SKY

ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

THE JILLS ZEDER GROUP ADVERTISING AND MARKETING PROGRAM

GLOBAL LUXURY

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
THE JILLS ZEDER GROUP

SKY Advertising is excited to present to Coldwell Banker The Jills Zeder Group a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the team and their listings.

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 Miami.

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

LET'S DO
GREAT THINGS TOGETHER

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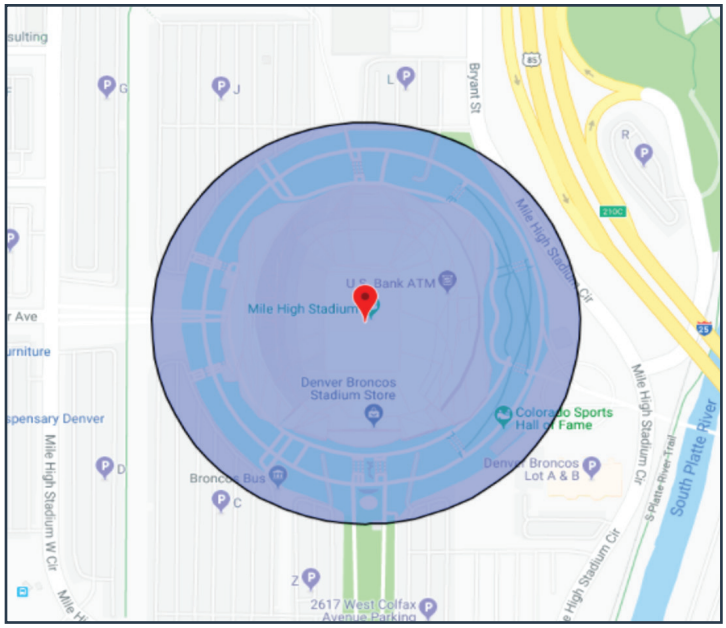
COLDWELL BANKER
REALTY

Digital Offerings

DIGITAL EVENT TARGETING

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



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

- From: $1,500/month

COMPREHENSIVE DIGITAL

» SOCIAL MIRROR ADS

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

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

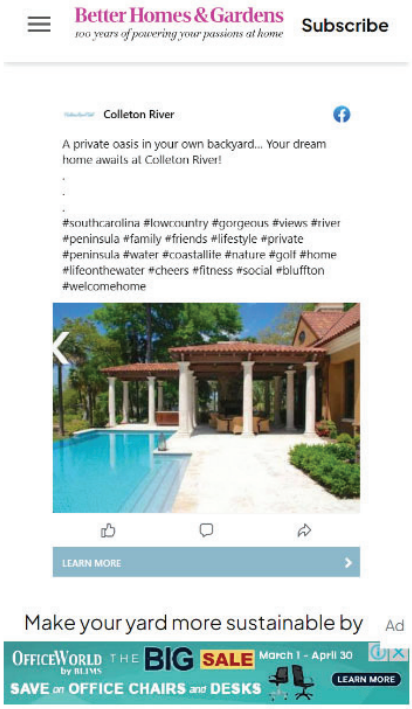
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

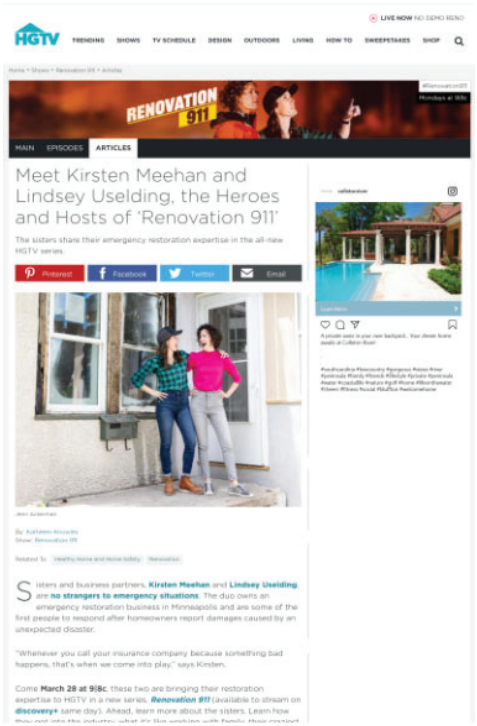
Ads can be display, video, OTT across connected TVs or carousel.

Targeting abilities:

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

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





NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen.They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

Higher Engagement:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.

Targeting Options Include:

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 Native ads on the web pages where they appear A.I.

Targeting – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.

Custom Audience Matching & Lookalike Audiences– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.

Cross Platform Targeting available from Mobile Conquesting.

Native ads come in many forms, but all share the common goal of not “looking” like an ad.

Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

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

OTT/VIDEO PREROLL

» WHAT IS OTT?

OTT or Over The Top is video programming transmitted via the Internet, not on traditional cable or broadcast. It reaches any type of internet connected device including Roku, Connected TV/SmartTVs, Fire TV Sticks, XBOX, PlayStation, Apple TV, Chromecast, and more.
Our OTT gets you to thousands of publishers and streaming exchanges on stations like: Sling TV, Fubo.TV, Pluto.TV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

YouTube Video Pre-Roll Ads

How can adding OTT help your current marketing campaign?
OTT can extend the reach of a business that is currently doing broadcast TV or cable because OTT reaches audiences that have cut the cord to cable (cord-cutters), or those that have never had cable (cord-nevers) and you are able to reach a more targeted audience with OTT.
eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.

Why OTT?
Our OTT runs on Set Top Boxes, Game Consoles, and Smart TVs like Fire TV Sticks, XBOX, PlayStation, 4K FireTV, SmartTV, AppleTV, ChromeCast, Roku, and more. 100% of our impressions are served on Connected TVs.

We have direct inventory on hundreds of Apps and Providers. These cover a variety of content such as News, Sports, Entertainment, Lifestyle, Gaming, Health, Technology, and many more, depending on the targeting categories selected for your campaign.We have over 100,000 targeting categories to choose from and we can also use Artificial Intelligence to find the optimal audience.We have direct deals with large publishers and devices like Samsung TV, DIRECTV, NHL, Fox, local news stations, Disney/ABC, AMC Networks, NBC Universal, National Geography, A+E Networks, Bloomberg, Discovery, the CW, and MLB to serve ads through direct connections.We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list

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

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

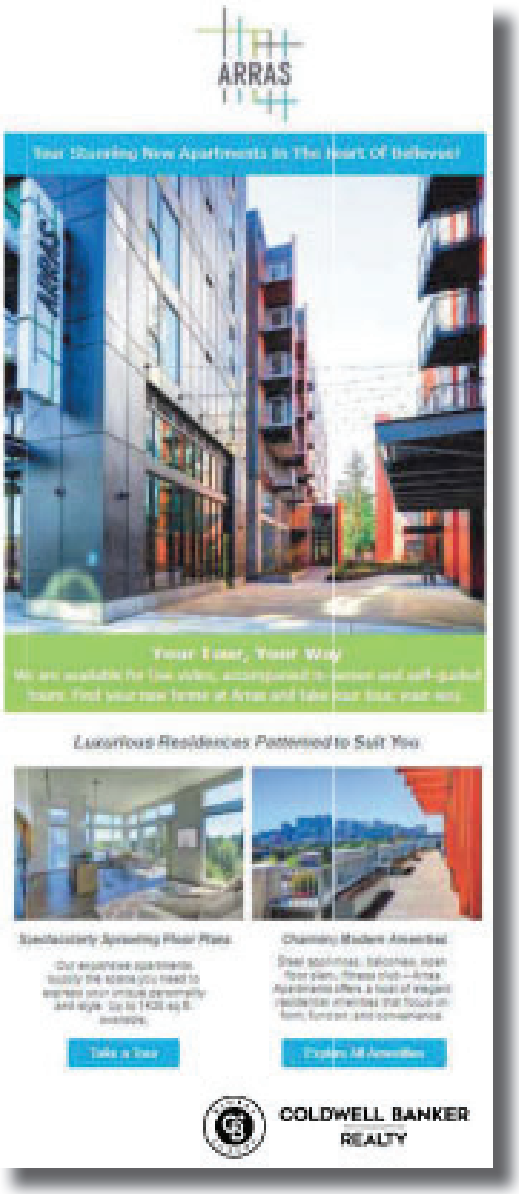
Select High Income Zip Codes

Net Worth > $13 Million

Household Income > $500K

20,000 Total Emails

CUSTOM EMAIL: $2,295



JUWAI.COM

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

» HOT PROPERTY UPGRADE

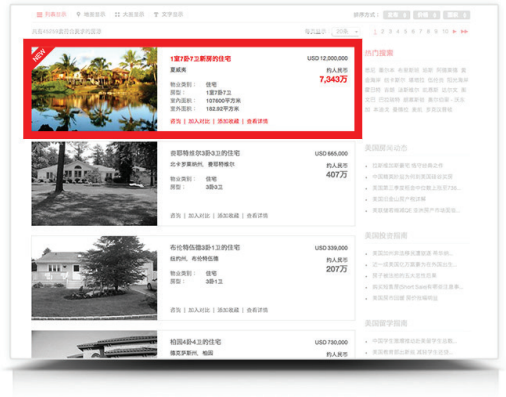
With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

30 DAY PROPERTY UPGRADE
Global

» FEATURED PLACEMENT PROPERTY LISTING

Juwai Luxe Channel

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



6 MONTH LISTING
For properties $2M+
Global

COMBO PRICING: $675
PROPERTY UPGRADE AND LUXE CHANNEL

CRAIN'S NEW YORK BUSINESS

Real Estate Daily eNewsletter

Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

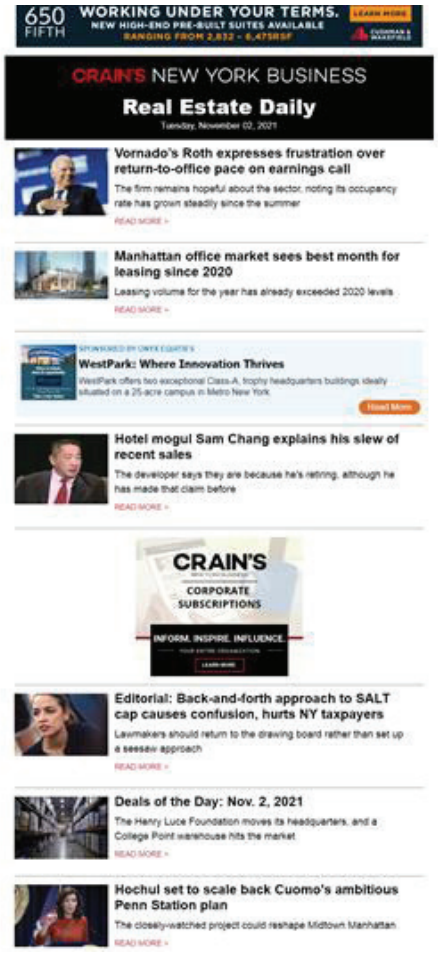
» CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

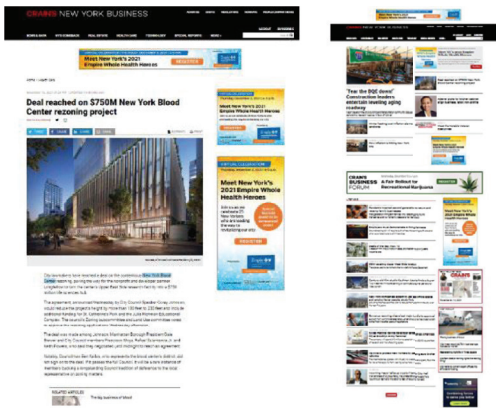
- **78%** are Top Management Professionals
- **60%** are C-Suite Level Executives
- **41%** serve on a Corporate or Non-Profit Board
- **87%** influence Capital Expenditures, Leasing, or Purchasing

» REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: **15,000**
- Average Open Rate: **42%**
- **33% SOV + 25K ROS** display impressionsFeatured Placement Property Listing

PRICE: $3,150/WEEK (MON- FRI, 5 SENDS)





BILLIONAIRE MAGAZINE

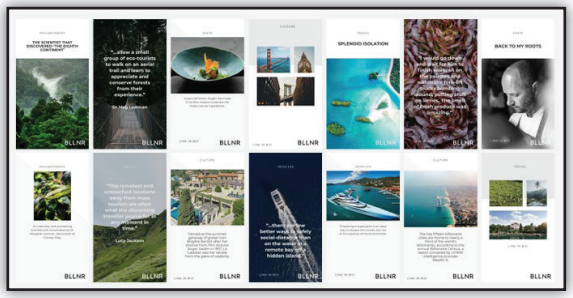
BILLIONAIRE is an award-winning luxury publication distributed to a curated list of Ultra High Net Worth (UHNW) readers, globally.

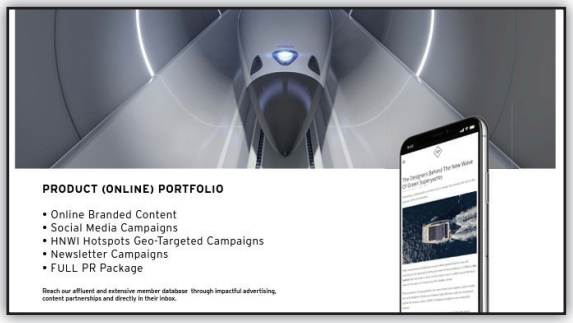
- **Digital Audience**
- 29% MILLIONAIRES
- **Readership stats**
- Total Print Readership – **32,000**
- Online Monthly Unique Audience – **120,000**
- Online Monthly Page Views – **240,000**
- Social Media Reach – **110,000**
- Newsletter Database – **25,000**

- 1x Online content piece - will sit on the site indefinitely and pick up organic views
- 1x Newsletter inclusion (25k subscribers) - drive content piece via newsletter
- 1x hyper-targeted social media campaign (4 weeks) - target UHNWI's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

CUSTOM CONTENT + ENEWSLETTER:
PRICE: $4,300

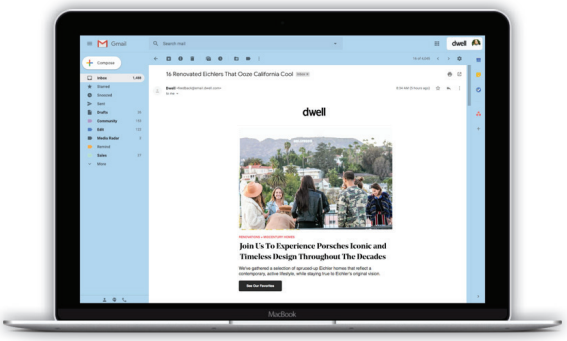
CUSTOM CONTENT + SOCIAL CAMPAIGN:
PRICE: $6,000

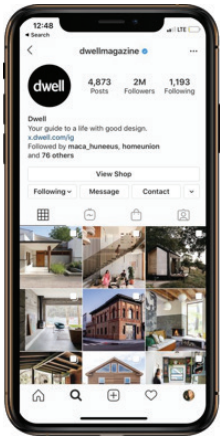




DWELL REAL ESTATE

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.

PACKAGE 2: $5,885

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 in the Dwell Email Newsletter.
- Promotion on the Dwell Facebook.

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: $3,000 FOR ONE YEAR HALF PRICE WITH FULL PAGE PRINT PURCHASE

NOB HILL GAZETTE

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

- $20,025,000 Average Net Worth
- $2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

» E-NEWSLETTER

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

SAN FRANCISCO, PENINSULA AND SILICON VALLEY
PRICE: $500 PER LISTING

JAMESEDITION.COM

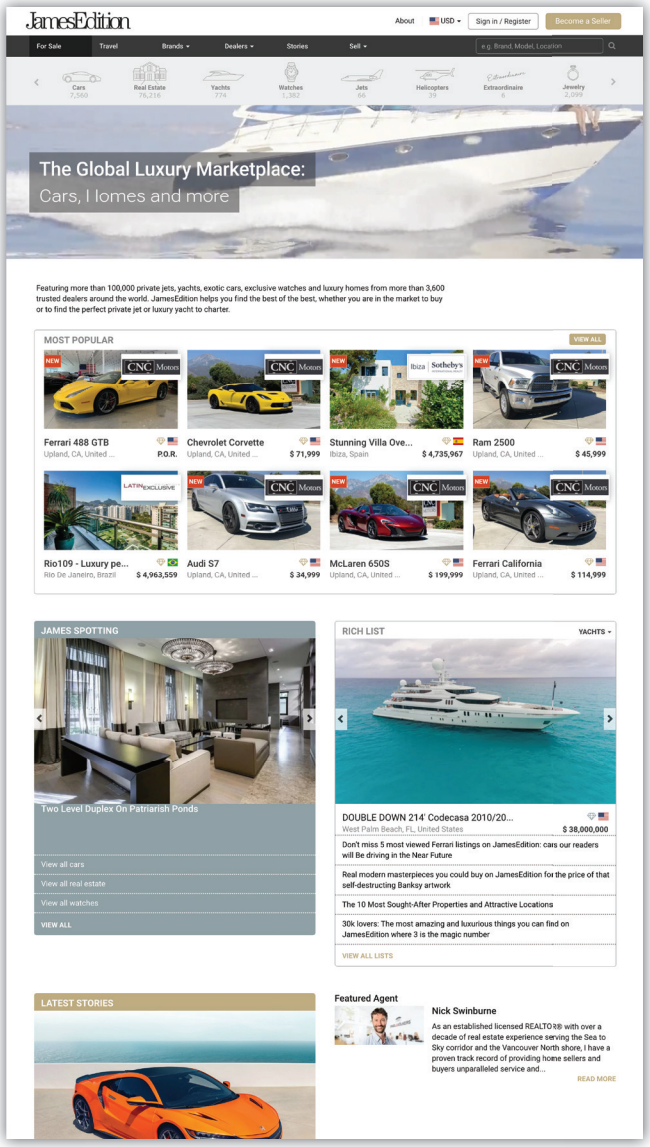
» E-NEWSLETTER

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

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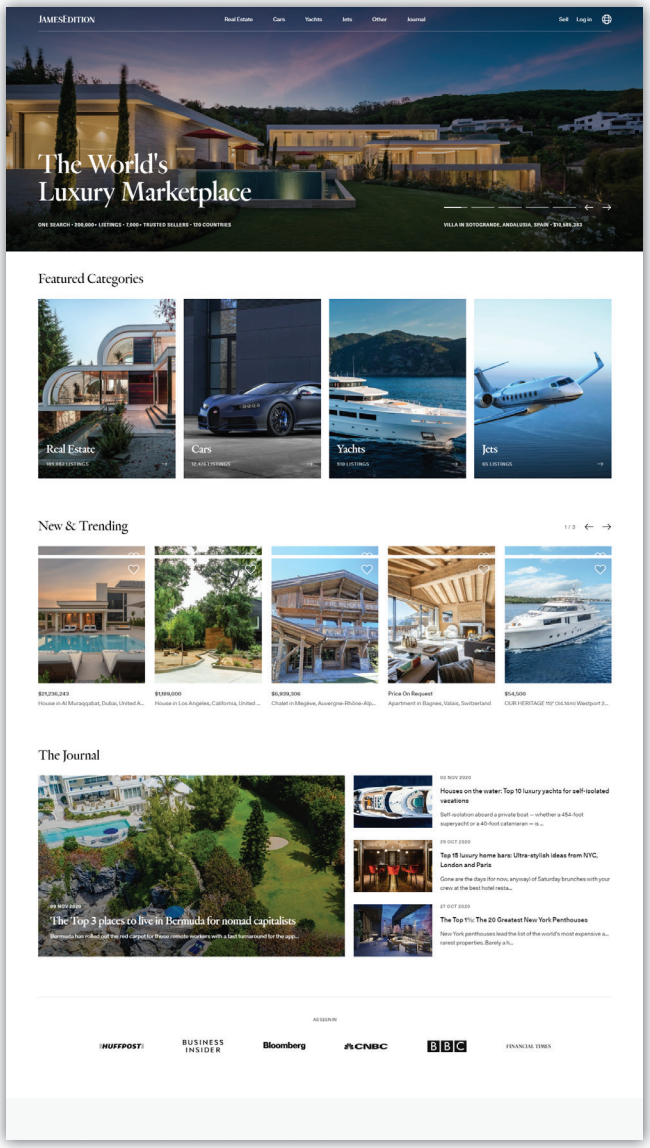
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

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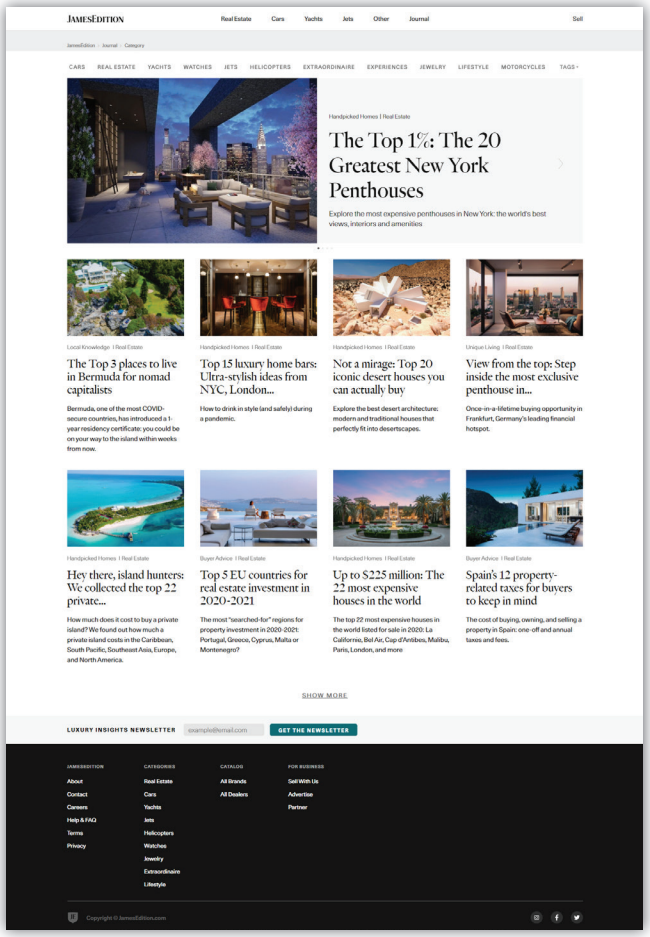
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

» NEW & TRENDING

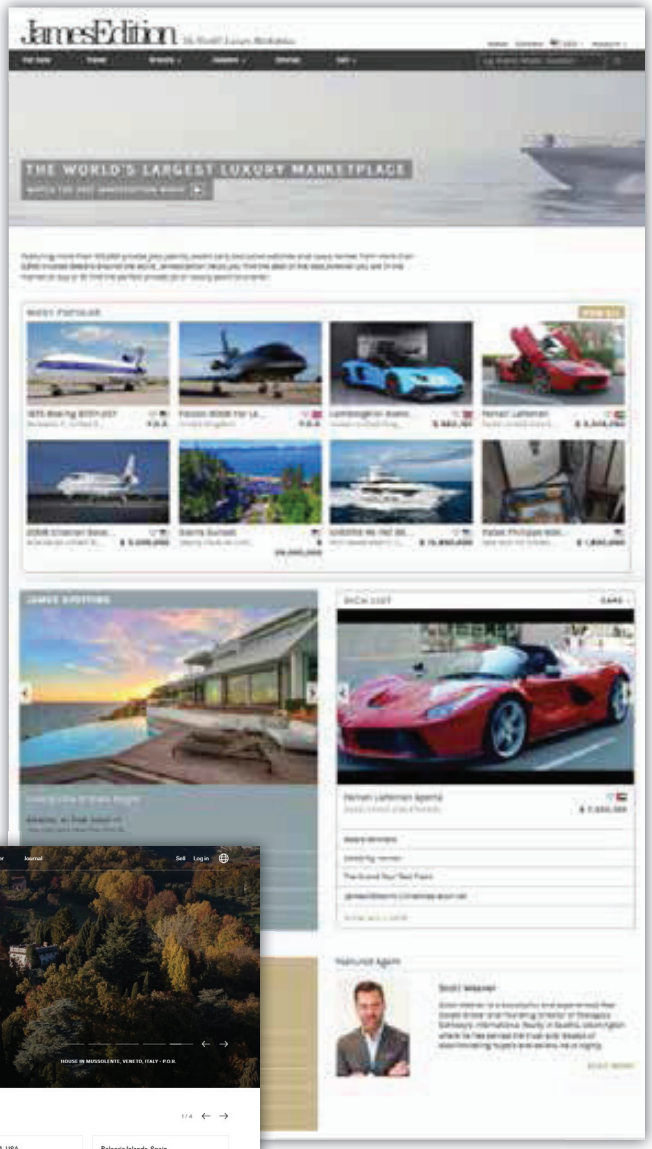
Featured Luxury Position

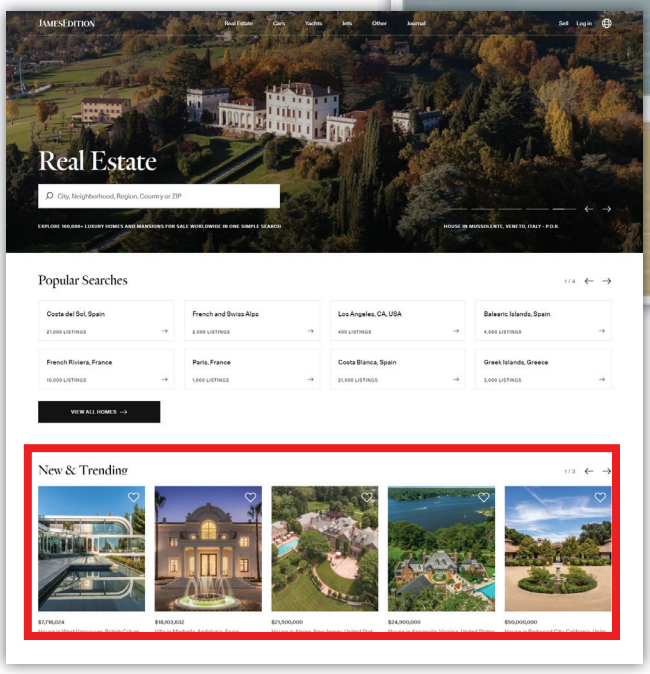
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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: $1,200
REAL ESTATE PAGE: $1,000





JAMESEDITION.COM

» SOCIAL MEDIA POST

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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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 UHNWwith 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 vistiors

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

LA TIMES

» CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

CUSTOM EMAIL: $1,350/DEPLOYMENT

LE FIGARO

The finest selection of properties to buy and to rent, in France and abroad.

PROPRIÉTÉS LE FIGARO.com – France

- 2.1 million sessions per month
- International audience: 22%
  (Top 5 audience: US, UK, Belgium, Switzerland, Germany)

PROPRIÉTÉS LE FIGARO.com – International

- 180.000 sessions per month
  (top 5 audience: US, UK, France, Canada, Australia)

» HEADLINE SEARCH

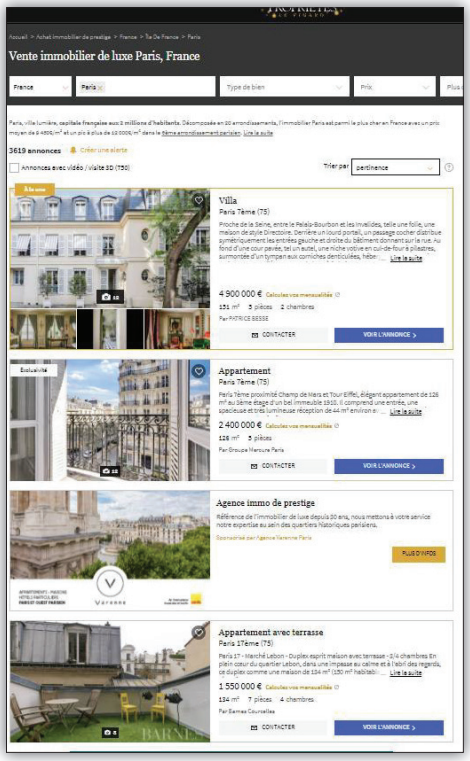
Position your property at the very top of the results page.

FEATURED CITY: $795/CITY/MONTH

» NATIVE AD

Premium display format increases visibility among search results. These placements are also able to appear to users with specific search criteria – castles, manors, etc.).

NATIVE PLACEMENT BY CITY: $500/CITY/MONTH



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

» THE LUXE AUDIENCE

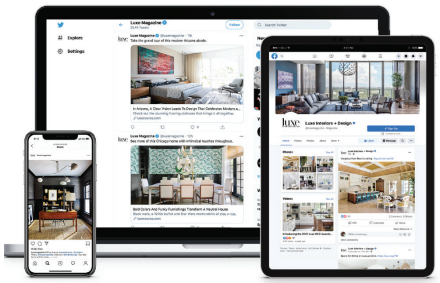
94% Own a Home Valued at $1 Million or Greater

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

» IG + FACEBOOK SPONSORED AD

PRICE: $3,000 FOR 250K IMPRESSIONS

» NATIVE CONTENT + SOCIAL MARKETING

PRICE: $4,425

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:
$1,100 FOR 1 MONTH
$3,250 FOR 3 MONTHS
$5,100FOR 6 MONTHS

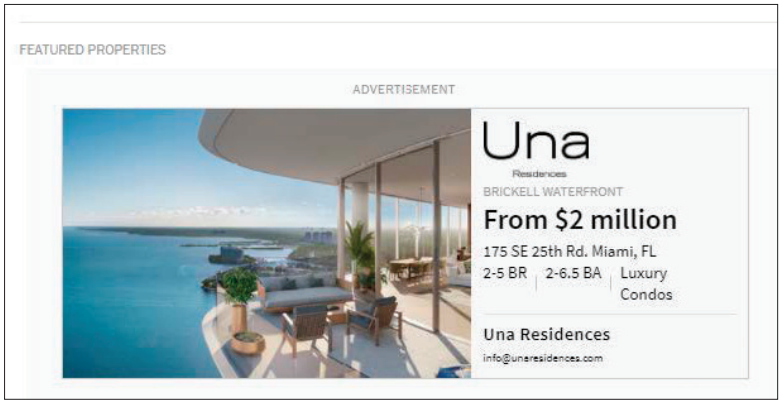
NYTIMES.COM

» FEATURED PROPERTY MODULE

Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.

- Average CTR is between **0.36-0.55%**

$3,000/WEEK



OCEAN HOME

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu's modern masterpieces to Montauk's shoreline cottages to Palm Beach's Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

» CUSTOM E-MAIL

Sent weekly on Wednesday and Sundays to Ocean Home's discerning audience of high net worth coastal home owners and elite industry professionals.

PRICE: $2,500

» SPONSORED CONTENT

Custom article written and created by our editors to showcase your company. Posted on oceanhomemag.com, your article will be tailored to meet your marketing objectives and highlight your unique brand and properties.

- 800-1,000 words + 4-6 images.

PRICE: $2,500

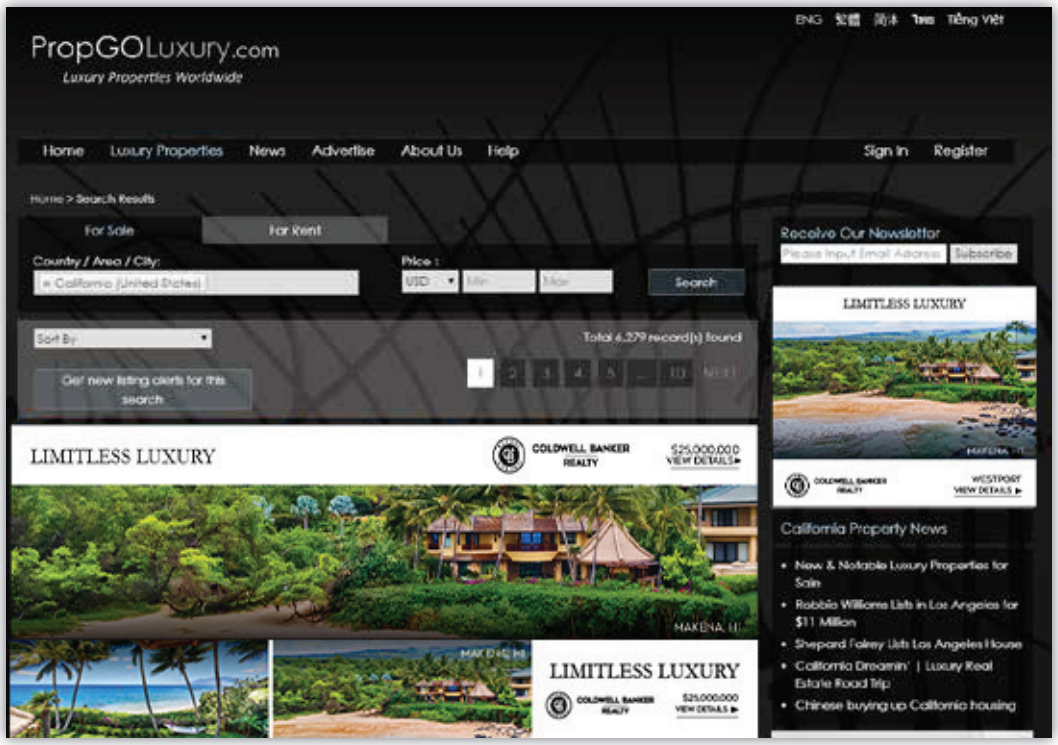
» FACEBOOK/INSTAGRAM AD

PRICE: $1,300 PER MONTH

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.

FEATURED LISTING & REGIONAL SHOWCASE: $750



ROBBREPORT.COM

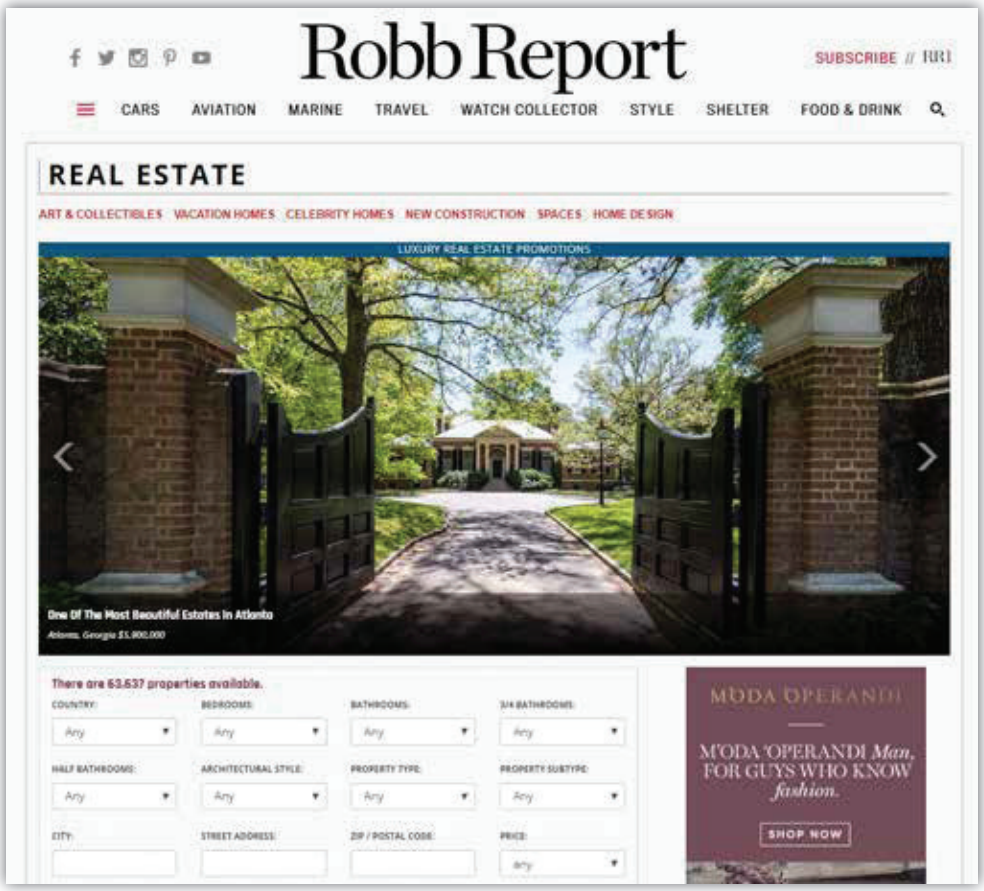
» REAL ESTATE MEDIA BAR

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.

REAL ESTATE MEDIA BAR: $1,300



SIMPLY ABU DHABI

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

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

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

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

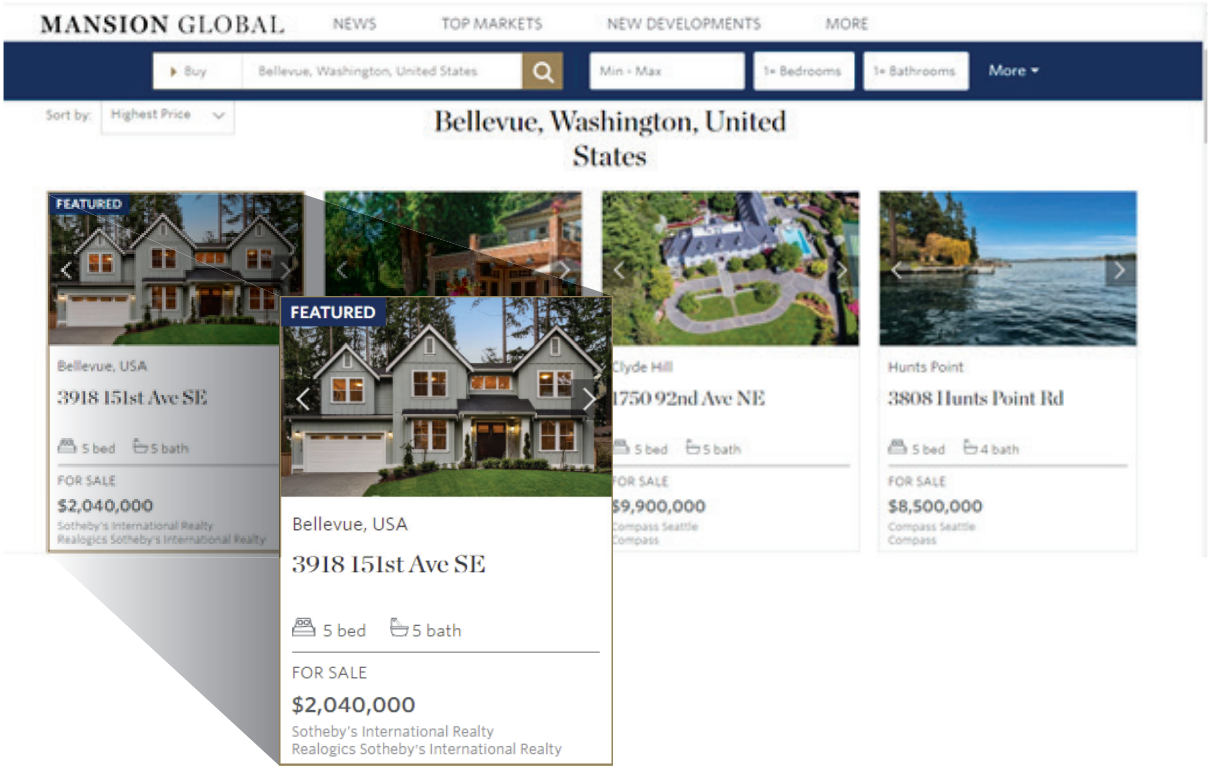
THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» 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)

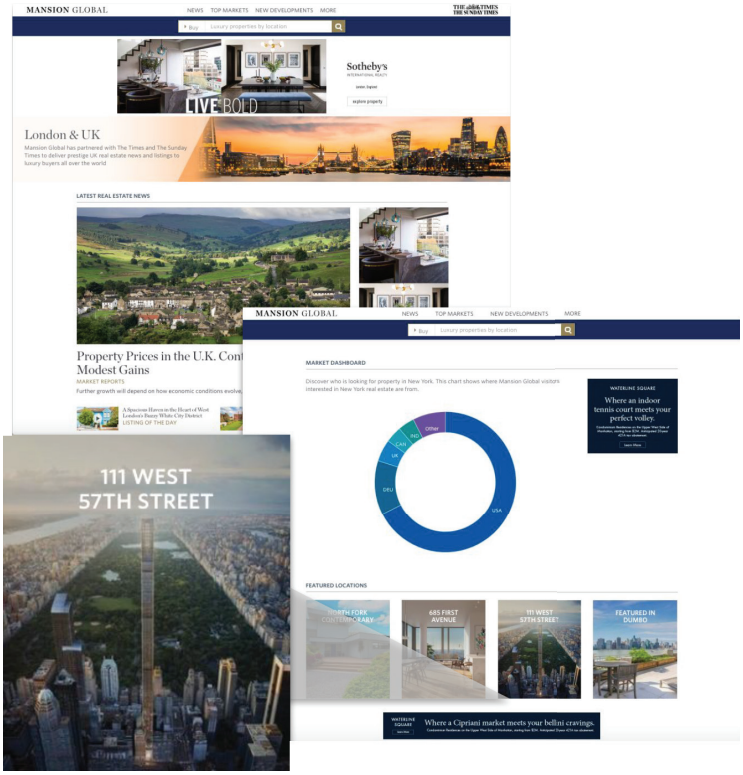
» MANSION GLOBAL TOP MARKETS PAGE TILES

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 DAILY (M-F) ENEWSLETTER

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

COST: $3,680

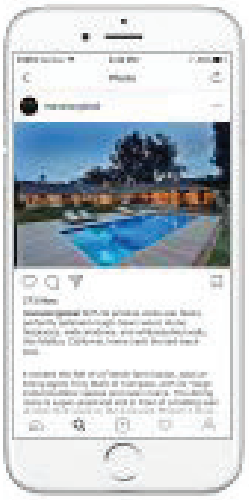
THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» @MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

$1,775



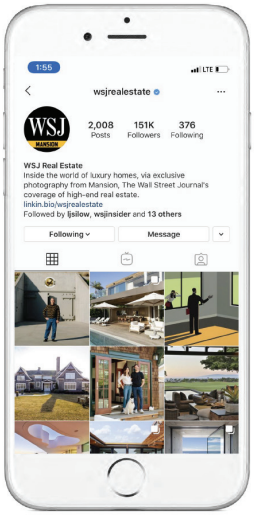
THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» @WSJREALESTATE INSTAGRAM

Spotlight your brand to our mobile-first audience with a social Instagram post directly on @WSJRealEstate editorial handle.

- Followers: **154K**

$3,600 POST



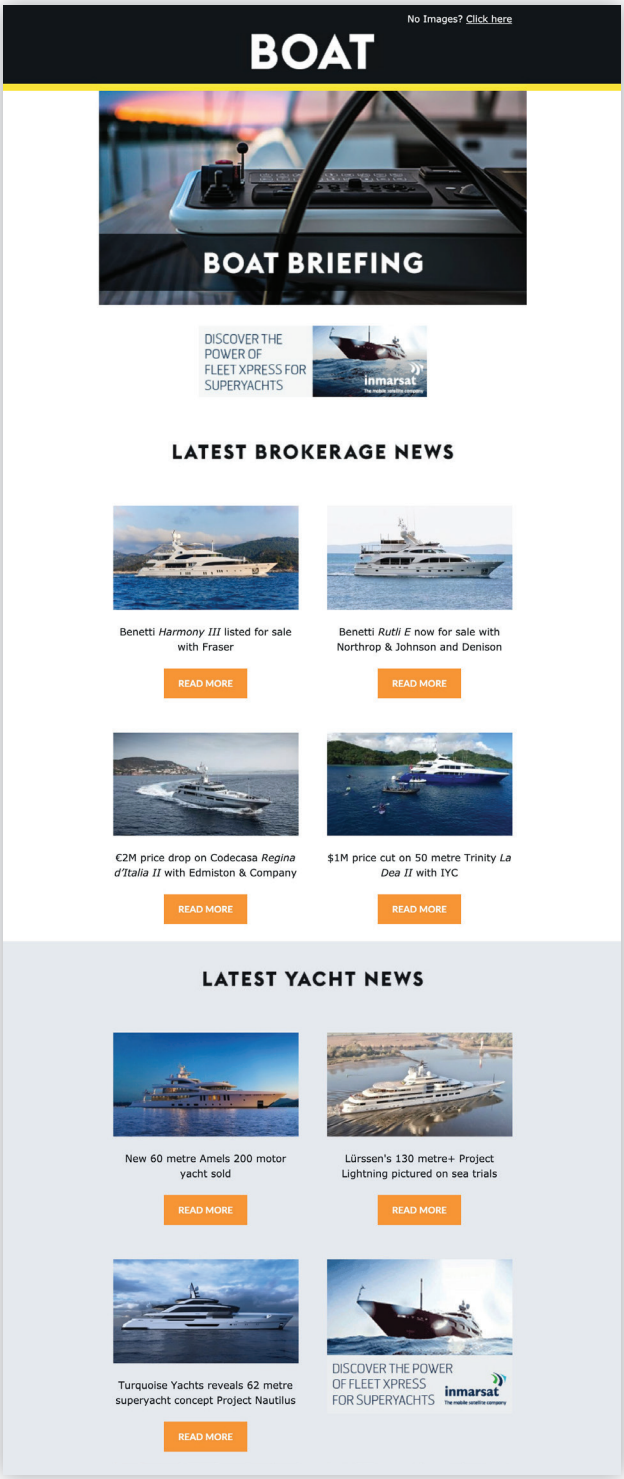
BOAT INTERNATIONAL E-NEWSLETTER

For more than 30 years, *Boat International* has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is $35.9 million, with a combined wealth of $1.662 trillion. The subscribers *(Boat International and Boat International US Edition)* account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of $3.74 trillion.

- **Circulation US:** 25,600
- **Average Net Worth:** $35.9 million

E-NEWSLETTER: $750



COLDWELL BANKER
REALTY

Print Offerings

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 $1,475
2X $1,180
3X $1,000

THE NEW YORK TIMES, SUNDAY, MARCH 21, 2021

WHAT I LOVE
SARAH STILES

Restrained Palettes Are for Other People

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

By JOANNE KAUFMAN

Sarah Stiles's first address in New York was the Stratford Arms, an Upper West Side building that serves as campus housing for students at the American Musical and Dramatic Academy. Fittingly, the experience had its share of theatrics.

The year was 1999. Ms. Stiles's parents, Jeff and Jeanne Dodson, had driven her from their home in Virginia to "the biggest city in New England" in the urban jungle of West 70th Street. "And when we got there, there was a giant inflatable rat in front of the building, and people were picketing," said Ms. Stiles, 41, a star of the new Netflix comedy series "The Crew" and a recurring cast member on the Ani Caputo trader Bonnie Barella — on Showtime's "Billions."

The room at the Stratford Arms was too small to accommodate a standard twin bed, and at the time, some of the building's non-student residents were being treated for mental illness, she recalled.

"There was a guy who would scream 'Maria' at me every night in an angry voice," said Ms. Stiles, a two-time Tony nominee — for her performance in the play "Head to God" and her showstopping turn in the revival of "Oklahoma!." "Things could only go up from there."

And they did. After bouncing around the boroughs, followed by a brief marriage that landed her in Washington and a slot of soul-surfing when she returned to New York, Ms. Stiles got the fairly steady use of a two-bedroom rental not far from that Upper West Side residence hall. Now she lives there full time — and officially — with her husband of almost six months, Jeff Dodson. (The second bedroom has been outfitted to accommodate Mr. Dodson's two daughters, Lily and Addy, who spend part of each week there.)

"This place has major history for me," Ms. Stiles said.

It began almost 20 years ago, when she visited the apartment as a plus-one for a game night; her future first husband was a pal of the host. Soon, Ms. Stiles became the host's pal, too. The friendship survived the breakup of her marriage, and Ms. Stiles often used the apartment as a crash pad.

"When 'Head to God' came around, my friend's roommate was moving out and my friend was spending a lot of time in Los Angeles," she said. "So, basically, it was my home base. It's the place where I started my life both personally and professionally. I did a lot of growing up here."

In the fall of 2018, two years after she met Mr. Dodson, who is the head electrician at the Samuel J. Friedman Theater, Ms. Stiles moved from the apartment she loved to the friend apartment of the man she loves. Though Mr. Dodson, a Virginia native, had finished undergrad at Mr. Dodson's apartment, and right before the start of rehearsals for "Tootsie," her friend exiled. He was vacating the apartment for good and wanted to sign the lease over to her. "He said that he wanted me to live there with Jeff and Jeff's daughters," recalled Ms. Stiles. She was happy to oblige.

"We moved everything in, like, a week-end," she said. "We organized. We got some furniture, and now it's our home."

Several years and several rentals ago, Ms. Stiles made an unsuccessful stab at minimalism. Recently, she has consciously planned following the example of a friend whose apartment was done in shades of cream and gray. "It was beautiful," she said.

But she knew perfectly well that the red plastic chair that is part of her reading nook in the main bedroom, and the layered, multicolored tasseled rugs and pea-green side chair in the living room would be out in the cold in that kind of environment. She loves bright colors. She loves bold patterns.

Ms. Stiles is the square root of a charming but slightly goofy sitcom neighbor. Her apartment reflects these qualities. The aesthetic may best be summed up as otherworldly woodland: taxe cards and an abundance of crystals mix with tiny figures created from sticks and twigs. A bird made of straw seems poised for flight in one window. In another, there's a plush pigeon — a gift from Mr. Dodson's ex-wife, Ms. Stiles said, courting Ms. Stiles, saved the day when an actual pigeon flew into the apartment. Woodland creatures and their accouterments are represented in many forms: The base of a bedside lamp, for example, is shaped like a pine cone.

Ms. Stiles prefers the term "sentimental excess" to describe her style.

Paintings by her aunt, her grandmother and great-grandmother hang in the living room, and a framed poster for the musical "Oh! Calcutta!" is part of drawings by Ms. Stiles's niece and nephew, keepsakes from friends and tender memories like the pine cone from a hike Ms. Stiles and Mr. Dodson took the day before their wedding.

A copy of Oklahoma, Mr. Dodson's home state, hangs in the bedroom. "Everything is here for a reason, and it all means something to me," Ms. Stiles said.

Nothing is going anywhere, and she'll be the first to say so. It's either too hot or too cold. No matter how often she scrubs the backsplash, it doesn't look clean. Because of a wall, the refrigerator barely opens a foot.

And yet, "It feels like I've been waiting my whole life to feel so safe and comfortable in a physical place as I do in this apartment," Ms. Stiles said. "The things that my family and I love are here. We don't think, 'Oh, we'll get nicer versions when we have more money.' We'll choose them regardless."

The Upper West Side apartment shared by Sarah Stiles, a two-time Tony nominee and a star of the new Netflix series "The Crew," and her husband, Jeff Dodson, have added posters from "Head to God" to the mix.

Name Sarah Stiles, 41

Occupation Actor

Home comforts "I'm the kind of person who makes a home out of anywhere I go. If I'm working regionally or shooting a movie far away, I bring things like photos."

PARK SLOPE, BROOKLYN $3,750,000
Finally the opportunity has arrived to make one of Park Slope's most renowned architectural treasures your new home. This striking Neo-Classical mansion, complete with an elevator offer easy and elegant living, far exceed the more vertical lifestyle of neighboring brownstones.
janellejones@realtor.com | 212.555.0990

NOMAD, MANHATTAN $2,345,000
This 1,320 SqFt 2-bedroom, 2-bathroom corner unit has striking views to the North, South and sunsets to the West through oversized Bauhaus inspired windows. An open kitchen with center island features a Miele appliance package, custom cabinetry in a satin white eggshell finish.
jacobjohnson@realtor.com | 212.555.0990

CHINATOWN, MANHATTAN $845,000
This corner unit home has a wall of oversized windows in the living room providing plenty of light. It has an expansive L-shape living room with a dining area. Generously King-sized bedroom can accommodate King bed and more.
janellejones@realtor.com | 212.555.0990

LONG ISLAND CITY, QUEENS $929,000
How does one ever tire of this view? You don't. In the morning, a warm rose gold hue is reflected into the apartment as the rising sun bounces off the glass facades of the Manhattan skyline. 365 days, 365 unique views await.
jacobjohnson@realtor.com | 212.555.0990

FINANCIAL DISTRICT, MANHATTAN $5,925,990
Developed by Lighthaven, 100 William is designed by the award-winning visionary architect Sir David Adjaye. Named one of TIME magazine's 100 most influential people of 2017, Adjaye is internationally recognized as one of contemporary architecture's most inventive designers.
janellejones@realtor.com | 212.555.0990

HUDSON YARDS, MANHATTAN $1,199,999
Welcome home to this beautiful duplex loft. Easily convertible to a two bedroom. It boasts one of largest private outdoor terraces in prime Chelsea. Rarely available, this gem contains two spacious levels, two full updated bathrooms, and hardwood floors.
jacobjohnson@realtor.com | 212.555.0990

BILLIONAIRE MAGAZINE

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

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

FULL PAGE: $8,125
Global

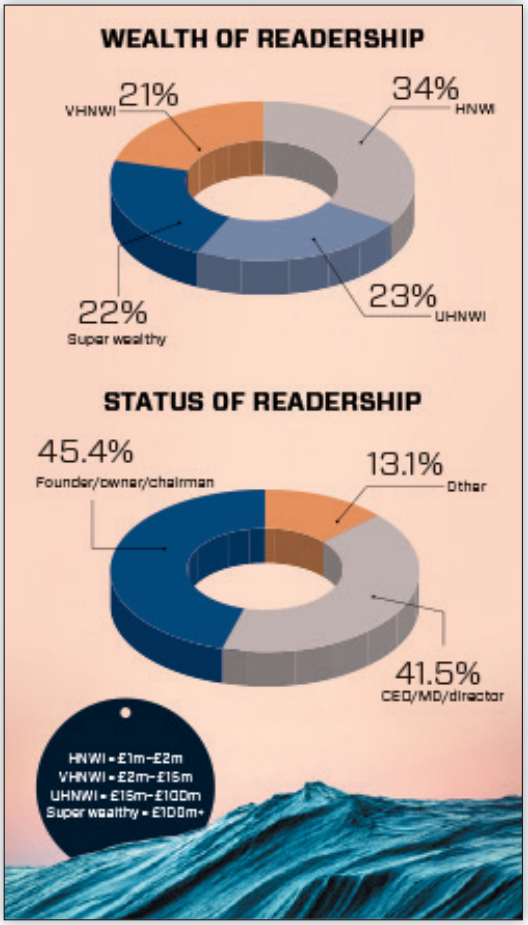
BOAT INTERNATIONAL

For more than 30 years, *Boat International* has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is $35.9 million, with a combined wealth of $1.662 trillion. The subscribers *(Boat International and Boat International US Edition)* account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of $3.74 trillion.

- **Circulation US:** 25,600
- **Average Net Worth:** $35.9 million

$4,500/FULL PAGE
$4,900 FULL PAGE + ENEWSLETTER



ELITE TRAVELER

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

ELITE TRAVELER AUDIENCE

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

LUXURY HOMES FEATURE: $4,500

FINANCIAL TIMES

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone “House & Home” section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world’s only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- **Circulation:** 214,131
- **Geographic distribution:** Global
- **Readership:** 1,993,418
- **Male / Female ratio:** 86% Male / 14% Female
- **Average household income:** $338,000
- **Median age:** 51

PROPERTY GALLERY: $1,250

Global

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

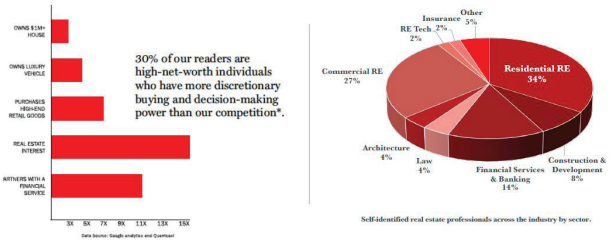
FULL PAGE
MIAMI: $3,650
GREATER NY: $4,750

THE REAL DEAL

For over 17 years The Real Deal´s mission has remained consistent to empower real estate professionals with up-todate news and information to stay informed.

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell's)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

» TRD READERS ARE DECISION MAKERS WITHIN THE RE INDUSTRY



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

Distribution:

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

» PRINT MARKETING

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

Opportunity details:

National – Monthly

FULL PAGE: $5,000

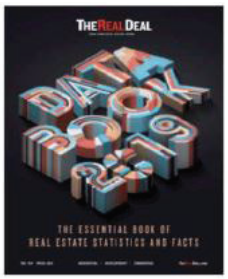
» STRATEGIC PRINT OPTIONS

National

Circulation:

40,000/month

480,000/annual



Data Book

Circulation:

50,000 annual

ROBB REPORT

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

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

FULL PAGE, COLOR: $9,500
Global

COLDWELL BANKER
REALTY

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2023

Media	Circulation
Digital	
Comprehensive Digital	
Social Mirror	300,000
Native Display	
OTT - Video Pre-roll	
Geofencing - Event and Location	
Target specific events and locations	60,000
Smart Solutions Eblast	
Custom Email	20,000
Juwai.com	
Hot property upgrade	2,300,000
Luxe Channel Property Listing - 6 months	0
Crains NY Business	
Real Estate Daily eNewsletter	15,000
Dwell.com	
Custom Article with promo on Homepage with promotion in eNe	110,000
Custom Article with promo on Homepage, 1X in the e-Newsletter	0
Elite Traveler	
Online Real Estate Showcase	100,000
Nob Hill Gazette	
OTM On the Market eNewsletter	19,500
JamesEdition	
Featured Banner	750,000
Featured Banner	750,000
e-Newsletter	294,000
e-Newsletter	0
Featured Spot	0
Listing Feature	296,000
JetSet Magazine	
Annual Global Campaign	2,140,000
LA Times	
Custom Email	30,000
Le Figaro	
Featured City	
Native placement by City	0
Luxe Interiors + Design	
IG + Facebook Sponsored Ad	294,000
Native Content + Social Marketing	294,000
NYTimes.com	
NYTimes.com Property Module	111,206
PropGo Luxury	
Featured Listing & Regional Showcase	100,000
Featured Developer Package	0
Robbreport.com	
Real Estate media bar	6,000
Simply Abu Dhabi	
Instagram Post	51,200
WSJ.com	
Top Markets page tiles - Miami	492,000
Mansion Global Homepage	492,000
Daily Monday-Friday	17,000
Property upgrades	
WSJ.com Instagram	154,000
Mansion Global Instagram	76,200
Billionaire	
Custom Content + Social Campaign	0
Custom Content + Enewsletter	50,000
Yachting E-newsletter	
Boat International	76,800
Ocean Home	
Custom E-Mail	22,000
Facebook/Instagram Ad	43,400
Sponsored Content	38,199
Luxury Estate	
Showcase Listing + Elite Listing Packages	
Print	
The New York Times	
Featured Listing	1,143,804
Billionaire Magazine	
Full Page	0
Boat International	
Full Page	25,600
Full Page	12,925
Elite Traveler	
Financial Times	
Property Gallery	580,011
Luxe Interiors + Design	
Full page - Miami	0
Full page - Greater NY	0
The Real Deal	
Full page	324,000
Robb Report	
Full page	324,000
GRAND TOTAL	11,912,845

COLDWELL BANKER
REALTY

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2023

Media	Ad Description	June	July	August	September	October	Media Total
Digital							
Comprehensive Digital							
Comprehensive Digital	Social Mirror	$ 1,500.00	$ 1,500.00	$ 1,500.00			$ 4,500.00
Comprehensive Digital	Native Display	$ 1,500.00	$ 1,500.00	$ 1,500.00			
Comprehensive Digital	OTT - Video Pre-roll	$ 1,500.00	$ 1,500.00	$ 1,500.00			
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		$675				$ 675.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		30 day HP + 6 months Luxe				
Crains NY Business							
Real Estate Daily eNewsletter	Weekly 5 Sends (M-F)		$ 3,150.00				$ 3,150.00
Dwell.com							$ -
Real Estate Package 1	Custom Article with promo on Homepage with promotion in eNe		$ 4,705.00				$ 4,705.00
Real Estate Package 2	Custom Article with promo on Homepage, 1X in the e-Newsletter, 1X on FB						$ -
Elite Traveler							
Online Real Estate Showcase	Online Real Estate Showcase	$3,000					$ 3,000.00
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	$ 500.00	$ 500.00	$ 500.00			$ 1,500.00
JamesEdition							
Rotating Gallery Home Page	Featured Banner			$ 2,000.00			$ 2,000.00
Rotating Gallery Real Estate Page	Featured Banner	$ 1,600.00					$ 1,600.00
Featured Article and e-Newsletter promotion	e-Newsletter		$ 5,500.00				$ 5,500.00
e-Newsletter	e-Newsletter						$ -
New & Trending Home Page	Featured Spot						$ -
Social Media	Listing Feature	$ 1,000.00		$ 1,000.00			$ 2,000.00
JetSet Magazine							
JetSet Magazine	Annual Global Campaign	$2,500					$ 2,500.00
LA Times							
Custom Email	Custom Email	$ 1,350.00					$ 1,350.00
Le Figaro							
Headline Search	Featured City	$ 795.00					$ 795.00
Native Ad	Native placement by City	$ 500.00					$ 500.00
Luxe Interiors + Design							
IG + Facebook Sponsored Ad	IG + Facebook Sponsored Ad	$ 3,000.00					$ 3,000.00
Native Content + Social Marketing	Native Content + Social Marketing			$ 4,425.00			$ 4,425.00
NYTimes.com							
NYTimes.com Property Module	NYTimes.com Property Module	$ 3,000.00		$ 3,000.00			$ 6,000.00
PropGo Luxury							
PropGo Luxury	Featured Listing & Regional Showcase		$ 750.00				$ 750.00
Propgoluxury.com	Featured Developer Package						$ -
Robbreport.com							
Robbreport.com	Real Estate media bar	$ 1,300.00					$ 1,300.00
Simply Abu Dhabi							
Instagram Post	Instagram Post	$ 1,375.00	$ 1,375.00				$ 2,750.00
WSJ.com							
Mansion Global Top Markets page tile	Top Markets page tiles - Miami	$ 575.00	$ 575.00	$ 575.00			$ 1,725.00
Mansion Global Homepage	Mansion Global Homepage	$ 2,150.00	$ 2,150.00	$ 2,150.00			$ 6,450.00
Mansion Global e-Newletter	Daily Monday-Friday		$ 3,680.00				$ 3,680.00
Property upgrades	Property upgrades	$1,200					$ 1,200.00
WSJ.com Instagram	WSJ.com Instagram			$ 3,600.00			$ 3,600.00
Mansion Global Instagram	Mansion Global Instagram	$ 1,775.00					$ 1,775.00
Billionaire							
Custom Content + Social Campaign	Custom Content + Social Campaign						$ -
Custom Content + Enewsletter	Custom Content + Enewsletter		$ 4,300.00				$ 4,300.00
Yachting E-newsletter							
Boat International	Boat International	$ 750.00	$ 750.00	$ 750.00	Bonus	Bonus	$ 2,250.00
Ocean Home							
Custom E-Mail	Custom E-Mail	$ 2,500.00					$ 2,500.00
Facebook/Instagram Ad	Facebook/Instagram Ad		$ 1,300.00				$ 1,300.00
Sponsored Content	Sponsored Content			$ 2,500.00			$ 2,500.00
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages		$3,250				$ 3,250.00
Print							
The New York Times							
The New York Times	Featured Listing	$ 1,000.00	$ 1,000.00	$ 1,000.00			$ 3,000.00
Billionaire Magazine							
Billionaire Magazine	Full Page						$ -
Boat International							
US National issue	Full Page				$ 4,900.00		$ 4,900.00
International issue	Full Page				$ 4,900.00		$ 4,900.00
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 - Miami					$ 3,650.00	$ 3,650.00
Luxe Interiors + Design	Full page - Greater NY				$ 4,750.00		$ 4,750.00
The Real Deal							
The Real Deal	Full page			$ 5,000.00			$ 5,000.00
Robb Report							
Robb Report	Full page			$ 9,500.00			$ 9,500.00
TOTAL							$ 134,275.00

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