



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

18019 Harbor Light Boulevard Advertising and Marketing Program

Premier | Sotheby's
INTERNATIONAL 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 18019 Harbor Light Boulevard

SKY Advertising is excited to present to Premier Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 18019 Harbor Light Boulevard.

Your strategic blueprint is composed of three layers: direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale, strategic print media to cast a wide net, and digital products that are highly targeted to individuals looking for high-end living in Cornelius, NC.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to this unique and exciting property.

LET'S DO
GREAT THINGS TOGETHER

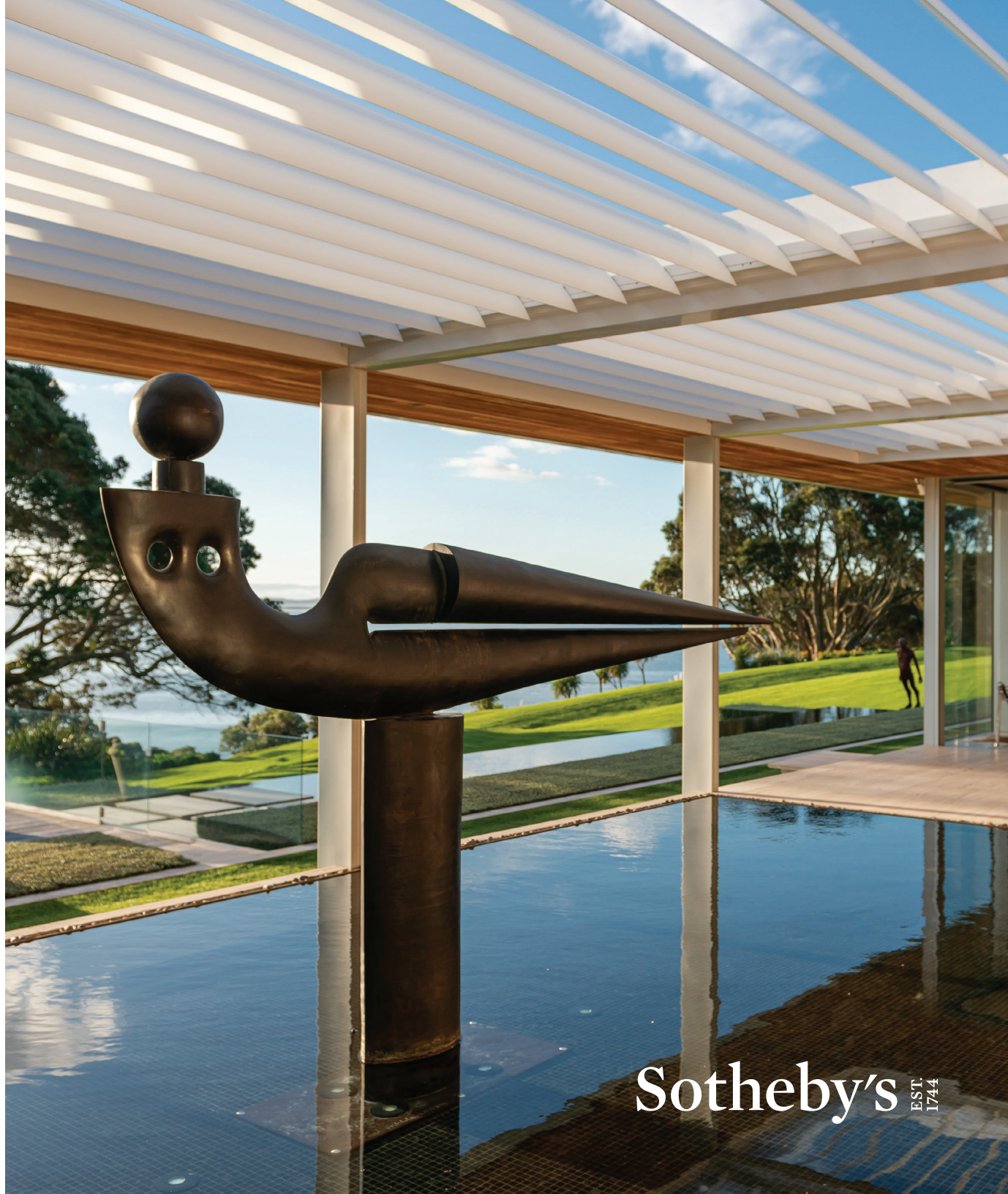
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Sotheby's
Auction House
Offerings



Sotheby's EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

This large format magazine enriches readers with sophisticated content related to the art and real estate world. Sotheby's Magazine features editorial showcasing Sotheby's International Realty® listings.

- Distribution: **35,000**
- Auction clients with **\$50,000-\$5 million** in transactions
- Distribution at all **70** Sotheby's offices around the world
- Distribution at Park Hyatt Hotels in **18** countries
- Distributed at high profile auction events in **NY, London, Los Angeles and Hong Kong**

FULL PAGE: \$5,260
HALF PAGE: \$2,630
QUARTER PAGE: \$1,315
Global



Find your one.
Explore our exclusive collection of inspiring homes.

Sotheby's
INTERNATIONAL REALTY

San Jose, Georgia, United States
sothebyrealty.com/us/41840003
Atlanta Five Homes
Sotheby's International Realty
Chase Mann
chase.mann@sothebyrealty.com

Co-listed with
Sotheby's International Realty
Susan Schmitt and Ben Howard
susan.schmitt@sothebyrealty.com
ben.howard@sothebyrealty.com
\$400,000,000 USD

Residence on Sankar Patel Marg
New Delhi, India
sothebyrealty.com/us/41840003

This home for sale, priced at \$1,200,000, is approximately 2,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an excellent investment opportunity.

Residence on Sankar Patel Marg
New Delhi, India
sothebyrealty.com/us/41840003

This home for sale, priced at \$1,200,000, is approximately 2,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an excellent investment opportunity.

Residence on Sankar Patel Marg
New Delhi, India
sothebyrealty.com/us/41840003

This home for sale, priced at \$1,200,000, is approximately 2,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an excellent investment opportunity.

Residence on Sankar Patel Marg
New Delhi, India
sothebyrealty.com/us/41840003

This home for sale, priced at \$1,200,000, is approximately 2,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an excellent investment opportunity.

SOTHEBY'S BESPOKE
EMAIL

- Every Week
- 52x/Year
- Custom content
- 35% open rate
- 550,000+ recipients


PRICE: \$2,500/DEPLOYMENT



SOTHEBY'S SELECTS
E-NEWSLETTERS

- Every Friday
- 52x Year
- Highlights upcoming auction events
- 370,000+ recipients
- 34% average open rate

PRICE: \$2,585/DEPLOYMENT




Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week

Modern Zen-Like Oasis
Bahamas

[SEE MORE](#)


Delete Junk Block ...

Sotheby's Selects | 21 September




One of the Most Beautiful and Sought-After Watches Ever Made

[WATCH VIDEO](#)



Sotheby's Museum Network
Experts Mourn Brazil's National Museum

[SEE MORE](#)



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week

Modern Zen-Like Oasis
Bahamas

[f](#) [t](#) [i](#) [v](#) [m](#)

THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S
1334 YORK AVE, NEW YORK, NY 10021
UNSUBSCRIBE FROM SOTHEBY'S SELECTS
UNSUBSCRIBE FROM ALL | [PRIVACY POLICY](#) | [SELL WITH US](#)
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Digital Offerings



Sotheby's
INTERNATIONAL REALTY

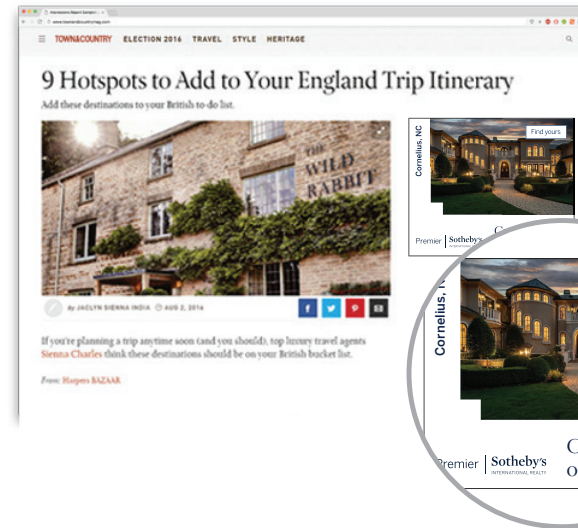
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **18019 Harbor Light Boulevard**
- Flight Dates: **Two weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

100K Impressions per two weeks:	\$900
250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes



Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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

Ad Units: 970x250, 728x90, 300x600, 300x250, or custom sizes.

BANNER PRODUCTION: \$350



Find yours

Cornelius, NC

1 of 1

Premier | Sotheby's INTERNATIONAL REALTY

Curators of the unique



Find yours

Cornelius, NC


1 of 1

Premier | Sotheby's INTERNATIONAL REALTY

Curators of the unique

1 of 1

Curators of the unique




Cornelius, NC

Premier | Sotheby's INTERNATIONAL REALTY

Find yours

Cornelius, NC

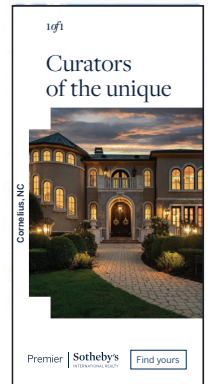
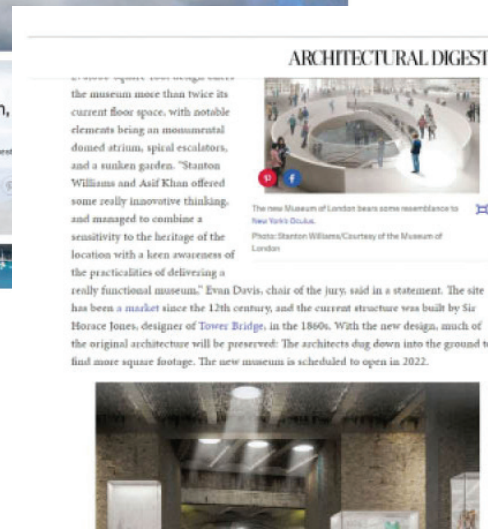
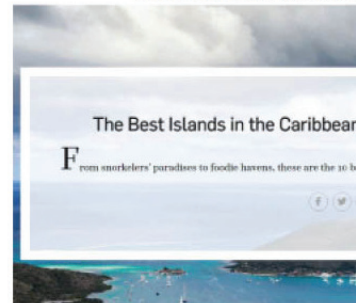
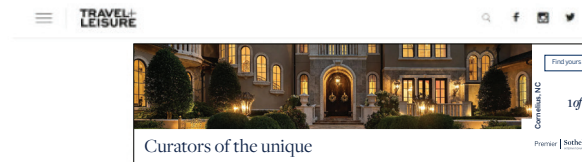
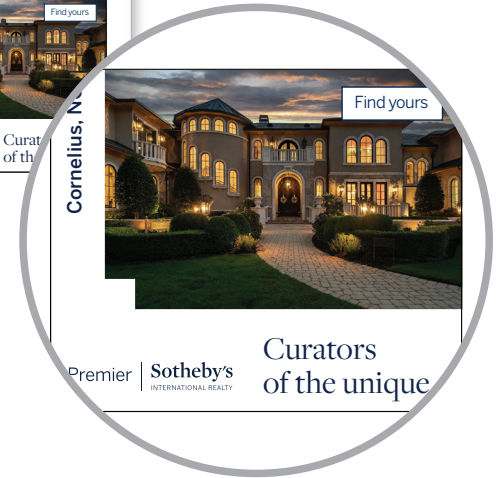


Find yours

Premier | Sotheby's INTERNATIONAL REALTY

Curators of the unique

Sample Banners For Impressions Programs As They Appear On Sites

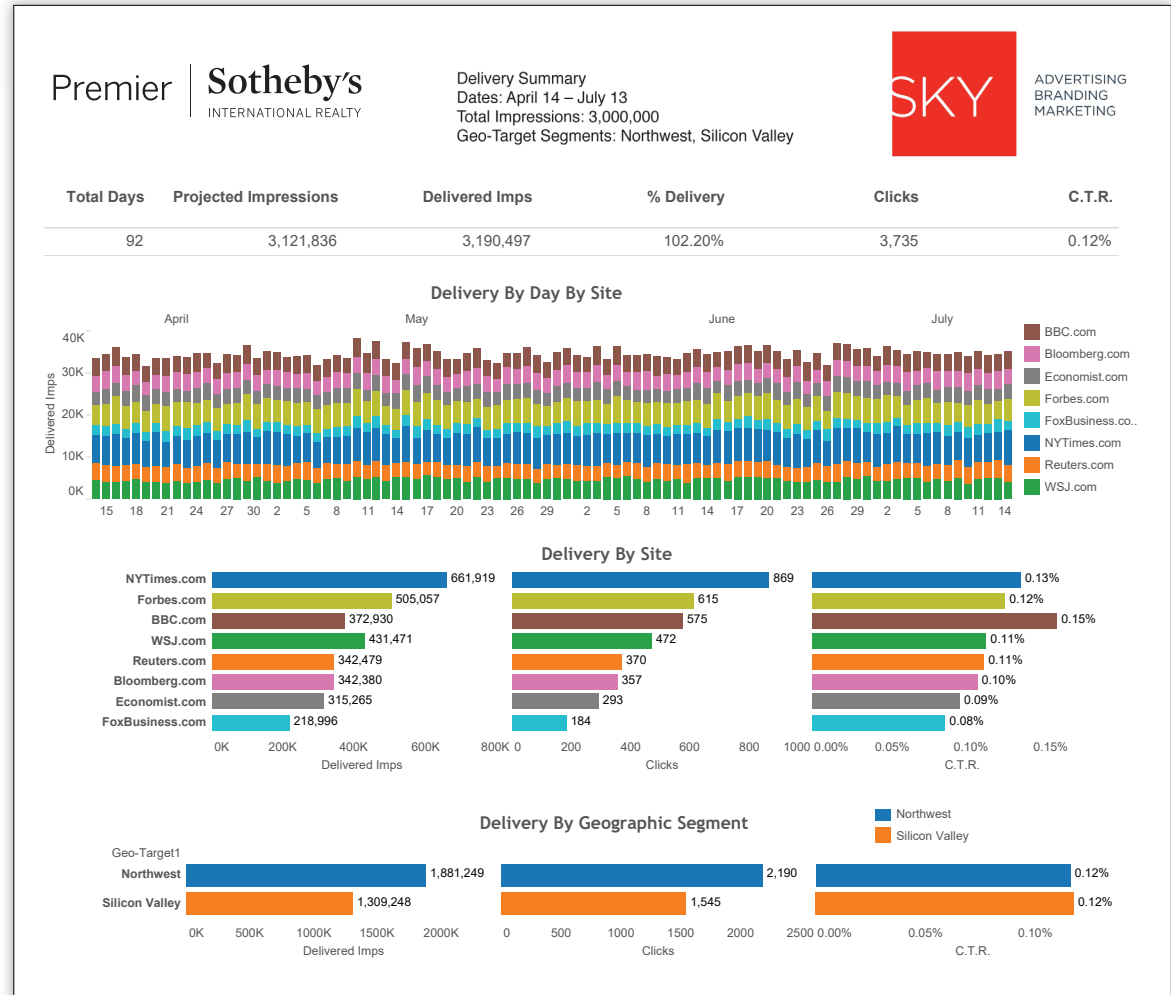


Comprehensive Reporting For Your Customized Campaign

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.

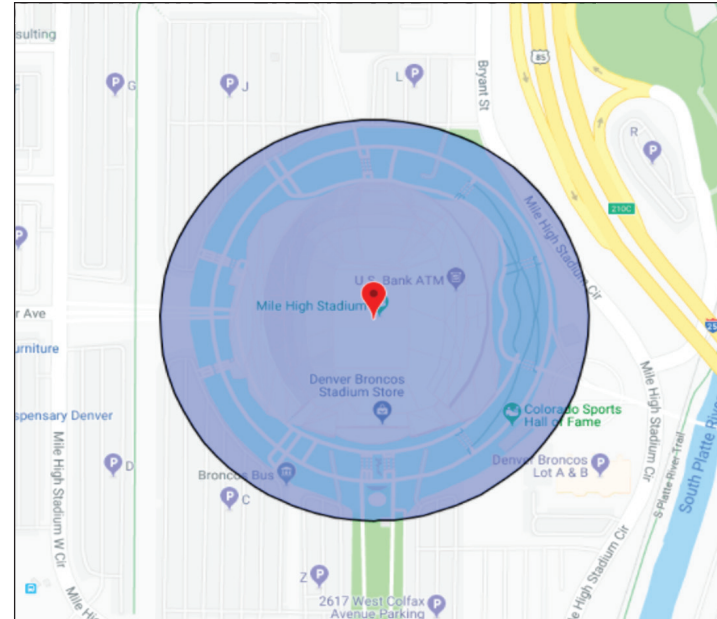
IMPRESSIONS PROGRAM SAMPLE REPORT



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

PRICING

- From: **\$1,500**
- **Up to 3 Geo-fences**
- **60,000 impressions**

Comprehensive Digital

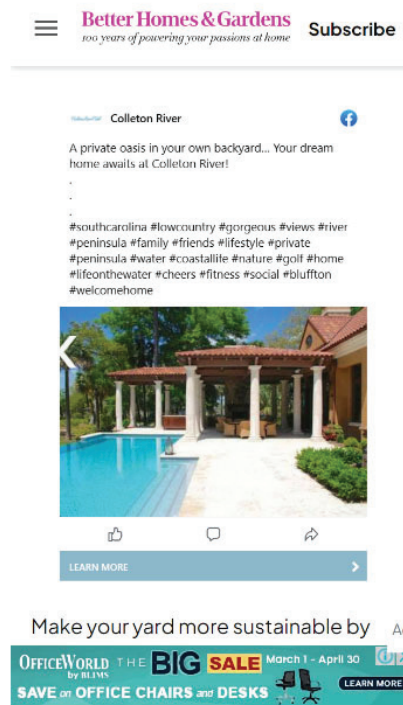
SOCIAL MIRROR ADS

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.

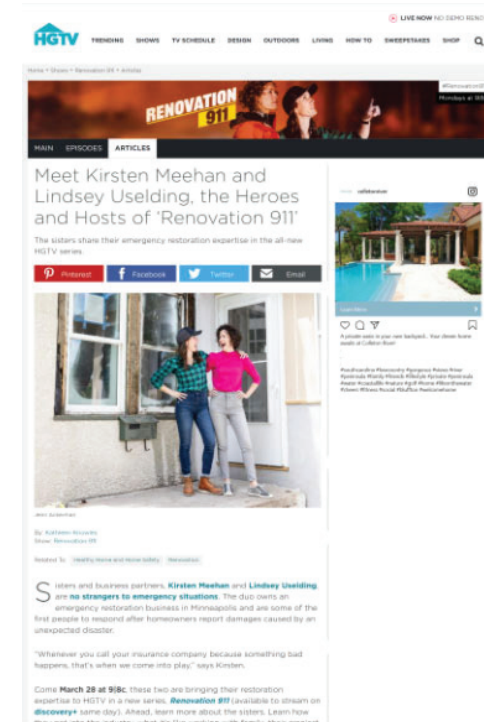
Ads can be display, video, OTT across connected TVs or carousel.



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: FROM \$1,500/MONTH
100,000 Impressions



Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local 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 or website.

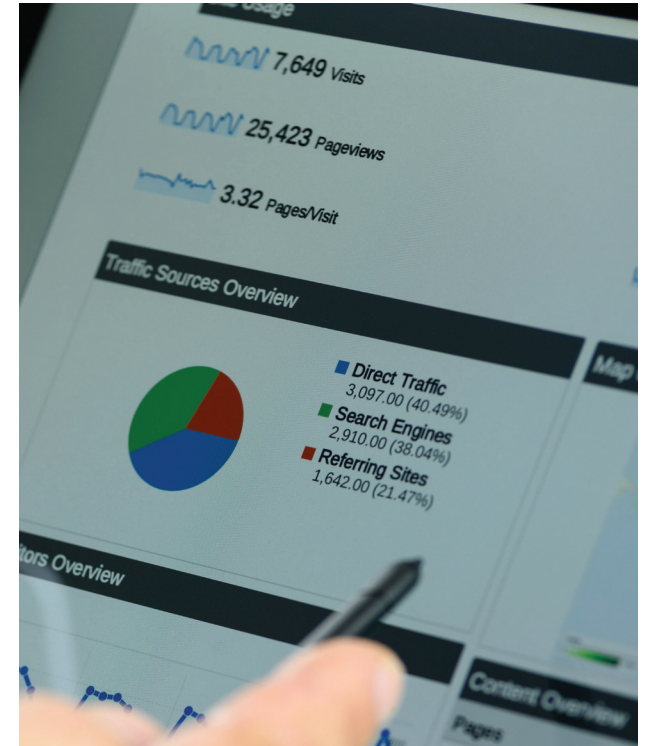


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

\$750 CAMPAIGN SET UP
STARTING AT \$850/MONTH



Google AdWords

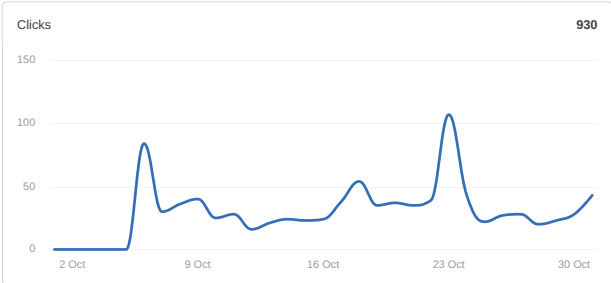
CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.



SIR Premier

Google Ads Impressions	Google Ads Clicks	Google Ads CTR	Google Ads Phone Calls	Average Cost-Per-Click	Google Ads Interaction R...
85,229	930	1.09%	9	\$1.52	1.14%



Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
SKY - SMART	459	\$312.71	\$39.09	74,095
SKY - PMAX	290	\$359.88	\$179.94	8,209
SKY - General	75	\$278.65	\$0.00	1,432
SKY - Boulder	53	\$293.25	\$293.25	1,145
SKY - Trademark	38	\$134.26	\$134.26	259
SKY - Niwot	11	\$33.94	\$0.00	69
SKY - Longmont	4	\$19.24	\$0.00	16
SKY - Golden	0	\$0.00	\$0.00	3
SKY - Superior	0	\$0.00	\$0.00	1

Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"home for sale boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

Google AdWords

MONTHLY REPORTING

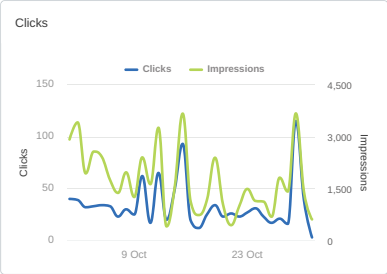
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



SIR Premier

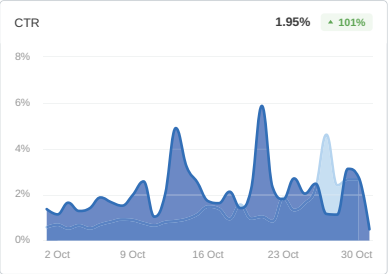
October KPI's

Clicks




CTR

1.95% ▲ 101%



Google Ads Phone Calls

12 ▲ 71%



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$0.94

Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

Keywords

Showing 23 of 23 Rows

KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean reality	1	1	1

Cottages & Garden

Delivering the finest luxury design and architecture content to residents of America's most affluent communities.

- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

TOP 10 MARKETS

- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New Jersey
- Illinois
- Massachusetts
- Pennsylvania

SPOTLIGHT + PROPERTY OF NOTE

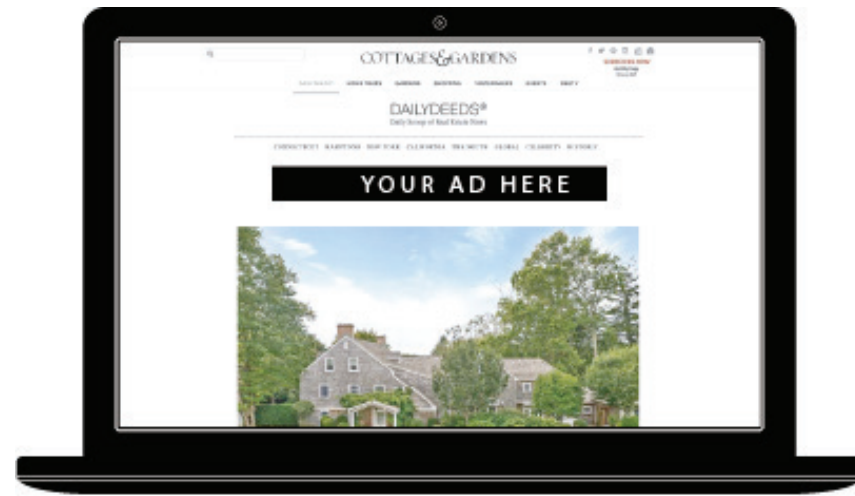
ROTATING GALLERY: \$2,950

DAILY DEEDS

E-NEWSLETTER SENT 4X PER WEEK:
\$3,000 FOR TWO WEEKS; \$5,000 PER MONTH

INSTAPARTNERSHIP

POST AND STORIES TAKEOVER: \$1,950/30 DAYS



Floral Gift Ideas for Mother's Day

Even if she's not a gardener, chances are that every mother favors flowers.



Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



Ready, Set, Game Time!

12 fun finds that double as playful decor.

Spotlight



CALIFORNIA CLOSETS

With an eye for both style and function, California Closets provides innovative custom storage systems for all areas of the home. Our expert design consultants will guide you through every step of the California Closets process. Find yourself at home with California Closets.

Country Life

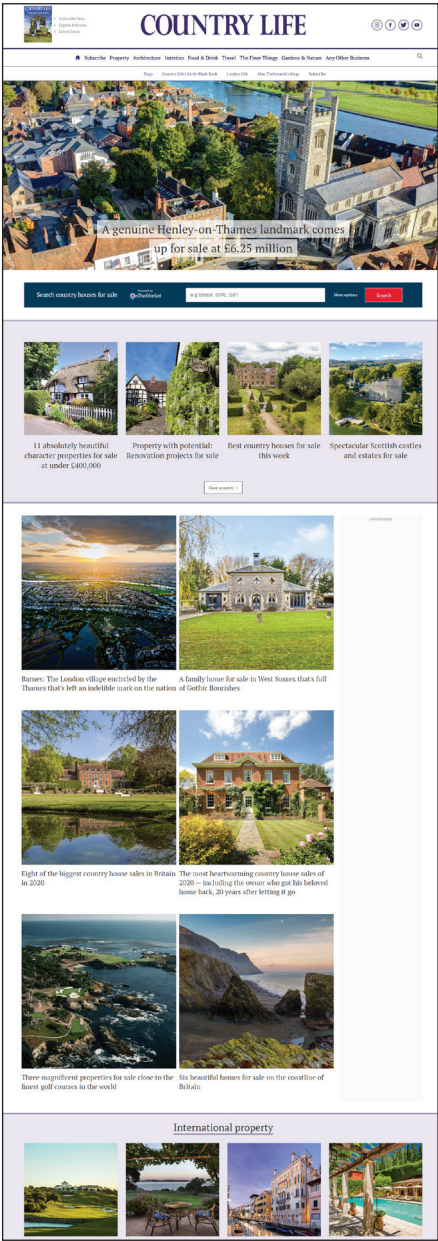
E-NEWSLETTER DEDICATED SEND

PRICE: \$2,250

INTERNATIONAL PROPERTY LISTING

Property listings live forever on the Country Life site until you remove the URL.

PRICE:
\$400/LISTING
\$2,500 UNLIMITED LISTINGS



Elite Traveler

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

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

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

ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR

Half price with full page print purchase



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.

PRICE: \$500 PER LISTING

San Francisco, Peninsula, and Silicon Valley



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.

• 600,000+ subscribers.

Have your listing matched to relevant editorial for native content appeal.

Location Open Rates

- North America – **40%**
- Europe – **40%**
- Asia – **10%**
- Middle East – **5%**

Email Engagement

- Average open rate: **32%**
- Average total click rate: **7%** (10-15% top position, 3-5% middle position)

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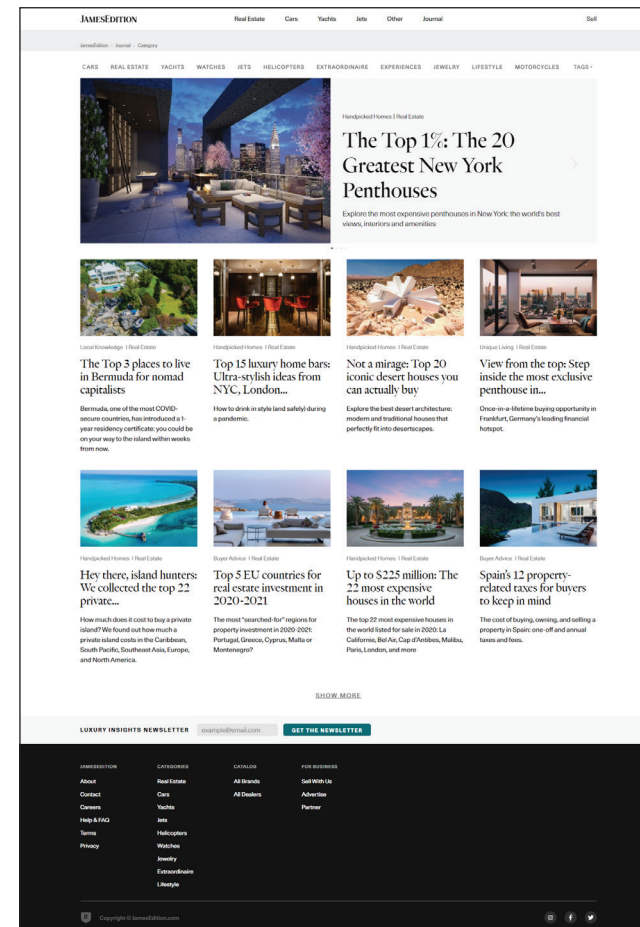
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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 FIRST FEATURE & ARTICLE
\$3,300 NEWSLETTER TRENDING & ARTICLE



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

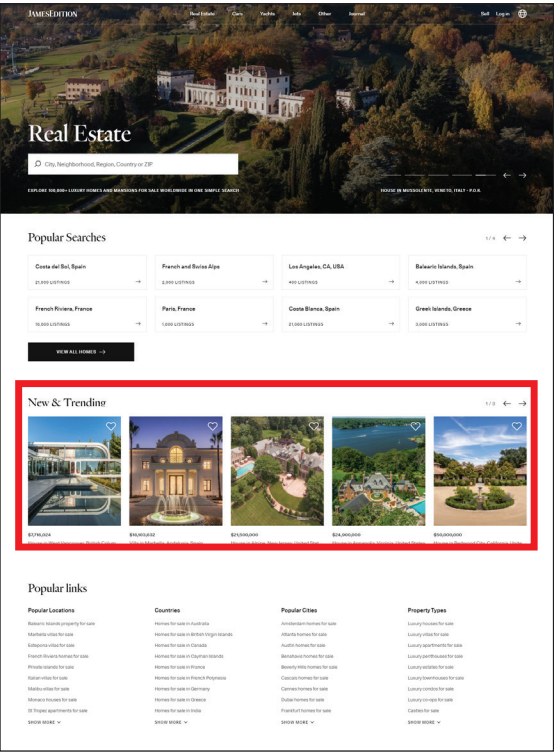
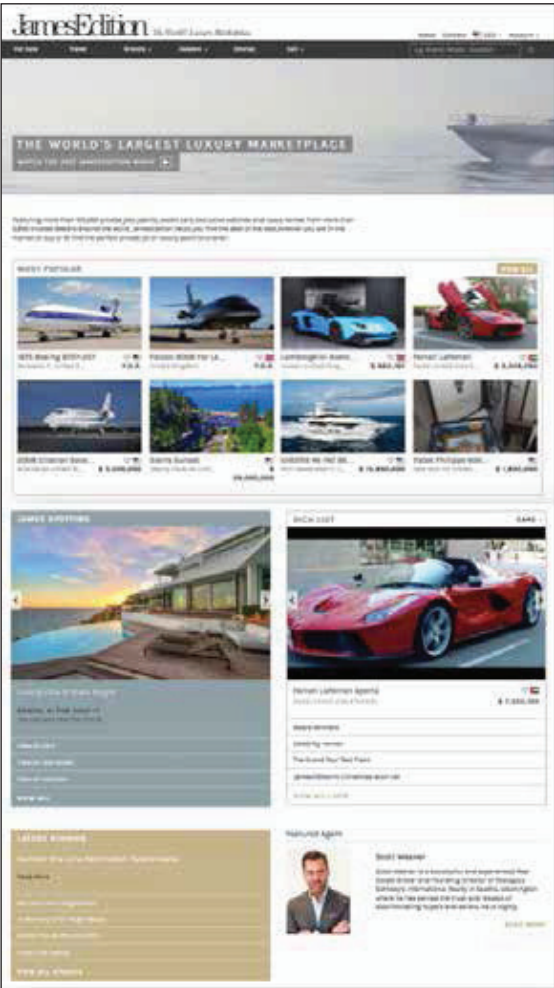
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

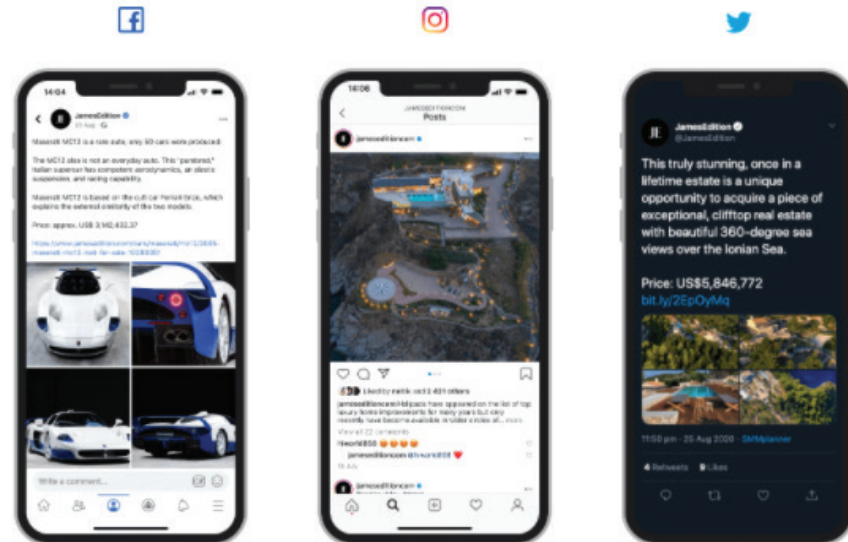
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- **158,000** Instagram Followers
- **36,000** Facebook Page Likes
- **136,000** TikTok Followers
- **1.5** Million Accounts Reached on Instagram / month
- **2.3M** Total Organic Likes on TikTok
- **37.5** Million Views on #JamesEdition on TikTok



PHOTO

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

PHOTO: \$800

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

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

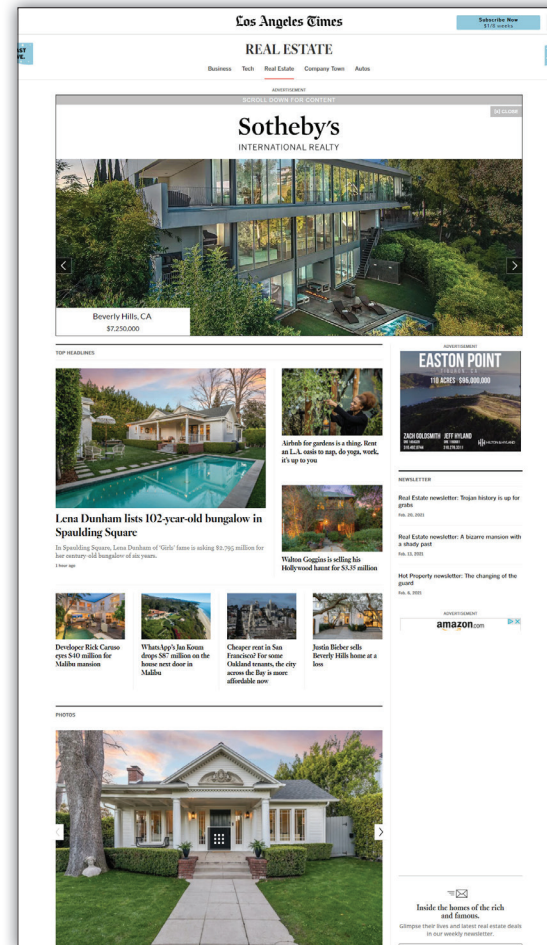
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

Promote your property with a large banner placement on the top of the LATimes.com Real Estate, Home Page, Real Estate Content pages and ROS.

PRICE: \$325/MONTH

**Maximum 30 featured properties
Included with the Hot Property Print Placement**



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)

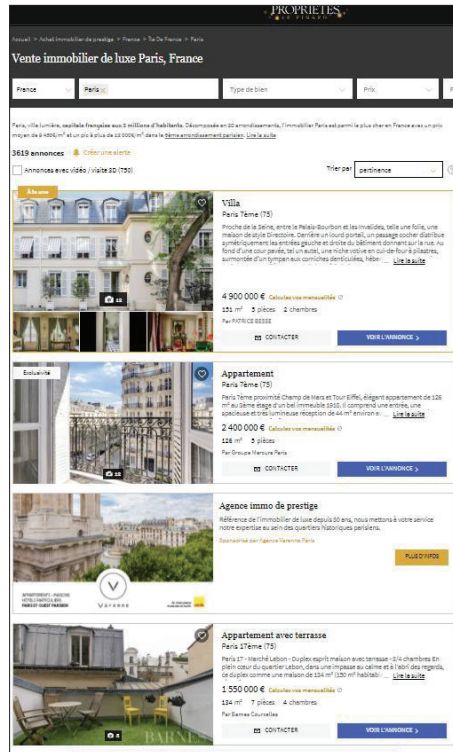
PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

- **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



List Globally

ENHANCED LISTING

ListGlobally helps real estate professionals to promote their listings worldwide. Through a network of 100+ property portals in 60+ countries.

PREMIUM PUBLICATION ON LISTGLOBALLY

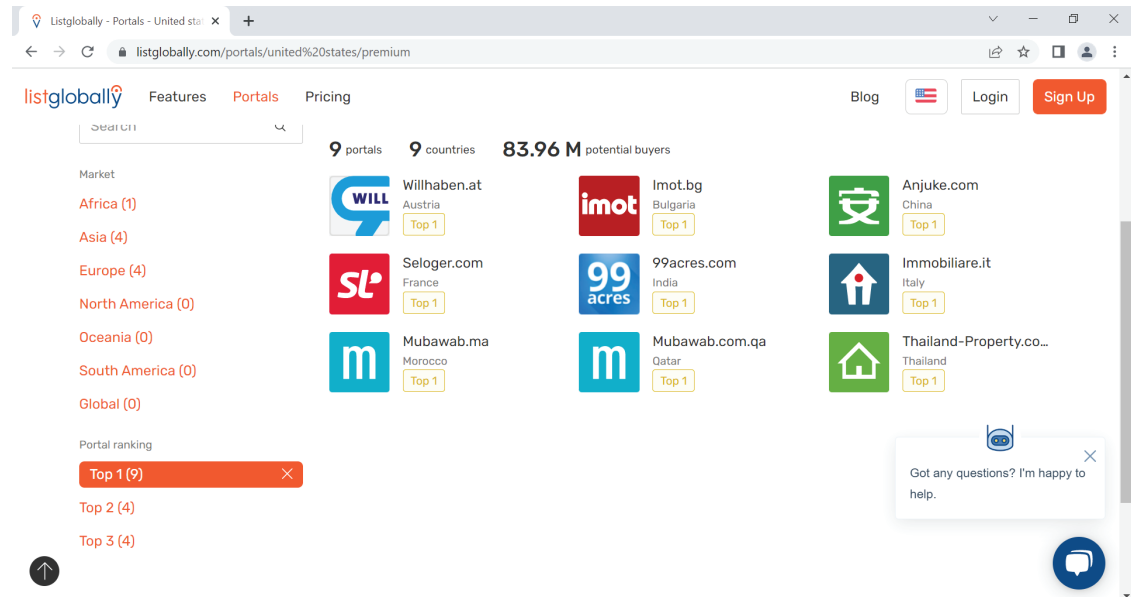
- All listings published across ListGlobally's full Premium Network.
- All listings elevated in their search placement on ListGlobally network property portals.
- Agents from the office will have their photos appear on their listings in search results.
- Agents will receive the moniker "Global Agent" on their listing in search results.
- Elite Promotion
- Elite promotion moves your listing to the top of search results in your market.
- Elite promotions provide 7-times the performance for featured listings.
- The promotion can be changed as often as you like

\$200/MONTH

3 Month Minimum

\$150/Month

6 Month Minimum



Luxury Estate

LUXURY ESTATE

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

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

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

SHOWCASE LISTING + ELITE LISTING PACKAGES PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



RobbReport.com

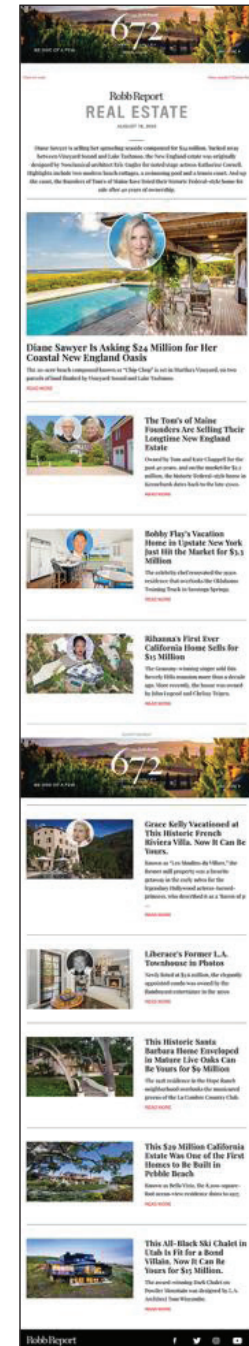
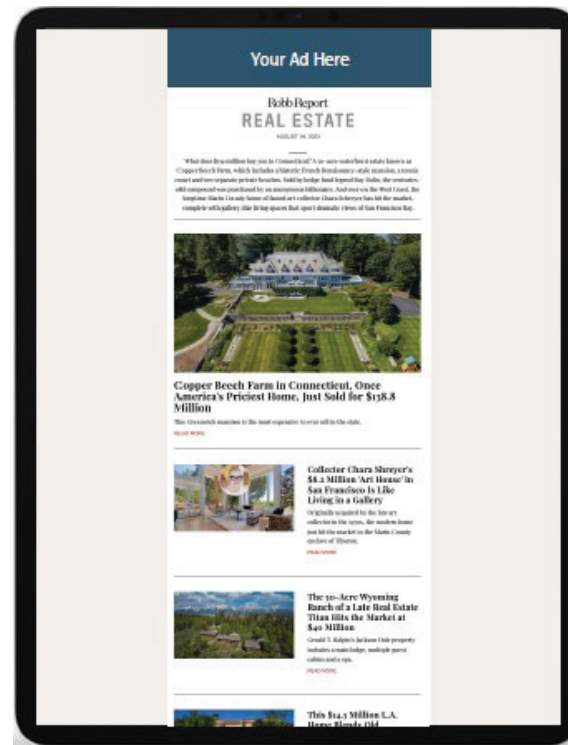
REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

- Open Rate – 18.5%
- Email is exclusive, Partner own both banner positions: (2) 970x250

PROPERTY LISTING: \$1,875/WEEK



RobbReport.com

FEATURED LISTING CAROUSEL

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. 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.

- Circulation: 107,000+
- Average Age: 43
- Male / Female Ratio: 77% / 23%
- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

PRICE: \$1,350 PER MONTH

RR|R

RobbReport

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REAL ESTATE

FEATURED LISTING

Vie L'Ven Luxury Resort & Residences - The Rouge Suite

\$5,284,900

Search a location

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REAL ESTATE NEWS

NEW CONSTRUCTION

A Brand-New Manhattan Townhouse With A Pleated Terracotta Façade Lists for \$14.5 Million

The 4-story single-family home is part of THE 74, a boutique luxury condo building going up on the Upper East Side.

By Mark David

CELEBRITY HOMES

Sylvester Stallone Drops \$25 Million in Cash on a Ritzy Hamptons Estate

Purchased by the "Tulsa King" star for his daughters, the newly built home features almost 12,000 square feet of turnkey living space decked out with hand-picked designer furnishings.

By Wendy Bowman

ART & COLLECTIBLES

Sotheby's New York Lays Off 100 Staffers Amid Disappointing Auction Results

The auction house produced lower results than last year

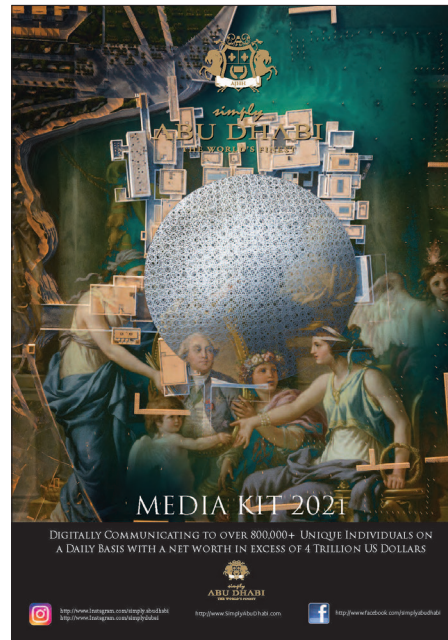
Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

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

PRICE: \$1,350 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
- Approximate Total Annual Impressions: **300,000**
- 2024 Overall Average CTR: **4.24%**
- Share of Voice: **2.5%** (1 Slot) - STATIC

PRICE: \$2,150/MONTH OR \$2,650 W/VIDEO

SHARED BANNER: \$650/LISTING

Shared with 5 properties



The Wall Street Journal Online (WSJ.com)

MANSSION GLOBAL DAILY (M-F) ENEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **19,765** Opt in subscribers

PRICE: \$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. 1800 101st St, Oakville, ON	\$10,000,000
2. 48 Brimley Ave., Toronto, ON	\$10,000,000
3. 1100 101st St, Oakville, ON	\$10,000,000
4. 1400 - 101st St, Oakville, ON	\$10,000,000
5. 1000 101st St, Oakville, ON	\$10,000,000
6. 1000 101st St, Oakville, ON	\$10,000,000
7. 1000 101st St, Oakville, ON	\$10,000,000
8. 1000 101st St, Oakville, ON	\$10,000,000
9. 1000 101st St, Oakville, ON	\$10,000,000
10. 1000 101st St, Oakville, ON	\$10,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$1,912,575	1,141	\$10,000,000
Vancouver	\$1,487,048	879	\$10,000,000
Calgary	\$867,400	122	\$2,800,000
Whisper	\$1,053,300	26	\$2,500,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	882	\$10,000,000
Quebec	\$194,291	185	\$20,000,000
Winnipeg	\$1,376,900	22	\$20,000,000
Charlottetown	\$194,333	1	\$20,000,000

TRENDING TODAY

Architectural Digest @ArchDigest [Following](#)

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether [ad](#)

Staying home saves lives.

For more info visit coronavirus.gov

Powered by [iStockphoto](#) [AllChances](#)

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**

PRICE: \$750 NEWSLETTER



BOAT

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BOAT BRIEFING

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

LATEST BROKERAGE NEWS

Benetti Harmony III listed for sale with Fraser

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Benetti Rutil E now for sale with Northrop & Johnson and Denison

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

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

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LATEST YACHT NEWS

New 60 metre Amels 200 motor yacht sold

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

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Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus

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skyad.com |

37

Print Offerings



Sotheby's
INTERNATIONAL REALTY

- Circulation: **644,424**
- National: **525,734**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **57% / 43%**
- Average HHI: **\$361K**
- Average age: **45**

**Includes Bonus 30 Day Digital -
Featured Property Upgrade**

[illegible]

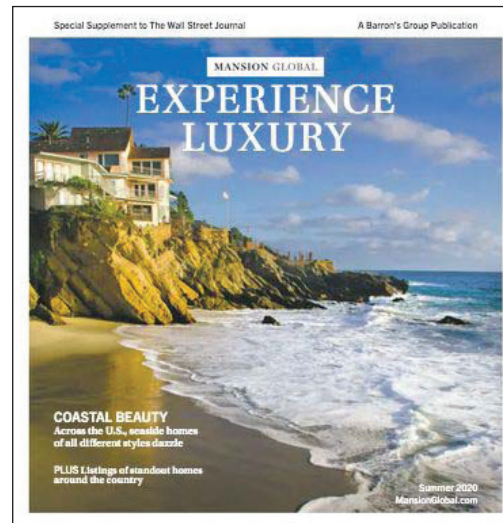
The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- Distribution: **100,000** Wall Street Journal print subscribers of the Weekend Journal
- Top zip codes in: **New York, Los Angeles, San Francisco, Chicago, Denver, Seattle, Phoenix, Boston, Dallas and Austin.**

FULL PAGE:
\$980/TEMPLATE
\$1,985/CUSTOM



The New York Times

IN THE FRIDAY MAIN NEWS SECTION

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

PROPERTY SPOT, COLOR: \$760
DOUBLE PROPERTY SPOT, COLOR: \$1,520
QUADRUPLE PROPERTY SPOT, COLOR: \$3,040
EIGHT PROPERTY SPOT: \$6,080

"All the News That's Fit to Print"

The New York Times

Today, during heavy rain and dark clouds, the Times building in New York City is seen from the street. The building is a large, historic structure with many windows and a prominent entrance. The rain is visible as streaks in the air, and the overall atmosphere is somber and dramatic.

Today, during heavy rain and dark clouds, the Times building in New York City is seen from the street. The building is a large, historic structure with many windows and a prominent entrance. The rain is visible as streaks in the air, and the overall atmosphere is somber and dramatic.

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Bahamas Sotheby's International Realty
Colleen Carey
colleen.carey@sirbahamas.com +1.242.818.6038



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Russ Lyon Sotheby's International Realty
Frank Aazami
frank.aazami@sir.com +1.480.266.0240



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doyle.richmond@sothebysrealty.com +1.970.390.9240



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\$9,850,000 | sothebysrealty.com/id/NR5GFS
TTR Sotheby's International Realty
Mark Lowham
mlowham@ttrsir.com +1.703.966.6949



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lucy.hitch@sothebysrealty.com +1.912.667.7407



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The New York Times International Edition

The New York Times International Edition is a sophisticated and comprehensive daily report for opinion leaders and decision makers around the world. The mission of the New York Times International Edition is to enhance the global community by creating, collecting and distributing high-quality news and entertainment. Its readers have levels of income and investment that can hardly be described as average; much like the newspaper they enjoy reading, these levels reflect their highly mobile and affluent status. New York Times International Edition readers are people whose tastes tend toward the deluxe, leading active and upscale lifestyles.

- Circulation: **214,775**
- Geographic distribution: **Europe, Asia, Pacific, Middle East, N. Africa, Americas**
- Readership: **421,373**
- Male / Female ratio: **76% / 24%**
- Average household income: **\$367,700**
- Median age: **55**

QUADRUPLE PROPERTY SPOT: \$2,600
DOUBLE PROPERTY SPOT: \$1,300
PROPERTY SPOT: \$650
Global



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Harbour Drive
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george.damianos@sirbahamas.com +1 242.362.4211

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\$24,500,000
East Side Manhattan Brokerage
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Equal Housing Opportunity

- Circulation: **160,000**
- Distribution: **NYC Metro Area**

Includes Digital promotion and Digital Flipbook



1 of 1

Expect

exceptional

New York, New York | Represented by Danielle Rivoir and Kevin Brown on page 31

Sotheby's
INTERNATIONAL REALTY

April 2025 | sothebysrealty.com



925 Park Avenue, 5/6C

5 BED | 4.5 BATH | New York, New York

\$8,400,000
925ParkAve5-6C.com

This rarely available 5 bedroom, 4.5 bath duplex delivers perfection offering all the benefits and grandeur of townhouse living along with the convenience and services of a distinguished, luxury Park Avenue cooperative. Featuring 1720 to 2020 foot ceilings, stunning hardwood floors and through the wall air conditioning are additional features throughout this extraordinary home. Simply stated, this incredible home, designed by renowned interior decorator, Anne Hempleton, has it all.



Triple Mint Designer Duplex on Park Avenue






Wendy Arry
Senior Global Real Estate Advisor
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Sotheby's

INTERNATIONAL REALTY

1130 Park Avenue, P11-A
New York, New York | \$6,000,000 | 1130ParkAvenue@PIR.com
 This masterfully renovated 3 bedroom, 3.5 bath penthouse residence showcases views of Park Avenue, the East River, Central Park, and the Manhattan skyline.

850 Park Avenue, 6S
New York, New York | \$4,750,000 | 850ParkAve@SI.com
 This highly desirable, one of a kind home delivers perfection with the ultimate features in luxury: being incredible views, grand proportions and prime location.

850 Park Avenue, 6S
New York, New York | \$4,750,000 | 850ParkAve@SI.com
 This highly desirable, one of a kind home delivers perfection with the ultimate features in luxury: being incredible views, grand proportions and prime location.

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 Wendy Ariz
 Senior Global Real Estate Advisor
 Associate Broker | 917.361.5038
wendy.ariz@sothebysrealty.com


**WILLIAM
PITT** | **SOTHEBY'S**
INTERNATIONAL REALTY



**Idyllic Estate on
Park-Like Grounds**

637 Valley Road New Canaan, Connecticut

\$4,200,000

[sothebysrealty.com/cd/v2PCQY](#)

Experience the unparalleled 370-acre estate—on majestic stone Georgian Colonial on 104 stately acres along the Silvermine River. This \$2,000 sq. ft. masterpiece features a chef's kitchen, stately library, ensuite bedrooms with eight fireplaces, a billiards room, and a private game wing. Outdoors, enjoy a pool, tennis and poloball courts, bluestone patios, and a fire pit. The updated 2010 guest house offers a cozy retreat. Just minutes from town, the Train, and the Long Island Sound, this exceptional estate blends luxury, privacy, and convenience—an opportunity not to be missed!

6 Bedrooms

7.3 Bathrooms

12,071+ sq.ft.






Janine Fisher
Licensed Real Estate Salesperson
203.858.0749
[janine.fisher@sothebysrealty.com](#)



**LM Home Team at William Pitt Sotheby's
International Realty**
Laurie: 937.505.6273 | Marnie: 203.444.6372
[lmh.team@sothebysrealty.com](#)



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Boat International

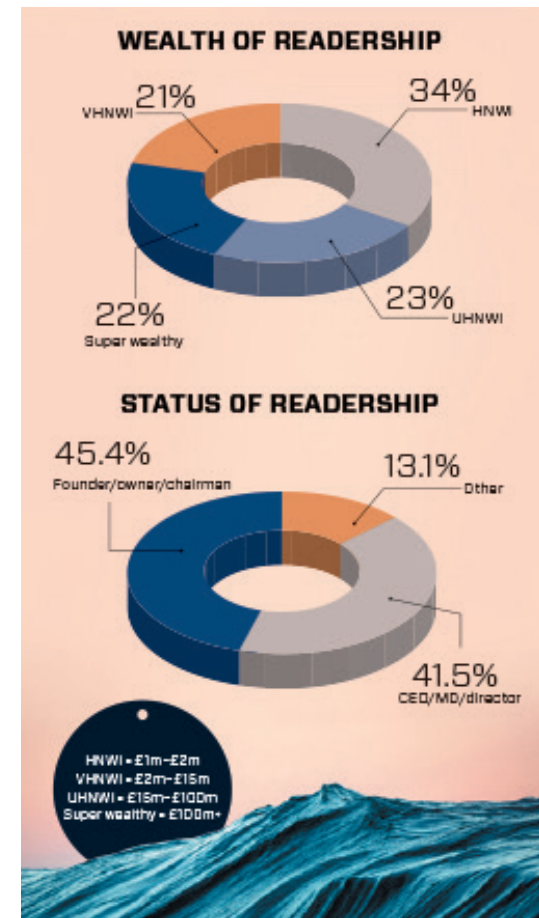
For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

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**

FULL PAGE: \$4,650

FULL PAGE + E-NEWSLETTER: \$5,100



Country Life

Launched in 1897, Country Life Magazine is one of Britain's best known and respected magazine that has, for 120 years, celebrated the greatest British architecture, property, interior design and gardens.

Country Life International offers beautiful advertising pages showcasing the latest properties for sale. Not only this, its dedicated editorial team provides opinion and thought-provoking content and stunning photography that is critical to anyone seriously interested in realising their dream of living in a beautiful home abroad. Its content is fresh and relevant, ensuring readers return to the magazine time and time again. Buyers can find the best new villas and luxury houses for sale in Europe, North America, the Caribbean and beyond.

- Circulation: **41,000**
- Male/Female: **50/50**
- Average Age: **55**
- HNW Audience: **85%**

HALF PAGE: \$2,000

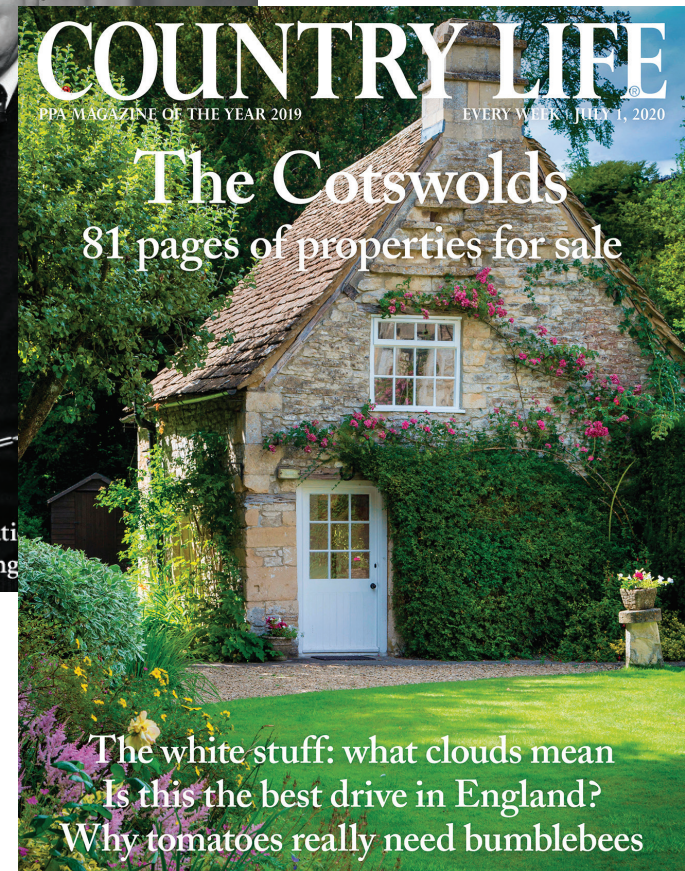
FULL PAGE: \$3,300

DOUBLE PAGE SPREAD: \$6,400

FULL PAGE ADVERTORIAL: \$4,500

DOUBLE PAGE ADVERTORIAL: \$8,900

International Properties Edition



duPont Registry

Experience luxury with duPont REGISTRY, connecting elite buyers and sellers for nearly 40 years. Elevate your brand through exclusive collaborations, bespoke campaigns, and luxury showcases.

The duPont Registry captivates the world's wealthiest individuals with premium content on the most coveted luxury items. The magazine, distributed monthly, reaches private jet owners and guests across 350+ FBOs, while the digital platform garners over 13 million monthly views.

The duPont Registry audience includes the elite you need to reach: professional athletes, A-list celebrities, Fortune 500 executives, top luxury dealerships, and the ultra-affluent.

PREMIUM PUBLISHING

OVERVIEW

Discover the ultimate luxury lifestyle with the newly redesigned duPont REGISTRY magazine. Featuring a sleek, modern design with dual covers—one for newsstands and an exclusive version for subscribers—the magazine offers a fresh format with dedicated sections for buying, driving, living, and selling.

Enhanced with premium materials for a more luxurious reading experience, each issue provides valuable insights for car enthusiasts and luxury lifestyle seekers. With targeted distribution to FBO's, millionaires, billionaires, luxury yacht owners, waterfront property owners, and wealth management groups, the magazine connects with a high-net-worth audience.

EDITORIAL FULL PAGE: \$3,000



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

- Circulation: **89,361**
- Average Age: **40**
- Male/Female Skew: **65% / 35%**
- Average HHI: **\$992,205**
- Average HHNW: **\$3.9M**

LUXURY HOMES FEATURE: STARTING AT \$4,500



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

Global

Propriétés Le Figaro

Propriétés Le Figaro is the finest selection of luxury properties to buy and to rent in France and around the world- in print and online. Propriétés Le Figaro embodies the essence of the French way of life, with a property magazine published bi-monthly. Your properties will be seen by the wealthiest people in France, executives of CAC 40 companies, and executives from the Top Management network. In addition to print, there is an online edition and mobile app.

- Readers: **1.4 million**
- Web Visitors: **93,000 per month**
- Page Views: **890,000 per month**
- Distribution: **U.S.A. 32%, U.K. 19%, France 12%, Canada 3%, Australia 3%**

FULL PAGE: \$2,500

FULL PAGE ADVERTORIAL: \$3,000

PROPRIÉTÉS

LE FIGARO

Le plus grand choix de BELLES MAISONS et de BEAUX APPARTEMENTS

BELLES MAISONS DE VACANCES

Résidence secondaire ou semi-principale, location de luxe, les tendances, les opportunités... région par région.

9 1911 1841 - Juin 2022 - 10€
FRANCE & INTERNATIONAL
proprietes.lefigaro.fr

35 Sutton Place, 3C
New York, New York | \$8,200,000
3BD | 4.5 BA | 35SuttonPlace.com
Ana Baranj
917292-7882 | Ana.Baranj@SothebysRealty

16 West 40th Street, 20C
New York, New York | \$2,095,999
2 BD | 2.5 BA | TheJansKOCC.com
Mara Rush Blum | Andrew Harris
917507-7955 | MaraBlum@SothebysRealty

105 Fifth Avenue, 7A
New York, New York | \$2,360,000
2 BD | 2 BA | 105FifthAve.com
Jeremy V. Stein | Jennifer Hanson
917854-4401 | Jeremy.Stein@SothebysRealty

360 West 22nd Street, 17E
New York, New York | \$2,000,000
2 BD | 2 BA | 360West22ndStreet.com
Daniel Cantatore
917507-4578 | Daniel.Cantatore@SothebysRealty

2 River Terrace, 3F
New York, New York | \$2,290,000
1 BD | 1.5 BA | 2RiverTerraceNY.com
Barbara Ireland
917505-4231 | Barbara.Ireland@SothebysRealty

60 West 20th Street, 4D
New York, New York | \$1,200,000
LOFT | 1 BA | 60West20thStreet.com
Lisa Osherson | Ana Baranj
917436-9777 | Lisa.Osherson@SothebysRealty

Sotheby's International Realty - Downtown Manhattan Brokerage | 140 Fifth Avenue, 4th Floor, New York, New York | sothebysrealty.com/nyc

A Grand Duplex on Park Avenue

515 Park Avenue 36/37 | New York, New York
\$22,000,000
515ParkAve36-37.com

Serena Boardman
Senior Global Real Estate Advisor, Associate Broker
212.556.7611 | serenaboardman.com
serena.boardman@sothebysrealty.com

Sotheby's International Realty - East Side Manhattan Brokerage | 610 Madison Avenue, 2nd Floor, New York, New York 10022 | sothebysrealty.com/ny

Los Angeles Times Takeover

The Los Angeles Times takeover is an exclusive, full-color Sotheby's International Realty outsert that is placed on top of the Los Angeles times on select Saturdays to coincide with the weekly Hot Properties section.

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.

- Full Page color ad using Sotheby's International Realty Design Vault template
- Western Los Angeles coverage
- Saturday Print Circulation: **56,000**
- Saturday e-edition subscribers: **164,780**

FULL PAGE: \$660
INSIDE FRONT COVER: \$1,500
INSIDE BACK COVER: \$1,500
BACK COVER: \$1,600

1 of 1

Unique homes,

uniquely for you


Beverly Hills, California | Represented by Eric Lavey


INTERNATIONAL REALTY


March 2025 | sothebysrealty.com

INTERNATIONAL REALTY

Zen-like Setting in Santa Fe




1284 Camino De Cruz Blanca, Santa Fe, New Mexico
Beautifully appointed and meticulously maintained masterpiece with guest house on 2.57 acres in an art collector's dream. Covered foothills location yet minutes to downtown.
\$3,500,000
sothebysrealty.com/sf/28P2EN




Adrienne DuQuarre
American Dream License# 43553
505.310.8053
adrienne.duquarre@sothebysrealty.com

Sotheby's International Realty | Santa Fe Brokerage | 231 Washington Avenue, Santa Fe, New Mexico | 505.968.8588 | sothebysrealty.com

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Vista Playa Estate



7306 Vista Del Mar Ln, Playa del Rey, CA
\$1,700,000
sothebysrealty.com/sf/Q2W5N

A grand coastal estate with an unmatched view—the Vista Playa Estate is a true masterpiece of luxury and design for the discerning elite. This estate is a rare find, offering a unique opportunity to own a piece of the ocean. The estate features a large, modern house with a stone wall and a large tree in the foreground. The estate is a true masterpiece of luxury and design for the discerning elite. This estate is a rare find, offering a unique opportunity to own a piece of the ocean. The estate features a large, modern house with a stone wall and a large tree in the foreground.


7 Bedrooms
10 Bathrooms
10,887± sq.ft




Vincent Carban
Santa Monica License# 01847154997
310.396.0346
vincent.carban@vistaplaya.com

Wine Sotheby's International Realty | 1005 S. Catalina Ave., Redwood Beach, CA | sothebysrealty.com

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The Residences at Stanly Ranch



Auberge Resorts Collection
Private Residences: Starting at \$2,100K
StanlyRanchNapa.com

The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for a luxury vacation. Stanly Ranch is a world-class resort with a rich history of luxury and elegance. The Residences at Stanly Ranch are a true masterpiece of luxury and design for the discerning elite. This estate is a rare find, offering a unique opportunity to own a piece of the ocean. The estate features a large, modern house with a stone wall and a large tree in the foreground.

Move-in Ready
Five-Star Resort Living
in Napa Valley



Walt Elgerton
CA License# 02226272
707.254.4800
walt@stanlyranch.com

Sotheby's International Realty | Stanly Ranch Residences | 200 Stanly Court, Napa, CA

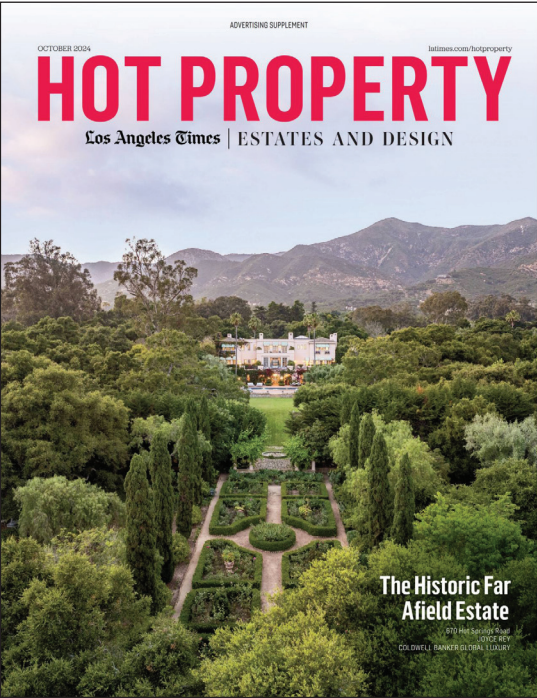
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Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

The Los Angeles Times weekly Hot Property section features the most up-to-date real estate news — including Hot Property (celebrity transactions), neighborhood spotlights, buying/selling tips, home décor and improvement trends.

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



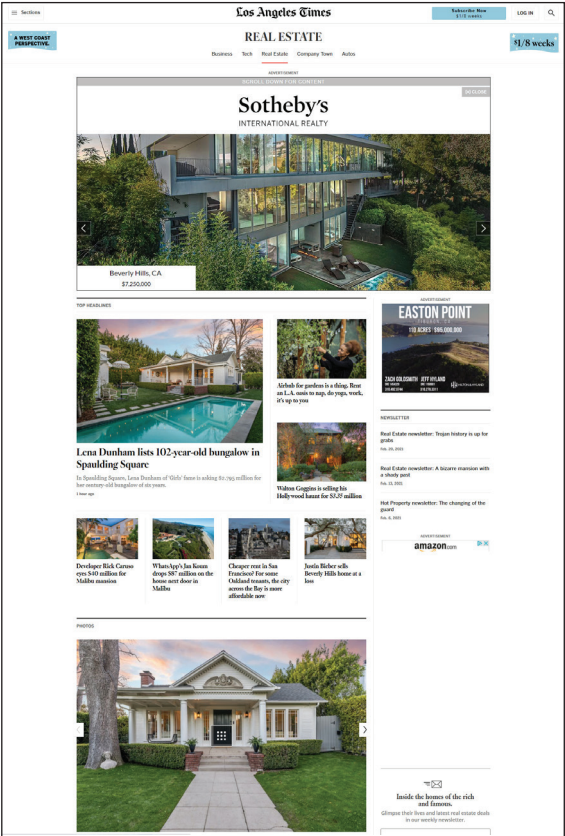
LA TIMES DIGITAL LIGHTHOUSE

The Sotheby's International Realty LA Times Digital Lighthouse showcases 27-30 properties monthly and owns 100% SOV at the top of the LA Times Real Estate section.

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

Full color with 30 day Lighthouse Placement



Private Air Luxury Homes Magazine

Private Air Luxury Homes Magazine is published exclusively for the world's most discerning travelers. Distributed through Private Jet Terminals throughout the world, our readers include C-Level executives, royalty, heads of state, celebrities, captains of industry, and private aircraft owners; all of whom expect the highest standards of excellence.

The readers of Private Air Luxury Homes Magazine are some of the world's wealthiest individuals. They come from all over the globe and typically have a collection of homes, an extensive portfolio, a sophisticated interest in arts and culture, as well as a passion for luxury products and travel. This world-class publication caters to their wants with a unique perspective and a genuine grasp of what interests its reader - the world's most exclusive real estate, investments, fine art, and collectibles.

DISTRIBUTION

65,000 private jet owners and guests

Readers encompass professional athletes, A-list celebrities, Fortune 500 executives, politicians, and entrepreneurs

FULL PAGE: \$1,925

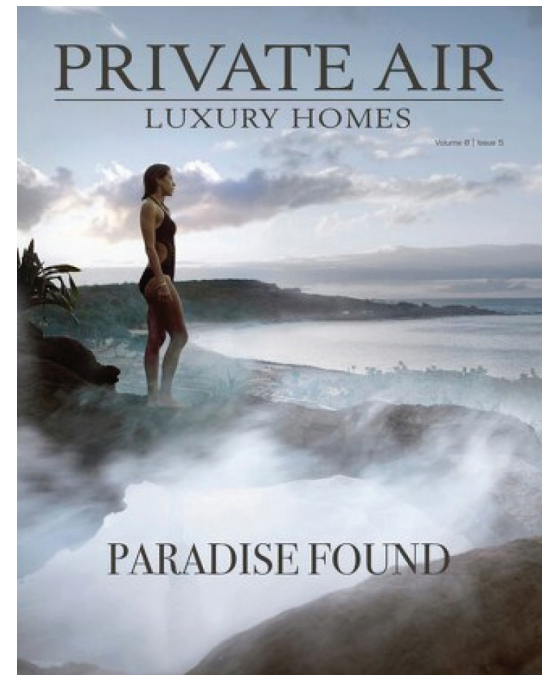
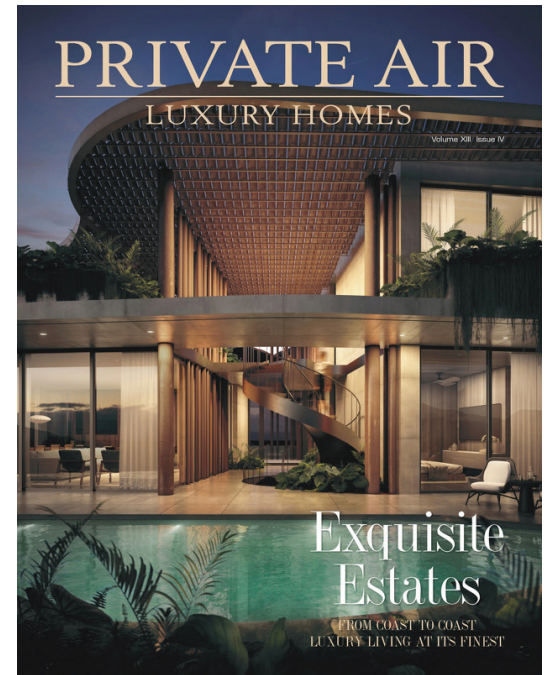
includes social media & E-Newsletter

FULL PAGE IN 3 ISSUES: \$1,550

**includes social media, E-Newsletter
& Exclusive Estate Showcase Editorials**

FULL PAGE IN 6 ISSUES: \$1,450

**includes social media & E-Newsletter
& Exclusive Estate Showcase Editorials**



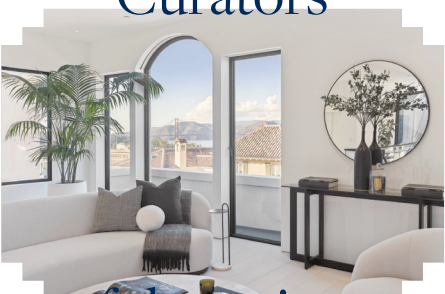
San Francisco & Silicon Valley Takeover

Exclusive insert in the New York Times distributed to 36,500 households in the San Francisco and Silicon Valley metro.

FULL PAGE OCTOBER: \$725
INSIDE FRONT COVER: \$1,125
INSIDE BACK COVER: \$1,125
BACK COVER: \$1,475

1 of 1

Curators





of the unique

San Francisco, California | Represented by The Warrin Team on page 7

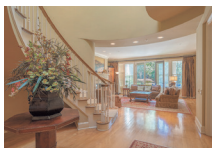

Sotheby's
INTERNATIONAL REALTY

March 2025 | sothebysfvalley.com

Sotheby's
INTERNATIONAL REALTY



1272 Cantata Court
Palo Alto, California | \$4,495,000 | 1272Cantata.com
4 Bedrooms | 5 Full Baths | 3,404 sq. ft. of living space on 1.384 acre lot | Beautifully landscaped grounds



4077 Los Altos Drive
Palo Alto, California | \$2,695,000
3 Bedrooms | 2 Full, 1 Half Baths | 4077LosAltosDrive.com

64 Spanish Bay Circle
Palo Alto, California | \$4,495,000
4 Bedrooms | 4 Full, 1 Half Baths | 64SpanishBay.com


No Coating
Sales Associate License #01099355
info@warrinpartner.com
831.241.4458

Carmel Ranches Brokerage | 3775 Via Nova Marie Ste 300, Carmel, CA | Caring@Papeles.com

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New Zealand | **Sotheby's**
INTERNATIONAL REALTY

Omarino



Manawaera Road, Parekura Bay, Bay of Islands, Far North, Northland

Price Upon Request
sothebysfvalley.com/dp/97733P

Ben Mackay
Sales Associate
+6420191880
ben.mackay@sothebyrealty.com

New Zealand Sotheby's International Realty North | 108 Hardsmore Road, Tairāhema, Auckland, New Zealand | sothebysfvalley.com

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Sotheby's
INTERNATIONAL REALTY



The Residences at Stanly Ranch

Auberge Resorts Collection

Private Residences Starting at \$2.95M
StanlyRanchNapa.com

The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for a luxury lifestyle. Each Stanly Ranch residence promises a one-of-a-kind retreat with Auberge's unparalleled service. Residents may enjoy access to luxury resort amenities, including farm-to-table dining, spa and fitness center, swimming pools, and Auberge Resorts Collection's world-class, bespoke hospitality.

Set under an hour to San Francisco, at the gateway to Napa Valley, enjoy the sophisticated Wine Country lifestyle focused on connection to the landscape, world-class wineries and restaurants, and community-driven amenities.



Move-in Ready Five-Star Resort Living in Napa Valley

Mark Ellingson
DRE# 0208572
707.224.8000
mark@stanlyranchnapa.com

Sotheby's International Realty Stanly Ranch Residences | 200 Stanly Crescent, Napa, CA

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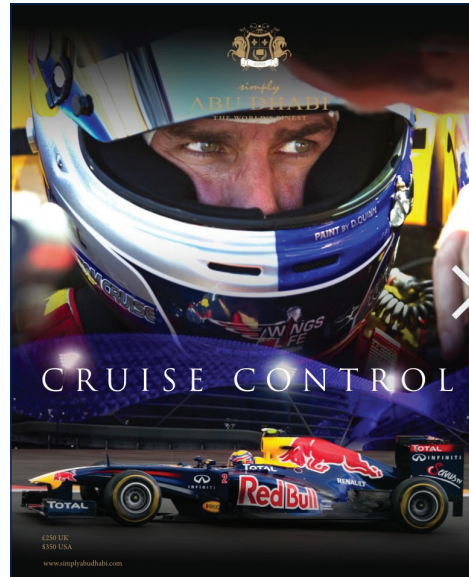
Simply Abu Dhabi

Simply Abu Dhabi is a luxury lifestyle publication that is only available by invitation to the highest echelon of society. Simply Abu Dhabi, primarily targets the elite and affluent globally. It showcases products and services available, from the most prestigious luxury brands around the globe, and it also provides detailed insight into a range of editorial subjects, including coveted destinations, wealth management, yachts, high-profile architecture, real estate, travel and more.

- **Global Distribution:** Ultra HNW audience in London, Paris, Milan, Monaco, Moscow, New York, Los Angeles, Singapore, Shanghai, Hong Kong, Mumbai & Delhi.
- **Prestigious Distribution Includes:** Royalty/Palaces/Private Royal Offices, Dignitaries & Politicians/Ministries, All Official Embassies in the UAE.
- **Private Residence Distribution Includes:** Abu Dhabi, Al Ain, Dubai: Emirates Hills, Downtown Area, The Lakes, The Palm, Jumeirah Beach Area.

- Circulation: **Print and Digital**
- Printed Copies per issue: **7,800**
- Digital: **500,000+** Subscribers
- Middle East/GCC Distribution: **5,800**
- Global Distribution: **2,000**
- Readership: **28,000**

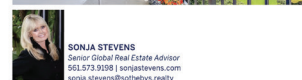
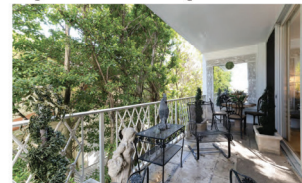
DOUBLE PAGE SPREAD + 2 INSTAGRAM POSTS: \$7,500
DOUBLE PAGE SPREAD, 4-PAGE EDITORIAL FEATURE + 2
INSTAGRAM POSTS: \$10,625
Print & Digital



Nothing compares to what's next

Exquisite Palm Beach Properties

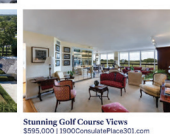
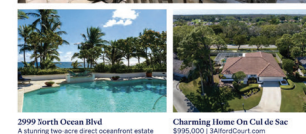
Presented by Sonja Stevens



SONJA STEVENS
Senior Global Real Estate Advisor
562.573.3058 | sonjastevens.com
sonja.stevens@sothebys.realty

Outstanding Properties

Presented by Andrew Thomka-Gazdik



FOR MORE INFORMATION LOG ON TO ANDREWTHOMKA-GAZDIK.COM

PALM BEACH BROKERAGE | 340 ROYAL PONCIANA WAY, PALM BEACH, FL 33480 | 561.659.3555 | SOTHEBYREALTY.COM/PALMBEACH

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1								
Media	Ad Description	May	June	July	August	September	Media Total	Reach
Sotheby's Auction House: Print								
Sotheby's Magazine	Half Page					\$ 2,630.00	\$ 2,630.00	20,000
Sotheby's Auction House: Digital								
Sotheby's Bespoke Emails		\$ 2,500.00					\$ 2,500.00	550,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				\$ 2,585.00		\$ 2,585.00	770,000
Digital								
Million Impressions*								
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00				\$ 1,800.00	200,000
Google Adwords								
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00	
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	300,000
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	120,000
Cottages & Garden								
Instapartnership	Post and Stories takeover			\$ 1,950.00			\$ 1,950.00	64,300
Spotlight + Property of Note	Rotating Gallery		\$ 2,950.00				\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00					\$ 3,000.00	60,000
Country Life								
Country Life	E-Newsletter Dedicated Send		\$ 2,250.00				\$ 2,250.00	25,000
Country Life	International Property Listing	\$ 400.00	\$ 400.00	\$ 400.00			\$ 1,200.00	
Elite Traveler								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00	100,000
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00				\$ 1,000.00	13,000

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

JamesEdition						
New & Trending Home Page Position	Featured Spot			\$ 1,200.00	\$ 1,200.00	750,000
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00			\$ 1,000.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article		\$ 5,500.00		\$ 5,500.00	292,000
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00	\$ 1,500.00	192,000
Social Media	Listing Feature	\$ 1,800.00			\$ 1,800.00	148,000
LA Times						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		\$ 325.00	Bonus	\$ 325.00	425,000
Le Figaro						
Headline Search	Featured City	\$ 795.00		\$ 795.00	\$ 1,590.00	
ListGlobally						
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$ 200.00	\$ 200.00	\$ 200.00	\$ 600.00	
Luxury Estate						
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month				\$ -	
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250		\$ 3,250.00	
Robbreport.com						
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00			\$ 1,350.00	6,000
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$ 1,875.00	\$ 1,875.00	6,000
Simply Abu Dhabi						
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,350.00	\$ 1,350.00		\$ 2,700.00	51,200
WSJ.com						
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	492,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00	17,000
Yachting E-Newsletter						
Boat International	Boat International	\$ 750.00	\$ 750.00		\$ 1,500.00	51,200

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print

Boat International						
International issue	Full Page + E-Newsletter		\$ 5,100.00		\$ 5,100.00	12,925
Country Life						
Country Life	Full Page	\$ 3,300.00			\$ 3,300.00	40,000
Dupont Registry						
Dupont Registry	Editorial Full Page		\$ 3,000.00			
Elite Traveler						
Elite Traveler	Luxury Homes Feature	\$ 4,500.00			\$ 4,500.00	557,000
Financial Times						
Financial Times	Double Property Spot	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	420,914
The Los Angeles Times						
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00		\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page	\$ 660.00			\$ 660.00	384,000
Le Figaro						
Full Page	Full Page		\$ 2,500.00		\$ 2,500.00	50,000
The New York Times						
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00	\$ 1,520.00		\$ 3,040.00	846,222
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00	\$ 1,500.00	330,000
The New York Times International Edition						
The New York Times International Edition	Double Property Spot			\$ 1,300.00	\$ 1,300.00	104,301
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00			\$ 1,925.00	65,000
San Francisco & Silicon Valley						
San Francisco & Silicon Valley	Takeover - Full Page - October			\$ 725.00	\$ 725.00	36,500
Simply Abu Dhabi						
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts	\$ 7,500.00			\$ 7,500.00	10,000
The Wall Street Journal						
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00		\$ 3,180.00	1,288,848
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert	\$ 980.00			\$ 980.00	100,000
TOTAL					\$ 104,620.00	9,869,190

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

Pricing Subject to Change

Proposed Schedule, Pricing & Reach 2025

PLAN 2

Plan 2									
Media	Ad Description	May	June	July	August	September	Media Total		Reach
Sotheby's Auction House: Print									
Sotheby's Magazine	Quarter Page					\$ 1,315.00	\$ 1,315.00		20,000
Sotheby's Auction House: Digital									
Sotheby's Bespoke Emails		\$ 2,500.00					\$ 2,500.00		550,000
Digital									
Million Impressions*									
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00				\$ 1,800.00		200,000
Google Adwords									
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00		
Comprehensive Digital									
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00		300,000
Geofencing - Event and Location									
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00			\$ 3,000.00		120,000
Cottages & Garden									
Spotlight + Property of Note	Rotating Gallery		\$ 2,950.00				\$ 2,950.00		
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00					\$ 3,000.00		60,000
Country Life									
Country Life	E-Newsletter Dedicated Send		\$ 2,250.00				\$ 2,250.00		25,000
Country Life	International Property Listing	\$ 400.00		\$ 400.00			\$ 800.00		
Elite Traveler									
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00		100,000
Nob Hill Gazette									
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00				\$ 1,000.00		13,000

Proposed Schedule, Pricing & Reach 2025

PLAN 2

JamesEdition						
New & Trending Home Page Position	Featured Spot			\$ 1,200.00	\$ 1,200.00	750,000
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00			\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00		\$ 1,500.00	192,000
LA Times						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		\$ 325.00	Bonus	\$ 325.00	425,000
Le Figaro						
Headline Search	Featured City	\$ 795.00		\$ 795.00	\$ 1,590.00	
ListGlobally						
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$ 200.00	\$ 200.00	\$ 200.00	\$ 600.00	
Luxury Estate						
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00			\$ 1,100.00	
Robbreport.com						
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00			\$ 1,350.00	6,000
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$ 1,875.00	\$ 1,875.00	6,000
Simply Abu Dhabi						
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,350.00	\$ 1,350.00		\$ 2,700.00	51,200
WSJ.com						
Mansion Global Homepage Hero	Shared Banner	\$ 650.00		\$ 650.00	\$ 1,300.00	328,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00	17,000
Yachting E-Newsletter						
Boat International	Boat International	\$ 750.00	\$ 750.00		\$ 1,500.00	51,200

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print

Boat International					
International issue	Full Page + E-Newsletter		\$ 5,100.00	\$ 5,100.00	12,925
Country Life					
Country Life	Half Page	\$ 2,000.00		\$ 2,000.00	40,000
Dupont Registry					
Dupont Registry	Editorial Full Page		\$ 3,000.00		
Elite Traveler					
Elite Traveler	Luxury Homes Feature	\$ 4,500.00		\$ 4,500.00	557,000
Financial Times					
Financial Times	Double Property Spot	\$ 1,500.00		\$ 1,500.00	210,457
Financial Times	Property Spot		\$ 750.00	\$ 750.00	210,457
The Los Angeles Times					
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00	\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00	384,000
Le Figaro					
Full Page	Full Page		\$ 2,500.00	\$ 2,500.00	50,000
The New York Times					
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00	\$ 760.00	423,111
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00		\$ 1,520.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 1,500.00	330,000
The New York Times International Edition					
The New York Times International Edition	Double Property Spot			\$ 1,300.00	104,301
The New York Times International Edition	Property Spot			\$ -	0
Private Air Luxury Homes					
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00		\$ 1,925.00	65,000
San Francisco & Silicon Valley					
San Francisco & Silicon Valley	Takeover - Full Page - October			\$ 725.00	36,500
Simply Abu Dhabi					
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts	\$ 7,500.00		\$ 7,500.00	10,000
The Wall Street Journal					
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade		\$ 795.00	\$ 795.00	644,424
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00		\$ 1,590.00	644,424
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000

TOTAL \$ 84,665.00 8,430,890

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

Pricing Subject to Change