



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Sagee Manor Advertising and Marketing

Highlands | **Sotheby's**
INTERNATIONAL REALTY

Table of Contents

3 INTRO

4 SOTHEBY'S AUCTION HOUSE

- 5 Sotheby's Magazine
- 6 Sotheby's Bespoke Email
- 7 Sotheby's Selects e-Newsletters
- 8 Sotheby's Preferred e-Newsletters

9 DIGITAL

- 10 Impressions Campaign
- 15 Smart Solutions Eblast
- 16 Billionaire Magazine
- 17 Dwell Real Estate
- 18 Elite Traveler
- 19 Nob Hill Gazette
- 20 JamesEdition.com
- 24 JetSet
- 25 Land.com
- 26 Land Report
- 27 LA Times
- 29 Luxury Estate
- 30 NYTimes.com
- 31 RobbReport.com
- 32 WSJ.com
- 36 Boat International e-Newsletter

37 PRINT

- 38 The Wall Street Journal
- 39 The New York Times
- 40 The New York Times Takeover
- 41 Architectural Digest
- 42 Billionaire Magazine
- 43 Elite Traveler
- 44 Financial Times
- 45 Los Angeles Times
- 47 Quest
- 48 Robb Report

49 SCHEDULE & REACH

- 50 2025



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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Sagee Manor

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

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 Highlands, NC.

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

**LET'S DO
GREAT THINGS TOGETHER**

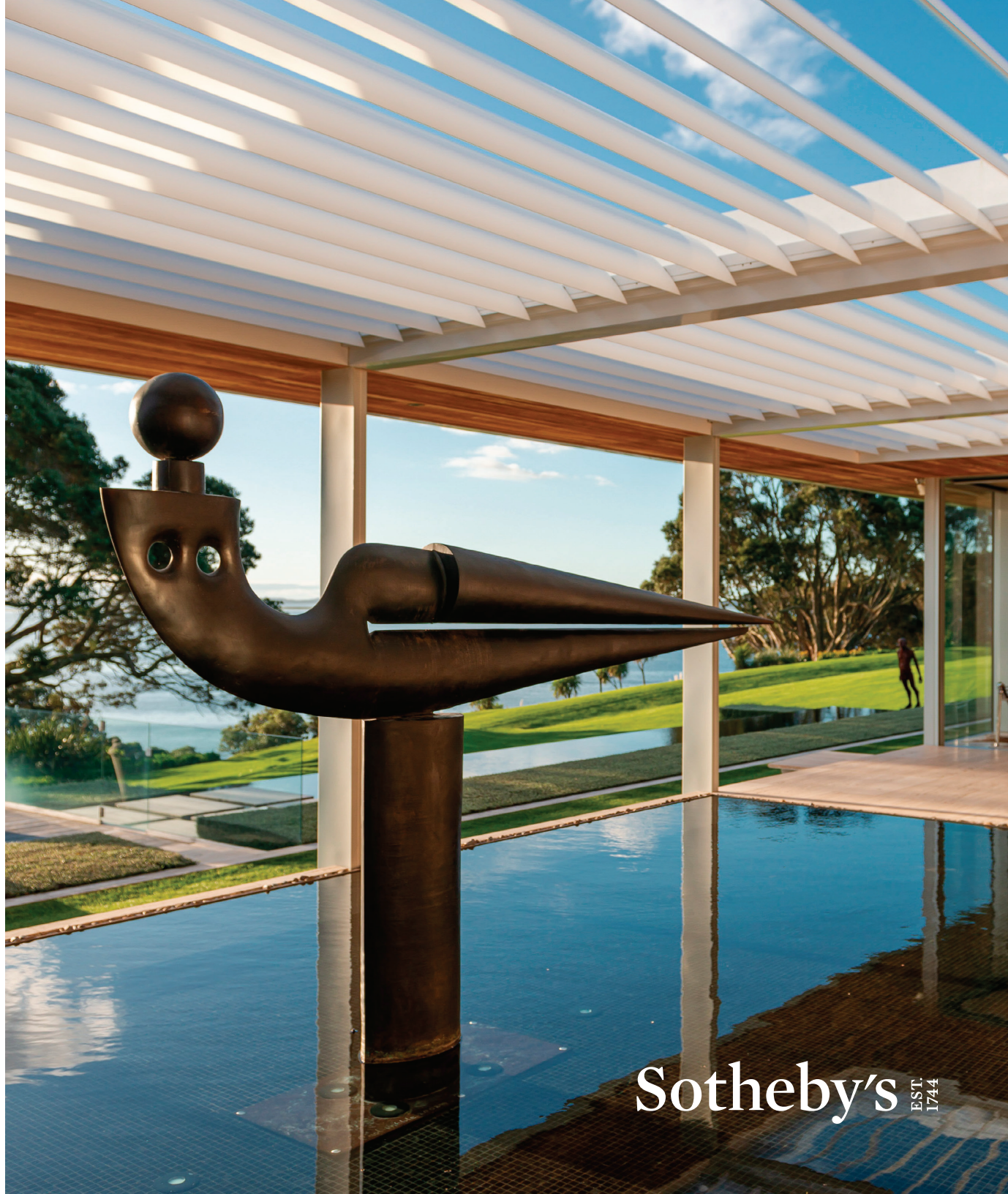
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

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

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

CHLOE STEELY
Account Executive
212-677-2557
chloe@skyad.com

Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

FULL PAGE
 HALF PAGE
 QUARTER PAGE
Global



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
 512.453.8800
 Property # 1230123
 Agent: Jennifer
 International Realty
 Broker: Sotheby's International Realty
 Email: jennifer@sothebysrealty.com
 \$50,000,000.00

Nothing Compares to what's best.
 Explore our exclusive collection of inspiring homes.

© 2018 Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty, Inc. is a registered trademark of Sotheby's International Realty, Inc. Sotheby's International Realty, Inc. is a member of the Sotheby's International Realty network. Sotheby's International Realty, Inc. is not a franchise. Sotheby's International Realty, Inc. is not a real estate broker. Sotheby's International Realty, Inc. is not a real estate agent. Sotheby's International Realty, Inc. is not a real estate developer. Sotheby's International Realty, Inc. is not a real estate investor. Sotheby's International Realty, Inc. is not a real estate lender. Sotheby's International Realty, Inc. is not a real estate servicer. Sotheby's International Realty, Inc. is not a real estate title company. Sotheby's International Realty, Inc. is not a real estate escrow agent. Sotheby's International Realty, Inc. is not a real estate attorney. Sotheby's International Realty, Inc. is not a real estate accountant. Sotheby's International Realty, Inc. is not a real estate insurance agent. Sotheby's International Realty, Inc. is not a real estate appraiser. Sotheby's International Realty, Inc. is not a real estate auctioneer. Sotheby's International Realty, Inc. is not a real estate mediator. Sotheby's International Realty, Inc. is not a real estate arbitrator. Sotheby's International Realty, Inc. is not a real estate conciliator. Sotheby's International Realty, Inc. is not a real estate negotiator. Sotheby's International Realty, Inc. is not a real estate facilitator. Sotheby's International Realty, Inc. is not a real estate coordinator. Sotheby's International Realty, Inc. is not a real estate administrator. Sotheby's International Realty, Inc. is not a real estate manager. Sotheby's International Realty, Inc. is not a real estate supervisor. Sotheby's International Realty, Inc. is not a real estate director. Sotheby's International Realty, Inc. is not a real estate officer. Sotheby's International Realty, Inc. is not a real estate partner. Sotheby's International Realty, Inc. is not a real estate owner. Sotheby's International Realty, Inc. is not a real estate beneficiary. Sotheby's International Realty, Inc. is not a real estate heir. Sotheby's International Realty, Inc. is not a real estate executor. Sotheby's International Realty, Inc. is not a real estate trustee. Sotheby's International Realty, Inc. is not a real estate guardian. Sotheby's International Realty, Inc. is not a real estate conservator. Sotheby's International Realty, Inc. is not a real estate administrator. Sotheby's International Realty, Inc. is not a real estate fiduciary. Sotheby's International Realty, Inc. is not a real estate agent. Sotheby's International Realty, Inc. is not a real estate broker. Sotheby's International Realty, Inc. is not a real estate developer. Sotheby's International Realty, Inc. is not a real estate investor. Sotheby's International Realty, Inc. is not a real estate lender. Sotheby's International Realty, Inc. is not a real estate servicer. Sotheby's International Realty, Inc. is not a real estate title company. Sotheby's International Realty, Inc. is not a real estate escrow agent. Sotheby's International Realty, Inc. is not a real estate attorney. Sotheby's International Realty, Inc. is not a real estate accountant. Sotheby's International Realty, Inc. is not a real estate insurance agent. Sotheby's International Realty, Inc. is not a real estate appraiser. Sotheby's International Realty, Inc. is not a real estate auctioneer. Sotheby's International Realty, Inc. is not a real estate mediator. Sotheby's International Realty, Inc. is not a real estate arbitrator. Sotheby's International Realty, Inc. is not a real estate conciliator. Sotheby's International Realty, Inc. is not a real estate negotiator. Sotheby's International Realty, Inc. is not a real estate facilitator. Sotheby's International Realty, Inc. is not a real estate coordinator. Sotheby's International Realty, Inc. is not a real estate administrator. Sotheby's International Realty, Inc. is not a real estate manager. Sotheby's International Realty, Inc. is not a real estate supervisor. Sotheby's International Realty, Inc. is not a real estate director. Sotheby's International Realty, Inc. is not a real estate officer. Sotheby's International Realty, Inc. is not a real estate partner. Sotheby's International Realty, Inc. is not a real estate owner. Sotheby's International Realty, Inc. is not a real estate beneficiary. Sotheby's International Realty, Inc. is not a real estate heir. Sotheby's International Realty, Inc. is not a real estate executor. Sotheby's International Realty, Inc. is not a real estate trustee. Sotheby's International Realty, Inc. is not a real estate guardian. Sotheby's International Realty, Inc. is not a real estate conservator. Sotheby's International Realty, Inc. is not a real estate administrator. Sotheby's International Realty, Inc. is not a real estate fiduciary.

Home

1 Central Park West 46R/50C
 With unparalleled breathtaking views, this 50th of Central Park West is a masterpiece of modern architecture and craftsmanship. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom millwork. This is a rare opportunity to own a piece of New York City's most iconic address. Call today to schedule your private showing. \$50,000,000.00

510 Park Avenue, 15/16
 This residence in the sky offers 2,000 sq. ft. of sophisticated living space overlooking Central Park. The building is a masterpiece of modern architecture and craftsmanship. Call today to schedule your private showing. \$20,000,000.00

Four Seasons Private Residences
 This offering is 1,100 sq. ft. of exquisite craftsmanship and modern architecture. The building is a masterpiece of modern architecture and craftsmanship. Call today to schedule your private showing. \$15,000,000.00

New York, New York
 Sotheby's International Realty
 East Side Neighborhood Brokerage
 Manhattan South • +1 212 495 1243
 Email: manhattan@sothebysrealty.com

New York, New York
 Sotheby's International Realty
 East Side Neighborhood Brokerage
 Manhattan South • +1 212 495 1243
 Email: manhattan@sothebysrealty.com

DIGITAL

SOTHEBY'S BESPOKE EMAIL

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




SOTHEBY'S INTERNATIONAL REALTY
Dream Big Villa, Turks & Caicos Islands
[FIND OUT MORE](#)



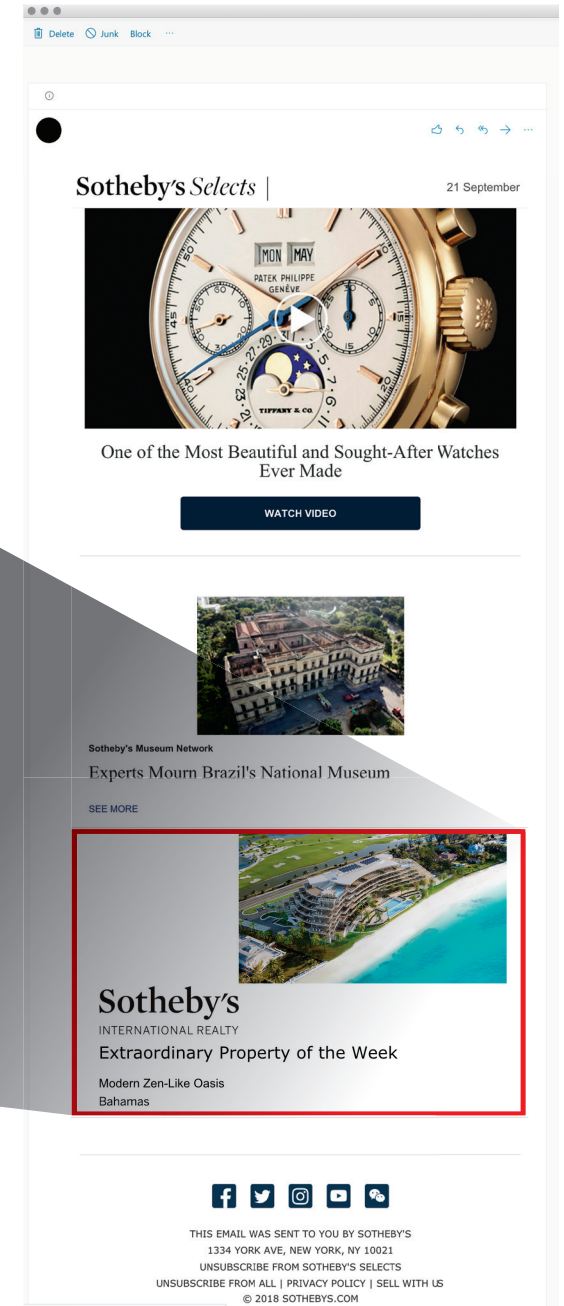
DIGITAL

SOTHEBY'S SELECTS
E-NEWSLETTERS


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



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




Sotheby's Selects | 21 September



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

[WATCH VIDEO](#)

Sotheby's Museum Network
Experts Mourn Brazil's National Museum
[SEE MORE](#)



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas

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

THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S
1334 YORK AVE, NEW YORK, NY 10021
UNSUBSCRIBE FROM SOTHEBY'S SELECTS
UNSUBSCRIBE FROM ALL | [PRIVACY POLICY](#) | [SELL WITH US](#)
© 2018 SOTHEBYS.COM

DIGITAL

SOTHEBY'S PREFERRED E-NEWSLETTERS

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


EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®

DISCOVER MORE!

Elegant Condo Tower
New York, New York



Sotheby's Preferred 5 September 2018



Your Members' Lounge in Hong Kong

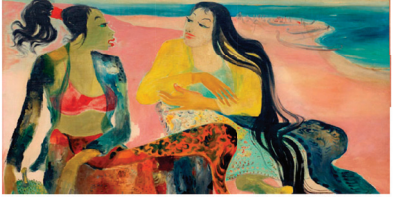

The Preferred Members' Lounge returns to the Hong Kong Convention Centre this autumn, open daily from 28 September to 3 October.

LEARN MORE

EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®

DISCOVER MORE!


Elegant Condo Tower
New York, New York



Travel to Hong Kong in Style

Take advantage of special offers and services while you are in Hong Kong for our sales, including exclusive hotel rates and private club access.

LEARN MORE



Limited Offer

A Jewelled Garden of Eden

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

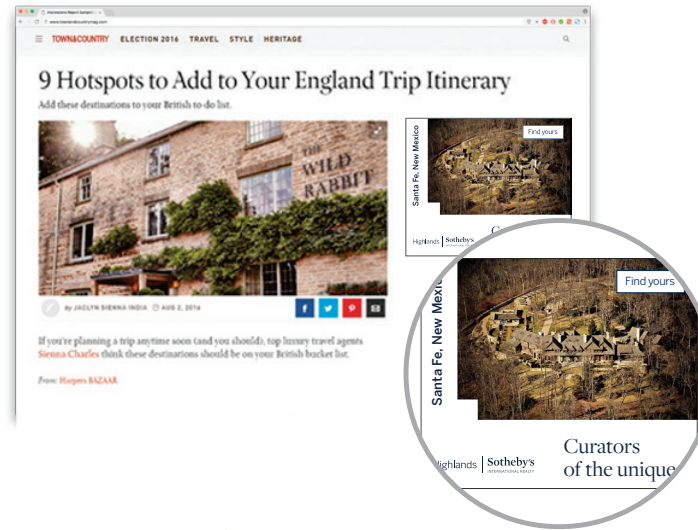
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

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

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

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Sagee Manor**
- Flight Dates: **Three Months**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

100K Impressions per two weeks
250K Impressions per month
500K Impressions per month
1 Million Impressions per month
 Three Month Minimum



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes



Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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

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




Santa Fe, New Mexico

Find yours

1 of 1

Curators of the unique

Highlands | Sotheby's INTERNATIONAL REALTY



Santa Fe, New Mexico

Find yours


1 of 1

Curators of the unique

Highlands | Sotheby's INTERNATIONAL REALTY

1 of 1

Curators of the unique

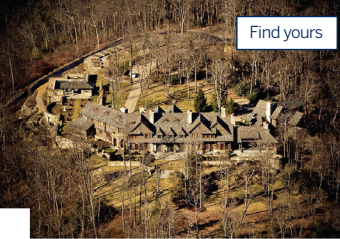


Santa Fe, New Mexico

Highlands | Sotheby's INTERNATIONAL REALTY

Find yours

Santa Fe, New Mexico

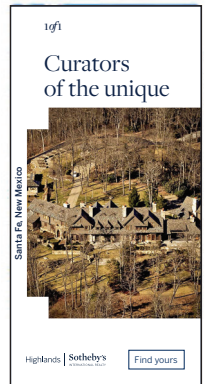
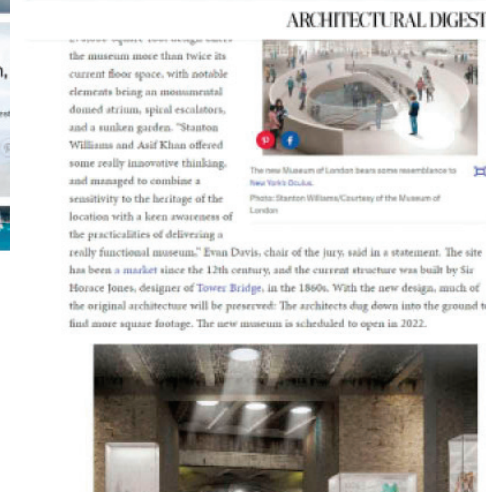
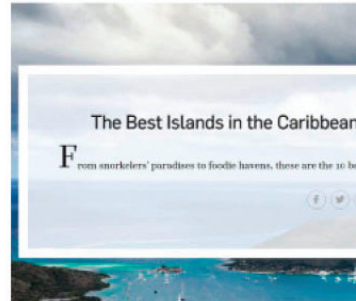
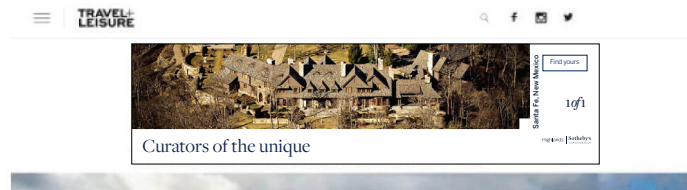
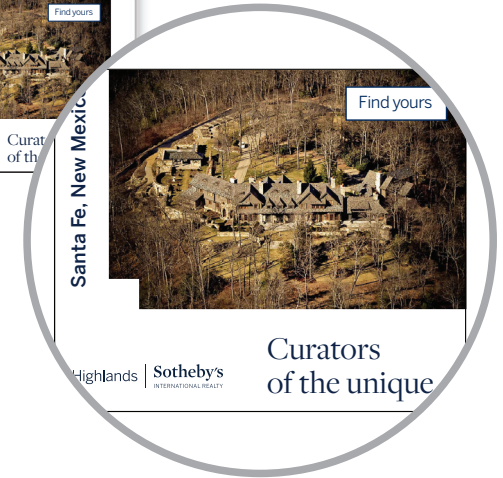


Find yours

Curators of the unique

Highlands | Sotheby's INTERNATIONAL REALTY

Sample Banners For Impressions Programs As They Appear On Sites

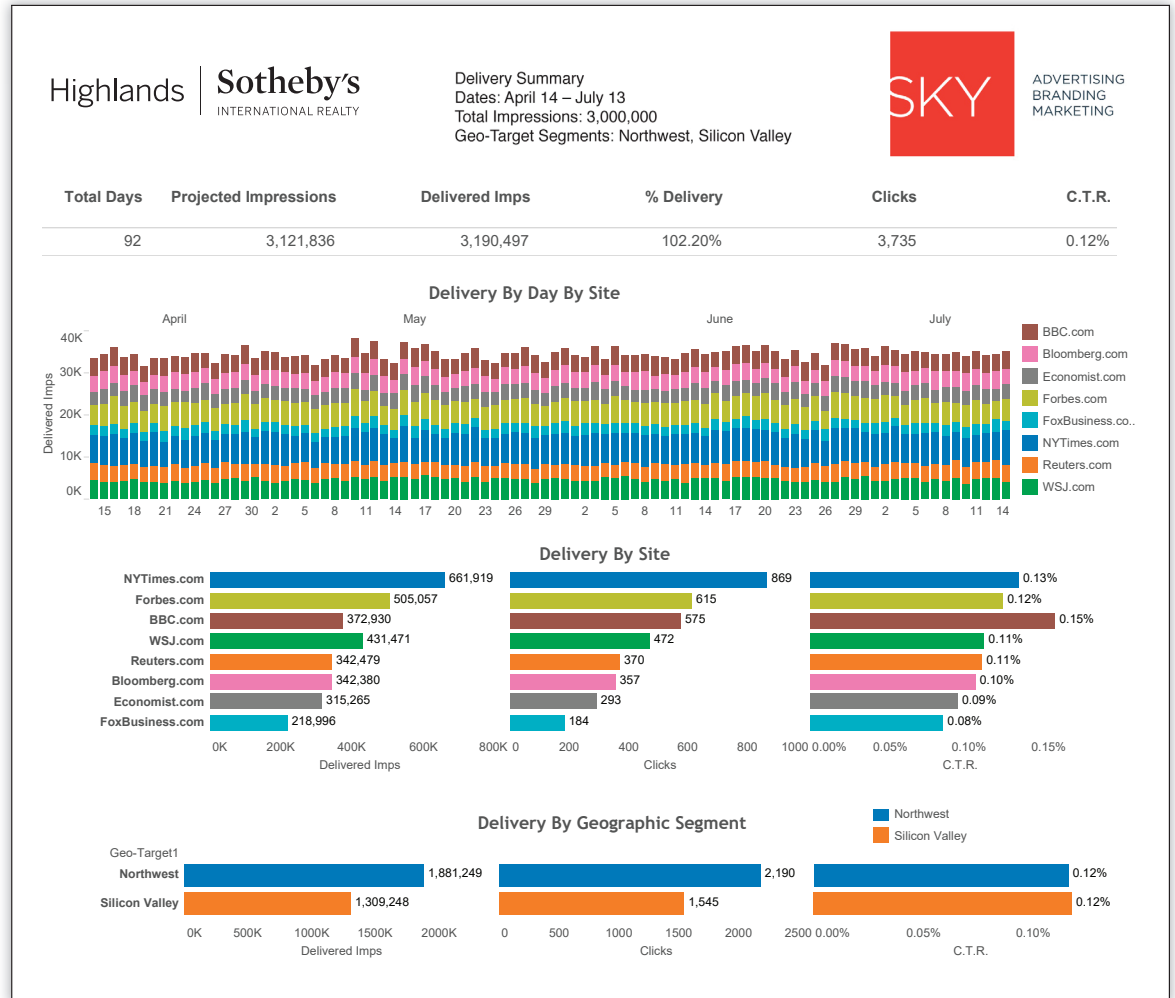


Comprehensive Reporting For Your Customized Campaign

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it.

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks, and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

IMPRESSIONS PROGRAM SAMPLE REPORT



DIGITAL

Smart Solutions Eblast

Our team of email experts make your message stand out from your competition with compelling subject lines, engaging copy, powerful images, and strategic deployment scheduling. Our campaigns are 100% responsive, meaning your message is optimized for all devices and email platforms in order to expand your reach and foster engagement with customers.

TARGETING

Use high-quality data to reach new customers

DELIVERABILITY

Make it to more customer's inboxes every time.




AUDIENCE

- Select High Income Zip Codes
- Net Worth > \$13 Million
- Household Income > \$500K
- 20,000 Total Emails

CUSTOM EBLAST AND REMINDER EMAIL

Sotheby's
INTERNATIONAL REALTY




Explore the latest luxury properties in the Bay Area
Among these buying opportunities: breathtaking opulence with floor-to-ceiling windows, and a vineyard paradise with panoramic views.
Schedule a private tour today.



The Epitome of Luxury Bay Living
44523 Vista Grande Court, Fremont, CA
\$8,998,000

The home you have been waiting for. Embrace the opulence of this 9,931 square foot enclave as you experience unmatched, breathtaking views of the entire Bay Area with floor-to-ceiling windows. Built with every executive amenity you could possibly need, this custom-built masterpiece spares no details.

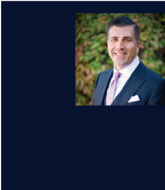
[View Property](#)



Tuscan Vineyard Oasis in Mission Hills
44909 Vista Del Sol, Fremont, CA
\$7,998,000

Your very own custom oasis awaits in the highly desirable Mission Hills. Enjoy 6,132 square feet of extensive luxurious living space on 2.7 acres of paradise, including 2 acres of lovely Cabernet vineyards, perfect for any wine connoisseur. Nearly every room in this magnificent home offers outstanding panoramic views of city lights, bay bridges, and the beautiful Mission Hills.

[View Property](#)



Joseph Sabath Jr.
DRE# CaBRE# 01295925
Realtor
Venture Sotheby's International Realty
43613 Mission Boulevard
Fremont, CA 94539
(415) 895-9442
jsabath@gmail.com

[View Website](#)

Thank you for being part of our mailing list.
You can use [this link](#) to stop receiving our emails.
Alternatively, mail your request to PO Box 34628, Seattle, WA 98124-1628

Billionaire Magazine

Billionaire is an award-winning luxury publication distributed to a curated list of Ultra High Net Worth (UHNW) readers, globally.

DIGITAL AUDIENCE

- **29% Millionaires**

Readership stats

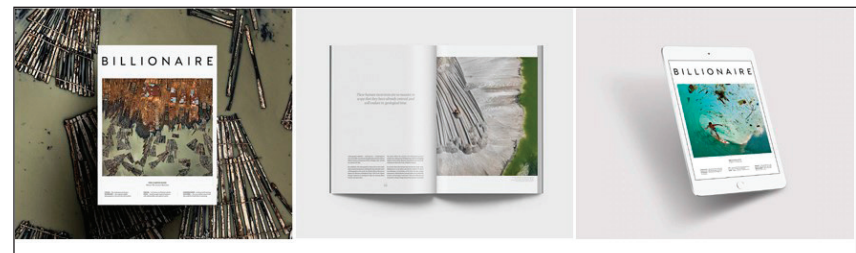
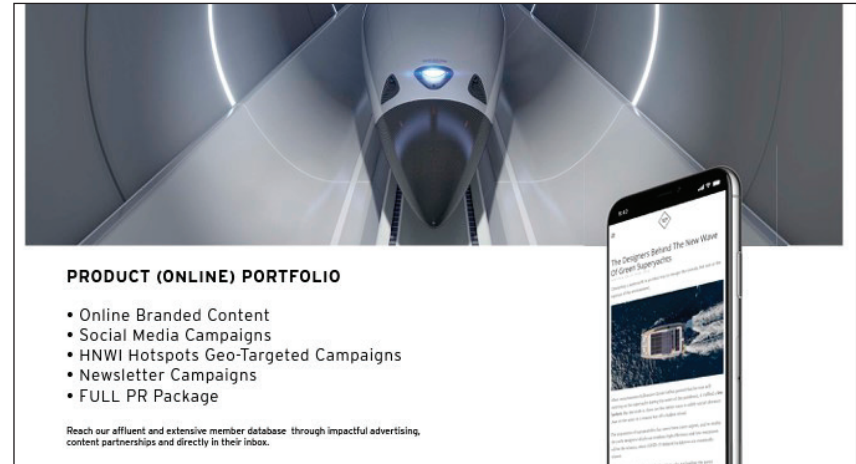
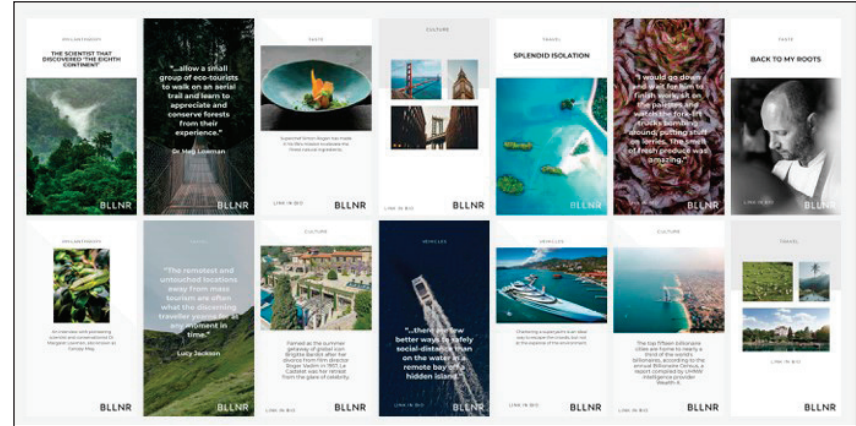
- Total Print Readership – **32,000**
- Online Monthly Unique Audience – **129,000**
- Online Monthly Page Views – **244,000**
- Social Media Reach – **130,000**
- Newsletter Database – **25,000**

1x Online content piece - will sit on the site indefinitely and pick up organic views

1x Newsletter inclusion (25k subscribers) - drive content piece via newsletter

1x hyper-targeted social media campaign (4 weeks) - target UHNW's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

CUSTOM CONTENT + ENEWSLETTER



Dwell Real Estate

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

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

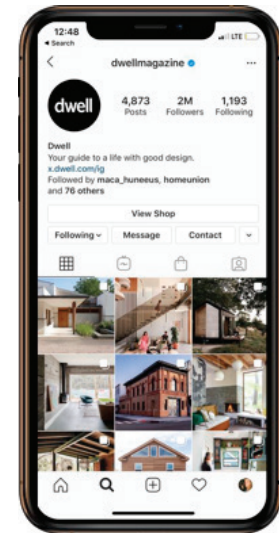
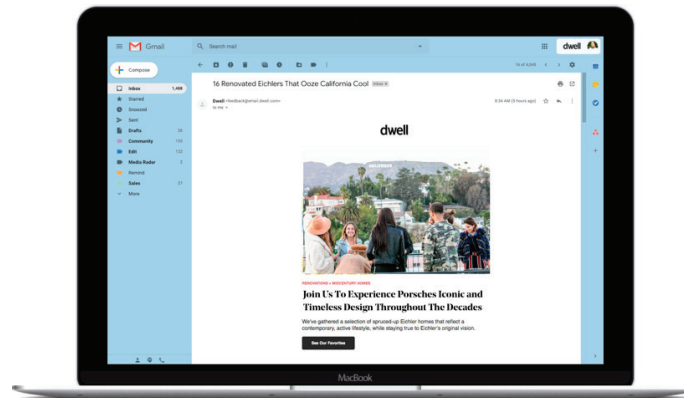
Dwell Audience Real Estate Metrics

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

CUSTOM REAL ESTATE ARTICLE.

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

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



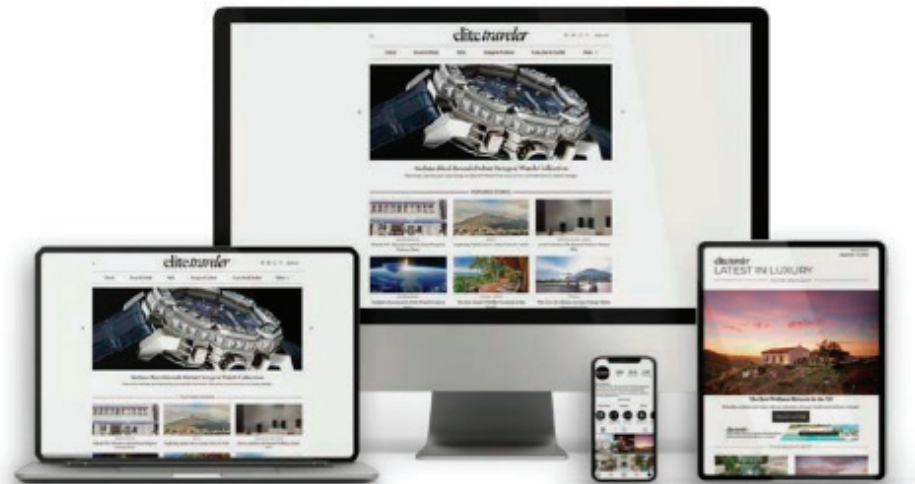
Elite Traveler

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

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

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

ONLINE REAL ESTATE SHOWCASE



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.

San Francisco, Peninsula, and Silicon Valley



jamesedition.com

E-NEWSLETTER

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

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

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

- **600,000+** subscribers.

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

Location Open Rates

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

Email Engagement

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

LISTING FEATURE

jamesedition.com

ROTATING GALLERY

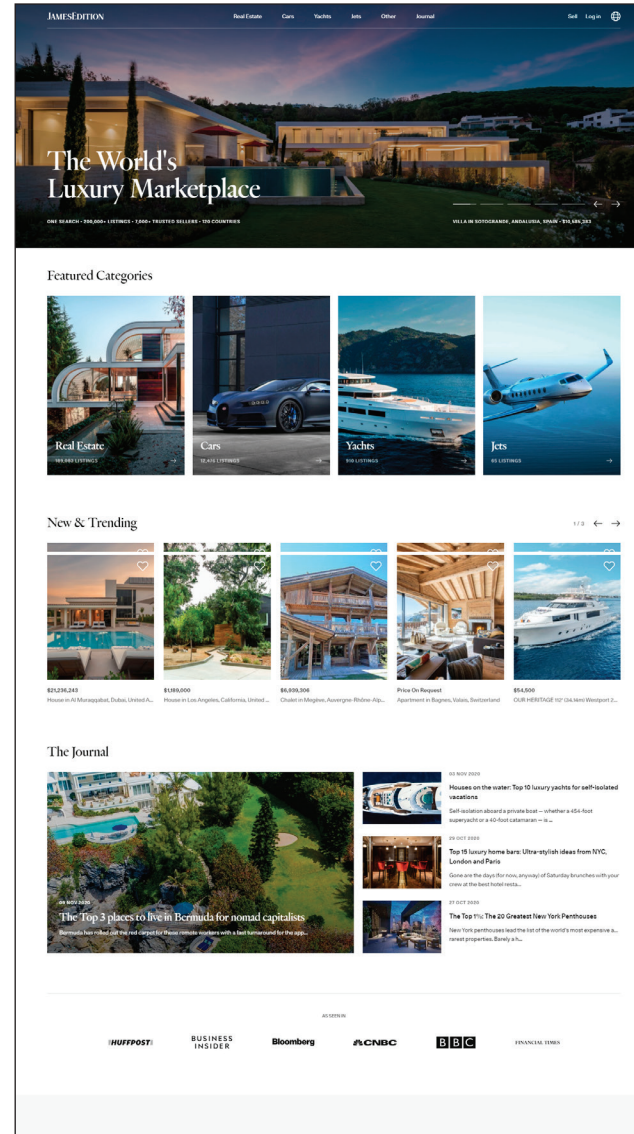
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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

REAL ESTATE PAGE
FEATURED BANNER



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.

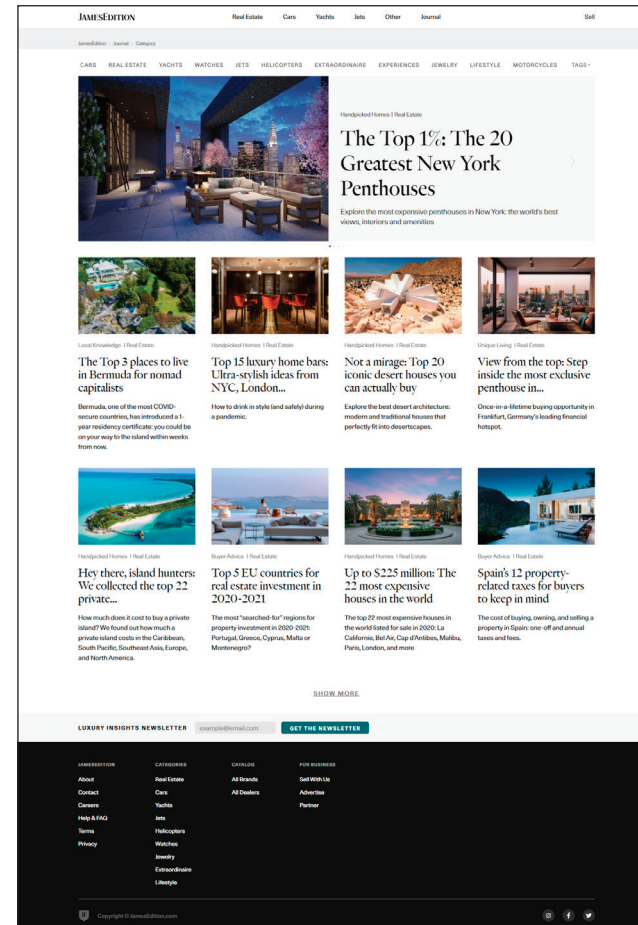
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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 FIRST FEATURE & ARTICLE NEWSLETTER TRENDING & ARTICLE



jamesedition.com

SOCIAL MEDIA POST

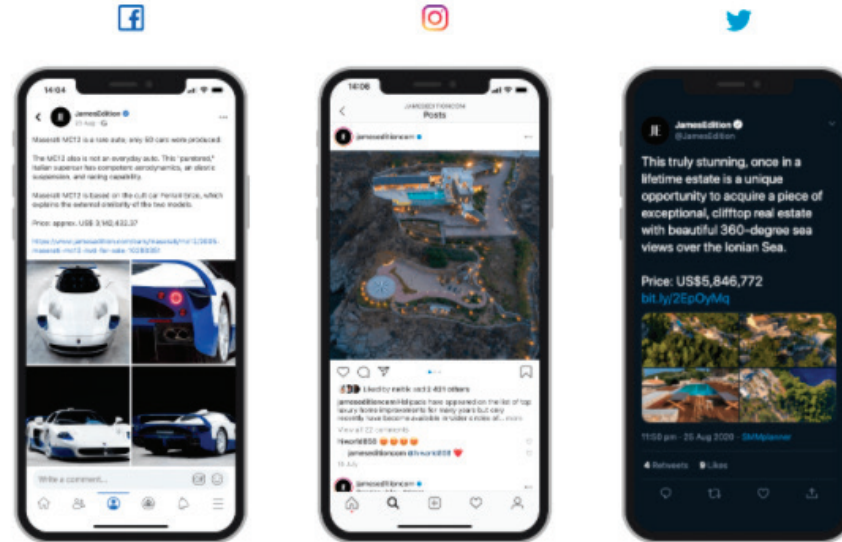
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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.

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



PHOTO

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

PHOTO 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

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

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

2 shared email blasts plus 12 month web feature

The screenshot shows a digital article layout. At the top, there's a navigation bar with 'Home', 'Lifestyle', and 'Sports'. The main headline reads 'Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun'. Below the headline is a large aerial photograph of the resort complex. To the right of the article is a vertical sidebar containing several promotional banners for 'TRACK RECORD' (a coaching service), 'JetSet' (a subscription offer), and 'JetSet Magazine' (a newsletter promotion). The article text includes quotes from Tiger Woods and Diamante CEO Ken Jewell, discussing the course's design, location, and amenities. At the bottom, there are social media sharing options and a 'SHARE ON' button.

Land.com

The Land.com Network is the largest online marketplace for discovering, buying and selling rural real estate.

LANDS OF AMERICA

Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

LAND AND FARM

A top-tier rural property marketplace, Land And Farm receives more than 2 million visits and 16 million page views monthly.

LAND WATCH

LandWatch is an online leader in rural properties and land for sale, including home sites for vacation, recreation or investment.



Land & Farm

Waterbury, CT x Enter a City, County, State, or ID Search Save Search

Active Filters: Connecticut x City: Waterbury x

Waterbury, CT Land for Sale - Page 1 of 1 Sort v

Remove Connecticut x City: Waterbury x	<p>\$130,000 • 8.43 Acres Waterbury, CT, 06701, New Haven County</p> <p><i>Uncover an overlooked opportunity poised on a quiet cul-de-sac-an expansive eight-acre residential lot with access to public utilities. Conveniently located just off Route 8 these...</i></p> <p>Kadesha Thomas-Burgan William Pitt Sotheby's Int'l</p> <p>Contact</p>
<p>Price</p> <p>\$0 - \$49,999 6 \$50,000 - \$99,999 1 \$100,000 - \$249,999 6 \$250,000 - \$499,999 5 \$500,000 - \$749,999 2 \$750,000 - \$999,999 3</p> <p>Custom Price Min Max Add</p>	<p>\$59,000 • 0.09 Acres 36 Crown Street, Waterbury, CT, 06704, New Haven County</p> <p>Peter Raider Real Broker NY LLC</p> <p>Contact</p>
<p>Parcel Size</p> <p>0 - 10 Acres 17 11 - 50 Acres 3 51 - 100 Acres 1</p> <p>Custom Size (Acres) Min Max Add</p>	<p>\$41,900 • 1.84 Acres 40 Decicco Road, Waterbury, CT, 06705, New Haven County</p>
	<p>\$475,000 • 8.43 Acres 3 beds • 2 baths • 1,398 sqft Tbd Chester Avenue, Waterbury, CT, 06701, New Haven County</p>

SIGNATURE LISTINGS

10Xs more Exposure

PLATINUM FEATURED PROPERTY

Featured on all 3 Land.com sites

Land Report

TheLandReport.com is the official Web site for The Land Report Magazine and serves as a daily guidebook for American landowners, featuring a database full of credible and relevant stories gathered daily from media outlets around the country. The daily headlines are a must-read for landowners who want to stay up-to-date on topics that matter most to them.

- Net Worth: **\$9.3M**
- Household Income: **\$9.2M**

Top In-Bound Markets:

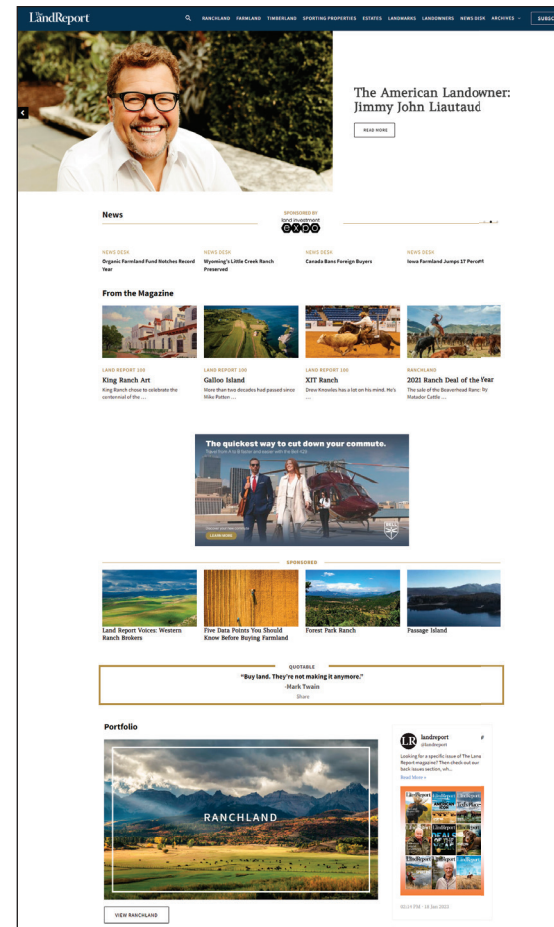
- Texas
- California
- Florida
- Colorado
- New York
- Illinois
- Georgia
- North Carolina
- Pennsylvania
- South Carolina

PORTFOLIO LISTING

SOCIAL MEDIA POSTS

NEWSLETTER PROMOTION

ONLINE DIRECTORY LISTING

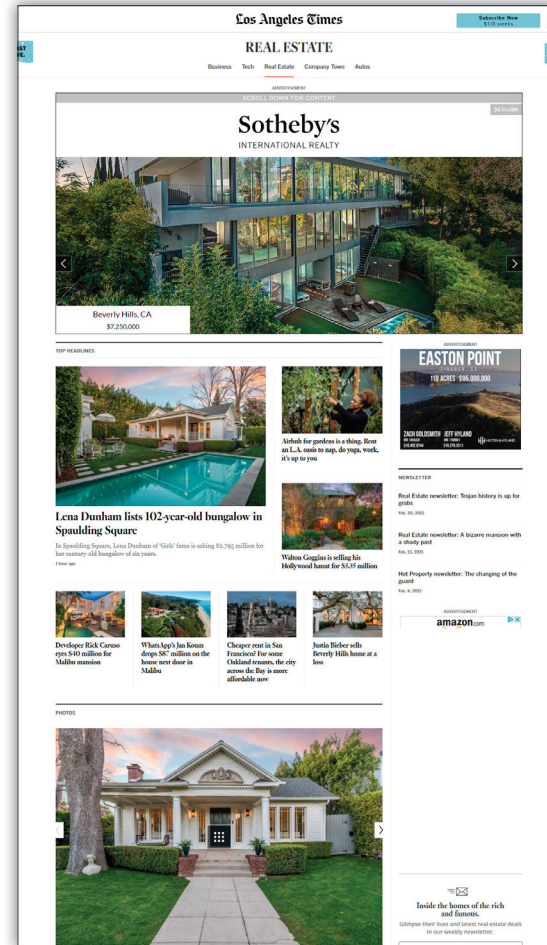


LA Times

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.

Maximum 30 featured properties
Included with the Hot Property Print Placement



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**
-

Los Angeles Times

Luxury Estate

LUXURY ESTATE

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

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

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

SHOWCASE LISTING + ELITE LISTING PACKAGES



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%

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

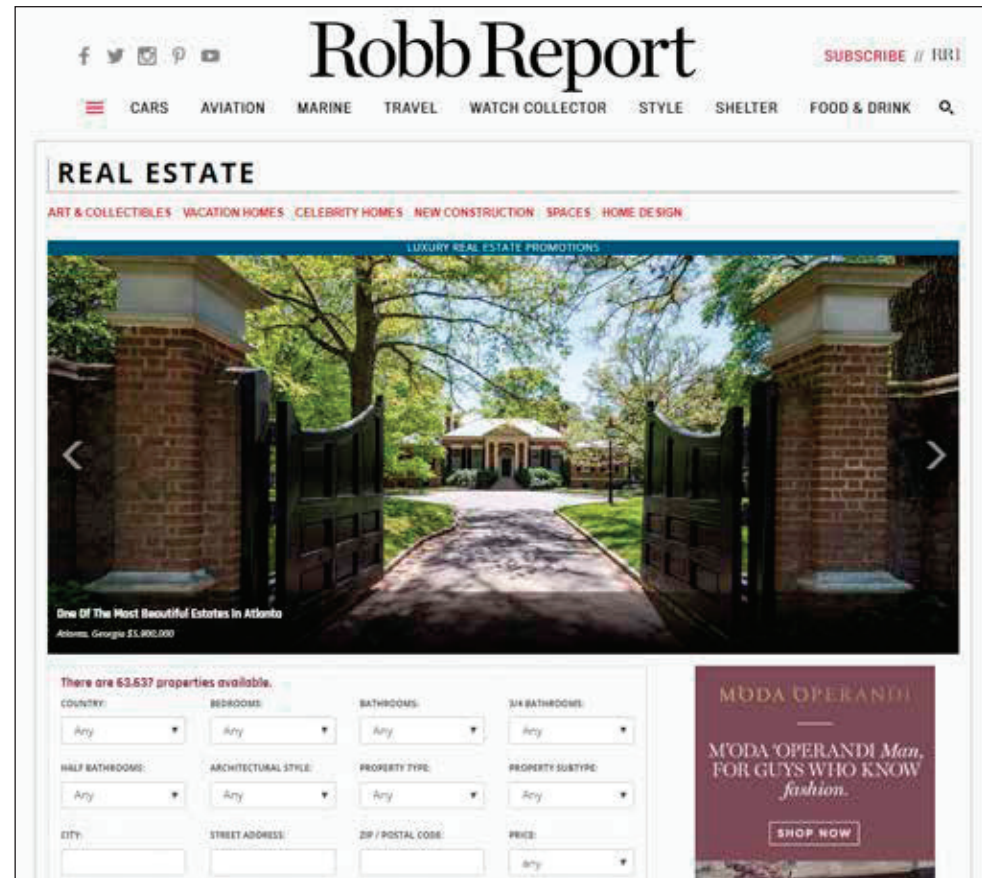
RobbReport.com

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.



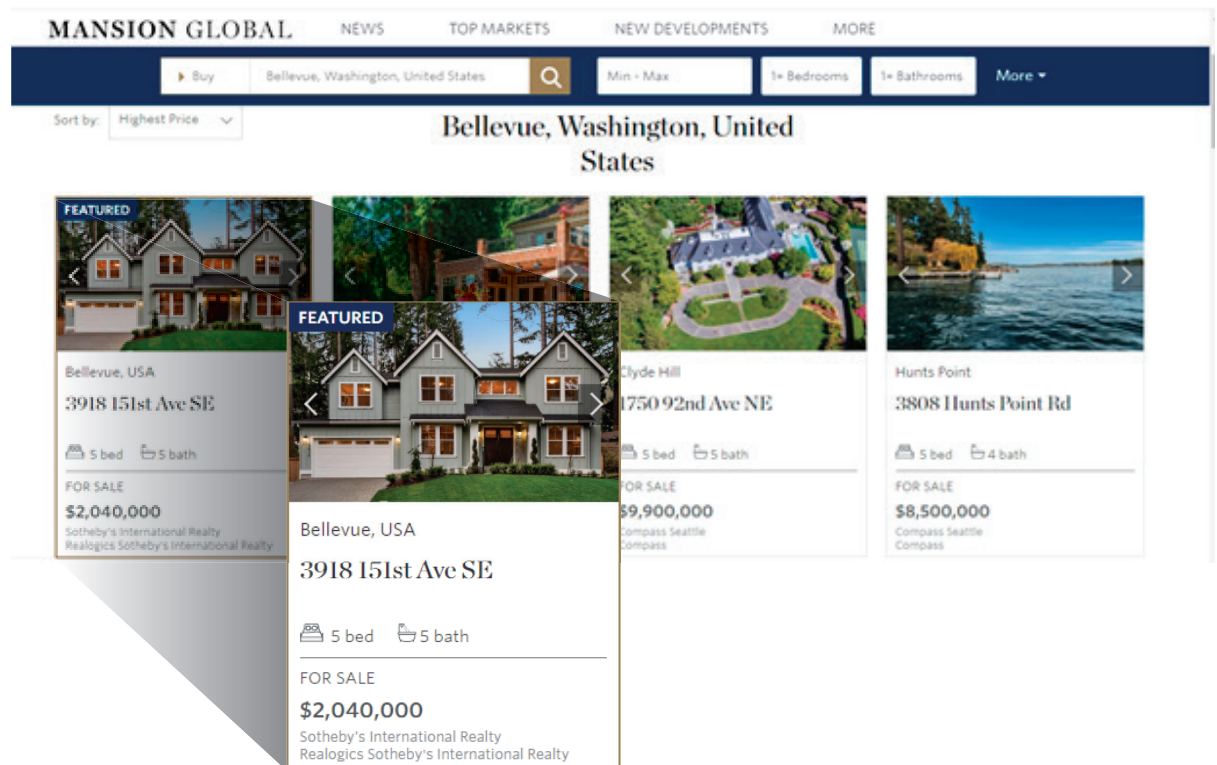
The Wall Street Journal Online (WSJ.com)

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.

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



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL DAILY (M-F) NEWSLETTER

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

View in your browser

Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.



Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?
A snapshot and look at where prices are going. [Read More](#)

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3860 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$11,500,000
5. 5660 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$13,500,000
6. 4882 201 Street, Surrey, BC	\$10,000,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Châteaufortier, QC	\$24,000,000
9. 8518 McLean, Toronto, ON	\$12,000,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,134	\$28,000,000
Vancouver	\$1,487,048	879	\$38,000,000
Surrey	\$867,400	122	\$20,000,000
Whisper	\$1,053,300	26	\$25,000,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$30,000,000
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	32	\$26,000,000
Châteaufortier	\$193,333	1	\$26,000,000

TRENDING TODAY

 Architectural Digest Following
 @ArchDigest
 We found the most iconic building in every state in America: archdg.co/8hz6SKy


3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

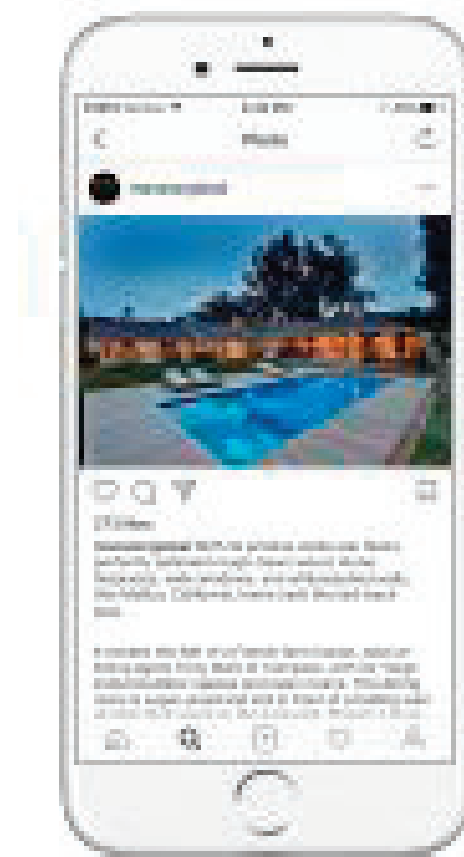
Powered by  AllChances 

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**



Boat International e-Newsletter

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

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**



No Images? Click here

BOAT

BOAT BRIEFING

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

LATEST BROKERAGE NEWS

Benetti Harmony III listed for sale with Fraser

[READ MORE](#)

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

[READ MORE](#)

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

[READ MORE](#)

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

[READ MORE](#)

LATEST YACHT NEWS

New 60 metre Amels 200 motor yacht sold

[READ MORE](#)

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

[READ MORE](#)

Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus

[READ MORE](#)

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

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

PROPERTY SPOT
Includes Bonus 30 Day Digital - Featured Property Upgrade



Going Once, Going Twice

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

By Kenneth Clark and E.R. Scowcroft

Randy and Robin Landman had been trying to sell their Manhattan penthouse for over a year when they turned to the auction market this summer. First listed for \$12.2 million, their triple in the sought-after Tribeca neighborhood came with more than 2,000 square feet of terrace, a floating staircase and a private elevator.

At auction, the roughly 3,200-square-foot property sold for \$5 million, less than half of what they had originally asked and little more than they paid for it two decades ago. "It was obviously a rapid mistake," Randy said of deciding to auction the home.

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

Amplified by its greater media presence than real estate, or crack on a major sale that happened previously, their engagement of elite sellers who aggressively priced their luxury homes often has been forced to repeatedly cut their asking price.

Please turn to page M5






TRIBECA PENTHOUSE
New York City

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

Room for Prayer, Without Leaving Home

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

By Susan Powers

IN THE DALLAS SUBURBS, Sun-piercing light on an oil lamp in front of a wooden structure housing idols in two niches. The newly renovated area is dedicated to prayer and is backed by gold and white tiles matching the gilded trim and the white quartz countertop, the 41-year-old said.

Practitioners of Hinduism, particularly in India, have long created pooja rooms or areas in their homes; the word *pooja*, sometimes spelled *puja*, refers to the Sanskrit word for worship. A pooja room usually has an altar, murti or table supporting idols and pictures of Hindu gods. They are used for solitary or communal prayer, worship and meditation, and are often decorated for special ceremonies during festival such as Navratri.

said Pankaj Chhabra, a consultant in Vashi, Mumbai, a sort of architectural-design principles based on Indian traditions.

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

Do-it-yourself pooja room decoration materials are popular on social media. A feature on Mindy Kaling's hit Netflix comedy "The Mindy Project" about a first-generation Indian-American housewife was scenes of prayer in front of the Vishwanath family's pooja area—an ornate filled with pictures.


Please turn to page M6




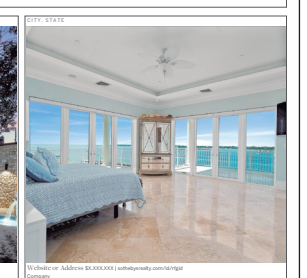
More U.S. builders and developers are accommodating demand for pooja rooms. Brenda Sardar says she's getting more interior-design inquiries after posting her pooja-room renovation projects on Instagram.

Sotbeby's
INTERNATIONAL REALTY



Nothing compares to what's next.





CITY, STATE
Webster or Address \$4,XXX,XXX | sotbeyreality.com/dt/gtd
Company
AGENT NAME agentname@sotbeyreality.com +1 212.456.7890



CITY, STATE
Webster or Address \$4,XXX,XXX | sotbeyreality.com/dt/gtd
Company
AGENT NAME agentname@sotbeyreality.com +1 212.456.7890

CITY, STATE
Webster or Address \$4,XXX,XXX | sotbeyreality.com/dt/gtd
Company
AGENT NAME agentname@sotbeyreality.com +1 212.456.7890

CITY, STATE
Webster or Address \$4,XXX,XXX | sotbeyreality.com/dt/gtd
Company
AGENT NAME agentname@sotbeyreality.com +1 212.456.7890

CITY, STATE
Webster or Address \$4,XXX,XXX | sotbeyreality.com/dt/gtd
Company
AGENT NAME agentname@sotbeyreality.com +1 212.456.7890

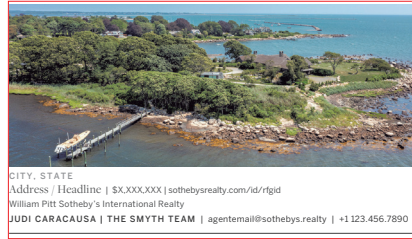
The New York Times

IN THE FRIDAY MAIN NEWS SECTION

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

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

PROPERTY SPOT, COLOR



CITY, STATE
Address | Headline | \$XXXXXXX | sothebysrealty.com/d/r/rid
William Pitt Sotheby's International Realty
JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebys.realty | +1 212.456.7800



Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800
 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800
 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800
 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800
 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/rid AGENT NAME agentemail@sothebys.realty +1 212.456.7800

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**

FULL PAGE, COLOR
 INSIDE FRONT COVER, COLOR
 INSIDE BACK COVER, COLOR
 BACK COVER, COLOR

Includes Digital promotion and Digital Flipbook




Sotheby's
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.
 SOTHEBYSREALTY.COM

Represented by: Jeanette Maloney MRE, SLS

72 Post Road, Old Westbury, NY




Fichea Russell
 Real Estate Salesperson
 Gold Circle Of Excellence
 616.682.2710
 c. 505.660.5400

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/DEBRA-RUSSELL

Sandbanks
 Exuma, The Bahamas




Jacqueline Lighthorn
 Estate Agent
 +1 242 269 2225
 260 Seaview Light House
 #JL@bahamas.com

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

Sandbanks is a truly particular 6 bedroom, 7 1/2 bath and 11 1/2 bath 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. Like a luxury spa, directly visible the ocean for water sports.

SIRBAHAMAS.COM/ID/X29,67



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 parcels 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
STATE OF GEORGIA
STATE OF FLORIDA
ATLANTA
SOUTH FLORIDA



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 2,000+ 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.300international.com

TRAVELSTEAD! Alex Lerner 443-460-3125 alexl@trvr.com Lydia Travelshead 410-869-2113 lydiatr@trvr.com

© 1998-2019 The International Real Estate Association. All Rights Reserved. Architectural Digest, TTR, TRAVELSTEAD!, and the Travelstead logo are trademarks of The International Real Estate Association. All other trademarks are the property of their respective owners. All rights reserved. All other trademarks are the property of their respective owners. All rights reserved. All other trademarks are the property of their respective owners.

velvære

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

VELVÆRE.PARKCITY.COM

MAULEBY Summit | Sotheby's

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

Billionaire Magazine

Billionaire is a sophisticated, extremely high-end luxury publication curated for a controlled and selected subscriber list of UHNWIs globally. The core values of the publication consist of Philanthropy, Sustainability, The Finest Artists and Craftspeople, Investments, as well as exploring unique travel experiences and high-end luxury products globally for our readers. Billionaire provides indepth articles on meaningful projects, initiatives, and peer-to-peer conversations on UHNW-relevant issues.

- Circulation: **14,791**
 - **10,791** mailed to individuals that have a minimum net worth of **\$39 million**
 - **238** Royal Families receive the Magazine globally
 - **4,000** Copies are distributed exclusively to top fine Art Galleries, private Banks, Yacht Clubs, Polo clubs, private Jet Terminals all over the world
- Average Household Net Worth: **\$106,000,000**
- Total Print Readership: **33,000**
- Total Digital Magazine Readership: **11,800**
- Readers have an average net-worth of **\$97 million**
- **238** Royal Families receive the magazine globally

FULL PAGE COLOR

Global



Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

ELITE TRAVELER AUDIENCE

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

LUXURY HOMES FEATURE



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**

TRIPLE SPOT, COLOR
PROPERTY SPOT, COLOR

Global



Los Angeles Times Takeover

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

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

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

FULL PAGE
INSIDE FRONT COVER
INSIDE BACK COVER
BACK COVER

Sotheby's INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.
SOTHEBYREALTY.COM

MALIBU CALIFORNIA

Photos provided by James Lanza | STYLING: JANE WELDON

72 Post Road, Old Westbury, NY

Extra Bonus!
Pool Estate Saleperson
Specialist Of Excellence
+ \$2,382,570
6,000 SQ. FT.

72 Post Road
9 BR | 6 BA | 10,54 ACRES
\$4,400,000

Headquartered in an owner directly adjacent to the 220-acre Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom and 2 1/2 baths country house, 100 year old three bedroom cottage, and a two garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIELGALE.COM/AGENT/DEBRA.RUSSELL

Gale Sotheby's INTERNATIONAL REALTY

SOtheby's REALTY.COM

Open the door to what's next.

Harold Grant
Associate Broker
100+ Years of Experience
Specialist of Excellence

Bruce Grant
Specialist of Excellence
100+ Years of Experience

The Rosewood Farm Estate
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000
ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

SOtheby's REALTY.COM

Take a peek at what's next.

Rocio V. Moore
Associate Broker
100+ Years of Experience
Specialist of Excellence

Vanessa Moore
Specialist of Excellence
100+ Years of Experience

Water Mill South on Reserve, Pool & Tennis
Water Mill, New York

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ. FT. | \$11,000,000
S4MEOORROAD.COM

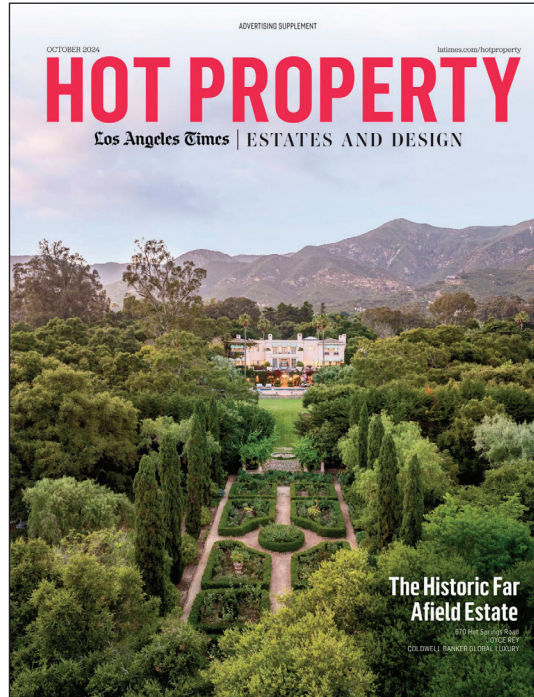
Sotheby's INTERNATIONAL REALTY

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**

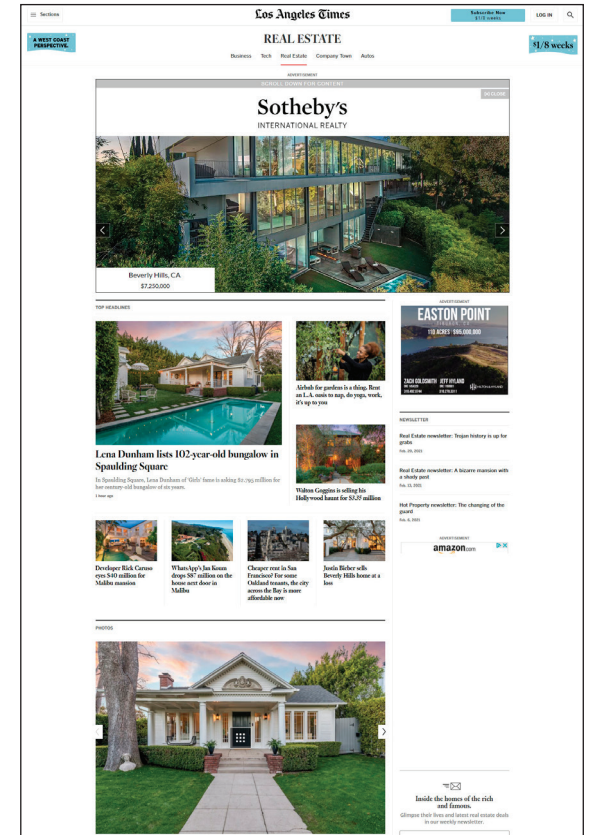


LA TIMES DIGITAL LIGHTHOUSE

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**

Full color with 30 day Lighthouse Placement



Quest

QUEST and its unique audience share an inseparable connection ... a passion for taste, style, and luxury. QUEST readers are educated, affluent, and transaction-oriented. QUEST audience includes three generations of readers — Millennials, Gen Xers and Baby Boomers, those who helped launch the magazine and those who grew up with it. QUEST provides the most appropriate advertising vehicle for luxury goods, services and consumables. QUEST uncovers the latest trends in real estate, entertainment, art, antiques, fashion, luxury goods, travel, music, and philanthropy in every issue.

- Total Audience: **631,750 readers**
- Average HHI: **\$1,437,000**
- Average HHnw: **\$13,900,000**
- **3.6** out of **5** own a secondary home
- Male/Female: **44% / 56%**
- Median Age: **43.4**

FULL PAGE



NAPA VALLEY, CALIFORNIA

CampusEstateAndVineyards.com
\$18,500,000
St. Helena Brokerage
ARTHUR D. GOODRICH
arthur.goodrich@sothebysrealty.com +1 415.735.8779

Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

<p>NAPA VALLEY, CALIFORNIA</p> <p>CampusEstateAndVineyards.com \$18,500,000 St. Helena Brokerage ARTHUR D. GOODRICH arthur.goodrich@sothebysrealty.com +1 415.735.8779</p>	<p>VAN NUYS, CALIFORNIA</p> <p>6300OrionAve.com \$3,300,000 Elite Sotheby's International Realty STEVEN MULLINS steven@stevemullins.com +1 352.903.4687</p>	<p>SEBASTIAN, FLORIDA</p> <p>8900 44th Avenue \$3,450,000 sothebysrealty.com/id/436522w ONE Sotheby's International Realty CINDY O'DARE MAZIE REGAN mazie@stobrokers.com +1 772.254.8708</p>
<p>VERO BEACH, FLORIDA</p> <p>905 Winding River Road \$2,250,000 sothebysrealty.com/id/532499F ONE Sotheby's International Realty KRISTIN DOBSON CINDY O'DARE kristin@stobrokers.com +1 772.325.6541</p>	<p>WELAKA, FLORIDA</p> <p>604 Front Street \$1,450,000 stonemountainrealestate.com ONE Sotheby's International Realty MAZIE REGAN mazie@stobrokers.com +1 772.254.8708</p>	<p>NEW YORK, NEW YORK</p> <p>135East79StreetMasE.com \$32,000,000 East Side Manhattan Brokerage AMANDA FIELD JORDAN NIKKI FIELD amanda.jordan@sothebysrealty.com +1 212.606.7798</p>
<p>LINVILLE, NORTH CAROLINA</p> <p>1907 Flattop Cliffs Drive \$29,750,000 sothebysrealty.com/id/LLP294 Premier Sotheby's International Realty MARILYN WRIGHT marilyn.wright@premier.com +1 828.279.3980</p>	<p>BAINBRIDGE ISLAND, WASHINGTON</p> <p>BainbridgeLuxeLiving.com \$6,480,000 Realtypros Sotheby's International Realty SHAYNE TURGEON shayne.turgeon@sc.com +1 206.755.9657</p>	<p>OLD FORT BAY, THE BAHAMAS</p> <p>Krystal House \$20,000,000 bahamas.com/id/420232 Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@bahamas.com +1 242.424.9899</p>

SOthebysREALTY.COM

Robb Report

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

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

FULL PAGE

Global



SOTHEBYSREALTY.COM

Open the door to what's next.



Harald Grant
Associate Broker
SOTHEBY'S
Harald Grant Sotheby's Realty
Harald.Grant@SothebyRealty.com

Bruce Grant
Licensed Salesperson
SOTHEBY'S
Bruce.Grant@Sotheby's Realty

The Rosewood Farm Estate
Southampton, New York
10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000
ROSEWOODFARMESTATE.COM



Sotheby's
INTERNATIONAL REALTY

© 2018 Sotheby's International Realty, a High Potential Franchise Opportunity. All rights reserved. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, a subsidiary of Sotheby's Realty, a subsidiary of Sotheby's Group LLC. All other trademarks are the property of their respective owners.

Schedule & Reach



Sotheby's
INTERNATIONAL REALTY

SCHEDULE

Proposed Schedule & Reach 2025

PLAN 1

Plan 1	Ad Description	October	November	December	January	Reach
Media						
Sotheby's Auction House: Print						
Sotheby's Magazine	Half Page			Half Page		35,000
Sotheby's Auction House: Digital						
Sotheby's Bespoke	Bespoke Email	Email				25,000
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter			Enewsletter		488,357
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter				Enewsletter	7,500
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	500K Impressions	500K Impressions	500K Impressions		1,500,000
Million Impressions	Targeting - Atlanta, Florida, California, NYC Metro					
Smart Solutions Eblast						
Smart Solutions Eblast	Custom Email		Email			29,000
Dwell.com						
Real Estate Package 1	Custom Article with Homepage and eNewsletter promo		Article			110,000
Elite Traveler						
Online Real Estate Showcase	Online Real Estate Showcase		Showcase			100,000
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	Enewsletter	Enewsletter	Enewsletter	Enewsletter	26,000
JamesEdition						
Rotating Gallery Home Page	Featured Banner	Banner				750,000
Rotating Gallery Real Estate Page	Featured Banner			Banner		750,000
Featured Article and e-Newsletter promotion	e-Newsletter		Article			294,000
Social Media	Listing Feature		Social		Social	296,000
JetSet Magazine						
JetSet Magazine	Annual Global Campaign		Global Campaign			2,140,000
LA Times						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Lighthouse	Lighthouse	Lighthouse		1,275,000
Custom Email	Custom Email		Email			30,000

SCHEDULE

Proposed Schedule & Reach 2025

PLAN 1 - CONTINUED

Land.com							
Platinum Featured Property	Featured on all 3 Land.com sites			Platinum			
Signature Listings	Listing upgrades			Signature			
Land Report							
Portfolio Listing	Featured Listing						13,000
Social Media Posts	Banners			Package			60,000
Enewsletter Promotion	Online Directory Listing						25,000
NYTimes.com							
NYTimes.com Property Module	NYTimes.com Property Module	Module	Module	Module	Module		222,412
Robbreport.com							
Robbreport.com	Real Estate media bar			Media Bar			6,000
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage	Hero Banner			Hero Banner		328,000
Mansion Global e-Newsletter	Daily Monday-Friday			Enewsletter			17,000
Property upgrades	Property upgrades	Upgrade		Upgrade	Upgrade		
Mansion Global Instagram	Mansion Global Instagram	Instagram					76,200
Billionaire							
Custom Content + Enewsletter	Custom Content + Enewsletter			Content			50,000
Boat International							
Boat International	Boat International			Enewsletter			25,600
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages			Showcase			

SCHEDULE

Proposed Schedule & Reach 2025

PLAN 1 - CONTINUED

Print

The Wall Street Journal

The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	Property Spot	Property Spot	Property Spot	1,933,272
------------------------------------	---	---------------	---------------	---------------	-----------

The New York Times

The New York Times	Property Spot - Weekday/Saturday	Property Spot			423,111
--------------------	----------------------------------	---------------	--	--	---------

The New York Times Takeover	Full page w/ Digital promotion		Full Page		168,000
-----------------------------	--------------------------------	--	-----------	--	---------

Billionaire Magazine

Billionaire Magazine	Full Page			Full Page	14,791
----------------------	-----------	--	--	-----------	--------

Conde Nast Magazines

Architectural Digest - State of Georgia	Full Page			Full Page	20,000
---	-----------	--	--	-----------	--------

Architectural Digest - State of Florida	Full Page			Full Page	43,000
---	-----------	--	--	-----------	--------

Elite Traveler

Elite Traveler	Luxury Homes Feature			Feature	111,400
----------------	----------------------	--	--	---------	---------

Financial Times

Financial Times	Triple Property Spot	Triple Spot		Triple Spot	386,674
-----------------	----------------------	-------------	--	-------------	---------

Financial Times	Property Spot		Property Spot		193,337
-----------------	---------------	--	---------------	--	---------

The Los Angeles Times

The Los Angeles Times	Hot Property - listing + digital lighthouse	Property Spot		Property Spot	441,560
-----------------------	---	---------------	--	---------------	---------

The Los Angeles Times	Takeover		Full Page		220,780
-----------------------	----------	--	-----------	--	---------

Quest

Quest	Full page		Full Page		92,800
-------	-----------	--	-----------	--	--------

Robb Report

Robb Report	Full Page			Full Page	324,000
-------------	-----------	--	--	-----------	---------

TOTAL					13,051,794
-------	--	--	--	--	------------

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

Pricing Subject to Change