



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Porto Rotondo Development Advertising and Marketing Program

Italy | 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 Porto Rotondo Development

SKY Advertising is excited to present to ITALY Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the Porto Rotondo Development.

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 Italy.

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**

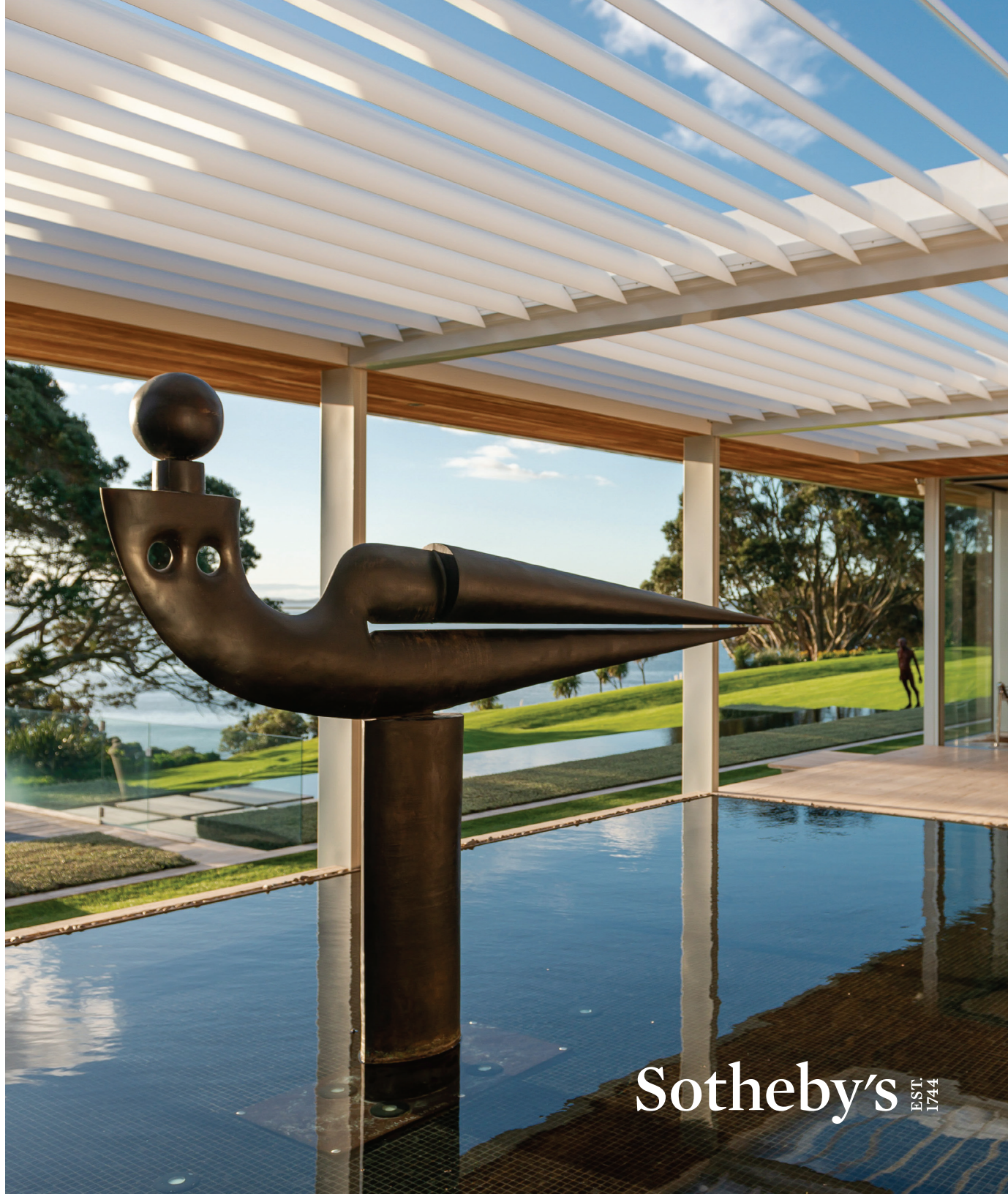
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Sotheby's
Auction House
Offerings



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**

FULL PAGE: \$3,640
HALF PAGE: \$1,820
QUARTER PAGE: \$910

Global



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
 714.466.8800
 Property #17-020018
 Robert Schmitt
 International Realty
 Robert Schmitt 214.466.8800
 robert.schmitt@sothebyrealty.com
 \$50,000,000.00

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

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Home

1 Central Park West 46F/50C
 With unparalleled breathtaking views, this 50th of Central Park residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, from the marble floors to the custom millwork. This is an exceptional opportunity to own a piece of Central Park West history. Call today to schedule your private showing.
 Call: 212.850.7772
 info@sothebyrealty.com
 \$50,000,000

510 Park Avenue, 15/16
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking the city. The residence is a true masterpiece of modern architecture. Call today to schedule your private showing.
 Call: 212.850.7772
 info@sothebyrealty.com
 \$27,000,000

New York, New York
 Sotheby's International Realty
 East Side Residential Brokerage
 Marjorie Smith 212.850.7772
 marjorie.smith@sothebyrealty.com
 \$27,000,000

Four Seasons Private Residences
 This upcoming 1,100 sq. ft. penthouse is a true masterpiece of modern architecture. Call today to schedule your private showing.
 Call: 212.850.7772
 info@sothebyrealty.com
 \$13,000,000

New York, New York
 Sotheby's International Realty
 East Side Residential Brokerage
 Marjorie Smith 212.850.7772
 marjorie.smith@sothebyrealty.com
 \$13,000,000

SC


DIGITAL

SOTHEBY'S SELECTS
E-NEWSLETTERS

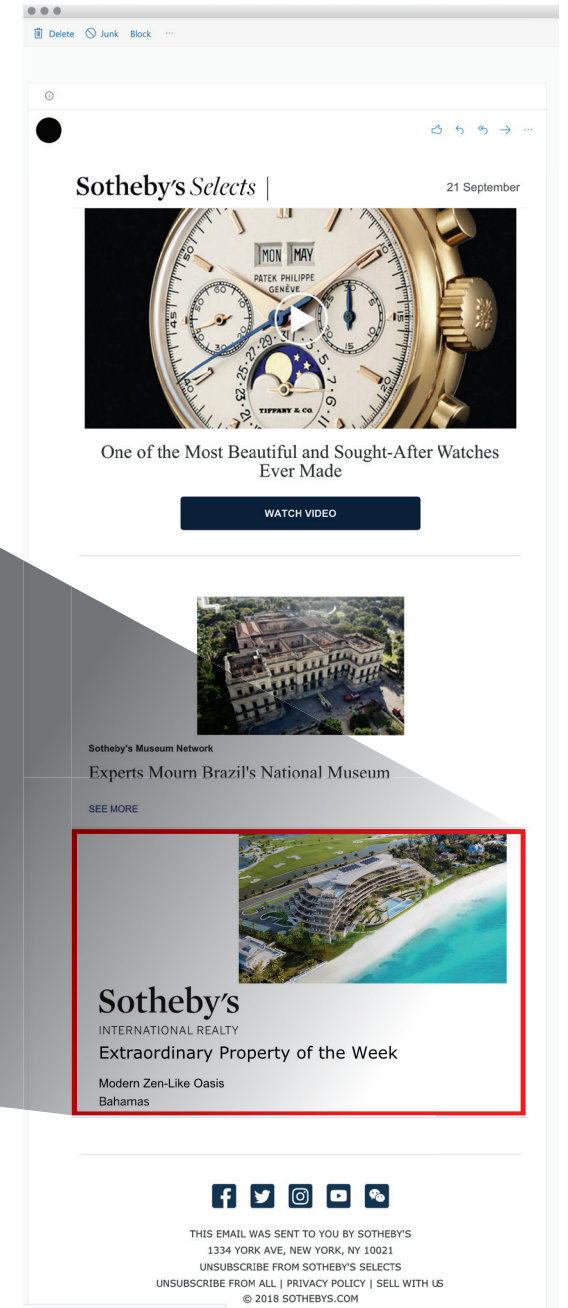
- Every Friday
- 52x Year
- Highlights upcoming auction events
- 488,357+ recipients
- 34% average open rate

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

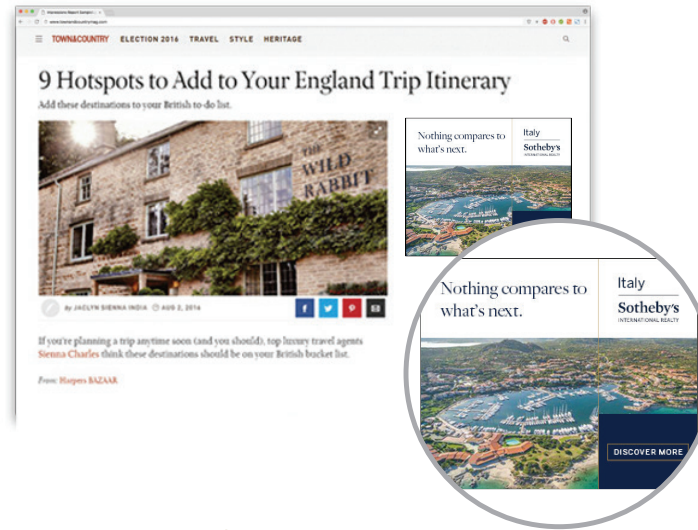
Impressions Campaign

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: **Porto Rotondo Development**
- Flight Dates: **December 2023 - February 2024**
- Impressions: **3,000,000**
- 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.



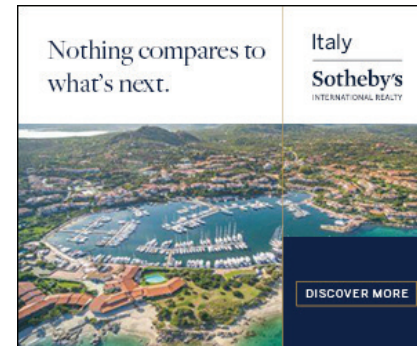
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

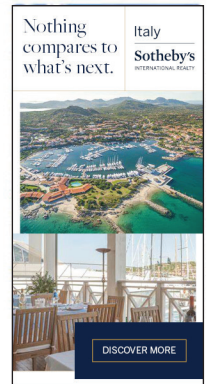
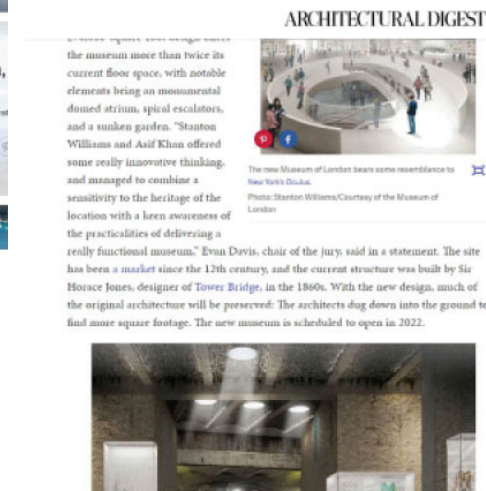
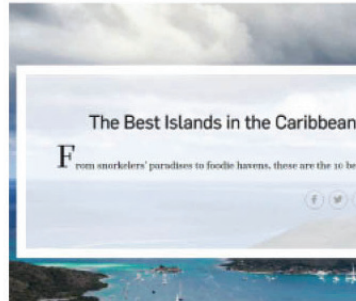
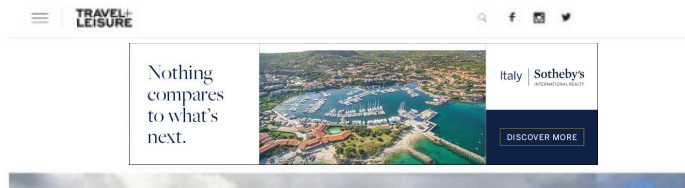
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

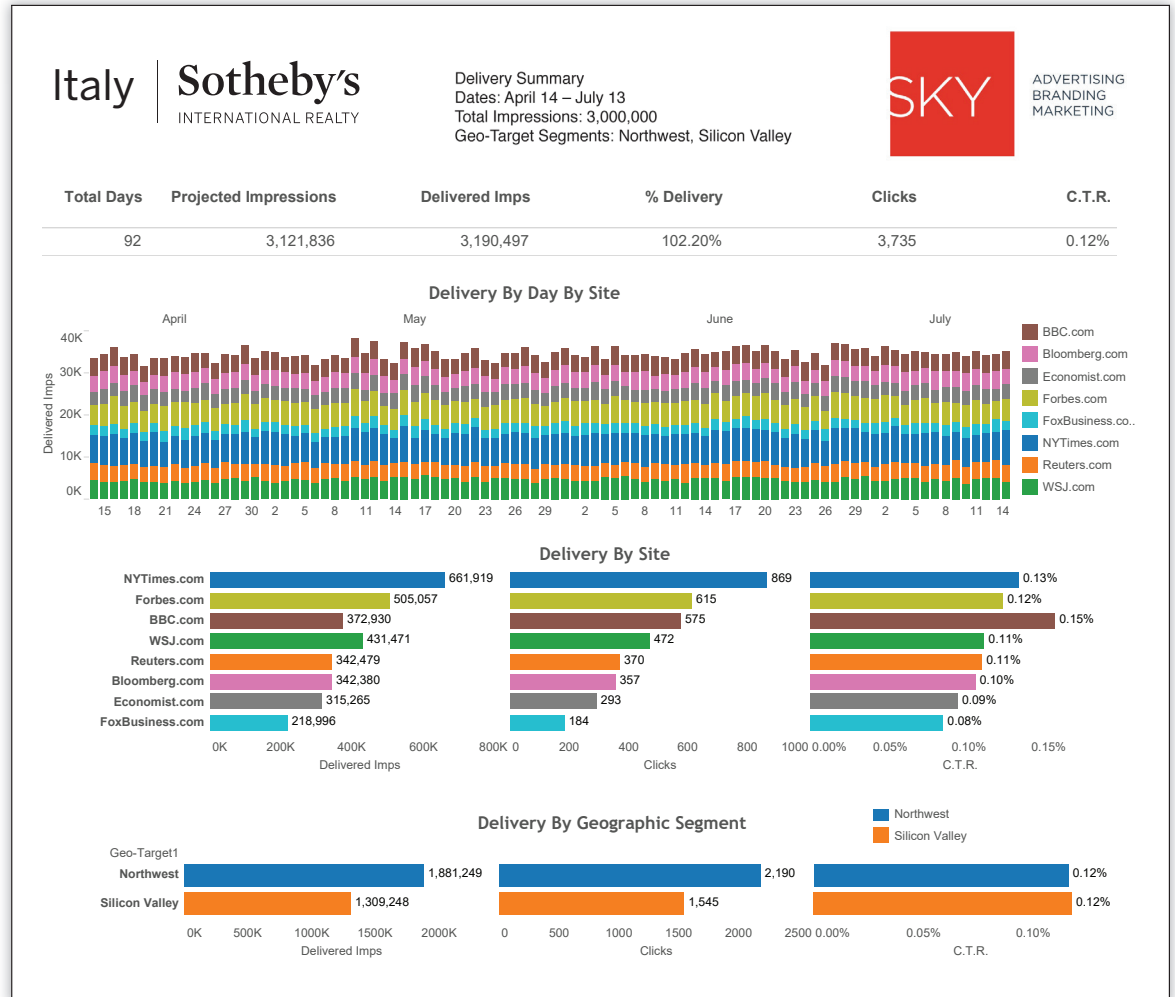


Comprehensive Reporting For Your Customized Campaign

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 United Kingdom, Saudia Arabia, Dubai, Abu Dhabi, United States, Germany, Switzerland, China, and Hong Kong.

The program, with a projected start date of December 1st and will run for three months delivering an estimated 3,000,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), across the United Kingdom, Saudia Arabia, Dubai, Abu Dhabi, United States, Germany, Switzerland, China, and Hong Kong on top Italian news, business, and finance sites.
- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), across the United Kingdom, Saudia Arabia, Dubai, Abu Dhabi, United States, Germany, Switzerland, China, and Hong Kong on top global business and finance sites.
- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in United Kingdom, Saudia Arabia, Dubai, Abu Dhabi, Germany, Switzerland, China, and Hong Kong on top local new sites.

SITE SPECIFIC

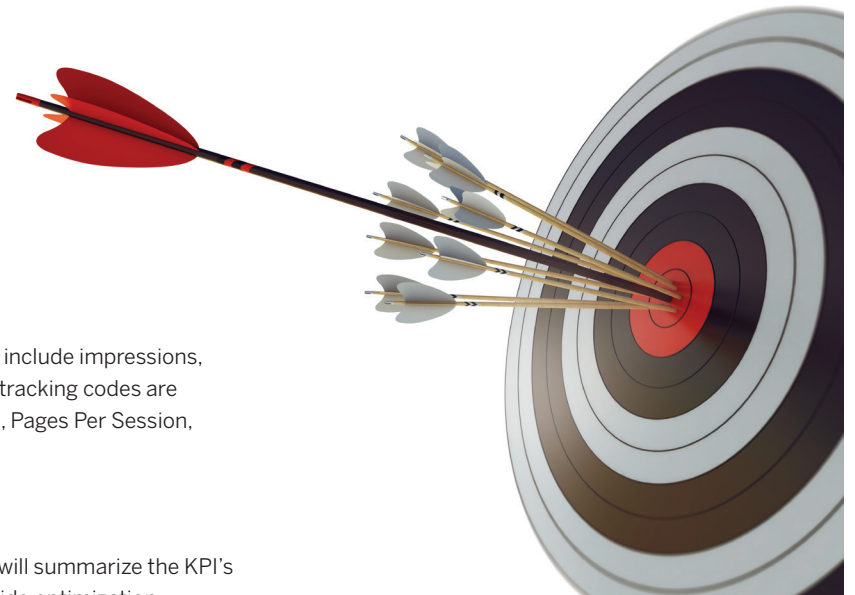
This segment consists of premium global business/finance websites such as WSJ.com, telegraph.co.uk, SCMP.com, Reuters.com and more to extend the overall reach of the program.

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

		Italy SIR - Rotondo Development													
Media	Geo-Target	December					January				February			Impressions	
		01	08	15	22	29	05	12	19	26	02	09	16		23
repubblica.it	United Kingdom, Saudi Arabia, Dubai, Abu Dhabi United States, Germany, Switzerland, China, Hong Kong														300,000
lastampa.it															
ilsole24ore.com															
corriere.it															
NYTimes.com	United Kingdom, Saudi Arabia, Dubai, Abu Dhabi United States, Germany, Switzerland, China, Hong Kong														1,450,000
Investors.com															
Barrons.com															
Reuters.com															
CNBC.com															
WSJ.com															
Telegraph.co.uk	United Kingdom, Saudi Arabia, Dubai, Abu Dhabi United States, Germany, Switzerland, China, Hong Kong														200,000
thetimes.co.uk															
GulfNews.com	Saudi Arabia, Dubai, Abu Dhabi														350,000
GulfBusiness.com															
okaz.com.sa															
TheNationalNews.com															
faz.net	Germany														225,000
sueddeutsche.de															
NZZ.ch	Switzerland														125,000
SCMP.com	China, Hong Kong														350,000
HKET.com															
Total Digital														3,000,000	

jamesedition.com

ROTATING GALLERY

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

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

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

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

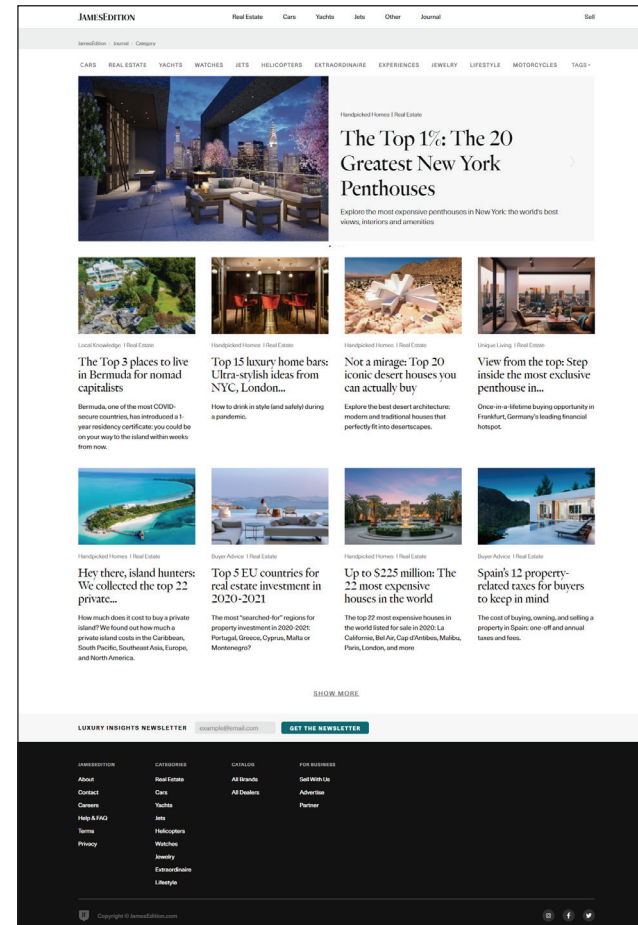
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

NEWSLETTER TOP & ARTICLE \$5,500
 NEWSLETTER TRENDING & ARTICLE: \$3,300



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

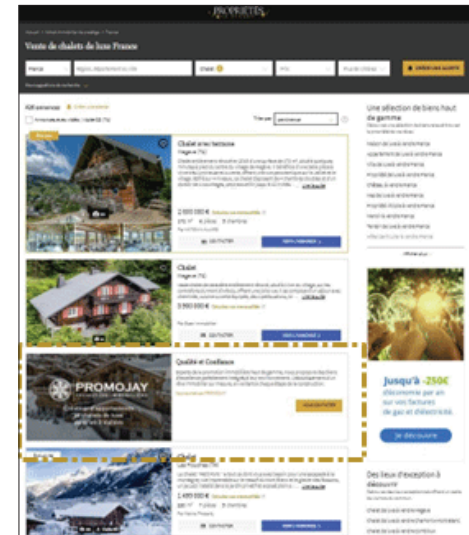
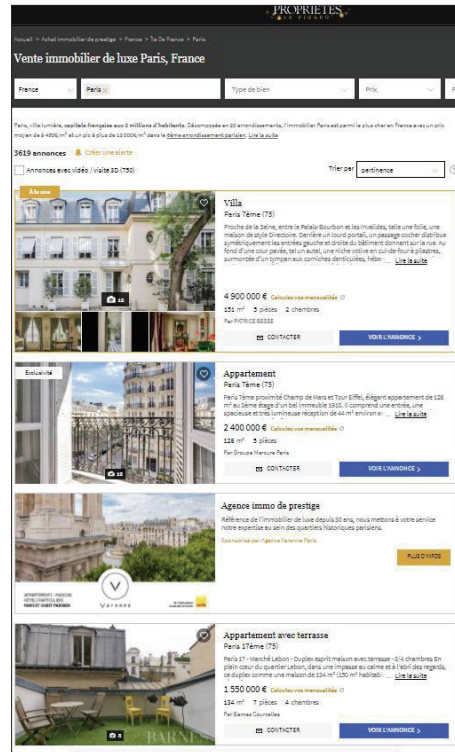
Position your property at the very top of the results page.

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.



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
MINIMUM BUY 4X

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

Simply Abu Dhabi

Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

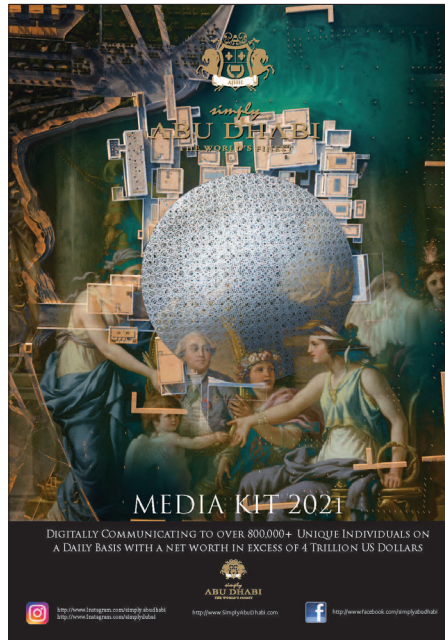
INSTAGRAM POST

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally

- A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.
- Conservative estimates would easily value our 7,800 'By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.
- Instagram: We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following: 95,000 followers on @AmazingAbuDhabi 101,000 followers on @SimplyDubai

PRICE: \$1,375 PER POST

2 Post Minimum



The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL HOMEPAGE HERO

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

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

PRICE: \$2,150/MONTH OR \$2,650/W VIDEO



The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

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

INCLUDES

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

PRICE: \$1,250

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

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**

NATIONAL
 HALF PAGE: \$32,975
 QUARTER PAGE: \$16,500

EASTERN REGION
 HALF PAGE: \$18,725
 QUARTER PAGE: \$9,400

THE WALL STREET JOURNAL
 WEDNESDAY, MARCH 4, 2020 • VOL. CLXXV NO. 53
 NEW YORK 8:30 A.M. 25¢ MAINTENANCE 3.0¢ STOCK MARKET 10.0¢ 30-YEAR TREAS. 4.20% GOLD 1,842.20 + 50.00 RUND 11,212 YEN 107.12

Fed Cuts Rates Amid Virus Fears

What's News
Business Planner

The Fed reversed an emergency rate increase and cut the rate to 0% to help the economy as it reels from the coronavirus crisis. The Fed cut the rate to 0% from 2.5% on Tuesday, the first time it has done so since 2008. The Fed also announced a \$500 billion lending facility to help businesses and states. The Fed also announced a \$500 billion facility to help states.

Shaky Ground
More health care firms are expected to be hit by the coronavirus crisis. The market is expected to decline as investors worry about the impact of the virus on the economy.

Drop in Fiscal Policy
U.S. House passed a bill to provide a \$500 billion stimulus package to help the economy.

Coronavirus spreads
U.S. House passed a bill to provide a \$500 billion stimulus package to help the economy.

Tennessee Twisters Kill at Least 25

At least 25 people were killed and many more injured in a deadly twister that struck the state on Tuesday. The twister was a powerful, rotating storm that caused significant damage and loss of life.

Biden Picks Up String of Victories, Sanders Logs Big Win in California

Former Vice President Joe Biden picked up a string of victories in Tuesday's caucus states, while Sen. Bernie Sanders won a big win in California. Biden won in Nevada, New Hampshire, and South Carolina. Sanders won in California.

World-Wide

Biden picked up a string of victories in Tuesday's caucus states, while Sen. Bernie Sanders won a big win in California. Biden won in Nevada, New Hampshire, and South Carolina. Sanders won in California.

The first deaths linked to the coronavirus in the U.S. happened last week, days before the president announced the disease.

The deaths were reported in two people in Washington state and one in California.

The deaths were reported in two people in Washington state and one in California.

The deaths were reported in two people in Washington state and one in California.

The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- Distribution: **100,000** Wall Street Journal print subscribers of the Weekend Journal
- Top zip codes in: **New York, Los Angeles, San Francisco, Chicago, Denver, Seattle, Phoenix, Boston, Dallas and Austin.**

PREMIUM FULL PAGE

INSIDE BACK COVER

OPPOSITE PROPERTY SHOWCASE: \$2,242.50

PREMIUM SPREAD

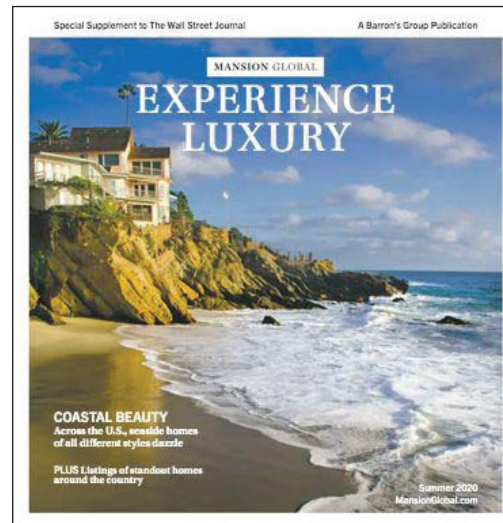
INSIDE FRONT COVER SPREAD \$5,070

PRE-TOC: \$4,680

IMMEDIATELY POST TOC: \$4,485

CENTER SPREAD: \$4,485

PROPERTY GALLERY FULL PAGE: \$980



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**

PRICE:
\$5,000/QUARTER PAGE, COLOR
\$10,000/HALF PAGE, COLOR

The New York Times
Late Edition
Being closely tracked, and with...
VOL. CLXVIII ... No. 58,157 ... NEW YORK, MONDAY, NOVEMBER 5, 2018 ... \$3.00

Web's Far Right Can Hear Itself As Trump Talks
By KEVIN ROOSE
On Wednesday, someone asked me if I'd ever heard of the far right's...
Spending Millions in a Bid to Avoid Sanctions
By ANNEW HINGOLD and KENNETH R. WOLFE
The U.S. is in a race to reach a deal...
Partisan Roots Of New Query On the Census
By MICHAEL WINNER
WASHINGTON — Walter L...
Called to Serve, Utah Mayor Always Answered
By ABRAHAM FRIEDLITZ
NORTH OGDEN, Utah — The...
Offering Little Proof, Republican Accuses Georgia Rival of Hack
By MICHAEL BARRETT
and DAVID BELMONT
ATLANTA — For weeks, both...

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:
 \$5,000/QUARTER PAGE, COLOR
 \$10,000 /HALF PAGE

A HOME-BUILDER'S DILEMMA
When you're looking to escape the 'brunnet blackout,' a homeowner says, 'Yes, it does matter what you think your coffee tastes like.'

IN THE MEAT
Seeking a better deal along the Hudson River waterfront, a meat or more. Who needs an open floor plan? Bring back that wall!


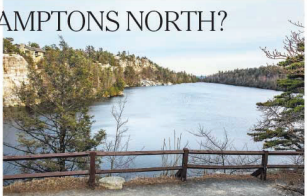

UNUSUAL | BUILDERS | RENOVATIONS

RealEstate
The New York Times

SUNDAY, APRIL 14, 2019

RECORDED HOMES

THE HAMPTONS NORTH?

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

By JULIE SAWYER
For another decade, the Hudson Valley was considered bedroom 2, not unlike the one that stretches from New York City to the Connecticut shoreline. But in recent years, the region has been getting a lot of attention from Brooklyn, who are looking for a second home or a place to escape the city. Now, the Hudson Valley is starting to resemble that stretch of Long Island.

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

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

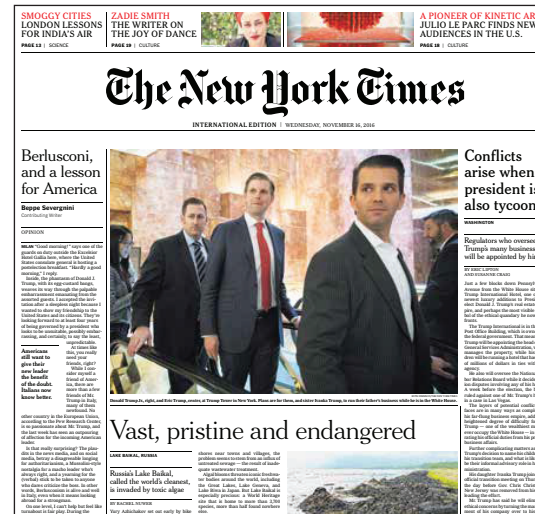
The Hudson Valley is starting to resemble that stretch of Long Island. The Hudson Valley is starting to resemble that stretch of Long Island. The Hudson Valley is starting to resemble that stretch of Long Island.

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**

PRICE
 QUARTER PAGE: \$5,000
 HALF PAGE: \$10,000



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

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72 Post Road
9 BR | 6 BA | 15.54 ACRES
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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.

Danielle Gale | **AGENT/DOBBA RUSSELL**

Sotheby's International Realty

Sandbanks Exuma, The Bahamas

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

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 sweeping pool deck and a classic infinity pool. Like a luxury spa, directly visible to the ocean for water sports.

SIREBAHAMAS.COM/ID/V29V.67

Bahamas | Sotheby's International Realty

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
Elite Agent
858.334.3557
eric@ericcarlsbad.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

Pacific | Sotheby's International Realty

Architectural Digest Regional Pages

INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Architectural Digest.

FULL PAGE, COLOR:

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

FULL PAGE, COLOR
MANHATTAN: \$2,585



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TRAVELSTEAD!

Alex Lerner
410.480.3125
alex@travestead.com

Lydia Travestead
410.869.2113
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velvære

Live at Velvære. Experience a life of well-being where nature and surroundings are intrinsically linked to living whole. This 40+ acre community will feature direct access to local farms and year-round recreation adventures through over 400 acres of 40+ extensive 40+ acre, discovery-focused outdoor spaces, an integrative wellness center and family adventure center all woven around 115 private cabins, residences and family homes in Park City, Utah. Available now, starting from \$4,650,000.

VELVAEREPAKITY.COM

MAULEBY
Summit | Sotheby's

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

Chicago Tribune Takeover

The Chicago Tribune engages readers with news, featured content, unmatched editorial, and advertising information via digital, print and e-Newspaper. Our daily and Sunday editions offer geographical targeted advertising opportunities for maximum visibility to hyper local.

Promote your brand and properties in style with this tabloid insert devoted to Sotheby's International Realty and delivered to high-net worth neighborhoods.

- Distribution: **Chicago Metro Area**
- Circulation: **150,000+**

PRICE: \$725 FULL PAGE, COLOR

Includes Digital Banner Promotion



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Represented by: Justin Winter in Illinois

Justin Winter | Sotheby's INTERNATIONAL REALTY

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15260 N HIGHWAY 12 #24 | SALEM, SC 29676 | WWW.JUSTINWINTER.COM | LAKE OFFICE: (864) 481-4444

Sotheby's INTERNATIONAL REALTY

6858 Casitas Pass Road

Perfectly sited between the Santa Ynez mountains and Pacific Ocean, The Prancing Horse Estate is considered to be one of Carpenter's trophy properties. With authentic Tuscan architecture by renowned local architect Don Nutty, the estate boasts over 12 acres of exquisitely manicured and landscaped grounds.

6858 Casitas Pass Road 7601 (214) 625-9500 theprancinghorseestate.com

YETSIHQ Senior Global Real Estate Advisor (313) 622-3357 yetsi@yetsiHQ.com

SOtheby's INTERNATIONAL REALTY | BEVERLY HILLS BROKERAGE | 9665 WILSHIRE BLVD STE 400 BEVERLY HILLS, CALIFORNIA 90212 | SOTHEBYSREALTY.COM

Bahamas | Sotheby's INTERNATIONAL REALTY

Sundara Ocean Club Estates

Located within the ultra-luxurious community of Ocean Club Estates on Paradise Island and set across two impeccably manicured lots totaling 48,044 sq. ft. with 236 feet of private canal frontage, Sundara is the perfect marriage of warm Colonial Bahamian style and timeless European sophistication. With 19,508 sq. ft. of indoor and outdoor living space, Sundara offers an abundance of space.

Sundara Paradise Island, The Bahamas 8488 (242) 322-2200 SRBahamas.com/S/PAGE3

THE ANSELL GROUP Estate Agents (242) 322-2200 ansellgroup@bahamas.com

BAHAMAS SOtheby's INTERNATIONAL REALTY | WINDSOR BUSINESS PARK, NASSAU, THE BAHAMAS | (+1 242) 322-2200 | SRBAHAMAS.COM

Country Life

Launched in 1897, Country Life Magazine is one of Britain's best known and respected magazine that has, for 120 years, celebrated the greatest British architecture, property, interior design and gardens.

Country Life International offers beautiful advertising pages showcasing the latest properties for sale. Not only this, its dedicated editorial team provides opinion and thought-provoking content and stunning photography that is critical to anyone seriously interested in realising their dream of living in a beautiful home abroad. Its content is fresh and relevant, ensuring readers return to the magazine time and time again. Buyers can find the best new villas and luxury houses for sale in Europe, North America, the Caribbean and beyond.

- Circulation: **41,000**
- Male/Female: **50/50**
- Average Age: **55**
- HNW Audience: **85%**

FULL PAGE: \$4,000



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**

\$5,275 QUARTER PAGE, COLOR

\$8,750 HALF PAGE, COLOR

\$17,250 FULL PAGE, COLOR

Global



Propriétés Le Figaro

Propriétés Le Figaro is the finest selection of luxury properties to buy and to rent in France and around the world- in print and online. Propriétés Le Figaro embodies the essence of the French way of life, with a property magazine published bi-monthly. Your properties will be seen by the wealthiest people in France, executives of CAC 40 companies, and executives from the Top Management network. In addition to print, there is an online edition and mobile app.

- Readers: **1.4 million**
- Web Visitors: **93,000 per month**
- Page Views: **890,000 per month**
- Distribution: **U.S.A. 32%, U.K. 19%, France 12%, Canada 3%, Australia 3%**

PRICE: \$2,500 FULL PAGE

**PROPRIÉTÉS
LE FIGARO**

Le plus grand choix de **BELLES MAISONS** et de **BEAUX APPARTEMENTS**

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FRANCE & INTERNATIONAL
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10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000
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BeateMoore.com

Vanessa Moore
Licensed Salesperson
917.775.6078
Vanessa.Moore@SothebysRealty.com

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

6 BEDROOMS | 6.5+ BATHS | 4,900SQ FT | \$11,000,000
542MECOVROAD.COM

Sotheby's
INTERNATIONAL REALTY

London Daily Telegraph

The Daily Telegraph is the UK's leading quality daily newspaper. Its readers are amongst the wealthiest in the UK and for whom property is just one category of luxury products which they consume. As the only daily broadsheet general interest newspaper, advertisers benefit from twice the dwell time than on smaller format pages. The Property pages are part of the "Money" section which attracts vast numbers of home-buyers, home sellers.

- Saturday Circulation: **401,000**

QUARTER PAGE: \$6,800

HALF PAGE: \$11,650

Saturday 10 September 2020 | 77p | www.telegraph.co.uk | Republic of Ireland 15.00 | No. 41,231 | 430mm

Schoolgirl to superstar in 73 days
 How Emma Raducanu made sporting history
Page 10: Footballer, sports, news

The Daily Telegraph | PROPERTY AND INVESTMENT

INSIDE
 John Lidon: The Sex Pistols have ceased to exist
 Mary Chantalls diaries: My love for Papa is almost a religion
 Character homes: Discover the most viewed properties on Rightmove
 Gold rush: Is Cornwall shifting on a mining fortune?
 NEWS BRIEFING: Cuba mayor inflames Channel migrants row; US judge rules against Apple on app fees; Llovel Shifer; Anger at India after Ellis Test is cancelled

Council tax rise to pay for social care
By David Pugh
 Local authorities are being forced to raise council tax to pay for the rising costs of social care, a report has found. The report, published by the Local Government Association, says that councils are being forced to raise council tax by an average of 2.5 per cent next year to meet the rising costs of social care.

Duke of York served with sex assault lawsuit
By David Pugh
 The Duke of York has been served with a lawsuit by a woman who claims he sexually assaulted her. The lawsuit was filed in the High Court in London.

Tech giants hinder terror fight, says Met chief
By David Pugh
 Tech giants are hindering the fight against terrorism, says the Metropolitan Police Commissioner. He says that the companies are not doing enough to help the police identify and prevent terrorist attacks.

Face masks will be back if virus cases surge in autumn
By David Pugh
 Face masks will be back if virus cases surge in autumn, says the Health Secretary. He says that the government is preparing for a second wave of the virus.

NEWS BRIEFING
 Cuba mayor inflames Channel migrants row
 US judge rules against Apple on app fees
 Llovel Shifer
 Anger at India after Ellis Test is cancelled

Los Angeles Times Takeover

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

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

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

FULL PAGE: \$660

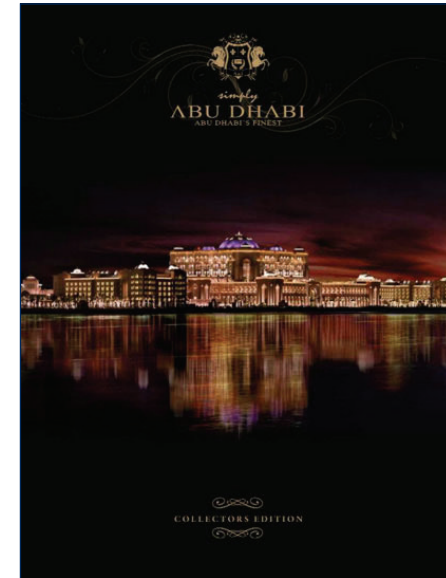
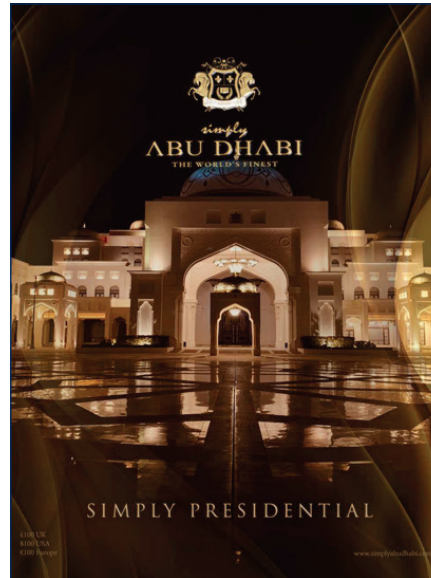
Simply Abu Dhabi

Simply Abu Dhabi is a luxury lifestyle publication that is only available by invitation to the highest echelon of society. Simply Abu Dhabi, primarily targets the elite and affluent globally. It showcases products and services available, from the most prestigious luxury brands around the globe, and it also provides detailed insight into a range of editorial subjects, including coveted destinations, wealth management, yachts, high-profile architecture, real estate, travel and more.

- **Global Distribution:** Ultra HNW audience in London, Paris, Milan, Monaco, Moscow, New York, Los Angeles, Singapore, Shanghai, Hong Kong, Mumbai & Delhi.
- **Prestigious Distribution Includes:** Royalty/Palaces/Private Royal Offices, Dignitaries & Politicians/Ministries, All Official Embassies in the UAE.
- **Private Residence Distribution Includes:** Abu Dhabi, Al Ain, Dubai: Emirates Hills, Downtown Area, The Lakes, The Palm, Jumeirah Beach Area.

- Circulation: **Print and Digital**
- Printed Copies per issue: **7,800**
- Digital: **500,000+** Subscribers
- Middle East/GCC Distribution: **5,800**
- Global Distribution: **2,000**
- Readership: **28,000**

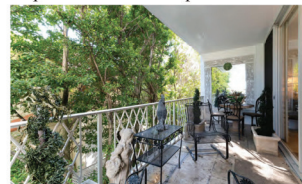
PRICE: \$7,850 DOUBLE PAGE SPREAD



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ELIOT HOUSE
In Town boutique building, steps from Worth Avenue world-class shopping and restaurants. 2 bedrooms, 2 baths, with very private terrace. Full-service building with pool. West end of street are the Town Yacht docks, boutique paths, steps to Worth Avenue and two minute walk to The Society of The Four Arts. Perfect Location!
Offered at \$2,500,000 | EliotHouse28.com



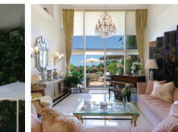
RAPALLO - WEST PALM BEACH
Beautifully appointed 2 bedrooms, 2 bath, updated kitchen and baths, with great balcony! Water views from all rooms, plantation shutters throughout, gym, function room with kitchen, library, storage, bike storage, full time door man. Management on site. Steps from Palm Beach and World Class shopping.
Offered at \$3,240,000 | Rapallo803.com



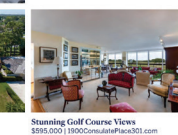
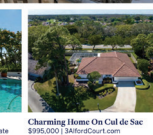
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Stunning duplex townhouse with water views. Three bedrooms, three and half bathrooms. Extraordinary garden terrace perfect for entertaining, updated kitchen and baths and ready to move in. Lives like a house with all the amenities of a condo. Don't miss. Easy to show.
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2999 South Ocean Blvd
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2999NorthOcean.com

Charming Home On Cal de Sae
\$995,000 | 3AfordCourt.com

Stunning Golf Course Views
\$955,000 | 1900CrownJulesPlace303.com



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South China Morning Post

Property Section

Runs in the Business Section Weekdays and Saturdays:

BUSINESS SECTION

QUARTER PAGE: \$10,250

HALF PAGE: \$17,950

LuxeHomes

LuxeHomes takes SCMP readers through the latest and most desirable property developments and projects in Hong Kong, providing them with insightful, in-depth market information on the features, amenities and values that each featured property and district has to offer. In addition, we get the inside track by speaking to property insiders and key developers on the trends that no potential property buyers can afford to miss.

Key features:

- Exclusive reviews on the latest premium projects and developments
- Analysis of every district, from transportation and amenities to school nets
- Special features on some of the trendiest and/or emerging neighbourhoods
- A comprehensive directory of luxurious properties available on the market
- Full circulation / 40K copies
- Annually

LUXE HOMES

FULL PAGE: \$10,400



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023-2024

Plan 1 - Revised	Media	Ad Description	December	January	February	March	Media Total	Reach
Sotheby's Auction House: Print								
	Sotheby's Magazine	Full Page				\$ 3,640.00	\$ 3,640.00	20,000
Sotheby's Auction House: Digital								
	Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter		\$ 2,350.00			\$ 2,350.00	488,357
Digital								
Million Impressions*								
	Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00		\$ 7,350.00	3,000,000
	Million Impressions	Targeting - Major US Metros, Germany, UAE						
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
Le Figaro								
	Headline Search	Featured City	\$ 795.00		\$ 795.00		\$ 1,590.00	
	Native Ad	Native placement by City		\$ 500.00		\$ 500.00	\$ 1,000.00	
NYTimes.com								
	NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 12,000.00	222,412
Simply Abu Dhabi								
	Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00	\$ 1,375.00	\$ 1,375.00	\$ 5,500.00	102,400
WSJ.com								
	Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00		\$ 2,150.00		\$ 4,300.00	328,000
	Mansion Global New Development Profile	Profile page - 3 months		\$ 1,250			\$ 1,250.00	
Luxury Estate								
	Luxury Estate	Showcase Listing + Elite Listing Package		\$ 3,250			\$ 3,250.00	
Print								
The Wall Street Journal								
	The Wall Street Journal - National	Half Page	\$ 32,975.00		\$ 32,975.00		\$ 65,950.00	1,288,848
	The Wall Street Journal - Eastern Region	Half Page		\$ 18,725.00			\$ 18,725.00	644,424
WSJ Mansion Global Experience Luxury								
	Mansion Global Experience Luxury	Premium Spread			\$ 4,680.00			
	Mansion Global Experience Luxury	Property Gallery Full Page			\$ 980.00			
The New York Times								
	The New York Times - Main News	Half Page		\$ 10,000.00			\$ 10,000.00	423,111
	The New York Times - Real Estate	Half Page Page - Real Estate			\$ 10,000.00		\$ 10,000.00	351,268
	The New York Times Takeover	Full page w/ Digital promotion				\$ 750.00	\$ 750.00	168,000
The New York Times International Edition								
	The New York Times International Edition	Half Page	\$ 6,875.00		\$ 6,875.00		\$ 13,750.00	208,602
Chicago Tribune								
	Chicago Tribune	Takeover - Full Page				\$ 725.00	\$ 725.00	150,000
Conde Nast Magazines								
	Conde Nast Magazines	Full Page - 4 Magazines				\$ 2,585.00	\$ 2,585.00	13,000
Conde Nast Magazines UK								
	Conde Nast UK	Full Page				\$ 10,000.00	\$ 10,000.00	13,000
Country Life								
	Country Life - International Properties	Full Page				\$ 4,000.00	\$ 4,000.00	13,000
Financial Times								
	Financial Times	Half Page	\$ 8,750.00		\$ 8,750.00		\$ 17,500.00	420,914
	Financial Times	Full Page		\$ 17,250.00		\$ 17,250.00	\$ 34,500.00	420,914
London Daily Telegraph								
	London Daily Telegraph	Half Page	\$ 11,650.00	\$ 11,650.00			\$ 23,300.00	
The Los Angeles Times								
	The Los Angeles Times	Takeover - Full Page				\$ 660.00	\$ 660.00	220,780
Le Figaro								
	Full Page	Full Page				\$ 2,500.00	\$ 2,500.00	50,000
Simply Abu Dhabi								
	Simply Abu Dhabi	Double Page Spread				\$ 7,850.00	\$ 7,850.00	50,000
South China Morning Post								
	South China Morning Post	Half Page	\$ 17,950.00		\$ 17,950.00		\$ 35,900.00	420,914
	South China Morning Post	Luxe Homes Full Page		\$ 10,400.00			\$ 10,400.00	210,457
	TOTAL						\$ 318,425.00	9,591,030

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

Proposed Schedule, Pricing & Reach 2023-2024

Plan 2	Ad Description	December	January	February	March	Media Total	Reach
Media							
Sotheby's Auction House: Print							
Sotheby's Magazine	Full Page				\$ 3,640.00	\$ 3,640.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter		\$ 2,350.00			\$ 2,350.00	488,357
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00		\$ 7,350.00	3,000,000
Million Impressions	Targeting - Major US Metros, Germany, UAE						
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
Le Figaro							
Headline Search	Featured City	\$ 795.00		\$ 795.00		\$ 1,590.00	
Native Ad	Native placement by City		\$ 500.00		\$ 500.00	\$ 1,000.00	
Simply Abu Dhabi							
Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00	\$ 1,375.00	\$ 1,375.00	\$ 5,500.00	102,400
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 Homepage	Featured Property Banner			\$ 1,275.00		\$ 1,275.00	164,000
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Package		\$ 3,250			\$ 3,250.00	
Print							
The Wall Street Journal							
The Wall Street Journal - National	Half Page	\$ 32,975.00				\$ 32,975.00	644,424
The Wall Street Journal - Eastern Region	Half Page		\$ 18,275.00			\$ 18,275.00	644,424
WSJ Mansion Global Experience Luxury							
Mansion Global Experience Luxury	Premium Spread			\$ 4,680.00			
Mansion Global Experience Luxury	Property Gallery Full Page			\$ 980.00			
The New York Times							
The New York Times - Main News	Half Page		\$ 10,000.00			\$ 10,000.00	423,111
The New York Times - Real Estate	Half Page Page - Real Estate			\$ 10,000.00		\$ 10,000.00	351,268
The New York Times Takeover	Full page w/ Digital promotion				\$ 750.00	\$ 750.00	168,000
The New York Times International Edition							
The New York Times International Edition	Half Page	\$ 6,875.00		\$ 6,875.00		\$ 13,750.00	208,602
Chicago Tribune							
Chicago Tribune	Takeover - Full Page				\$ 725.00	\$ 725.00	150,000
Conde Nast Magazines							
Conde Nast Magazines	Full Page - 4 Magazines				\$ 2,585.00	\$ 2,585.00	13,000
Conde Nast Magazines UK							
Conde Nast UK	Full Page				\$ 10,000.00	\$ 10,000.00	13,000
Country Life							
Country Life - International Properties	Full Page				\$ 4,000.00	\$ 4,000.00	13,000
Financial Times							
Financial Times	Half Page	\$ 8,750.00	\$ 8,750.00	\$ 8,750.00	\$ 8,750.00	\$ 35,000.00	841,828
London Daily Telegraph							
London Daily Telegraph	Half Page	\$ 11,650.00	\$ 11,650.00			\$ 23,300.00	
The Los Angeles Times							
The Los Angeles Times	Takeover - Full Page				\$ 660.00	\$ 660.00	220,780
Le Figaro							
Full Page	Full Page				\$ 2,500.00	\$ 2,500.00	50,000
Simply Abu Dhabi							
Simply Abu Dhabi	Double Page Spread				\$ 7,850.00	\$ 7,850.00	50,000
South China Morning Post							
South China Morning Post	Half Page	\$ 17,950.00				\$ 17,950.00	210,457
South China Morning Post	Luxe Homes Full Page		\$ 10,400.00			\$ 10,400.00	210,457
TOTAL						\$ 237,175.00	8,724,194

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

Proposed Schedule, Pricing & Reach 2023-2024

Plan 3		December	January	February	March	Media Total	Reach
Media	Ad Description						
Sotheby's Auction House: Print							
Sotheby's Magazine	Full Page				\$ 3,640.00	\$ 3,640.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter		\$ 2,350.00			\$ 2,350.00	488,357
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00		\$ 7,350.00	3,000,000
Million Impressions	Targeting - Major US Metros, Germany, UAE						
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
Le Figaro							
Headline Search	Featured City	\$ 795.00		\$ 795.00		\$ 1,590.00	
Native Ad	Native placement by City		\$ 500.00		\$ 500.00	\$ 1,000.00	
Simply Abu Dhabi							
Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00	\$ 1,375.00	\$ 1,375.00	\$ 5,500.00	102,400
WSI.com							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00		\$ 2,150.00		\$ 4,300.00	328,000
Mansion Global New Development Profile	Profile page - 3 months		\$ 1,250			\$ 1,250.00	
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Package		\$ 3,250			\$ 3,250.00	
Print							
The Wall Street Journal							
The Wall Street Journal - National	Quarter Page	\$ 16,500.00				\$ 16,500.00	644,424
The Wall Street Journal - Eastern Region	Quarter Page		\$ 9,400.00			\$ 9,400.00	644,424
WSJ Mansion Global Experience Luxury							
Mansion Global Experience Luxury	Premium Full Page - Inside Back Cover \$2,242.50, Opp Property Showcase \$2,			\$ 2,242.50		\$ 2,242.50	
Mansion Global Experience Luxury	Property Gallery Full Page			\$ 980.00		\$ 980.00	
The New York Times							
The New York Times	Quarter Page		\$ 5,000.00			\$ 5,000.00	423,111
The New York Times	Quarter Page - Real Estate			\$ 5,000.00		\$ 5,000.00	351,268
The New York Times Takeover	Full page w/ Digital promotion				\$ 750.00	\$ 750.00	168,000
The New York Times International Edition							
The New York Times International Edition	Quarter Page		\$ 3,450.00			\$ 3,450.00	104,301
The New York Times International Edition	Half Page	\$ 6,875.00				\$ 6,875.00	104,301
Chicago Tribune							
Chicago Tribune	Takeover - Full Page				\$ 725.00	\$ 725.00	150,000
Conde Nast Magazines							
Conde Nast Magazines	Full Page - 4 Magazines				\$ 2,585.00	\$ 2,585.00	13,000
Conde Nast Magazines UK							
Conde Nast UK	Full Page				\$ 10,000.00	\$ 10,000.00	13,000
Country Life							
Country Life - International Properties	Full Page				\$ 4,000.00	\$ 4,000.00	13,000
Financial Times							
Financial Times	Quarter Page			\$ 5,275.00		\$ 5,275.00	210,457
Financial Times	Half Page	\$ 8,750.00	\$ 8,750.00		\$ 8,750.00	\$ 26,250.00	631,371
London Daily Telegraph							
London Daily Telegraph	Quarter Page		\$ 6,800.00			\$ 6,800.00	496,286
London Daily Telegraph	Half Page	\$ 11,650.00				\$ 11,650.00	
The Los Angeles Times							
The Los Angeles Times	Takeover - Full Page				\$ 660.00	\$ 660.00	220,780
Le Figaro							
Full Page	Full Page				\$ 2,500.00	\$ 2,500.00	50,000
Simply Abu Dhabi							
Simply Abu Dhabi	Double Page Spread				\$ 7,850.00	\$ 7,850.00	50,000
South China Morning Post							
South China Morning Post	Quarter Page			\$ 10,250.00		\$ 10,250.00	210,457
South China Morning Post	Luxe Homes Full Page		\$ 10,400.00			\$ 10,400.00	210,457
TOTAL						\$ 183,250.00	9,220,480

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

Proposed Schedule, Pricing & Reach 2023-2024

Plan 4	Ad Description	December	January	February	March	Media Total	Reach
Media							
Sotheby's Auction House: Print							
Sotheby's Magazine	Full Page				\$ 3,640.00	\$ 3,640.00	20,000
Sotheby's Auction House: Digital							
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 - Major US Metros, Germany, UAE						
JamesEdition							
Featured Article and e-Newsletter promotion	e-Newsletter		\$ 3,300.00			\$ 3,300.00	294,000
Le Figaro							
Headline Search	Featured City	\$ 795.00		\$ 795.00		\$ 1,590.00	
Native Ad	Native placement by City		\$ 500.00		\$ 500.00	\$ 1,000.00	
Simply Abu Dhabi							
Instagram Post	Instagram Post	\$ 1,375.00		\$ 1,375.00		\$ 2,750.00	51,200
WSI.com							
Mansion Global New Development Profile	Profile page - 3 months		\$1,250			\$ 1,250.00	
Mansion Global Homepage	Featured Property Banner	\$ 1,275.00		\$ 1,275.00		\$ 2,550.00	328,000
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Package		\$3,250			\$ 3,250.00	
Print							
The Wall Street Journal							
The Wall Street Journal - Eastern Region	Quarter Page	\$ 9,400.00	\$ 9,400.00			\$ 18,800.00	1,288,848
WSJ Mansion Global Experience Luxury							
Mansion Global Experience Luxury	Premium Full Page			\$ 2,242.50			
Mansion Global Experience Luxury	Property Gallery Full Page			\$ 980.00			
The New York Times							
The New York Times	Quarter Page		\$ 5,000.00			\$ 5,000.00	423,111
The New York Times Takeover	Full page w/ Digital promotion				\$ 750.00	\$ 750.00	168,000
The New York Times International Edition							
The New York Times International Edition	Quarter Page	\$ 3,450.00	\$ 3,450.00			\$ 6,900.00	208,602
Chicago Tribune							
Chicago Tribune	Takeover - Full Page				\$ 725.00	\$ 725.00	150,000
Country Life							
Country Life - International Properties	Full Page				\$ 4,000.00	\$ 4,000.00	13,000
Financial Times							
Financial Times	Quarter Page	\$ 5,275.00	\$ 5,275.00	\$ 5,275.00		\$ 15,825.00	631,371
London Daily Telegraph							
London Daily Telegraph	Quarter Page	\$ 6,800.00		\$ 6,800.00		\$ 13,600.00	992,572
The Los Angeles Times							
The Los Angeles Times	Takeover - Full Page				\$ 660.00	\$ 660.00	220,780
Le Figaro							
Full Page	Full Page				\$ 2,500.00	\$ 2,500.00	50,000
Simply Abu Dhabi							
Simply Abu Dhabi	Double Page Spread				\$ 7,850.00	\$ 7,850.00	50,000
South China Morning Post							
South China Morning Post	Luxe Homes Full Page		\$ 10,400.00			\$ 10,400.00	210,457
TOTAL						\$ 113,565.00	6,827,841

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

Proposed Schedule, Pricing & Reach 2023-2024

Plan 5	Ad Description	December	January	February	March	Media Total	Reach
Media							
Sotheby's Auction House: Print							
Sotheby's Magazine	Full Page				\$ 3,640.00	\$ 3,640.00	20,000
Sotheby's Auction House: Digital							
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 - Major US Metros, Germany, UAE						
JamesEdition							
e-Newsletter promotion	e-Newsletter		\$ 1,500.00			\$ 1,500.00	294,000
Le Figaro							
Headline Search	Featured City	\$ 795.00				\$ 795.00	
Native Ad	Native placement by City		\$ 500.00			\$ 500.00	
Simply Abu Dhabi							
Instagram Post	Instagram Post	\$ 1,375.00		\$ 1,375.00		\$ 2,750.00	51,200
WSI.com							
Mansion Global New Development Profile	Profile page - 3 months		\$1,250			\$ 1,250.00	
Mansion Global Homepage	Featured Property Banner	\$ 1,275.00				\$ 1,275.00	164,000
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Package		\$3,250			\$ 3,250.00	
Print							
The Wall Street Journal							
The Wall Street Journal - Eastern Region	Quarter Page	\$ 9,400.00	\$ 9,400.00			\$ 18,800.00	1,288,848
WSJ Mansion Global Experience Luxury							
Mansion Global Experience Luxury	Premium Full Page			\$ 2,242.50			
Mansion Global Experience Luxury	Property Gallery Full Page			\$ 980.00			
The New York Times							
The New York Times	Quarter Page		\$ 5,000.00			\$ 5,000.00	423,111
The New York Times Takeover	Full page w/ Digital promotion				\$ 750.00	\$ 750.00	168,000
The New York Times International Edition							
The New York Times International Edition	Quarter Page	\$ 3,450.00				\$ 3,450.00	104,301
Chicago Tribune							
Chicago Tribune	Takeover - Full Page				\$ 725.00	\$ 725.00	150,000
Country Life							
Country Life - International Properties	Full Page				\$ 4,000.00	\$ 4,000.00	13,000
Financial Times							
Financial Times	Quarter Page	\$ 5,275.00	\$ 5,275.00			\$ 10,550.00	420,914
London Daily Telegraph							
London Daily Telegraph	Quarter Page	\$ 6,800.00				\$ 6,800.00	496,286
The Los Angeles Times							
The Los Angeles Times	Takeover - Full Page				\$ 660.00	\$ 660.00	220,780
Le Figaro							
Full Page	Full Page				\$ 2,500.00	\$ 2,500.00	50,000
Simply Abu Dhabi							
Simply Abu Dhabi	Double Page Spread				\$ 7,850.00	\$ 7,850.00	50,000
South China Morning Post							
South China Morning Post	Luxe Homes Full Page		\$ 10,400.00			\$ 10,400.00	210,457
TOTAL						\$ 93,670.00	5,852,797

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