg
Markets**



REUTERS



BARRON'S



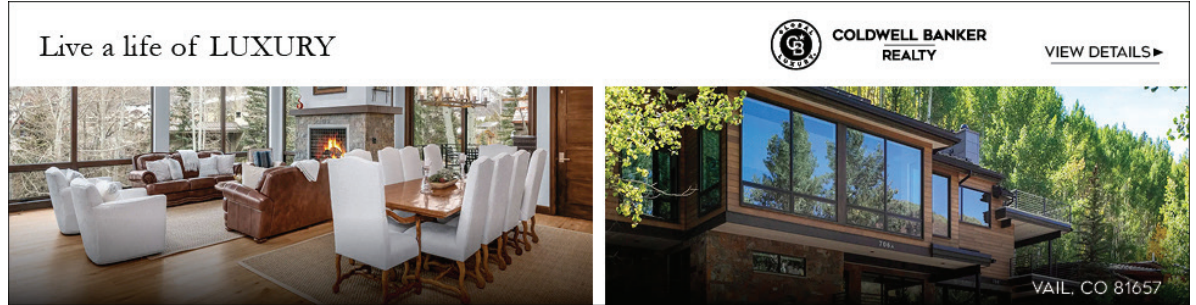
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

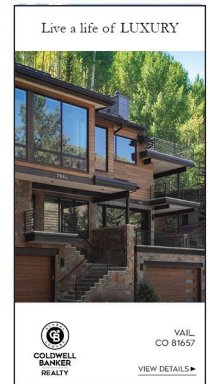
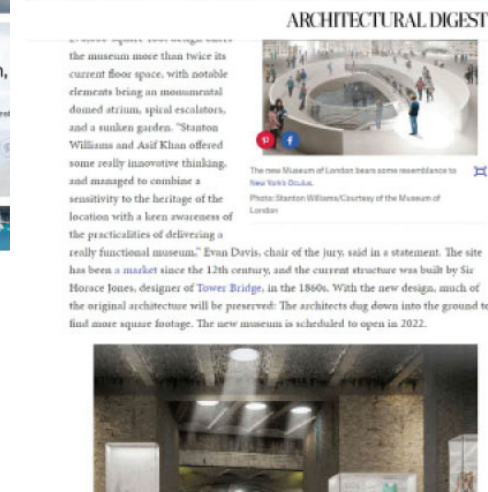
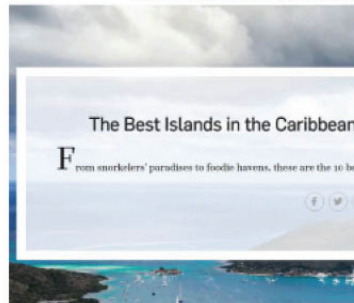
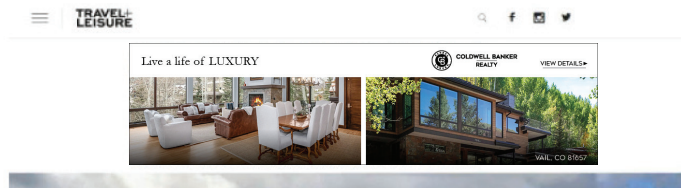
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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 Colorado, Texas, and Mexico/Hong Kong.

The program, with a projected start date of August 1st and will run for three months delivering an estimated 1,500,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in Colorado, Texas, Mexico, China/Hong Kong on top global business and finance websites.
- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in Mexico and China/Hong Kong on top news and business/finance websites.
- A Custom Intent segment that will allow us to show banners to adults actively searching for Rocky Mountain area real estate and living in Colorado, Texas, Mexico, China/Hong Kong.
- A behavioral segment that will allow us to show banners to Ski Enthusiasts living in Denver, Boulder, Colorado Springs (Front Range), Texas, Florida, Chicago and New York.

SITE SPECIFIC

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

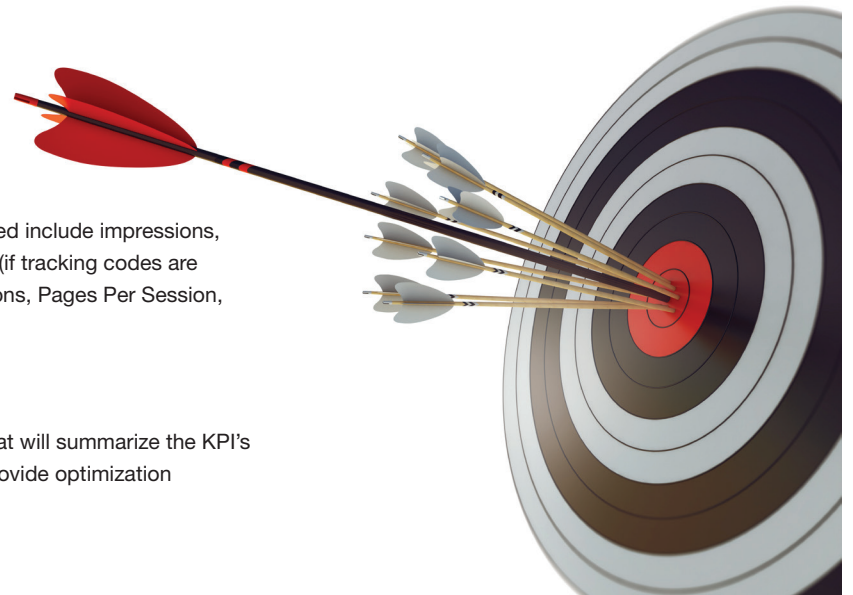
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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



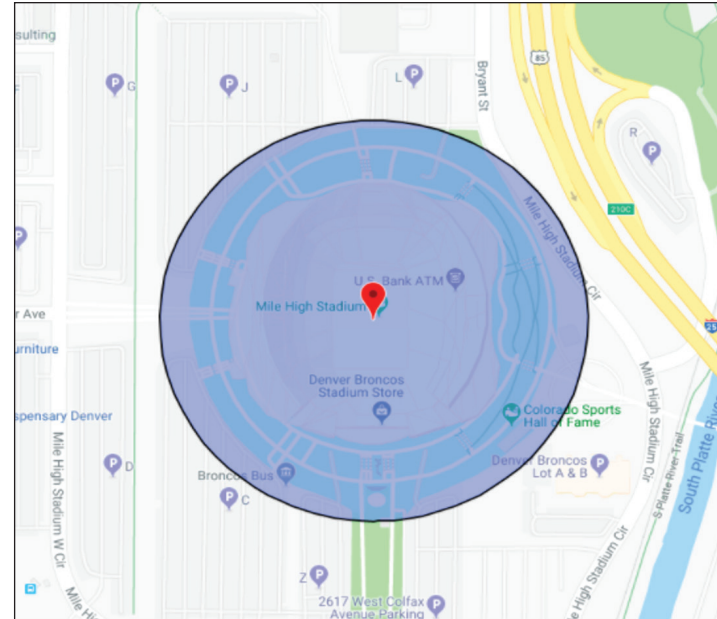
Impressions Scheduling

CB Mountain Properties 706 Forest Road																	
Media	Geo-Target	August					September					October					Impressions
		31	07	14	21	28	04	11	18	25	02	09	16	23	30		
WSJ.com	Colorado, Texas, Mexico, China/Hong Kong															625,000	
Bloomberg.com																	
Barrons.com																	
Investors.com																	
CNBC.com																	
Fortune.com																	
Reuters.com																	
Forbes.com																	
FoxBusiness.com																	
CNBC.com																	
SCMP.com	Colorado, Texas, Mexico, China/Hong Kong														150,000		
Mexico, Hong Kong, China																	
Behavioral - Ski Enthusiasts	Colorado, Texas, Mexico, China/Hong Kong														375,000		
Custom Intent - Rocky Mountain Area Real Estate	Colorado, Texas, Mexico, China/Hong Kong														350,000		
Total Digital																1,500,000	

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

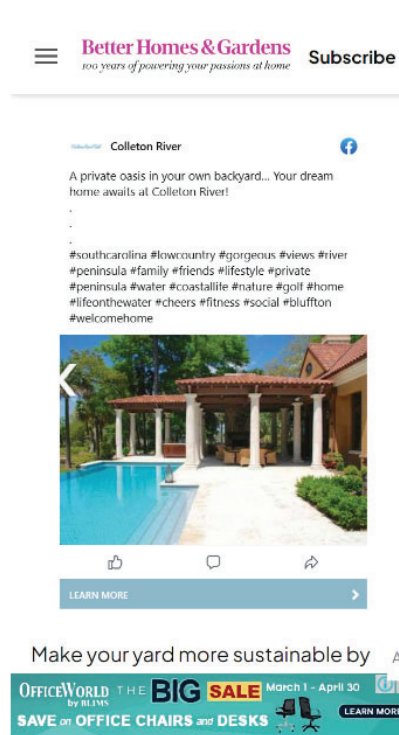
SOCIAL MIRROR ADS

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.

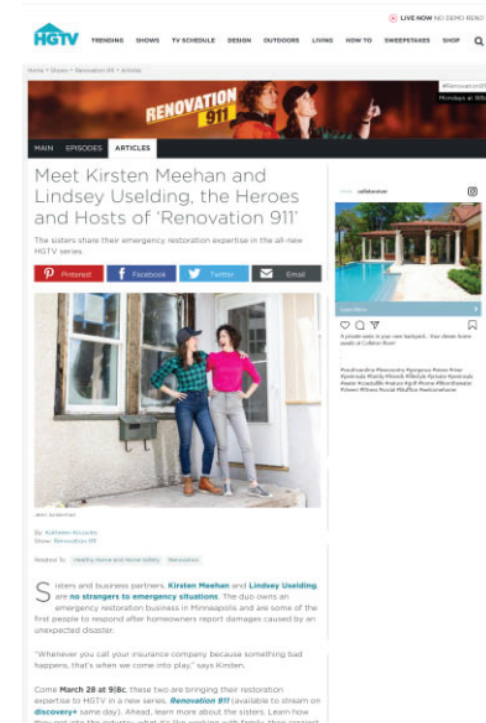
Ads can be display, video, OTT across connected TVs or carousel.



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 PER MONTH



Impressions Scheduling

Digital Campaign Planner

Client: Coldwell Banker Mountain Properties

Date Created: 7/14/23

GEOGRAPHIC TARGET:



Colorado, Texas, Mexico, China

Campaign Duration: 08/01/2023-11/01/2023	Aug-23	Sep-23	Oct-23	Total
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth; High Net Worth				
Entrepreneurs; Home Ownership - Second Home; Second Home				
Next Year; Luxury Home Owners; Luxury Home Good Buyer				
Behavior; Skiing Enthusiasts; Ski and Snowboard Enthusiasts;				
Vacation Types - Ski				
Keyword Targeting				
Total Potential Impressions	100,000	100,000	100,000	300,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
TOTAL CAMPAIGN IMPRESSIONS:	100,000	100,000	100,000	300,000
TOTAL CAMPAIGN INVESTMENT:	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00

Social Mirror Ads Available Monthly Impressions Estimate:	399,528
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	25.03%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

DIGITAL

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

ARRAS

Your Stunning New Apartments In The Heart Of Bellevue

Your Tower, Your Way

We are available for live video, accompanied in-person and self-guided tours. Find your new home at Arras and take your first, new step.

Luxurious Residences Patterned to Suit You

Spectacularly Spacious Floor Plans

Our exclusive apartments supply the space you need to impress your guests dramatically and elegantly. Up to 1,600 sq. ft. available.

[Take a Tour](#)

Charming Modern Amenities

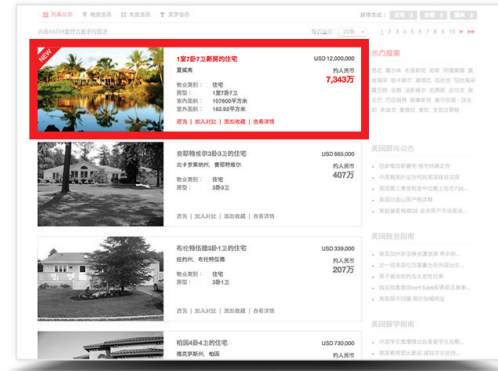
Feel good, relax, enjoy your floor plans, fitness club—Arras Apartments offers a host of elegant residential amenities that focus on form, function and convenience.

[Explore All Amenities](#)

GOLDWELL BANKER REALTY

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.

FEATURED PLACEMENT PROPERTY LISTING

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

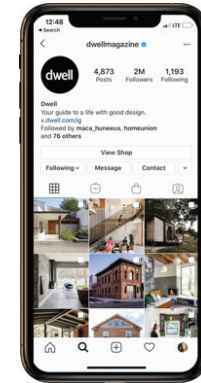
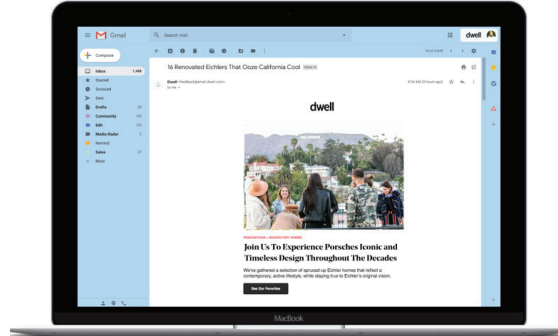
COMBO PRICING BOTH PLACEMENTS: \$675

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

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.

PRICE: \$6,000

Elite Traveler

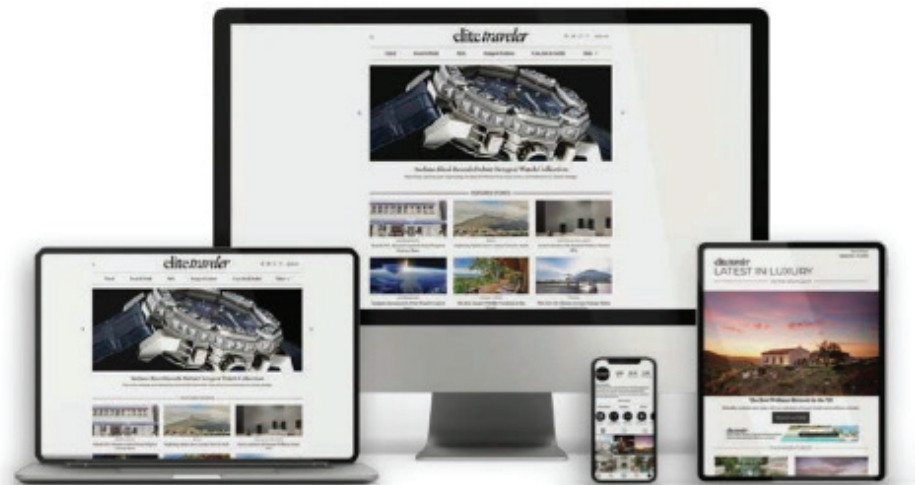
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- 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



jamesedition.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

jamesedition.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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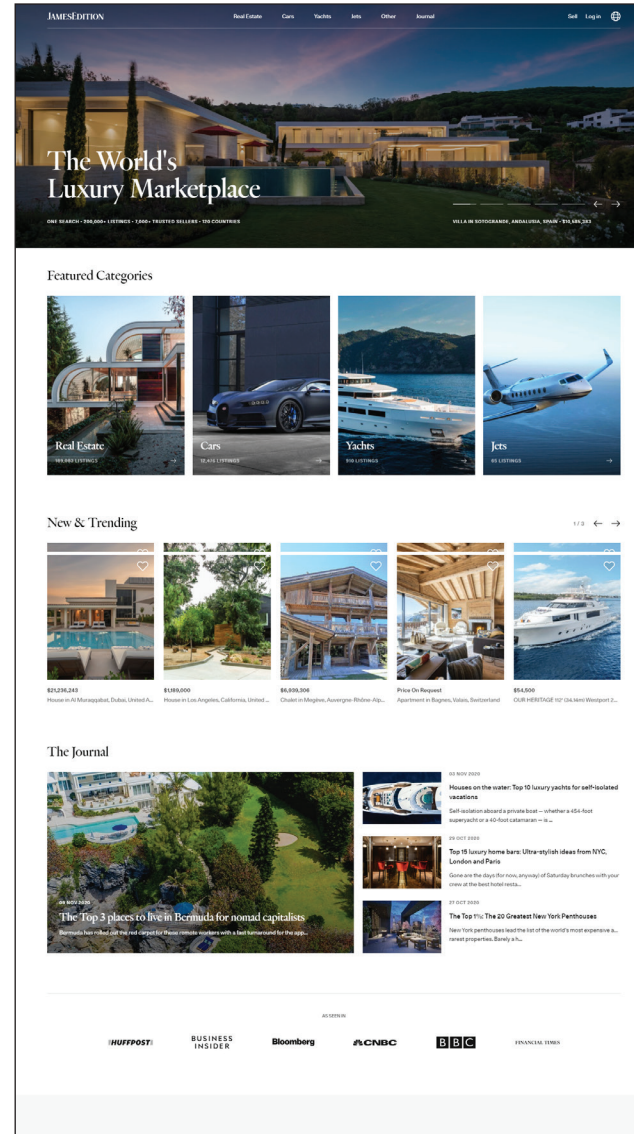
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$ 1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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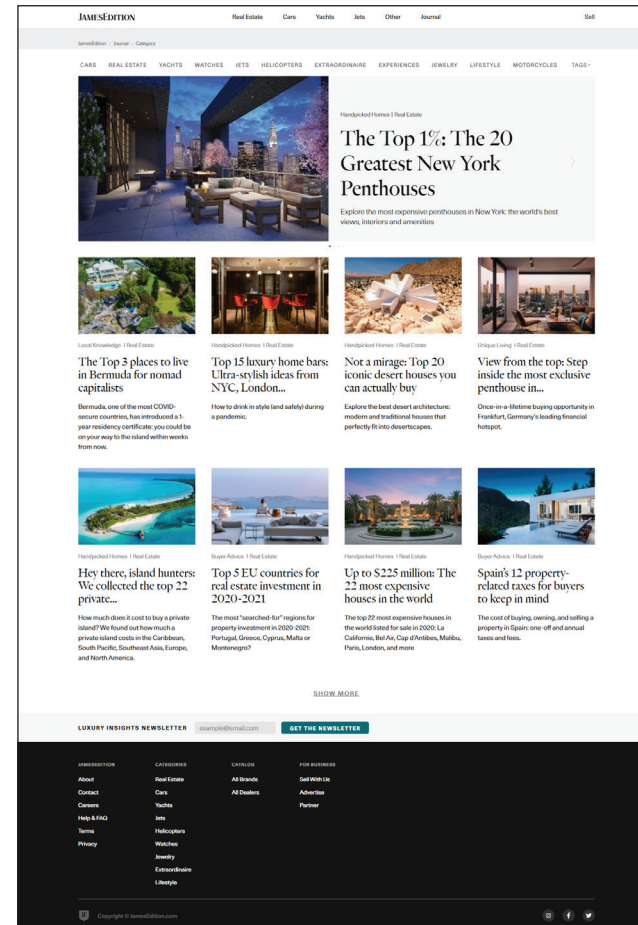
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

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 news article on the Track Record website. The article is titled "Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun". The article is dated October 23, 2012, and is categorized under Sports. The main image shows an aerial view of the Diamante resort complex. The article text includes:

- A quote from Tiger Woods: "While the Diamante course is reminiscent of a classic Scottish links course, this course is going to remind people of the old-style California courses," Woods said. "We all use the existing strategy that traverse the site and will plant bunkers to create definite strategic choices and curves off the tee."
- A quote from Diamante CEO Ken Jewell: "We believe a Tiger Woods Design course will be the perfect complement to Diamante's reputation as a world-class golf destination."
- A quote from Tiger Woods: "I set up the golf strategy to make golfers think and make choices," said Woods. "Regardless of your handicap, there are going to be different ways to play every hole, angles of approach are going to be very important and will dictate the type of shots you should consider. I love this kind of golf."
- A quote from Tiger Woods: "I'm excited to work with Tiger Woods and his design team," said Jewell. "He brings a wealth of golf knowledge and experience, and we look forward to creating a world-class golf course that brings our Diamante's unique style and characteristics."
- A quote from Tiger Woods: "I've spent 10 years playing professional golf, and I've learned a lot from playing worldwide and on almost every continent. I think that I'm dedicated to applying his hands-on knowledge of the game to the Diamante site."

 The article also features a "SHARE ON" section with links for Facebook, Twitter, and Email. Below the article, there is an "ABOUT THE AUTHOR" section for Jetset Magazine and a "RELATED POSTS" section with two other articles: "The Ultimate Cabo San Lucas" and "Web Resorts Cabo San Lucas: Delighting Vacation Packages".

Luxury Estate

LUXURY ESTATE

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

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

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

SHOWCASE LISTING + ELITE LISTING PACKAGES

PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

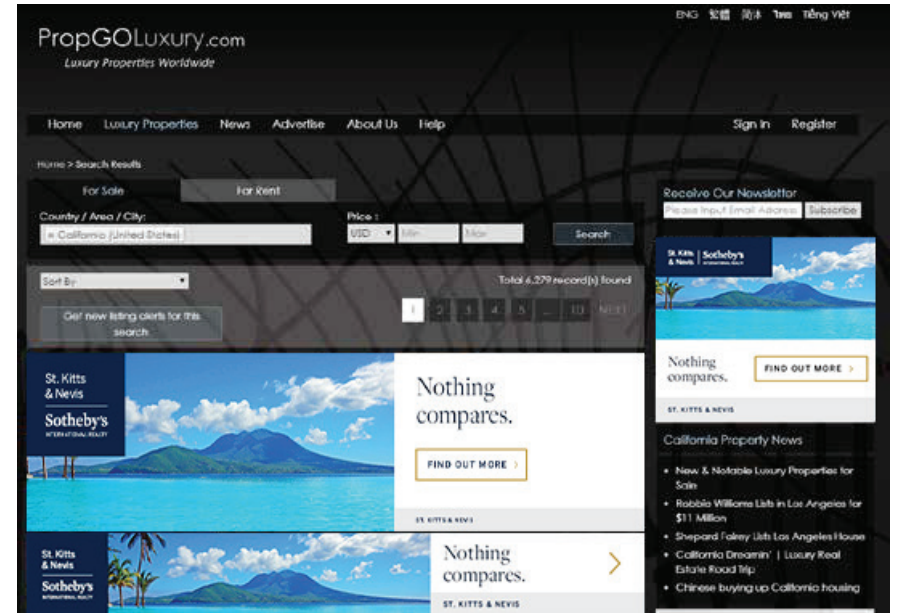
\$5,100 FOR 6 MONTHS.



PropGOLuxury.com

PropGOLuxury.com is the leading global luxury real estate site serving affluent English and Chinese audiences that allows users to search for luxury homes based on price and location. It offers the most effective way to reach luxury property buyers, including China's large and rapidly growing international property buyer demographic. The banner display ad for your listing receives 125,000 impressions on the homepage or the search results page.

PRICE: \$700



RobbReport.Com

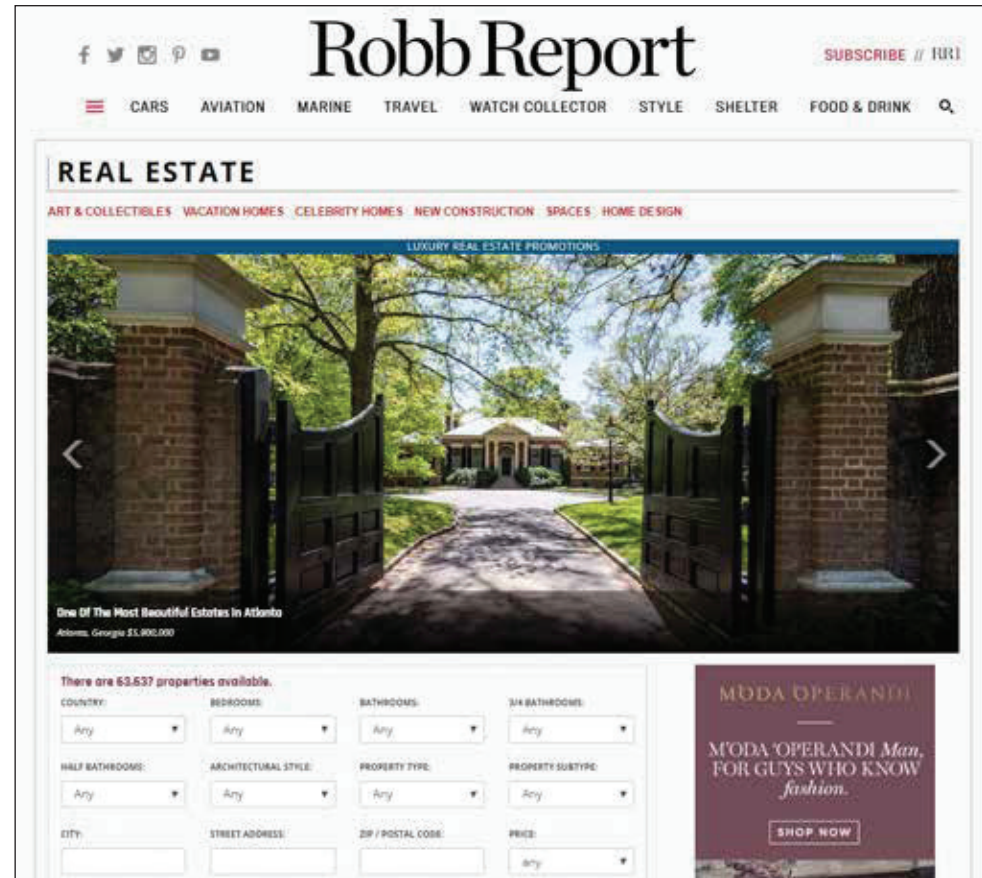
REAL ESTATE MEDIA BAR

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: \$1,250



DIGITAL

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

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



DIGITAL

The Wall Street Journal Online (WSJ.Com)

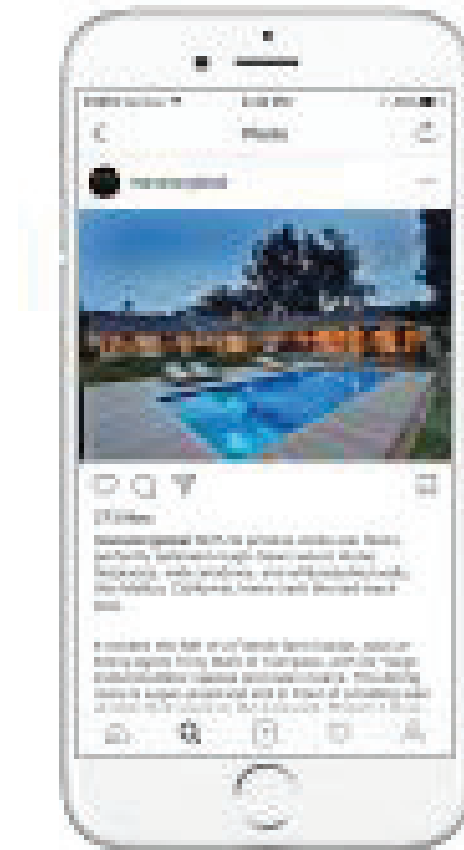
@MANSIONGLOBAL INSTAGRAM

EXCLUSIVE EMAIL

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

PRICE: \$1,775

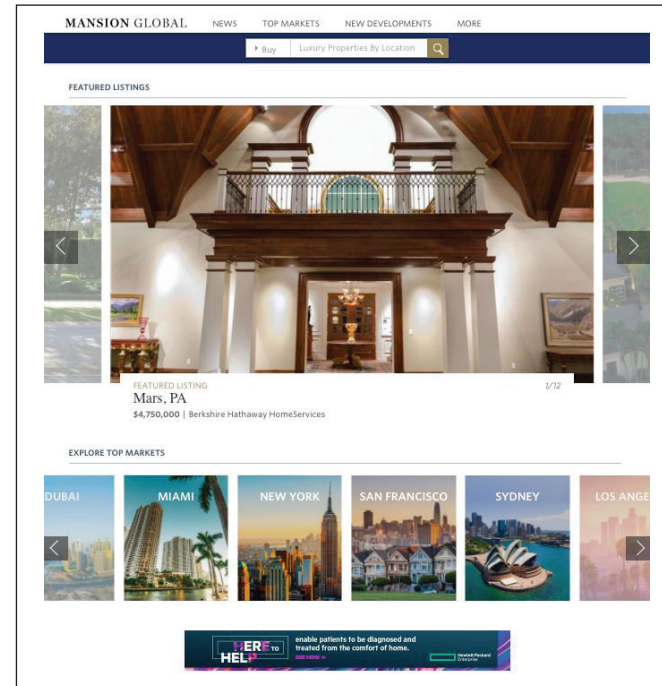


The Wall Street Journal Online (WSJ.Com)

THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



Print Offerings



COLDWELL BANKER
REALTY

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: **644,424**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **62% / 38%**
- Average HHI: **\$404,217**
- Average age: **50**

PROPERTY PORTFOLIO: **\$2,355**

THE WALL STREET JOURNAL.
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 52
 \$4.00

What's News
Business & Finance

Fed Cuts Rates Amid Virus Fears
 Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

Shaky Ground
 A sharp decline in Treasury yields has led to a sell-off in the market for public health securities and other government agencies.

Tennessee Twisters Kill at Least 25
 Tornadoes ripped through the state while many residents slept, according to the National Weather Service.

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.

World-Wide
 Biden method a string of Super Tuesday primary victories and Sanders won the eighth California on the Tuesday victories, while Sen. Bernie Sanders won delegates in California.

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

TEXAS: \$7,960



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 Ratio: **69% / 31%**
- Average HHI: **\$7.9M**
- Average Net Worth: **\$32M**

LUXURY HOMES FEATURE: \$4,500



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

PROPERTY GALLERY: \$1,250

Global



Luxe Magazine

LUXE INTERIORS + DESIGN

Luxe Interiors + Design is the largest architecture and design brand in the United States. We have a direct line to local businesses and design professionals, and target highly affluent consumers, 6 times a year, in the top 14 major markets.

- 4% Delivered to luxury homeowners in the wealthiest zip codes in each LUXE region
- 8% Distributed to a proprietary list of trade professionals, showrooms and design centers
- 8% Distributed to private air travelers via exclusive MediaJet newsstands in 250+ FBOs and on newsstands in Barnes & Noble, Hudson News, Whole Foods and Central Market

AUDIENCE:

- 93% Net Worth of \$1 Million or more
- 72% Net Worth of \$5 Million or more
- 35% Net Worth of \$10 Million or more
- 94% Own a Home Valued and \$1 Million or greater

FULL PAGE

COLORADO: \$3,600

DALLAS: \$3,600

HOUSTON: \$3,600



Circulation/
Distribution/
Reach



COLDWELL BANKER
REALTY

Circulation/ Distribution/ Reach 2023

Plan 1 Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	1,500,000
Targeting - CO, TX, Mexico and China	
Comprehensive Digital	
Social Mirror	300,000
Geofencing - Event and Location	
Target specific events and locations	60,000
Smart Solutions Eblast	
Custom Email	40,000
Juwai.com	
Hot property upgrade	2,300,000
Luxe Channel Property Listing - 6 months	2,300,000
Dwell.com	
Custom Article with promo on Homepage with promotion in eNew	110,000
Elite Traveler	
Online Real Estate Showcase	100,000
JamesEdition	
Rotating Gallery Real Estate Page	750,000
Featured Article and e-Newsletter promotion	294,000
Social Media	148,000
JetSet Magazine	
Annual Global Campaign	2,140,000
PropGo Luxury	
Featured Listing & Regional Showcase	100,000
Robbreport.com	
Real Estate media bar	6,000
WSJ.com	
Mansion Global Homepage	164,000
Mansion Global Instagram	76,200
Luxury Estate	
Showcase Listing + Elite Listing Packages	
Print	
The Wall Street Journal	
Property Portfolio	1,288,848
Conde Nast Magazines Regional Pages	
Conde Nast Traveler - Texas	42,000
Elite Traveler	
Luxury Homes Feature	
Financial Times	
Property Gallery	631,371
Luxe Interiors + Design	
Full page - Colorado	30,000
Full page - Dallas	30,000
Full page - Houston	30,000
GRAND TOTAL	12,440,419

Circulation/ Distribution/ Reach 2023

Plan 2 Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	1,500,000
Targeting - CO, TX, Mexico and China	
Comprehensive Digital	
Social Mirror	300,000
Geofencing - Event and Location	
Target specific events and locations	60,000
Smart Solutions Eblast	
Custom Email	40,000
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
JamesEdition	
Featured Banner	750,000
e-Newsletter	294,000
Listing Feature	148,000
PropGo Luxury	
Featured Listing & Regional Showcase	100,000
Robbreport.com	
Real Estate media bar	6,000
WSJ.com	
Mansion Global Homepage	164,000
Luxury Estate	
Showcase Listing + Elite Listing Packages	
Print	
The Wall Street Journal	
Property Portfolio	1,288,848
Elite Traveler	
Financial Times	
Property Gallery	631,371
Luxe Interiors + Design	
Full page - Colorado	30,000
GRAND TOTAL	10,012,219

Circulation/ Distribution/ Reach 2023

Plan 3 Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	750,000
Targeting - CO, TX, Mexico and China	
Comprehensive Digital	
Social Mirror	200,000
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
JamesEdition	
e-Newsletter	294,000
Listing Feature	148,000
PropGo Luxury	
Featured Listing & Regional Showcase	100,000
Robbreport.com	
Real Estate media bar	6,000
WSJ.com	
Mansion Global Homepage Featured Listing Module	164,000
Luxury Estate	
Showcase Listing + Elite Listing Packages	
Print	
The Wall Street Journal	
Property Portfolio	1,288,848
Financial Times	
Property Gallery	631,371
GRAND TOTAL	8,282,219

Schedule and Pricing



COLDWELL BANKER
REALTY

Proposed Media Schedule & Pricing 2023

Plan 1		August	September	October	November	December	Media Total
Media	Ad Description						
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00			\$ 4,875.00
Million Impressions	Targeting - CO, TX, Mexico and China						
Comprehensive Digital							
Comprehensive Digital	Social Mirror	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations				\$ 1,500.00		\$ 1,500.00
Smart Solutions Eblast							
Smart Solutions Eblast	Custom Email		\$ 2,295.00				\$ 2,295.00
Juwai.com							
Hot property upgrade	Hot property upgrade		Upgrade				\$ 675.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months				Luxe Listing		
Dwell.com							
Real Estate Package 1	Custom Article with promo on Homepage with prorr	\$ 6,000.00					\$ 6,000.00
Elite Traveler							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00
JamesEdition							
Rotating Gallery Real Estate Page	Featured Banner			\$ 1,600.00			\$ 1,600.00
Featured Article and e-Newsletter prc	e-Newsletter	\$ 3,300.00					\$ 3,300.00
Social Media	Listing Feature			\$ 1,000.00			\$ 1,000.00
JetSet Magazine							
JetSet Magazine	Annual Global Campaign			\$2,500			\$ 2,500.00
PropGo Luxury							
PropGo Luxury	Featured Listing & Regional Showca	\$ 400.00					\$ 400.00
Robbreport.com							
Robbreport.com	Real Estate media bar	\$ 1,250.00					\$ 1,250.00
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00					\$ 2,150.00
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00				\$ 1,775.00
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Pack	\$ 1,100.00					\$ 1,100.00
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00	\$ 2,355.00				\$ 4,710.00
Conde Nast Magazines Regional Pages							
Conde Nast Traveler - Texas	Full Page				\$ 7,960.00		\$ 7,960.00
Elite Traveler							
Elite Traveler	Luxury Homes Feature				\$ 4,500.00		\$ 4,500.00
Financial Times							
Financial Times	Property Gallery		\$ 1,250.00	\$ 1,250.00	\$ 1,250.00		\$ 3,750.00
Luxe Interiors + Design							
Luxe Interiors + Design	Full page - Colorado				\$ 3,600.00		\$ 3,600.00
Luxe Interiors + Design	Full page - Dallas				\$ 3,600.00		\$ 3,600.00
Luxe Interiors + Design	Full page - Houston				\$ 3,600.00		\$ 3,600.00
TOTAL							\$ 69,140.00
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							

Proposed Media Schedule & Pricing 2023

Plan 2 Media	Ad Description	August	September	October	November	December	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 - CO, TX, Mexico and China						
Comprehensive Digital							
Comprehensive Digital	Social Mirror	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations				\$ 1,500.00		\$ 1,500.00
Smart Solutions Eblast							
Smart Solutions Eblast	Custom Email		\$ 2,295.00				\$ 2,295.00
Juwai.com							
Hot property upgrade	Hot property upgrade		Upgrade				\$ 675.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months				Luxe Listing		
Elite Traveler							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00
JamesEdition							
Rotating Gallery Real Estate Page	Featured Banner			\$ 1,600.00			\$ 1,600.00
e-Newsletter	e-Newsletter		\$ 1,500.00				\$ 1,500.00
Social Media	Listing Feature			\$ 1,000.00			\$ 1,000.00
PropGo Luxury							
PropGo Luxury	Featured Listing & Regional Showca:	\$ 400.00					\$ 400.00
Robbreport.com							
Robbreport.com	Real Estate media bar	\$ 1,250.00					\$ 1,250.00
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00					\$ 2,150.00
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Pack:	\$ 1,100.00					\$ 1,100.00
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00	\$ 2,355.00				\$ 4,710.00
Elite Traveler							
Elite Traveler	Luxury Homes Feature				\$ 4,500.00		\$ 4,500.00
Financial Times							
Financial Times	Property Gallery		\$ 1,250.00	\$ 1,250.00	\$ 1,250.00		\$ 3,750.00
Luxe Interiors + Design							
Luxe Interiors + Design	Full page - Colorado				\$ 3,600.00		\$ 3,600.00
TOTAL							\$ 41,905.00
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy							
Pricing Subject to Change							

Proposed Media Schedule & Pricing 2023

Plan 1 Media	Ad Description	August	September	October	November	December	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 - CO, TX, Mexico and China						
Comprehensive Digital							
Comprehensive Digital	Social Mirror	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations				\$ 1,500.00		\$ 1,500.00
Smart Solutions Eblast							
Smart Solutions Eblast	Custom Email		\$ 2,295.00				\$ 2,295.00
Juwai.com							
Hot property upgrade	Hot property upgrade		Upgrade				\$ 675.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months				Luxe Listing		
Dwell.com							
Real Estate Package 1	Custom Article with promo on Homepage with prorr	\$ 6,000.00					\$ 6,000.00
Elite Traveler							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00
JamesEdition							
Rotating Gallery Real Estate Page	Featured Banner			\$ 1,600.00			\$ 1,600.00
Featured Article and e-Newsletter pr	e-Newsletter	\$ 3,300.00					\$ 3,300.00
Social Media	Listing Feature			\$ 1,000.00			\$ 1,000.00
JetSet Magazine							
JetSet Magazine	Annual Global Campaign			\$2,500			\$ 2,500.00
PropGo Luxury							
PropGo Luxury	Featured Listing & Regional Showca	\$ 400.00					\$ 400.00
Robbreport.com							
Robbreport.com	Real Estate media bar	\$ 1,250.00					\$ 1,250.00
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00					\$ 2,150.00
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00				\$ 1,775.00
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Pack	\$ 1,100.00					\$ 1,100.00
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00	\$ 2,355.00				\$ 4,710.00
Conde Nast Magazines Regional Pages							
Conde Nast Traveler - Texas	Full Page				\$ 7,960.00		\$ 7,960.00
Elite Traveler							
Elite Traveler	Luxury Homes Feature				\$ 4,500.00		\$ 4,500.00
Financial Times							
Financial Times	Property Gallery		\$ 1,250.00	\$ 1,250.00	\$ 1,250.00		\$ 3,750.00
Luxe Interiors + Design							
Luxe Interiors + Design	Full page - Colorado				\$ 3,600.00		\$ 3,600.00
Luxe Interiors + Design	Full page - Dallas				\$ 3,600.00		\$ 3,600.00
Luxe Interiors + Design	Full page - Houston				\$ 3,600.00		\$ 3,600.00
TOTAL							\$ 69,140.00
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							