



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

52 Northshore Drive Advertising and Marketing Program

ONE | 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

16 Smart Solutions Eblast

17 Ocean Home

18 WSJ.com

20 PRINT

21 The Wall Street Journal

22 The New York Times Takeover

23 Golf Digest

24 Private Air Luxury Homes Magazine

25 SCHEDULE, PRICING & REACH

26 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 52 Northshore Drive

SKY Advertising is excited to present to ONE Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the 52 Northshore Drive.

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 Palm Coast, FL.

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

**LET'S DO
GREAT THINGS TOGETHER**

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

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

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

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

Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

- Distribution: **20,000**
- Auction clients with **\$50,000-\$5 million** in transactions
- Distribution at all **70** Sotheby's offices around the world
- Distribution at Park Hyatt Hotels in **18** countries
- Distributed at high profile auction events in **NY, London, Los Angeles and Hong Kong**

QUARTER PAGE: \$910

Global



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
 sarah@sothebyrealty.com
 Property #1230018
 Agent: Sarah
 International Realty
 Broker: Sotheby's International Realty
 Email: sarah@sothebyrealty.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 an Equal Opportunity Employer. All trademarks are the property of their respective owners. The information is provided for informational purposes only. The information is not intended to be used for advertising or promotional purposes. The information is not intended to be used for advertising or promotional purposes. The information is not intended to be used for advertising or promotional purposes.

Home

1 Central Park West 46R/50C
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, including an expansive light oak finish, handcrafted marble, and a custom-designed gym, board room, and more.

New York, New York
 \$2,995,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Taylor +1 212 855 7772
 Email: taylor@sothebyrealty.com
 \$50,000,000.00

510 Park Avenue, 15/16
 This residence in the sky spans 2,000 sq. ft. of spectacular 10th floor real estate. The residence is being sold for \$250 million. The property is being sold for \$250 million. The property is being sold for \$250 million.

New York, New York
 \$250,000,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Manhattan South +1 212 855 7772
 Email: manhattan@sothebyrealty.com
 \$250,000,000.00

Four Seasons Private Residences
 This upcoming 1,100 sq. ft. penthouse is a masterpiece of modern architecture. The residence is being sold for \$13,000,000. The property is being sold for \$13,000,000.

New York, New York
 \$13,000,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Manhattan South +1 212 855 7772
 Email: manhattan@sothebyrealty.com
 \$13,000,000.00

86

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: **52 Northshore Drive**
- Flight Dates: **July 2024 - September 2024**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times



BARRON'S

THE WALL STREET JOURNAL

INVESTOR'S BUSINESS DAILY

Forbes

Bloomberg
Markets



FOX BUSINESS

Golf Digest

GOLF



Golfweek



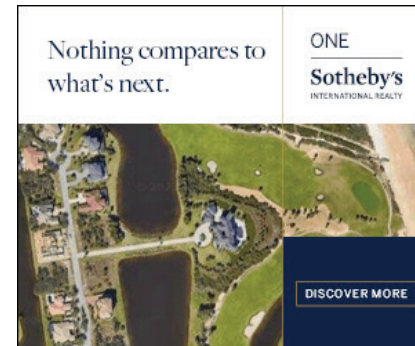
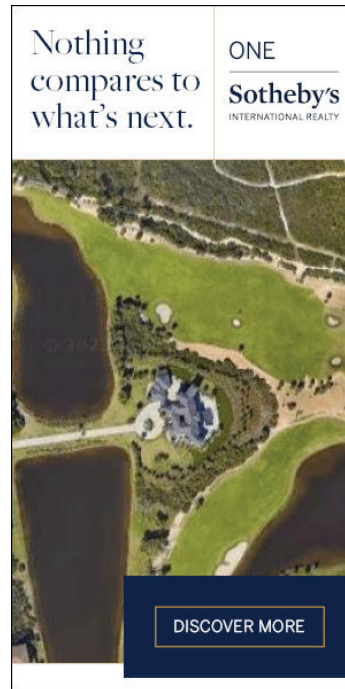
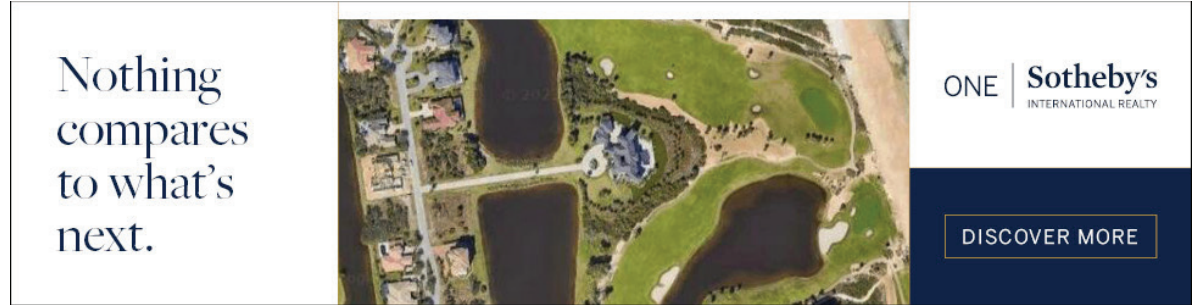
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

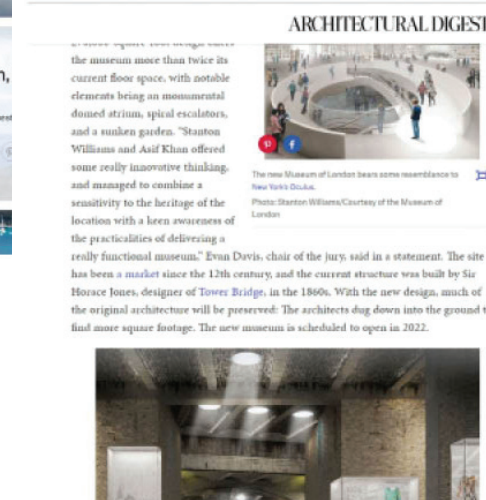
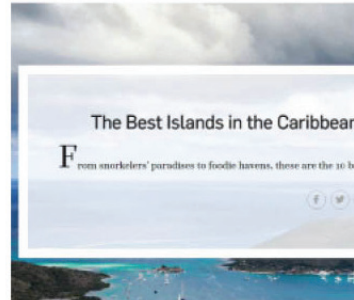
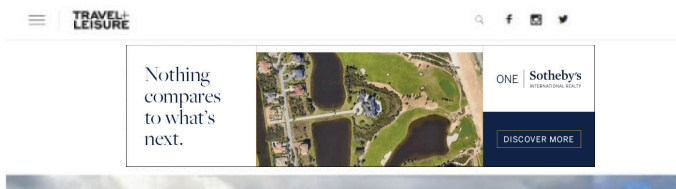
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

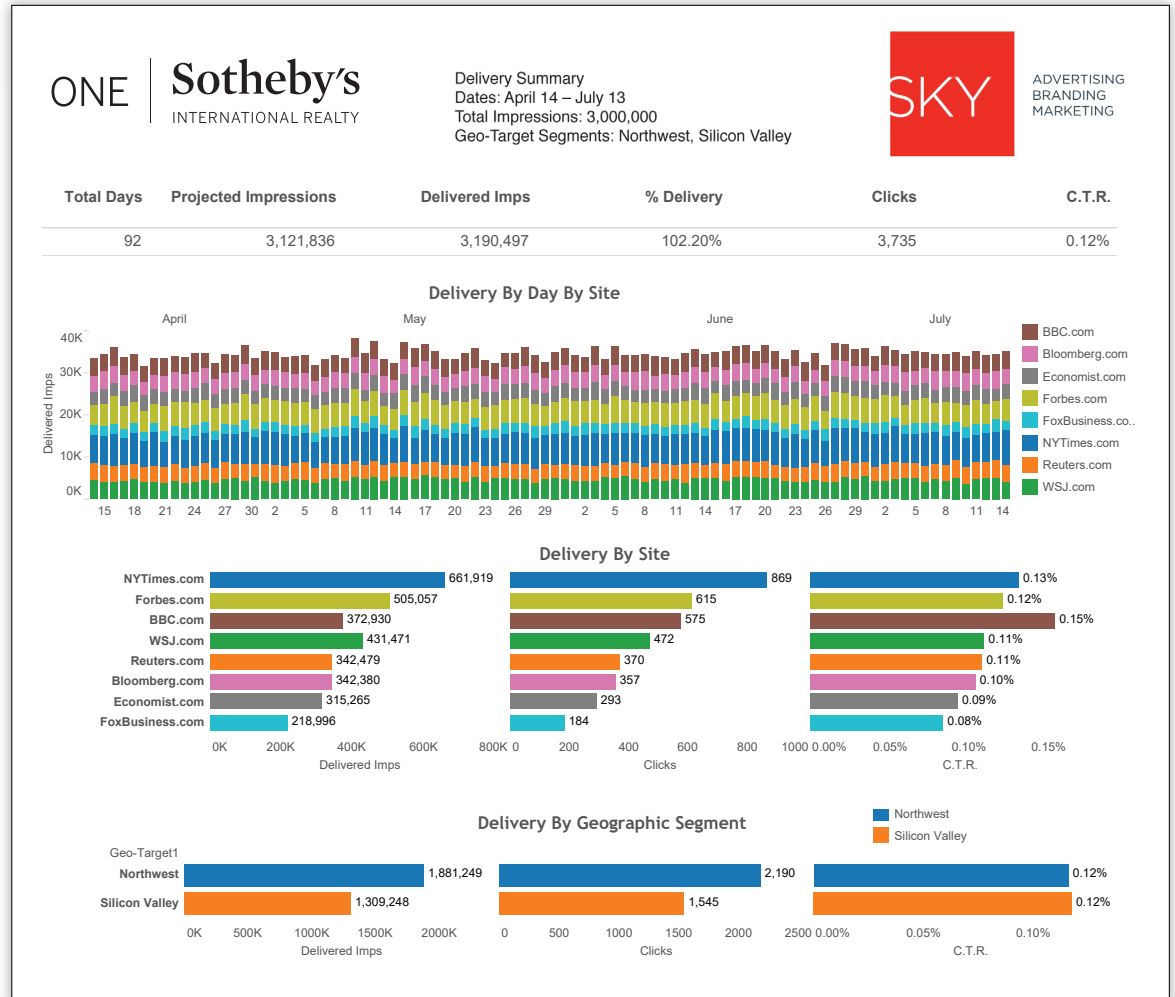


Comprehensive Reporting For Your Customized Campaign

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 New York Metro, New Jersey, Miami, Atlanta Metro and California.

The programs are scheduled to start on July 15th and run for three months and deliver an estimated 750,000 impressions.

This will include:

- A site-specific segment of Global leading business/finance websites.
- A site-specific segment of leading golf websites.
- A behavioral segment, that will allow us to show banners to adults who are Golf Enthusiasts and living in New York Metro, New Jersey, Miami, Atlanta Metro and California.

SITE SPECIFIC

This segment consists of premium global business websites such as WSJ.com, FoxBusiness.com, GolfDigest.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.

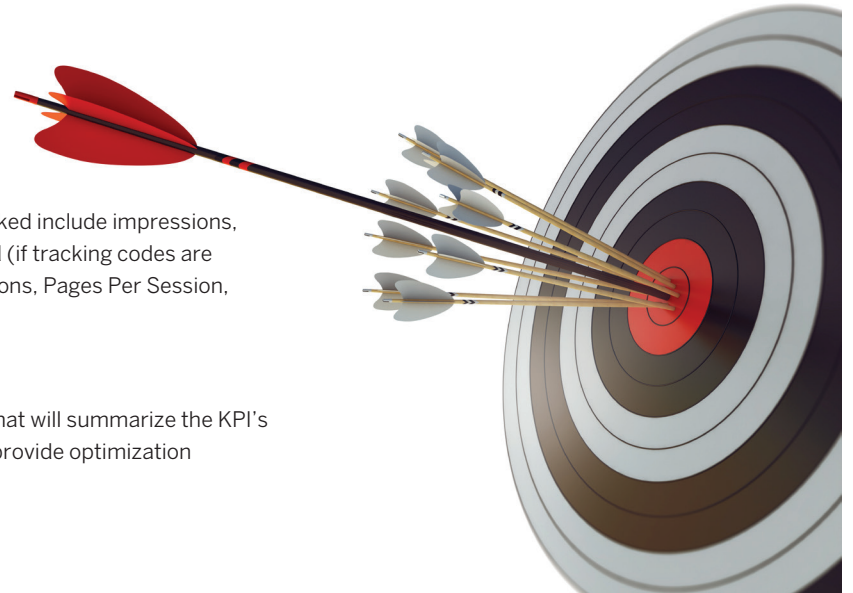
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

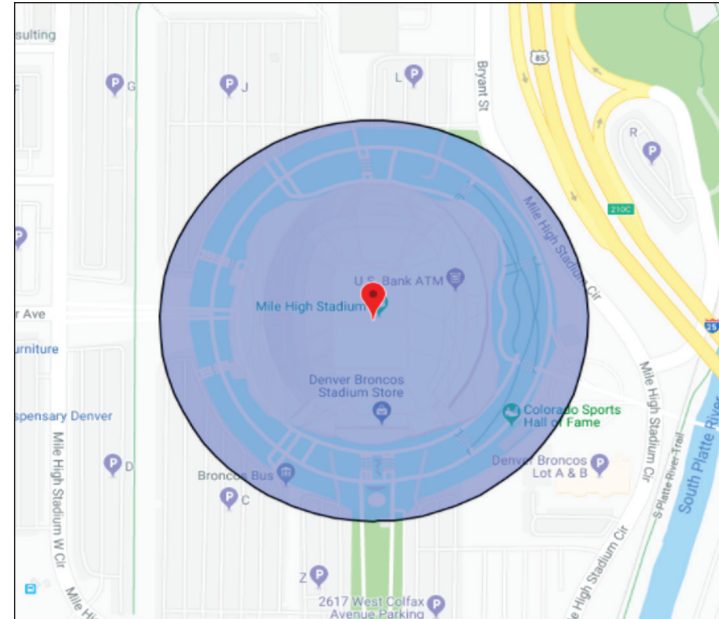
One SIR - 52 Northshore Drive

Media	Geo-Target	July					August					September					October				Impressions
		01	08	15	22	29	05	12	19	26	03	10	17	24	31	07	14	21	28		
NYTimes.com	California, New York, Northeastern US, South Florida, Georgia																			355,000	
Bloomberg.com																					
CNBC.com																					
Forbes.com																					
Reuters.com																					
Barrons.com																					
Investors.com																					
FoxBusiness.com																					
WSJ.com																					
GolfDigest.com	California, New York, Northeastern US, South Florida, Georgia																			175,000	
Golf.com																					
PGATour.com																					
Golfweek.com																					
Behavioral - Golf Enthusiasts	California, New York, Northeastern US, South Florida, Georgia																			220,000	
Total Digital																				750,000	

Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

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

Comprehensive Digital

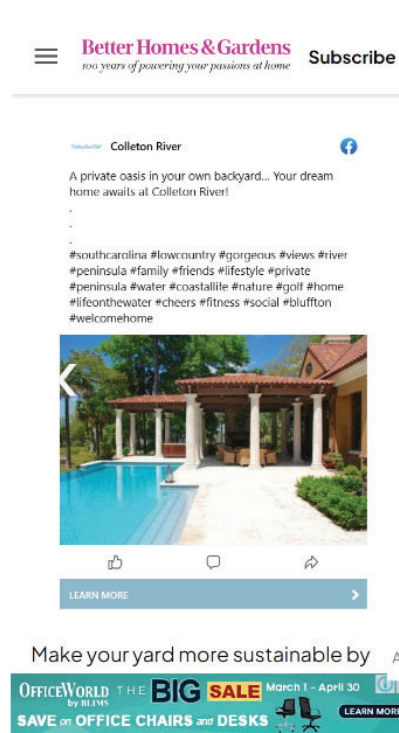
SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

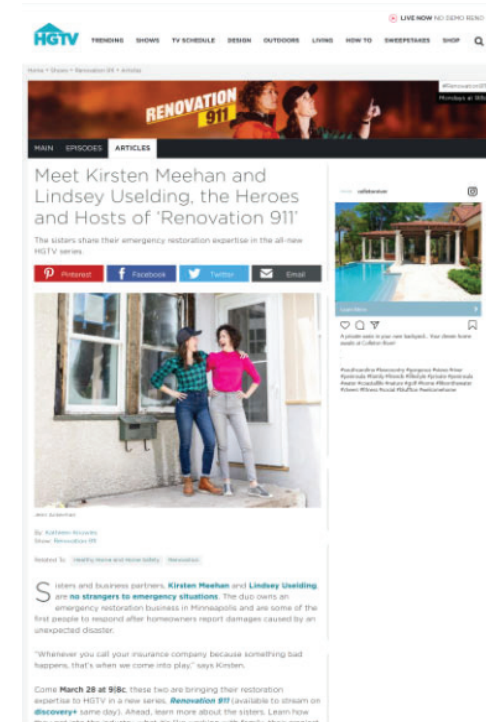
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.



PRICE: STARTING AT \$1,500 PER MONTH

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: \$2,295

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
44528 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
44988 Vista Del Sol, Fremont, CA
\$7,998,000

Your very own custom oasis awaits in the highly desirable Mission Hills. Enjoy 8,132 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 Sabeh Jr.
DRE# 01295925
Realtor
Venture Sotheby's International Realty
43513 Mission Boulevard
Fremont, CA 94539
(415) 385-6442
jsabeh@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

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.



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.

INSTAGRAM: \$700
FACEBOOK: \$575

OCEAN HOME 2021 MAGAZINE

OCEANHOME EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA

FROM A PENTHOUSE YOU CAN SEE FOREVER

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Weaster-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA
Deluxe Studios to 3-Bedroom Villas
From \$125,000 to over \$10 Million

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.

RMS
REALTY MANAGEMENT SYSTEMS

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

The Wall Street Journal Online (WSJ.Com)

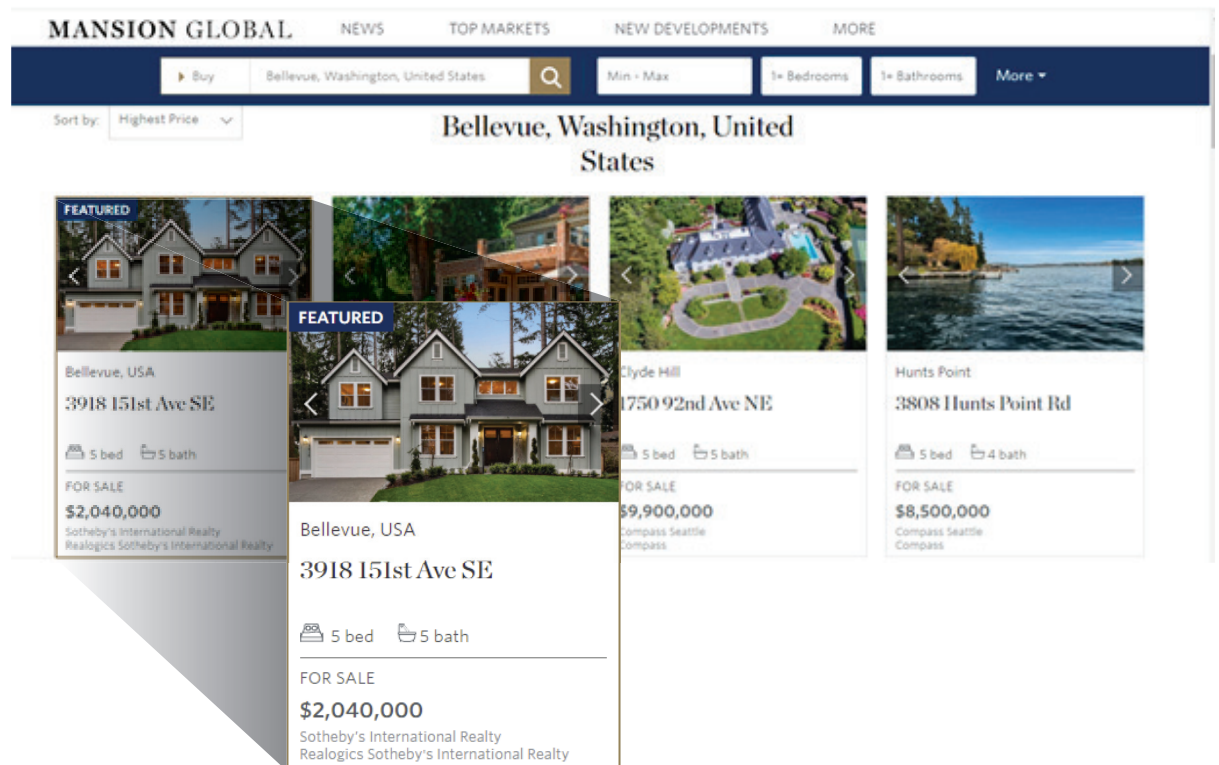
FEATURED PROPERTY UPGRADES

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

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

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

Included with print placement

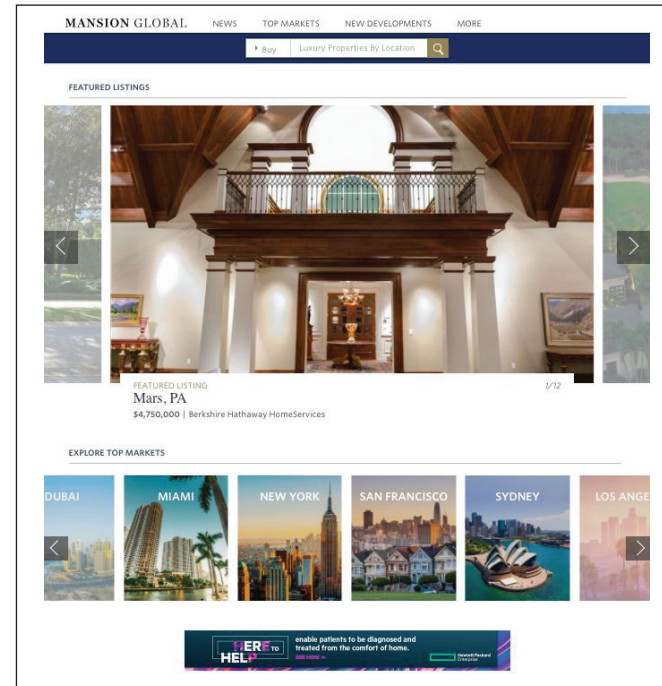


The Wall Street Journal Online (WSJ.Com)

THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

PRICE: \$795 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital -
Featured Property Upgrade

THE WALL STREET JOURNAL
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 52
 NEW YORK • 78¢ PER COPY • NASSAU 03/04 • 3:00 PM • 10-YR TREAS. 4.25% • 20-YR TREAS. 4.50% • GOLD 1,242.30 • EUR 1.1272 • WTI 20.22

What's News
Business & Finance
Fed Cuts Rates Amid Virus Fears
 Stocks, bond yields fell after central bank takes biggest emergency action since '08 crisis
By Lisa Thomas
 The Federal Reserve slashed an emergency half-percentage-point rate cut and markets slid, reflecting fears about the economic impact of the coronavirus outbreak. The Fed reduced the interest rate to a range between 0% and 0.25% in the first move since it began slashing rates in September. The move was the first time in its history that the Fed has cut rates to 0%.

Shaky Ground
 A new report from the Fed shows that the economy is in a "shaky ground" as it recovers from the recession. The report shows that the economy is in a "shaky ground" as it recovers from the recession. The report shows that the economy is in a "shaky ground" as it recovers from the recession.

Tennessee Twisters Kill at Least 25
 At least 25 people were killed and dozens more injured when a massive twister struck the state on Tuesday night. The twister was the largest ever recorded in the state.

Biden Picks Up String of Victories, Sanders Logs Big Win in California
 Joe Biden picked up a string of victories in the Super Tuesday primary elections, while Bernie Sanders won a big win in California. Biden won in Nevada, New Mexico, and North Carolina, while Sanders won in California.

World-Wide
 A new report from the Fed shows that the economy is in a "shaky ground" as it recovers from the recession. The report shows that the economy is in a "shaky ground" as it recovers from the recession.

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

Property 1: [Image of large house at night]
 City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 Agent Name: [Redacted]

Property 2: [Image of house with pool]
 City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 Agent Name: [Redacted]

Property 3: [Image of house with pool]
 City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 Agent Name: [Redacted]

Property 4: [Image of house]
 City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 Agent Name: [Redacted]

Property 5: [Image of house]
 City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 Agent Name: [Redacted]

Property 6: [Image of house]
 City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 Agent Name: [Redacted]

Property 7: [Image of house]
 City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 Agent Name: [Redacted]

Property 8: [Image of house]
 City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 Agent Name: [Redacted]

Property 9: [Image of house]
 City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 Agent Name: [Redacted]

Property 10: [Image of house]
 City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 Agent Name: [Redacted]

Property 11: [Image of house]
 City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 Agent Name: [Redacted]

Property 12: [Image of house]
 City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 Agent Name: [Redacted]

© 2020 Sotheby's International Realty. All rights reserved. Sotheby's International Realty is a registered trademark of Sotheby's International Realty. Sotheby's International Realty is a member of the Sotheby's International Realty network of independent member firms affiliated with Sotheby's International Realty, a real estate services brand owned by Sotheby's.

The New York Times Takeover

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

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

PRICE: \$750 FULL PAGE, COLOR

Includes Digital promotion and Digital Flipbook




Sotheby's
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.
SOTHEBYSREALTY.COM

Represented by: Sarah Ralston MRE, SLS

72 Post Road, Old Westbury, NY




Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 502.632.2710
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 Lightburn
Elite Agent
+1 242 269 2225
260 Sandbanks Light Towers
#SIBAHAMAS

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

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

SIBAHAMAS.COM/ID/X295,67



5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorbo
Elite Agent
858.334.3557
eric@ericsantorbo.com
DRE#02156001

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

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



SOTHEBYSREALTY.COM/ID/THE44



Golf 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 Golf Digest.

- Full page, color

FULL PAGE, COLOR
SOUTH FLORIDA: \$3,380



TTR
Sotheby's

300 International Drive #2501

BALTIMORE, MARYLAND

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

Offered at \$2,990,000

The TRAVELSTEAD!
Alex Lerner
443-460-3125
alexler@trtr.com

Lyla Travelstead
443-869-2113
ltravelstead@trtr.com

© 2023 Sotheby's International Realty Affiliates, Inc. All rights reserved. 2023 TRAVELSTEAD! is a registered trademark of The Travelstead Group, LLC. All other trademarks are the property of their respective owners. This advertisement is not a contract. Please contact the listing agent for more information. All prices are estimates and subject to change without notice. All prices are in US dollars. All prices are in US dollars. All prices are in US dollars.

LAURIE SILVERMAN

Selling New York City

300 Central Park West, Apt 25G | 4 beds | 4.5 baths | Price Upon Request

60 Gramercy Park North, Apt 15A | 3 beds | 2.5 baths | Price Upon Request

LAURIE SILVERMAN
Senior Global Real Estate Advisor, Associate Broker
617-865-2834 | laurie.silverman@sothebysrealty.com
laurie@lauriesilverman.com

Sotheby's
INTERNATIONAL REALTY

© 2023 Sotheby's International Realty Affiliates, Inc. All rights reserved. 2023 TRAVELSTEAD! is a registered trademark of The Travelstead Group, LLC. All other trademarks are the property of their respective owners. This advertisement is not a contract. Please contact the listing agent for more information. All prices are estimates and subject to change without notice. All prices are in US dollars. All prices are in US dollars. All prices are in US dollars.

Private Air Luxury Homes Magazine

Private Air Luxury Homes Magazine is published exclusively for the world's most discerning travelers. Distributed through Private Jet Terminals throughout the world, our readers include C-Level executives, royalty, heads of state, celebrities, captains of industry, and private aircraft owners; all of whom expect the highest standards of excellence.

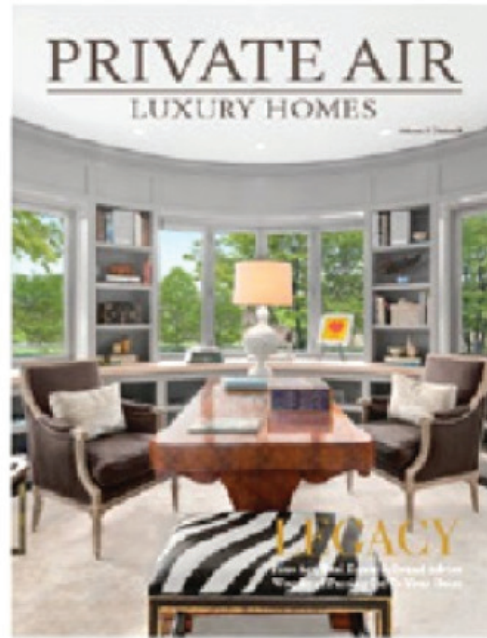
The readers of Private Air Luxury Homes Magazine are some of the world's wealthiest individuals. They come from all over the globe and typically have a collection of homes, an extensive portfolio, a sophisticated interest in arts and culture, as well as a passion for luxury products and travel. This world-class publication caters to their wants with a unique perspective and a genuine grasp of what interests its reader - the world's most exclusive real estate, investments, fine art, and collectibles.

DISTRIBUTION

65,000 private jet owners and guests

Readers encompass professional athletes, A-list celebrities, Fortune 500 executives, politicians, and entrepreneurs

FULL PAGE: \$1,925



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	July	August	September	October	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page			\$ 910.00		\$ 910.00	20,000
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - Golf Sites and Golf Enthusiasts						
Comprehensive Digital							
Social Mirror	Behavioral Custom prograr	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and	\$ 1,500.00				\$ 1,500.00	60,000
Smart Solutions Eblast							
Smart Solutions Eblast	Custom Email	\$ 2,295.00				\$ 2,295.00	40,000
WSJ.com							
Property upgrades	Property upgrades	Bonus	Bonus			\$ -	
Mansion Global Homepage	Featured Listing Module	\$ 1,275.00				\$ 1,275.00	164,000
Ocean Home							
Facebook Post	Facebook Post	\$ 575.00				\$ 575.00	21,600
Instagram Post	Instagram Post	\$ 700.00				\$ 700.00	21,800
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/Digital Fe:	\$ 795.00	\$ 795.00			\$ 1,590.00	1,288,848
The New York Times							
The New York Times Takeover	Full page w/ Digital promotion			\$ 750.00		\$ 750.00	168,000
Conde Nast Magazines							
Golf Digest - South Florida	Full Page				\$ 3,380.00	\$ 3,380.00	17,000
Private Air Luxury Homes Magazine							
Private Air Luxury Homes Magazine	Full page			\$ 1,925.00		\$ 1,925.00	65,000
TOTAL						\$ 22,985.00	2,916,248

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