



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

WOM 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 WOM

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

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 Tignes, Rhone Alpes.

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**

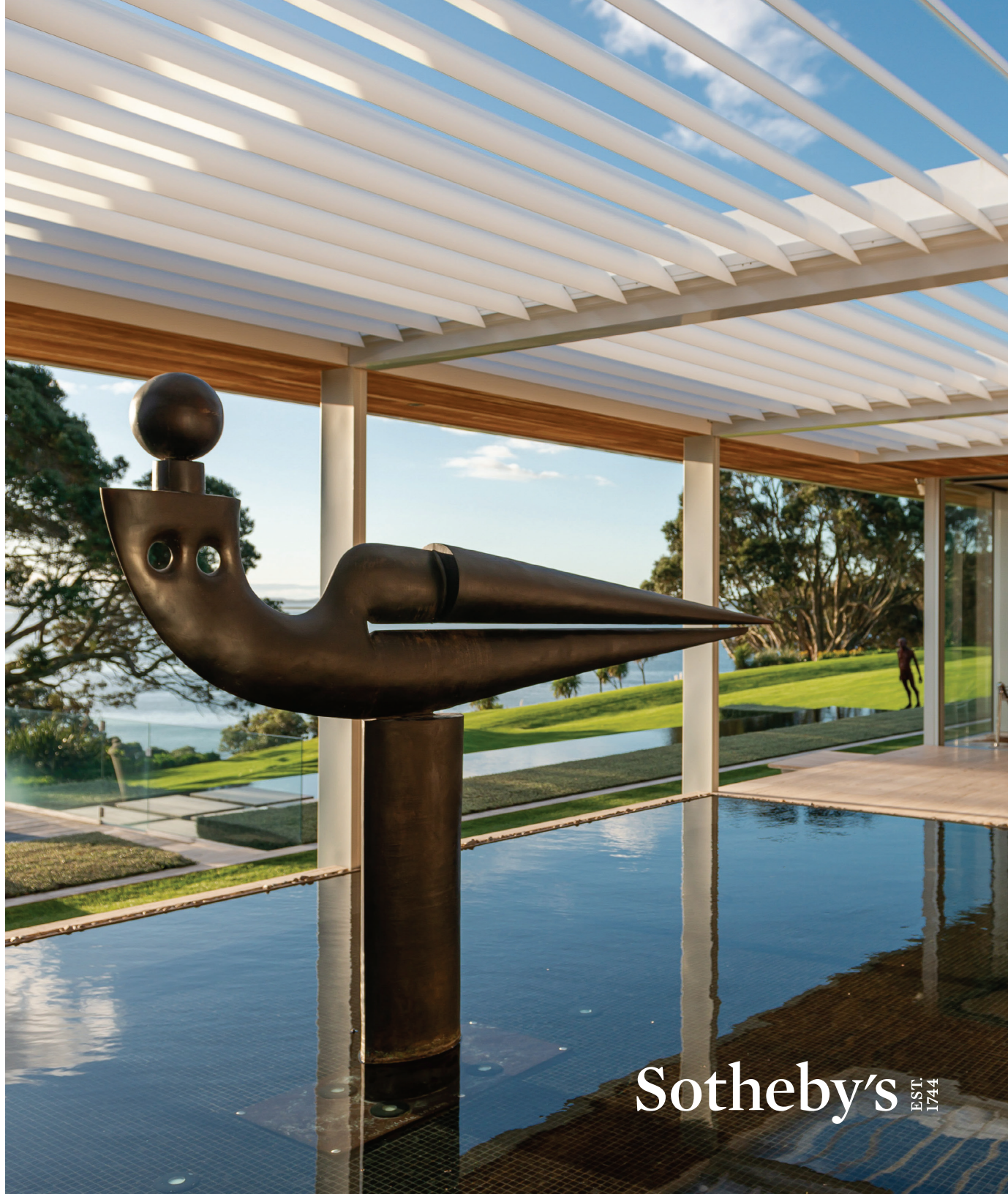
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Account Executive
212-677-0083
jimmy@skyad.com

Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

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

UK, Belgium, Netherlands

PRICE: \$2,500/DEPLOYMENT




DIGITAL

SOTHEBY'S SELECTS
E-NEWSLETTERS

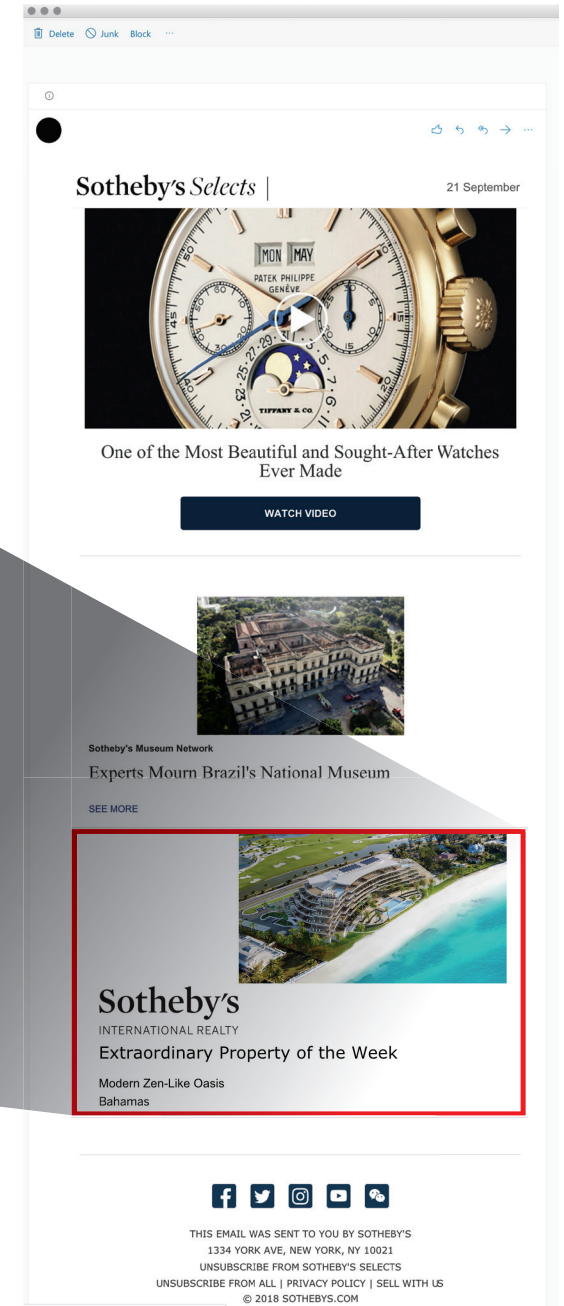
- Every Friday
- 52x Year
- Highlights upcoming auction events
- 488,357+ recipients
- 34% average open rate

PRICE: \$2,350*/DEPLOYMENT


*Limited Availability



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 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: **WOM**
- 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.

The New York Times

THE ECONOMIC TIMES

Telegraph.co.uk

THE WALL STREET JOURNAL.

The Economist

Forbes

Bloomberg Markets

REUTERS



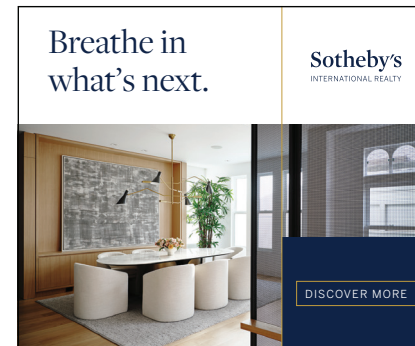
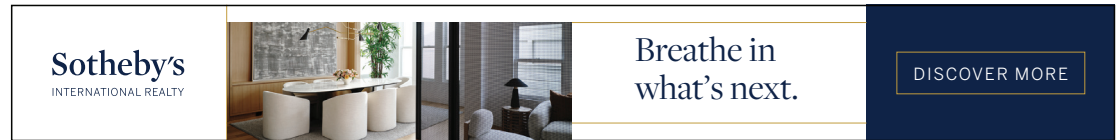
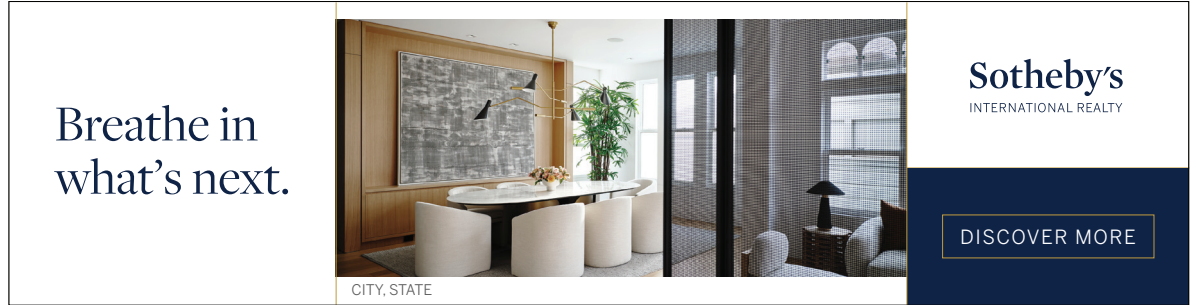
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

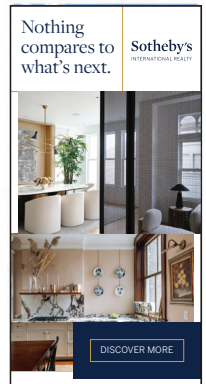
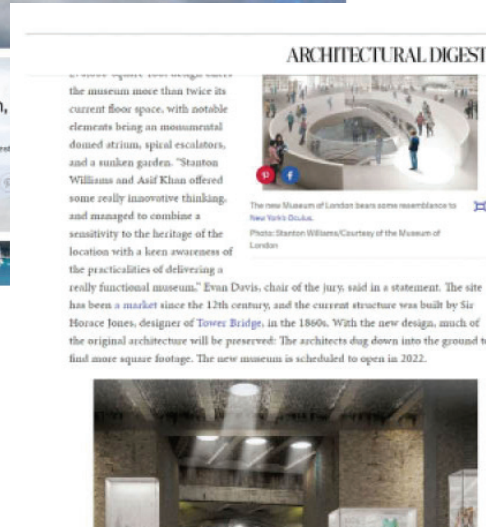
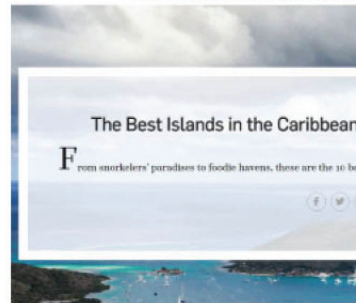
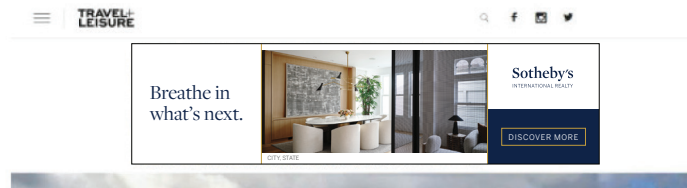
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

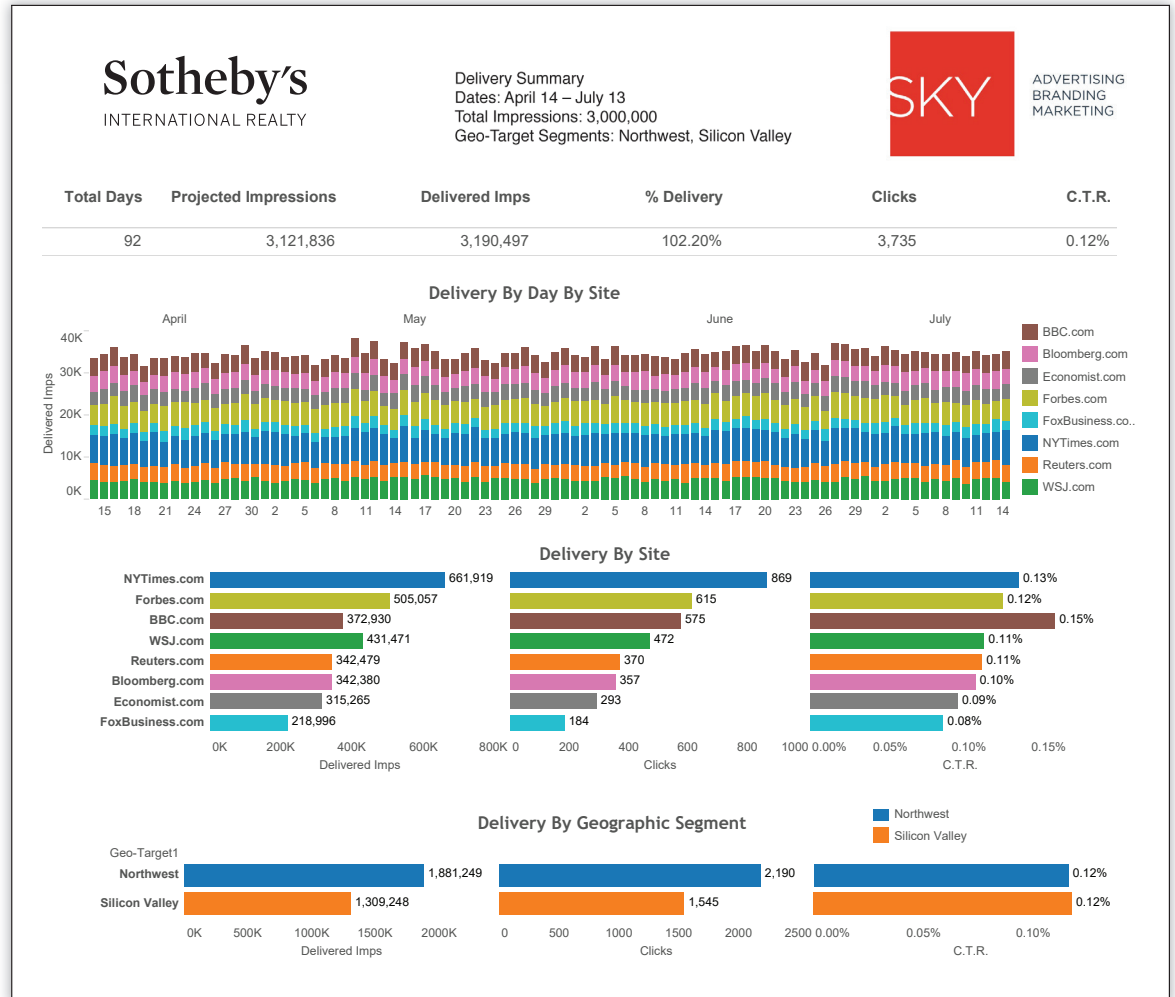


Comprehensive Reporting For Your Customized Campaign

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



Comprehensive Digital

NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



TARGETING OPTIONS INCLUDE:

- **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 Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.

- **Cross Platform Targeting** available from Mobile Conquesting.
- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.

Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

PRICE: STARTING AT \$1,500 PER ONE MONTH

Comprehensive Digital

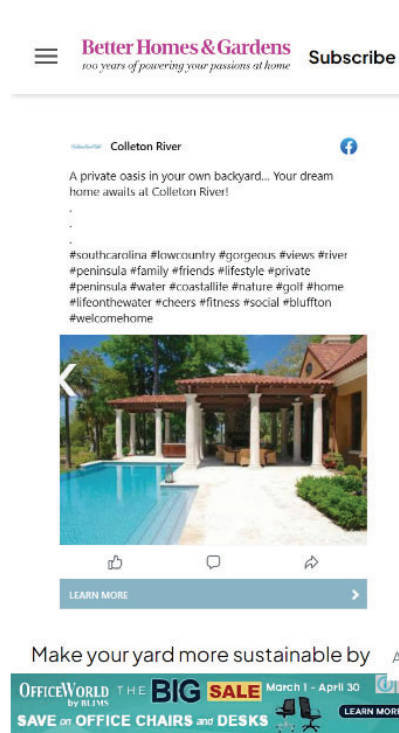
SOCIAL MIRROR ADS

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.

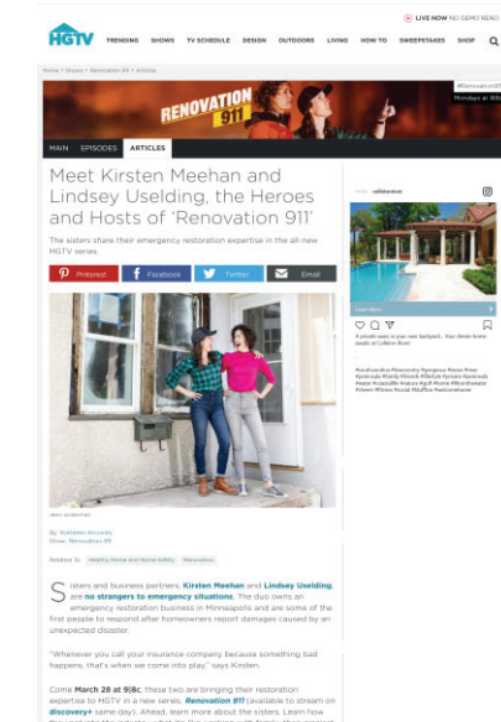
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.



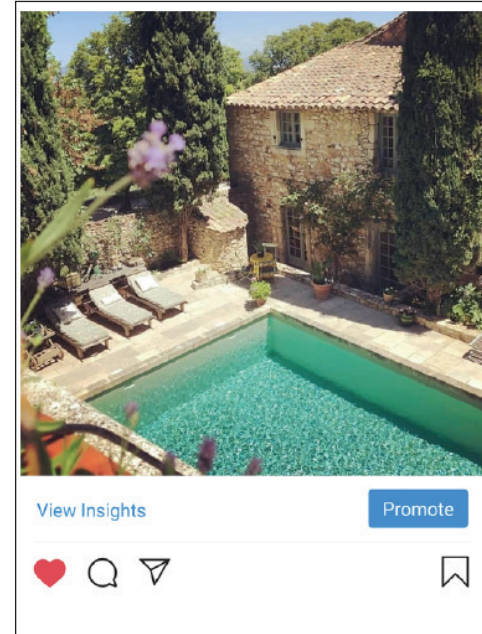
PRICE: STARTING AT \$1,500 PER MONTH

Conde Nast UK

INSTAGRAM @CONDENASTPROPERTY

Ready to jump into action on instagram, @condenastproperty is the fastest growing account at Conde Nast Britain and consistently comes in at No 1 each week on growth and engagement. @condenastproperty has grown organically in 3 years and now has 215K followers.

INSTAGRAM POST: \$ 2,750



jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'About', 'USD', 'Sign in / Register', and 'Become a Seller'. Below is a search bar and a category menu with icons for Cars, Real Estate, Yachts, Watches, Jets, Helicopters, and Entertainment. A large banner features a yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. A central section titled 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world...' is followed by a 'MOST POPULAR' grid of luxury items like a Ferrari 488 GTB, Chevrolet Corvette, and a Ram 2500. Below this are sections for 'JAMES SPOTTING' (showing a duplex), 'RICH LIST' (showing a yacht), and 'LATEST STORIES' (featuring an orange McLaren supercar). A 'Featured Agent' section highlights Nick Swinburne.

The screenshot shows a real estate listing for 'THE PENTHOUSES AT GOLDEN PEAK' in Spain. The page includes a large image of the penthouse interior, a search bar, and a 'Find luxury Real Estate and Homes for sale' section. Below this is a grid of 'Featured luxury properties' with various listings like '5 Bedrooms - Pent...', 'Stunning Sherwood...', and 'Elegant French Style...'. A 'News about luxury real estate' section is also visible, featuring articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'.

jamesedition.com

ROTATING GALLERY

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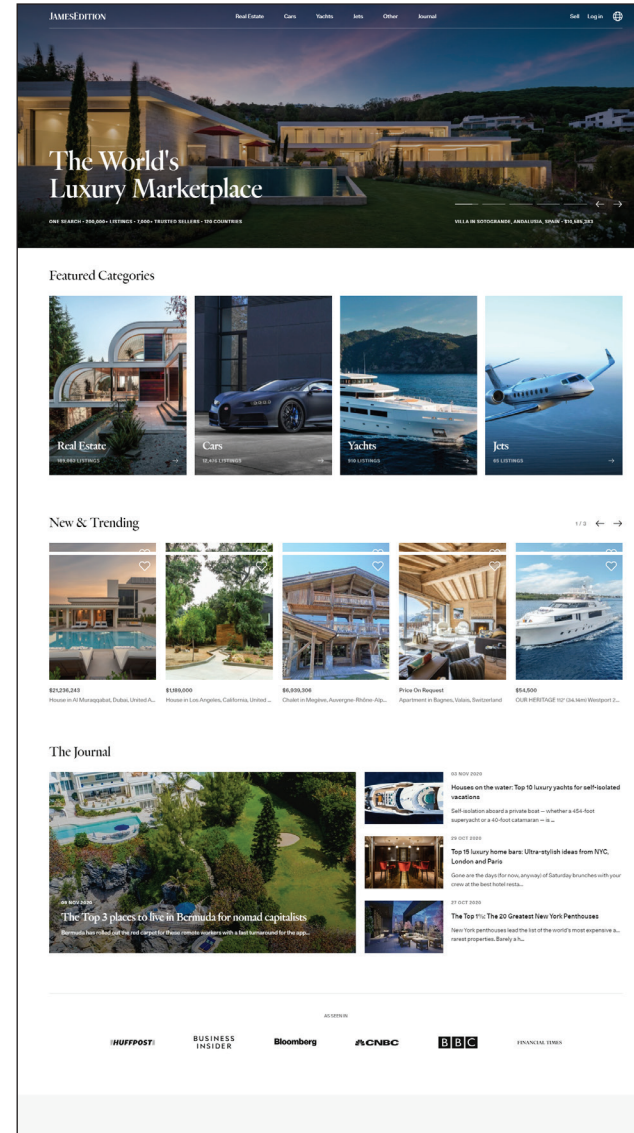
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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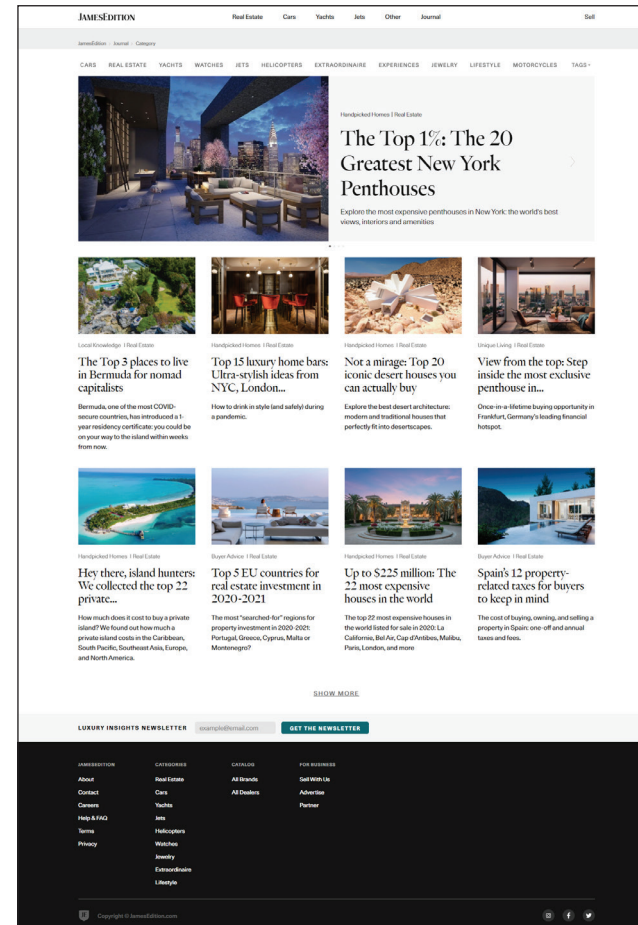
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in a Featured Story.

NEWSLETTER TOP & ARTICLE: \$5,500

NEWSLETTER TRENDING & ARTICLE: \$3,300



jamesedition.com

SOCIAL MEDIA POST

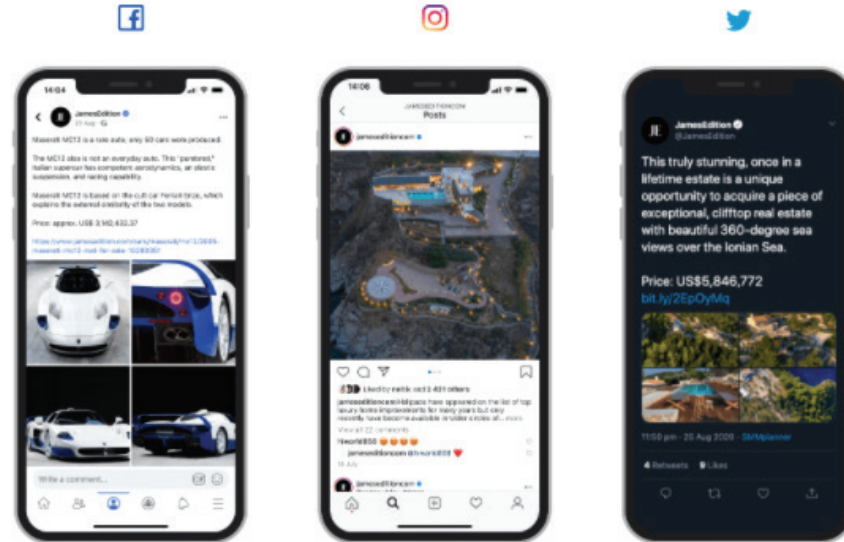
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

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



PHOTO

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

PHOTO: \$500

PHOTO PLUS

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

PHOTO PLUS: \$1,000 PHOTO PLUS

VIDEO

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

VIDEO: \$1,800

Le Figaro

The finest selection of properties to buy and to rent, in France and abroad.

PROPRIÉTÉS LE FIGARO.COM – FRANCE

- **2.1 million** sessions per month
- International audience: **22%**
(Top 5 audience: US, UK, Belgium, Switzerland, Germany)

PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

- **180,000** sessions per month
(top 5 audience: US, UK, France, Canada, Australia)

HEADLINE SEARCH

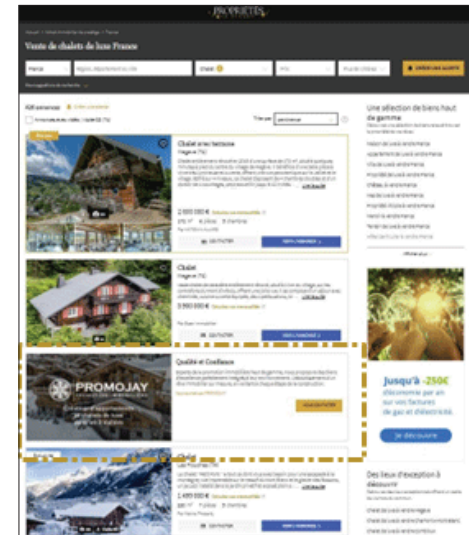
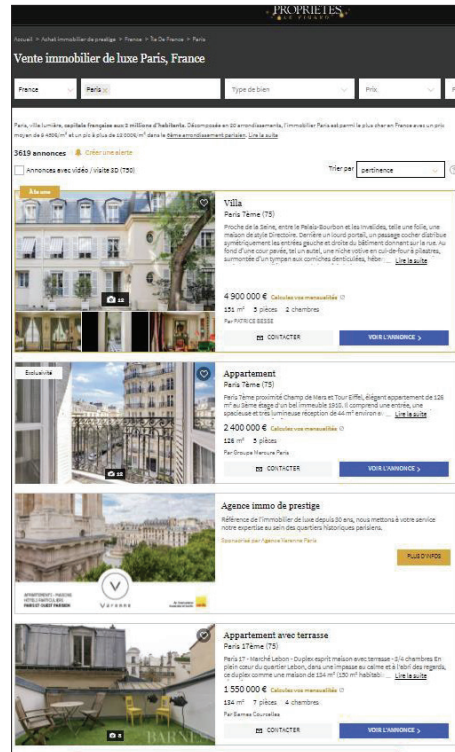
Position your property at the very top of the results page.

FEATURED CITY: \$795/CITY/MONTH

NATIVE AD

Premium display format increases visibility among search results. These placements are also able to appear to users with specific search criteria – castles, manors, etc.

NATIVE PLACEMENT BY CITY: \$500/CITY/MONTH



Luxury Estate

LUXURY ESTATE

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

With 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

PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS.



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



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The New York Times International Edition

The New York Times International Edition is a sophisticated and comprehensive daily report for opinion leaders and decision makers around the world. The mission of the New York Times International Edition is to enhance the global community by creating, collecting and distributing high-quality news and entertainment. Its readers have levels of income and investment that can hardly be described as average; much like the newspaper they enjoy reading, these levels reflect their highly mobile and affluent status. New York Times International Edition readers are people whose tastes tend toward the deluxe, leading active and upscale lifestyles.

- Circulation: **214,775**
- Geographic distribution: **Europe, Asia, Pacific, Middle East, N. Africa, Americas**
- Readership: **421,373**
- Male / Female ratio: **76% / 24%**
- Average household income: **\$367,700**
- Median age: **55**


PROPERTY SPOT: \$570

Global




Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.




LYFORD CAY, THE BAHAMAS
Catal House
Price Upon Request
SIRbahamas.com/id/DL4XDR
Bahamas Sotheby's International Realty
NICK DAMIANOS
nick.damianos@sirbahamas.com
+1 242.376.1841

GREENWICH, CONNECTICUT




CopperBeechFarmCT.com
\$150,000,000
Greenwich Brokerage
LESLIE MCELWREATH | JOSEPH BARBIERI
leslie.mcelwreath@sothebys.realty +1 917.539.3654

CENTRE ISLAND, NEW YORK




357 Centre Island Road
\$9,750,000 | DanielGale.com/listing/dgid584848
Daniel Gale Sotheby's International Realty
KATIE CUDEBACK
katiecudedback@danielgale.com +1 516.238.9919

NEW YORK, NEW YORK



840ParkAve.com
\$11,500,000
East Side Manhattan Brokerage
JEANNE H. BUCKNAM | NIKKI FIELD
jeanne.bucknam@sothebys.realty +1 212.606.7717

SHELTER ISLAND, NEW YORK



29 Winthrop Road
\$9,499,000 | DanielGale.com/listing/dgid786671
Daniel Gale Sotheby's International Realty
DEBORAH PIRRO
deborahpirro@danielgale.com +1 516.637.5786

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Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

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

\$730 PROPERTY SPOT, COLOR

Global

EXUMA, THE BAHAMAS



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

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FTWeekend

Save for the Wild
Wild knowledge is the best defense for your home.

Sign of the Times
South Korea's real estate market is on a roller coaster.

Study in style
Harvard is no chore.

The home of prime property: propertylistings.com

Follow us on Twitter @FTProperty



Food and drink festive special

Tips from top global chefs

Lunch with the FT
FT chief Bernie Ecclestone: "I break the rules"

Schulz reversal raises Merkel's survival hopes

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

Uber and the cost of the Kazan's Problem

Adventures on two wheels

Sarah Jessica Parker

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

EXUMA, THE BAHAMAS Leaf Cay \$19,995,000 USD sirbahamas.com/id/46931 GEORGE DAMIANOS george.damianos@sirbahamas.com +1 242.424.9699	BRIDGE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$4,900,000 USD www.sirbahamas.com/id/46932 FRANK AZAMI frank.azami@sirbahamas.com +1 480.288.0280	SCOTTSDALE, ARIZONA 9779 East Bismarck Drive \$4,800,000 USD www.sirbahamas.com/id/46933 FRANK AZAMI frank.azami@sirbahamas.com +1 480.288.0280	SCOTTSDALE, ARIZONA 12881 North Church Road \$4,800,000 USD www.sirbahamas.com/id/46934 FRANK AZAMI frank.azami@sirbahamas.com +1 480.288.0280	ATHLETON, CALIFORNIA 451 Poplar Road \$6,700,000 USD www.sirbahamas.com/id/46935 MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.882.2626
PALO ALTO, CALIFORNIA 1527H Aveleyr.com \$4,600,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.882.2626	PUEBLO, CALIFORNIA 3913 Hampton Road.com \$4,600,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.882.2626	ROSE, CALIFORNIA 2715 PoppyRd.com \$4,600,000 Golden Gate Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 480.288.0280	SAN DIEGO, CALIFORNIA 2716 N Ocean Street \$4,600,000 USD www.sirbahamas.com/id/46936 Pacific Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 760.512.5128	SAN FRANCISCO, CALIFORNIA Nob Hill.com \$4,600,000 San Francisco Sotheby's International Realty WENDY STOKER wendy.stoker@sirbahamas.com +1 415.774.8979
BIRMINGHAM, CONNECTICUT 1000 Park Drive.com \$4,500,000 Matt Bernard matt.bernard@sirbahamas.com +1 203.373.2883	WESTON, CONNECTICUT 111 Poppleton Ridge.com \$4,500,000 Krisz Blak krisz.blak@sirbahamas.com +1 203.552.2742	APTARADO, FLORIDA 111 Ponce de Leon Drive \$4,500,000 USD www.sirbahamas.com/id/46937 Russell Post Molly Taylor russell.post@sirbahamas.com +1 305.552.4633	APTARADO, FLORIDA 111 Ponce de Leon Drive \$4,500,000 USD www.sirbahamas.com/id/46938 Susan Bryan Karly Thiele susan.bryan@sirbahamas.com +1 305.552.7700	MIAMI BEACH, FLORIDA 111 Ponce de Leon Drive \$4,500,000 USD www.sirbahamas.com/id/46939 Cody D'Arcy Mazie Regan cody.darcy@sirbahamas.com +1 772.721.3889
ALFORD, MASSACHUSETTS 1022 Main St. \$4,400,000 Marta Piper marta.piper@sirbahamas.com +1 413.627.4999	BOSTON, MASSACHUSETTS 89 Avenue Street, Unit 1 \$4,400,000 Lois Kujan Jeff Simonian lois.kujan@sirbahamas.com +1 417.947.1105	LEOLA, MASSACHUSETTS 41626 Main St. \$4,400,000 George Cain george.cain@sirbahamas.com +1 978.961.8955	ROSELLE TOWNSHIP, NEW JERSEY 51 Neep Nelly Road \$4,300,000 USD www.sirbahamas.com/id/46940 Jordan Henderson jordan.henderson@sirbahamas.com +1 409.941.2050	PRINCETON, NEW JERSEY 101 Pines Corner Road \$4,300,000 USD www.sirbahamas.com/id/46941 Jordan Henderson jordan.henderson@sirbahamas.com +1 409.941.2050
NEW YORK, NEW YORK 740 Park Ave Premier Penthouse.com \$4,300,000 East Gate Manhattan Brokerage HEIDI F. SMITH SEDRA BROADBENT heidi.smith@sirbahamas.com +1 212.605.6523	NEW YORK, NEW YORK 112 East 12 Street.com \$4,300,000 East Side Manhattan Brokerage DAVID F. ONE david.one@sirbahamas.com +1 212.625.6487	NEW YORK, NEW YORK 450th St 2F Penthouse.com \$4,300,000 Dorchester Manhattan Brokerage MARIE F. ALAN-BLOOM MIKAI FELD marie.alan-bloom@sirbahamas.com +1 212.625.6487	NEW YORK, NEW YORK 127 Madison Ave 5A2.com \$4,300,000 KAPPA NYC Real Estate Realty KAPPA NYC Real Estate Realty +1 212.770.0197	SCOTTSDALE, NEW YORK 1000 Park Drive.com \$4,300,000 Scarsdale Manhattan Brokerage HEIDI F. SMITH SEDRA BROADBENT heidi.smith@sirbahamas.com +1 212.605.6523
UNWILKE, NORTH CAROLINA 1007 Farming Chalks Drive \$4,200,000 USD www.sirbahamas.com/id/46942 KARLA WILCOX karla.wilcox@sirbahamas.com +1 813.774.2880	PROVIDENCE, RHODE ISLAND 131 Congdon Street \$4,200,000 THE MCKINLEY GOLD GROUP www.mckinleygoldgroup.com +1 877.274.4200	CHARLESTON, SOUTH CAROLINA 706 S.com \$4,200,000 Kismet Sotheby's International Realty THE MCKINLEY GOLD GROUP www.mckinleygoldgroup.com +1 813.452.6527	SEASIDE, SOUTH CAROLINA 11W Seaside Island.com \$4,200,000 Kismet Sotheby's International Realty THE MCKINLEY GOLD GROUP www.mckinleygoldgroup.com +1 813.452.6527	AUSTIN, TEXAS 881 Madison.com \$4,200,000 Kismet Sotheby's International Realty KARLA WILCOX karla.wilcox@sirbahamas.com +1 813.774.2880
AUSTIN, TEXAS 11111 S. Greenway.com \$4,200,000 KUMARA WILCOX kumara.wilcox@sirbahamas.com +1 512.423.2035	HOUSTON, TEXAS 11111 S. Greenway.com \$4,200,000 VICTORIA HINTON victoria.hinton@sirbahamas.com +1 713.288.4932	WIMBERLEY, TEXAS 1764 Springdale.com \$4,200,000 GRAY ADAMS gray.adams@sirbahamas.com +1 512.782.8387	KANAS, UTAH 1764 Springdale.com \$4,200,000 CHRIS SIMONS chris.simons@sirbahamas.com +1 435.532.0246	KANAS, UTAH 1764 Springdale.com \$4,200,000 CHRIS SIMONS chris.simons@sirbahamas.com +1 435.532.0246

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023

Plan	Ad Description	December	January	February	March	Media Total	Reach
Media							
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Emails	Email						50,000
Sotheby's Bespoke Geo-Targeted Emails	UK, Belgium, Netherlands	\$ 2,500.00		\$ 2,500.00		\$ 5,000.00	
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter		\$ 2,350.00			\$ 2,350.00	488,357
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 - Uk Belgium, Netherlands						
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Native Display	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Conde Nast UK							
Conde Nast UK	Instagram	\$ 2,750.00	\$ 2,750.00			\$ 5,500.00	400,000
JamesEdition							
Rotating Gallery Real Estate Page	Featured Banner		\$ 1,600.00			\$ 1,600.00	750,000
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 5,500.00				\$ 5,500.00	294,000
e-Newsletter	e-Newsletter			\$ 1,500.00		\$ 1,500.00	294,000
Social Media	Listing Feature		\$ 1,000.00			\$ 1,000.00	148,000
Le Figaro							
Headline Search	Featured City	\$ 795.00		\$ 795.00		\$ 1,590.00	
Native Ad	Native placement by City		\$ 500.00			\$ 500.00	
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage		\$ 2,150.00			\$ 2,150.00	164,000
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Package		\$3,250			\$ 3,250.00	
Print							
The New York Times International Edition							
The New York Times International Edition	Property Spot				\$ 570.00	\$ 570.00	104,301
Financial Times							
Financial Times	Property Spot	\$ 730.00		\$ 730.00		\$ 1,460.00	420,914
TOTAL						\$ 45,845.00	5,213,572

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