



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Six Peaks Killington Advertising and Marketing Program

Sotheby's
INTERNATIONAL REALTY

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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Six Peaks Killington

SKY Advertising is excited to present to Four Seasons Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to the Six Peaks Killington project.

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 Killington, Vermont.

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

LET'S DO
GREAT THINGS TOGETHER

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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

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
 512.453.3333 ext. 3000
 Property # 1230018
 Agent: Sotheby's
 International Realty
 Broker: Nancy Ziegler, M.D.
 Email: nancy.ziegler@sothebyrealty.com
 \$50,000,000.00

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

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Home

1 Central Park West 46R/50C
 With unparalleled breathtaking views, this 50th of Central Park residence is a masterpiece of modern architecture and craftsmanship. Every room is thoughtfully designed, featuring high-end finishes, custom millwork, and an expansive light. Sotheby's International Realty is proud to showcase this gem, located in...
 \$50,000,000

510 Park Avenue, 15/16
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking New York's Central Park. The property is a masterpiece of modern architecture and craftsmanship. Sotheby's International Realty is proud to showcase this gem, located in...
 \$25,000,000

New York, New York
 Sotheby's International Realty
 East Side Residential Brokerage
 Manhattan Office +1 212 350 3333
 Email: nancy.ziegler@sothebyrealty.com

Four Seasons Private Residences
 This upcoming 1,100 sq. ft. boutique condominium residence is an extraordinary living and dining space with a view of the city. Sotheby's International Realty is proud to showcase this gem, located in...
 \$13,000,000

New York, New York
 Sotheby's International Realty
 East Side Residential Brokerage
 Manhattan Office +1 212 350 3333
 Email: nancy.ziegler@sothebyrealty.com

50

DIGITAL

SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

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

TARGETED AREAS

New York, New Jersey, Connecticut, Massachusetts, Canada

PRICE: \$2,500/DEPLOYMENT



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: **Six Peaks Killington**
- Flight Dates: **December 2023 - February 2024**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

INVESTOR'S BUSINESS DAILY™

BARRON'S



THE WALL STREET JOURNAL.

FORTUNE

Forbes

FOX BUSINESS



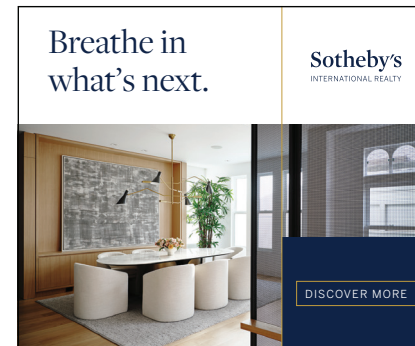
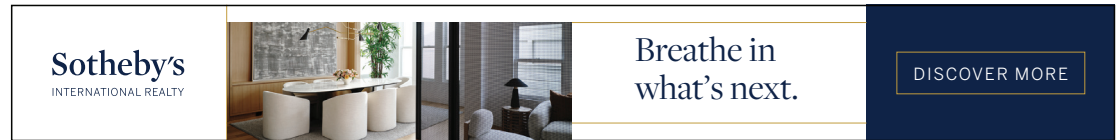
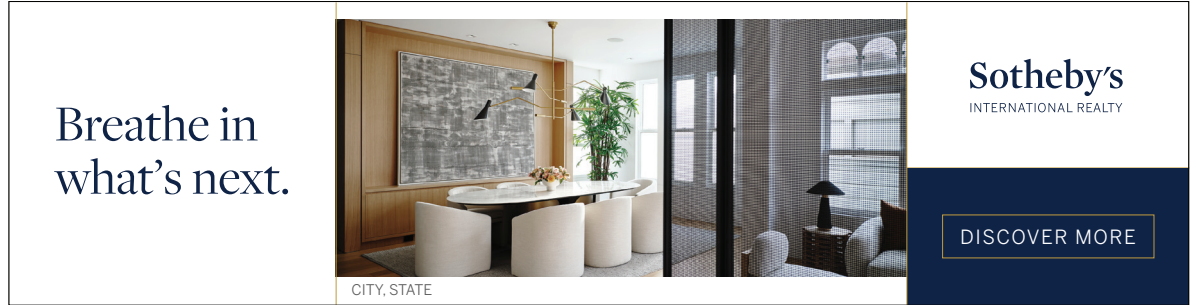
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

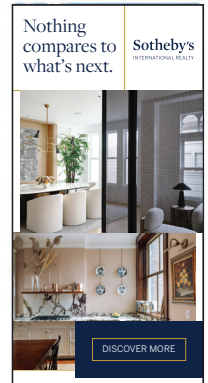
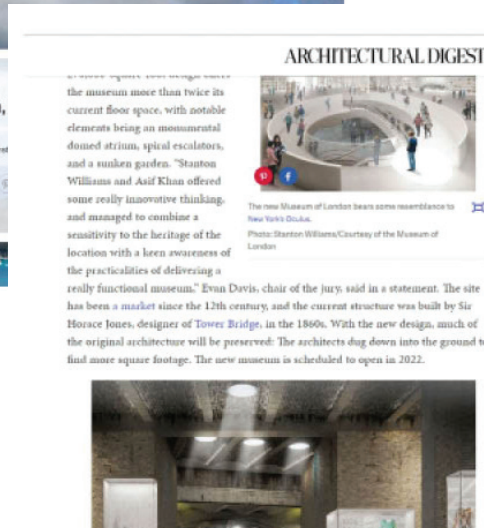
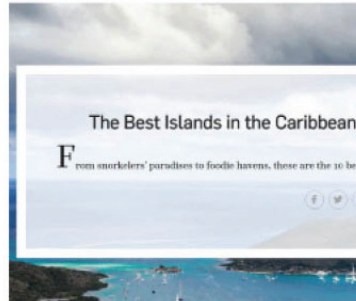
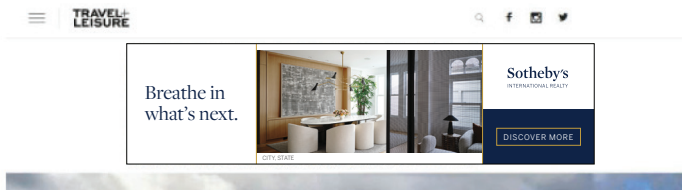
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

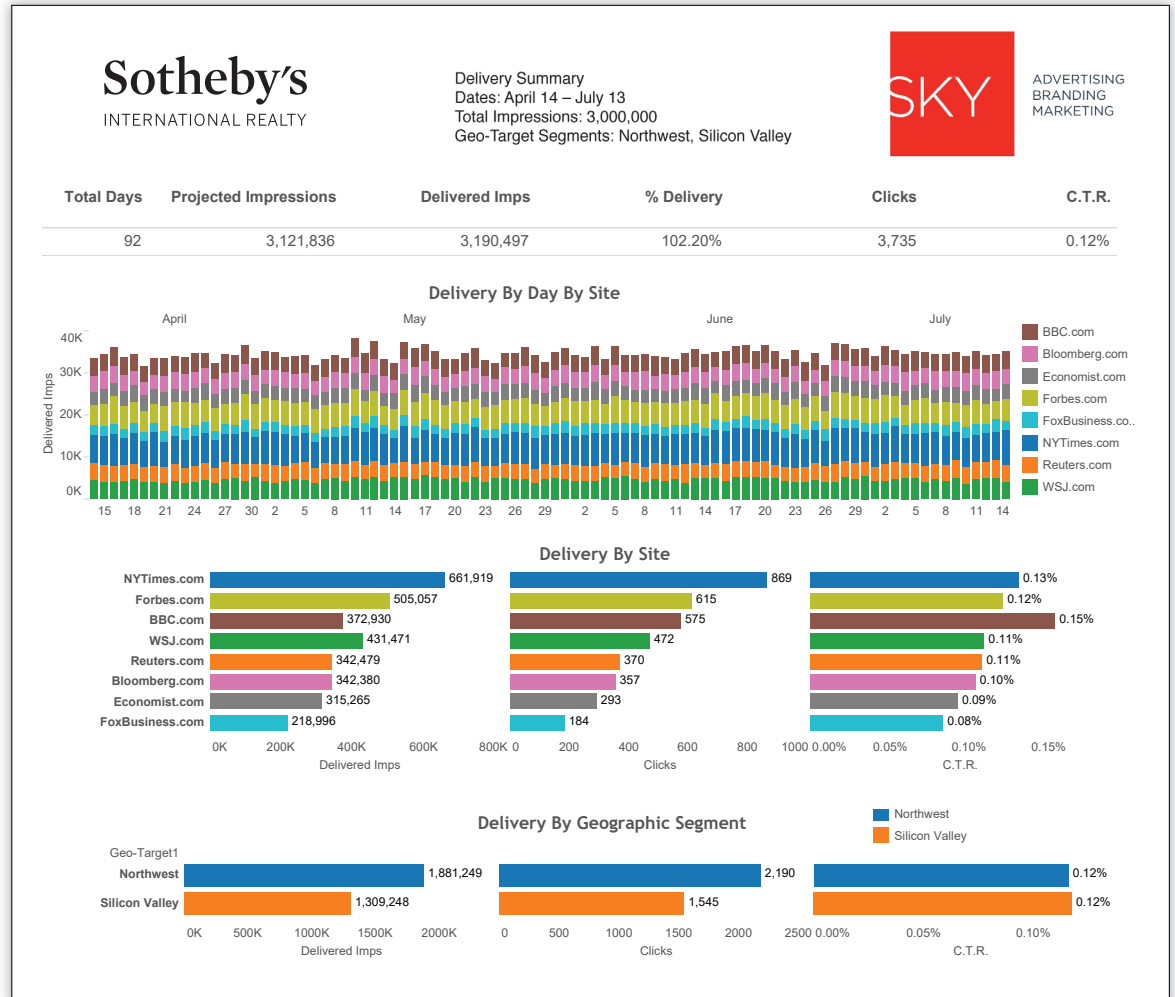


Comprehensive Reporting For Your Customized Campaign

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, New Jersey, Connecticut, Massachusetts, Canada.

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

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in New York, New Jersey, Connecticut, Massachusetts and Canada on top global business and finance websites.
- A behavioral segment that will allow us to show banners to Ski Enthusiasts living in New York, New Jersey, Connecticut, Massachusetts, and Canada.
- A behavioral segment that will allow us to show banners to Winter Sports Enthusiasts living in New York, New Jersey, Connecticut, Massachusetts, and Canada.

SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Reuters.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.

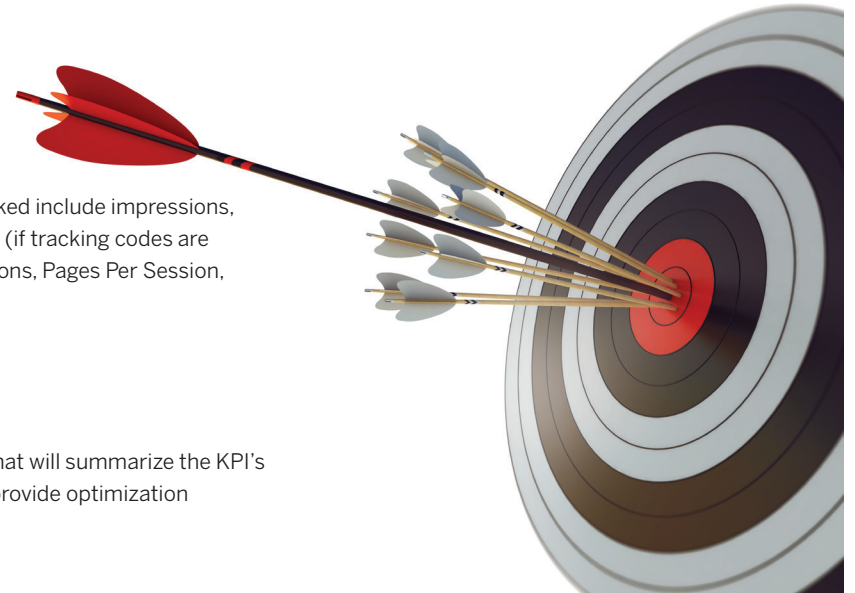
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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



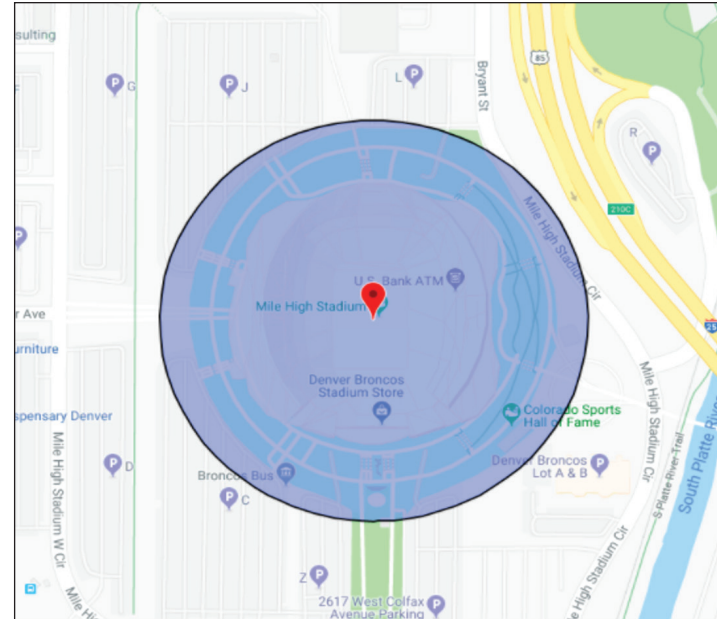
Impressions Scheduling

Four Seasons SIR Six Peaks Killington														
Media	Geo-Target	December					January				February			Impressions
		01	08	15	22	29	05	12	19	26	02	09	16	
WSJ.com	New York, New Jersey, Connecticut, Massachusetts, Canada													
Barrons.com														
Investors.com														
CNBC.com														
Fortune.com														
Reuters.com														
Forbes.com														
FoxBusiness.com														
CNBC.com														
Behavioral - Ski Enthusiasts	New York, New Jersey, Connecticut, Massachusetts, Canada													
Behavioral - Winter Sports Enthusiasts	New York, New Jersey, Connecticut, Massachusetts, Canada													
Total Digital														1,500,000

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

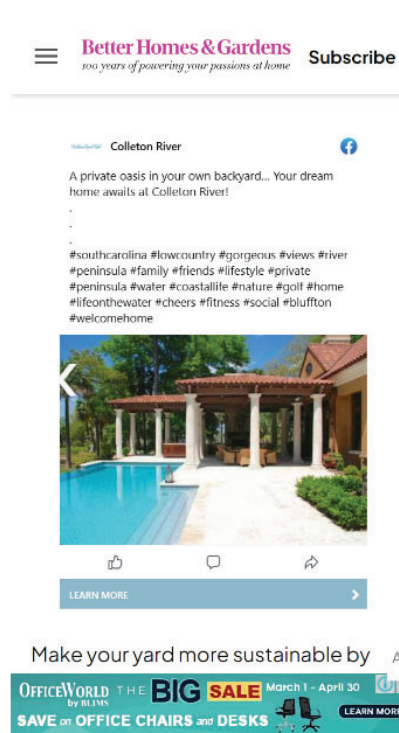
SOCIAL MIRROR ADS

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.

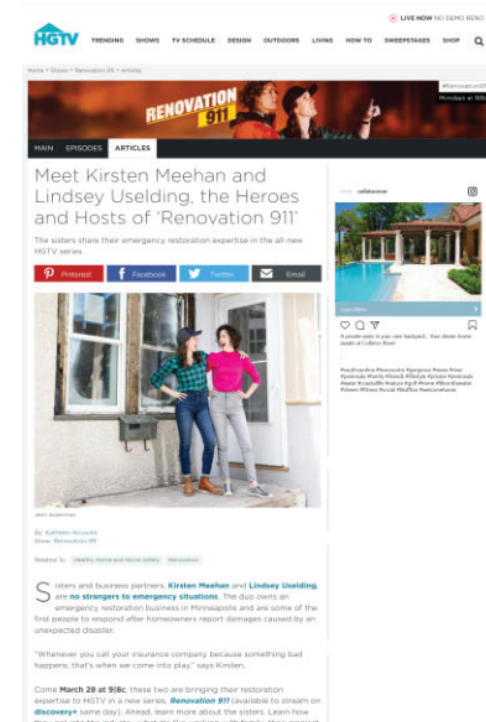
Ads can be display, video, OTT across connected TVs or carousel.



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



Comprehensive Digital

Client: SIR Four Seasons Six Peaks Killington

Digital Campaign Planner



Date Created: 9/25/2023

GEOGRAPHIC TARGET:

NY, NJ, CT, MA, VT

Campaign Duration: 12/01/2023-03/01/2024	Dec-23	Jan-24	Feb-24	Total
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: Ski Enthusiast Travel Intenders; Skiing; Vermont Trip Planners; Likely In-Market Timing - Buy a Vacation or Second Home				
Keyword Targeting				
Total Potential Impressions	100,000	100,000	100,000	300,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
TOTAL CAMPAIGN IMPRESSIONS:	100,000	100,000	100,000	300,000
TOTAL CAMPAIGN INVESTMENT:	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00

Social Mirror Ads Available Monthly Impressions Estimate:	489,812
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	20.42%

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

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 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
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.

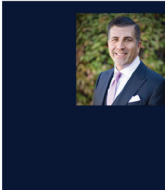
[View Property](#)



Tuscan Vineyard Oasis in Mission Hills
44989 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 Sabeti Jr.
DRE's CaBRE# 01295925
Realtor
Venture Sotheby's International Realty
43613 Mission Boulevard
Fremont, CA 94539
(415) 885-6442
jsabeti@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

Google AdWords



Target consumers who are “inmarket”, active in the Real Estate market, when they are searching and motivated to take action.

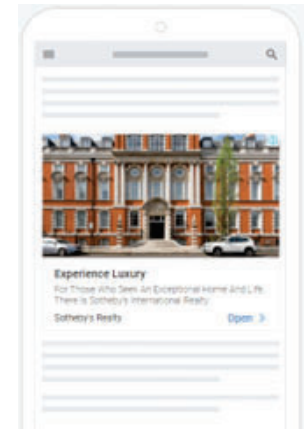
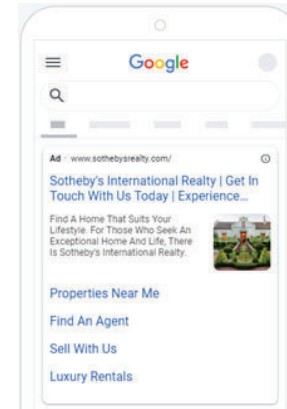
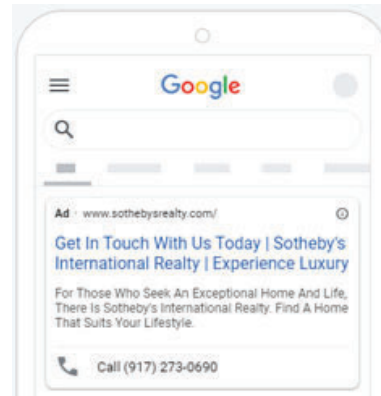
No other medium can target as effectively. Pay only when people click through to your listing/site.

CAMPAIGN SETUP & OPTIMIZATION

Which can include:

- Set up Keyword List
- Set up Ad Groups
- Develop understanding of urgent search terms/phrases of client and competitors
- Run fresh estimates for potential new keywords
- Write/Edit copy as needed
- Ensure all tracking is in place
- Budget Pacing
- Optimize geotargeting, audience targeting, and ad schedule

Estimated Monthly Searches:



GEO-TARGETING:

- Massachusetts
- Connecticut
- New Jersey
- New York
- Canada

AUDIENCES / DEMOGRAPHICS:

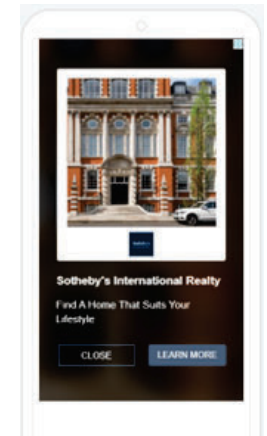
- Real Estate
- Homeowners
- Top 10% Income Earners
- Residential Properties For Sale
- Luxury Travelers
- Ski Enthusiasts
- Winter Sports Enthusiasts
- Business Professionals
- Retargeting – Site Visitors

DESCRIPTIONS/ LONG HEADLINES:

- Owning Your Luxury Ski-In Ski-Out Residence at the Base of Killington Peak is a Click Away! Contact Us Today.
- Experience Unmatched Amenities and Quaint New England Living with Six Peaks Killington. Own Your Mountain Dream Home.
- Discover Slopeside Living in Killington Vermont. Contact Six Peaks Killington to Find Your Own Ski-In Ski-Out Residence.

SHORT HEADLINES:

- Six Peaks Killington
- Ski-In Ski-Out
- Find Your Mountain Dream Home
- Killington, VT



MONTHLY MANAGEMENT:

Includes:

- Campaign Review
- Analytics Reporting
- Campaign Adjustments

PROGRAM SETUP: \$750

MONTHLY MANAGEMENT: \$350/MONTH PLUS MEDIA

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.

TOP POSITION: \$1,500

MIDDLE POSITION: \$900

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stores', and 'Sell'. Below this is a search bar and a category menu with icons for Cars, Real Estate, Yachts, Watches, Jets, Helicopters, and Entertainment. The main banner features a luxury yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, there's a section for 'MOST POPULAR' items, including a Ferrari 488 GTB, Chevrolet Corvette, Shannan Villa, and Ram 2500. There's also a 'JAMES SPOTTING' section with a photo of a duplex and a 'RICH LIST' section featuring a yacht. The bottom section includes 'LATEST STORIES' with an image of a red sports car and several article teasers.

The screenshot shows the JamesEdition.com real estate section. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. Below the search bar, there's a large image of a modern interior with the text 'THE PENTHOUSES AT GOLDEN PEAK'. To the right, there's a text block describing JamesEdition as the premier international marketplace for luxury real estate. Below this, there's a 'Featured luxury properties' section with a grid of property listings, each with a thumbnail image and key details like '5 Bedrooms - Pent...', 'Stunning Sherwood...', 'Enviably Estate by...', and 'Modern Apartment...'. At the bottom, there's a 'News about luxury real estate' section with several article teasers, including 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'.

jamesedition.com

SOCIAL MEDIA POST

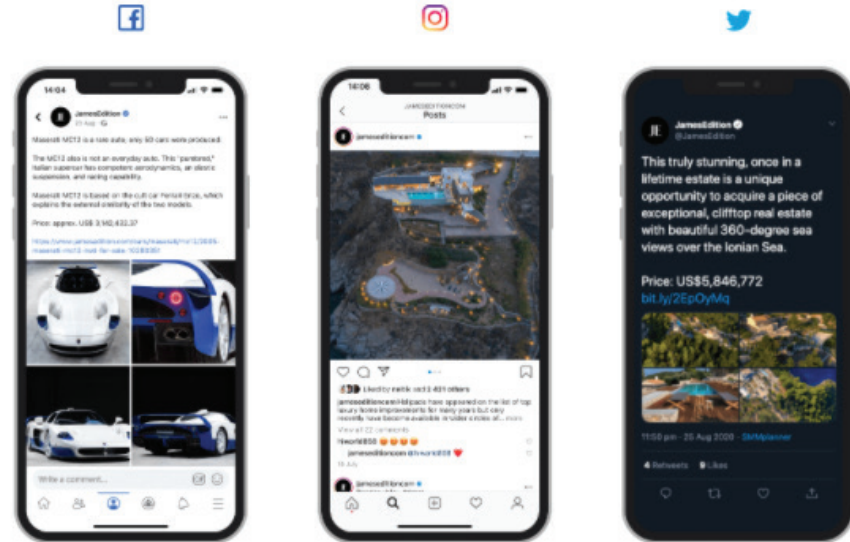
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

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

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

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



PHOTO

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

PHOTO: \$500

PHOTO PLUS

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

PHOTO PLUS: \$1,000 PHOTO PLUS

VIDEO

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

VIDEO: \$1,800

NYTimes.com

FEATURED PROPERTY MODULE


Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.

- Average CTR is between 0.36-0.55%

PRICE: \$3,000/WEEK

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

The Wall Street Journal Online (WSJ.Com)

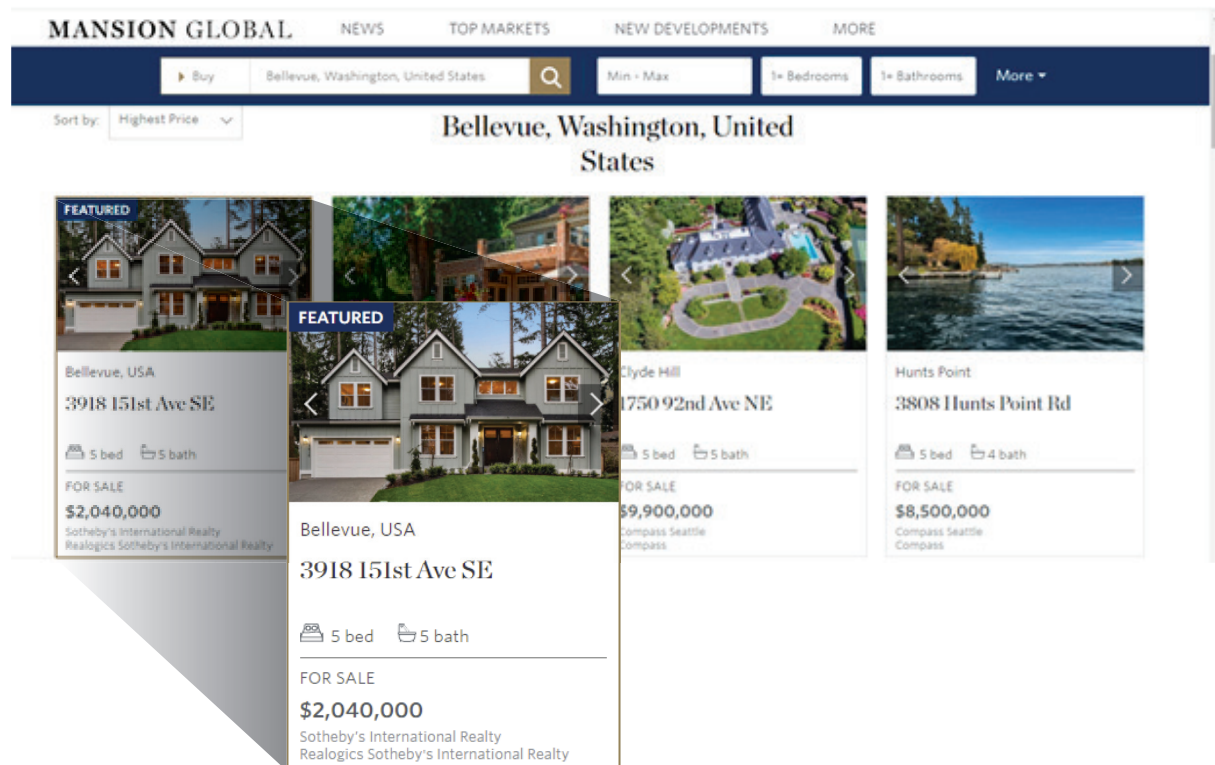
FEATURED PROPERTY UPGRADES

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

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

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

Included with print placement



The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer

- **164,000** Unique Visitors
- **1.75%** Click-Through Rate
- **2.5%** Share of Voice
- Can rotate up to **5** properties

PRICE: \$2,150/MONTH OR \$2.650/W VIDEO



The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PROFILE PAGE: \$1,250 3 MONTHS

Buy | Luxury properties by location

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

VIEW MEDIA

SHARE [Icons] SAVE

DESCRIPTION

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

Read More

AMENITIES [View Gallery](#)

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

Show More

NEIGHBORHOOD

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews

SHOP NOW

The Wall Street Journal Online (WSJ.Com)

MANSSION GLOBAL DAILY (M-F) ENEWSLETTER

- 5 Drops Monday – Friday
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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. 3900 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	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLean, Toronto, ON	\$12,900,000
10. 489 Sandrine Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$28,000,000
Surrey	\$867,400	122	\$23,000,000
Whisper	\$1,053,300	26	\$25,900,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

TRENDING TODAY


Architectural Digest @ArchDigest
Following

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

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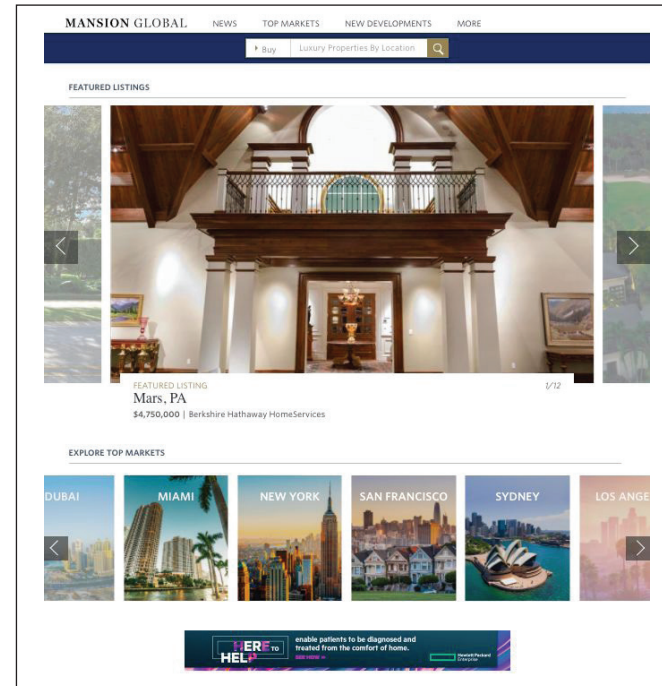
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The Wall Street Journal Online (WSJ.Com)

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

PRICE: \$1,275/MONTH



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

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

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

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

Biden Picks Up String of Victories, Sanders Logs Big Win in California
Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.

World-Wide
Biden received a string of Super Tuesday primary victories and Super Tuesday delegates in California as the two candidates broke away from the field for the first time in the race for the White House.

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

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The New York Times

IN THE FRIDAY MAIN NEWS SECTION

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

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






























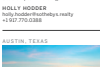
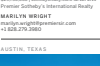


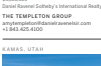

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The New York Times

VOL. CLXXVIII — No. 38,137 — MONDAY, NOVEMBER 5, 2018 — NEW YORK, MONDAY, NOVEMBER 5, 2018 — \$3.00

Web's Far Right Can Hear Itself As Trump Talks

Chearing the Spread of Once-Fringe Views

By KEVIN WOODS and JILL MIYOSHI

On Wednesday, as news of the latest congressional report on the Trump administration's efforts to silence critics, with particular focus on the far-right fringe of the movement, it was clear that the Web's far right was hearing itself as Trump talks. The report, which appeared in the New York Times, said that the administration had been trying to silence critics of its policies, and that the far-right fringe of the movement was hearing itself as Trump talks.

Edge in Polls Might Not Tip House Seats

Outcomes Hang on a Handful of States

By NATE CHEN

Democrats seemed poised to win the House of Representatives in the 2018 congressional elections. But as the results of the House races in the final days of the campaign became clear, it was clear that the edge in the polls might not tip the House seats.

It's Not Heaven, It's Brooklyn

The 2018 season in this year's New York City Marathon enjoyed blue skies, record-high conditions and a fast course. Pages F7-D2.

Spending Millions in a Bid to Avoid Sanctions

By BENJAMIN SVETKEY

The U.S. Treasury is looking for ways to avoid imposing sanctions on Russia's energy sector.

Partisan Rhetoric Of New Query On the Census

By MICHAEL WIND

The Census Bureau is looking for ways to avoid imposing sanctions on Russia's energy sector.

Offering Little Pool, Russian Accuses Georgia Rival of 'Hack'

By RICHARD HENNEY

Atlanta, Ga. — The world, from the White House to the streets, is watching the Russian president's efforts to silence critics of his policies.

The New York Times

THE SUNDAY REAL ESTATE

Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

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


PRICE: \$710/SINGLE SPOT, SUNDAY, COLOR

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THE HAMPTONS NORTH?

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






























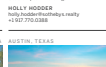
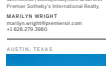




By JILL SACKOR
For a decade, the Hudson Valley was expected to be the next hot real estate market. And it is. The region's population is growing rapidly, and the area's scenic beauty is attracting more people than ever. In the Hudson Valley, the real estate market is starting to resemble that stretch of Long Island.

By JILL SACKOR
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Sandbanks Exuma, The Bahamas




Jacqueline Lightburn
Elite Agent
+1 242 269 2225
260 Sandbanks Lightbourn
JL@Sandbanks.com

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

Sandbanks is a truly particular C bedroom, 7 full bath and 11.25 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.

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Eric Santorino
Elite Agent
858.334.3557
eric@ericcarlsbad.com
DRE#01565001

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

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

PROPERTY SPOT, COLOR: \$730

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- Average HHI: **\$484,000**
- Average HNW: **\$2,800,000**

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<p>LINCOLN, NORTH CAROLINA</p> <p>1907 Flattop Cliffs Drive \$29,750,000 sothebysrealty.com/44112PN4 Premier Sotheby's International Realty MARILYN WRIGHT marilyn.wright@premier.com +1 828.279.3680</p>	<p>BAINBRIDGE ISLAND, WASHINGTON</p> <p>BainbridgeLuxLiving.com \$6,480,000 RealtyLogic Sotheby's International Realty SHAYNE TURGEON shayne@turgeonllc.com +1 206.755.9637</p>	<p>OLD FORT BAY, THE BAHAMAS</p> <p>Krystal House \$25,000,000 amandamans.com/44140232 Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@bahamas.com +1 242.424.9669</p>

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Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023

Media	Ad Description	December	January	February	March	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	New York, New Jersey, Connecticut, Massachusetts, Canada	\$ 2,500.00		\$ 2,500.00		\$ 5,000.00	50,000
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
Million Impressions	Targeting - NY, NJ, CT, MA, Canada						
Google Adwords							
Google Adwords	Digital PPC program	\$ 2,200.00	\$ 1,350.00	\$ 1,350.00		\$ 4,900.00	
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 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 locations	\$ 1,500.00	\$ 1,500.00	\$ 150.00		\$ 3,150.00	180,000
Smart Solutions Eblast							
Smart Solutions Eblast	Custom Email	\$ 2,295.00				\$ 2,295.00	40,000
JamesEdition							
e-Newsletter	e-Newsletter	\$ 1,500.00				\$ 1,500.00	294,000
Social Media	Listing Feature	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	444,000
NYTimes.com							
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00				\$ 3,000.00	55,603
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage			\$ 2,150.00		\$ 2,150.00	164,000
Mansion Global New Development Profile	Profile page - 3 months		\$ 1,250			\$ 1,250.00	
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00				\$ 3,680.00	17,000
Property upgrades	Property upgrades	Bonus		Bonus	Bonus	\$ -	
Mansion Global Homepage	Featured Listing Module				\$ 1,275.00	\$ 1,275.00	164,000
Print							
The Wall Street Journal							
The Wall Street Journal - Northeast Region	2 x 7	\$ 3,020.00	\$ 3,020.00	\$ 3,020.00	Bonus	\$ 9,060.00	1,332,000
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 650.00		\$ 650.00	\$ 650.00	\$ 1,950.00	1,933,272
The New York Times							
The New York Times	Property Spot - Weekday/Saturday		\$ 710.00			\$ 710.00	423,111
The New York Times	Property Spot - Sunday	\$ 710.00				\$ 710.00	381,268
The New York Times Takeover	Full page w/ Digital promotion			\$ 690.00		\$ 690.00	168,000
Boston Globe							
Boston Globe	Property Spot House Hunt Section		\$ 360.00		\$ 360.00	\$ 720.00	1,501,820
Conde Nast Magazines Regional Pages							
Conde Nast Traveler - Boston Metro	Full Page		\$ 2,550.00			\$ 2,550.00	11,000
Conde Nast Traveler - Manhattan	Full Page		\$ 2,190.00			\$ 2,190.00	8,000
Financial Times							
Financial Times	Property Spot	\$ 730.00				\$ 730.00	210,457
Robb Report							
Robb Report	Property Spot	\$ 830.00				\$ 830.00	324,000
TOTAL						\$ 60,125.00	9,521,531

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