



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

2023 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 2023 MARKETING PLAN

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

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 Carmel and Pebble Beach.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to Tim Allen's unique and exciting properties and brand.

LET'S DO GREAT THINGS TOGETHER

JANINE JONES
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jimmy@skyad.com



COLDWELL BANKER
REALTY

Digital Offerings

GOOGLE ADWORDS

Target consumers who are “inmarket”, active in the Real Estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing/site.



Campaign Setup & Optimization

Which can include:

- Set up Keyword List
- Set up Ad groups
- Develop understanding of urgent search terms/ phrases of client and competitors
- Run fresh estimates for potential new keywords
- Write/Edit copy as needed
- Ensure all tracking is in place
- Add segment targeted towards sellers

Monthly Management

Includes:

- Campaign review
- Analytics reporting
- Campaign Adjustments

PROGRAM COST:
MONTHLY MANAGEMENT:
\$750/MONTH (6 MONTH MINIMUM)
MEDIA: \$3,000

LINKEDIN.COM

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.

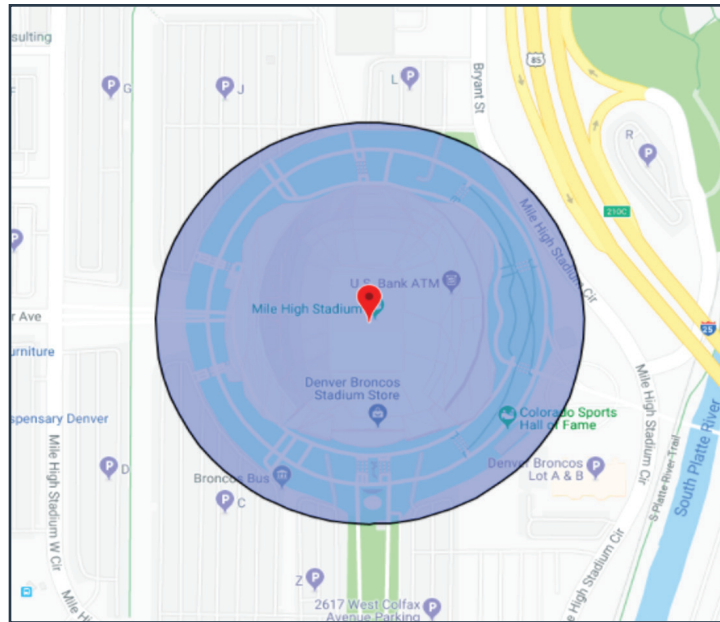


DIGITAL BANNER PROGRAM: \$1,200/MONTH

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.

» TIER 3

- Investment: \$1,325
- Monthly Impressions: 66,890

» TIER 2

- Investment: \$2,575
- Monthly Impressions 133,780

» TIER 1

- Investment: \$3,750
- Monthly Impressions 200,670

Pebble Beach Concours d'Elegance

August 20, 2023



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

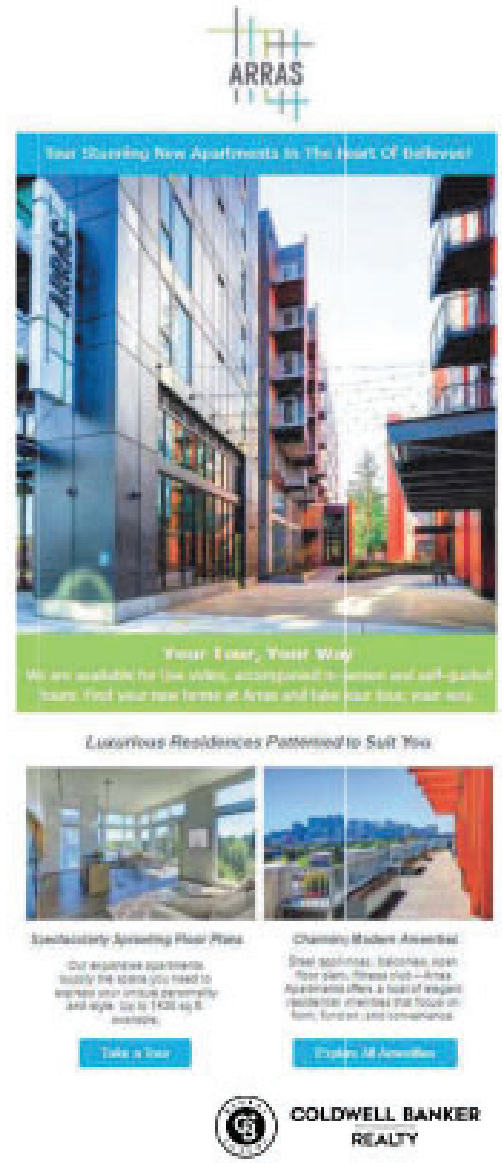
Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

29,000 Total Emails

CUSTOM EBLAST AND REMINDER EMAIL: \$2,975



ELITE TRAVELER

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

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

elite traveler

- Average HHI \$7.9m
- Average Net Worth \$32m
- 318,661 Unique Browsers

ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR
HALF PRICE WITH FULL PAGE PRINT PURCHASE



NOB HILL GAZETTE

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

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

» E-NEWSLETTER

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

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



JAMES EDITION.COM

» FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

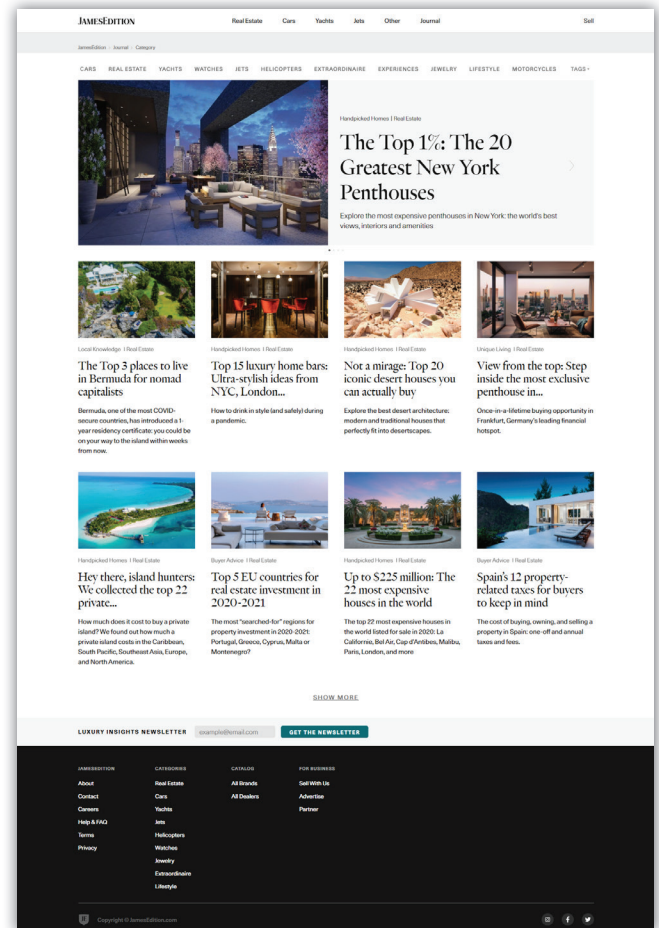
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

**\$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

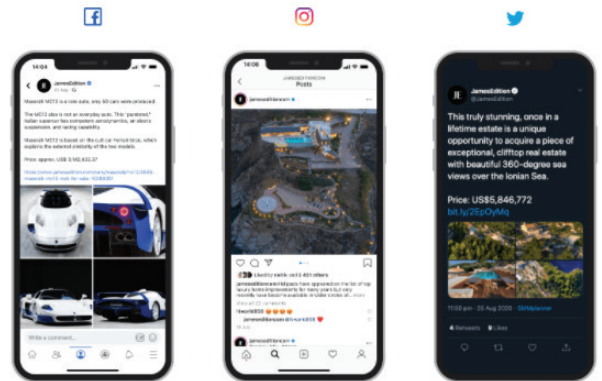
- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

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 web page layout for a Jetset Magazine article. At the top, there's a navigation bar with 'Home', 'Lifestyle', and 'Sports'. The main headline reads 'Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun'. Below the headline is a large image of a resort building overlooking a golf course. To the right of the main content is a sidebar with a 'TRACK RECORD' advertisement, a social media feed for '@jetsetmag', and a 'Jetset' subscription promotion. The article text discusses the resort's location in Cabo San Lucas, Mexico, and the involvement of Tiger Woods' firm, Tiger Woods Design (TWD). It mentions that the resort is a private and fully integrated Master Planned Resort Community. The article also highlights the resort's amenities, including a 10-acre swimmable lagoon, a village complex with retail stores, restaurants, a kids' camp, arcade, water park, and a water-based activity center. The article concludes with a quote from Tiger Woods, stating that he is excited to work with Tiger Woods Design and that he is dedicated to applying his hands-on knowledge of the game to the Diamante site.

TRACK RECORD
 Tailored coaching. Your car, your track and your schedule.
 TRACKRECORD.COM

Jetset
 START YOUR SUBSCRIPTION TODAY!

Jetset Magazine
 115,467 likes

Jetset Magazine
 3 weeks ago

Looks like Santa's sleigh got a nice upgrade. What's on your wish list this year? 🎅🏻 #happyholidays #luxury #bentley #jetset

Jetset Magazine
 4 months ago

Engineered to travel off the beaten track in total safety and five-star comfort, Hesse's Vayts has announced the launch of its new bluewater voyager—XV67. Where would you go in this stunning ship? #superyacht #yachtlife #luxury #jetset

SHARE ON: Facebook, Google+, Twitter

ABOUT THE AUTHOR
Jetset
 Diamante Cabo San Lucas

RELATED POSTS

The Ultimate Cabo Experience
 San Lucas | October 2, 2014

Walk Through Cabo San Lucas Exotic Vacation Packages
 Other | September 1, 2014

LA TIMES

» CUSTOM EMAIL

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

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

- Audience: **30K**

Los Angeles Times

CUSTOM EMAIL PRICE: \$1,350/DEPLOYMENT

NYTIMES.COM

» FEATURED PROPERTY MODULE


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

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

\$3,000/WEEK

FEATURED PROPERTIES

ADVERTISEMENT



Una
Residences
BRICKELL WATERFRONT
From \$2 million
175 SE 25th Rd. Miami, FL
2-5 BR | 2-6.5 BA | Luxury
Condos

Una Residences
info@uneresidences.com

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



THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» MANSION GLOBAL HOMEPAGE HERO

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

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



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



THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» MANSION GLOBAL DAILY (M-F) ENEWSLETTER

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

COST: \$3,680

View in your browser

Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.



Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?
A snapshot and look at where prices are going. [Read More](#)

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3902 2011 W Cordova Street, Vancouver, BC	\$38,000,000
2. 68 Brimley Park, Toronto, ON	\$35,000,000
3. 1228 Birch Avenue, Vancouver, BC	\$34,500,000
4. 1400 - 205 Cumberland Street Toronto, ON	\$31,500,000
5. 3403 Pine Crescent, Vancouver, BC	\$28,900,000
6. 1 Fernhill Court, Bute Inlet, BC	\$28,800,000
7. 4502 142 Street, Surrey, BC	\$28,000,000
8. 42 Ave. Fenwick, Westmont, QC	\$25,500,000
9. 7516-7518 Av. Royale, Chateau-Richer, QC	\$24,000,000
10. 2024 Hilda Lane, Ottawa, BC	\$23,900,000
10. 489 Spadina Road, Toronto, ON	\$23,000,000

Region	Average Home Price	Number of Luxury Listings (over \$3M)	Most Expensive Listing
British Columbia	\$730,333	2,119	\$38,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,800,000
Whistler	\$1,053,300	26	\$25,900,000

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

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

TRENDING TODAY

Architectural Digest @ArchDigest
Following

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



3:28 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

Powered by LiveIntent AdChoices

THE WALL STREET JOURNAL ONLINE (WSJ.COM)

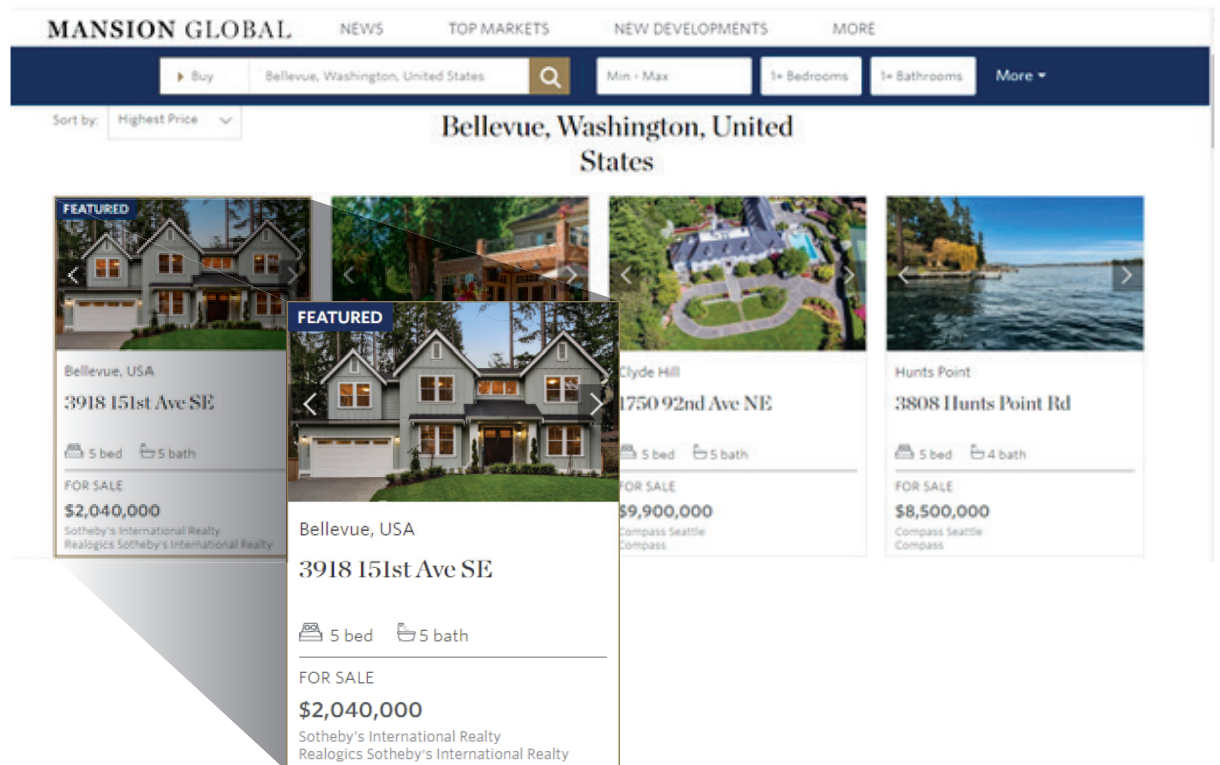
» FEATURED PROPERTY UPGRADES

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



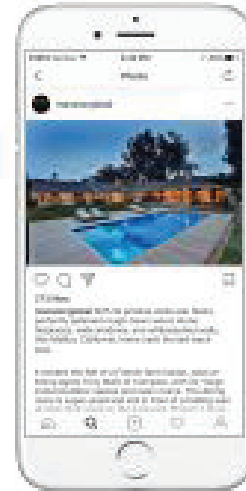
THE WALL STREET JOURNAL ONLINE (WSJ.COM)

» @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

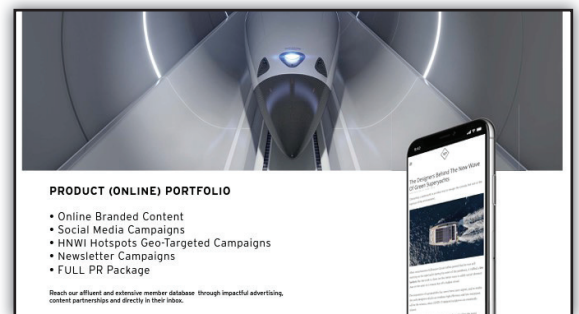
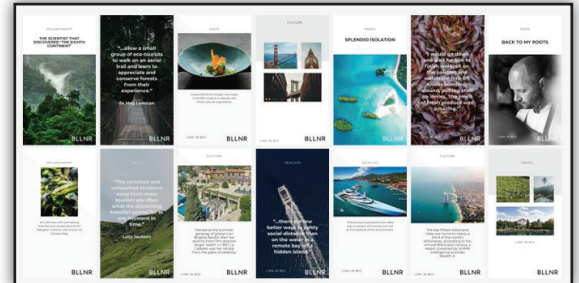


BILLIONAIRE MAGAZINE

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



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



No Images? [Click here](#)

BOAT

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

LATEST BROKERAGE NEWS

Benetti *Harmony III* listed for sale with Fraser

READ MORE

Benetti *Rutli E* now for sale with Northrop & Johnson and Denison

READ MORE

C2M price drop on Codecasa *Regina d'Italia II* with Edmiston & Company

READ MORE

\$1M price cut on 50 metre Trinity *La Dea II* with IYC

READ MORE

LATEST YACHT NEWS

New 60 metre Amels 200 motor yacht sold

READ MORE

Lürssen's 130 metre+ Project Lightning pictured on sea trials

READ MORE

Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus

READ MORE

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

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.

» EXCLUSIVE EMAIL

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

» SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

FACEBOOK / INSTAGRAM AD: \$1,300 PER MONTH



OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500 per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price \$15 CPM!

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

oceanhomemag.com | 300 Bickleton Sq., Suite 904, Andover MA 01910

RMS

LUXURY ESTATE

» LUXURY ESTATE

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

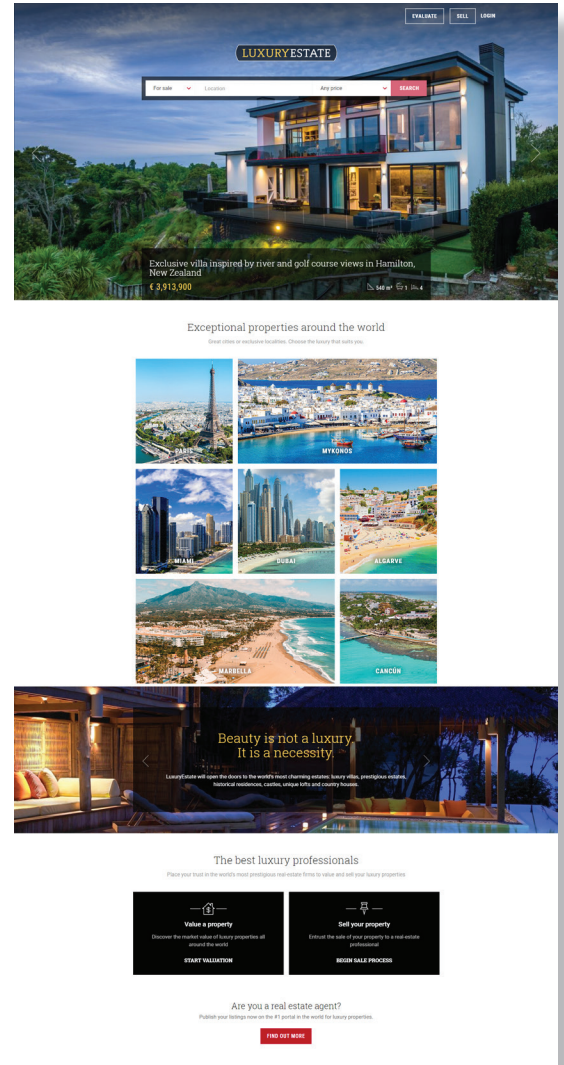
With website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- **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:

- \$785 FOR 1 MONTH,
- \$2,355 FOR 3 MONTHS,
- \$3,999 FOR 6 MONTHS,
- \$6,585 FOR 12 MONTHS





COLDWELL BANKER
REALTY

Print Offerings

THE WALL STREET JOURNAL

The Wall Street Journal represents credibility and influence and continues to be the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience. With new and exciting content alignment opportunities in "Mansion" WSJ's luxury real estate section, we are able to further strengthen our brand, expand visibility and deliver our message with more resounding results than ever before.

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

WESTERN NORTH \$1,225/2X7 BUY 4 GET 1 FREE
PROPERTY PORTFOLIO NATIONAL: \$2,355

THE WALL STREET JOURNAL

WEDNESDAY, MARCH 1, 2017 • VOL. CXXIX, NO. 52

Fed Cuts Rates Amid Virus Fears

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

What's News

- **Reserve Cut** The Fed lowered its benchmark rate to 0.25% from 0.5% on Wednesday, the first time since 2008.
- **Shaky Ground** The Fed's move to cut rates to 0.25% was the first since 2008.

Tennessee Twisters Kill at Least 25

Twisters, a deadly virus, killed at least 25 people in Tennessee on Wednesday, killing at least 25 people in the state.

Biden Picks Up String of Victories, Sanders Logs Big Win in California

Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.

Many U.S. Cities See Downturn at Hand

Booming regions mask fiscal weakness in places tethered to shrinking industries.

Salesforce #1 CRM

Ranked #1 for CRM Applications by Gartner

THE NEW YORK TIMES

» THE SUNDAY REAL ESTATE

Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- **Circulation:** 403,748
- **Sunday:** 972,774
- **Male / Female:** 51% / 49%
- **Median HHI:** \$193,586
- **Average HHI:** \$359,826
- **Median Age:** 50

PROPERTY PORTFOLIO- SUNDAY:
 1X \$1,475
 2X \$1,180
 3X \$1,000

The image shows a page from the Real Estate section of The New York Times. At the top, there's a navigation bar with 'Real Estate' and 'The New York Times' logos. Below that, a sub-section titled 'THE HAMPTONS NORTH?' is featured with several landscape photographs of a wooded area and a lake. To the right of these photos is a small article titled 'An Instant Community in the Catskills' with a photo of a group of people sitting at a table outdoors. At the bottom of the page, there is a real estate advertisement for 'Glenwood' in Manhattan, listing prices for different units and including a photo of a couple.

ARCHITECTURAL DIGEST REGIONAL PAGES

Inspire Affluent Buyers

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Architectural Digest.

SAN FRANCISCO CITY / NORTH BAY
FULL PAGE, COLOR: \$ 2,190

- **Circulation Per Region:** up to 16,000
- **Readership Per Region:** up to 117,390
- **Median Household Income:** \$134,318
- **Median Age:** 54
- **Male / Female:** 46% / 54%



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: \$4,025
SAN FRANCISCO





COLDWELL BANKER
REALTY

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2023

Media	Circulation
Digital	
Google Adwords	
Digital PPC program	
LinkedIn Advertising	
Digital Banner program	
Geofencing - Event and Location	
Target specific events and locations	133,780
Smart Solutions Eblast	
Custom Email	116,000
Elite Traveler	
Online Real Estate Showcase	100,000
Nob Hill Gazette	
OTM On the Market eNewsletter	32,500
JamesEdition	
e-Newsletter	294,000
Listing Feature	296,000
JetSet Magazine	
Annual Global Campaign	2,140,000
LA Times	
Custom Email	60,000
NYTimes.com	
NYTimes.com Property Module	55,603
Simply Abu Dhabi	
Instagram Post	51,200
WSJ.com	
Mansion Global Homepage	328,000
Daily Monday-Friday	17,000
Property upgrades	8,539,860
Mansion Global Instagram	76,200
Billionaire	
Custom Content + Enewsletter	50,000
Yachting E-newsletter	
Boat International	51,200
Ocean Home	
Custom E-Mail	22,000
Facebook/Instagram Ad	43,400
Luxury Estate	
Showcase Listing + Elite Listing Packages	
Print	
The Wall Street Journal	
2 x 7	233,560
Property Portfolio	1,572,588
The New York Times	
Property Portfolio- Sunday	1,053,804
Conde Nast Magazines	
Full Page	18,000
Financial Times	
Property Gallery	580,011
Luxe Interiors + Design	
Full page	40,000
GRAND TOTAL	15,904,706



COLDWELL BANKER
REALTY

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2023

Media	Ad Description	January	February	March	April	May	June	Media Total
Digital								
Google Adwords	Digital PPC program	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 22,500.00
LinkedIn Advertising	Digital Banner program		\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 6,000.00
Geofencing - Event and Location	Target specific events and locations					\$ 2,575.00		\$ 2,575.00
Smart Solutions Eblast	Custom Email		\$ 2,975.00			\$ 2,975.00		\$ 5,950.00
Elite Traveler	Online Real Estate Showcase		\$2,500					\$ 2,500.00
Nob Hill Gazette	Nob Hill Gazette San Francisco, Peninsula and Silicon OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 2,500.00
JamesEdition	Featured Article and e-Newsletter promotion		\$ 5,500.00					\$ 5,500.00
Social Media	Listing Feature	\$ 1,000.00				\$ 1,000.00		\$ 2,000.00
JetSet Magazine	Annual Global Campaign		\$2,500					\$ 2,500.00
LA Times	Custom Email	\$ 1,350.00	\$ 1,350.00					\$ 2,700.00
NYTimes.com	NYTimes.com Property Module	\$ 3,000.00						\$ 3,000.00
Simply Abu Dhabi	Instagram Post	\$ 1,375.00	\$ 1,375.00					\$ 2,750.00
WSJ.com	Mansion Global Homepage	\$ 2,150.00		\$ 2,150.00				\$ 4,300.00
Mansion Global Homepage	Daily Monday-Friday	\$ 3,680.00						\$ 3,680.00
Mansion Global e-Newsletter	Property upgrades		\$1,200					\$ 1,200.00
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00					\$ 1,775.00
Billionaire	Custom Content + Enewsletter	\$ 4,300.00						\$ 4,300.00
Yachting E-newsletter	Boat International		\$ 750.00			\$ 750.00		\$ 1,500.00
Ocean Home	Custom E-Mail	\$ 2,500.00						\$ 2,500.00
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,300.00						\$ 1,300.00
Luxury Estate	Showcase Listing + Elite Lis	\$ 785.00						\$ 785.00
Luxury Estate								
Print								
The Wall Street Journal								
The Wall Street Journal - Western North	2 x 7	\$ 1,225.00	\$ 1,225.00	\$ 1,225.00	\$ 1,225.00	\$ 1,225.00	Bonus	\$ 4,900.00
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00	\$ 2,355.00					\$ 4,710.00
The New York Times								
The New York Times	Property Portfolio-Sunday	\$ 1,000.00		\$ 1,000.00			\$ 1,000.00	\$ 3,000.00
Conde Nast Magazines								
Architectural Digest - San Francisco City / North Bay	Full Page		\$ 2,190.00				\$ 2,190.00	\$ 4,380.00
Financial Times								
Financial Times	Property Gallery	\$ 1,250.00		\$ 1,250.00			\$ 1,250.00	\$ 3,750.00
Luxe Interiors + Design	Full page					\$ 4,025.00		\$ 4,025.00
Luxe Interiors + Design - San Francisco								
TOTAL								\$ 106,580.00

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