



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Property Campaigns
Advertising and
Marketing Programs

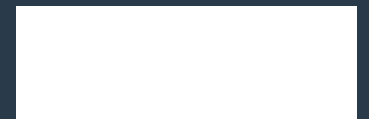


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NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Property Campaigns

SKY Advertising is excited to present to Western Australia Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to their listings.

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 Western Australia.

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

**LET'S DO
GREAT THINGS TOGETHER**

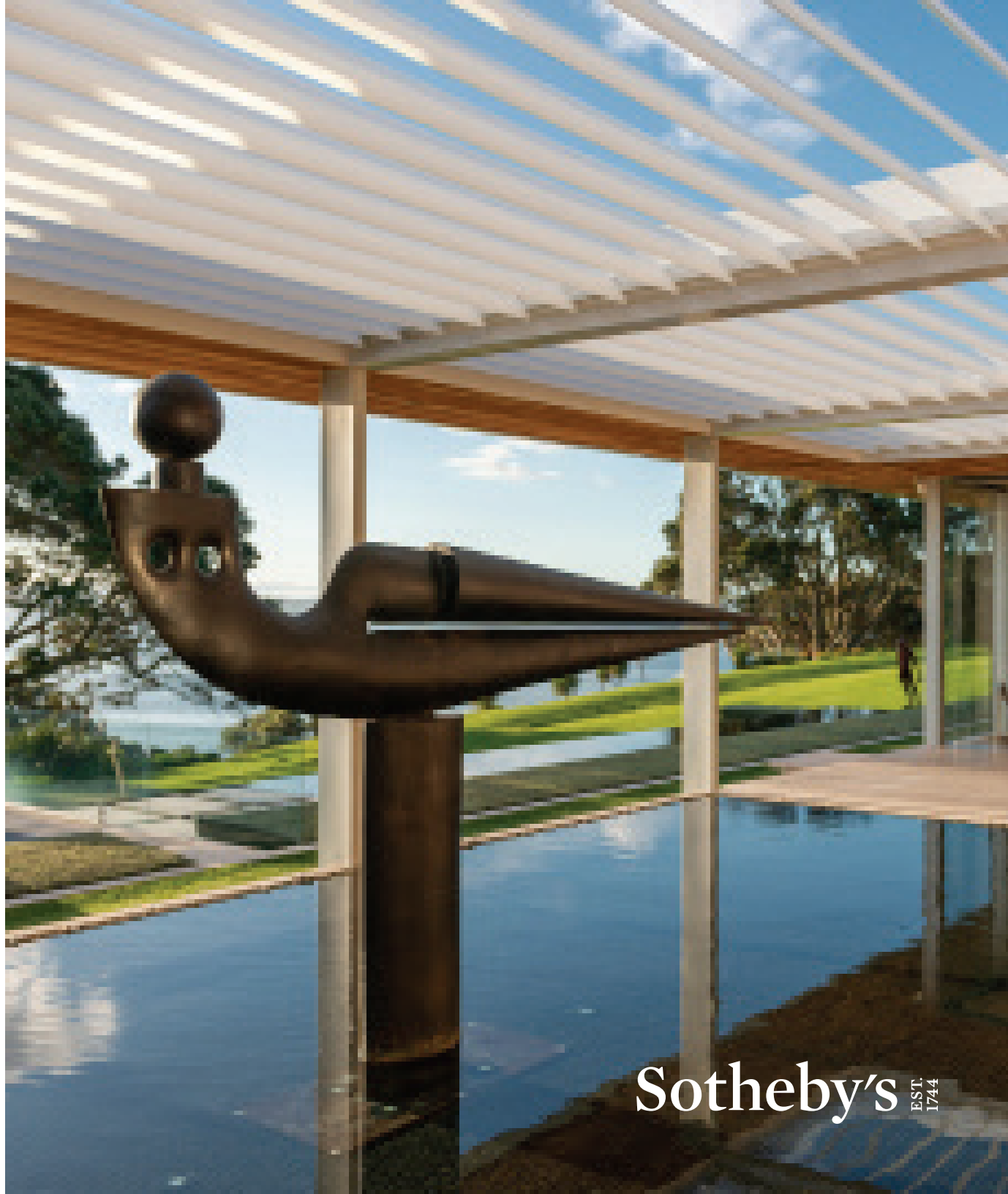
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Sotheby's
Auction House
Offerings



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: **20,000**
- 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: \$3,640
 HALF PAGE: \$1,820
 QUARTER PAGE: \$910

Global



Sotheby's
INTERNATIONAL REALTY

Real Estate
 Commercial
 Residential
 Art & Collectibles
 Auctions
 Real Estate Services
 Real Estate Development
 Real Estate Marketing
 Real Estate Technology
 Real Estate Training
 Real Estate Consulting

**Building Management for world's most
 significant and iconic collection of buildings.**

1 Central Park West 44/F/4C
 This magnificent, landmarked
 tower, the 110-story, 1,150,000 sq ft
 centerpiece of the Central Park West
 development, is being offered in a
 limited offering. This is a rare
 opportunity to acquire a prime
 Manhattan location. Sotheby's
 International Realty is the exclusive
 agent for this offering. For more
 information, please contact us at
 212.850.2000.

550 Park Avenue, 9F/9B
 This residence is the only one of its kind
 in the world. It is a rare opportunity
 to acquire a prime Manhattan location.
 Sotheby's International Realty is the
 exclusive agent for this offering. For
 more information, please contact us at
 212.850.2000.

Four Seasons Private Residences
 This offering is a rare opportunity
 to acquire a prime Manhattan location.
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Four Seasons Private Residences
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 212.850.2000.

DIGITAL

SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

- Every Week
- 52x/Year
- Custom content, option to target users by location
- Audience selection by feeder market
- 35% open rate
- 25,000+ recipients

TARGETED AREAS

UK, Germany, Belgium , Netherlands
California, New York, Canada, Australia

PRICE: \$2,500/DEPLOYMENT




DIGITAL

SOTHEBY'S SELECTS E-NEWSLETTERS

- Every Friday
- 52x Year
- Highlights upcoming auction events
- 488,357+ recipients
- 34% average open rate

PRICE: \$2,350*/DEPLOYMENT

*Limited Availability



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas
[SEE MORE](#)



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
© 2018 SOTHEBY'S.COM

DIGITAL

SOTHEBY'S PREFERRED E-NEWSLETTERS

- 11x Year
- Highlights auction dates and invitations
- 4,500 top Sotheby's clients (Preferred)
- 43.7% open rate

PRICE: \$3,000

EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®

DISCOVER MORE!

Elegant Condo Tower
New York, New York



Sotheby's Preferred 1 September 2018



Your Members' Lounge in Hong Kong

The Preferred Members' Lounge returns to the Hong Kong Convention Centre this autumn, open daily from 28 September to 3 October.

LEARN MORE

EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®

DISCOVER MORE!

Elegant Condo Tower
New York, New York



Travel to Hong Kong in Style

Take advantage of special offers and services while you are raising money for our cause, including exclusive hotel rates and private club access.

LEARN MORE



Limited Offer

A Jewelled Garden of Eden

Digital Offerings



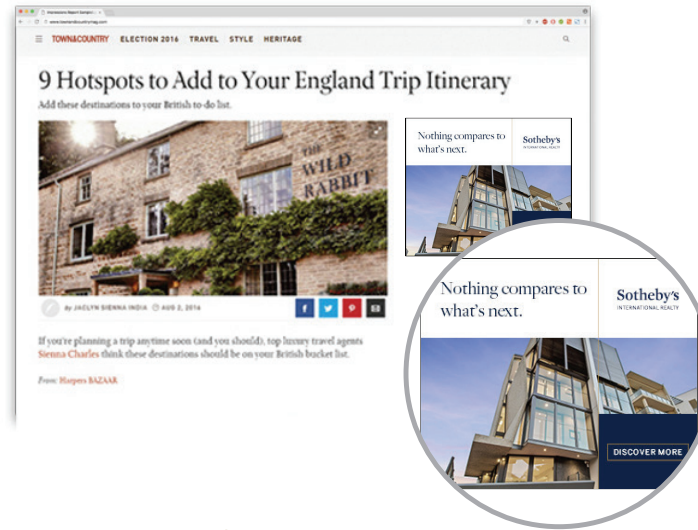
Impressions Campaign

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: **Property Campaigns**
- Flight Dates: **Setpember 2023 - November 2023**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

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

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

LesEchos

Telegraph.co.uk

THE WALL STREET JOURNAL



The West Australian

The Washington Post

NZZ

Forbes

The Sydney Morning Herald
INDEPENDENT. ALWAYS.

FINANCIAL REVIEW

CORRIERE DELLA SERA

Le Monde.fr



Süddeutsche Zeitung

BARRON'S

FOX BUSINESS

nzherald.co.nz

INVESTOR'S BUSINESS DAILY

Frankfurter Allgemeine
FAZ.NET



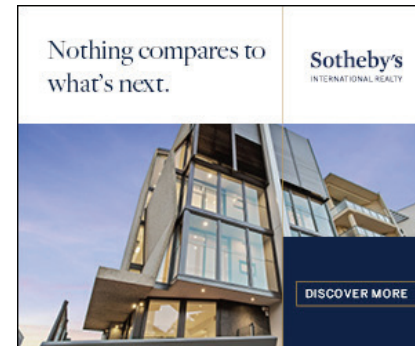
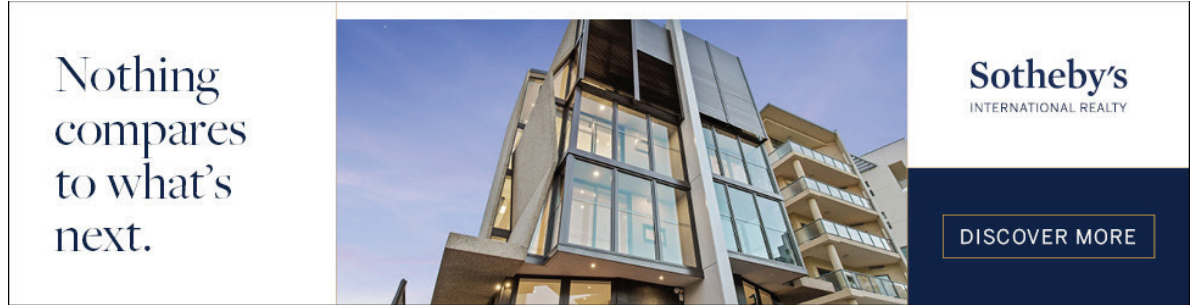
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

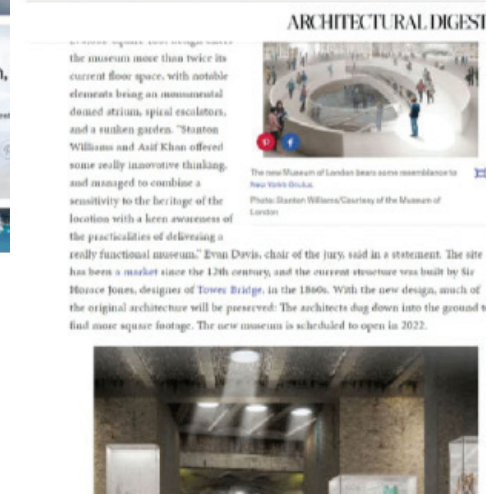
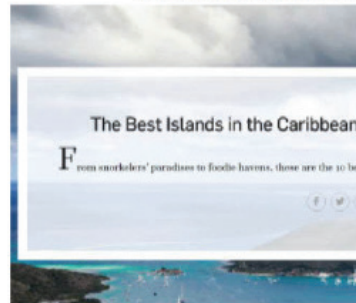
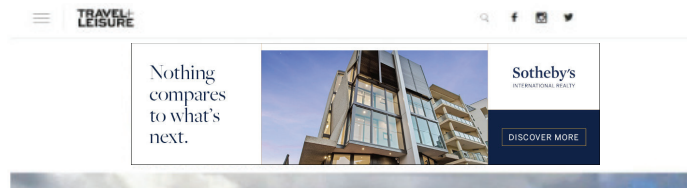
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

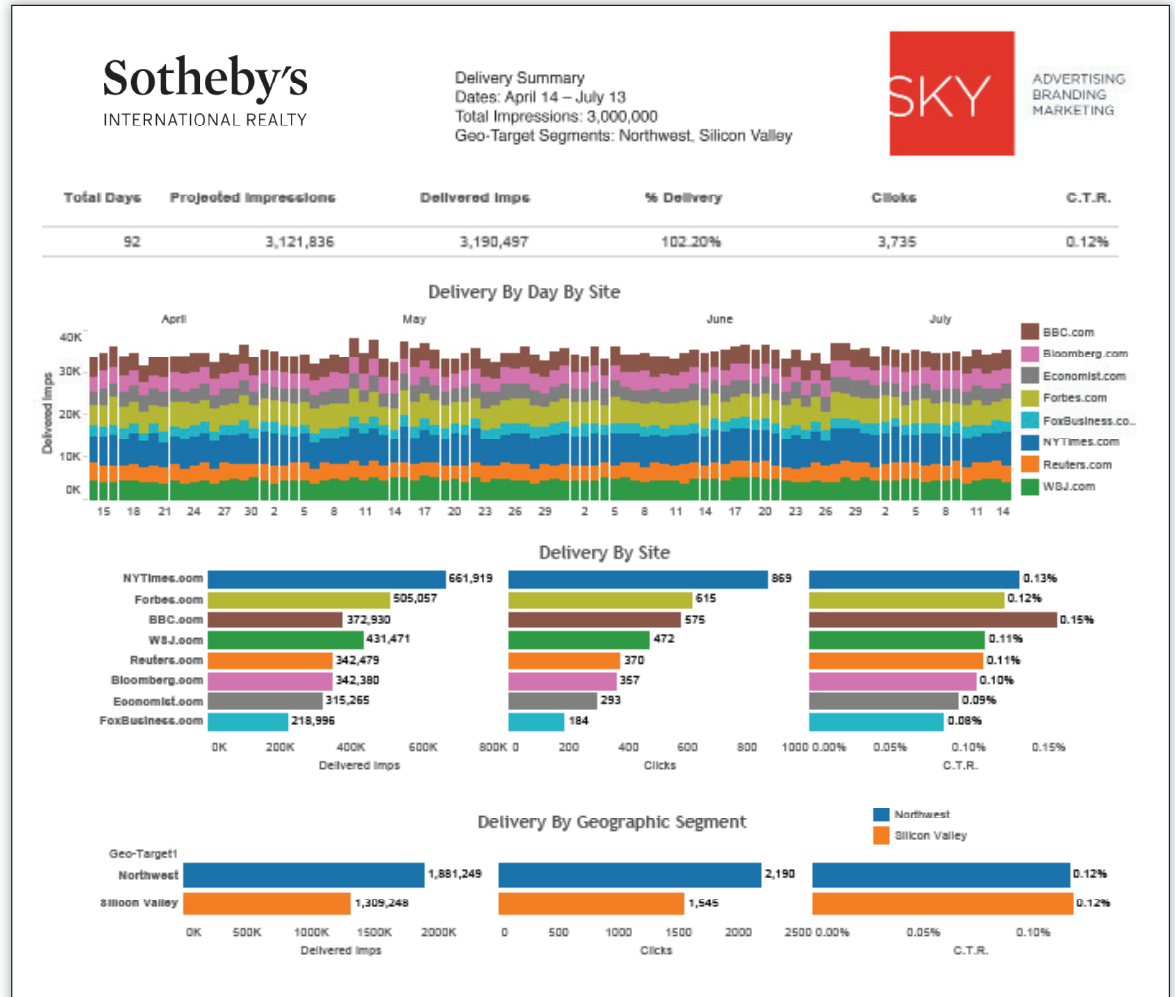


Comprehensive Reporting For Your Customized Campaign

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



Impressions Scheduling

After researching, we have put together an integrated program that targets a high-net-worth audience across London, Frankfurt, Berlin, Munich, Paris, Zurich, Geneva, London, Los Angeles, San Francisco, New York, Washington DC, Chicago, Boston, Wellington, Perth, Brisbane, and Sydney.

The program, with a projected start date of September 15th and will run for three months delivering an estimated 1,500,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience, living in London, Frankfurt, Berlin, Munich, Paris, Zurich, Geneva, London, Los Angeles, San Francisco, New York, Washington DC, Chicago, Boston, Wellington, Perth, Brisbane, and Sydney on global business and finance and news websites.
- A custom intent segment that will allow us to show banners to adults actively searching for Perth area Real Estate and living in London, Frankfurt, Berlin, Munich, Paris, Zurich, Geneva, London, Los Angeles, San Francisco, New York, Washington DC, Chicago, Boston, Wellington, Perth, Brisbane, and Sydney.

SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Reuters.com, AFR.com, and more to extend the overall reach of the program. com, Forbes.com and FoxNews.com.

BEHAVIORAL TARGETING

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

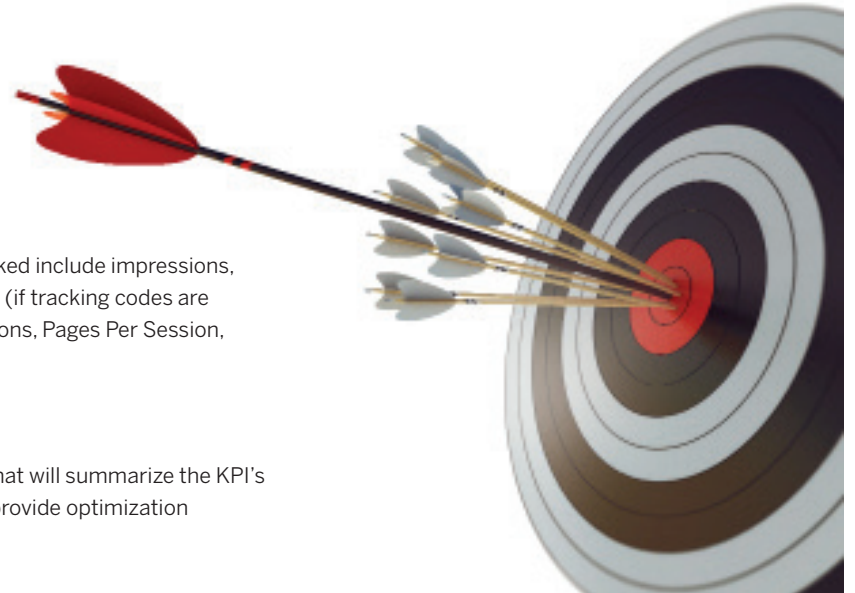
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

MEASUREMENT

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

REPORTING

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



Comprehensive Digital

NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



TARGETING OPTIONS INCLUDE:

- **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 Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
- **Cross Platform Targeting** available from Mobile Conquesting.
- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.
- **Native ads** are proven to have higher levels of engagement than traditional non-native ads, and they get results.

PRICE: STARTING AT \$1,500 PER ONE MONTH

Comprehensive Digital

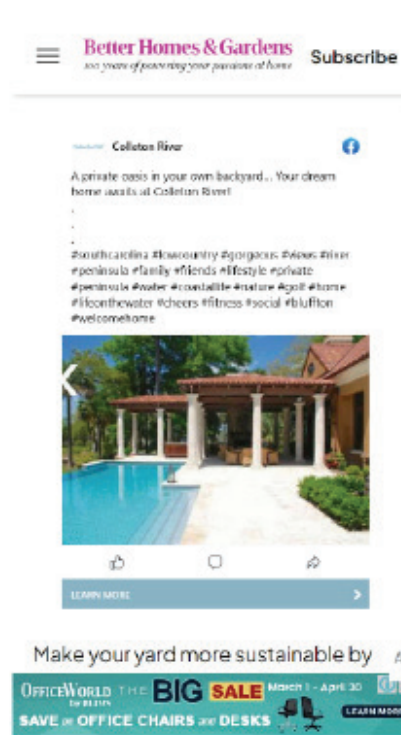
SOCIAL MIRROR ADS

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: STARTING AT \$1,500 PER MONTH

Impressions Scheduling

Check All Western Australia

Digital Campaign Planner



Market Status
Available

| Campaign Duration (9/1/2021-12/31/2021) | Sep-21 | Oct-21 | Nov-21 | Total |
|--|----------------|----------------|----------------|----------------|
| MARKET STATUS | | | | |
| Availability | | | | |
| National Campaign High Bid Month High Bid Month Low Bid National High Bid Month + International Free-Form Available Periods Available Periods Available Periods Free-Form | | | | |
| AVailability | | | | |
| National Campaign Available Periods Available Periods Available Periods Available Periods | | | | |
| | \$1,500.00 | \$1,500.00 | \$1,500.00 | \$4,500.00 |
| MARKET STATUS | | | | |
| Availability | | | | |
| National Campaign High Bid Month High Bid Month Low Bid National High Bid Month + International Free-Form Available Periods Available Periods Available Periods Free-Form | | | | |
| AVailability | | | | |
| National Campaign Available Periods Available Periods Available Periods Available Periods | | | | |
| | \$1,500.00 | \$1,500.00 | \$1,500.00 | \$4,500.00 |
| TOTAL CAMPAIGN IMPRESSIONS: | \$1,500 | \$1,500 | \$1,500 | \$4,500 |
| TOTAL CAMPAIGN INVESTMENT: | \$1,500 | \$1,500 | \$1,500 | \$4,500 |

| | |
|--|---------|
| Available Periods Available Periods | \$1,500 |
| Available Periods Available Periods | \$1,500 |
| Available Periods Available Periods | \$1,500 |
| Available Periods Available Periods | \$1,500 |

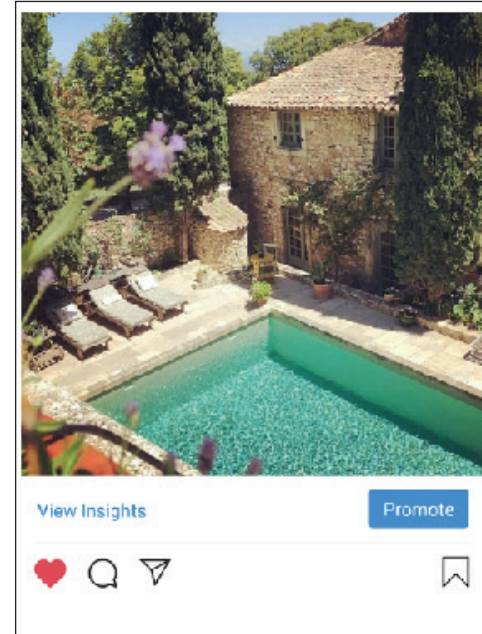
The above is an estimate based on historical inventory of impressions we can deliver (sum of all available impression inventory).
 This Digital Campaign Planner reflects a projection of how the budget above will be allocated by your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

Conde Nast UK

INSTAGRAM @CONDENASTPROPERTY

Ready to jump into action on instagram, @condenastproperty is the fastest growing account at Conde Nast Britain and consistently comes in at No 1 each week on growth and engagement. @condenastproperty has grown organically in 3 years and now has 215K followers.

INSTAGRAM POST: \$ 2,750



Country Life

Country Life is the world's most celebrated magazine of the British way of life, its countryside, properties, and gardens.

Three core audience pillars:

Traditional country champions – wealthy empty nesters enjoying their retirement in the countryside.

Custodians of the land – country dwellers with a deep emotional connection to the countryside.

Discerning Country – a quietly refined group, the most affluent, and willing to spend on the brands that reflect their discerning taste.

- 1.68M Global page views per month
- 352K Social Followers
- 81% Targeted HNWI Audience

E-NEWSLETTER

Published Wednesdays & Saturdays Reach 25,000 loyal readers who are infatuated with property, architecture, the arts, gardening, the countryside, schools and wildlife.

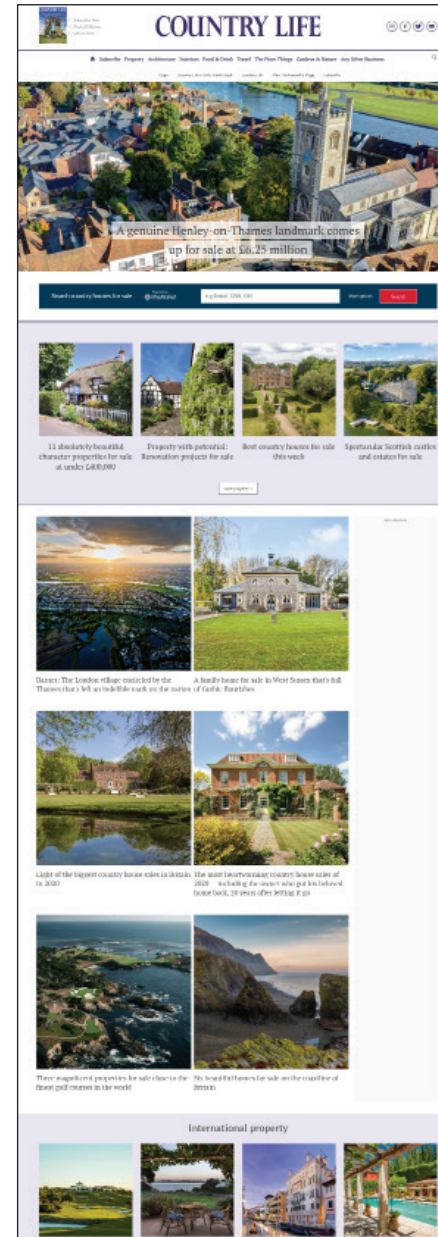
- **19.6%** Average CTR
- **40%** Unique Open Rate

PRICE: \$1,600

E-NEWSLETTER DEDICATED SEND

Published Wednesdays & Saturdays Reach 25,000 loyal readers who are infatuated with property, architecture, the arts, gardening, the countryside, schools and wildlife.

PRICE: \$1,850



Decanter e-Newsletter

Decanter.com is the world's leading online source for up-to-date information on fine wine with a passionate and active following of international wine enthusiasts numbering 540,000 users per month and 1.2 million page views.

- **21,000** daily subscribers
- **28,000** weekly subscribers

PRICE: \$750

Decanter

DIGITAL

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

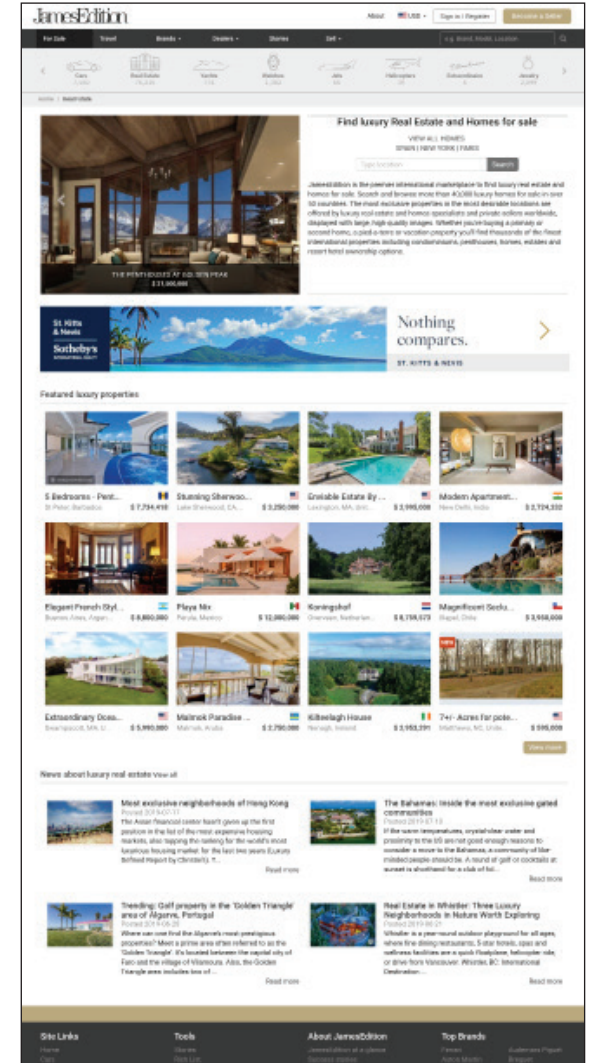
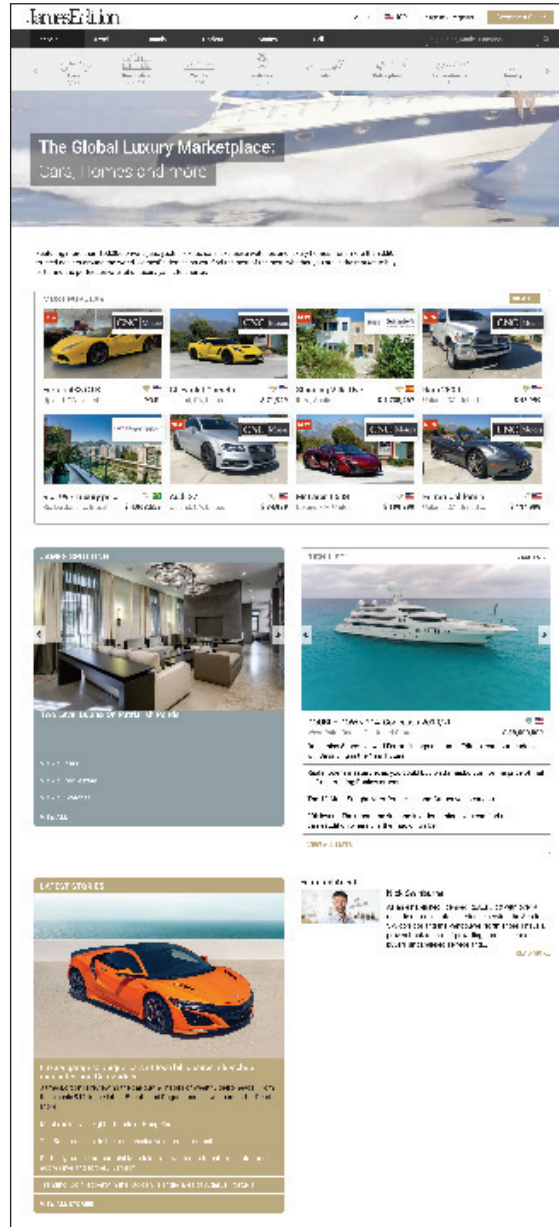
E-NEWSLETTER

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.

LISTING FEATURE: \$1,500



jamesedition.com

ROTATING GALLERY

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

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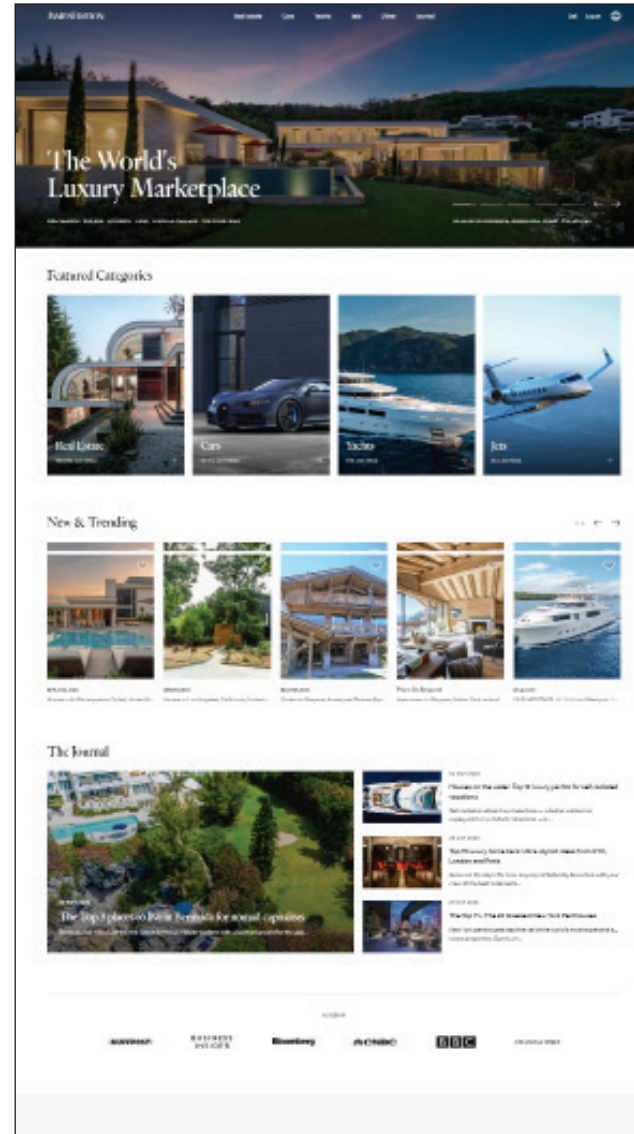
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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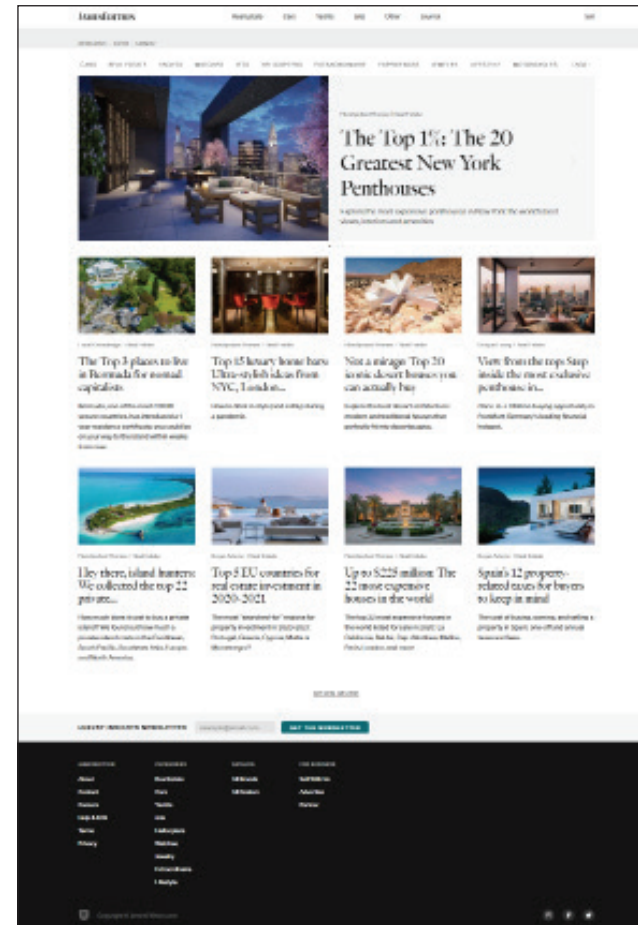
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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.

NEWSLETTER TOP & ARTICLE: \$5,500

NEWSLETTER TRENDING & ARTICLE: \$3,300



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

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

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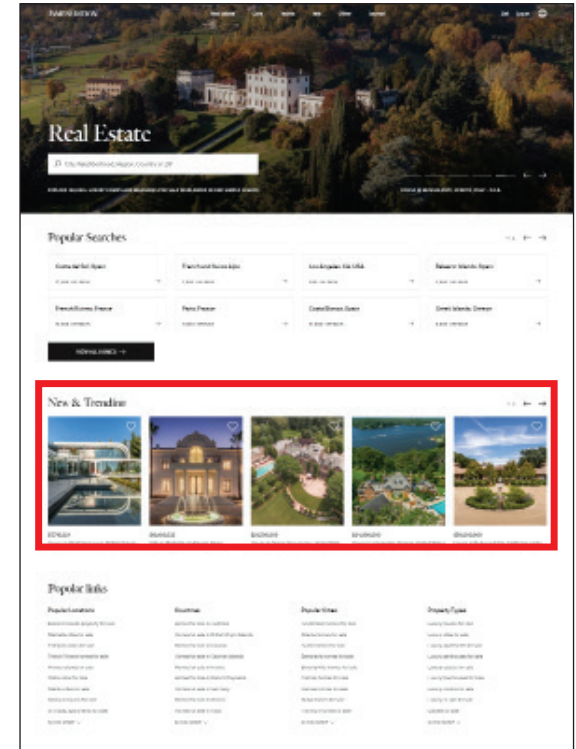
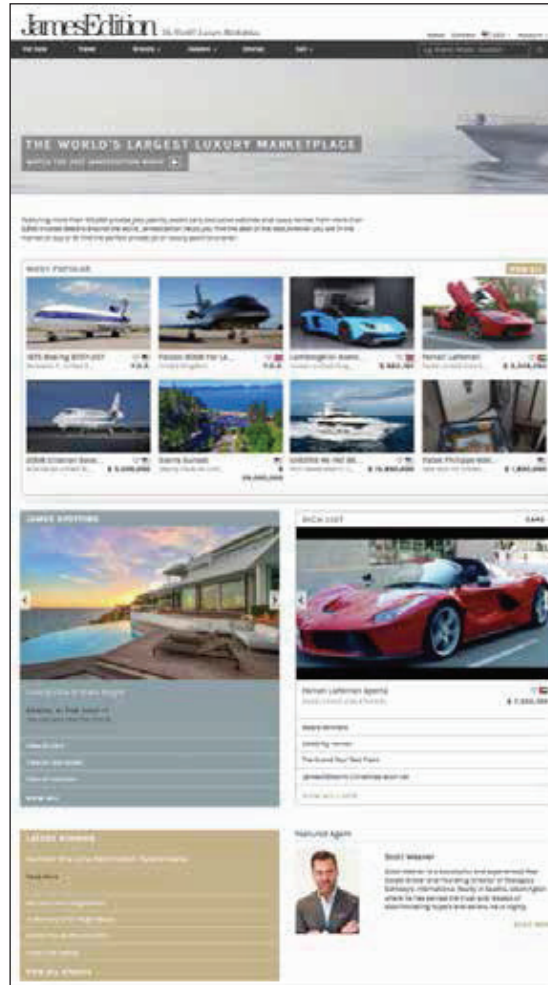
Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE

\$1,200

REAL ESTATE PAGE

\$1,000



jamesedition.com

SOCIAL MEDIA POST

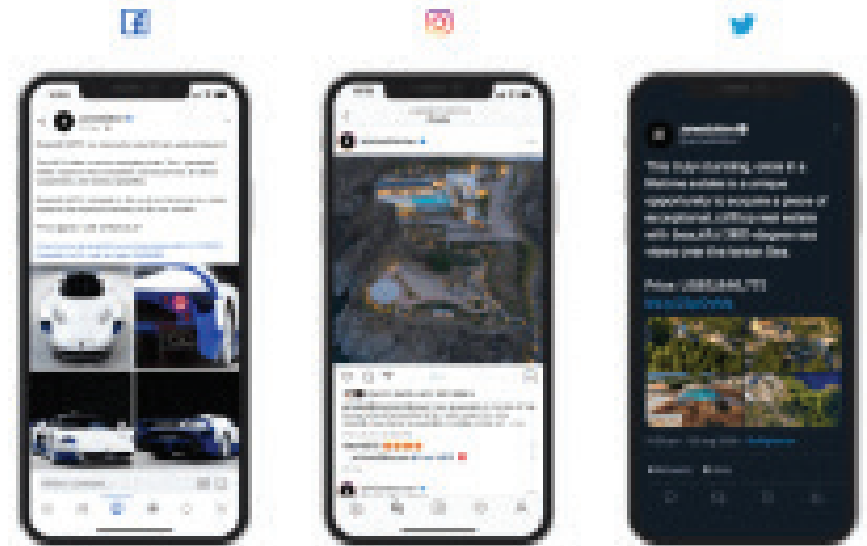
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- Instagram **74.8K**
- Facebook **31.3K**



PHOTO

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

PHOTO: \$500

PHOTO PLUS

- 1-5 featured listings
- 1-10 photos + text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000 PHOTO PLUS

VIDEO

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

VIDEO: \$1,800

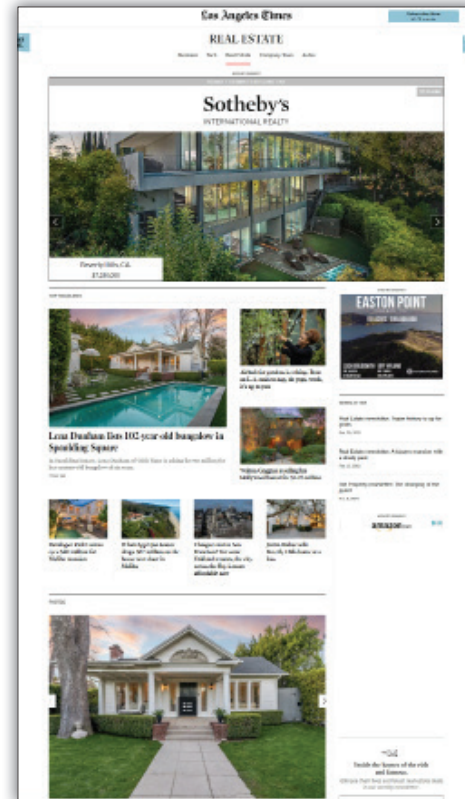
LA Times

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

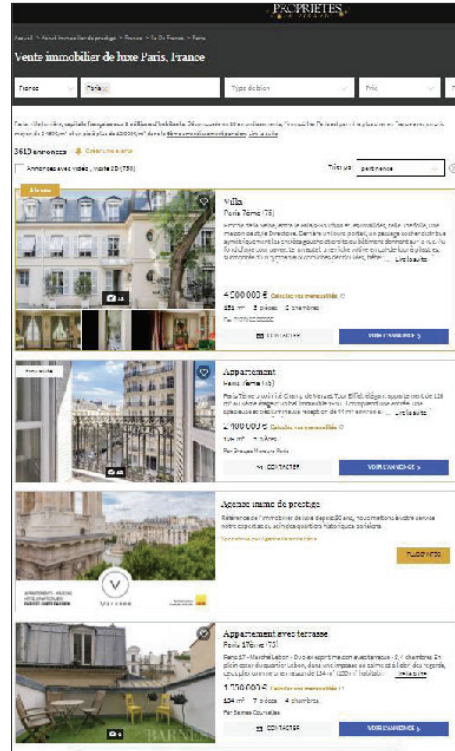
Position your property at the very top of the results page.

FEATURED CITY: \$795/CITY/MONTH

NATIVE AD

Premium display format increases visibility among search results. These placements are also able to appear to users with specific search criteria – castles, manors, etc.

NATIVE PLACEMENT BY CITY: \$500/CITY/MONTH



Luxury Estate

LUXURY ESTATE

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

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

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

SHOWCASE LISTING + ELITE LISTING PACKAGES

PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS.



The Wall Street Journal Online (WSJ.Com)

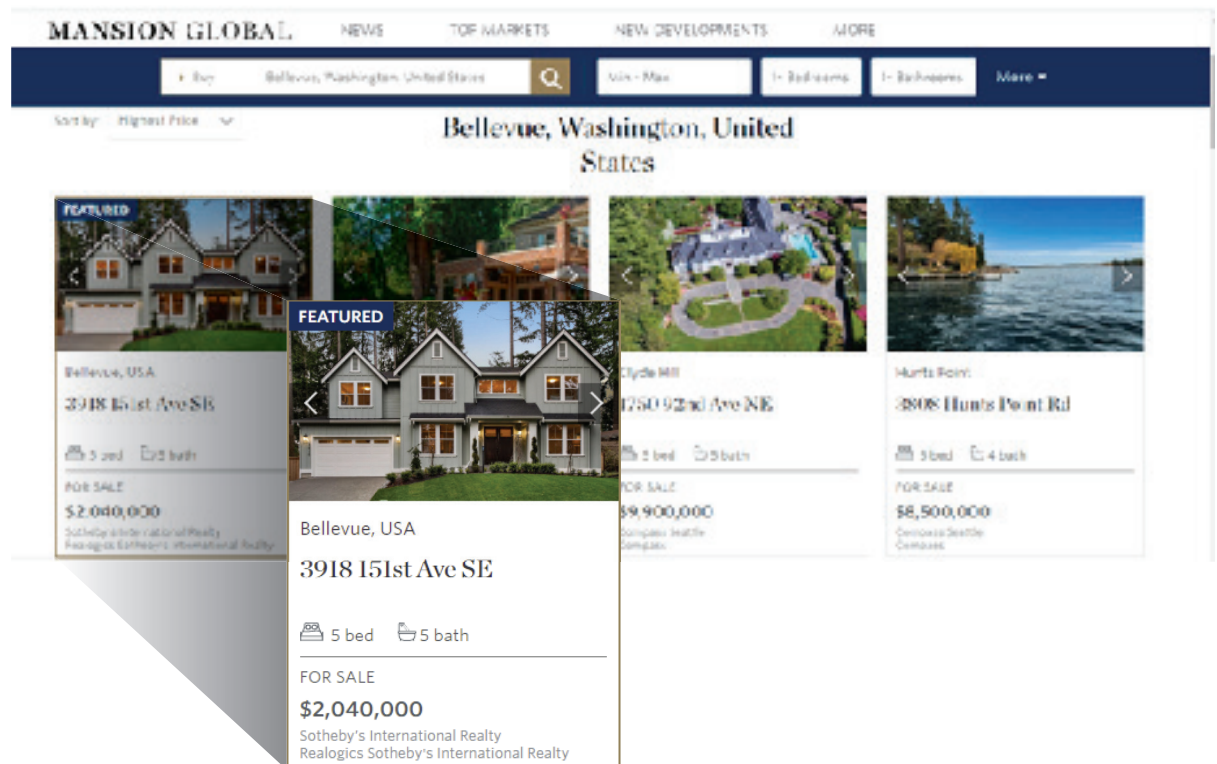
FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

- 10 PROPERTIES: \$1,200
- 25 PROPERTIES: \$2,070
- 100 PROPERTIES: \$5,500

Included with print placement



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

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



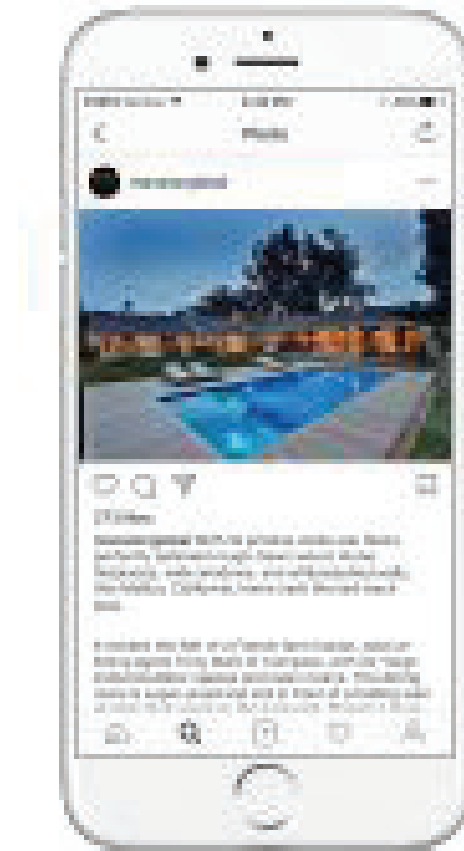
The Wall Street Journal Online (WSJ.Com)

@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**

PRICE: \$1,775

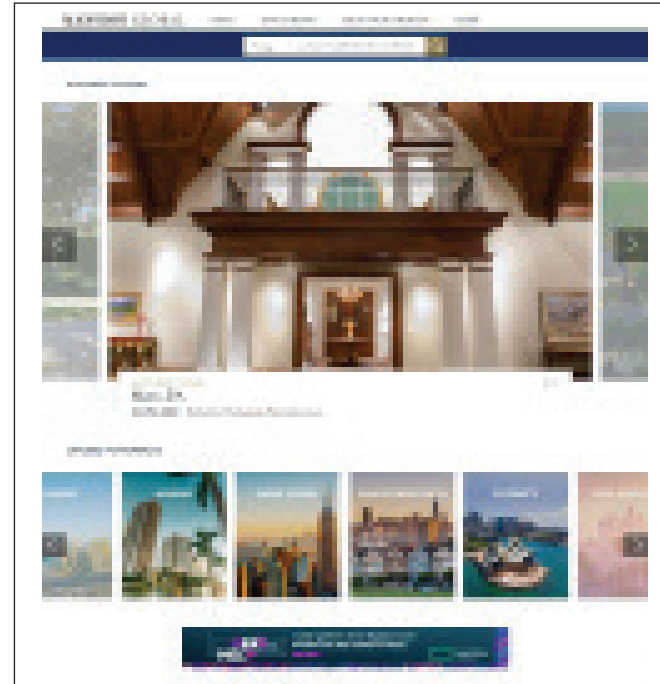


The Wall Street Journal Online (WSJ.Com)

THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

PRICE: \$1,275/MONTH



Print Offerings



The Wall Street Journal

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

- Circulation: **644,424**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **62% / 38%**
- Average HHI: **\$404,217**
- Average age: **50**

PRICE: \$650 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade



THE WALL STREET JOURNAL

WEDNESDAY, MARCH 1, 2020 • VOL. CCLXXXV NO. 52

WSJ.COM

\$\$\$ 5.00

What's News

Fed Cuts Rates Amid Virus Fears

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

Shaky Ground

The world's stock markets have tumbled as investors flee to cash and Treasury bills, sending the Dow Jones Industrial Average down 700 points.

Tennessee Twisters Kill at Least 25

A massive twister tore through the state, killing at least 25 people and destroying homes and businesses.

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

Joe Biden won the New York primary, while Bernie Sanders won a landslide victory in California.

Real Estate Section

Market analysis, luxury property listings, and expert advice for homebuyers and sellers.

Sotheby's International Realty

Nothing compares to what's next.

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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**

PRICE: \$710/SINGLE SPOT, COLOR



The New York Times
 NOVEMBER 5, 2016
 NEW YORK, MONDAY, NOVEMBER 5, 2016

Web's Far Right Can Hear Itself As Trump Talks
By David Mervin

Edge in Polls Might Not Tip House Scales
By David Mervin

Clearing the Smog of One-Step Views
By David Mervin

Partisan Roots Of New Query On the Census
By David Mervin

Called to Serve, Utah Mayor Always Answered
By David Mervin

Offering Little Proof, Republican Accuses Georgia Ricat of 'Hack'
By David Mervin

It's Not Heaven, It's Brooklyn.
By David Mervin

Spending Millions in a Bid to Avoid Sanctions
By David Mervin

Obama's Defeat, Small Army of Lobbyists to Stay Washington
By David Mervin

Keating's 'Hack' Accusation
By David Mervin

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

| | | | | |
|---|--|---|---|---|
| 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 4000 Broadway Heights Blvd 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 |
| 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 |
| 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 |
| 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 |
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| 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 | 1000 S. THE PINNACLES 4 BDR, 3.5 BATH, 2 CAR GARAGE \$1,200,000 |

The New York Times Takeover

Promote your brand and properties in style with this 96 page tabloid insert devoted to Sotheby's International Realty and Delivered high-net worth zip codes. Generous, full-page ad space on heavy, bright white paper ensures an elegant presentation and shelf life.

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

PRICE: \$690 FULL PAGE, COLOR

Includes Digital promotion and Digital Flipbook

Sotheby's
INTERNATIONAL REALTY

Move beyond your expectations.

Nothing compares.
SOtheby's INTERNATIONAL REALTY

© 2022 Sotheby's International Realty, Inc.

72 Post Road, Old Westbury, NY

72 Post Road
\$ 811 (4 BK) (1,514,000)
5,470 SQ FT
4 BDRM
5 BATH
3 CAR GARAGE
100% CASH OFFER REQUIRED
Call today for more information. This property is being sold as-is. No warranties or representations are made by Sotheby's International Realty, Inc. or its agents.

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Sandbanks
Exuma, The Bahamas

Sandbanks
Exuma, The Bahamas
\$ 1,200,000
5,000 SQ FT
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5 BATH
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5305 Carlsbad Boulevard, Carlsbad, CA 92008

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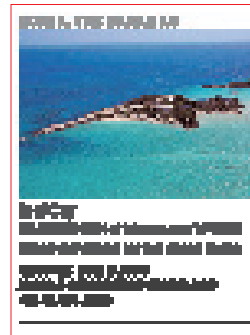
Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

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

\$730 PROPERTY SPOT, COLOR

Global



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: \$610

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.
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- **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**



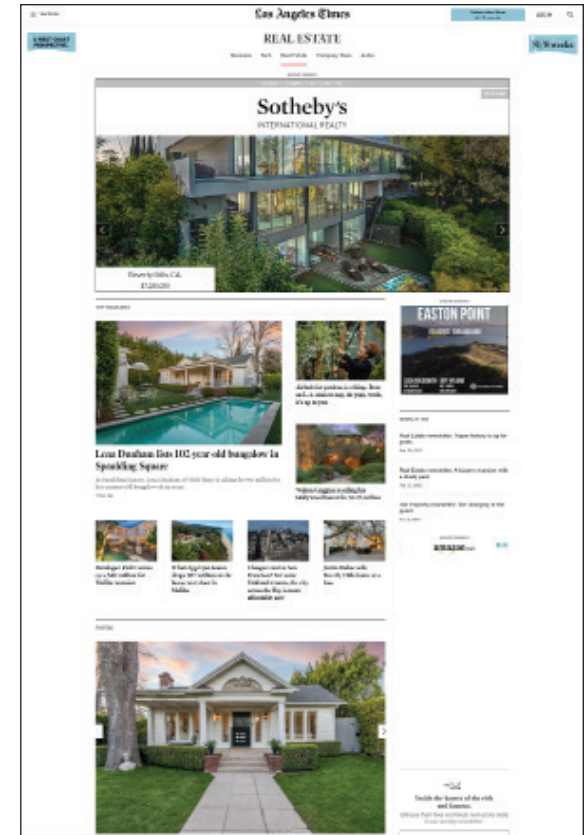
LA TIMES DIGITAL LIGHTHOUSE

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: \$390/SPOT

Full color with 30 day Lighthouse Placement



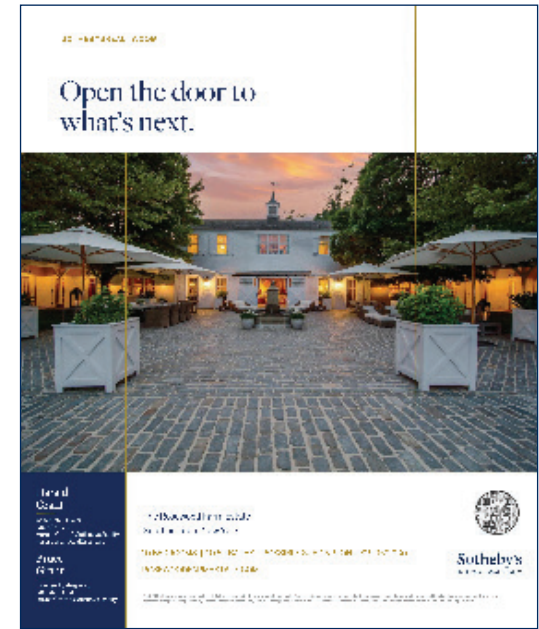
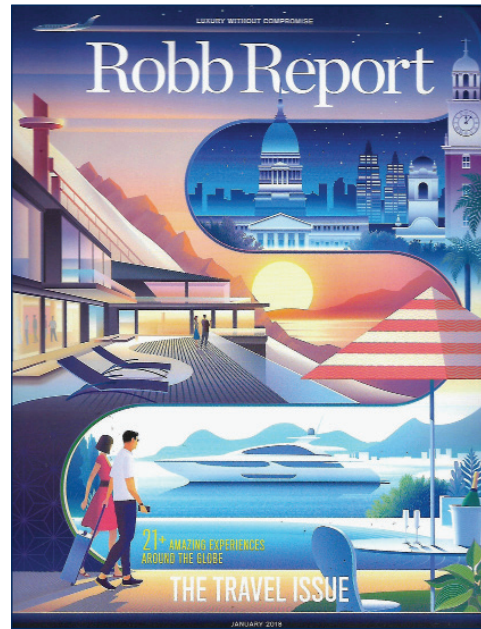
Robb Report

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.

- Audience: **324,000**
- Average Age: B
- Male / Female Ratio: **79/21**
- Average HHI: **\$484,000**
- Average HNW: **\$2,800,000**

PROPERTY SPOT, COLOR: \$830

Global



NAPA VALLEY, CALIFORNIA

CampusEstateAndVineyards.com
\$18,500,000
 St. Helena Brokerage
ARTHUR D. GOODRICH
 arthur.goodrich@sothebysrealty.com +1 435.755.8775

Sotheby's INTERNATIONAL REALTY Nothing compares to what's next.

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| <p>NAPA VALLEY, CALIFORNIA</p> <p>CampusEstateAndVineyards.com \$18,500,000 St. Helena Brokerage ARTHUR D. GOODRICH arthur.goodrich@sothebysrealty.com +1 435.755.8775</p> | <p>NAPA VALLEY, CALIFORNIA</p> <p>6300 Orion Ave.com \$3,300,000 The Sotheby's International Realty STEVEN MULLINS steve@stevemullins.com +1 330.502.4667</p> | <p>BRASHEAR, FLORIDA</p> <p>8900 44th Avenue \$3,495,000 sothebysrealty.com/46465297 One Sotheby's International Realty GINNY O'DARE & MAZIE REDAN ginnyo@sothebysrealty.com +1 772.234.5706</p> |
| <p>VERO BEACH, FLORIDA</p> <p>905 Winding River Road \$3,200,000 sothebysrealty.com/46509977 One Sotheby's International Realty MARIE BEGAN marie@marie.com +1 772.321.6040</p> | <p>WELAKA, FLORIDA</p> <p>603 Front Street \$1,400,000 sothebysrealty.com One Sotheby's International Realty MAZIE BEGAN marie@marie.com +1 772.321.6040</p> | <p>NEW YORK, NEW YORK</p> <p>13 Street 793 Street \$23,000,000 East Side Manhattan Brokerage AMANDA FIELD, JORDAN & MIKE FIELD amanda@sothebysrealty.com +1 212.468.7796</p> |
| <p>LITTLETON, NORTH CAROLINA</p> <p>1907 Flatop Cliffs Drive \$20,750,000 sothebysrealty.com/46147274 Premier Sotheby's International Realty MARLYN WRIGHT marlyn@sothebysrealty.com +1 919.375.3950</p> | <p>BAINBRIDGE ISLAND, WASHINGTON</p> <p>BainbridgeLuxeLiving.com \$5,480,000 Real Estate Sotheby's International Realty SHAYNE TURBON shayne@sothebysrealty.com +1 206.476.1667</p> | <p>OLD FORT BAY, THE BAHAMAS</p> <p>Krystal House \$25,000,000 sothebysrealty.com/46148232 Sotheby's International Realty GEORGE DAMIANOS george@sothebysrealty.com +1 342.64.4969</p> |

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SOOTHEBY'S REALTY.COM


London Daily Telegraph

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

• Saturday Circulation: **401,000**

PRICE: \$750 PROPERTY SPOT, COLOR

NASSAU, THE BAHAMAS





Cable Beach: Bayroc Penthouse 6
\$2,050,000 | sbhahamas.com/id/166VY4
Bahamas Sotheby's International Realty

SAMIRA COLEBY
samira.coleby@sbhahamas.com +1 242.376.6248

Sotheby's
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| <p>NASSAU, THE BAHAMAS</p>  <p>Cable Beach: Bayroc Penthouse 6 \$2,050,000 sbhahamas.com/id/166VY4 Bahamas Sotheby's International Realty</p> <p>SAMIRA COLEBY samira.coleby@sbhahamas.com +1 242.376.6248</p> | <p>PARADISE VALLEY, ARIZONA</p>  <p>4130 East Randy McCreath Road \$6,000,000 sothebysrealty.com/az/paradise Paradise Valley Sotheby's International Realty</p> <p>FRANK A. SASS frank.sass@sotheby.com +1 480.356.0242</p> |
| <p>NAPA, CALIFORNIA</p>  <p>2334 Atlas Peak \$8,000,000 Napa County - St. Helena Winegrape</p> <p>ARTHUR GOODMAN arthur.goodman@sotheby.com +1 415.726.8771</p> | <p>CALISTOGA, CALIFORNIA</p>  <p>Kratz Valley Modern \$5,495,000 Yuba County - Sonoma Winegrape</p> <p>BOB PENNYPACKER JERO ZIEDRON bo.penny@sotheby.com +1 707.799.0002</p> |
| <p>LOUISVILLE, KENTUCKY</p>  <p>37581 HyperDrive Road \$7,690,000 Landon Sotheby's International Realty</p> <p>MARIE B. BARNARD marie.barnard@sotheby.com +1 855.543.0332</p> | <p>MAINTED, NORTH CAROLINA</p>  <p>31 Bellair Point \$2,365,000 sothebysrealty.com/nc/31bellair Landon Sotheby's International Realty</p> <p>HEATHER MOLLY heather.molly@sotheby.com +1 252.252.2929</p> |

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November 8 • November 8, 2020

Schoolgirl to superstar in 73 days
How Emma Raducanu made sporting history

The Daily Telegraph

INSIDE
John Lodon: 'The Sex Pistols have ceased to exist'

Mary Cheryll's diaries
'My love for Papi is almost a religion'

Character homes
Discover the most viewed properties on Rightmove

Face masks will be back if virus cases surge in autumn

UK's rush
Is Cornwall sitting on a mining fortune?

NEWS BERTING
Calm more influenza
Climate change news

US judge rules against Apple on tax

Lord Shovel
The essence of Bill is revealed

Anger at lack of Rishi for a second

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Discover the most viewed properties on Rightmove

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Climate change news

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Anger at lack of Rishi for a second

Schedule,
Pricing & Reach



Proposed Schedule, Pricing & Reach 2023

| Media | Ad Description | September | October | November | December | Media Total | Reach |
|--|--|-------------|-------------|-------------|----------|-------------|-----------|
| Sotheby's Auction House: Print | | | | | | | |
| Sotheby's Magazine | Quarter Page | | | | \$ 80.00 | \$ 80.00 | 20,000 |
| Sotheby's Auction House: Digital | | | | | | | |
| Sotheby's Selects Geo-Targeted Email | | | | | | | |
| Sotheby's Selects Geo-Targeted Email | UK, Germany, Belgium, Netherlands | \$ 2,500.00 | | | | \$ 2,500.00 | 25,000 |
| Sotheby's Selects Geo-Targeted Email | California, New York, Canada, Australia | | \$ 2,500.00 | | | \$ 2,500.00 | 25,000 |
| Sotheby's Selects Newsletter | Sotheby's Selects Newsletter | | | \$ 1,800.00 | | \$ 1,800.00 | 488,897 |
| Digital | | | | | | | |
| Million Impressions* | | | | | | | |
| Million Impressions | Digital Banner Program | \$ 1,625.00 | \$ 1,625.00 | \$ 1,625.00 | | \$ 4,875.00 | 1,380,000 |
| Million Impressions | Targeting - North America, Europe, Australia | | | | | | |
| Comprehensive Digital | | | | | | | |
| Social Mirror | Behavioral Custom program | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | | \$ 4,500.00 | 380,000 |
| Native Display | Behavioral Custom program | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | | \$ 4,500.00 | 380,000 |
| Conde Nast UK | | | | | | | |
| Conde Nast UK | Instagram | \$ 2,700.00 | | | | \$ 2,700.00 | 380,000 |
| Decanter | | | | | | | |
| Decanter | Wine e-Newsletter | \$ 750.00 | \$ 750.00 | | | \$ 1,500.00 | 88,000 |
| Nob Hill Gazette | | | | | | | |
| Nob Hill Gazette San Francisco, Paris OTM On the Market e-Newsletter | | \$ 500.00 | \$ 500.00 | | | \$ 1,000.00 | 55,000 |
| JamesEdition | | | | | | | |
| Rotating Gallery Real Estate Page | Featured Banner | \$ 1,800.00 | | | | \$ 1,800.00 | 730,000 |
| Featured Article and e-Newsletter on e-Newsletter | | | | \$ 1,800.00 | | \$ 1,800.00 | 284,000 |
| News & Trending Home Page | Featured Spot | | \$ 1,200.00 | | | \$ 1,200.00 | 36,800 |
| Social Middle | Listing Feature | \$ 1,800.00 | | \$ 500.00 | | \$ 1,300.00 | 286,000 |
| LA Times | | | | | | | |
| Lighthouse Fixed Position - Not Prop | Lighthouse Fixed Position - Not Prop | | | | | \$ - | 425,000 |
| Le Figaro | | | | | | | |
| Headline Search | Featured City | \$ 795.00 | | | | \$ 795.00 | |
| Native Ad | Native placement by City | \$ 500.00 | | | | \$ 500.00 | |
| WSJ.com | | | | | | | |
| News Global Homepage | News Global Homepage | \$ 1,150.00 | | | | \$ 1,150.00 | 184,000 |
| Property upgrades | Property upgrades | | Bows | Bows | Bows | \$ - | |
| News Global Homepage Featured | News Global Homepage Featured Listing Module | \$ 1,275.00 | | | | \$ 1,275.00 | 184,000 |
| News Global Instagram | News Global Instagram | | | \$ 1,775.00 | | \$ 1,775.00 | 39,300 |
| Country Life | | | | | | | |
| Country Life | Weekly e-Newsletter | \$ 1,800.00 | | | | \$ 1,800.00 | 25,000 |
| Country Life | e-Newsletter Dedicated Send | | \$ 1,800.00 | | | \$ 1,800.00 | 25,000 |
| Luxury Estate | | | | | | | |
| Luxury Estate | Showcase Listing + 30% Listing Pack | \$ 1,800.00 | | | | \$ 1,800.00 | |

Proposed Schedule, Pricing & Reach 2023

Print

| | | | | | | |
|---|--|-----------|-----------|-------------|-----------|------------------|
| The Wall Street Journal | | | | | | |
| The Wall Street Journal - National | Property Spot/Digital Reserved Pr | \$ 650.00 | \$ 650.00 | \$ 650.00 | \$ | 1,850.00 |
| The New York Times | | | | | | |
| The New York Times | Property Spot - Monday/Thursday | \$ 710.00 | \$ 710.00 | \$ 710.00 | \$ | 1,570.00 |
| The New York Times Timesover | Full page w/ Digital promotion | \$ 680.00 | | \$ 680.00 | \$ | 1,880.00 |
| The New York Times International Edition | | | | | | |
| The New York Times International Ed | Property Spot | \$ 570.00 | \$ 570.00 | \$ 570.00 | \$ | 1,730.00 |
| Financial Times | | | | | | |
| Financial Times | Property Spot | \$ 730.00 | \$ 730.00 | \$ 730.00 | \$ | 1,590.00 |
| Le Figaro | | | | | | |
| Full Page | Full Page | | | \$ 1,500.00 | \$ | 1,500.00 |
| The Los Angeles Times | | | | | | |
| The Los Angeles Times | Hot Property - Rising + digital rights | \$ 580.00 | | | \$ | 580.00 |
| The Los Angeles Times | Timesover | \$ 610.00 | | \$ 610.00 | \$ | 1,220.00 |
| Robb Report | | | | | | |
| Robb Report | Property Spot | | | \$ 880.00 | \$ | 880.00 |
| London Daily Telegraph | | | | | | |
| London Daily Telegraph | Property Spot | | \$ 750.00 | \$ 750.00 | \$ | 1,500.00 |
| TOTAL | | | | | \$ | 61,880.00 |

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