



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Lustica Bay Montenegro Advertising and Marketing Program



LUŠTICA BAY  
MONTENEGRO

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|----|------|
| 53 | 2025 |
|----|------|





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 Lustica Bay Montenegro

LET'S DO  
GREAT THINGS TOGETHER

JANINE JONES  
*Executive Vice President*  
**212-677-2714**  
[janine@skyad.com](mailto:janine@skyad.com)

PAULA DAVIDSON  
*Senior Account Executive*  
**212-677-2671**  
[paula@skyad.com](mailto:paula@skyad.com)

SARA HELENI  
*Account Executive*  
**212-674-2402**  
[sara@skyad.com](mailto:sara@skyad.com)

CHLOE STEELY  
*Account Executive*  
**212-677-2557**  
[chloe@skyad.com](mailto:chloe@skyad.com)

SKY Advertising is excited to present to Various Lustica Bay a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Lustica Bay Montenegro.

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

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.

# Digital Offerings



LB

LUŠTICA BAY

MONTENEGRO



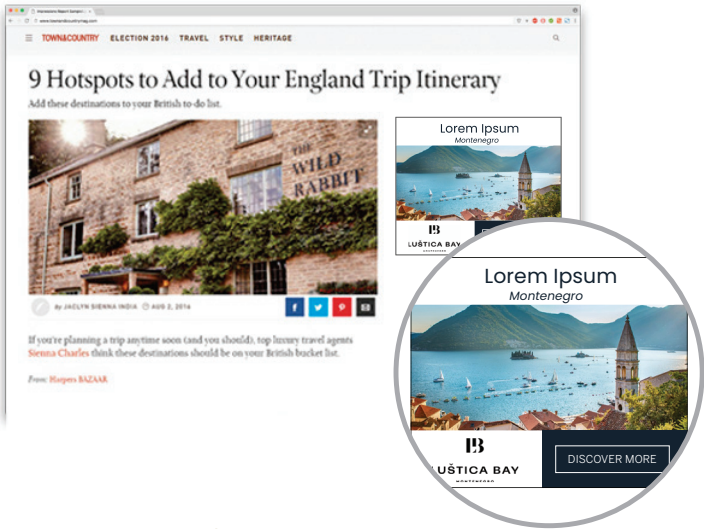
# Impressions Campaign

**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: **Lustica Bay Montenegro**
- Flight Dates: **June 2025 - November 2025**
- Impressions: **1,500,000**
- 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

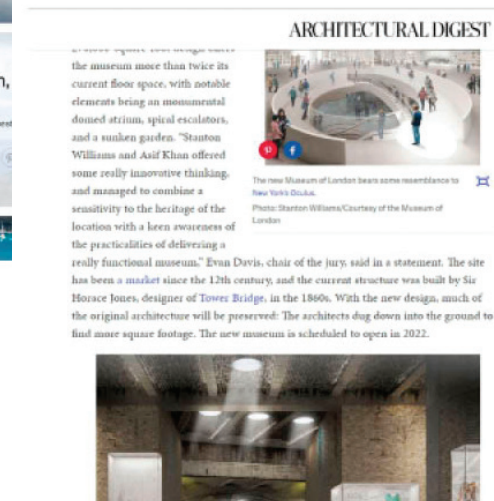
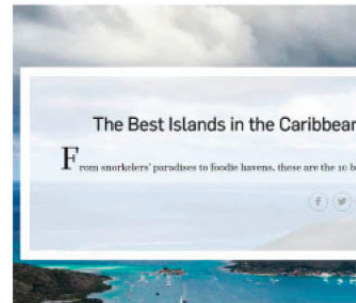
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

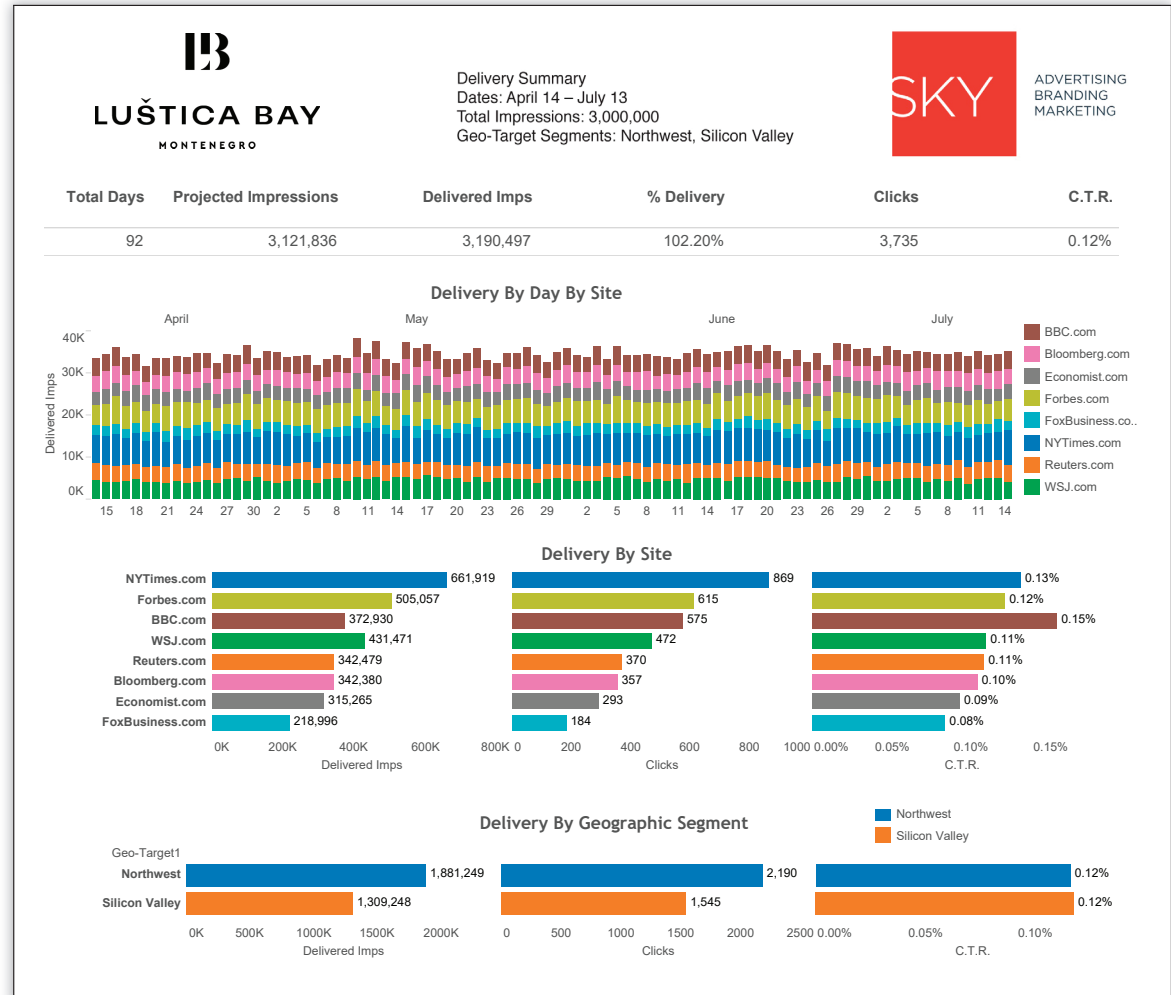


# Comprehensive Reporting For Your Customized Campaign

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.

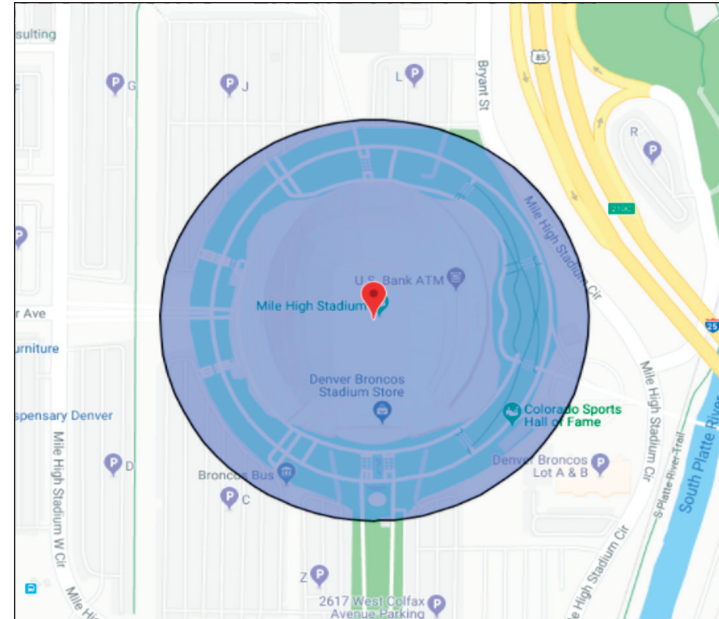
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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

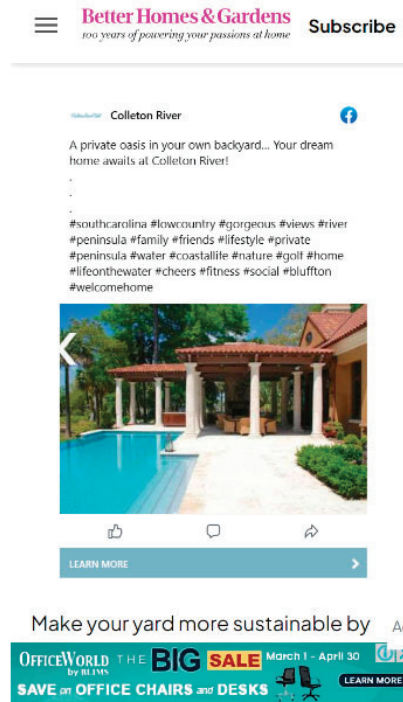
## SOCIAL MIRROR ADS

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.

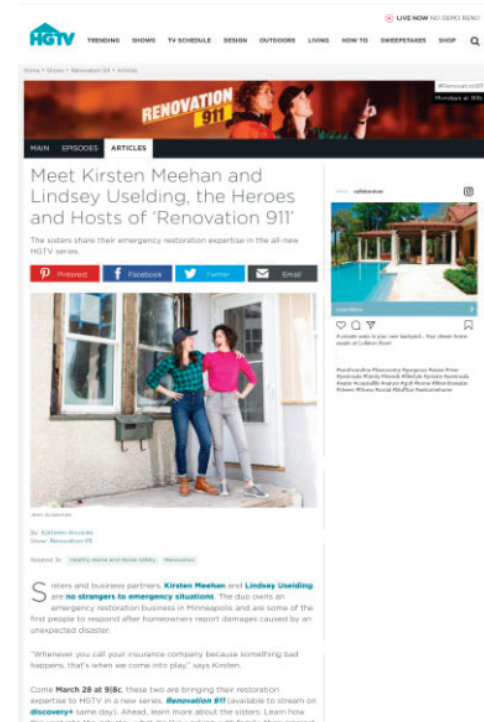
Ads can be display, video, OTT across connected TVs or carousel.



## 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



# Chicago Tribune

The Chicago Tribune helps Chicagoans, and those that love Chicago, stay connected to the stories and topics that affect this great city. Its award-winning stories range from an array of topics that matter most; including breaking news, politics, sports, culture, suburban coverage and engaging interactive features.

- Average Monthly Page Views: 36.6M
- Unique Monthly Visitors: 11.7M

## CUSTOM EMAIL

Email deployment to target audience featuring dedicated content.

Targeting options can include:

- Geography (zip code, DMA)
- Demographic (Age, Household Income, Interest)
- Home Intenders
- First Time Homeowner
- Homeowner / Renter
- Property Type
- Home Value

CUSTOM EMAIL 50K: \$1,200

CUSTOM EMAIL 100K: \$1,950

CUSTOM EMAIL 150K: \$2,375



# 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    | • Virginia      |
| • California  | • New Jersey    |
| • Connecticut | • Illinois      |
| • Florida     | • Massachusetts |
| • Texas       | • Pennsylvania  |

## SPOTLIGHT + PROPERTY OF NOTE

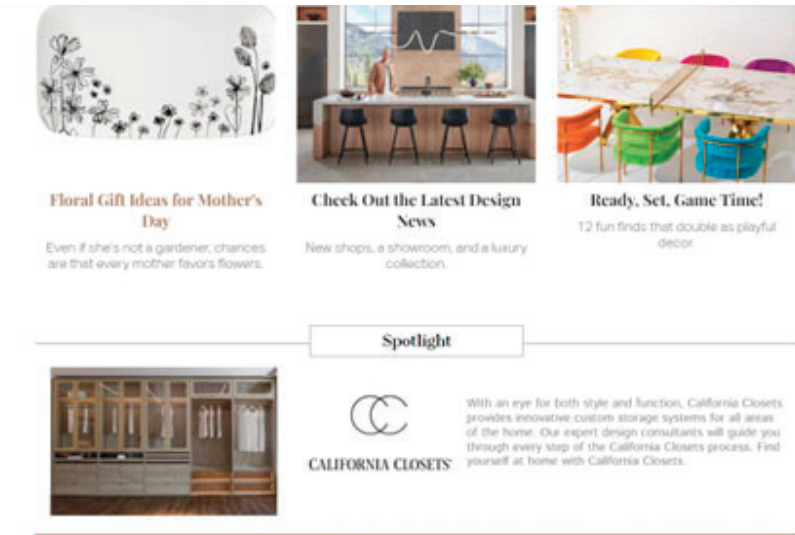
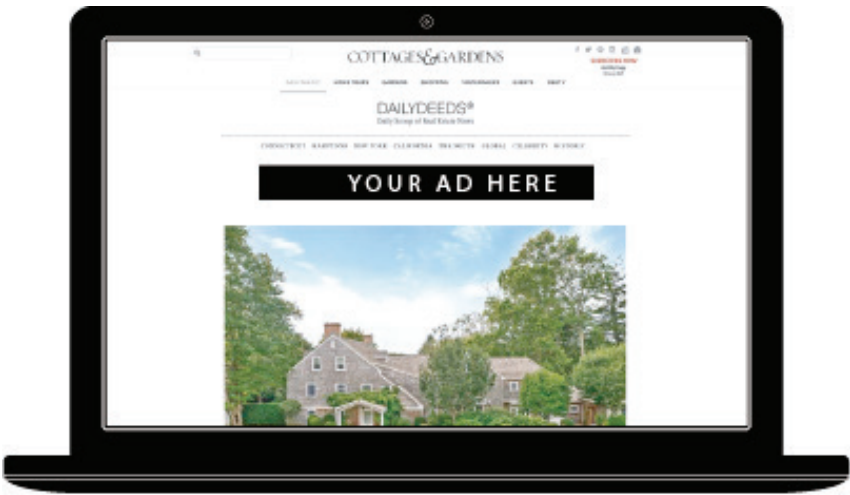
ROTATING GALLERY: \$2,950

## 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



## BANNERS

ROS DISPLAY: \$2,250/MONTH  
300,000 Impressions

## C&G STORIES

CONTENT DEVELOPMENT: \$5,295

# Dwell Real Estate

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

- Readership of 11 million
  - 917K – Magazine
  - 4.2 M – Dwell.com
  - 5.4 M – Social
  - 669K – Email
- Average Age: 46
- Average HHI – \$178K

## Dwell Audience Real Estate Metrics

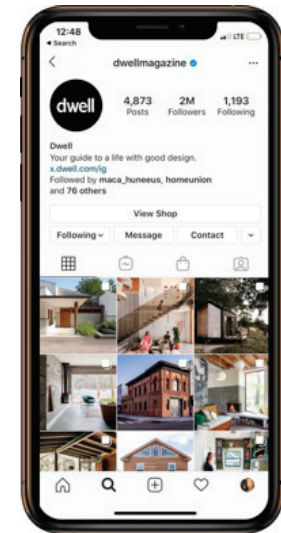
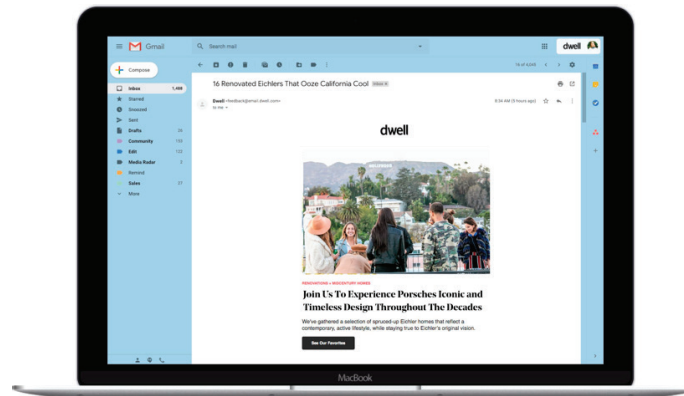
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

## CUSTOM REAL ESTATE ARTICLE.

This article permanently live will live in the Dwell.com Real Estate Channel.

- Promotion on Dwell.com Homepage through a promo tile.
- Promotion in the Dwell Email Newsletter.
- Promotion on the Dwell Facebook.

PRICE: \$6,000



## ADDED VALUE


- Branded Content Post
- Newsletter Inclusion - 77,000 email subscribers
- Luxury Lifestyle Newsletter Inclusion - 2,500 email subscribers
- duPont REGISTRY Discovery Posting

POST: \$1,295/POST

**BONUS  
WEEKLY NEWSLETTER  
LUXURY LIFESTYLE NEWSLETTER  
POSTING**


[illegible]

**don't  
REGISTER DAILY**




**SPOYRINGS**  
**RM Sotheby's Arizona: 2005 Porsche Carrera GT**


---




**MOTORIST NEWS**  
**2021 Was Rolls-Royce's Best Year Ever**



**FBI SAYS**  
**The Best 80% Cars You Can Buy Today**




**SPOYRINGS**  
**What Was the Last Time You Did Something for the First Time?**




**DISCOVER NEWS**  
**McLaren's Wetland Village Delivers One of the First MC20s in the U.S.**

---




**SPOYRINGS**  
**Discover the South's Best Lake & Golf Community at Reynolds Lake Oconee**




**FBI SAYS**  
**Check The Spec: A 2018 Porsche 911 GT2 RS With A \$140K Special Web Customization Package**

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**NATURES**  
**Bell & Ross Releases The New Limited-Edition BR 82-82 Military Clock**



**NATURES**  
**Discover Ultron Watch's New Limited-Edition Terrestrial Invention**

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**TINT WORLD**  
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|------------------|--|----------------------|--|
| Porsche For Sale |  | Lamborghini Car Sale |  |
| Porsche For Sale |  | BMW Cars For Sale    |  |
| Volkswagen Only  |  | Best SUVs For Sale   |  |






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**TOP LINKS**

- [Exotic Car Specs](#)
- [Candidly Cars](#)
- [Exotic Car Videos](#)
- [Exotic Cars For Sale](#)

**COMPANY LINKS**

- [About Us](#)
- [Contact Us](#)
- [Sell Your Car](#)

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Want to change how you receive our emails?  
[Update your preferences.](#) [Shoedrive from left foot](#)



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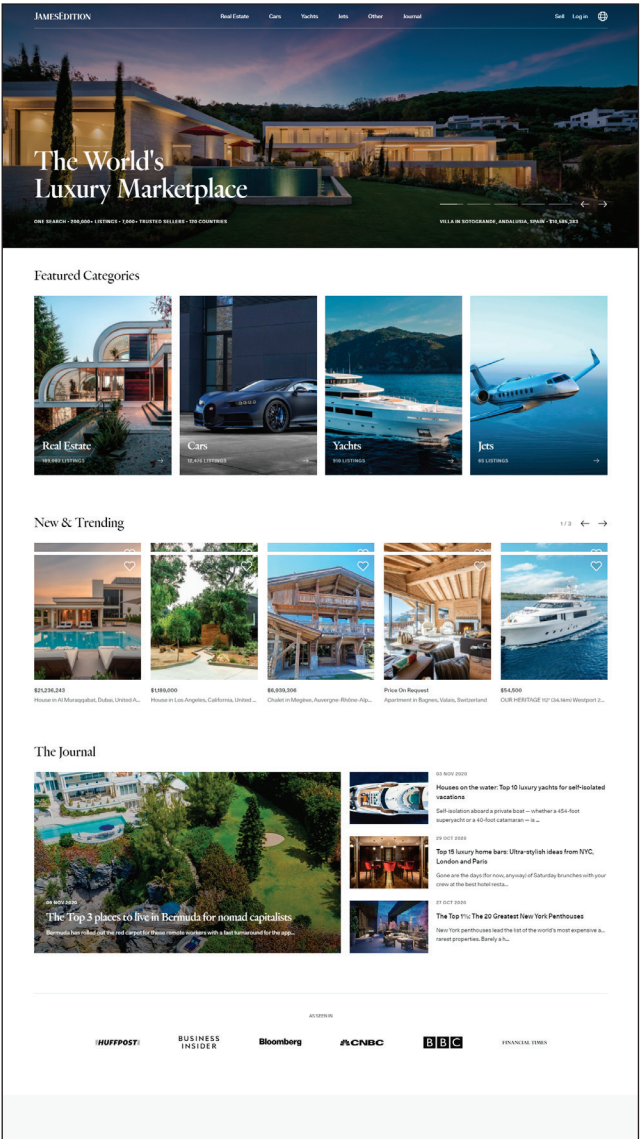
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$3,000

### REAL ESTATE PAGE

FEATURED BANNER: \$2,400





# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

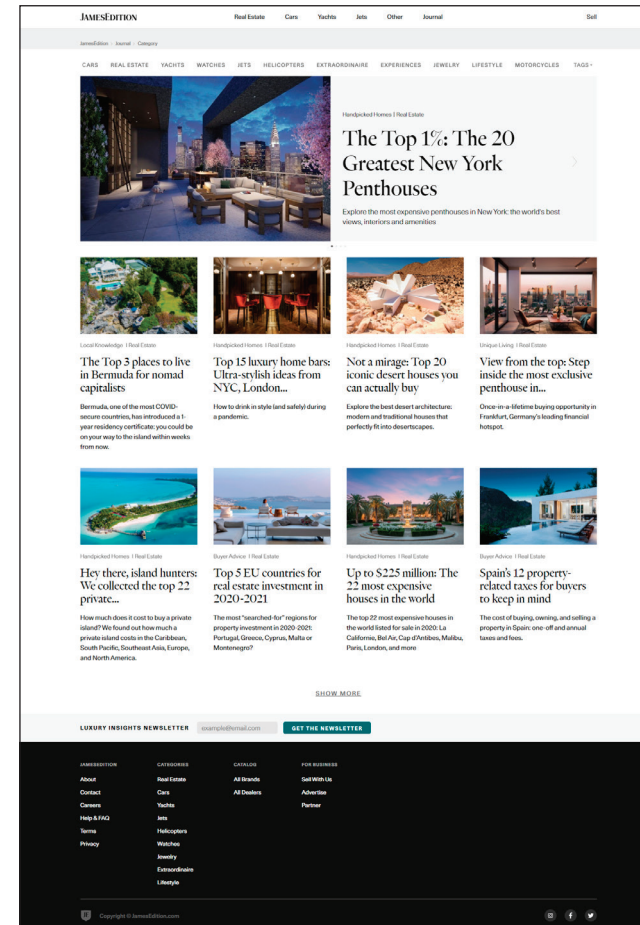
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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.

**\$8,100 NEWSLETTER FIRST FEATURE & ARTICLE**  
**\$3,900 NEWSLETTER TRENDING & ARTICLE**



# jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

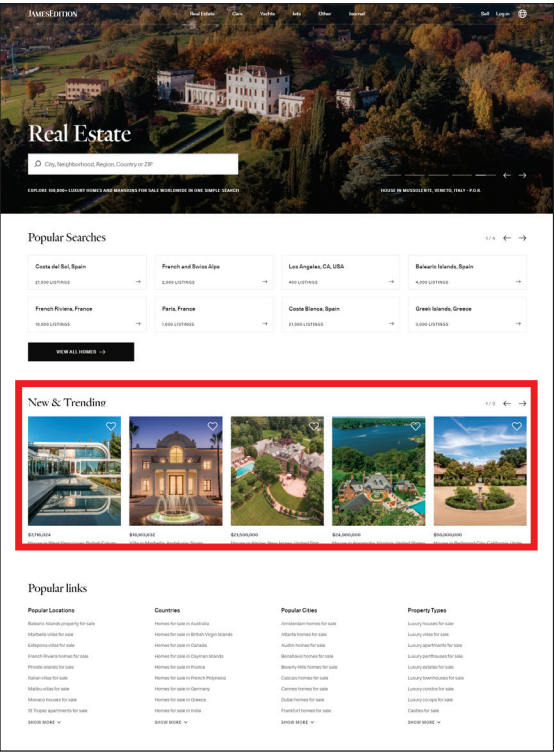
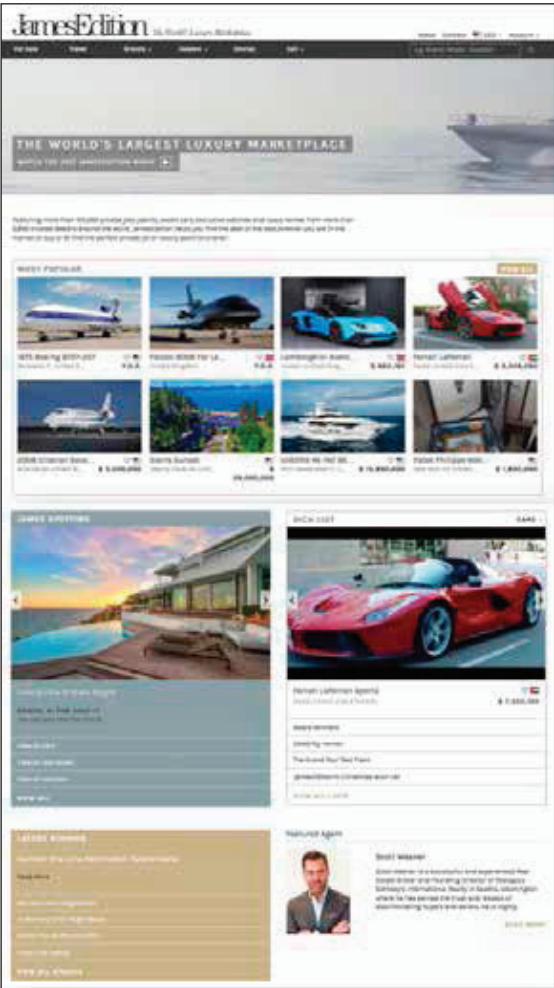
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

HOME PAGE POSITION  
FEATURED SPOT: \$1,700

REAL ESTATE POSITION  
FEATURED SPOT: \$1,400



# jamesedition.com

## SOCIAL MEDIA POST

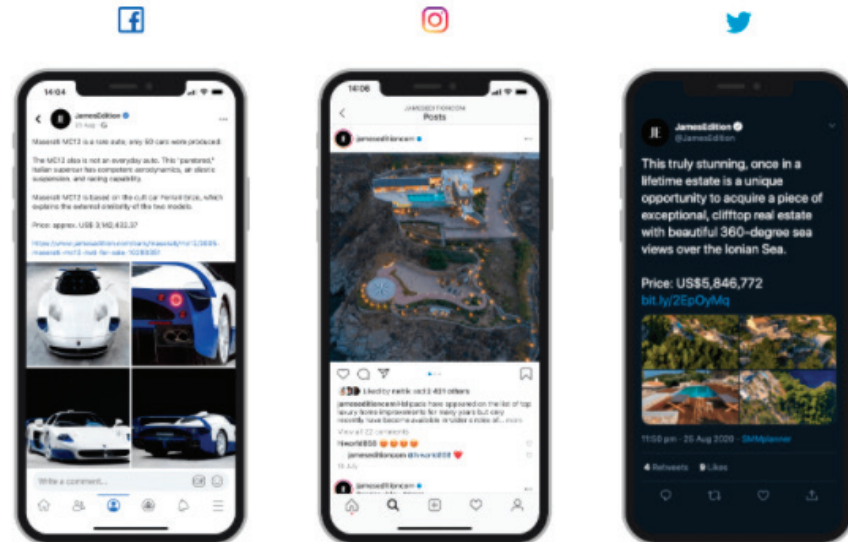
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

Showcase your office and properties and bring increased visibility to capture the attention of the 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

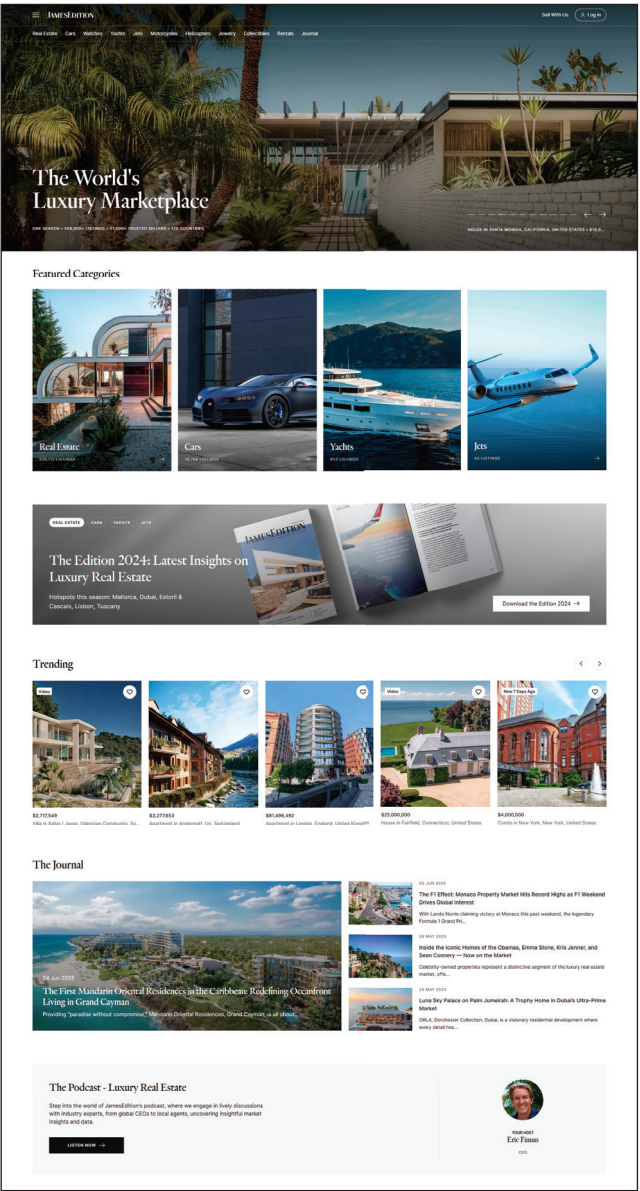
- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

jamesedition.com

LISTING PACKAGE

PRICE: \$1,500 6 MONTHS





# Modern Luxury

## NATIONAL PACKAGE #1

- 12 Full Pages
- 4 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article (Advertorial)



## PLUS CHOICE OF 5 MEMBERSHIP POINTS:

### 1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
  - All Sizes
- Standard Boosted Instagram
  - Out-of-Feed post

### 2 POINTS (EACH)

- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

### 3 POINTS (EACH)

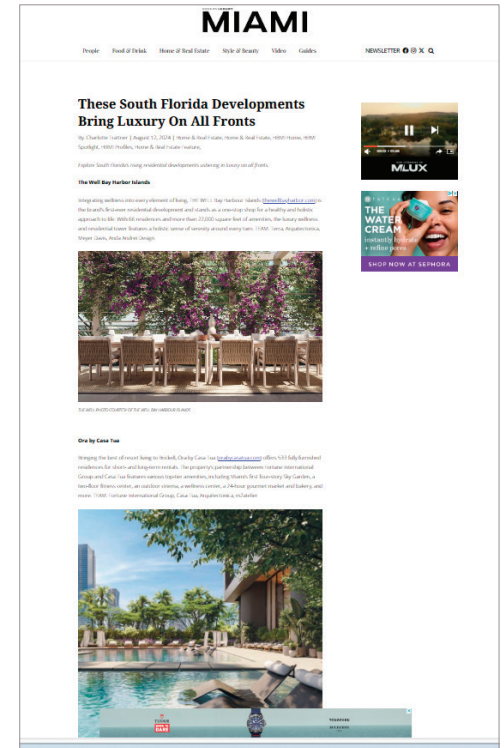
- Full Page
- Standard Boosted Instagram
  - In-Feed Post
- Influencer Package
- Print Marketing Card

MONTHLY COMMITMENT: \$8,500 PER MONTH FOR 6 MONTHS

TOTAL INVESTMENT: \$60,000

FULL RETAIL VALUE: \$115,000

YOU SAVE \$55,000 WITH THIS PACKAGE



# Modern Luxury

## NATIONAL PACKAGE #2

- 9 Full Pages
- 2 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article



## PLUS CHOICE OF 4 MEMBERSHIP POINTS:

### 1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
  - All Sizes
- Standard Boosted Instagram
  - Out-of-Feed post

### 2 POINTS (EACH)

- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

### 3 POINTS (EACH)

- Full Page
- Standard Boosted Instagram
  - In-Feed Post
- Influencer Package
- Print Marketing Card

TOTAL INVESTMENT: \$42,250

FULL RETAIL VALUE: \$76,500

MODERN LUXURY SPOTLIGHT

**1 SUSTAINABLE STYLE**  
PNC is introducing The Cobble Leather Collection which consists of an sophisticated modular style options. The PNC team will deliver functional and organizational resources for any lifestyle. From the PNC Cobble, a plant-based PNC, from an eco-friendly material, the PNC team will deliver an eco-conscious focus with emphasis on adaptability and a universal design approach. [pnc.com](#)

**2 BEST CUSTOM CLOSETS IN ATLANTA**  
Experience the quality craftsmanship and extraordinary service that is the hallmark of Creative Closets. From our organizational needs to our time and design and build expert solutions for master bedrooms. Our talented design and engineering team ensure that your custom closet will perform beautifully for years to come. Discover the new, old and proven of what our clients appreciate every day. Please call or visit our team to learn more. [creativeclosets.com](#), 404.256.7587

**3 DISCOVER REYNOLDS LAKE OCEAN**  
Discover a private waterfront community where Florida's best natural beauty, pristine, and scenic views and beautiful beaches, with its championship golf courses, 11 restaurants, 100+ shops and boutiques, and 100+ homes. Reynolds Lake Ocean is a private waterfront community with a variety of amenities, including a private beach, a private club, a private boat dock, a private golf course, and more. [reynoldslakeocean.com](#), 888.888.2222

**4 COME HOME TO A DREAM**  
Create an elegant interior design with ease at Construction Resource! We're offering a Design Center. Real high-quality products including countertops, lighting, flooring, doors, and more. We have the best of the best in the industry. Discover your solutions and discover the creative opportunity that exists at Construction Resource. Photography by The Designer Photo Lab. [@thedesignerphotonlab](#), 404.378.3132

**5 MEET CIPHER AT C+H INTERIORS**  
Cipher Interiors is a combination of heritage techniques and contemporary design. The team's design and construction projects are not just about the look, but the quality. The team's design and construction projects are not just about the look, but the quality. The team's design and construction projects are not just about the look, but the quality. [cipherinteriors.com](#), 770.455.9555

GET IT NOW: DOWNLOAD THE ATLANTAN APP TO SHOP RIGHT OFF THE PAGE. AVAILABLE ON THE ITUNES APP STORE.

# Modern Luxury

## NATIONAL PACKAGE #3

- 6 Full Pages
- 1 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article



## EVENTS

Custom events available

PRICE: \$30,000 TO \$40,000.

## PLUS CHOICE OF 3 MEMBERSHIP POINTS:

### 1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
- Standard Boosted Instagram
- Out-of-Feed post

### 2 POINTS (EACH)

- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

### 3 POINTS (EACH)

- Full Page
- Standard Boosted Instagram
- In-Feed Post
- Influencer Package

TOTAL COST: \$30,000

MODERN LUXURY SPOTLIGHT

**1 SUSTAINABLE STYLE**  
PVC is revolutionizing The Cobble Leather Collection which consists of an sophisticated modular style options. The PVC board with softening functional and organizational resources for any lifestyle. Made from High Quality PVC, a plant based PVC, has an honest and has elegant modern look and feel. It is an eco-conscious choice with emphasis on adaptability and a universal design approach. [pvc.com](#)

**2 BEST CUSTOM CLOSETS IN ATLANTA**  
Experience the quality craftsmanship and extraordinary service that is the hallmark of Custom Closets. Meeting your organizational needs and your time and design and build expert solutions for maximum flexibility. Our talented design and engineering team ensure that your custom closet will perform beautifully for years to come. Discover the new, old and proven of what our clients appreciate every day. Please call or visit our location in Atlanta to learn more. [customclosetsatlanta.com](#), 404.256.7887

**3 DISCOVER REYNOLDS LAKE OCEAN**  
Just east of Miami, Reynolds Lake Ocean is a private waterfront community where members have access to the country's finest, and oldest, private and exclusive beach. With its championship golf courses, 11 restaurants, a 100,000 sq ft clubhouse, swimming pool, tennis courts, and more, Reynolds Lake Ocean is a true luxury destination. For more information, visit [reynoldslakeocean.com](#), 772.455.9554, or call 1-800-855-1234.

**4 COME HOME TO A DREAM**  
Create an elegant interior design with ease at Construction Resource! We're offering a special design package. Real high-quality products including countertops, appliances, lighting, flooring, doors and more. We'll take care of the details for you. In the industry, discover your authority and discover the immense opportunity that exists in Construction Resource. Photography by The Designer Photo Lab. [@thedesignerphotonlab](#), 404.378.3132

**5 MEET CHER AT C+H INTERIORS**  
C+H Interiors is a combination of heritage techniques and contemporary design. Our team of designers and interior stylists are not only talented but also very creative. They are rigorously trained to deliver the best of both worlds. With a focus on design, C+H Interiors is a place where you can find the perfect look for your home. Visit [c+hinteriors.com](#), 772.455.9554, or call 1-800-855-1234.

GET IT NOW: DOWNLOAD THE ATLANTA APP TO SHOP RIGHT OFF THE PAGE. AVAILABLE ON THE ITUNES APP STORE.

# NYTimes.com

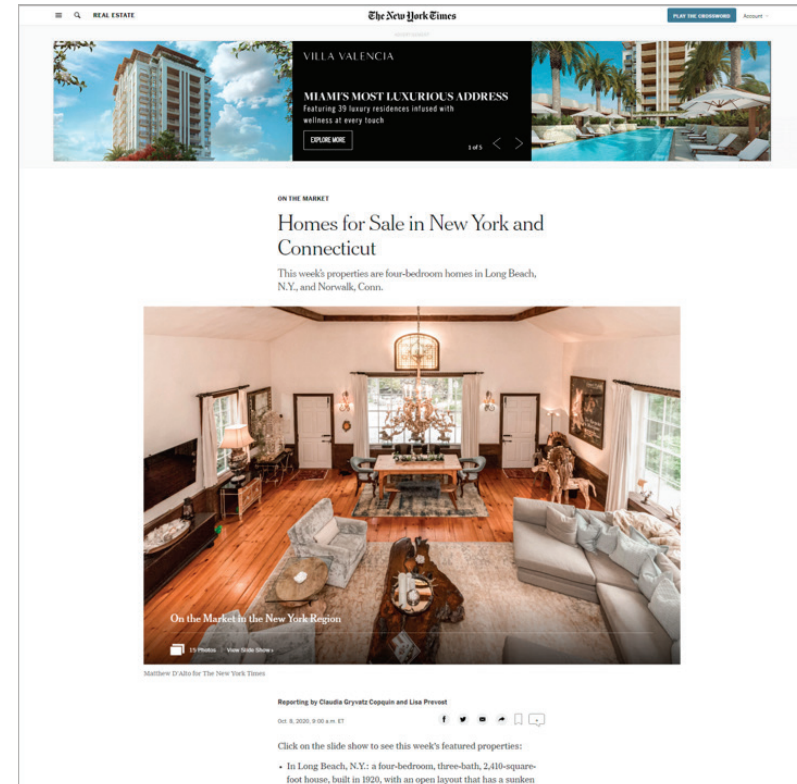
## FLEX FRAME BANNER SLIDESHOW

String together a story with Slideshows. Seamless, fast-loading, and engaging, the Slideshow enables brands to showcase multiple looks or complementary products through a series of sequential images.

- National and International Geo-targeting
- Demographic and Behavioral Targeting
- 120K-165K Impressions per campaign

PRICE: \$3,750/MONTH

**\*Minimum 3 month purchase**





# NYTimes.com

## FEATURED PROPERTY MODULE

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


- Average CTR is between 0.36-0.55%

PRICE: \$3,000/2 WEEKS

4X Minimum Purchase

FEATURED PROPERTIES

ADVERTISEMENT



Una

Residences

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2-5 BR | 2-6.5 BA | Luxury  
Condos

Una Residences

info@unaresidences.com

# RobbReport.com

## REAL ESTATE ENEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

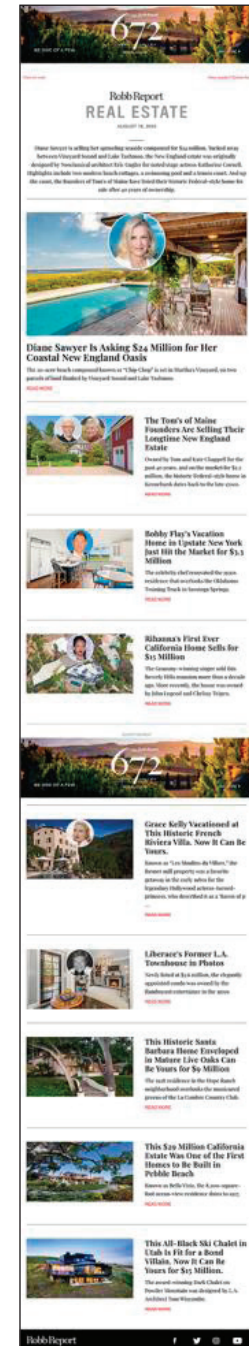
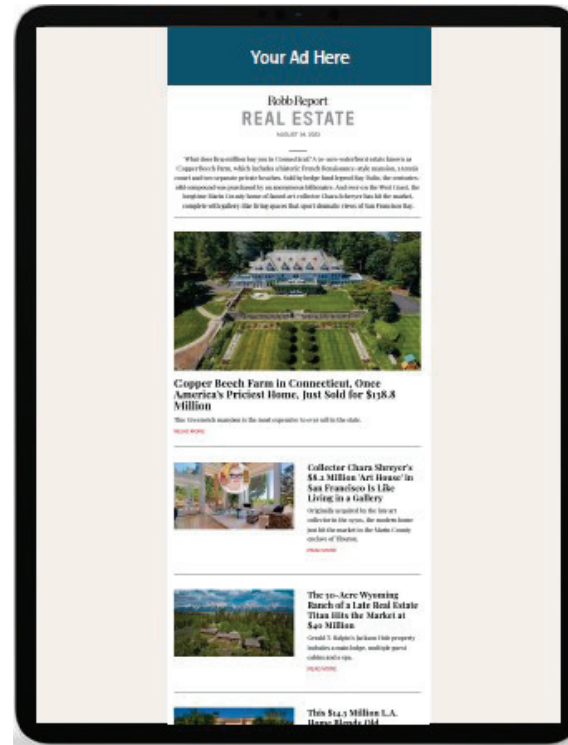
Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

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

NEWSLETTER: \$5,000/WEEK

3 Sends

PROPERTY LISTING: \$1,875/WEEK



DIGITAL

# RobbReport.com

**TRAVEL ENEWSLETTER**

- 115,000+ Subscribers

PRICE: \$7,000/WEEK  
WEEKLY ON TUESDAYS

# 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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WATCHES

STYLE

HOME

FOOD & DRINK

TRAVEL

VIDEOS

THE VAULT

REAL ESTATE

FEATURED LISTING

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

\$5,284,900

Search a location

ADVERTISEMENT

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

# 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



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

### INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PRICE: \$1,100

3 Month Minimum

Buy Luxury properties by location

San Francisco  
**706 Mission**  
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | [WEBSITE](#) [VIEW MEDIA](#)

SHARE [SAVE](#)

**DESCRIPTION**

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

[Read More](#)

**AMENITIES** [View Gallery](#)

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

[Show More](#)

**NEIGHBORHOOD**

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews [SHOP NOW](#)



# The Wall Street Journal Online (WSJ.com)

## MANSSION GLOBAL DAILY (M-F) NEWSLETTER

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

PRICE: \$3,680

View in your browser

*Manission 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. 1000 1011 St Catharines Street, Vancouver, BC    | \$10,000,000 |
| 2. 48 Bridge Park, Toronto, ON                      | \$10,000,000 |
| 3. 1100 North Avenue, Vancouver, BC                 | \$10,000,000 |
| 4. 1400 - 1011 Catherine Street Toronto, ON         | \$10,000,000 |
| 5. 1000 1011 St Catharines Street, Vancouver, BC    | \$10,000,000 |
| 6. 1. 1000 1011 St Catharines Street, Vancouver, BC | \$10,000,000 |
| 7. 41 St. Patrick, Westmount, QC                    | \$10,000,000 |
| 8. 1000 1011 St Catharines Street, Vancouver, BC    | \$10,000,000 |
| 9. 1000 1011 St Catharines Street, Vancouver, BC    | \$10,000,000 |
| 10. 400 Sandrine Road, Toronto, ON                  | \$10,000,000 |

| Region           | Average Home Price | Number of Luxury Listings (over \$2M) | Most Expensive Listing |
|------------------|--------------------|---------------------------------------|------------------------|
| British Columbia | \$740,000          | 1,141                                 | \$10,000,000           |
| Vancouver        | \$1,407,048        | 879                                   | \$10,000,000           |
| Calgary          | \$607,400          | 122                                   | \$20,000,000           |
| Whisper          | \$1,053,300        | 26                                    | \$25,000,000           |
| Ontario          | \$578,072          | 1,061                                 | \$35,000,000           |
| Toronto          | \$868,817          | 882                                   | \$30,000,000           |
| Quebec           | \$194,291          | 185                                   | \$20,000,000           |
| Westmount        | \$1,376,900        | 22                                    | \$20,000,000           |
| Chateau-Richer   | \$118,333          | 1                                     | \$20,000,000           |

TRENDING TODAY

**Architectural Digest** @ArchDigest [Following](#)

We found the most iconic building in every state in America: [archdg.co/8hz6SKy](https://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

**#AloneTogether** [ad](#)

**Staying home saves lives.**

For more info visit [coronavirus.gov](https://coronavirus.gov)

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

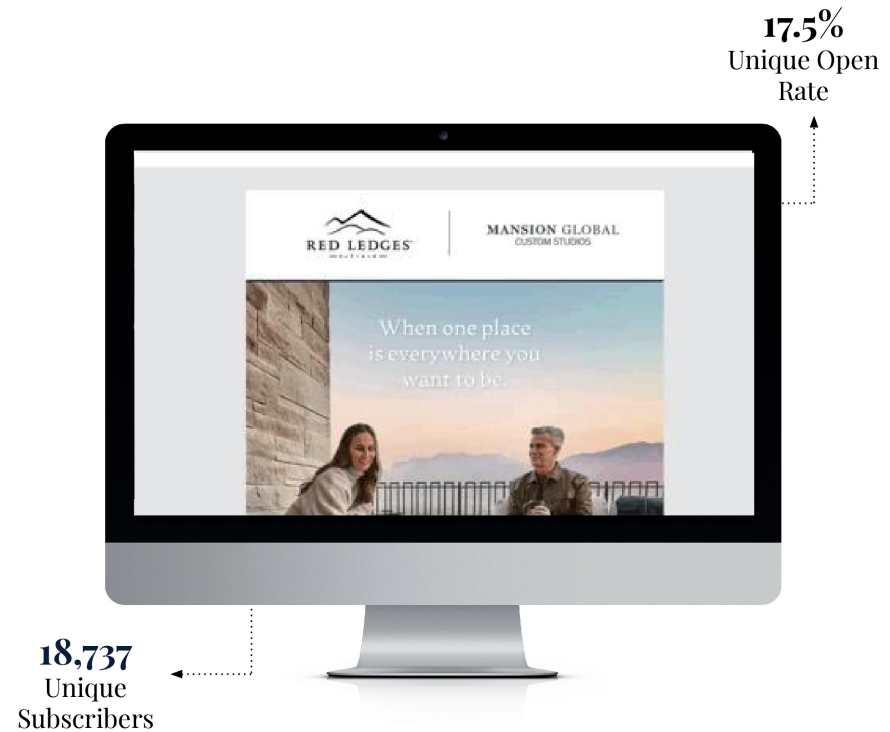
# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL CUSTOM E-NEWSLETTER

Take advantage of Mansion Global's Custom newsletter to showcase your brand as a luxury lifestyle and real estate leader to luxury connoisseurs and high-net-worth buyers around the world. From aspiration to action, Mansion Global's custom newsletter is the go-to read for the most powerful and affluent consumers, delivering all your newsworthy content directly to their inboxes- inspiring the luxury lifestyle & delivering results.

- **9,765** Unique Subscribers
- **29.9%** Unique Open Rate

PRICE: \$7,000 EXCLUSIVE EMAIL





# The Wall Street Journal Online (WSJ.com)

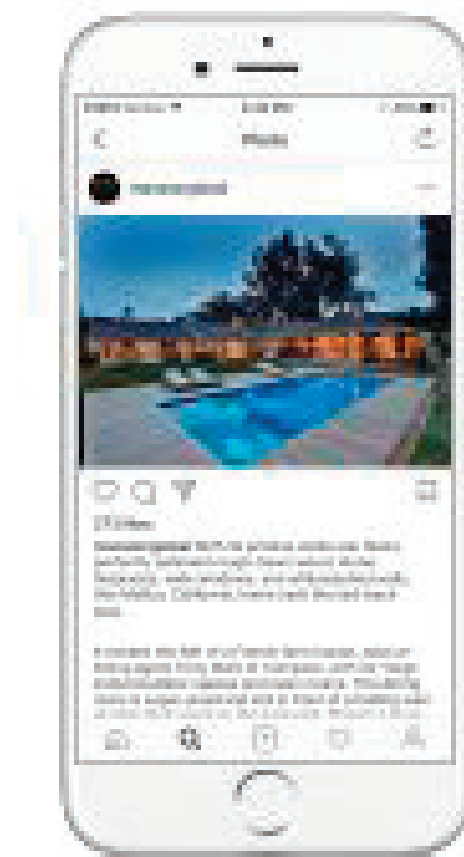
## @MANSIONGLOBAL INSTAGRAM

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

- Followers: **76.2K**

MANSION GLOBAL INSTAGRAM: \$2,000

MANSION GLOBAL INSTAGRAM + BOOST: \$7,000



# Print Offerings



LB

LUŠTICA BAY

MONTENEGRO



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

2X7: \$5,600  
4X7: \$10,470  
QUARTER PAGE: \$14,500  
Buy 5 get 2 Bonus



**\$26 Million**  
Brazilian soccer star Neymar has bought land in Miami. **MS**

**MANSION**

THE WALL STREET JOURNAL

**Looking Up**  
In North Carolina, a single-story house that's 31 feet tall. **MD**



BYWES | MARKETS | PEOPLE | REINS | SALES

Friday, November 1, 2024 | **MS**

## Going Once, Going Twice

More wealthy homeowners are turning to the auction market, but the results don't always live up to their lofty expectations



**By Katherine Cramer and E.B. Sweeney**

Randy and Robin Landman had been trying to sell their Manhattan penthouse for over a year when they turned to the auction market this summer. First listed for \$12.2 million, their trip to the sought-after Tribeca neighborhood came with more than 2,000 square feet of terrace, a floating staircase and a private elevator. At auction, the roughly 3,000-square-foot property sold for \$5 million, less than half of what they had originally asked and little more than they paid for it two decades ago. "It was obviously a stupid mistake," Randy said of deciding to auction the home.

More closely associated with pricey art or collectibles, auctions are on the rise for luxury real estate, with auction houses reporting a dramatic spike in the number of high-net-worth sellers seeking their services since 2020. Amid a slowdown in luxury home sales, auction companies are offering homeowners on their ability to market unique properties to a range of dispassionate buyers beyond local markets and to sell them within a precise time frame.

Exhilarated by the couple home prices they see on television, or stuck on a major sale that happened previously in their neighborhood or city, sellers who supposedly priced their luxury homes often have been forced to repeatedly cut their asking prices.

Please turn to page M5



Randy and Robin Landman didn't set a minimum, known as a reserve price, when they auctioned their Tribeca triplex penthouse with Concierge.



**TRIBECA PENTHOUSE**  
New York City

| FIRST LISTED FOR | HIGHEST BID AT AUCTION |
|------------------|------------------------|
| \$12.2 MILLION   | \$5 MILLION            |

### Room for Prayer, Without Leaving Home

Hindu owners drive demand for upscale pooja rooms with gold trim, oil lamps and custom art

**By Saeed Parniani**

**IN THE DALLAS SUBURBS**, Saeed Parniani lights an oil lamp in front of a wooden structure housing idols in his kitchen. The newly renovated area is dedicated to prayer and is backed by gold and white tile murals, the gilded rim and the white quartz countertop, the 40-year-old said.

Practitioners of Hinduism, particularly in India, have long created pooja rooms or areas in their homes; the word *pooja*, sometimes spelled *puja*, refers to the Sanskrit word for worship. A pooja room usually has an altar, murti or idols supporting deities and pictures of Hindu gods. They are used for solitary or communal prayer, worship and meditation, and are often decorated for special occasions during festivals such as Diwali, said Pallavi Chhabra, a consultant in Vastu Shastra, a set of architectural-design principles based on Hindu traditions.

As the population of Indian-Americans in the U.S. has grown, more interior designers, home builders and developers are specializing in accommodating the demand for pooja rooms.

It's a trend that interior-decoration specialists are popular on social media. A feature on Reality King's hit Netflix comedy "Never Have I Ever" about a first-generation Indian-American teenage boy, was one of a group in front of the Vishwakumar family's pooja area—an ornate Hindu shrine with a Please turn to page M4



More U.S. builders and developers are accommodating demand for pooja rooms. Rande Sarma says she's getting more interior-design inquiries after posting her pooja-room renovation projects on Instagram.

skyad.com | 37

# 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**

QUARTER PAGE, MAIN NEWS WEEKDAY/SATURDAY: \$18,250

QUARTER PAGE, MAIN NEWS SUNDAY: \$24,250

"All the News That's Fit to Print"

# The New York Times

VOL. CLXVIII ... No. 56,137 ... 40th The New York Times Company NEW YORK, MONDAY, NOVEMBER 5, 2018 \$3.00



**It's Not Heaven, It's Brooklyn.**  
The 50,000 runners in this year's New York City Marathon enjoyed Manhattan, one ideal condition and a fast course. Pages F1-D2.

## Web's Far Right Can Hear Itself As Trump Talks

**Chewing the Spread of Once-Fringe Views**  
By NATE OHN  
and ALI WINSTON

The Republican, conservative after-Donald Trump political and ideological community of all things conservative, which has become a large and noisy online presence, is now being heard by a much larger audience than ever before. On the day before the election, the Web's far right was heard by a much larger audience than ever before. On the day before the election, the Web's far right was heard by a much larger audience than ever before. On the day before the election, the Web's far right was heard by a much larger audience than ever before.

## Spending Millions in a Bid to Avoid Sanctions

**Orchestra Deploys Small Army of Lobbyists to Swoy Washington**  
By ANDREW WINGGARD  
and KENNETH F. FINKEL

The Trump administration's efforts to avoid sanctions from the European Union and other nations are costing millions of dollars. The administration is spending millions of dollars to avoid sanctions from the European Union and other nations. The administration is spending millions of dollars to avoid sanctions from the European Union and other nations.

## Called to Serve, Utah Mayor Always Answered

**By JILL THERIAULT**  
and KENNETH F. FINKEL

A Utah mayor who has served in the military for 20 years is being called to serve in the military again. The mayor is being called to serve in the military again. The mayor is being called to serve in the military again.

## Offering Little Proof, Republican Accuses Georgia Rival of 'Hack'

**By MICHAEL WINEY**  
and ALAN RYAN

A Republican congressman is accusing a Georgia rival of being a "hack." The congressman is accusing a Georgia rival of being a "hack." The congressman is accusing a Georgia rival of being a "hack."



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

- QUARTER PAGE, SUNDAY REAL ESTATE: \$15,750



# Conde Nast Traveler

## INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy. Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Conde Nast Traveler

- Full page, color

CHICAGO METRO: \$4,430

SOUTH FLORIDA: \$3,810



# 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





# Dwell

## MODERN MARKET

Dwell is the marketplace to living with good design. A trusted authority for 20 years, connecting consumers and design professionals with inspiration, products, and the tools they need to achieve their goals. Published six times a year, each issue of Dwell Magazine includes exclusive stories on the most innovative leaders in architecture and design, presenting modern homes that encapsulate the concept of good design

- Circulation: **215,000**
- Total Reach: **917,000**
- **60%** Female/ **40%** Male
- Average Age: **48**
- Average HHI: **\$227,000**
- Source: **Google Analytics, Quantcast, and Sprout Social 2019**

SMALL AD: \$800

MEDIUM VERTICAL AD: \$1,300

MEDIUM HORIZONTAL AD: \$1,875

LARGE AD: \$2,500

FULL PAGE: \$4,375



# 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





# 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% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

QUARTER PAGE: \$5,625

HALF PAGE: \$10,625

FULL PAGE: \$21,250

Global



# Modern Luxury

## NATIONAL PACKAGE #1

- 12 Full Pages
- 4 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article (Advertorial)



## PLUS CHOICE OF 5 MEMBERSHIP POINTS:

### 1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
  - All Sizes
- Standard Boosted Instagram
  - Out-of-Feed post

### 2 POINTS (EACH)

- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

### 3 POINTS (EACH)

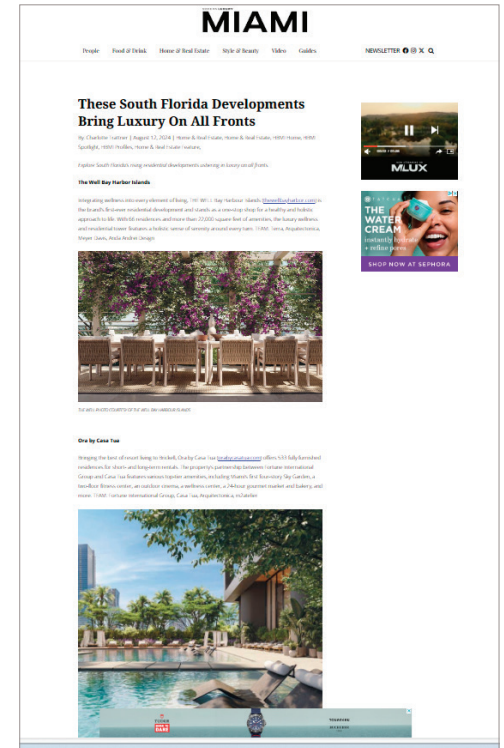
- Full Page
- Standard Boosted Instagram
  - In-Feed Post
- Influencer Package
- Print Marketing Card

MONTHLY COMMITMENT: \$8,500 PER MONTH FOR 6 MONTHS

TOTAL INVESTMENT: \$60,000

FULL RETAIL VALUE: \$115,000

YOU SAVE \$55,000 WITH THIS PACKAGE



- 9 Full Pages
- 2 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article



**1 POINT (EACH)**

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
  - All Sizes
- Standard Boosted Instagram
  - Out-of-Feed post

**2 POINTS (EACH)**

- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

**3 POINTS (EACH)**

- Full Page
- Standard Boosted Instagram
  - In-Feed Post
- Influencer Package
- Print Marketing Card

FULL RETAIL VALUE: \$76,500

MODERN LUXURY SPOTLIGHT

SUSTAINABLE STYLE

PFC is revolutionizing The Carpet Collector (which carries all of the world's most sophisticated interior design selections) from the PFC brand with addressing form, function and environmental impact. The new PFC Carpet Collector is a plant-based, PVC-free, and has one of the lightest weights in the collection while also an eco-conscious focus with emphasis on adaptability and enhanced design approach.

MODERN LUXURY

# TOP

## LIVE THE GOOD LIFE

THE HOTTEST  
PRODUCTS, EXCLUSIVE  
EVENTS AND SPECIAL  
OPPORTUNITIES FROM  
OUR PARTNERS.

### BEST CLIMATE CLOSETS

#### NATL CLIMATE

Experienced the climate collaboration and extraordinary service that is the hallmark of Climate Closets. Making your organizational needs easier over time, we design and build elegant solutions for tomorrow's home, your business design and engineering team assures that your closet solution performs best for years to come. Discover the new value of your closet and make options yours today. Visit [www.climateclosets.com](http://www.climateclosets.com), 404.578.7287

COME HOME TO A DREAM

4 Create an exquisite residence with ease at Construction Resources' award-winning Chicago Design Campus. Find high-quality products including countertops, lighting, shower doors and mirrors, tile and flooring and more from the top brands in the industry. Discover your architecture and discover the products and services you need. Visit [www.constructionresources.com](http://www.constructionresources.com) for The Designer Photo Lab (Beverly Hills, CA) and the new technology [www.constructionresources.com](http://www.constructionresources.com), 404.578.5152

### HIGH CHERT AT C+H INTERIORS

5 Chert Interiors is a presentation of heritage technology and contemporary form. We achieve hand-finished crystal glassware on call with glass. The fine light enters only from underneath panels and the resulting rays are ingeniously directed to soften the space of high components arranged in series and joined by polished champagne gold finished corners. Chert's special three hour crystal process, used by Chert has been used by the world's most famous designers. [www.chertinteriors.com](http://www.chertinteriors.com), 949.663.4444

775.625.1524, Perfect Life [www.perfectlifedesign.com](http://www.perfectlifedesign.com), [info@perfectlifedesign.com](mailto:info@perfectlifedesign.com), [www.perfectlifedesign.com/perfectlifedesign@perfectlifedesign.com](http://www.perfectlifedesign.com/perfectlifedesign@perfectlifedesign.com)

### DISCOVER REYNOLDS LAKE COONCE

3 Just west of Aspen, Reynolds Lake Coonce is a private waterfront community where the Rockies meet the country, town, and where seasons and traveling thrive. With an extraordinary golf course, 11 restaurants, a marina, 100+ miles of hiking, world-class Spring Grounds and a dog-wash and animal services, leading to more, Reynolds Lake Coonce is a destination to meet, relax and enjoy the best of life. [www.reynoldslakecoonce.com](http://www.reynoldslakecoonce.com), 800.885.5259

GET IT NOW: DOWNLOAD THE ALLTATLANTOP OR SHOP RIGHT OFF THE PAGE AVAILABLE ON THE iTunes APP STORE.

# Modern Luxury

## NATIONAL PACKAGE #3

- 6 Full Pages
- 1 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article



## EVENTS

Custom events available

PRICE: \$30,000 TO \$40,000.

## PLUS CHOICE OF 3 MEMBERSHIP POINTS:

### 1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
- Standard Boosted Instagram
- Out-of-Feed post

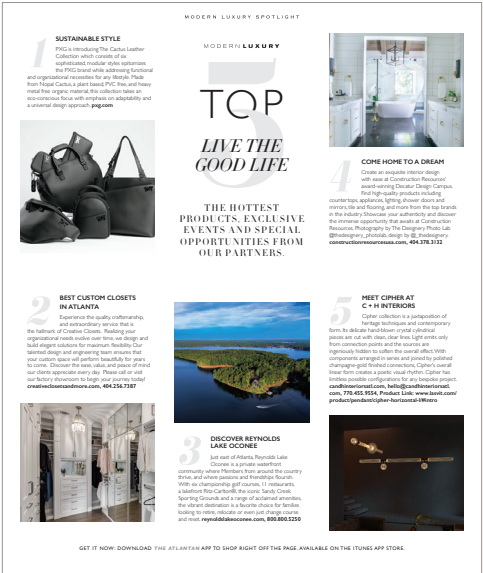
### 2 POINTS (EACH)

- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

### 3 POINTS (EACH)

- Full Page
- Standard Boosted Instagram
- In-Feed Post
- Influencer Package

TOTAL COST: \$30,000



# 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**

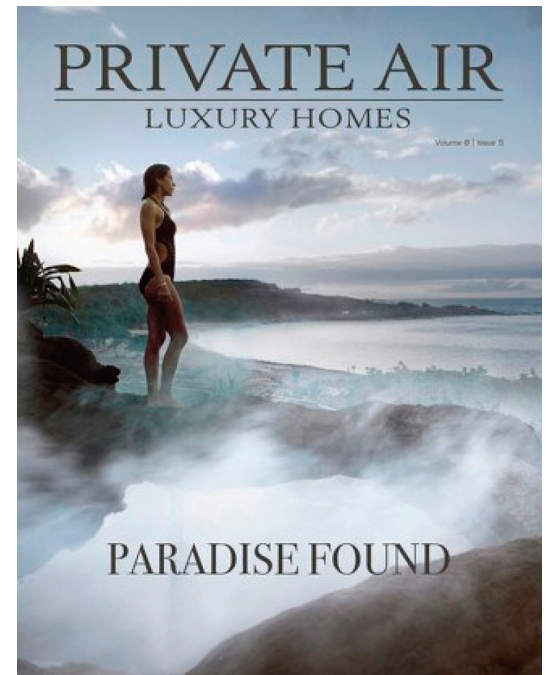
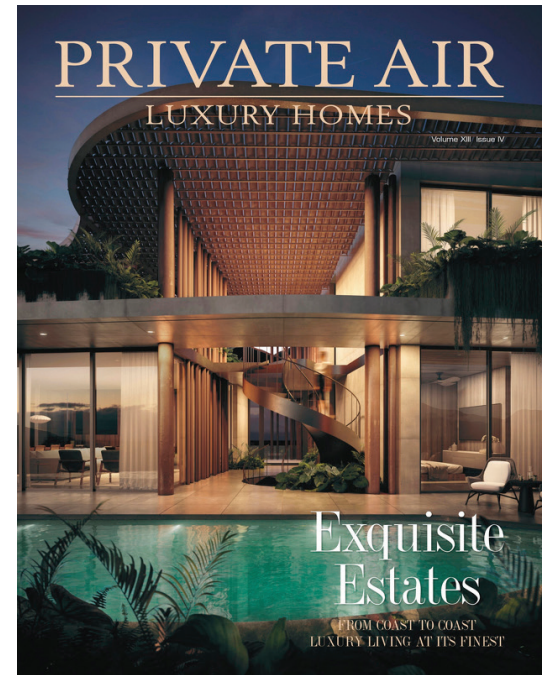
**includes social media & E-Newsletter**

**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**





# The Real Deal

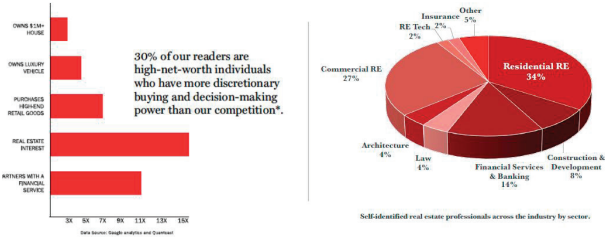
For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

- Circulation: **45,000**
- Readership: **150,000** monthly readers
- Audience HHI: **500K**
- Audience Age: **34-55**
- Male / Female: **55% / 45%**

| 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

## TRD READERS ARE DECISION MAKERS



## WITHIN THE RE INDUSTRY

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

### Distribution:

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

## PRINT MARKETING

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

### Opportunity details:

- **National – Monthly**

FULL PAGE: \$5,000  
2 PAGE SPREAD: \$9,500  
Based on 8 Insertions

## STRATEGIC PRINT OPTIONS



### NATIONAL

#### Circulation:

- 40,000/month
- 480,000/annual



### DATA BOOK

#### Circulation:

- 50,000 annual

# Robb Report

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

- Circulation: **101,000+**
- Audience: **324,000**
- Average Age: **43**
- Male / Female Ratio: **77/23**
- Average HHI: **\$548,000**
- Average HNW: **\$3.5M**

FULL PAGE: \$8,500

SPREAD: \$14,500



# Schedule, Pricing & Reach



LB

LUŠTICA BAY

MONTENEGRO



# Proposed Schedule, Pricing & Reach 2025

PLAN 1

| Media  | Ad Description  | June        | July        | August      | September   | October     | November    | Media Total  | Reach      |
|--|---|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------|
| <b>Digital</b>   |   |             |             |             |             |             |             |              |            |
| <b>Million Impressions*</b>                                  |   |             |             |             |             |             |             |              |            |
| Million Impressions  | Digital Banner Program  | \$ 1,625.00 | \$ 1,625.00 | \$ 1,625.00 | \$ 1,625.00 | \$ 1,625.00 | \$ 1,625.00 | \$ 9,750.00  | 3,000,000  |
| Million Impressions  | Targeting - New York, Miami, Chicago                              |             |             |             |             |             |             |              |            |
| <b>Comprehensive Digital</b>                                 |   |             |             |             |             |             |             |              |            |
| Social Mirror Ads  | Mirroring Social Post   | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 9,000.00  | 600,000    |
| <b>Geofencing - Event and Location</b>                       |   |             |             |             |             |             |             |              |            |
| Geofencing - Event and Location                              | Target specific events and locations                              |             |             | \$ 1,500.00 |             |             | \$ 1,500.00 | \$ 3,000.00  | 120,000    |
| <b>Chicago Tribune</b>                                       |   |             |             |             |             |             |             |              |            |
| Custom Email   | 100K Send   | \$ 1,950.00 |             | \$ 1,950.00 |             | \$ 1,950.00 |             | \$ 5,850.00  | 300,000    |
| <b>Cottages &amp; Garden</b>                                 |   |             |             |             |             |             |             |              |            |
| Instapartnership   | Post and Stories takeover   |             | \$ 1,950.00 |             |             |             | \$ 1,950.00 | \$ 3,900.00  | 128,600    |
| Daily Deeds  | E-Newsletter sent 4X per week                                     | \$ 5,000.00 |             |             | \$ 5,000.00 |             |             | \$ 10,000.00 | 120,000    |
| C&G Stories  | Content development   |             |             | \$ 5,295.00 |             |             |             | \$ 5,295.00  | 11,510,000 |
| <b>Dupont Registry</b>                                       |   |             |             |             |             |             |             |              |            |
| Dupont Registry  | Branded Content Post  |             |             |             | \$ 1,295.00 |             | \$ 1,295.00 | \$ 2,590.00  |            |
| Dupont Registry  | Weekly Newsletter   |             |             |             | Bonus       |             | Bonus       | \$ -         | 77,000     |
| Dupont Registry  | Luxur Lifestyle Newsletter  |             |             |             | Bonus       |             | Bonus       | \$ -         | 2,500      |
| Dupont Registry  | Discovery Posting   |             |             |             | Bonus       |             | Bonus       | \$ -         |            |
| <b>Dwell.com</b>   |   |             |             |             |             |             |             |              |            |
| Real Estate Package  | Custom Article with promo on Homepage, in E-Newsletter & 1X on FB |             | \$ 6,000.00 |             |             |             |             | \$ 6,000.00  | 1,750,000  |
| <b>Nob Hill Gazette</b>                                      |   |             |             |             |             |             |             |              |            |
| Nob Hill Gazette San Francisco, Peninsula and Silicon Valley | OTM On the Market E-Newsletter                                    | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 3,000.00  | 39,000     |
| <b>JamesEdition</b>  |   |             |             |             |             |             |             |              |            |
| Main Home Page Rotating Gallery                              | Featured Banner   |             |             | \$ 3,000.00 |             |             | \$ 3,000.00 | \$ 6,000.00  | 1,500,000  |
| New & Trending Home Page Position                            | Featured Spot   | \$ 1,700.00 |             |             |             |             |             | \$ 1,700.00  | 750,000    |
| New & Trending Real Estate Position                          | Featured Spot   |             |             |             | \$ 1,400.00 |             |             | \$ 1,400.00  | 750,000    |
| Featured Article and E-Newsletter promotion                  | Newsletter First Feature & Journal Article                        |             | \$ 8,100.00 |             |             |             |             | \$ 8,100.00  | 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    |
| Upgrade Listing Package                                      | Elite Package - 6 months  |             |             |             | \$1,500     |             |             | \$ 1,500.00  |            |

# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

|  |  |             |             |             |             |             |             |             |             |             |             |              |         |
|--|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|---------|
| Modern Luxury                          |  |             |             |             |             |             |             |             |             |             |             |              |         |
| Package 2                              | Print and Digital package                    |             |             |             |             |             |             |             |             |             | \$42,250    | \$ 42,250.00 |         |
| Modern Luxury                          | Branded Content Article                      |             |             |             |             |             |             |             |             |             | Content     |              |         |
| Modern Luxury                          | Rich Media Display Banner                    | Banners     |             |             |             |             |             |             |             |             |             |              |         |
| Modern Luxury                          | Luxury Email                                 |             | Luxury      |             |             |             |             |             |             |             |             |              |         |
| Modern Luxury                          | Dedicated Email                              |             |             |             |             |             |             |             |             | Email       |             |              |         |
| Modern Luxury                          | Real Estate Newsletter                       |             |             |             |             |             |             |             |             |             | Real Estate |              |         |
| NYTimes.com                            |  |             |             |             |             |             |             |             |             |             |             |              |         |
| NYTimes.com Flex Frame                 | Flex-frame banner program                    |             |             |             |             |             |             |             |             |             |             | \$ 15,000.00 | 222,412 |
| NYTimes.com Property Module            | NYTimes.com Property Module                  | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 18,000.00 | 333,618 |
| Robbreport.com                         |  |             |             |             |             |             |             |             |             |             |             |              |         |
| Robbreport.com                         | Featured Listing Carousel - 1 Property       | \$ 1,350.00 |             |             | \$ 1,350.00 |             |             | \$ 1,350.00 |             |             |             | \$ 4,050.00  | 18,000  |
| Robbreport.com                         | Real Estate Newsletter - 3 Sends             |             | \$ 5,000.00 |             |             |             | \$ 5,000.00 |             |             |             |             | \$ 10,000.00 | 120,000 |
| Robbreport.com                         | Featured Listing in Real Estate E-Newsletter |             |             |             |             |             |             |             |             |             | \$ 1,875.00 | \$ 1,875.00  | 6,000   |
| Robbreport.com                         | Travel E-Newsletter                          |             |             |             |             |             |             |             |             | \$ 7,000.00 |             | \$ 7,000.00  | 6,000   |
| WSJ.com                                |  |             |             |             |             |             |             |             |             |             |             |              |         |
| Mansion Global Homepage Hero           | Mansion Global Homepage Hero                 | \$ 2,200.00 |             |             |             |             | \$ 2,200.00 |             |             |             |             | \$ 4,400.00  | 328,000 |
| Mansion Global New Development Profile | Profile page - 3 months minimum              |             | \$1,100     |             |             |             |             | \$1,100     |             |             |             | \$ 2,200.00  |         |
| Mansion Global e-Newletter             | Daily Monday-Friday                          |             | \$ 3,680.00 |             |             |             |             | \$ 3,680.00 |             |             |             | \$ 7,360.00  | 34,000  |
| Mansion Global Custom E-mail           | Custom email                                 |             |             |             |             |             | \$ 7,000.00 |             |             |             |             | \$ 7,000.00  | 17,000  |
| Mansion Global Instagram               | Mansion Global Instagram                     |             |             |             | \$ 2,000.00 |             |             |             |             | \$ 2,000.00 |             | \$ 4,000.00  | 152,400 |



# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

|   |  |              |              |              |              |              |              |             |              |  |               |            |
|---|--|--------------|--------------|--------------|--------------|--------------|--------------|-------------|--------------|--|---------------|------------|
| Print   |  |              |              |              |              |              |              |             |              |  |               |            |
| Conde Nast Magazines Regional Pages   |  |              |              |              |              |              |              |             |              |  |               |            |
| Conde Nast Traveler - Chicago Metro   | Full Page  |              |              |              |              |              |              | \$ 4,430.00 | \$ 4,430.00  |  | 16,000        |            |
| Conde Nast Traveler - South Florida   | Full Page  |              |              |              |              |              |              | \$ 3,810.00 | \$ 3,810.00  |  | 14,000        |            |
| Dwell   |  |              |              |              |              |              |              |             |              |  |               |            |
| Dwell   | Modern Market - Large Ad                         |              |              |              |              |              |              | \$ 2,500.00 | \$ 2,500.00  |  | 206,000       |            |
| Dwell   | Modern Market - Full Page                        |              |              |              |              | \$ 4,375.00  |              |             | \$ 4,375.00  |  | 206,000       |            |
| Dupont Registry   |  |              |              |              |              |              |              |             |              |  |               |            |
| Dupont Registry   | Editorial Full Page                              |              |              |              |              | \$ 3,000.00  |              | \$ 3,000.00 | \$ 6,000.00  |  | 70,000        |            |
| Elite Traveler  |  |              |              |              |              |              |              |             |              |  |               |            |
| Elite Traveler  | Luxury Homes Feature                             |              |              |              |              | \$ 4,500.00  |              |             | \$ 4,500.00  |  | 557,000       |            |
| Financial Times   |  |              |              |              |              |              |              |             |              |  |               |            |
| Financial Times   | Quarter Page                                     | \$ 5,625.00  | \$ 5,625.00  | \$ 5,625.00  | \$ 5,625.00  | \$ 5,625.00  | \$ 5,625.00  | \$ 5,625.00 | \$ 33,750.00 |  | 1,262,742     |            |
| Modern Luxury   |  |              |              |              |              |              |              |             |              |  |               |            |
| Package 2   | Print and Digital combo package                  |              |              |              |              | \$42,250     |              |             | \$ 42,250.00 |  |               |            |
| Modern Luxury   | Full pages - Multiple titles                     |              |              |              |              | 9 Full Pages |              |             | Package      |  |               |            |
| Modern Luxury   | Top 5 Promotion                                  |              |              |              |              | Top 5        |              | Top 5       | Package      |  |               |            |
| The New York Times  |  |              |              |              |              |              |              |             |              |  |               |            |
| The New York Times  | Quarter Page- Main News Weekday/Saturday         |              | \$ 18,250.00 |              |              |              | \$ 18,250.00 |             | \$ 36,500.00 |  | 846,222       |            |
| The New York Times  | Quarter Page - Sunday Real Estate                | \$ 15,750.00 |              |              |              | \$ 15,750.00 |              |             | \$ 31,500.00 |  | 762,536       |            |
| Private Air Luxury Homes  |  |              |              |              |              |              |              |             |              |  |               |            |
| Private Air Luxury Homes  | Full Page (includes social media & E-Newsletter) |              |              |              |              | \$ 1,925.00  |              | \$ 1,925.00 | \$ 3,850.00  |  | 130,000       |            |
| The Real Deal   |  |              |              |              |              |              |              |             |              |  |               |            |
| The Real Deal   | Full Page  |              | \$ 5,000.00  |              |              | \$ 5,000.00  |              |             | \$ 10,000.00 |  | 648,000       |            |
| Robb Report   |  |              |              |              |              |              |              |             |              |  |               |            |
| Robb Report   | Full Page  |              |              | \$ 8,500.00  |              |              |              |             | \$ 8,500.00  |  | 107,000       |            |
| Robb Report   | Spread   |              |              |              |              | \$ 14,500.00 | \$ 14,500.00 |             | \$ 29,000.00 |  | 214,000       |            |
| The Wall Street Journal   |  |              |              |              |              |              |              |             |              |  |               |            |
| The Wall Street Journal - National  | 4x7  | \$ 10,470.00 | \$ 10,470.00 | \$ 10,470.00 | \$ 20,940.00 | Bonus        | Bonus        |             | \$ 52,350.00 |  | 2,577,696     |            |
| The Wall Street Journal   |  |              |              |              |              |              |              |             |              |  |               |            |
| Mansion Global Experience Luxury  | Weekend Property insert                          |              | \$ 1,985.00  |              |              | \$ 3,970.00  |              |             | \$ 5,955.00  |  | 200,000       |            |
| TOTAL   |  |              |              |              |              |              |              |             |              |  | \$ 482,790.00 | 30,333,726 |
| *After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy |  |              |              |              |              |              |              |             |              |  |               |            |
| Pricing Subject to Change   |  |              |              |              |              |              |              |             |              |  |               |            |