



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Vie L'Ven Advertising and Marketing Program

St. Martin | **Sotheby's**  
INTERNATIONAL REALTY

# Table of Contents

## 03 INTRO

## 04 SOTHEBY'S AUCTION HOUSE

05 Sotheby's Auction Magazine

## 06 DIGITAL

07 Impressions Campaign  
13 Impressions Scheduling  
14 Geofencing - Event and Location  
15 Comprehensive Digital  
18 Google AdWords  
24 jamesedition.com  
29 JetSet  
30 Le Figaro  
31 NYTimes.com  
32 Ocean Home  
34 RobbReport.com  
37 WSJ.com

## 42 PRINT

43 The Wall Street Journal  
45 The New York Times  
47 The New York Times Takeover  
48 Conde Nast Traveler  
50 Financial Times  
51 Propriétés Le Figaro  
52 Ocean Home  
53 Robb Report

## 54 OUT OF HOME

## 56 SCHEDULE, PRICING & REACH

57 2023-2024



**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 Vie L'Ven

SKY Advertising is excited to present to St. Martin Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to Vie L'Ven.

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 St. Martin.

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

**LET'S DO  
GREAT THINGS TOGETHER**

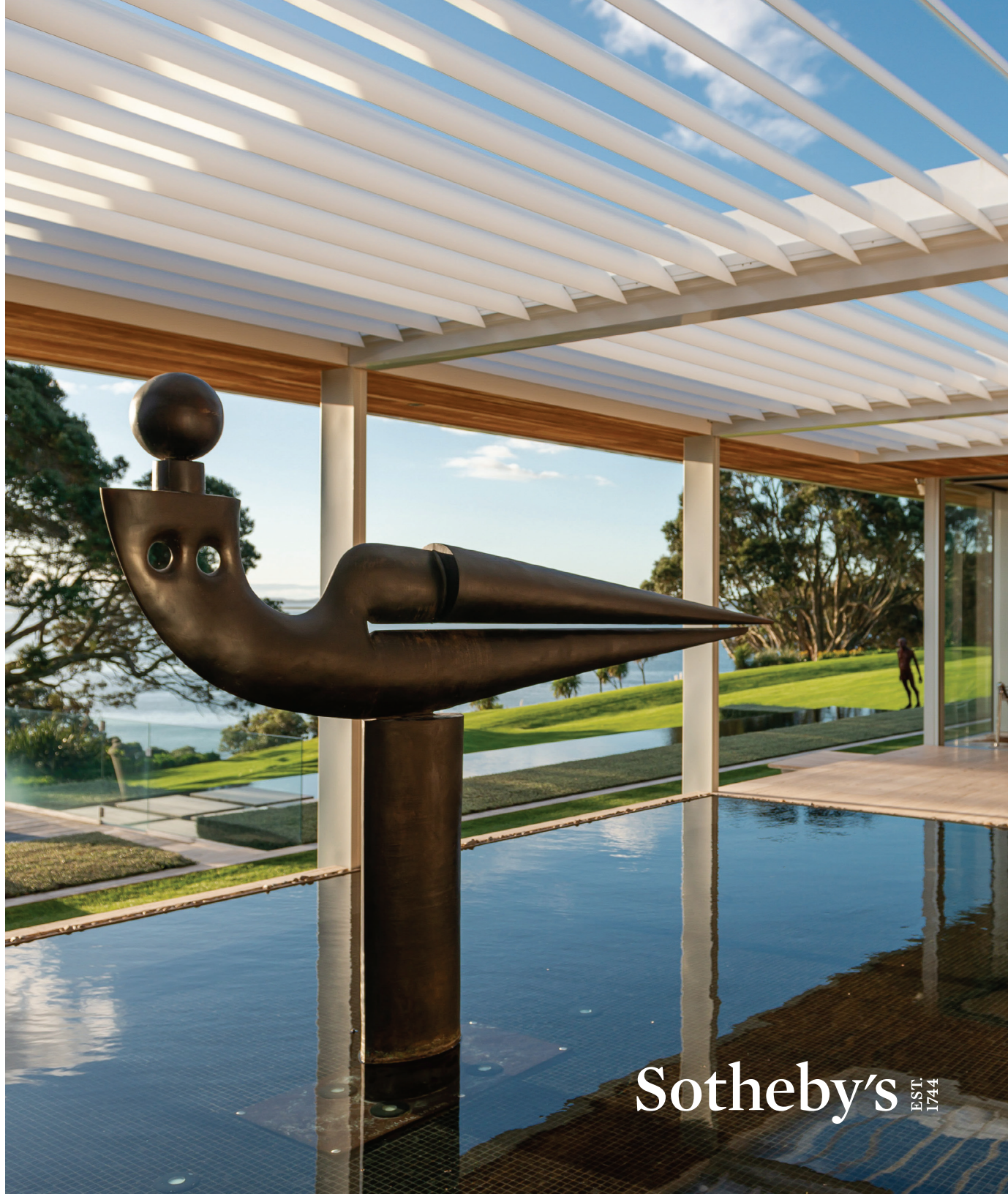
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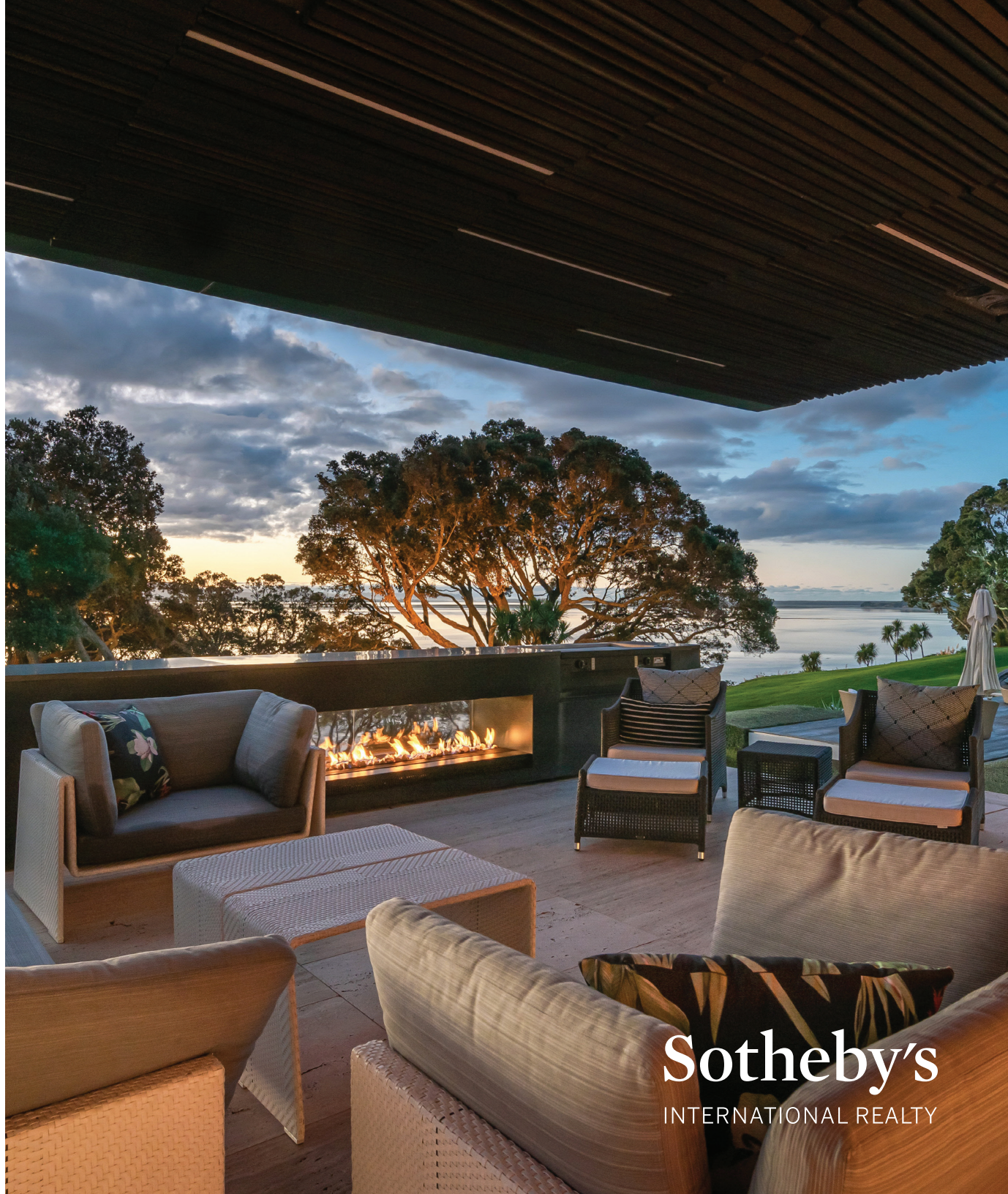
Sotheby's  
Auction House  
Offerings



Sotheby's  
EST. 1744



# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY

# Impressions Campaign

**CUSTOMIZABLE.**  
**AFFORDABLE.**  
**MEASURABLE.**

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

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

**Impress locally. Impress globally.**



Minimum 3 month commitment

## CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Vie L'Ven**
- Flight Dates: **December 2023 - April 2024**
- Impressions: **5,000,000**
- Clicks through to the website of your choice.

<b>250K Impressions per month:</b>	<b>\$1,195</b>
<b>500K Impressions per month:</b>	<b>\$1,625</b>
<b>1 Million Impressions per month:</b>	<b>\$2,450</b>
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.

INVESTOR'S BUSINESS DAILY™

BARRON'S

The New York Times

THE WALL STREET JOURNAL.

FOX BUSINESS

Forbes



Condé Nast  
Traveler

Caribbean  
Journal

TRAVEL+  
LEISURE

FORTUNE





# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

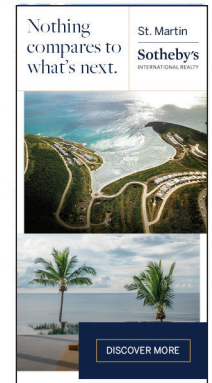
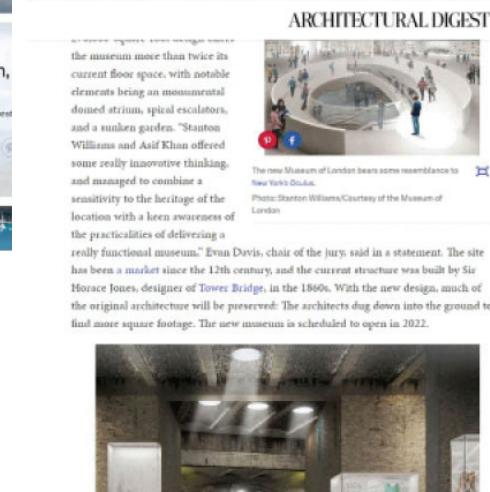
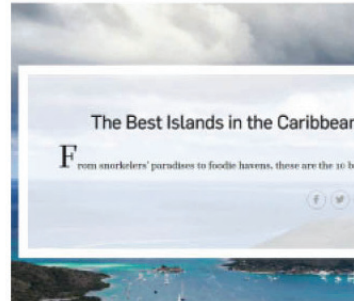
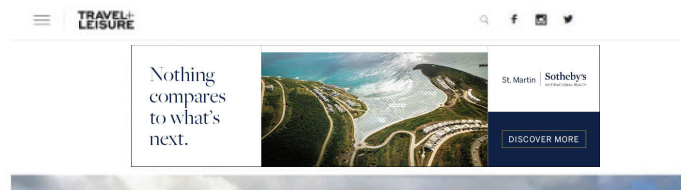
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

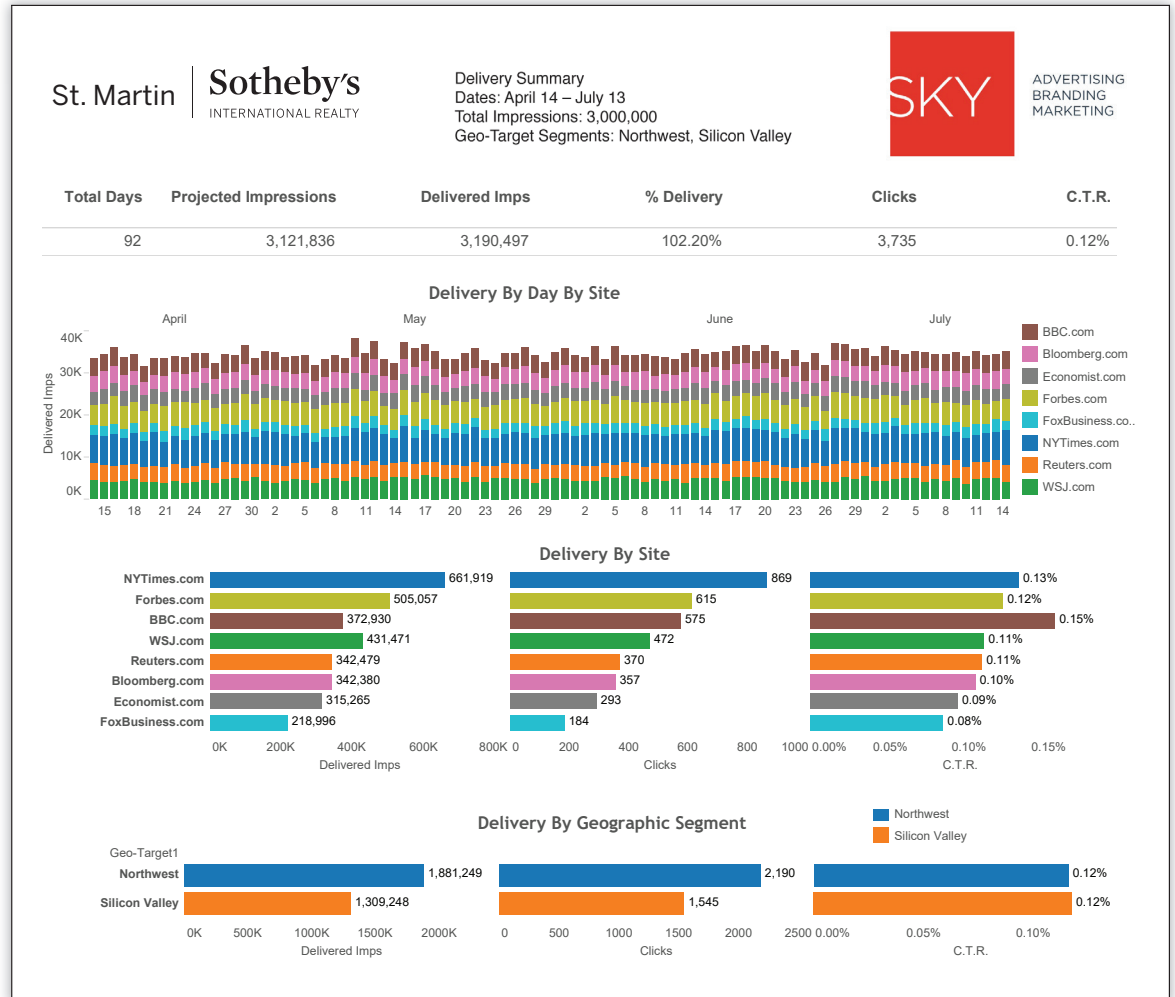


# Comprehensive Reporting For Your Customized Campaign

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 Florida, Dallas, North Carolina, South Carolina, Atlanta, Ohio, Washington, Pennsylvania, New York, Michigan, Connecticut, Massachusetts, Quebec, Ontario, Paris, and The Netherlands.

The program, with a projected start date of November 1st will run for three months and deliver an estimated 6,000,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in Florida, Dallas, North Carolina, South Carolina, Atlanta, Ohio, Washington, Pennsylvania, New York, Michigan, Connecticut, Massachusetts, Quebec, Ontario, Paris, and The Netherlands in a premium editorial environment on top news and business/finance and lifestyle websites.
- A behavioral targeted banner segment, that will allow us to show banners to Adults in the top 10% HHI who are Business Travelers who are interested in Caribbean Real Estate and living in Florida, Dallas, North Carolina, South Carolina, Atlanta, Ohio, Washington, Pennsylvania, New York, Michigan, Connecticut, Massachusetts, Quebec, Ontario, Paris, and The Netherlands.
- A behavioral targeted banner segment, that will allow us to show banners to Adults in the top 10% HHI who are Luxury Travelers who are interested in Caribbean Real Estate and living in Florida, Dallas, North Carolina, South Carolina, Atlanta, Ohio, Washington, Pennsylvania, New York, Michigan, Connecticut, Massachusetts, Quebec, Ontario, Paris, and The Netherlands.

## SITE SPECIFIC

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

## 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.

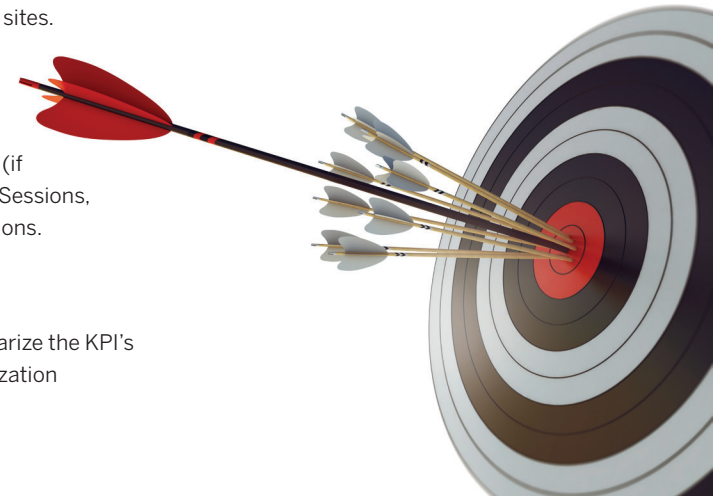
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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



# Impressions Scheduling

		St Martin SIR - Vie L'Ven																							
Media	Geo-Target	December					January					February				March				April					Impressions
		01	08	15	22	29	05	12	19	26	02	09	16	23	01	08	15	22	29	05	12	19	26		
Caribjournal.com	Florida, Dallas, North Carolina, South Carolina, Atlanta, Ohio, Washington, Pennsylvania, New York, Michigan, Connecticut, Massachusetts, Quebec, Ontario, Paris, Netherlands																							2,725,000	
NYTimes.com																									
Forbes.com																									
Barrons.com																									
Investors.com																									
Reuters.com																									
FoxBusiness.com																									
Fortune.com																									
CNBC.com																									
WSJ.com																									
CNTraveler.com	Florida, Dallas, North Carolina, South Carolina, Atlanta, Ohio, Washington, Pennsylvania, New York, Michigan, Connecticut, Massachusetts, Quebec, Ontario, Paris, Netherlands																							350,000	
TravelandLeisure.com																									
Custom Intent - Luxury Travelers interested in Caribbean Real Estate	Florida, Dallas, North Carolina, South Carolina, Atlanta, Ohio, Washington, Pennsylvania, New York, Michigan, Connecticut, Massachusetts, Quebec, Ontario, Paris, Netherlands																							950,000	
Custom Intent - Business Travelers interested in Caribbean Real Estate	Florida, Dallas, North Carolina, South Carolina, Atlanta, Ohio, Washington, Pennsylvania, New York, Michigan, Connecticut, Massachusetts, Quebec, Ontario, Paris, Netherlands																							975,000	
<b>Total Digital</b>																								<b>5,000,000</b>	

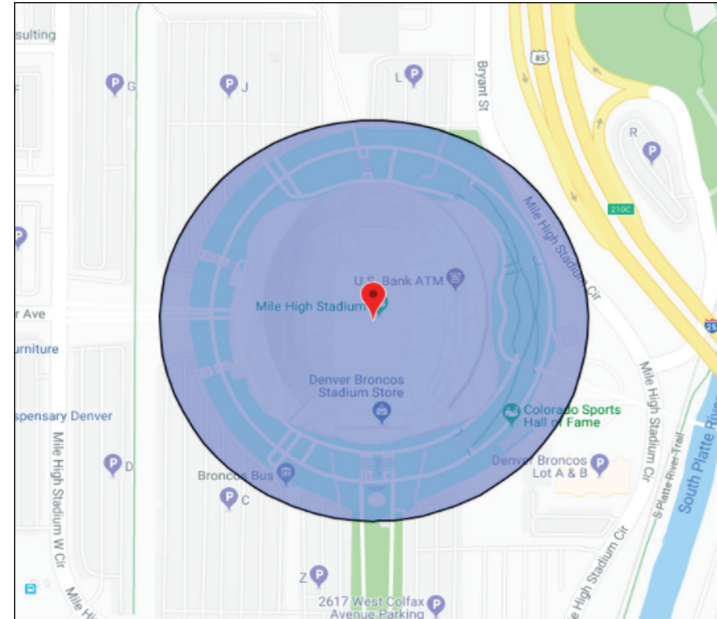
# Digital Event Targeting

## 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.

## TARGETING

- Sales Gallery - February
- Art Basel - December
- Princess Juliana Int'l Airport



## GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

### TARGET SPECIFIC EVENTS AND LOCATIONS

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

# Comprehensive Digital

## OVER-THE TOP (OTT) AND CONNECTED TV (CTV)

OTT and CTV works to reach audiences en masse, build brand awareness, and drive sales lift. The relative cost efficiencies realized through digital TV allows advertisers to sustain crucial, growth-driving efforts at a reasonable price point. Additionally, CTV is essential to filling the (large) gaps in a fragmented media landscape.

With **46%** of adults watching TV on a connected device each day, it's simply too vast of an audience to ignore.



## BENEFITS OF OTT AND CTV ADVERTISING

With OTT and CTV advertising, you can reach viewers beyond the reach of traditional Linear TV (i.e. cable, satellite, and antenna).

This new audience includes a growing number of cord-cutters or those who don't pay for standard cable or satellite services.

The rise of OTT and CTV viewership provides more meaningful ways for you to engage at the right time with the right target audience at the right moments—bringing together the targeting precision of digital with the high impact of TV viewership.

## CONNECTED TV AND OVER-THE-TOP (OTT) ADVERTISING BENEFITS

- User-controlled viewing experiences lets advertisers get in front of the right audiences at the right times.
- User-registration data allows for cross-screen targeting.
- IP-based delivery permits the application of 1st and 3rd party audience data to target households watching ad-supported content.

## TARGETING:

- Miami, St Martin, St Kitts, St Barts

PRICE: FROM \$1,500/MONTH

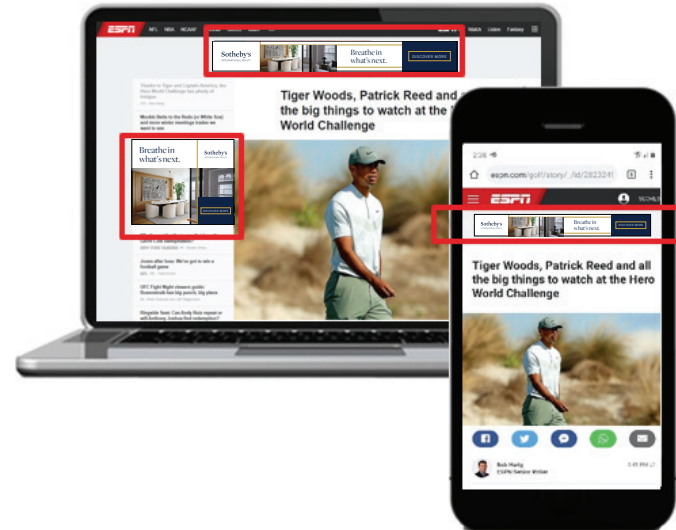
# Comprehensive Digital

## DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.

## TARGETING:

- Miami, St Martin, St. Barts, St Kitts



## TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. Full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert. Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are 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. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting. Custom Audience Matching & Lookalike Audiences- target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH



# Comprehensive Digital

Client: Vie L'Vie

## Digital Campaign Planner



Date Created: 9/5/2023

GEOGRAPHIC TARGET:

Cities Listed

Campaign Duration: 11/1/2023 - 5/1/2024	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	Total
<b>DISPLAY ADS</b>							
Retargeting							
Behavioral Targeting: High Net Worth Entrepreneurs; Household Characteristics - High Net Worth; Luxury Travelers > International; Real Estate > Luxury and Family							
AI Targeting							
Keyword Targeting							
Total Potential Impressions	200,000	200,000	200,000	200,000	200,000	200,000	1,200,000
Cost Per Thousand	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
Investment Projection	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$12,000.00
<b>OVER THE TOP VIDEO (OTT)</b>							
Retargeting							
Behavioral Targeting: High Net Worth Entrepreneurs; Household Characteristics - High Net Worth; Luxury Travelers > International; Real Estate > Luxury and Family							
AI Targeting							
Total Potential Impressions	100,000	100,000	100,000	100,000	100,000	100,000	600,000
Cost Per Thousand	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00
Investment Projection	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$24,000.00
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	716,667	716,667	716,667	716,667	716,667	716,667	4,300,000
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$66,000.00

Display Available Monthly Impressions Estimate:	2,043,360
Percentage of Targeted Display inventory purchased with this campaign:	9.79%
OTT Available Monthly Impressions Estimate:	470,448
Percentage of Targeted OTT inventory purchased with this campaign:	21.26%

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.

# Google AdWords

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

No other medium can target as effectively. Pay only when people click through to your listing or website.



## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

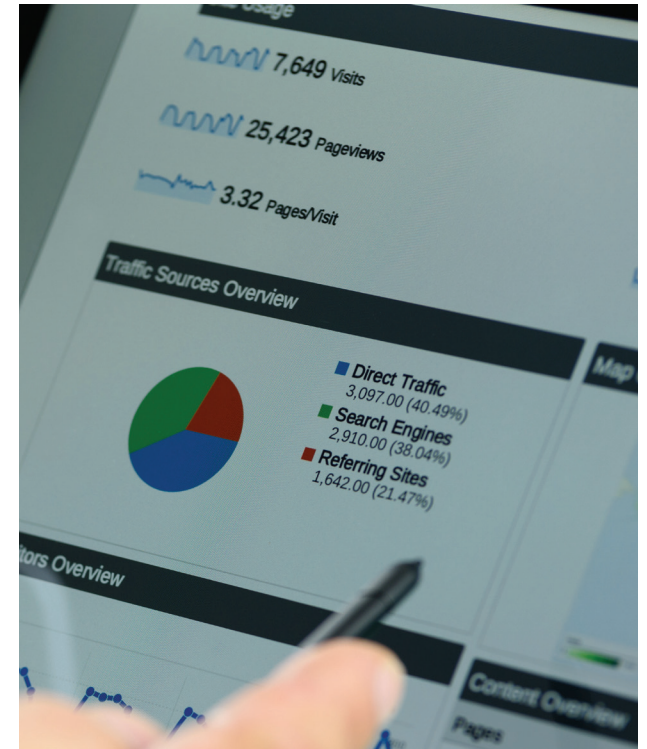
Which can include:

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

### PROGRAM COST

CAMPAIGN SETUP \$750 ONE TIME CHARGE  
\$9,000 / MONTH

INCLUDES \$8,000 MEDIA AND \$1,000/MONTH  
MANAGEMENT



# Google AdWords

## GEOTARGETING

- New York
- The Hamptons
- Connecticut
- Boston
- Washington DC
- Montreal
- Paris
- The Netherlands
- Dallas
- South Florida

## AUDIENCES & DEMOGRAPHICS

Which can include:

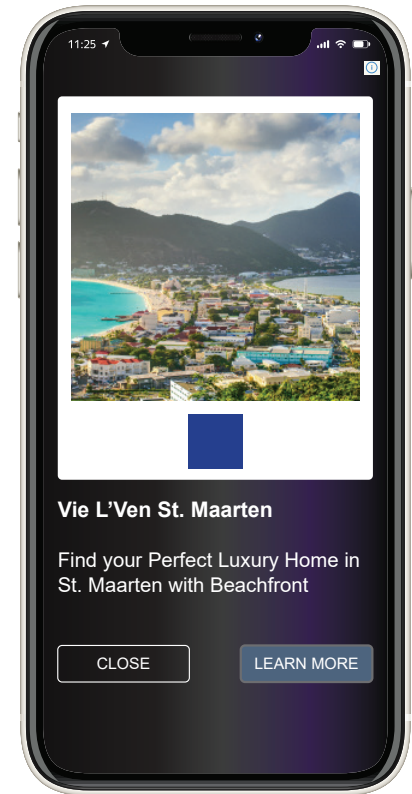
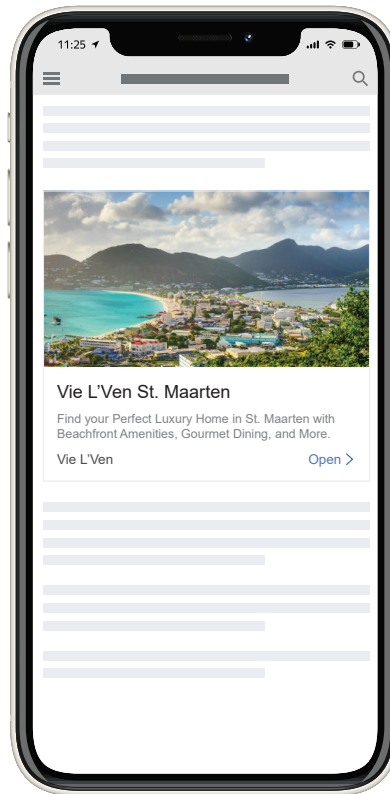
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Trips to the Caribbean
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting

## DESCRIPTIONS/LONG HEADLINES

- Find your Perfect Luxury Home in St. Maarten with Beachfront Amenities, Gourmet Dining, and More.
- Extraordinary Fully Furnished Residences in St. Maarten. Register Today with Vie L'Ven to Find Your Dream Home.
- Embrace Luxury in St. Maarten. Fully Furnished Residences and Unmatched Amenities.

## SHORT HEADLINES

- Vie L'Ven St. Maarten
- Register Today
- Luxury Residences
- Arriving Soon to St. Maarten



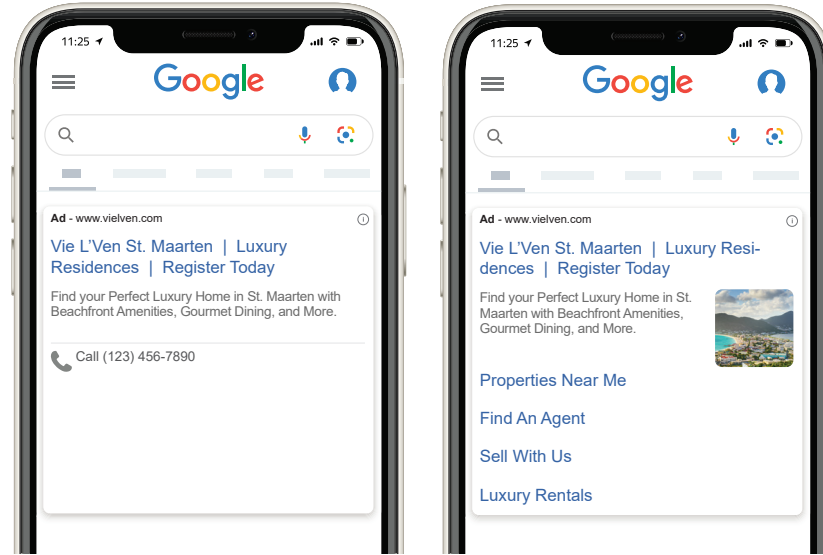
# Google AdWords

## ESTIMATED MONTHLY SEARCHES:

- 23,700

## SAMPLE KEYWORDS:

- "luxury home for sale st maarten"
- "st maarten luxury real estate"
- "luxury property for sale caribbean"
- "caribbean luxury home for sale"
- "luxury real estate caribbean"
- "st maarten resort developments"
- "luxury listings st maarten"
- "furnished home for sale st maarten"



Vie L'Ven St. Maarten | Luxury Residences | Register Today

Ad Find A Home That Suits Your Lifestyle

www.vielven.com

Learn more

Ad - www.vielven.com (123) 456-7890

Vie L'Ven St. Maarten | Luxury Residences | Register Today

Find your Perfect Luxury Home in St. Maarten with Beachfront Amenities, Gourmet Dining, and More.

**Properties Near Me**  
Homes for Sale in Your Area  
Listings From Brokers Near You

**Sell With Us**  
List Your Home  
Be Where the World is Looking

**Find An Agent**  
Worldwide Agents  
Local Experts

**Luxury Rentals**  
Homes for Rent in Your Area  
Exclusive Listings

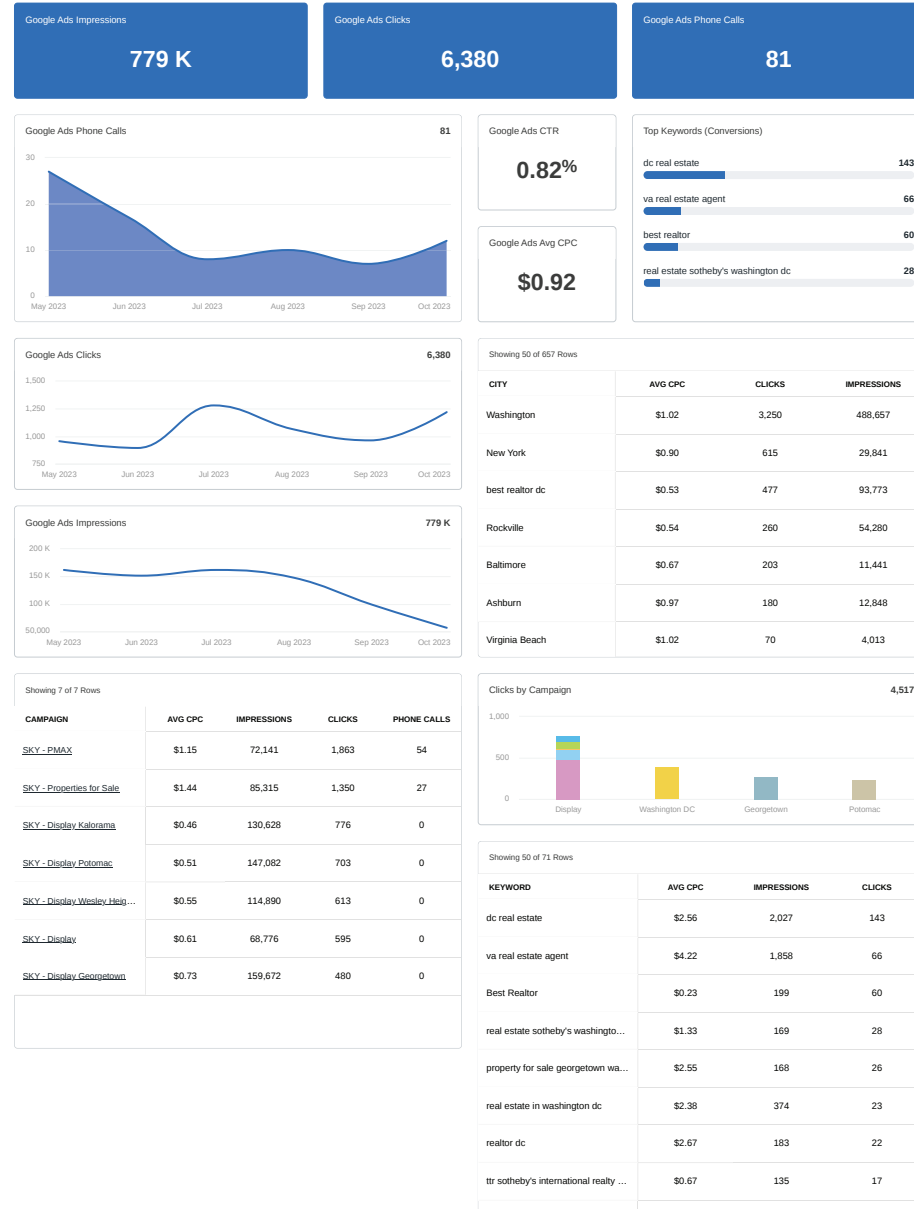


# Google AdWords

## CLIENT DASHBOARD

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

## Google Ads Dashboard



# Google AdWords

## MONTHLY REPORTING

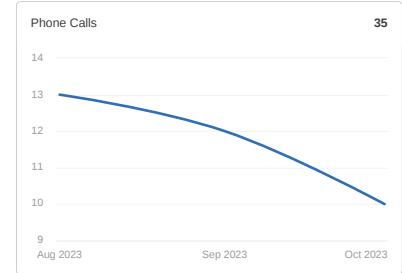
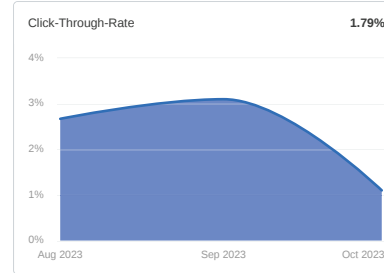
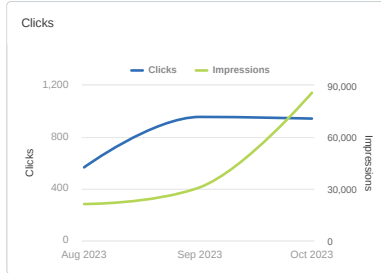
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



August 1st, 2023 - October 31st, 2023

## August - October 2023

### KPIs



Total Impressions <b>138 K</b>	Total Clicks <b>2,465</b>	CTR <b>1.79%</b>	Total Phone Calls <b>35</b>	Google Ads Avg CPC <b>\$1.52</b>	Interaction Rate <b>1.88%</b>
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Showing 13 of 13 Rows

CAMPAIGN	IMPRESSIONS	CLICKS	COST	AVG CPC	CTR	CONVERSIONS
<a href="#">SKY - SMART</a>	107,843	1,150	\$588.14	\$0.51	1.07%	141.00
<a href="#">SKY - PMAX</a>	19,881	590	\$847.41	\$1.44	2.97%	8.00
<a href="#">SKY - Boulder</a>	3,884	234	\$897.48	\$3.84	6.02%	3.00
<a href="#">SKY - General</a>	4,105	221	\$680.01	\$3.08	5.38%	0.00
<a href="#">SKY - Trademark</a>	1,302	209	\$563.88	\$2.70	16.05%	3.00
<a href="#">SKY - Niwot</a>	415	37	\$100.02	\$2.70	8.92%	0.00
<a href="#">SKY - Longmont</a>	48	10	\$35.19	\$3.52	20.83%	1.00
<a href="#">SKY - Superior</a>	185	9	\$24.40	\$2.71	4.86%	0.00
<a href="#">SKY - Golden</a>	84	5	\$16.38	\$3.28	5.95%	0.00
<a href="#">SKY - Louisville</a>	2	0	\$0.00	\$0.00	0.00%	0.00
<a href="#">SKY - Lafayette</a>	1	0	\$0.00	\$0.00	0.00%	0.00

# Google AdWords

## MONTHLY REPORTING

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



August 1st, 2023 - October 31st, 2023

## August - October 2023

Showing 50 of 174 Rows

KEYWORD	IMPRESSIONS	CLICKS	INTERACTIONS
"banker coldwell"	391	60	60
"Boulder Colorado Real Estate"	919	49	49
"colorado real estate agent"	762	39	39
"best realtor boulder"	86	39	39
"top real estate firms"	426	29	29
"Boulder Real Estate"	532	24	24
"realtors in boulder"	218	19	19
"luxury homes for sale boulder"	36	17	17
"coldwell banker realty near me"	43	14	14
"boulder co real estate agency"	105	13	13
"top selling real estate agents"	186	13	13

Showing 50 of 230 Rows

CITY	CLICKS	IMPRESSIONS	INTERACTIONS
Denver	1,379	99,349	1,441
Boulder	592	9,550	593
Niwot	47	966	48
Longmont	45	1,613	46
Lakewood	36	3,724	39
Thornton	35	4,483	39
Westminster	27	2,623	28
Golden	26	962	26
Berthoud	23	277	23
Lafayette	18	605	18
Broomfield	17	346	17

# 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** About USD Sign in / Register Become a Seller

For Sale Travel Brands Dealers Stores Sell e.g. Brand, Model, Location

Cars 7,350 Real Estate 76,218 Yachts 774 Watches 1,382 Jets 66 Helicopters 35 Entertainment 6 Jewelry 2,093

**The Global Luxury Marketplace:**  
Cars, Homes and more

Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.

**MOST POPULAR**

<b>Ferrari 488 GTB</b> Upland, CA, United States \$71,999	<b>Chevrolet Corvette</b> Upland, CA, United States \$4,785,907	<b>Shantinn Villa Ove...</b> Ibiza, Spain \$45,999	<b>Ram 2500</b> Ipsland, CA, United States \$45,999
<b>Rio 109 - Luxury pe...</b> Rio De Janeiro, Brazil \$4,463,559	<b>Audi S7</b> Orange, CA, United States \$34,999	<b>McLaren 650S</b> Orange, CA, United States \$199,999	<b>Ferrari California</b> Upland, CA, United States \$114,999

**JAMES SPOTTING**

Two Level Duplex On Private Ponds

View all cars  
View all real estate  
View all watches  
VIEW ALL

**RICH LIST**

**DOUBLE DOWN 214 Codecas 2010/20...**  
West Palm Beach, FL, United States  
\$38,000,000

Don't miss 5 most viewed Ferrari listings on JamesEdition: cars our readers will be driving in the Near Future

Real modern masterpieces you could buy on JamesEdition for the price of that self-destructing Banky network

The 10 Most Sought-After Properties and Attractive Locations

308 lovers: The most amazing and luxurious things you can find on JamesEdition where 3 is the magic number

VIEW ALL LISTS

**LATEST STORIES**

**Luxury garages: Unique cars of tech billionaires, old-school rags-to-riches and Gen-Z CEOs**  
JamesEdition is revealing the car-hoarding habits of wealthy petroheads. From the classic 911 to the latest Bugatti and Pagani models, you can find...  
Read More

**Most exclusive neighborhoods of Hong Kong**  
The Bahamas: Inside the most exclusive gated communities  
Perfectly turned Lamborghini Murcielago: I wanted to transform it into more aggressive and forceful version  
Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

**Featured Agent**  
**Nick Swinburne**  
As an established licensed REALTOR® with over a decade of real estate experience serving the Sea to Sky corridor and the Vancouver North Shore, I have a proven track record of providing home sellers and buyers unparalleled service and...  
READ MORE

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For Sale Travel Brands Dealers Stores Sell e.g. Brand, Model, Location

Cars 7,350 Real Estate 76,218 Yachts 774 Watches 1,382 Jets 66 Helicopters 35 Entertainment 6 Jewelry 2,093

**Find luxury Real Estate and Homes for sale**

VIEW ALL HOMES  
SPAIN | NEW YORK | PARIS

Type location Search

JamesEdition is the premier international marketplace to find luxury real estate and homes for sale. Search and browse more than 40,000 luxury homes for sale in over 50 countries. The most exclusive properties in the most desirable locations are offered by luxury real estate and homes specialists and private sellers worldwide, displayed with large, high-quality images. Whether you're buying a primary or second home, a pied-a-terre or vacation property you'll find thousands of the finest international properties including condominiums, penthouses, homes, estates and resort hotel ownership options.

**Nothing compares.**  
ST. KITTS & NEVIS

**Featured luxury properties**

<b>5 Bedrooms - Pent...</b> \$2,734,418	<b>Stunning Sherwoo...</b> Lake Sherwood, CA... \$3,250,000	<b>Enviably Estate by ...</b> Langgiri, MA, Indi... \$2,995,900	<b>Modern Apartment...</b> New York, Indi... \$2,724,332
<b>Elegant French Styl...</b> Bainoa, Algier... \$8,800,000	<b>Playa Nix</b> Playa, Mexico \$12,000,000	<b>Koningshof</b> Konings, Netherlan... \$8,759,573	<b>Magnificent Seclu...</b> Herald, Chile \$3,950,000
<b>Extraordinary Ocea...</b> Seawport, MA, U... \$5,990,000	<b>Maimok Paradise ...</b> Maimok, Arabi... \$2,750,000	<b>Kiltreagh House</b> Nangh, Ireland \$2,653,251	<b>7+/- Acres for pote...</b> Matthews, NC, U... \$995,000

**News about luxury real estate** View all

<b>Most exclusive neighborhoods of Hong Kong</b> Posted: 2019-07-17 The Asian financial center hasn't given up the first position in the list of the most expensive housing markets, also topping the ranking for the world's most luxurious housing market for the last two years (Luxury Defined Report by Christie's). Read more	<b>The Bahamas: Inside the most exclusive gated communities</b> Posted: 2019-07-10 If the warm temperatures, crystal clear water and proximity to the US are not good enough reasons to consider a move to the Bahamas, a community of like-minded people should be. A round of golf or cocktails at sunset is shorthand for a club of fol... Read more
<b>Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal</b> Posted: 2019-06-28 Where can one find the Algarve's most prestigious properties? Most a prime area often referred to as the Golden Triangle. It's located between the capital city of Faro and the village of Vilamoura. Also, the Golden Triangle area includes two of... Read more	<b>Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring</b> Posted: 2019-05-23 Whistler is a year round outdoor playground for all ages, where fine dining restaurants, 5-star hotels, spas and wellness facilities are a quick Roadplane, helicopter ride, or drive from Vancouver. Whistler, BC: International Destination... Read more

**Site Links**  
Home  
Cars

**Tools**  
Stores  
Rich List

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JamesEdition is a global  
Success stories

**Top Brands**  
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# 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.

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.

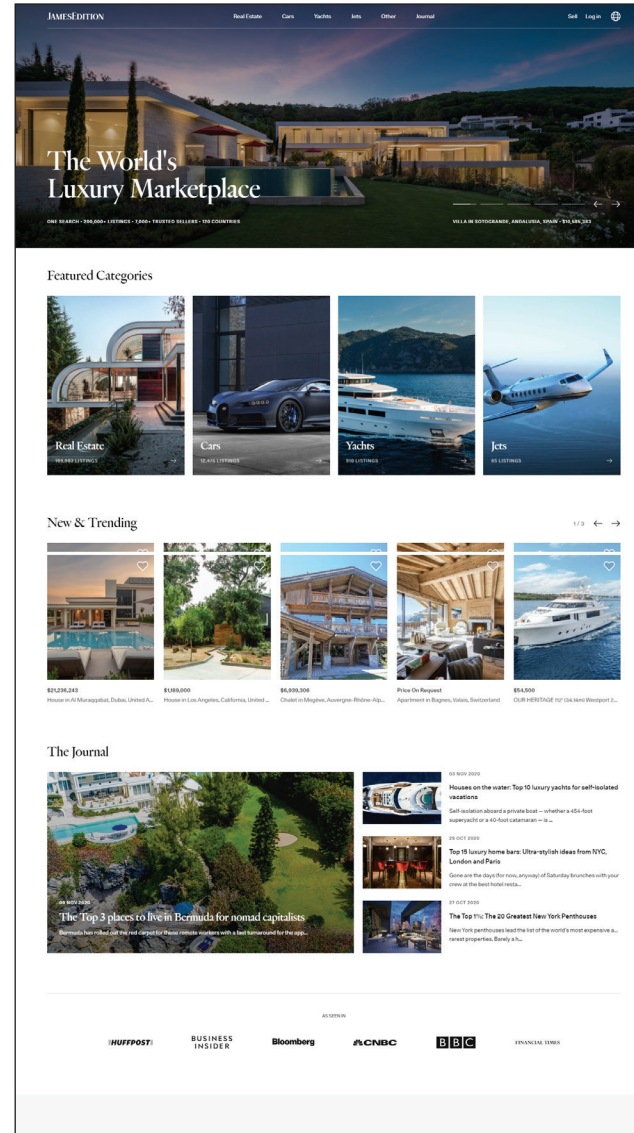
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

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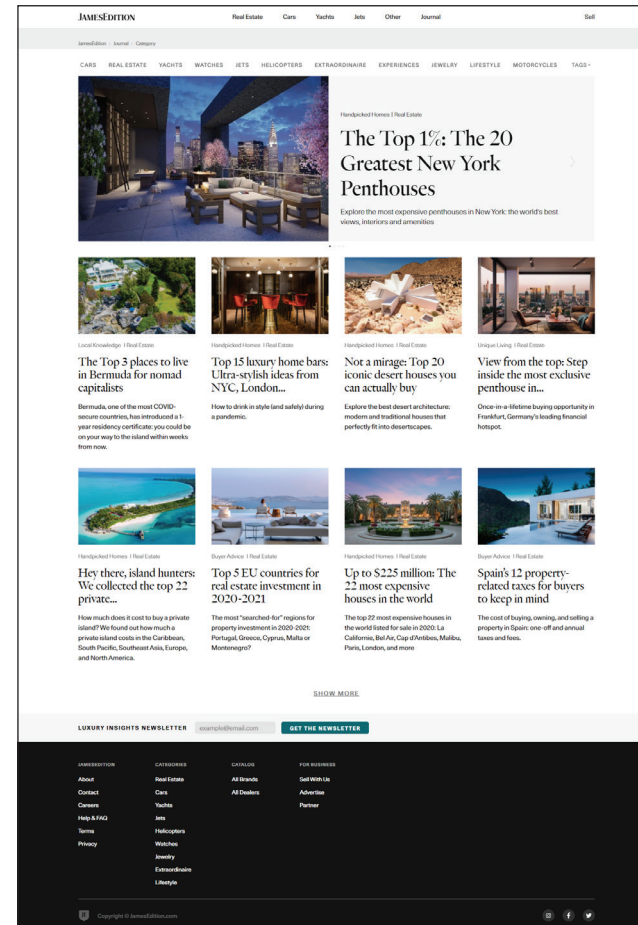
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

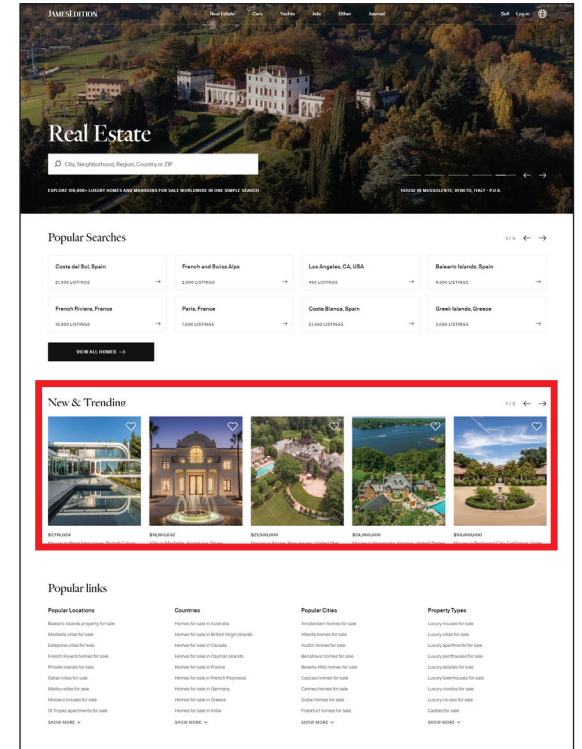
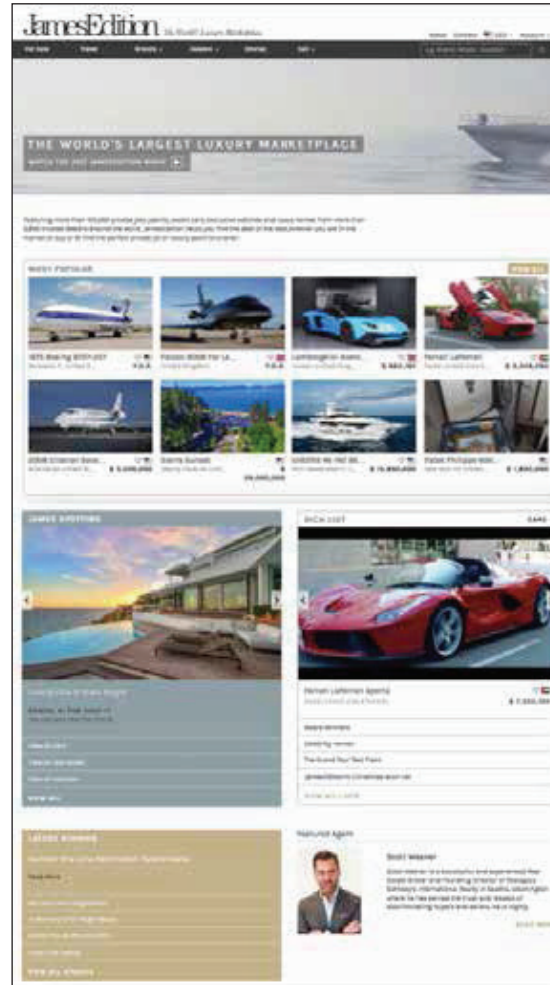
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

HOME PAGE POSITION: \$1,200

REAL ESTATE PAGE: \$1,000



# jamesedition.com

## SOCIAL MEDIA POST

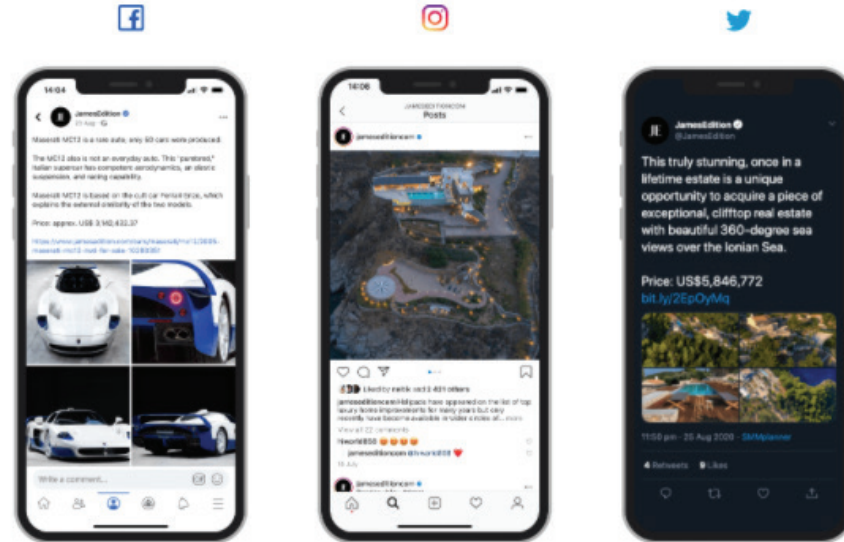
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

- 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

# JetSet

## 12 MONTH GLOBAL DIGITAL CAMPAIGN

### EMAIL

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through a banner insertion in the Jetset Magazine weekly newsletter that provides timely news about our readers' passions.

### Subscriber Profile

- **70%** Male
- **30%** Female
- Average Age: **41**
- Median HHI: **2.4 Million**
- Monthly Page Views: **1 Million +**
- Qualified Subscribers: **50,000 +**
- Customized Tracking Provided

### 12 month Web Feature

- **1 Million** monthly page views
- **170K** unique visitors

PRICE \$2,500/YEAR

**2 shared email blasts plus 12 month web feature (\$10,000 value)**

**Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun**

**Diamante Cabo San Lucas** • October 23, 2012 • Sports

Diamante Cabo San Lucas (Diamante), a 1,500-acre private oceanfront community on the Pacific coast in Cabo San Lucas, BCS, Mexico, has announced plans to build a new 18-hole, championship golf course to be designed by Tiger Woods and his company Tiger Woods Design (TWD).

The TWD designed course will be Diamante's second and will join the resort's award-winning championship golf course, Diamante Dunes, a natural links course that opened in 2006. Construction on the new course, named "El Cardonal" began in September, and is expected to take approximately 18 months to complete.

Diamante, a private and fully integrated luxury resort community located on the Pacific Coast, opened in 2009 to new residents. Plans include creating an exclusive and diverse golf club environment with world-class resort golf courses, residential villas, a private residence club and beach-front home sites.

"Diamante is a growing resort community that is already home to COO Maguiness' 18th ranked course in the world," said Diamante CEO Ken Jewdy. "We believe a Tiger Woods Design course will be the perfect complement to Dunes Love It's Dunes Course and will embody the high standards that we have set at Diamante."

Diamante's "El Cardonal" course will look and play very differently from the Dunes Course and will help solidify Diamante's reputation as a world-class golf destination.

"While the Dunes course is reminiscent of a classic Scottish links course, this course is going to remind people of the old-style California courses," Woods said. "We will use the existing slopes that traverse the site and will plant bunkers to create definite strategic choices and curves off the tee."

TWD plans to integrate Diamante's rolling hills and spectacular views into the design of a very distinctive golf course. The bunkers will have a traditional look with natural, irregular contours.

"I set up the golf strategy to make golfers think and make choices," said Woods. "Regardless of your handicap, there are going to be different ways to play every hole, angles of approach are going to be very important and will dictate the type of shots you should consider. I love this kind of golf."

The "El Cardonal" course is planned to measure more than 7,300 yards and will be contiguous to "The Resort at Diamante," which will be a fully functioning separate resort within the Diamante community. The Resort encompasses 60 acres and will include a vacation Club with more than 200 residences.

The Resort will also incorporate a series of family-friendly recreational and social amenities including a 10-acre waterpark lagoon, a village complete with retail stores, restaurants, a 1800+ camp, arcade, water park, and a water-based activity center. There will also be a world-class Spa and Fitness Center with a lap pool, as well as a sports complex with facilities for tennis, training, basketball, soccer and other recreational uses.

"Our goal at Tiger Woods Design is to find locations to design unique and memorable golf courses," said Woods. "Diamante definitely meets that objective."

This is the fourth golf course deal signed by Tiger Woods Design since the firm's inception in 2006 and the second in Mexico. Other contracts include Forest Fire in Estero de Arriba, Mexico. The City at High Lakes in Asheville, North Carolina, and Air Roways, located in Dubai, U.A.E.

"We are excited to work with Tiger Woods and his design team," said Jewdy. "He brings a wealth of golf knowledge and experience, and we look forward to creating a world-class golf course that integrates Diamante's unique site and characteristics."

Woods, who ranked "TWD" after 10 years playing professional golf, plans to host experiences gleaned from playing worldwide and to attend every contest. Woods noted that he is dedicated to applying his hands-on knowledge of the game to the Diamante site.

"I would really just TWD open it Tiger's commitment to the project, and his passion to create a golf experience players of all levels can enjoy," said Jewdy. "It doesn't hurt that Cabo San Lucas is the backdrop to Diamante, as one of the world's most desired vacation spots, having a course designed by Tiger Woods will only add to the resort's allure."

The Diamante experience also features a Clubhouse, a Cantina and a practice facility with private hitting bays and a silver bar. The 100,000-sq-foot Diamante Dunes Clubhouse which includes 20 2-bedroom residences is set to open November 16, 2012.

**SHARE ON:** Facebook, Twitter, Email

**ABOUT THE AUTHOR:** JetSet

**RELATED POSTS:**

- The Unbelievable Experience** • October 2, 2012
- Web Resorts Cabo San Lucas: Delicieux Vacation Package** • October 5, 2012

# 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

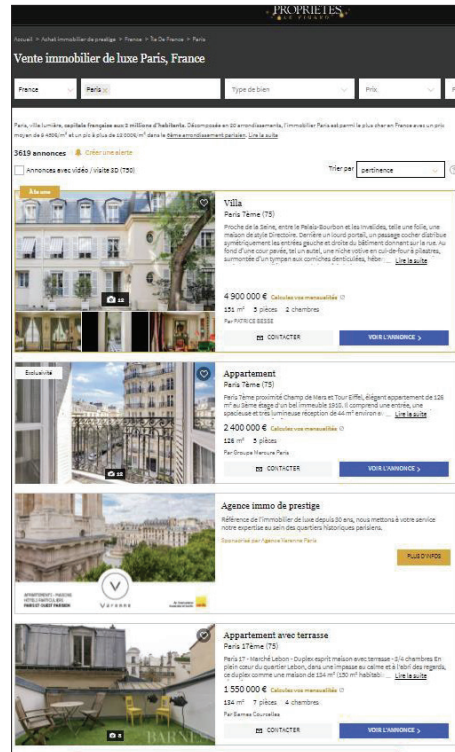
Position your property at the very top of the results page.

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



# 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

MINIMUM BUY 4 PLACEMENTS

FEATURED PROPERTIES

ADVERTISEMENT



**Una**  
Residences  
BRICKELL WATERFRONT  
**From \$2 million**  
175 SE 25th Rd. Miami, FL  
2-5 BR | 2-6.5 BA | Luxury  
Condos

Una Residences  
info@unaresidences.com

# Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.



## ENEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, oceanview, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience putting your message right in their inbox as a partner in our monthly eNewsletter.

- **22,000+** Opt-in subscribers
- **19%** Open Rate
- **15%** Click through rate

PRICE: STARTING AT \$650 PER MONTH

**OCEAN HOME MAGAZINE MONTHLY ENEWSLETTER**

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, ocean view, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience of 22,000+ opt-ins putting your message right in their inbox as a partner in our monthly eNewsletter.

**PRICE AND SPECS**

- **DISPLAY AD:** \$500 per 300 x 250 block plus link
- **FEATURED AD:** \$700 per first position, larger image, headline (30 characters) + text (40 words) & two links
- **SHARED AD:** \$500 per image, headline (30 characters) + text (40 words) & two links

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

**2022 RELEASE DATES**

- Feb 16
- March 16
- April 20
- May 18
- June 22
- July 13
- Aug 17
- Sept 21
- Oct 19
- Nov 16

Limited inventory. Reservations are first come, deadline 1 week prior.

**22,000** OPT-IN SUBSCRIBERS

**19%** OPEN RATE

**15%** CLICK THROUGH RATE

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910 **RMS**

The Ocean Home digital team is committed to bringing your brand's vision to life through original, well designed and engineered digital experiences. Contact us to reach the wealthiest consumers in the world who can easily afford multiple vacation homes and products for their coastal lifestyle.



# Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

## EXCLUSIVE EMAIL

Sent weekly on Wednesday and Sundays to Ocean Home’s discerning audience of high net worth coastal home owners and elite industry professionals.

PRICE: \$2,750 PER WEEK



## SPONSORED CONTENT

Custom article written and created by our editors to showcase your company. Posted on oceanhomemag.com, your article will be tailored to meet your marketing objectives and highlight your unique brand and properties.

- 800-1,000 words + 4-6 images.

PRICE: \$2,850

## SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

FACEBOOK POST: \$575 PER POST  
 INSTAGRAM POST: \$700 PER POST  
 FACEBOOK/INSTAGRAM AD: \$1,300 PER MONTH

**OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN**

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500 per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

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**RMS**

# RobbReport.com

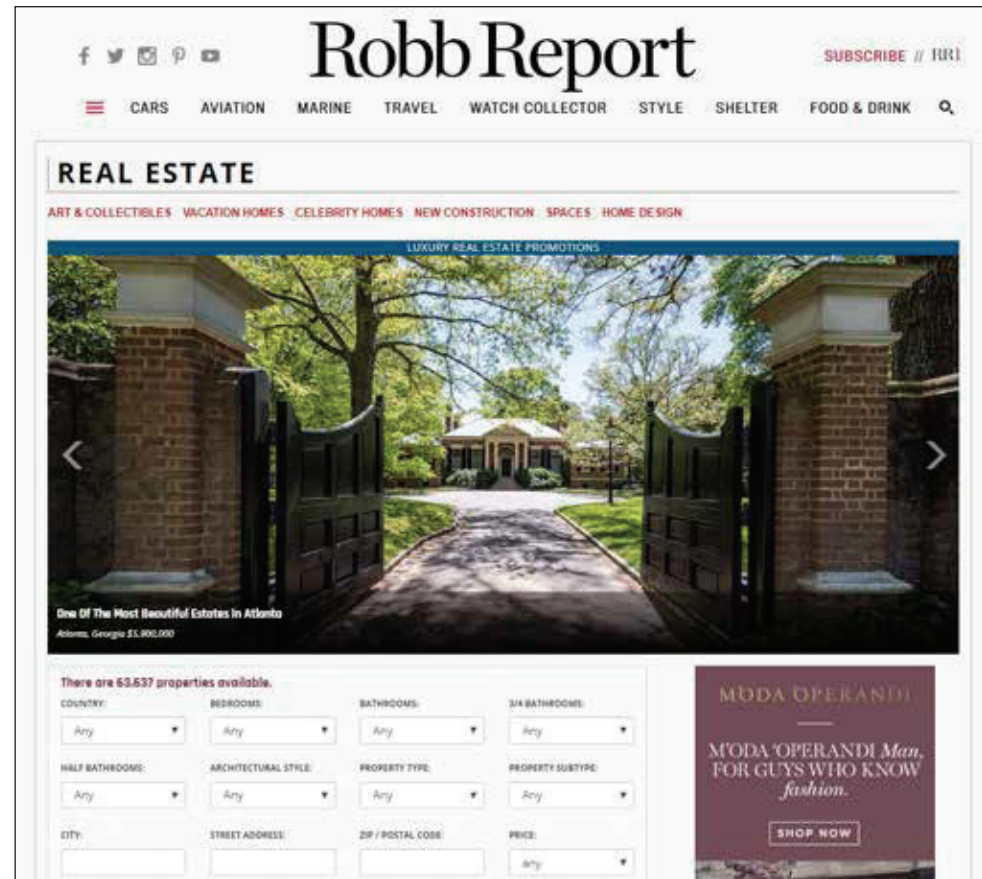
## REAL ESTATE MEDIA BAR

Placement on the Real Estate Media Bar provides outstanding visibility and click-through for high impact awareness.

Limited Space available: only 10 properties per month are permitted

- Above average click through rate
- Can click directly to provided url or landing page (built by robbreport.com)
- Property is live within 24-48 hours of receiving materials.

PRICE: \$1,300



# RobbReport.com

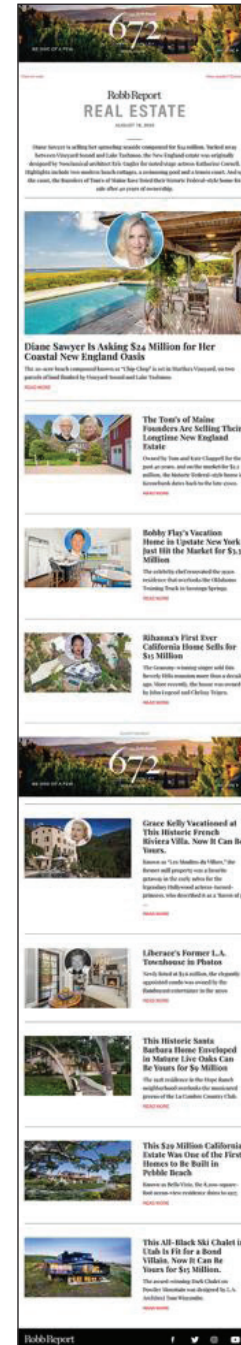
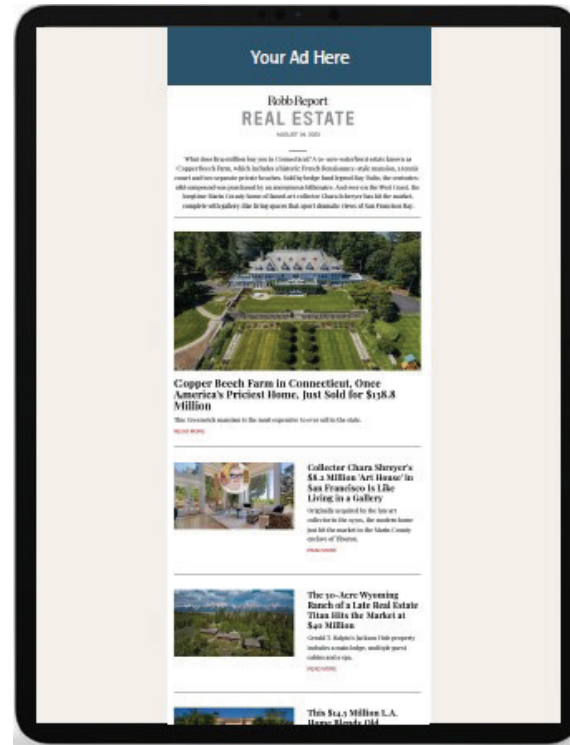
## REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

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

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

PRICE: \$3,875 - 3 DEPLOYMENTS (M, W, F)



DIGITAL

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# RobbReport.com

## TRAVEL NEWSLETTER

• **115,000+** Subscribers

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PRICE: \$5,625  
WEEKLY ON TUESDAYS

# The Wall Street Journal Online (WSJ.com)

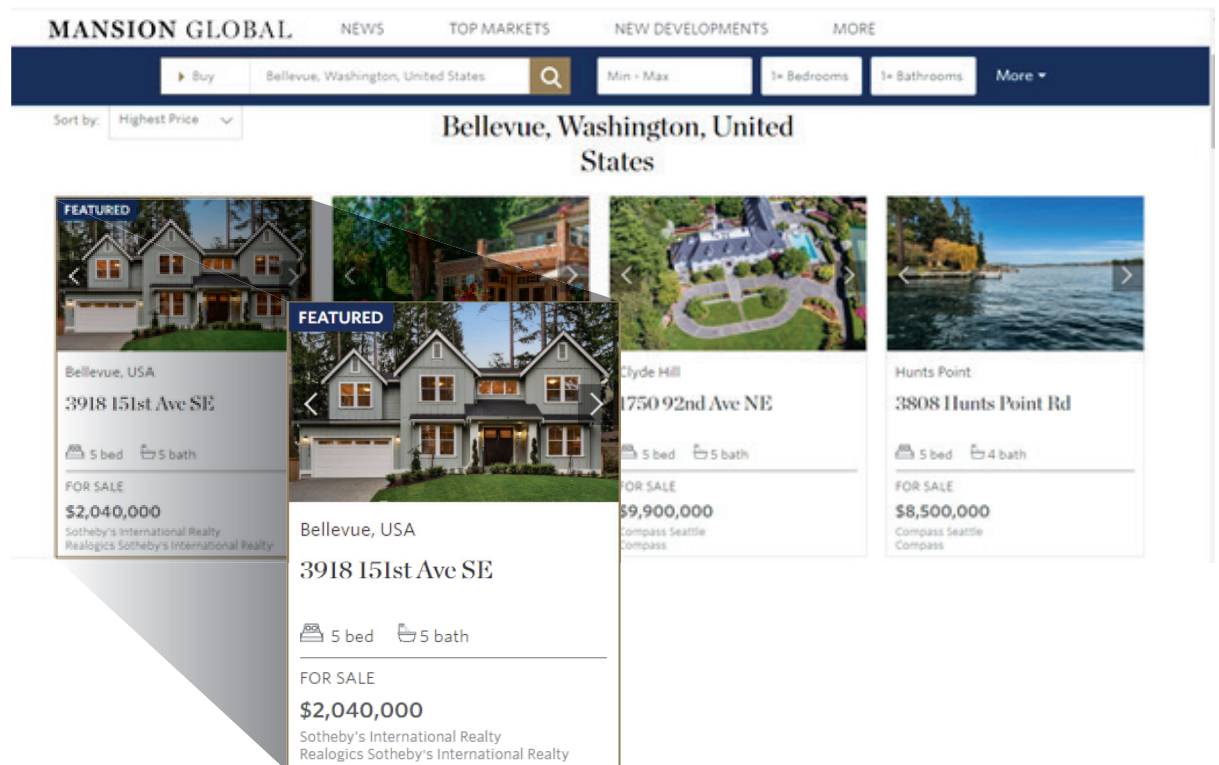
## FEATURED PROPERTY UPGRADES

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)

## 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: \$1,250 90 DAYS

Buy Luxury properties by location

San Francisco  
**706 Mission**  
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE

VIEW MEDIA

SHARE [Icons] 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

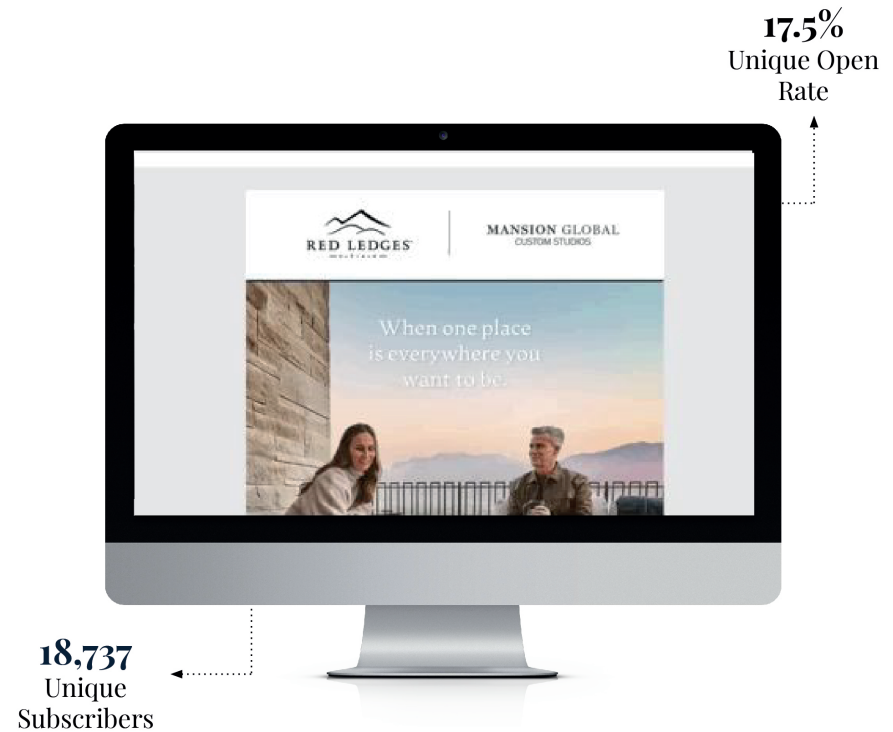
SHOP NOW

# The Wall Street Journal Online (WSJ.com)

## 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.

PRICE: \$5,000 CUSTOM SEND





# The Wall Street Journal Online (WSJ.com)

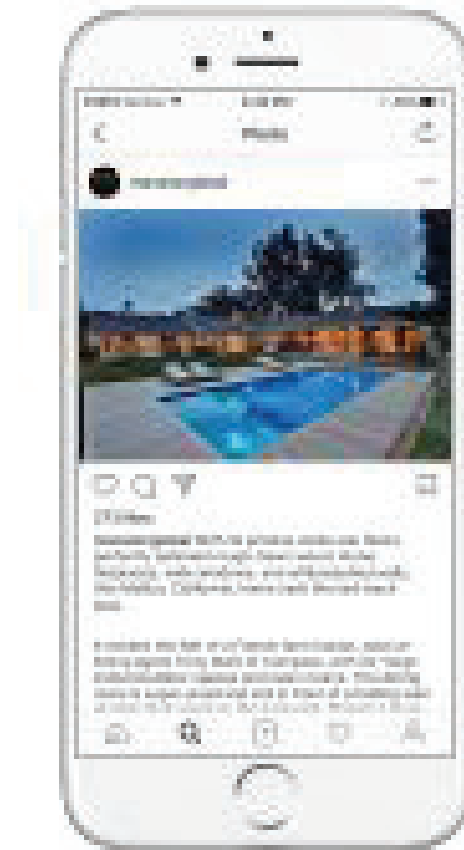
## @MANSIONGLOBAL INSTAGRAM

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



# 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%**
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**THE WALL STREET JOURNAL**  
WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXXV NO. 52 • WWW.WSJ.COM

**Fed Cuts Rates Amid Virus Fears**  
Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

**Tennessee Twisters Kill at Least 25**  
Tornadoes ripped through the state while many residents fled, according to the National Weather Service. They smashed homes and businesses and left hundreds of residents without power.

**Biden Picks Up String of Victories, Sanders Logs Big Win in California**  
Former Vice President Joe Biden picked up a string of victories in the Democratic presidential caucuses in New Hampshire, Iowa and South Carolina, while Sen. Bernie Sanders won a decisive win in California.

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# The Wall Street Journal

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Partner with Mansion Global as they explore the most desired properties and luxury trends in their Fall issue. Browse the pages of their most recent edition of Experience Luxury.

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# The New York Times

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**Web's Far Right Can Hear Itself As Trump Talks**  
By KEVIN WOOD and JILL WINTON  
On Wednesday, members across the far right of the conservative movement gathered for a meeting in Washington, D.C., to discuss the president's upcoming State of the Union address. The meeting was held in a private club, and attendees were asked to keep their names and affiliations confidential. The meeting was held in a private club, and attendees were asked to keep their names and affiliations confidential.

**Edge in Polls Might Not Tip House Seats**  
By NATE GUNN  
Democratic support peaked on Tuesday for a wide range, with several seats in the House of Representatives still in play. The House of Representatives is still in play, with several seats in the House of Representatives still in play.

**Chasing the Spread of Once-Fringe Views**  
By KEVIN WOOD and JILL WINTON  
On Wednesday, members across the far right of the conservative movement gathered for a meeting in Washington, D.C., to discuss the president's upcoming State of the Union address. The meeting was held in a private club, and attendees were asked to keep their names and affiliations confidential.

**It's Not Heaven, It's Brooklyn**  
The 20,000 runners in this year's New York City Marathon enjoyed blue skies, overcast conditions and a fast course. Pages F7-F22.

**Spending Millions in a Bid to Avoid Sanctions**  
By BENJAMIN SVETKEY  
The U.S. Treasury is looking for ways to prevent Russia from receiving billions of dollars in aid from the U.S. Treasury. The U.S. Treasury is looking for ways to prevent Russia from receiving billions of dollars in aid from the U.S. Treasury.

**Partisan Rhetoric Of New Query On the Census**  
By MICHAEL WIND  
WASHINGTON — With 11 days to go before the census, the U.S. Census Bureau is looking for ways to prevent Russia from receiving billions of dollars in aid from the U.S. Treasury.

**Called to Serve, Utah Mayor Always Answered**  
By JEFF TREMPER  
NORTH OGDEN, Utah — The 100th anniversary of the Utah National Guard is being celebrated in North Ogden, Utah. The 100th anniversary of the Utah National Guard is being celebrated in North Ogden, Utah.

**Offering Little Pool, Pesticid Accuses Georgia Rival of 'Hack'**  
By RICHARD HENNEY  
ATLANTA — The words, from the Georgia Rival, are being used to describe the Georgia Rival. The Georgia Rival is being used to describe the Georgia Rival.

# The New York Times

## THE SUNDAY REAL ESTATE

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.

- Circulation: **403,748**
- Sunday: **972,774**
- Male / Female ratio: **51% / 49%**
- Median HHI: **\$193,586**
- Average HHI: **\$359,826**
- Median Age: **50**


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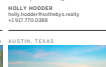
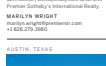








**The Hudson Valley is starting to resemble that stretch of Long Island.**

**By JILL SACKO**  
For some time, the Hudson Valley has appeared to have been left behind. The region, including the state's largest metropolitan area, has been largely ignored by the state's economic development agencies. But now, as the state's economy struggles, the Hudson Valley is starting to resemble that stretch of Long Island. The region is starting to resemble that stretch of Long Island. The region is starting to resemble that stretch of Long Island.

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

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# Ocean Home Magazine

## THE LUXURY COASTAL LIFESTYLE PUBLICATION

Ocean Home is an award-winning coastal lifestyle magazine dedicated to inspiring and educating readers with in-depth articles on exclusive homes and designers, insightful, first-person reports on luxurious resorts and informative stories on must-have products and accessories.

Every issue of Ocean Home inspires and educates highly affluent readers about the world's most exceptional oceanfront architecture, interior design, exclusive resorts and luxury lifestyle.

- High Net Worth Coastal Homeowners
- Luxury Hotels & Resorts
- Private Jets & Luxury Aircraft

### Demographics

- Distribution: **50,000**
- Total Audience: **135,000**
- Geographic breakdown: **United States coastal areas, Canada, Caribbean**
- Average age: **51**
- Male / Female: **49% / 51%**
- Average HHI: **\$2,400,000**
- Net Worth: **\$9,600,000**
- Primary Residence value: **\$4,900,000**

FULL PAGE + DIGITAL BANNERS: \$3,000  
TWO PAGE SPREAD: \$5,950

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# OCEAN HOME

The Luxury Coastal Lifestyle Magazine  
ISSUE 1 - 10/2019

## TOP HOMES

THE MOST EXCLUSIVE COASTAL HOMES ON THE MARKET IN 2019



DESTINATION CALIFORNIA  
MALIBU MODERN BY DOUG BURDGE,  
CLASSIC LUXURY IN MONTECITO

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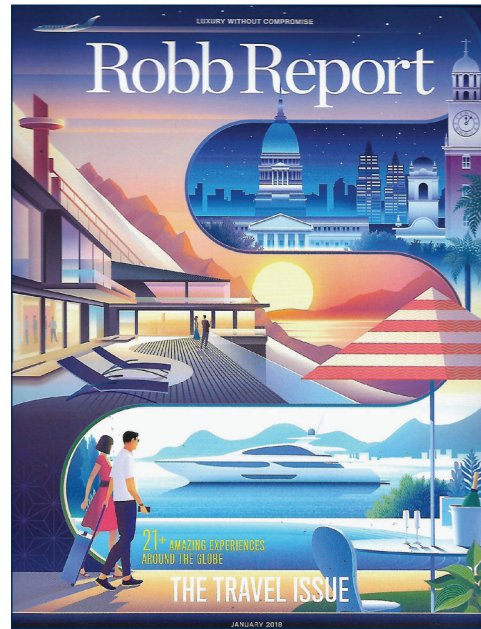
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Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. With its fingers on the pulse of the latest superlative products and 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**

FULL PAGE: \$12,000  
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 PROPERTY SPOT: \$830

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Out of Home



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# Out of Home

## LUXURY SHOPPING AREAS

High end shopping malls continue to attract shoppers and they have many digital advertising displays usually at a very reasonable cost. An effective and continuous way to reach the target market.

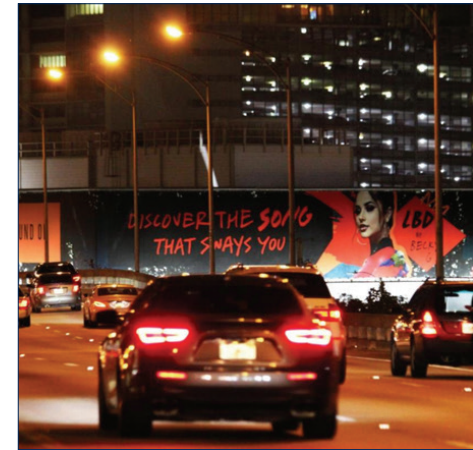
## BILLBOARDS

Billboards are a great vehicle to bring awareness to a large number of people who are traveling near the area.

## AIRPORTS AND TRANSIT

Airports offer a wide variety of advertising platforms and the regional airports and other transit hubs can be good options to reach your audience.

PRICING AND OPTIONS INCLUDED IN A SEPARATE DOCUMENT



# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY



# Proposed Schedule, Pricing & Reach 2023-2024

Media	Ad Description	December	January	February	March	April	Media Total	Reach
<b>Sotheby's Auction House: Print</b>								
Sotheby's Magazine	Advertorial				\$ 10,500.00		\$ 10,500.00	20,000
Sotheby's Magazine	Full Page				\$ 3,640.00		\$ 3,640.00	20,000
<b>Digital</b>								
<b>Million Impressions*</b>								
Million Impressions	Digital Banner Program		\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 9,800.00	4,000,000
Million Impressions	Targeting - Florida, Dallas, NC, SC, Atlanta, Ohio, Washington, PA, New York, Michigan, Connecticut, MA, Quebec, Ontario, Paris, Netherlands							
<b>Google Adwords</b>								
Google Adwords	Digital PPC program	\$ 9,750.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 45,750.00	
<b>Comprehensive Digital</b>								
Display	Behavioral Custom program	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 12,500.00	1,250,000
Connected TV - OTT	Behavioral Custom program	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 15,000.00	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	\$ 1,500.00	\$ 1,500.00	\$ 9,000.00	300,000
<b>JamesEdition</b>								
Rotating Gallery Home Page	Featured Banner		\$ 2,000.00				\$ 2,000.00	750,000
Rotating Gallery Real Estate Page	Featured Banner			\$ 1,600.00			\$ 1,600.00	750,000
Featured Article and e-Newsletter promotion	e-Newsletter			\$ 5,500.00			\$ 5,500.00	294,000
e-Newsletter	e-Newsletter		\$ 1,500.00		BONUS		\$ 1,500.00	294,000
New & Trending Home Page	Featured Spot	\$ 1,200.00					\$ 1,200.00	38,300
Social Media	Listing Feature			\$ 1,800.00		\$ 1,000.00	\$ 2,800.00	296,000
<b>JetSet Magazine</b>								
JetSet Magazine	Annual Global Campaign			\$2,500			\$ 2,500.00	2,140,000
<b>Le Figaro</b>								
Headline Search	Featured City		\$ 795.00		\$ 795.00		\$ 1,590.00	
Native Ad	Native placement by City	\$ 500.00		\$ 500.00		\$ 500.00	\$ 1,500.00	
<b>NYTimes.com</b>								
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00	\$ 6,000.00	\$ 3,000.00		\$ 3,000.00	\$ 15,000.00	222,412
<b>RobbReport.com</b>								
RobbReport.com	Real Estate media bar	\$ 1,300.00	\$ 1,300.00	\$ 1,300.00	\$ 1,300.00	\$ 1,300.00	\$ 6,500.00	30,000
Real Estate Newsletter	3 Deployments (M, W, F)	\$ 3,875.00	\$ 3,875.00	\$ 3,875.00	\$ 3,875.00	\$ 3,875.00	\$ 19,375.00	300,000
Travel Newsletter	Weekly - Tuesday			\$ 5,625.00	\$ 5,625.00		\$ 11,250.00	230,000
<b>WSJ.com</b>								
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00		\$ 2,150.00		\$ 2,150.00	\$ 6,450.00	492,000
Mansion Global New Development Profile	Profile page - 3 months		\$1,250			\$1,250	\$ 2,500.00	
Mansion Global Custom Email	Custom Send		\$ 5,000.00				\$ 5,000.00	17,000
Property upgrades	Property upgrades			\$1,200			\$ 1,200.00	
Mansion Global Instagram	Mansion Global Instagram	\$ 1,775.00			\$ 1,775.00		\$ 3,550.00	152,400
<b>Ocean Home</b>								
E-Newsletter	E-Newsletter	\$ 650.00		\$ 650.00			\$ 1,300.00	44,000
Custom E-Mail	Custom E-Mail	\$ 2,750.00	\$ 2,750.00		\$ 2,750.00		\$ 8,250.00	66,000
Facebook Post	Facebook Post		\$ 575.00			\$ 575.00	\$ 1,150.00	43,200
Instagram Post	Instagram Post		\$ 700.00		\$ 700.00		\$ 1,400.00	43,600
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,300.00		\$ 1,300.00			\$ 2,600.00	86,800
Sponsored Content	Sponsored Content		\$ 2,850.00	\$ 2,850.00		\$ 2,850.00	\$ 8,550.00	114,597
<b>Print</b>								
<b>The Wall Street Journal</b>								
The Wall Street Journal - Eastern Region	Quarter Page	\$ 18,720.00	\$ 18,720.00	\$ 18,720.00	Bonus	Bonus	\$ 56,160.00	2,819,934
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 3,250.00	3,222,120
The Wall Street Journal - MGEL	Premium Full Page				\$ 2,242.50		\$ 2,242.50	100,000
The Wall Street Journal - MGEL	Premium Spread -	\$ 4,485.00					\$ 4,485.00	100,000
<b>The New York Times</b>								
The New York Times	1/4 page - Weekday/Saturday		\$ 5,250.00	\$ 5,250.00	\$ 5,250.00		\$ 15,750.00	1,269,333
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00	\$ 760.00	\$ 760.00	\$ 710.00	\$ 2,990.00	1,692,444
The New York Times	Property Spot - Sunday		\$ 760.00	\$ 760.00			\$ 1,520.00	381,268
The New York Times Takeover	Full page w/ Digital promotion				\$ 1,500.00	\$ 1,380.00	\$ 2,880.00	336,000
<b>Conde Nast Magazines Regional Pages</b>								
Conde Nast Traveler - Canada East	Spread		\$ 4,280.00		\$ 4,280.00		\$ 8,560.00	5,000
Conde Nast Traveler - South Florida	Spread		\$ 6,930.00		\$ 6,930.00		\$ 13,860.00	18,000
Conde Nast Traveler - New York Metro	Full Page		\$ 9,870.00		\$ 9,870.00		\$ 19,740.00	38,000
Conde Nast Traveler - Dallas / Ft Worth	Spread		\$ 4,990.00		\$ 4,990.00		\$ 9,980.00	11,000
<b>Financial Times</b>								
Financial Times	1/4 page	\$ 5,250.00	\$ 5,250.00	\$ 5,250.00			\$ 15,750.00	631,371
Financial Times	Triple Property Spot			\$ 2,190.00	\$ 2,190.00	\$ 2,190.00	\$ 6,570.00	631,371
<b>Le Figaro</b>								
Full Page	Full Page		\$ 2,500.00				\$ 2,500.00	50,000
Full Page Advertorial	Full Page Advertorial				\$ 3,000.00		\$ 3,000.00	50,000
<b>Ocean Home</b>								
Ocean Home	2 Page Spread + digital Banners	\$ 5,950.00		\$ 5,950.00		\$ 5,950.00	\$ 17,850.00	210,000
<b>Robb Report</b>								
Robb Report	Full page	\$ 12,000.00		\$ 12,000.00			\$ 24,000.00	648,000
Robb Report	Triple Property Spot					\$ 2,490.00	\$ 2,490.00	324,000
<b>Out of Home</b>								
Local St. Martin			TBD					TBD
Airport Luxury Lounge			TBD					TBD
Airport Terminal			TBD					TBD
<b>TOTAL</b>							\$ 396,702.50	25,112,150
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change								