



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

550 Front Street
#3001/#3004
Advertising and
Marketing Program

Pacific | Sotheby's
INTERNATIONAL REALTY

Table of Contents

03 INTRO

04 DIGITAL

- 05 Geofencing - Event and Location
- 06 Comprehensive Digital
- 08 Chicago Tribune
- 09 Imagine
- 10 Nob Hill Gazette
- 11 JamesEdition.com
- 12 LA Times
- 14 WSJ.com

16 PRINT

- 17 The Wall Street Journal
- 18 The New York Times Takeover
- 19 Architectural Digest
- 20 Chicago Tribune
- 21 Financial Times
- 22 The Los Angeles Times

23 SCHEDULE, PRICING & REACH

- 24 2023



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 550 Front Street #3001/#3004

SKY Advertising is excited to present to Pacific Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 550 Front Street #3001/#3004.

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 San Diego.

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

**LET'S DO
GREAT THINGS TOGETHER**

JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

JIMMY CINTRÓN
Account Executive
212-677-0083
jimmy@skyad.com

Digital Offerings

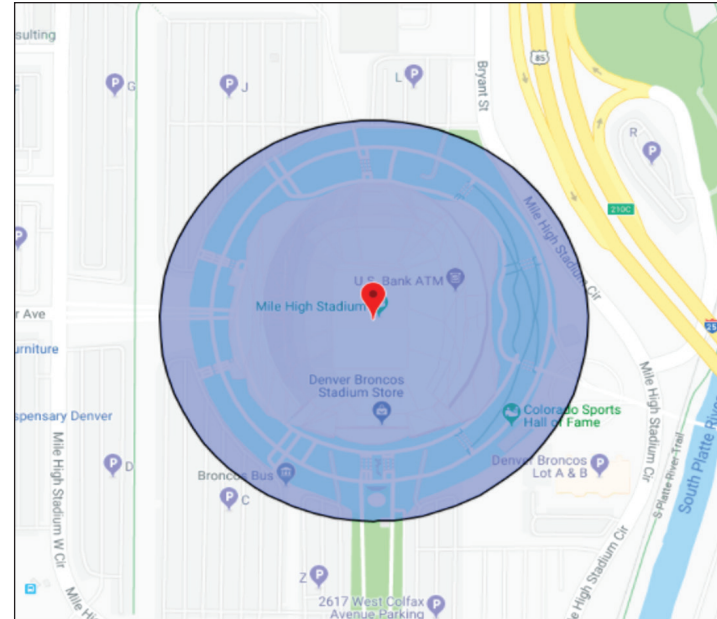


Sotheby's
INTERNATIONAL REALTY

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

TARGET SPECIFIC EVENTS AND LOCATIONS

- From **\$1,500/month**

Comprehensive Digital

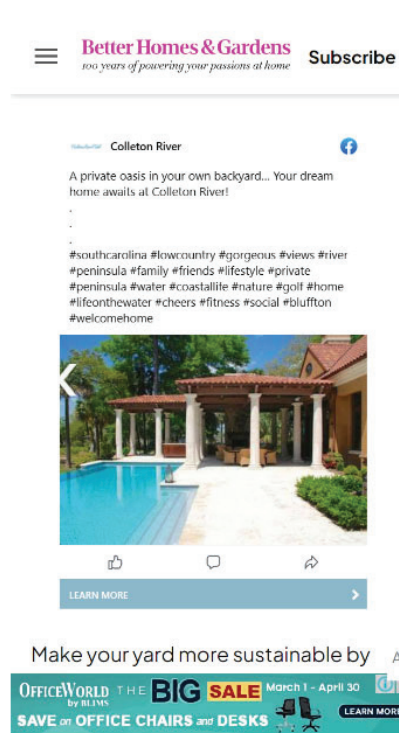
SOCIAL MIRROR ADS

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.

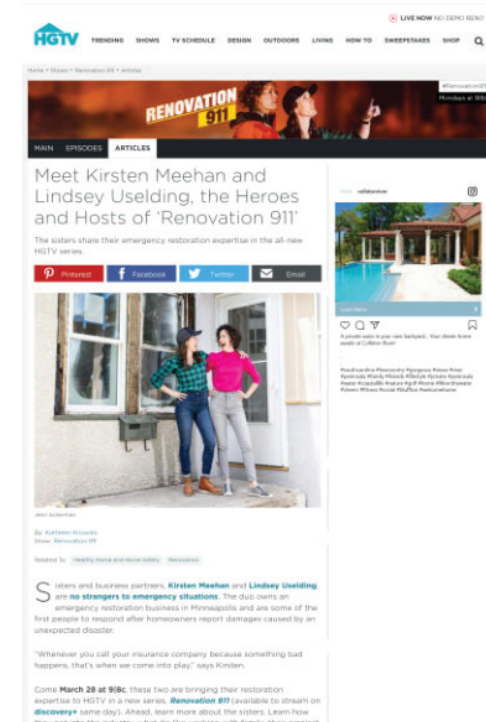
Ads can be display, video, OTT across connected TVs or carousel.



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



Comprehensive Digital

Client: Pacific SIR

Digital Campaign Planner



Date Created: 8/21/2023

GEOGRAPHIC TARGET:

Chicago, IL; San Francisco, CA;
Los Angeles, CA; Dallas, TX
Houston, TX; New York, NY

Campaign Duration: 09/01/2023-12/01/2023	Sep-23	Oct-23	Nov-23	Total
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth AND House and Apartment Hunting; Real Estate - Apartments; Apartment Hunters; Luxury Second Home Owners; Plans to Buy Second Home; Likely In Market Timing - Buy a Vacation or Second Home; Luxury Home Owners				
Keyword Targeting				
Total Potential Impressions	100,000	100,000	100,000	300,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
TOTAL CAMPAIGN IMPRESSIONS:	100,000	100,000	100,000	300,000
TOTAL CAMPAIGN INVESTMENT:	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00

Social Mirror Ads Available Monthly Impressions Estimate:	250,034
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	39.99%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

Imagine

DIGITAL MAGAZINE

IMAGINE digital is a strategic evolution of Jameson Sotheby's International Realty's industry-leading print edition. With each issue launch, a hyper-targeted digital campaign is triggered to target Chicagoland affluent consumers, developers, agents and Sotheby's International Realty affiliates in key feeder markets.

Using luxury behavioral targeting, the magazine achieves digital exposure to a curated list of serious real estate intenders, while strategically positioning each issue locally and internationally through an elevated custom digital Media Plan.

- Average HHI: **\$355K**
- Average Net Worth: **\$1.625m**
- Average Age: **46**

CHICAGOLAND FOCUSED
FULL PAGE: \$1,200



DIGITAL

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



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

SOCIAL MEDIA POST

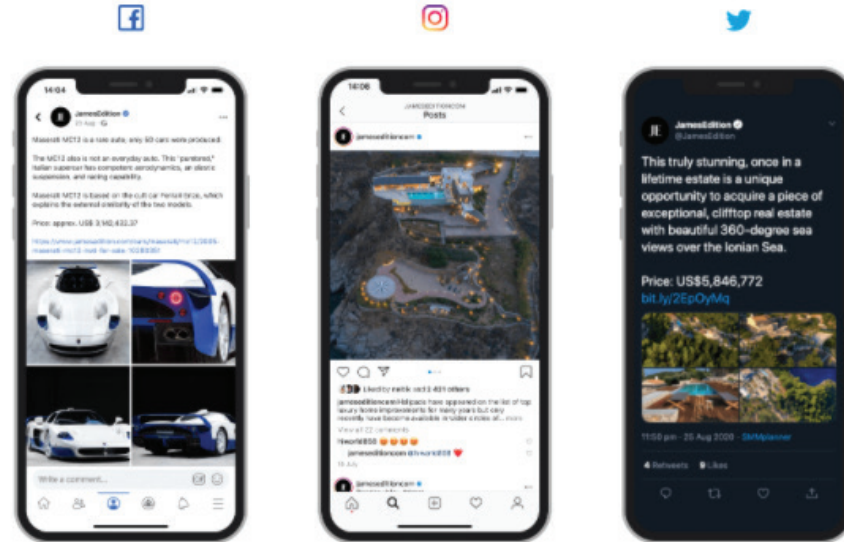
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

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

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

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



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

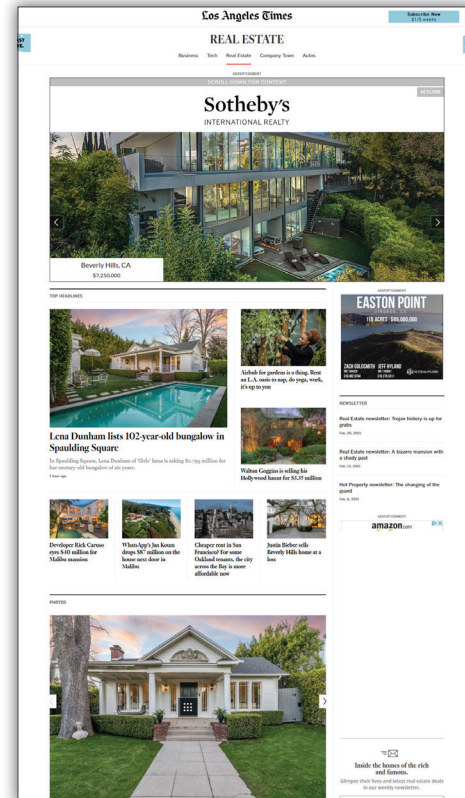
LA Times

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**



DIGITAL

LA Times

CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

PRICE: \$1,350/DEPLOYMENT

Los Angeles Times

The Wall Street Journal Online (WSJ.Com)

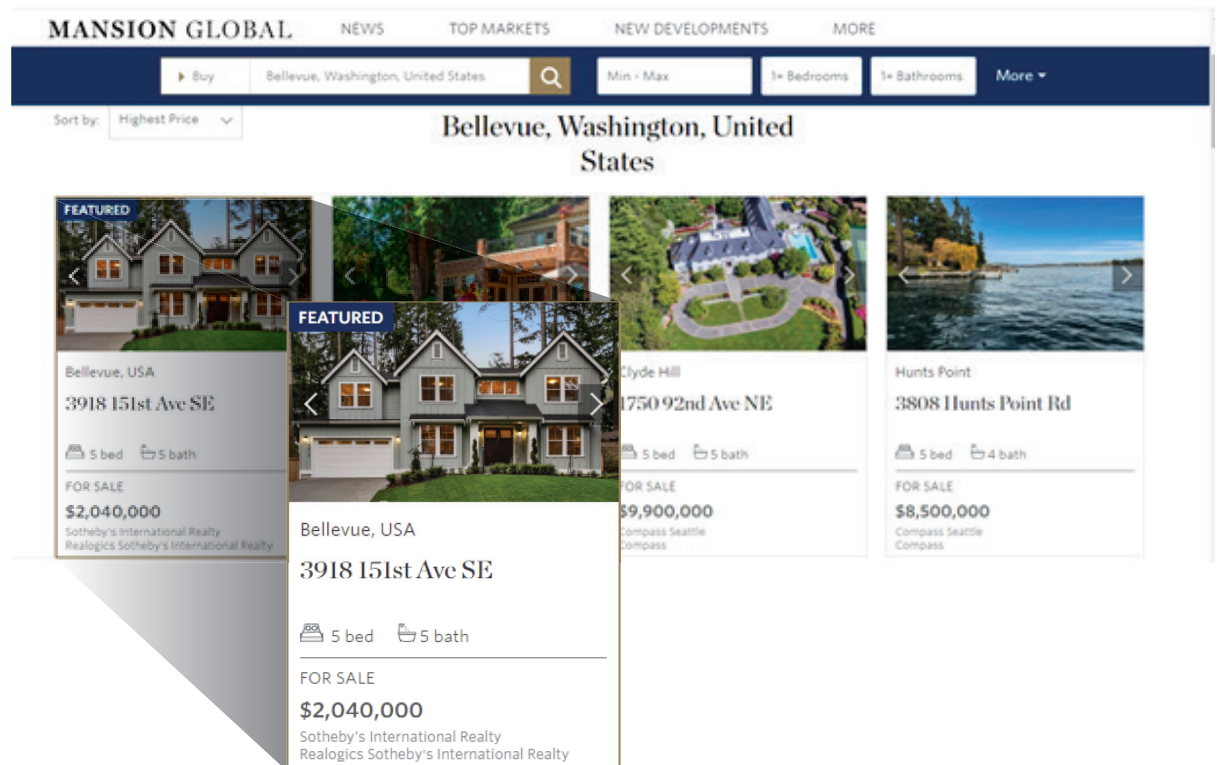
FEATURED PROPERTY UPGRADES

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

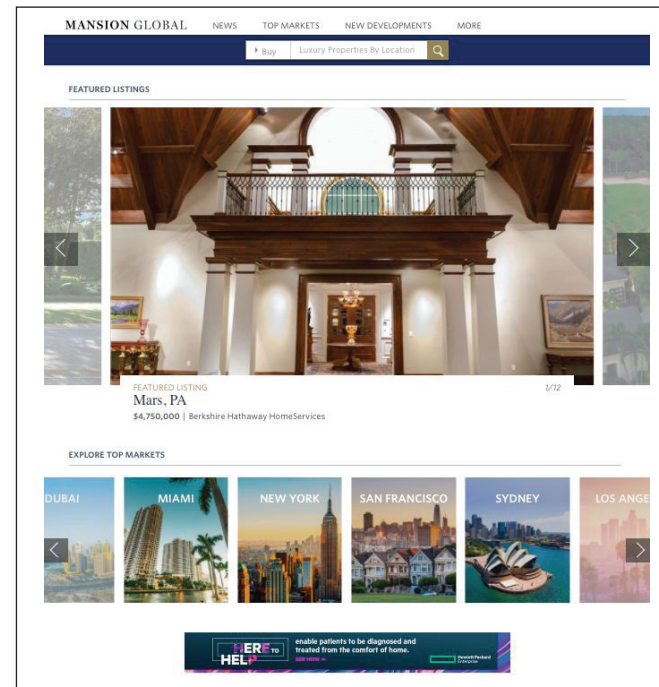


The Wall Street Journal Online (WSJ.Com)

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



Sotheby's
INTERNATIONAL REALTY

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

EXUMA, THE BAHAMAS



Leaf Cay
 \$19,995,000 USD | sirbahamas.com/id/46931
 Bahamas Sotheby's International Realty
GEORGE DAMIANOS
 george.damianos@sirbahamas.com
 +1 242.424.9699

THE WALL STREET JOURNAL

WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 52 • WSJ.com • \$4.00

What's News

Business 2 Finance

The Fed expanded an emergency bill program to help small businesses survive the coronavirus epidemic. The Fed also cut the discount rate to 0% and lowered the target for the federal funds rate to 0-0.25%.

Target, Kohl's and other retailers made new store announcements during the coronavirus outbreak.

Banking has been hit hard by the Fed's move to lower the discount rate.

Investment managers are looking for ways to protect portfolios from the coronavirus outbreak.

As an asset that has performed well in times of crisis, gold is being bought up by investors.

Oil prices fell as demand for the fuel drops.

China is expected to receive a record amount of U.S. aid.

U.S. aid to China is expected to be a record.

U.S. aid to China is expected to be a record.

Fed Cuts Rates Amid Virus Fears

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

The Federal Reserve cut its benchmark rate to 0% and lowered its target for the federal funds rate to 0-0.25%.

The move is the first since the 2008 financial crisis, and the Fed also cut the discount rate to 0%.

The Fed also announced a new program to help small businesses survive the coronavirus epidemic.

The Fed also lowered the target for the federal funds rate to 0-0.25%.

The Fed also cut the discount rate to 0%.

Tennessee Twisters Kill at Least 25

Tornadoes ripped through the state while many residents fled, according to the National Weather Service.

The tornadoes killed at least 25 people and injured many others.

The National Weather Service said the tornadoes were the deadliest in the state since 1954.

The National Weather Service said the tornadoes were the deadliest in the state since 1954.

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

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

Biden won the California primary, which was the first of several states to hold a primary.

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Shaky Ground

The market's recent move Tuesday allowed the stock market to close higher, but investors remain nervous about the coronavirus outbreak.

The market's recent move Tuesday allowed the stock market to close higher, but investors remain nervous about the coronavirus outbreak.

World-Wide

U.S. aid to China is expected to be a record.

U.S. aid to China is expected to be a record.

U.S. aid to China is expected to be a record.

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

 Leaf Cay \$19,995,000 USD sirbahamas.com/id/46931 Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@sirbahamas.com +1 242.424.9699	 4129 East Sandy Mountain Road Paradise Valley, AZ 85032 Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 480.368.0240	 10778 East Hornsbeck Drive Scottsdale, AZ 85260 Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 480.368.0240	 6907 North 43rd Street Scottsdale, AZ 85260 Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 480.368.0240	 151 Via Vista Road Atherton, CA 94511 Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 925.951.2874
 12770 Sycamore Way Folsom, CA 95630 Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 925.951.2874	 3011 Kensington Road Piedmont, CA 94610 Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 925.951.2874	 2715 Golden Gate Blvd Folsom, CA 95630 Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 925.951.2874	 2710 Ocean Street San Diego, CA 92109 Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 925.951.2874	 1001 Hyde Street San Francisco, CA 94109 Sotheby's International Realty WENDY STOROCK wendy.storock@sirbahamas.com +1 415.774.8000
 1100 West Street Greenwood, CT 06430 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 2000 West Street Hartford, CT 06106 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 1100 West Street Miami Beach, FL 33139 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 1100 West Street Orlando, FL 32819 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 1100 West Street West Palm Beach, FL 33411 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743
 1100 West Street Albany, MA 01702 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 1100 West Street Boston, MA 02111 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 1100 West Street Lenox, MA 01946 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 1100 West Street Spencer, MA 01861 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 1100 West Street Princeton, NJ 08540 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743
 1100 West Street New York, NY 10011 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 1100 West Street New York, NY 10011 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 1100 West Street New York, NY 10011 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 1100 West Street New York, NY 10011 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 1100 West Street Saratoga Springs, NY 12158 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743
 1100 West Street Nashville, NC 27561 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 1100 West Street Providence, RI 02903 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 1100 West Street Charleston, SC 29403 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 1100 West Street City of Palms, SC 29526 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 1100 West Street Austin, TX 78701 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743
 1100 West Street Houston, TX 77001 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 1100 West Street Houston, TX 77001 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 1100 West Street Wesley, TX 76798 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 1100 West Street Utah Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	 1100 West Street Utah Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743

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

GREENWICH CONNECTICUT

Represented by: **Janet Malcher** MRE, SLS

Move beyond your expectations.

Nothing compares.
SOTHEBYSREALTY.COM

72 Post Road, Old Westbury, NY




Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 516.632.2710
c. 516.660.5400

72 Post Road
9 BR | 6 BA | 15.54 ACRES
\$4,800,000


Located on 15.54 acres directly adjacent to the 230-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.



DANIELEGALE.COM/AGENT/OFBIRA-RUSSELL

Sandbanks Exuma, The Bahamas




Jacqueline Lightburn
Elite Agent
+1 242 269 2225
260 Sandbanks Light Towers
#JL@bahamas.com

Sandbanks | Exuma
6 BR | 7.5 BA
\$2,900,000

Sandbanks is a truly spectacular 6 bedroom, 7 1/2 bath and 11 1/2 car oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a swimming pool deck and a classic infinity pool. (Alicia Beach) are directly visible from the water sports.

SIREBAHAMAS.COM/ID/V29V.67



5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorino
Sales Associate
858.334.3557
eric@ericsantorino.com
DRE#02156001

5305 Carlsbad Boulevard
5 BR | 3.0 BA | 3029 SQ FT
\$25,000,000

Stunning single story 15,000 sq ft oceanfront lot spanning two acres with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.



SOTHEBYSREALTY.COM/ID/THE44



Architectural Digest

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 Architectural Digest.

FULL PAGE, COLOR:

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

FULL PAGE, COLOR
CHICAGO METRO: \$3,230



TTR
Sotheby's

300 International Drive #2501

BALTIMORE, MARYLAND

Live amongst the clouds with the best undisturbed view in Baltimore. Highlighting the epitome of luxury condo living within the Four Seasons Private Residences Baltimore. Residence #2501 features 2,200+ square feet of living with high-end finishes and a seamless open floorplan. Centrally located to America's most prestigious golf courses: Caves Valley, Congressional, Baltimore Country Club and more.

Offered at \$2,990,000

Call to action: www.4seasons.com
300 International Drive

TRAVELSTEAD!

Alex Lerner
410-480-3125
alexner@trvr.com

Lydia Travelstead
410-869-2113
travelstead@trvr.com

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velvære

Live at Velvære. Experience a sense of well-being where nature and surroundings are intrinsically linked to living whole. This 40+ acre community will feature direct access to local Access and Park, award-winning architecture through an onsite art gallery, extensive 6th level, discovery-focused outdoor spaces, an integrative wellness center and family adventure center all woven around 115 private cabana, residences and luxury homes in Park City, Utah. Available now, starting from \$4,650,000.

VELVAERE.PARKCITY.COM

MACLEBY
Summit | Sotheby's

Keri Holland + Liza Story | info@velvareparkcity.com | 435.602.6570

Chicago Tribune Takeover

The Chicago Tribune engages readers with news, featured content, unmatched editorial, and advertising information via digital, print and e-Newspaper. Our daily and Sunday editions offer geographical targeted advertising opportunities for maximum visibility to hyper local.

Promote your brand and properties in style with this tabloid insert devoted to Sotheby's International Realty and delivered to high-net worth neighborhoods.

- Distribution: **Chicago Metro Area**
- Circulation: **150,000+**

PRICE: \$685 FULL PAGE, COLOR

Includes Digital Banner Promotion



Sotheby's INTERNATIONAL REALTY

Move beyond your expectations.

Nothing compares.
SOTHEBYSREALTY.COM

CHICAGO — ILLINOIS

Represented by: justinwinter@sothebyrealty.com

Justin Winter | Sotheby's INTERNATIONAL REALTY

The Exceptional Lake Keowee - SC

Discover a tranquil haven in the upstate of South Carolina, where nature's beauty thrives year long with a moderate four season climate. Embark on winding mountain trails and admire majestic waterfalls. Experience Lake Keowee's sparkling emerald water with proximity to airports & coastal shorelines for easy travel - all within reach when you choose one of our luxury lifestyle communities as your new home!

Real Estate Specialists for Lifestyle Communities Located on Lake Keowee - The Crown at Lake Keowee, The Reserve of Lake Keowee, Keowee Pines & More

JUSTIN WINTER
Broker in Charge
Cell: (864) 576-1327
justin@justinwinter.com

15260 N HIGHWAY 12 W. | SALEM, SC 29676 | WWW.JUSTINWINTER.COM | LAKE OFFICE: (864) 481-4444

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Sotheby's INTERNATIONAL REALTY

6858 Casitas Pass Road
Road

Perfectly sited between the Santa Ynez mountains and Pacific Ocean, The Prancing Horse Estate is considered to be one of Carpenter's trophy properties. With authentic Tuscan architecture by renowned local architect Don Nutty, the estate boasts over 12 acres of exquisitely maintained and landscaped grounds.

KEVIN GO
Senior Global Real Estate Advisor
953.362.8357
kgo@kgoagency.com

SO THEBY'S INTERNATIONAL REALTY | BEVERLY HILLS BROKERAGE | 9665 WILSHIRE BLVD STE 400 BEVERLY HILLS, CALIFORNIA 90212 | SOTHEBYSREALTY.COM

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Bahamas | Sotheby's INTERNATIONAL REALTY

Sundara Ocean Club Estates

Located within the ultra-luxurious community of Ocean Club Estates on Paradise Island and set across two impeccably maintained lots totaling 48,044 sq. ft. with 236 feet of private canal frontage, Sundara is the perfect marriage of warm Colonial Bahamian style and timeless European sophistication. With 19,508 sq. ft. of indoor and outdoor living space, Sundara offers an abundance of space.

Sundara Paradise Island, The Bahamas
888.675.5848 (US & Canada)
SRBahamas.com/S/PAGE3

THE ANSELL GROUP
Estate Agents
+1 242 322 2200
sundara@ansellgroup.com

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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

EXUMA, THE BAHAMAS



Leaf Cay
\$19,995,000 USD | sirbahamas.com/id/46931
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PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FTWeekend

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BY ANNE BRADY

Sign of the Times
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BY HENRIETTA PAVLEVA

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Homes in chapeau
BY PETER WATSON

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Food and drink festive special

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Lunch with the FT
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Schulz reversal raises Merkel's survival hopes

Alzheimer's Afflicted Monty Python star helps launch FT Seasonal Appeal

Uber and the cost of the Kazan's Problem

Adventures on two wheels

Sarah Jessica Parker

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

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PALO ALTO, CALIFORNIA 1527H Aveleya.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.481.4776	PUEBLO, CALIFORNIA 3913 Hampton Road.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.481.4776	ROSE, CALIFORNIA 2715 Poplar.com \$2,700,000 Golden Gate Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.288.0280	SAN DIEGO, CALIFORNIA 2716 N Coast Street \$1,000,000 USD sirbahamas.com/id/46936 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.288.0280	SAN FRANCISCO, CALIFORNIA Nob Hill.com \$2,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.481.4776
BROOKHAVEN, CONNECTICUT 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.373.2883	WESTON, CONNECTICUT 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.373.2883	WILMINGTON, CONNECTICUT 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty RUSSELL POST MOLLY TAYLOR russell.post@sirbahamas.com +1 203.373.2883	WYOMING, CONNECTICUT 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty SUSAN BYRAN KARYN THULE susan.byran@sirbahamas.com +1 203.373.2883	WESTON, CONNECTICUT 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty CODY D'ABATE MAZIE REGAN cody.dabate@sirbahamas.com +1 203.373.2883
ALFORD, MASSACHUSETTS 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.627.4599	BOSTON, MASSACHUSETTS 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty LOIS KUNIN JEFF SIMONIAN lois.kunin@sirbahamas.com +1 413.627.4599	LEDA, MASSACHUSETTS 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty GEORGE CAIN george.cain@sirbahamas.com +1 978.961.8955	ROSELLE TOWNSHIP, NEW JERSEY 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty JORDAN HENDERSON jordan.henderson@sirbahamas.com +1 908.941.2050	PRINCETON, NEW JERSEY 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty JORDAN HENDERSON jordan.henderson@sirbahamas.com +1 908.941.2050
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Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

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

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



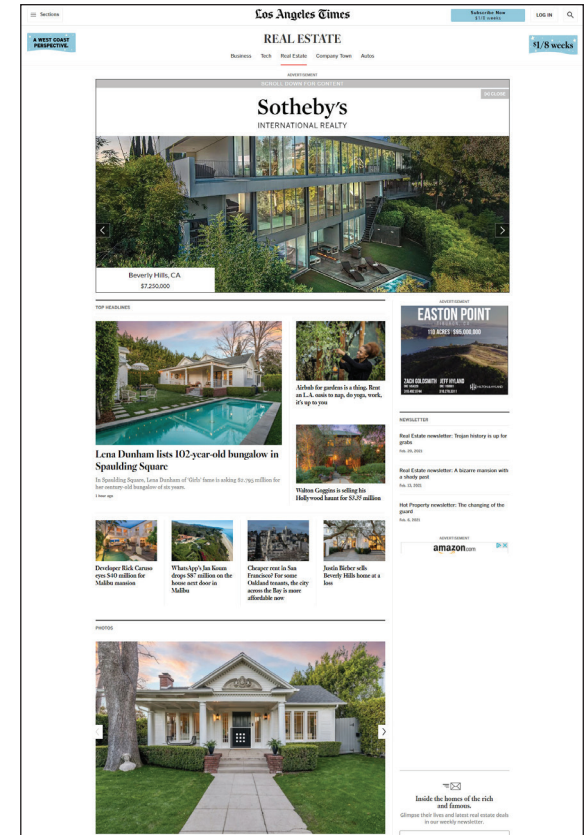
LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$390/SPOT

Full color with 30 day Lighthouse Placement



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023

Media	Ad Description	September	October	November	Media Total	Reach
Digital						
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	200,000
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00		\$ 1,500.00	60,000
Imagine						
Digital Magazine	Chicagoland focused		\$ 1,200.00		\$ 1,200.00	1,000,000
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Penin: OTM On the Market eNewsletter		\$ 500.00			\$ 500.00	6,500
JamesEdition						
Social Media	Listing Feature		\$ 500.00		\$ 500.00	148,000
LA Times						
Lighthouse Fixed Position - Hot Prop	Lighthouse Fixed Position - Hot Prop Bonus				\$ -	425,000
Custom Email	Custom Email		\$ 1,350.00		\$ 1,350.00	30,000
WSJ.com						
Property upgrades	Property upgrades	Bonus	Bonus		\$ -	
Mansion Global Homepage Featured	Mansion Global Homepage Featurec	\$ 1,275.00			\$ 1,275.00	164,000
Chicago Tribune						
Chicago Tribune	Custom Email 50k	\$ 1,200.00			\$ 1,200.00	50,000
Print						
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/Digital Featured Pri	\$ 650.00	\$ 650.00		\$ 1,300.00	1,288,848
The New York Times						
The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00			\$ 690.00	168,000
Chicago Tribune						
Chicago Tribune	Takeover		\$ 685.00		\$ 685.00	150,000
Conde Nast Magazines Regional Pages						
Architectural Digest - Chicago Metro	Full Page			\$ 3,230.00	\$ 3,230.00	22,000
Financial Times						
Financial Times	Property Spot	\$ 730.00			\$ 730.00	210,457
The Los Angeles Times						
The Los Angeles Times	Hot Property - listing + digital lighthc	\$ 390.00			\$ 390.00	220,780
TOTAL					\$ 17,550.00	4,143,585
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change						