



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

221LIST.COM
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

ADVERTISING
BRANDING
MARKETING

NATIONAL & GLOBAL EXPOSURE 221LIST.COM

SKY Advertising is excited to present to 221List.com a curated, multi-media marketing selection of offerings to bring awareness to 221List.com.

Your strategic blueprint is composed of key print media to cast a wide net and digital products that are highly targeted to UHNW individuals and luxury brokers.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to 221List.com

LET'S DO GREAT THINGS TOGETHER

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Executive Vice President
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JIMMY CINTRÓN
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221[®]

Digital Offerings

IMPRESSIONS CAMPAIGN

» CUSTOMIZABLE. AFFORDABLE. MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. Your banners can be customized to showcase your website's unique features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer.

» IMPRESS LOCALLY. IMPRESS GLOBALLY.

CAMPAIGN OVERVIEW AND BUDGET

Campaign: 221List.com

Flight Dates: January 2022 - March 2022

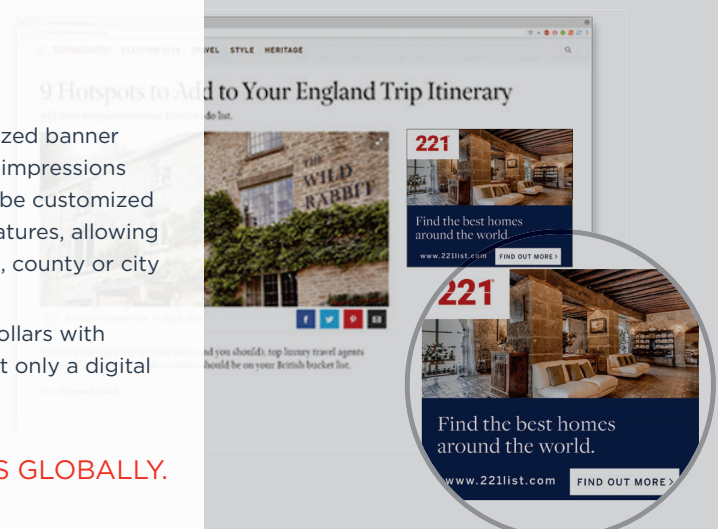
Impressions: 3,000,000

Clicks through to the website of your choice.

250K Impressions per month: \$1,195
500K Impressions per month: \$1,625
1 Million Impressions per month: \$2,450
Three Month Minimum



Minimum 3 month commitment



IMPRESSIONS PROGRAM TARGETING SITES

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

The New York Times

Telegraph.co.uk

THE WALL STREET JOURNAL.

THE REAL DEAL
NEW YORK REAL ESTATE NEWS

Bloomberg Markets

Forbes



FT

FINANCIAL TIMES
Business



REUTERS

The Economist

Many more websites available for local to global targeting.

» GEO TARGETING

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



CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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

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

Banner Production: \$350

221

Find the best homes around the world.

FIND OUT MORE >

www.221list.com

221

Find the best homes around the world. >

www.221list.com

221

Find the best homes around the world.

FIND OUT MORE >

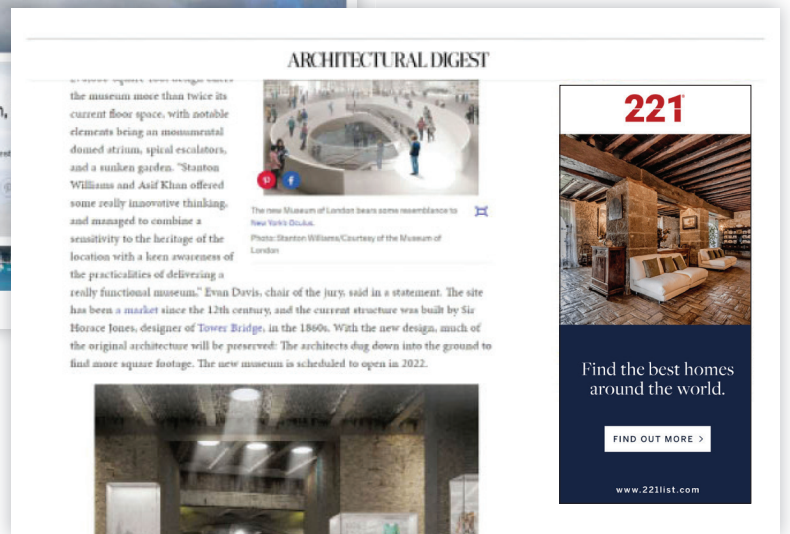
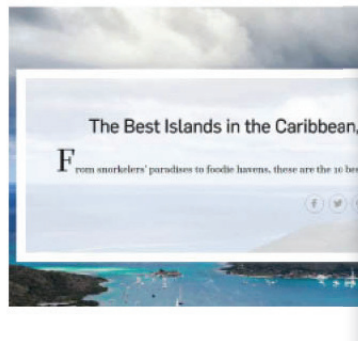
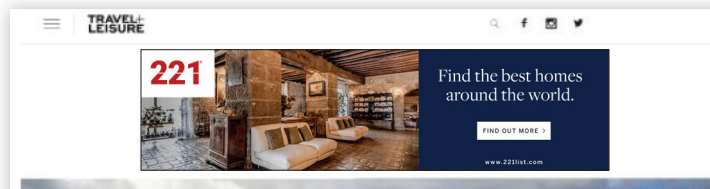
www.221list.com

221

Find the best homes around the world.

www.221list.com FIND OUT MORE >

SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

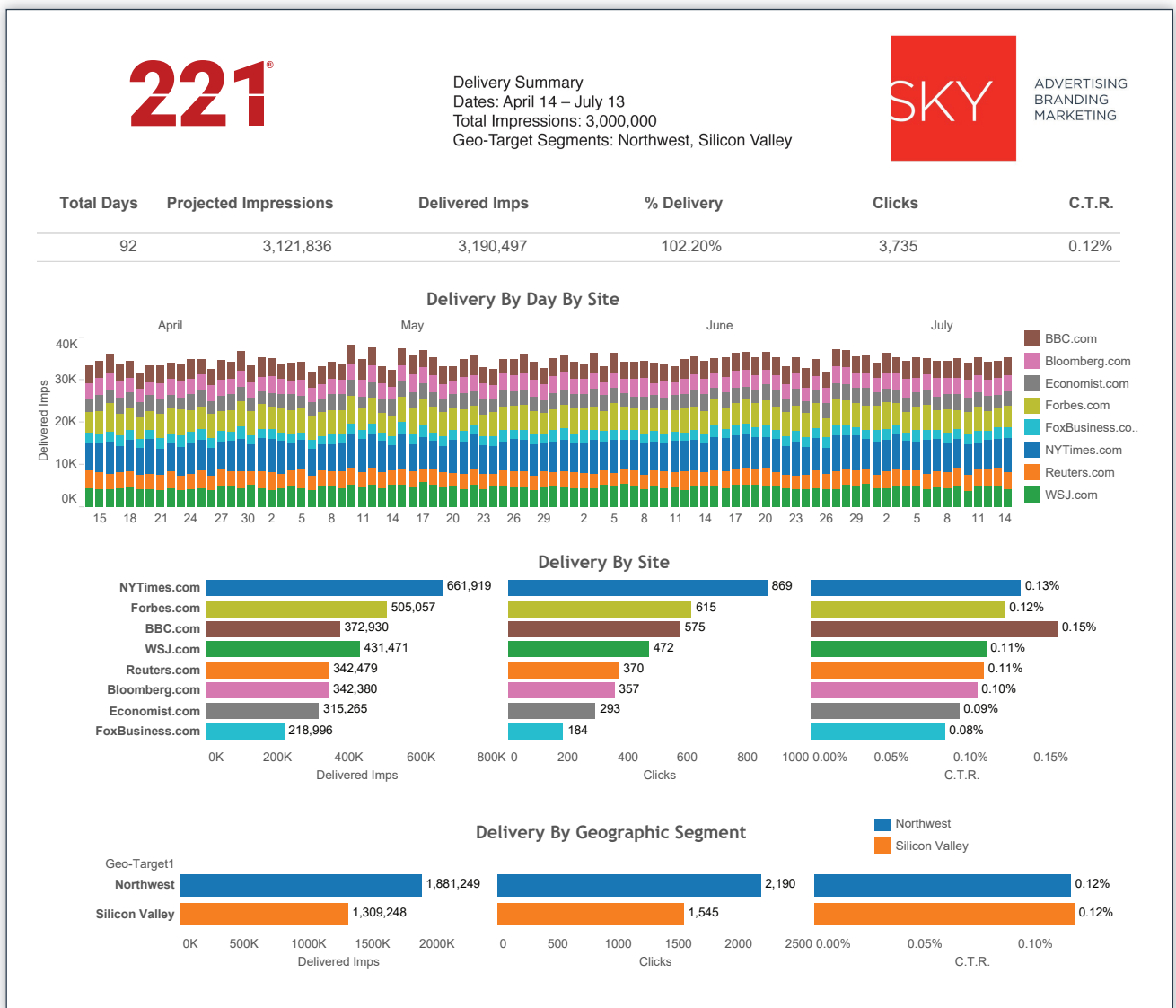


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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

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

» IMPRESSIONS PROGRAM SAMPLE REPORT



IMPRESSIONS SCHEDULING

After researching, we have put together an integrated program that targets a high-net-worth audience in the NY Metro and London.

The program, with a projected start date of January 1st will run for three months and deliver an estimated 3,000,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience in the New York Metro and London, top news, Real Estate and business/finance websites
- A series of behavioral targeted banner segments , that will allow us to target people who actively searching for Luxury Real Estate in the New York Metro and London.

» SITE SPECIFIC

This segment consists of premium news, real estate and global business/finance websites such as WSJ.com, Bloomberg.com and more to extend the overall reach of the program.

» BEHAVIORAL TARGETING

We are able to target people on behavior first based on their online behavior (sites visited, content consumed and search activity). Since this segment targets behavior first, the banners could end up showing on any site across the web.

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

» MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing) Sessions, Pages Per Session, Average Time Spent, Conversions.

» REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.

IMPRESSIONS SCHEDULE

221List.com

Media	Geo-Target	January			February			March			Impressions				
		01	08	15	22	29	05	12	19	26		05	12	19	26
NewYorkTimes.com Telegraph.co.uk TheRealDeal.com	NY Metro, London														785,000
Bloomberg.com Forbes.com Reuters.com FT.com Economist.com CNBC.com WSJ.com	NY Metro, London														1,850,000
Custom Intent- Luxury Real Estate	NY Metro, London														350,000
Retargeting	All														15,000
Total Digital															3,000,000

MULTI CHANNEL & PLATFORM DIGITAL

» OVERALL STRATEGY

We are recommending a couple of tactics for us to reach your target audience of luxury real estate agents & high net worth individuals who are looking to purchase or are in the market for multi-million-dollar luxury homes.

Display banners will be integral to promoting your new website to highly targeted individuals via a layered approach of programmatic targeting. Site targeting will focus ads across a combination of highly relevant real estate, finance, investment, business, and tech industry websites. Category contextual will allow for further granularity in presenting ads across relevant real estate, investment, finance and tech content. Search Retargeting will catch people who are searching for relevant terms and present them with our banner ad later across their devices. Due to GDPR compliance, we'll be unable to utilize search retargeting & domain retargeting for London.

Sky optimizes tactics daily in order to analyze incoming data and adjust based on real-time learnings. We recommend that tactic budget allocations remain fluid in order to focus spend on the approaches that are generating highest results.

» TARGET AUDIENCE AND GEOGRAPHY

Luxury Real Estate Agents, High net worth individuals in Market (\$10 Million+), NY Metro and London

» DIGITAL MEDIA TACTICS

Display

» PLATFORMS

An efficient mix of channels, platforms, and data sources break down silos to reach targets and supercharge performance.



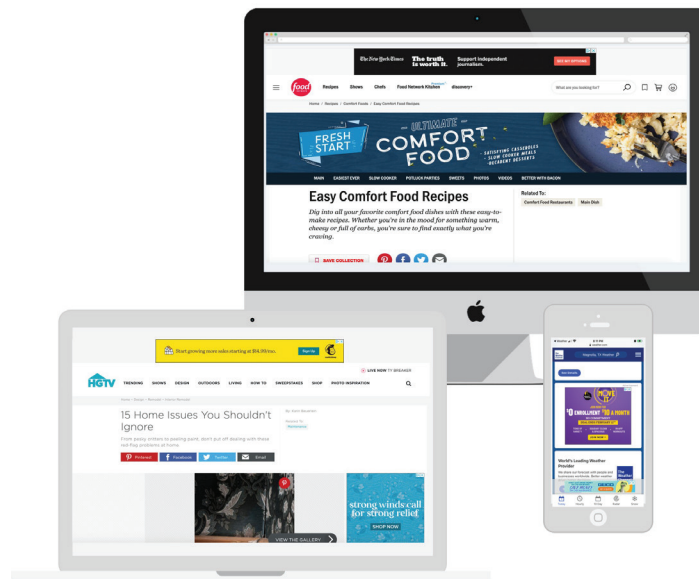
MULTI CHANNEL & PLATFORM DIGITAL

DISPLAY

- Promotes customer engagement by increasing brand familiarity.
- Geo targeted banner ads will be delivered to your audience when they are online, searching and viewing relevant content across all devices.

» TARGETING INCLUDES

- Contextual – targeting consumers while engaging with content mentioning relevant terms.
- Search Retargeting – targeting consumers who are searching for relevant terms online.
- Domain Retargeting – retargeting consumers after they visit your website to keep your brand/product top of mind.



COMPREHENSIVE DIGITAL

» SAMPLE PROGRAMMATIC TARGETING

Site Targeting: Business, Finance, Tech Websites and Real Estate

Sample Sites	
bizjournals.com	in.reuters.com
bloomberg.com	investmentwatchblog.com
business-standard.com	investopedia.com
business.financialpost.com	money.cnn.com
businessfinancenews.com	money.usnews.com
cnbc.com	nytimes.com/section/business
coindesk.com	cnn.com/business
coinflation.com	money.com
cointrackers.com	wired.com
economictimes.indiatimes.com	engadget.com
entrepreneur.com	gizmodo.com
finance.google.com	forbes.com/business
finance.yahoo.com	forbes.com/small-business/
forbes.com	techcrunch.com
foreign-trade.com	consumerreports.org
fortune.com	industryweek.com
foxbusiness.com	investedwallet.com

» SAMPLE PROGRAMMATIC TARGETING

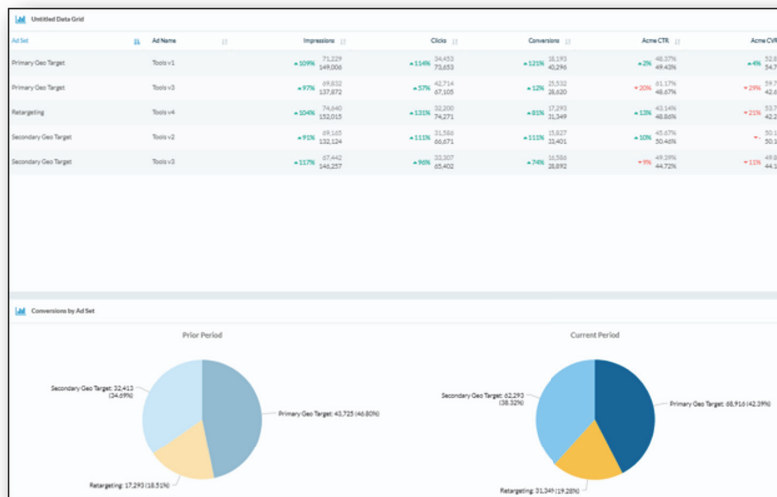
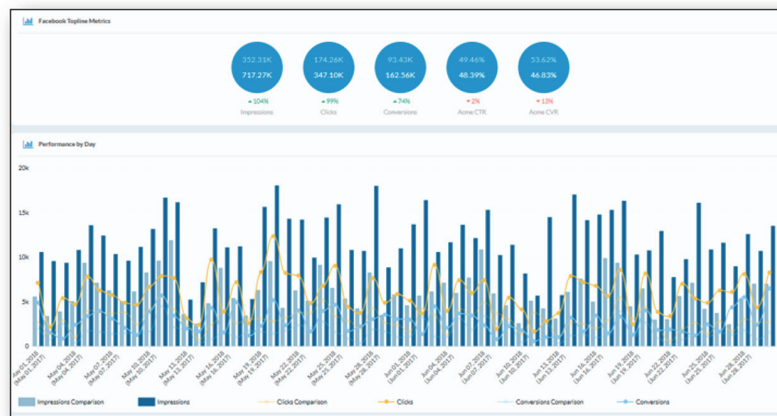
Contextual: Categories of Finance/Investing, Technology and Real Estate

Sample Category Contextual
<i>/finance/investing/funds/hedge funds</i>
<i>/finance/investing/funds/mutual funds</i>
<i>/computers & electronics/enterprise technology</i>
<i>/news/technology news</i>
<i>/science/engineering & technology</i>
<i>/real estate/luxury real estate</i>
<i>/real estate/international luxury real estate</i>

MULTI CHANNEL & PLATFORM DIGITAL

» COMPREHENSIVE REPORTS AND LIVE DASHBOARD ACCESS

- Our team conducts ongoing daily campaign tracking, analysis and optimization, and end-of-campaign reporting.
- We can set up automated email reports in PPT, Excel or PDF.
- We offer the ability to connect all media campaign data sources into a custom campaign dashboard.
- Offline conversion data reporting can be linked to show attribution for campaigns for a complete Marketing Dashboard.
- Client can be setup to have 24/7 access to this custom dashboard.



DIGITAL MEDIA PLAN

	Geo	Audience	Tactics	Description	Ad Sizes	Unit Price Type	Estimated Units
1/1/2022 - 2/28/2022	Metro NY	Luxury Real Estate Agents, High net worth individuals in Market (\$10 Million +)	Display	Contextual Category, Keyword, Search Retargeting, Site Targeting, Domain Retargeting	160x600; 300x250; 300x600; 728x90; 300x350; 320x50	CPM	1,210,084
1/1/2022 - 2/28/2022	London	Luxury Real Estate Agents, High net worth individuals in Market (\$10 Million +)	Display	Contextual Category, Keyword, Site Targeting	160x600; 300x250; 300x600; 728x90; 300x350; 320x50	CPM	966,443
Total							

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.

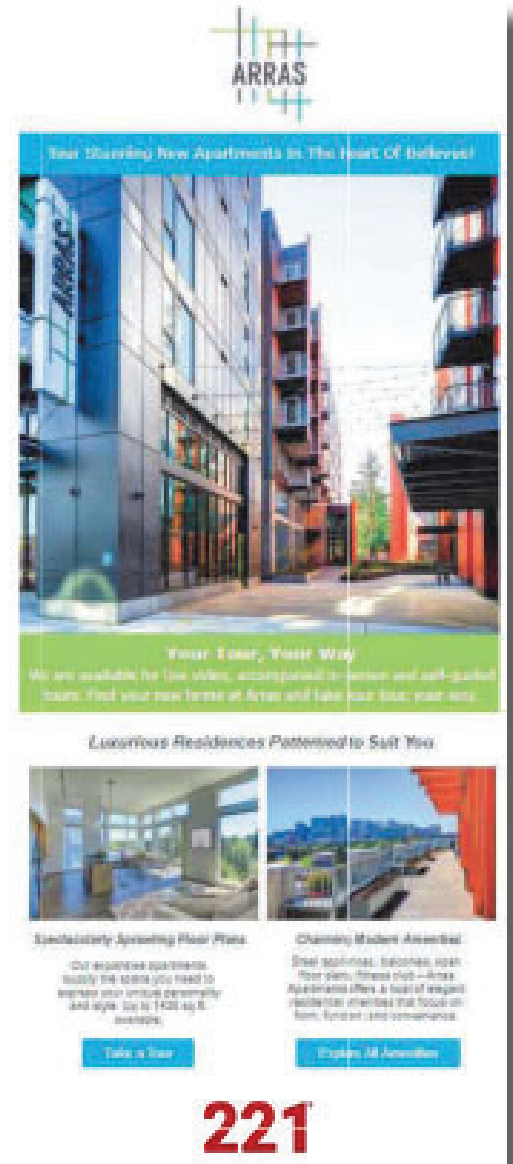
Audience

NY Metro, Real Estate Agents and Real Estate Investors

Net Worth > 13 Million

29,000+ Total Emails

CUSTOM EBLAST: \$2,975



INMAN

Inman is where leading agents, brokers, executives, and technology providers in real estate go to discover what's new, what's now, and what's next. With an audience of two million professionals, Inman connects news, events, and an influential community, creating a powerful platform for the entire real estate industry.

» SPONSORED CONTENT

We collaborate with you to create content that is unique and engaging. We ensure that your story effectively communicates 221's brand position, creates thought-leadership, drives awareness, and achieves your content marketing goals.

OPTIONS INCLUDE:

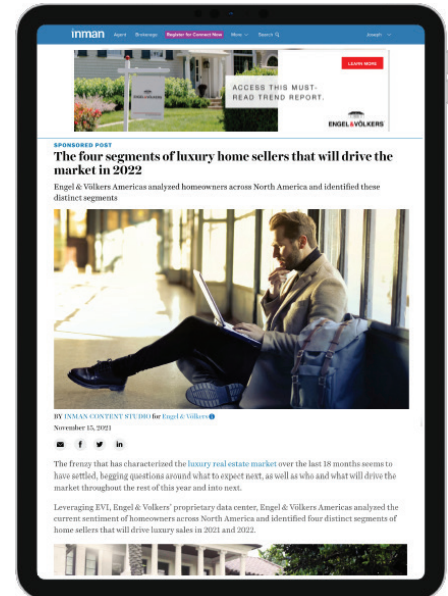
- Executive Interview (Q&A format)
- Standard Narrative Article (Educational or thought leadership content)
- Brand Stories (Product or offering led story that focuses on your brand)
- Promotional articles for your asset

PROMOTION ACROSS INMAN

Content partnerships include a robust promotion package based on the proven methods utilized by our editorial team. Your content will be promoted across our homepage, article pages, newsletters, and social channels driving valuable brand awareness and engagement.

- Promoted on the homepage for 7 days
- Featured in email newsletters
- Promoted across article pages
- Promoted across our social channels

PRICE: \$12,750/ARTICLE (CONTENT PROVIDED BY ADVERTISER)



INMAN

Inman is where leading agents, brokers, executives, and technology providers in real estate go to discover what's new, what's now, and what's next. With an audience of two million professionals, Inman connects news, events, and an influential community, creating a powerful platform for the entire real estate industry.

» LUXURY LENS NEWSLETTER

Reach luxury agents and brokers by aligning with Inman's luxury real estate coverage and advertising in the weekly Luxury Lens Newsletter. Beat newsletter sponsorships include a four-week sponsorship of the chosen newsletter.

SPONSORSHIP INCLUDE:

- 4-week exclusive sponsorship of the Luxury Lens newsletter.
- Newsletter subscribers: 214,000



PRICE: \$12,500/4 DEPLOYMENTS

INMAN

Inman is where leading agents, brokers, executives, and technology providers in real estate go to discover what's new, what's now, and what's next. With an audience of two million professionals, Inman connects news, events, and an influential community, creating a powerful platform for the entire real estate industry.

» LUXURY THEME MONTH

Each month, Inman's editorial team focuses on a different theme for our readers, tackling the topics that shape the industry. Put your company at the forefront of these critical conversations, positioning your brand as an industry leader committed to success.

July 2022's theme is Luxury - Survey the changing luxury market, interview top producers, and offer advice on how to level up into luxury deals.

SPONSORSHIP INCLUDE:

- Sponsored post related to the monthly theme
- Takeover all ad units on editorial themed articles for that month
- Be the featured expert in an Inman InStudio, sharing your point of view on the theme

PRICE: \$31,000



THE REAL DEAL

For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-to-date 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)

A Targeted Digital Reach Source

Site Stats:

Unique visitors: 2M+

Total visitors: 3M+

Page views: 10M+

Mobile visits: 60%

Demographics:

Male/Female Ratio: 60% / 40%

Ages 25-54: 70%

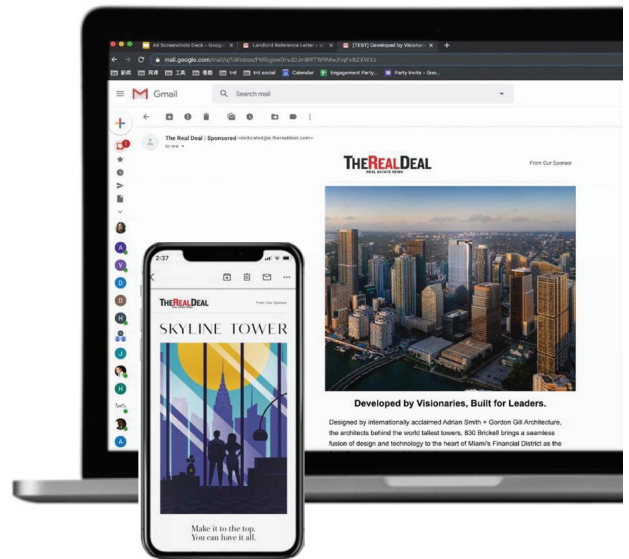
Earn over \$150K per year: 10M+

» DEDICATED EBLASTS

The Real Deal provides cutting-edge news on the real estate industry in New York City and beyond. According to a recent Quantcast ranking, the Real Deal has the #1 wealthiest audience in the U.S. and falls in the top 25 on their list of websites with the most educated readers

Opportunity details:

- Choice of regions as follows:



NYC: \$5,000

Email Campaign	Sends	Opens	Open Rate	Clicks	CTR
National Dedicated Benchmarks	140,000	21,253	15.18%	323	1.52%
NY Dedicated Benchmarks	40,000	6,212	15.53%	215	3.46%
SF Dedicated Benchmarks	34,000	5,645	16.60%	178	3.15%
LA Dedicated Benchmarks	26,000	3,814	14.67%	101	2.65%
CH Dedicated Benchmarks	23,000	1,907	8.29%	70	3.67%

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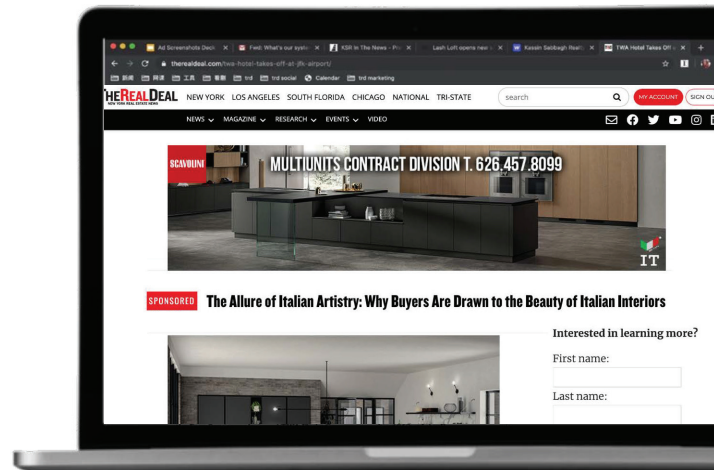
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» SPONSORED & CUSTOM CONTENT

221List.com can solidify their positioning and brand story, TRD repost existing content inclusive of articles, videos and more on TheRealDeal.com

COST PER POST: \$7,500

Sponsored content details:

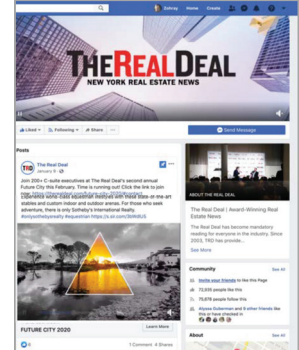
- Content article provided and posted on TheRealDeal.com
- Content promoted on homepage for 1 week
- Content promoted in daily newsletters (2x) and via social media (2x)
- Content remains live on TheRealDeal.com
- Benchmarks: 3,000 + Pageviews & 2:03 Avg. Time Spent.

Custom content can be created with TRD Studio in collaboration with Sky upon request – additional fees may apply.

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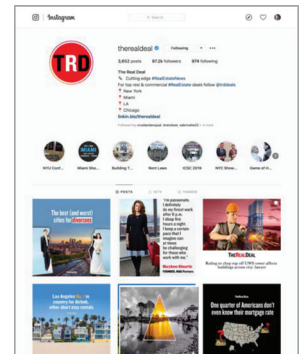
Mobile visits: 60%

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Earn over \$150K per year: 10M+



» SOCIAL PROMOTION

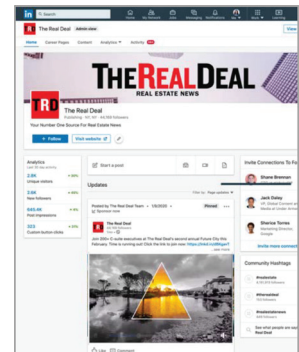
Opportunities include:

- Instagram stories
- Sponsored social posts
- Posts & stories directly targeted to Sotheby's International Realty desired audience

Facebook: 110K+

Instagram: 120K+

LinkedIn: 45K+



COST PER POST: \$1,000

THE WALL STREET JOURNAL ONLINE (WSJ.COM)


» WEEKLY ENEWSLETTER

- Out on Fridays
- 100% SOV
- 50,000 Opt in subscribers

COST: \$1,775

Trouble viewing this email? [View in web browser.](#)

THE WALL STREET JOURNAL



REAL ESTATE

Coronavirus is baring its teeth to the spring real-estate market. *Mansion's Katherine Clarke reports that new home listings dropped a staggering 27% in late March and early April. For perspective, new listings increased by an average of about 50% between March 1 and April 5 in both 2018 and 2019.*

It's a harsh reality for homesellers who had their hopes up, and agents who were looking forward to what's normally a busy season for the industry. "People are definitely holding back until people can physically come and see the space," Douglas Elliman's Frances Katzen told our reporter. "They want to see a return to normalcy again before they list."

The pandemic is also threatening to rock a shaky condo market in New York. Oversupply and retreating foreign buyers already loomed large over condo developers. Now, halting construction has thrown project timelines into disarray, forcing developers to renegotiate maturing loans and source cash to recapitalize their buildings and buy more time. [Read more here.](#)

Do air purifiers and filters kill viruses?

In Houston, a **high-stakes divorce battle** between Ed Bosarge and his wife, Marie Bosarge, provides a rare glimpse into the secretive and complex mechanisms ultrahigh-net-worth individuals use to buy real estate and move their money around the globe. Mrs. Bosarge is accusing her billionaire husband of using a complex web of trusts and limited liability companies to prevent her from accessing cash and the 13 homes they acquired together.


Finally, we look at how **security personnel have come to feel like part of the family** in gated communities. "It's more hospitality-driven than policing," one homeowner told us.

And remember: Keep sending your real estate-related questions by replying to this email. ☺

Happy reading!

-Kerry Berger, digital editor of Mansion

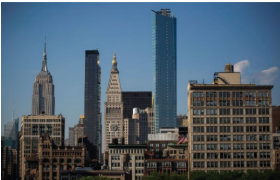
Coronavirus Batters Spring Home-Selling Season, as New Listings Drop 27%



JIM MARTISCH

[By comparison](#), new listings rose by an average of about 50% between March 1 and April 5 in 2018 and 2019.


Coronavirus Forces New York Condo Developers Into a Race Against Time



MICHAEL HAGLER/COURTESY NEWS

An construction across the city searches to a halt, developers reckon with [how to keep their projects funded](#) while the pandemic rages on.

A High-Stakes Divorce Illustrates How the Rich Play Real-Estate Tug of War



ROB MURR

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: \$2,450

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	\$33,000,000
3. 1228 Birch Avenue, Vancouver, BC	\$24,500,000
4. 1400 - 205 Cumberland Street Toronto, ON	\$21,500,000
5. 3460 Pine Crescent, Vancouver, BC	\$18,900,000
6. 1 Fern Hill Court, Bute Inlet, BC	\$20,800,000
7. 4092 142 Street, Surrey, BC	\$20,000,000
8. 7516-7518 Av. Royale, Chateau-Richer, QC	\$20,000,000
9. 2024 Hilda Lane, Ottawa, BC	\$18,000,000
10. 489 Spadina Road, Toronto, ON	\$15,000,000

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	\$1,053,390	26	\$25,000,000

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
Westmount	\$1,376,900	32	\$26,500,000
Chateau-Richer	\$159,333	1	\$26,000,000

TRENDING TODAY

V

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 LIVESTREAM AdChoices

221[®]

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:** 1,100,000
- **Readership:** 4,500,000
- **Male / Female:** 62% / 38%
- **Average HHI:** \$278,000
- **Average age:** 50

QUARTER PAGE, COLOR, NY REGION: \$2,750
BUY 4 GET 1 FREE

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

The Fed's move Tuesday showed the extent to which investors worry that the coronavirus will spread in the United States and curtail economic activity. The move also showed the extent to which investors worry that the coronavirus will spread in the United States and curtail economic activity.

Shaky Ground

• Virus spreads slowly in U.S. but health officials warn of potential for public health deterioration and economic damage

The world's most aggressive containment strategy, which has been implemented in many countries, may not be enough to prevent the virus from spreading widely in the United States, health officials warn.

Tennessee Kill at Least 25

• Gunman opens fire at Nashville bar, killing 25 people, wounding 20 others

A gunman opened fire at a Nashville bar Tuesday, killing at least 25 people and wounding 20 others, police said.

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

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

Former Vice President Joe Biden picked up a string of victories in Super Tuesday primary contests Tuesday, including a big win in California.

Bernie

Bernie Sanders won Tuesday night in Vermont.

Bernie Sanders won Tuesday night in Vermont, his home state, as he continued his momentum in the Democratic primary race.

Many U.S. Cities See Downturn at Hand

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

A variety of reports from the U.S. economy showed signs of a downturn in many U.S. cities Tuesday, as the effects of the financial crisis and recession continued to be felt.

Minnesota Resorts Are On Thin Ice

Shah forces new ways to reach fishing spots

Minnesota's fishing industry is in a bind as the state's water levels drop, forcing officials to find new ways to reach fishing spots.

Salesforce #1 CRM

Salesforce is the #1 CRM for the second year in a row.

Salesforce is the #1 CRM for the second year in a row, according to a new report from analyst firm Gartner.

What's News

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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

QUATER PAGE, COLOR: \$4,500
Global



LONDON DAILY TELEGRAPH

The Daily Telegraph is the UK's leading quality daily newspaper. Its readers are amongst the wealthiest in the UK and for whom property is just one category of luxury products which they consume. As the only daily broadsheet general interest newspaper, advertisers benefit from twice the dwell time than on smaller format pages. The Property pages are part of the "Money" section which attracts vast numbers of home-buyers, home sellers.

• Saturday Circulation: **401,000**

2 COL X 25CM: \$3,095

Wednesday 18 September 2020 45p

Schoolgirl to superstar in 73 days

How Emma Raducanu made sporting history

The Daily Telegraph

INSIDE: Council tax rise to pay for social care

Duke of York served with sex assault lawsuit

Tech giants hinder terror fight, says Met chief

Face masks will be back if virus cases surge in autumn

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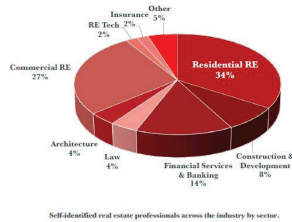
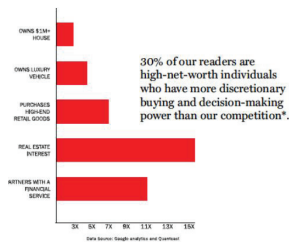
Small article: Lionel Shriver: The success of 'The Water Cure' is a testament to the power of the written word

THE REAL DEAL

For over 17 years The Real Deal's mission has remained consistent to empower real estate professionals with up-to-date 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)

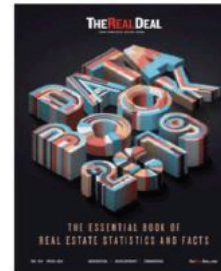
» TRD READERS ARE DECISION MAKERS WITHIN THE RE INDUSTRY



» STRATEGIC PRINT OPTIONS



National Circulation:
40,000/month
480,000/annual



Data Book Circulation:
50,000 annual

- 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
- 3X, FULL PAGE: \$4,700
- 6X, FULL PAGE: \$4,500
- 12X, FULL PAGE: \$4,250

221[®]

Events

INMAN LUXURY CONNECT

With over 600 luxury real estate professionals in attendance, Luxury Connect addresses the business needs of the most elite agents, brokers, and marketers in the industry today.

As a sponsor and a partner, 221 will meaningfully contribute to the experience they have and create a powerful positive association for your brand.

Network, participate, and showcase with these diverse diverse creations.

» SILVER SPONSORSHIP

- Sponsor one networking or one branding opportunity
- Facilitate a roundtable discussion
- Access the attendee list with contact info before the event
- Air a 30-second commercial during the event
- Display motion graphics on the main-stage screen
- Get four tickets to the event
- Include a gift in the onsite gift bags
- Send a dedicated email to the attendees after the event
- Be included in all event promotions and invitations

» SPONSORSHIP OPTIONS

NETWORKING OPTIONS:

- Sponsor the networking breakfast
- Sponsor the networking lunch
- Host an afternoon breakout for attendees (3 available)
- Participate on a panel in a luxury-themed Inman InStudio episode on Facebook (3 participant slots available)

BRANDING OPTIONS:

- Branded pens during the general session (1 available)
- Chair drop (1 available)
- Table drop (1 available)
- Attendee badges (1 available)



SILVER SPONSORSHIP \$31,250

221[®]

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2022

Media	Circulation
DIGITAL	
Million Impressions*	2,000,000
Comprehensive Digital	2,176,527
Smart Solutions Eblast	58,000
Inman	
Article & Promotion	644,000
Luxury Lens Sponsor	856,000
Luxury - Article, Interview and branding	
Real Deal	
Eblast	40,000
Sponosred Content	3,000
Social Post	110,000
Social Post	120,000
Social Post	45,000
WSJ.com	
WSJ.com e-Newsletter	100,000
Mansion Global e-Newsletter	170,000
PRINT	
The Wall Street Journal - NY Region	480,000
Financial Times	214,131
Daily Telegraph (London)	802,000
The Real Deal	80,000
PRINT	
Inman	
Silver Sponsorship	
GRAND TOTAL	7,898,658

221[®]

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2022

Media	Ad Description	January	February	Media Total
DIGITAL				
Million Impressions*	Digital Banner Program Targeting - add targeted areas here	\$ 2,450.00	\$ 2,450.00	\$ 4,900.00
Comprehensive Digital	Display/ CTV/OTT	\$ 9,000.00	\$ 9,000.00	\$ 18,000.00
Smart Solutions Eblast	Targeting Real Estate agent & Real Estate II	\$ 2,975.00	\$	\$ 2,975.00
Inman				
Sponsored Article	Article & Promotion	\$ 12,750.00	\$ 12,750.00	\$ 25,500.00
Enewsletter	Luxury Lens Sponsor	\$ 12,500.00	\$	\$ 12,500.00
Theme Sponsorship	Luxury - Article, Interview and branding	\$	\$	\$ -
Real Deal				
Eblast	New York	\$ 5,000.00	\$	\$ 5,000.00
Sponsored Content	Article & Promotion	\$	\$ 7,500.00	\$ 7,500.00
Social Post	Facebook	\$ 1,000.00	\$	\$ 1,000.00
Social Post	Instagram	\$	\$ 1,000.00	\$ 1,000.00
Social Post	LinkedIn	\$	\$ 1,000.00	\$ 1,000.00
WSJ.com				
WSJ.com e-Newsletter	Friday e-Newsletter	\$ 1,775.00	\$ 1,775.00	\$ 3,550.00
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 2,450.00	\$ 2,450.00	\$ 4,900.00
PRINT				
The Wall Street Journal - NY Region	Quarter Page	\$ 5,500.00	\$ 5,500.00	\$ 11,000.00
Financial Times	1/4 page	\$ 4,500.00	\$	\$ 4,500.00
Daily Telegraph (London)	2 col x 25cm	\$ 3,095.00	\$ 3,095.00	\$ 6,190.00
The Real Deal	Full page	\$ 4,500.00	\$ 4,500.00	\$ 9,000.00
EVENTS				
Inman				
Luxury Connect	Silver Sponsorship	\$	\$	\$ -
TOTAL				\$ 118,515.00

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

Pricing Subject to Change