



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 1230 Neptune Ave Advertising and Marketing Program

Pacific | **Sotheby's**  
INTERNATIONAL REALTY

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- 19 2024



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

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure 1230 Neptune Ave

SKY Advertising is excited to present to Pacific Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 1230 Neptune Ave.

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 Encinitas, CA.

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 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

HALF PAGE: \$1,820

FULL PAGE: \$3,640



**Sotheby's**  
INTERNATIONAL REALTY

Austin, Texas  
 3000 Barton Creek  
 Property # 1230018  
 Agent: Sotheby's  
 International Realty  
 Broker Name: 227.466.6622  
 Email: austin@sothebysrealty.com  
 \$50,000,000.00

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

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Home

**1 Central Park West 46F/50C**  
 With unparalleled breathtaking views, 46F/50C at Central Park West is a rare opportunity to own a piece of Manhattan's most iconic address. This luxury residence features a private elevator, a wrap-around terrace, and a private parking space. The building is a masterpiece of modern architecture, with a glass facade that reflects the city skyline. The unit is located on the 46th floor, offering panoramic views of Central Park and the city.

**New York, New York**  
 200 Park Avenue  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 606 7702  
 Email: taylor@sothebysrealty.com  
 \$35,000,000.00

**510 Park Avenue, 15/16**  
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking New York City from the 15th and 16th floors. The unit features a private elevator, a wrap-around terrace, and a private parking space. The building is a masterpiece of modern architecture, with a glass facade that reflects the city skyline.

**New York, New York**  
 200 Park Avenue  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 606 7702  
 Email: taylor@sothebysrealty.com  
 \$23,000,000.00

**Four Seasons Private Residences**  
 This apartment is 1,100 sq. ft. of spectacular views overlooking Manhattan from the 15th and 16th floors. The unit features a private elevator, a wrap-around terrace, and a private parking space. The building is a masterpiece of modern architecture, with a glass facade that reflects the city skyline.

**New York, New York**  
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 East Side Manhattan Brokerage  
 Call: Taylor +1 212 606 7702  
 Email: taylor@sothebysrealty.com  
 \$13,000,000.00

50

## DIGITAL

### SOTHEBY'S PREFERRED E-NEWSLETTERS

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

PRICE: \$3,000

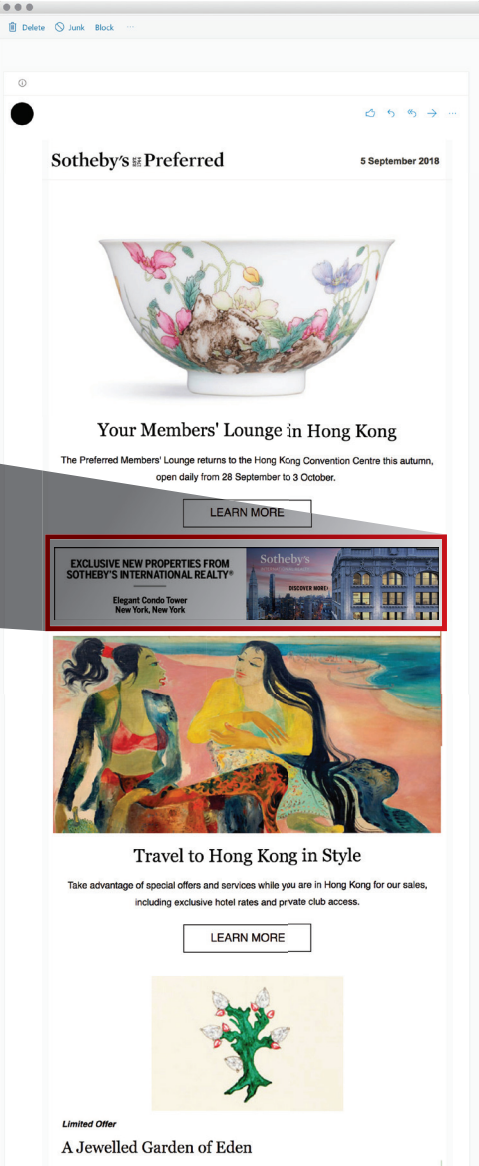
**EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®**

DISCOVER MORE!

Elegant Condo Tower  
New York, New York



Sotheby's Preferred 5 September 2018



**Your Members' Lounge in Hong Kong**



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

LEARN MORE

**EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®**

DISCOVER MORE!


Elegant Condo Tower  
New York, New York



**Travel to Hong Kong in Style**

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

LEARN MORE



*Limited Offer*

**A Jewelled Garden of Eden**



# Digital Offerings





## DIGITAL

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# Nob Hill Gazette

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

## E-NEWSLETTER

## ON THE MARKET

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An exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

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PRICE: \$500 PER LISTING

**San Francisco, Peninsula and Silicon Valley**





# 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.

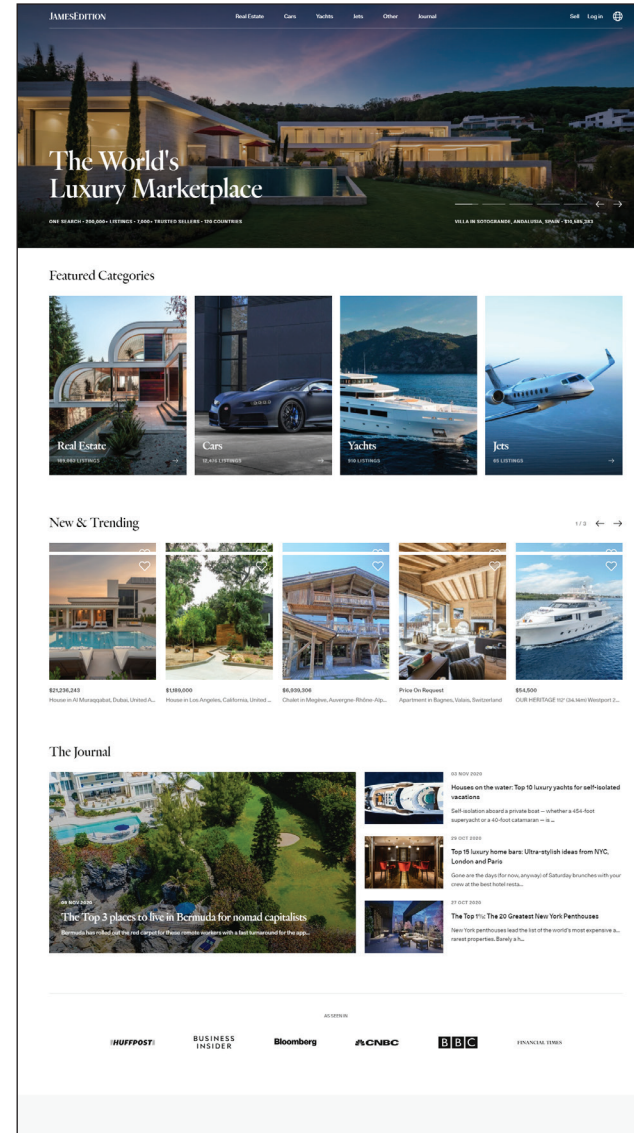
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

### 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.

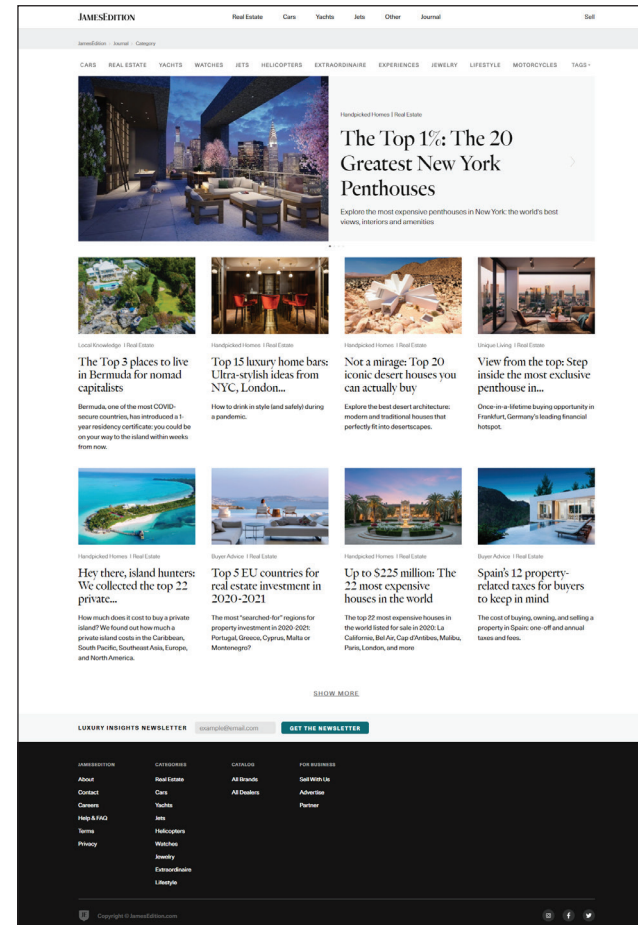
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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.

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



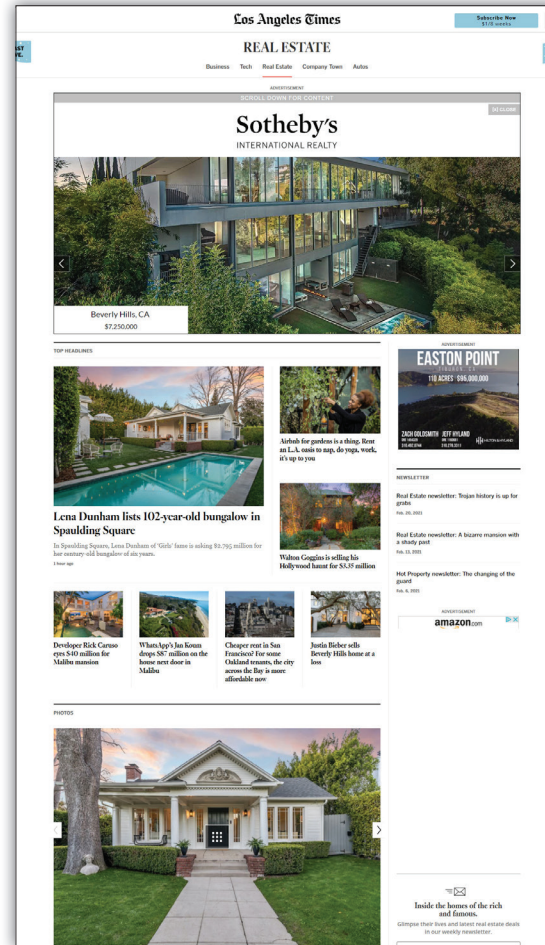
# LA Times

## LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

Promote your property with a large banner placement on the top of the LATimes.com Real Estate, Home Page, Real Estate Content pages and ROS.

PRICE: \$325 MONTH

Maximum 30 featured properties  
Included with the Hot Property Print Placement





# Print Offerings





# The Wall Street Journal

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

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

PRICE: \$795 SINGLE SPOT, COLOR

**THE WALL STREET JOURNAL**  
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX 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

**Shaky Ground**  
 The market's rescue: The Fed allowed the central bank to cut its own interest rate to zero and spending without a corresponding increase in the public health activities and other government activities.

**Tennessee Twisters Kill at Least 25**  
 Tornadoes ripped through Tennessee on Tuesday, killing at least 25 people as the twisters carved a path through rural areas as twisters tore through the state.

**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 method a string of Super Tuesday primary contests and Sanders took the top spot in California on the Tuesday morning.

**Sotbeys**  
INTERNATIONAL REALTY

Nothing compares to what's next.

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SOOTBEYSREALTY.COM

# 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



**Sotheby's**  
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Represented by: **Jeannette Maloney** MRE, SLS

Move beyond your expectations.

Nothing compares.  
SOthebysREALTY.COM

72 Post Road, Old Westbury, NY



**Fichea Russell**  
Real Estate Salesperson  
Gold Circle Of Excellence  
6 516.632.2710  
c. 516.660.5400


72 Post Road  
9 BR | 6 BA | 15.54 ACRES  
\$4,800,000

Located on 15.54 acres directly adjacent to the 230-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a five 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/DOBRA 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 swimming pool deck and a classic infinity pool. (aka a beach) area directly visible to the ocean/water sports.

SIRBAHAMAS.COM/ID/V29V67

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



# 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**

\$750 PROPERTY SPOT, COLOR

Global

**EXUMA, THE BAHAMAS**



Leaf Cay  
\$19,995,000 USD | [sirbahamas.com/id/46931](http://sirbahamas.com/id/46931)  
Bahamas Sotheby's International Realty  
**GEORGE DAMIANOS**  
[george.damianos@sirbahamas.com](mailto:george.damianos@sirbahamas.com)  
+1 242.424.9699

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

## House & Home

FTWeekend

**Never too Will!**  
With the best of design and the best of knowledge, it's never too late to start your home renovation project.

**Sign of the Times**  
South Korea's real estate market is showing signs of a recovery.

**Study in style**  
Homeowners in the UK are looking for ways to make their homes more energy-efficient.

The home of prime property: [propertylistings.com](http://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.

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<b>PALO ALTO, CALIFORNIA</b> 1527H Aveleyr.com \$4,000,000 Golden Gate Sotheby's International Realty <b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 408.882.2626	<b>PUEBLO, CALIFORNIA</b> 3913 Hampton Road.com \$1,000,000 Golden Gate Sotheby's International Realty <b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 408.882.2626	<b>ROSE, CALIFORNIA</b> 2715 Poplar.com \$1,000,000 Golden Gate Sotheby's International Realty <b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 408.882.2626	<b>SAN DIEGO, CALIFORNIA</b> 2716 N Ocean Street \$1,000,000   <a href="http://www.sirbahamas.com/id/46936">www.sirbahamas.com/id/46936</a> Pacific Sotheby's International Realty <b>KEVIN MCCOY</b>   <b>CANDIA GREENWELL</b> <a href="mailto:kevin.mccoy@sirbahamas.com">kevin.mccoy@sirbahamas.com</a> +1 760.513.5128	<b>SAN FRANCISCO, CALIFORNIA</b> Nob Hill Lane.com \$2,000,000 San Francisco Sotheby's International Realty <b>WENDY STOKER</b> <a href="mailto:wendy.stoker@sirbahamas.com">wendy.stoker@sirbahamas.com</a> +1 415.771.8889
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# 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**

PRICE: \$660/FULL PAGE

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72 Post Road, Old Westbury, NY

Extra Rare!  
Real Estate Colossus!  
Spectacular Old Westbury!  
\$4,900,000  
6-882-882-0710  
6-228-882-8485

72 Post Road  
9 BR | 6 BA | 10.54 ACRES  
\$4,900,000

Headquartered in the center directly adjacent to the 222-acre Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom single-family estate, a country house, 100-year-old three-story manor cottage, an eight-garage with large workshop and more. This property is a true gem waiting to be discovered.

DANIEL GALE, COMPAGENT/DEBRA RUSSELL

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The Rosewood Farm Estate  
Southampton, New York

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

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Take a peek at what's next.

Rosie V. Moore  
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914-221-1234  
rosiem@sothebysrealty.com  
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Water Mill South on Reserve, Pool & Tennis  
Water Mill, New York

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ. FT. | \$11,000,000  
\$42MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY



# San Francisco & Silicon Valley Takeover

Exclusive insert in the New York Times distributed to 36,500 households in the San Francisco and Silicon Valley metro.

FULL PAGE W/ DIGITAL PROMOTION: \$725



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72 Post Road, Old Westbury, NY



**Fichea Russell**  
Real Estate Salesperson  
Gold Circle Of Excellence  
6 516.662.2710  
c. 516.662.5400

72 Post Road  
9 BR | 6 BA | 15.54 ACRES  
\$4,800,000

Located on 15.54 acres directly adjacent to the 230-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.



DANIELGALE.COM/AGENT/FICHEA-RUSSELL



Sandbanks  
Exuma, The Bahamas




**Jacqueline Lighthorn**  
Elite Agent  
+1 242 269 2225  
260 Sandbanks Light House  
#JL@bahamas.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 swimming pool deck and a classic infinity pool, which is built into the cliffside overlooking the ocean for water sports.

SIREBAHAMAS.COM/ID/V29V67



5305 Carlsbad Boulevard, Carlsbad, CA 92008



**Eric Santorino**  
Elite Agent  
858.334.3537  
eric@ericsantorino.com  
DRE#02156503

5305 Carlsbad Boulevard  
5 BR | 8.0 BA | 10,039 SQ FT  
\$25,000,000

Stunning single story 11.5 acre oceanfront lot spanning two parcels with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.



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# Schedule, Pricing & Reach





# Proposed Schedule, Pricing & Reach 2024

Plan V1							
Media	Ad Description	January	February	March	Media Total	Reach	
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Half Page			\$ 1,820.00	\$ 1,820.00	20,000	
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter			\$ 3,000.00	\$ 3,000.00	7,500	
<b>Digital</b>							
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00	19,500	
<b>JamesEdition</b>							
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	
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		\$ 325.00		\$ 325.00	425,000	
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade		\$ 3,180.00	\$ 1,590.00	\$ 4,770.00	1,288,848	
<b>The New York Times</b>							
The New York Times Takeover	Full page w/ Digital promotion			\$ 750.00	\$ 750.00	168,000	
<b>Financial Times</b>							
Financial Times	Property Spot		\$ 750.00	\$ 750.00	\$ 1,500.00	420,914	
<b>The Los Angeles Times</b>							
The Los Angeles Times	Takeover			\$ 660.00	\$ 660.00	220,780	
<b>San Francisco / Silicon Valley Takeover</b>							
San Francisco / Silicon Valley Takeover	Full page w/ Digital promotion		\$ 725.00		\$ 725.00	34,200	
TOTAL					\$ 21,425.00	3,614,542	
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy							
Pricing Subject to Change							

# Proposed Schedule, Pricing & Reach 2024

Plan V2		January	February	March	Media Total	Reach
Media	Ad Description					
<b>Sotheby's Auction House: Print</b>						
Sotheby's Magazine	Quarter Page			\$ 910.00	\$ 910.00	20,000
<b>Sotheby's Auction House: Digital</b>						
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter			\$ 3,000.00	\$ 3,000.00	7,500
<b>Digital</b>						
<b>Nob Hill Gazette</b>						
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00		\$ 1,000.00	13,000
<b>JamesEdition</b>						
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 5,500.00			\$ 5,500.00	294,000
<b>Print</b>						
<b>The Wall Street Journal</b>						
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade		\$ 3,180.00	\$ 795.00	\$ 3,975.00	1,288,848
<b>The New York Times</b>						
The New York Times Takeover	Full page w/ Digital promotion			\$ 750.00	\$ 750.00	168,000
<b>Financial Times</b>						
Financial Times	Property Spot		\$ 750.00	\$ 750.00	\$ 1,500.00	420,914
<b>The Los Angeles Times</b>						
The Los Angeles Times	Takeover			\$ 660.00	\$ 660.00	220,780
<b>San Francisco / Silicon Valley Takeover</b>						
San Francisco / Silicon Valley Takeover	Full page w/ Digital promotion		\$ 725.00		\$ 725.00	34,200
<b>TOTAL</b>					\$ 17,295.00	2,433,042
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change						