



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 2022 ADVERTISING AND MARKETING PROGRAM



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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

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## NATIONAL & GLOBAL EXPOSURE 2022 MARKETING PLAN

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

Your strategic blueprint is composed of select media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in New York, NY

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 Gottlieb Team and their listings.

## LET'S DO GREAT THINGS TOGETHER

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# Digital Offerings

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## ELITE TRAVELER

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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

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**\$2,500/YEAR**  
HALF PRICE WITH FULL PAGE PRINT PURCHASE

### » DEDICATED E-BLAST

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**\$6,000 PER WEEK FREE WITH 2 PAGE SPREAD**

### » BANNERS

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**\$2,000 FOR 100K IMPRESSIONS**

### » E-NEWSLETTER

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**\$2,500 PER WEEK**

### » SOCIAL MEDIA POST

FB, Instagram & Twitter

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**PRICE: \$8,825 PER POST**

### » INSTAGRAM STORY

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**PRICE: \$8,825 PER POST**



# JAMES EDITION.COM

## » ROTATING GALLERY

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

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

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

HOME PAGE  
\$1,500/MONTH

REAL ESTATE PAGE  
\$1,300/MONTH



# JAMES EDITION.COM

## » FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

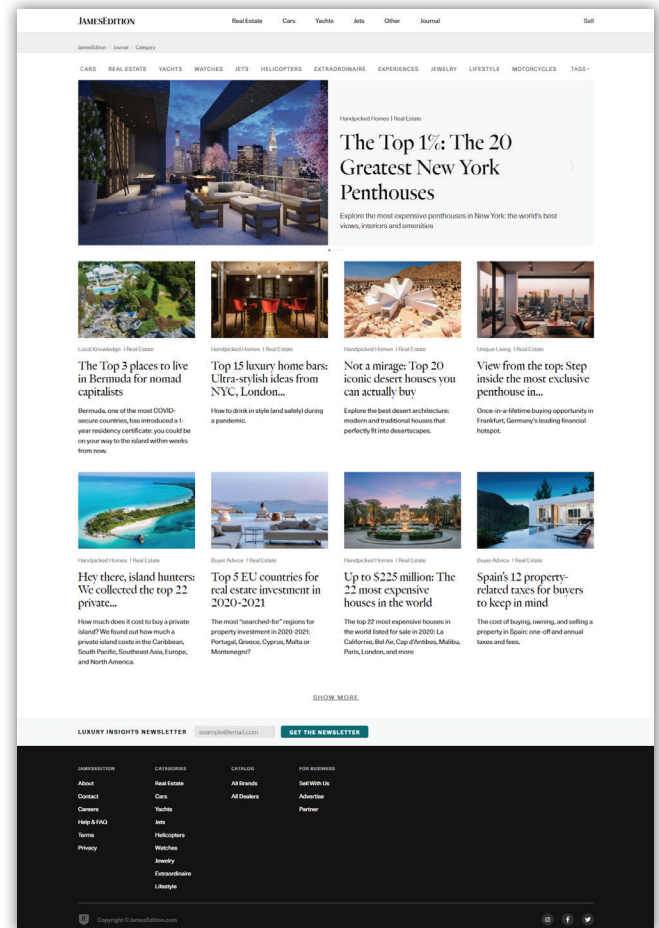
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

**FEATURED STORY IN THE JOURNAL  
CUSTOM CONTENT ARTICLE +  
NEWSLETTER PROMOTION \$4,500**





# JAMES EDITION.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**

**SOCIAL MEDIA POST**  
**\$650 PER POST**



# JAMES EDITION.COM

## » NEW & TRENDING

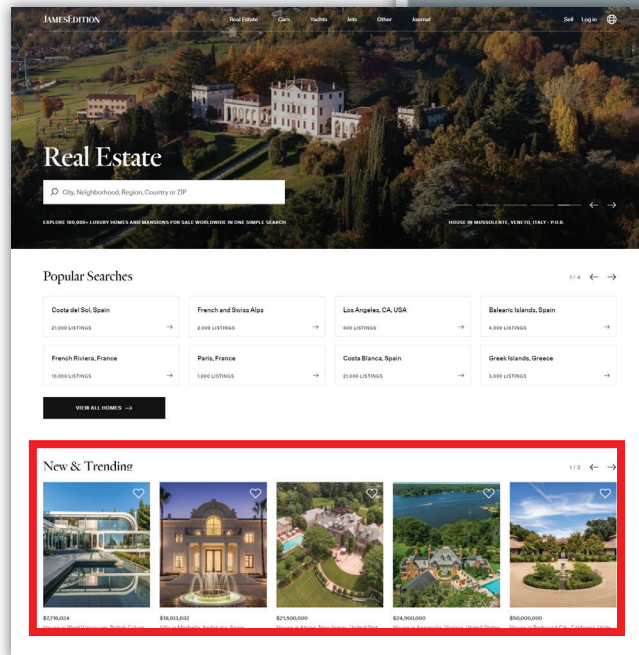
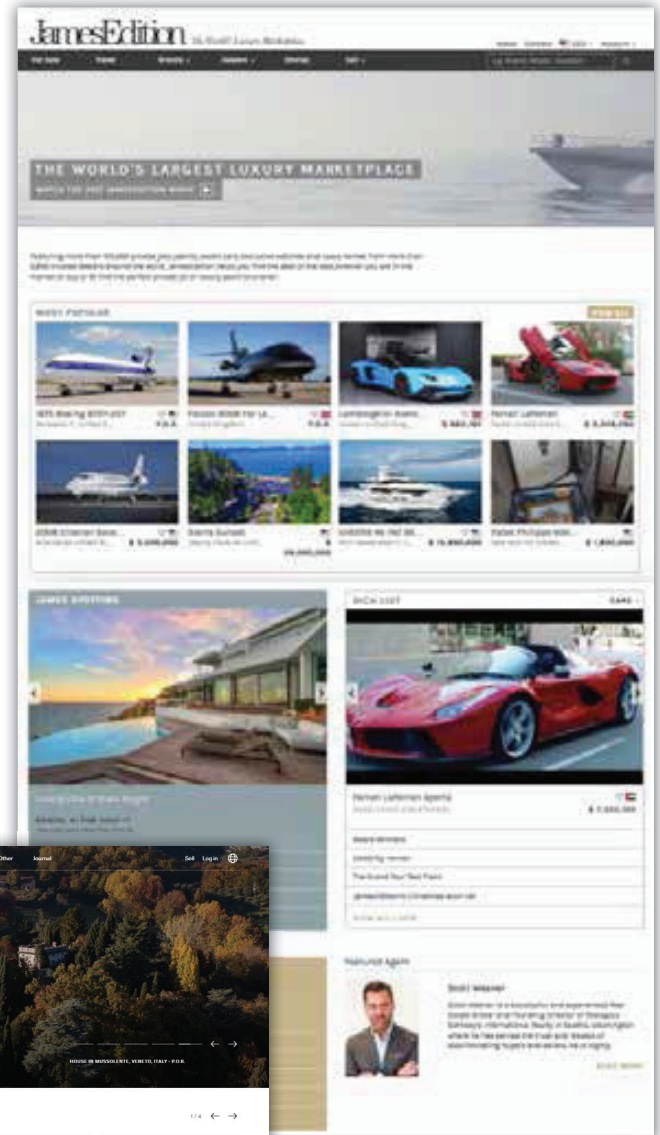
### Featured Luxury Position

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

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

Upgrade your listings for increased visibility to capture the attention of the UHNW.

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



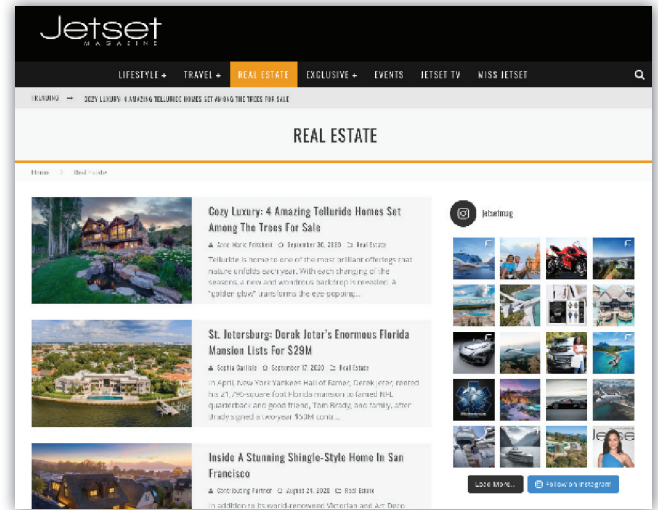
# JETSET

## » DEDICATED 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 one of two options: a customized branded email campaign or a banner insertion into 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



PRICE \$625 WITH FULL PAGE PRINT BUY  
\$4,150 STAND ALONE



## LUXE MAGAZINE

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### » 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

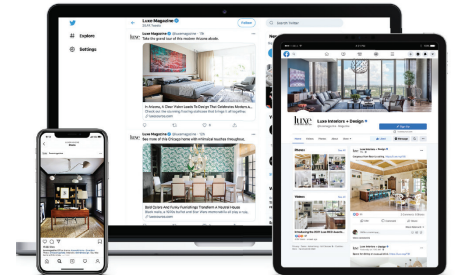
**1.5** Million Audience

**3.3** Million Global Digital Audience

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**100% SOV DEDICATED NEWSLETTER**  
**GREATER NEW YORK**  
**PRICE: \$2,375**

**luxe**  
INTERIORS+DESIGN®





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# Print Offerings

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## 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

FULL PAGE WITH ONLINE SHOWCASE: \$6,000  
SPREAD WITH DEDICATED EBLAST: \$9,850

# elite traveler



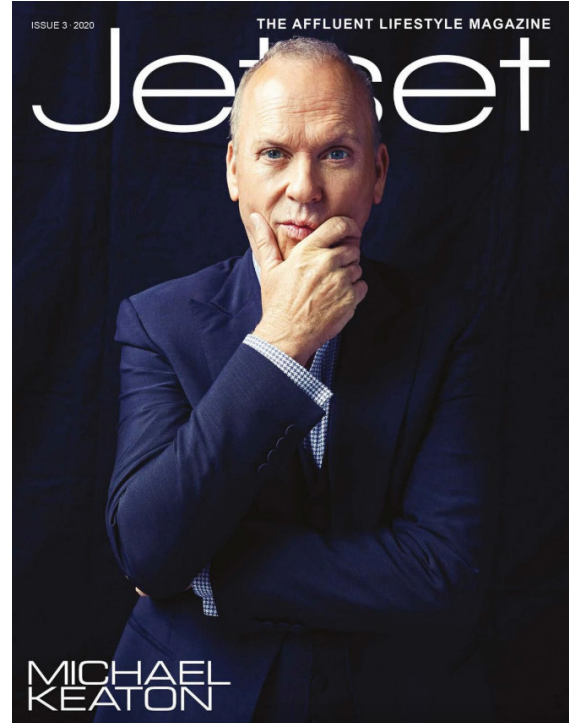
# JET SET MAGAZINE

Jetset Magazine is a luxury publication curated specifically for the most elite and prestigious readers, reaching them while they are relaxed and captive aboard a private jet or luxury yacht, at their primary residence or vacation home, or attending a VIP event or five-star resort.

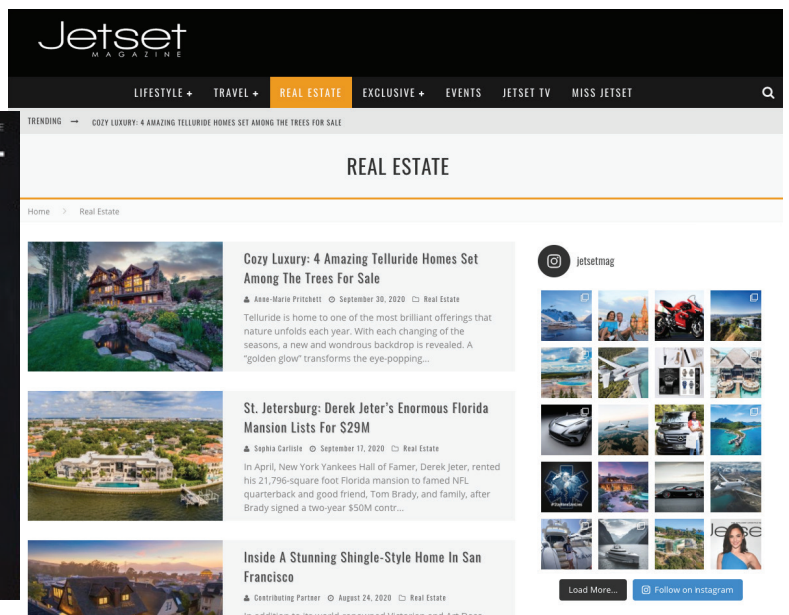
Jetset Magazine stands alone in a competitive market and defines luxury for its readers. With an average household income of \$2.4 million, Jetset readers appreciate the finer things in life and possess more buying power than any audience on the planet. The benefit of a highly concentrated circulation is a cost-effective advertising spend that reaches only the one percent of the world's population who control more than fifty percent of the world's wealth.

Jetset Magazine is a luxury quarterly magazine and website distributed and viewed by 750,000 private Jet travelers in North America.

- **75,000 magazines distributed to over 500 private airports and placed by private jet caterers directly on board private aircrafts .**
- **175,000 unique website visitors monthly with 2 million page views**



**FULL PAGE + ONE YEAR DIGITAL  
\$3750 ENEWSLETTER ADD ON \$625**



# 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, GREATER NY: \$4,825**  
**SPREAD, GREATER NY: \$7,625**







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**LET'S DO**  
GREAT THINGS TOGETHER

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