



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Chateau du Soleil Advertising and Marketing Program

TTR | **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 Chateau du Soleil

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

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 McLean, VA.

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**

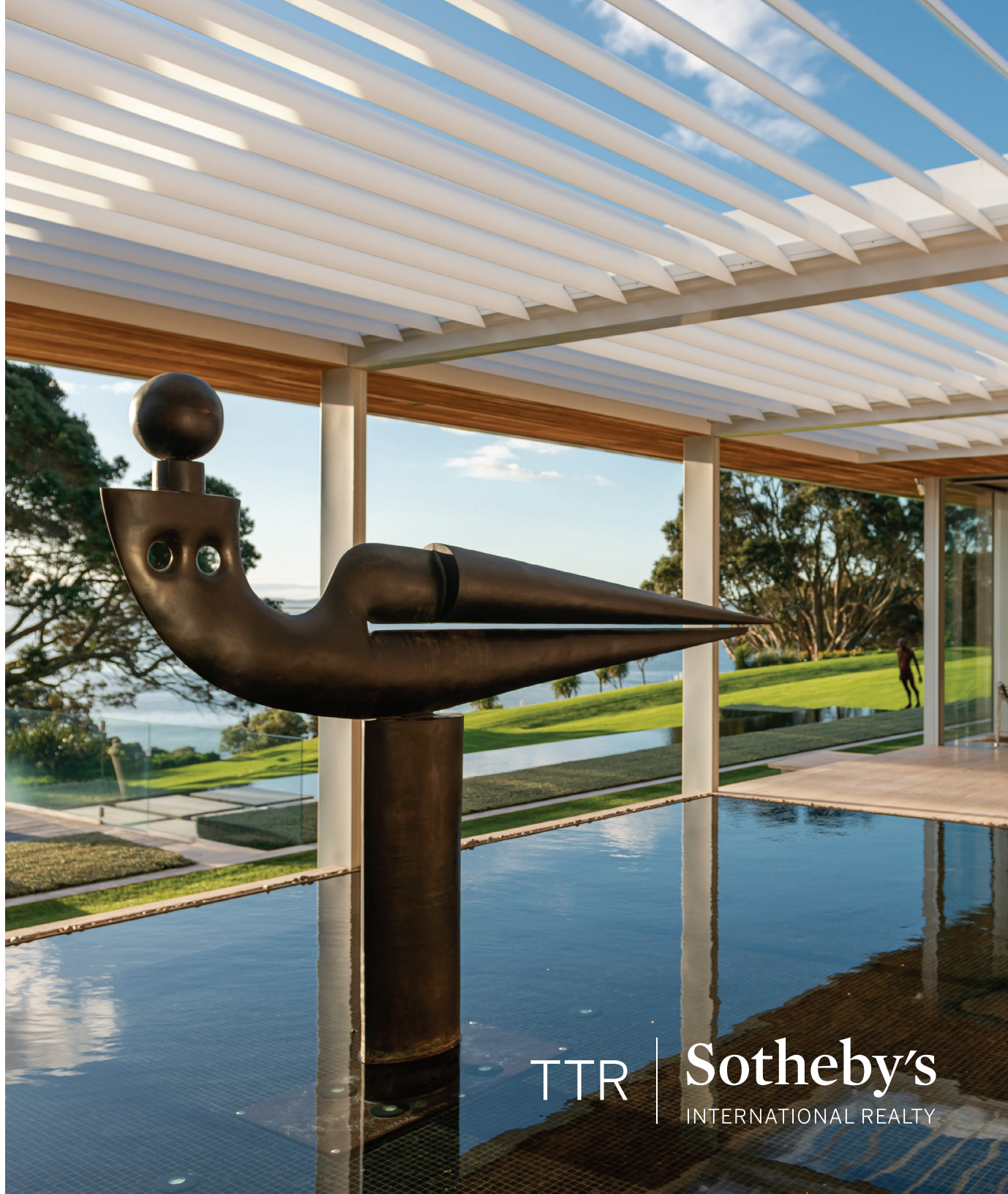
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Sotheby's
Auction House
Offerings



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
 800.452.5555 ext. 3000
 Property #1230018
 Agent: Sotheby's
 International Realty
 Broker: Nancy E. Kelly, M.D.
 Email: nancy.kelly@sothebyrealty.com
 \$50,000,000.00

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

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Home

1 Central Park West 46R/50C
 With unparalleled breathtaking views, 46R/50C at Central Park West is a masterpiece of modern architecture and craftsmanship. Every room is meticulously finished with the finest materials, from the marble-clad lobby to the expansive glass facade. This is a rare opportunity to own a piece of New York City's most iconic real estate.

New York, New York
 \$2,400,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Taylor +1 212 850 7772
 Email: taylor@sothebyrealty.com
 \$2,400,000.00

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 property is a masterpiece of modern architecture and craftsmanship.

New York, New York
 \$2,000,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Taylor +1 212 850 7772
 Email: taylor@sothebyrealty.com
 \$2,000,000.00

Four Seasons Private Residences
 This stunning 1,100 sq. ft. penthouse residence is a masterpiece of modern architecture and craftsmanship. It features a private terrace, a swimming pool, and a gym. This is a rare opportunity to own a piece of New York City's most iconic real estate.

New York, New York
 \$13,000,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Taylor +1 212 850 7772
 Email: taylor@sothebyrealty.com
 \$13,000,000.00

95

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

Saudi Arabia, UAE, Qatar, Washington DC, Virginia

PRICE: \$2,500/DEPLOYMENT



SOTHEBY'S INTERNATIONAL REALTY
Dream Big Villa, Turks & Caicos Islands
[FIND OUT MORE](#)




DIGITAL

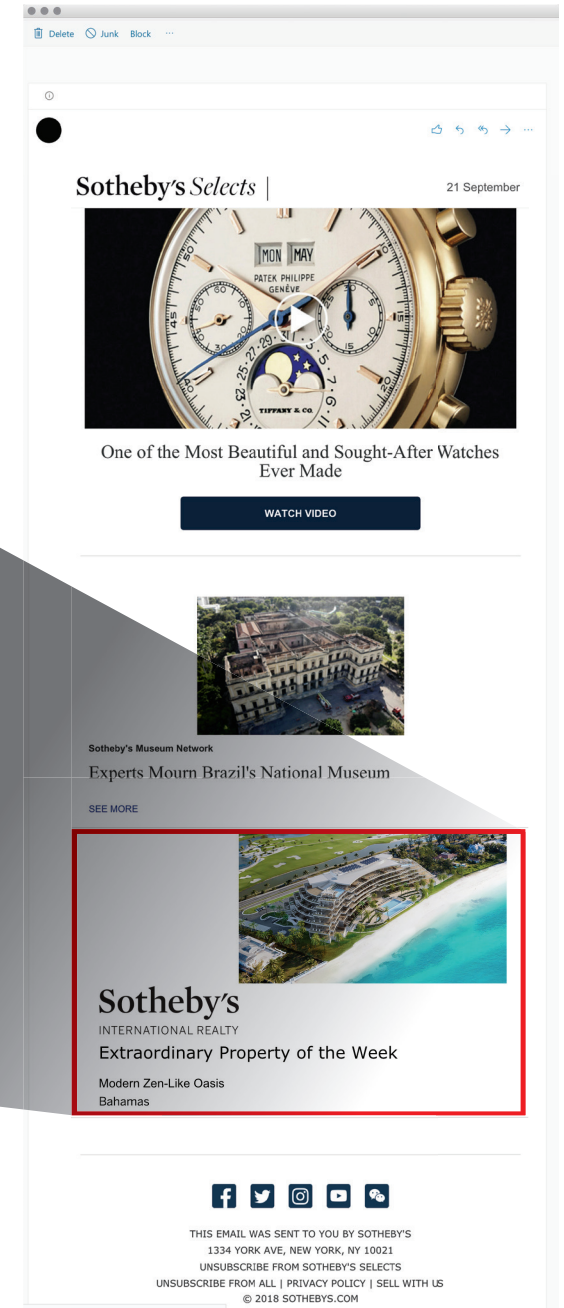
SOTHEBY'S SELECTS
E-NEWSLETTERS

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


PRICE: \$2,350/DEPLOYMENT



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

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

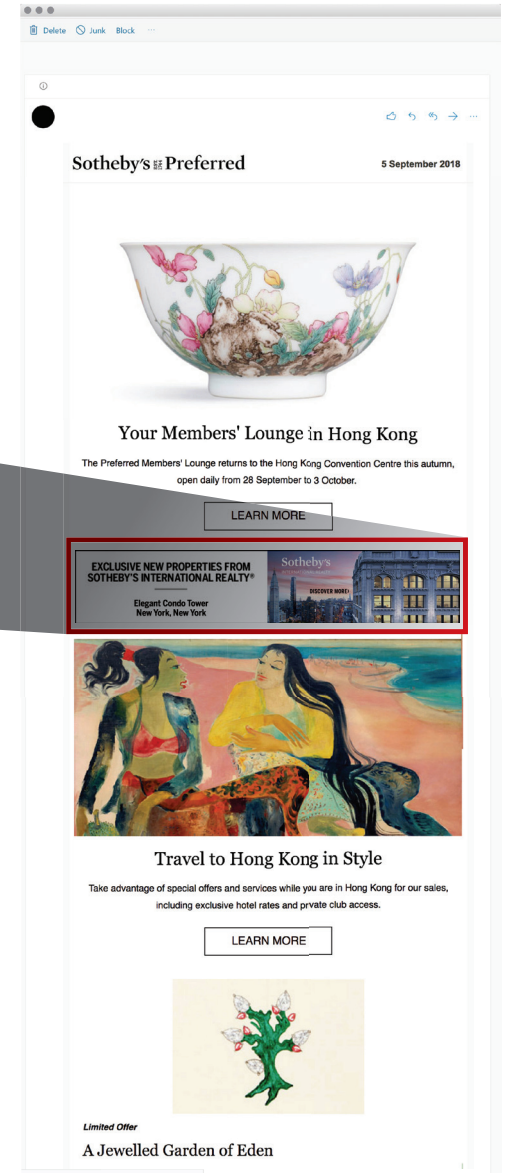


EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®

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®

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



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: **Chateau du Soleil**
- Flight Dates: **November 2023 - January 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

FOX BUSINESS

GULF NEWS

THE WALL STREET JOURNAL.



Forbes

Bloomberg Markets



THE WALL STREET JOURNAL.

The Washington Post



The National

Gulf Business

الشرق



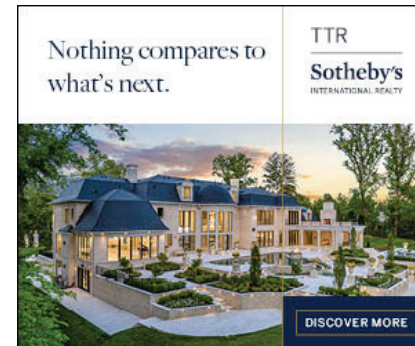
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

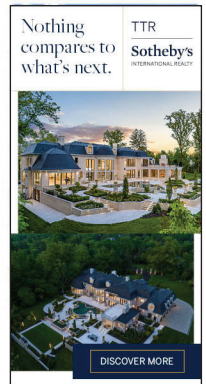
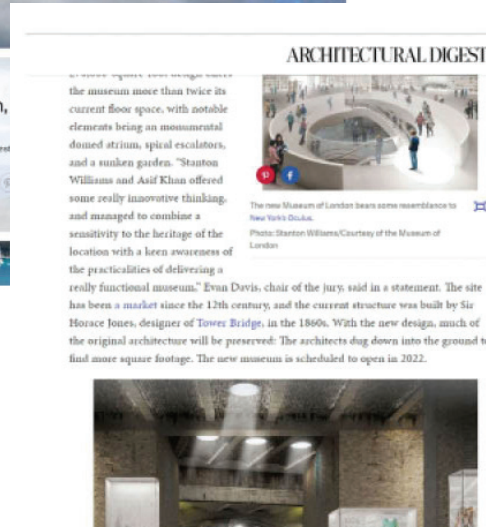
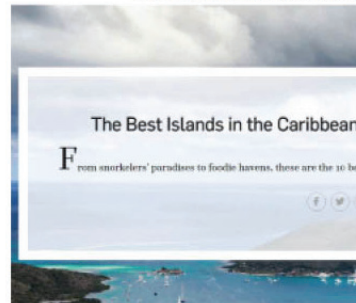
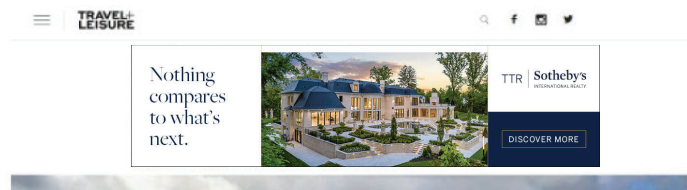
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

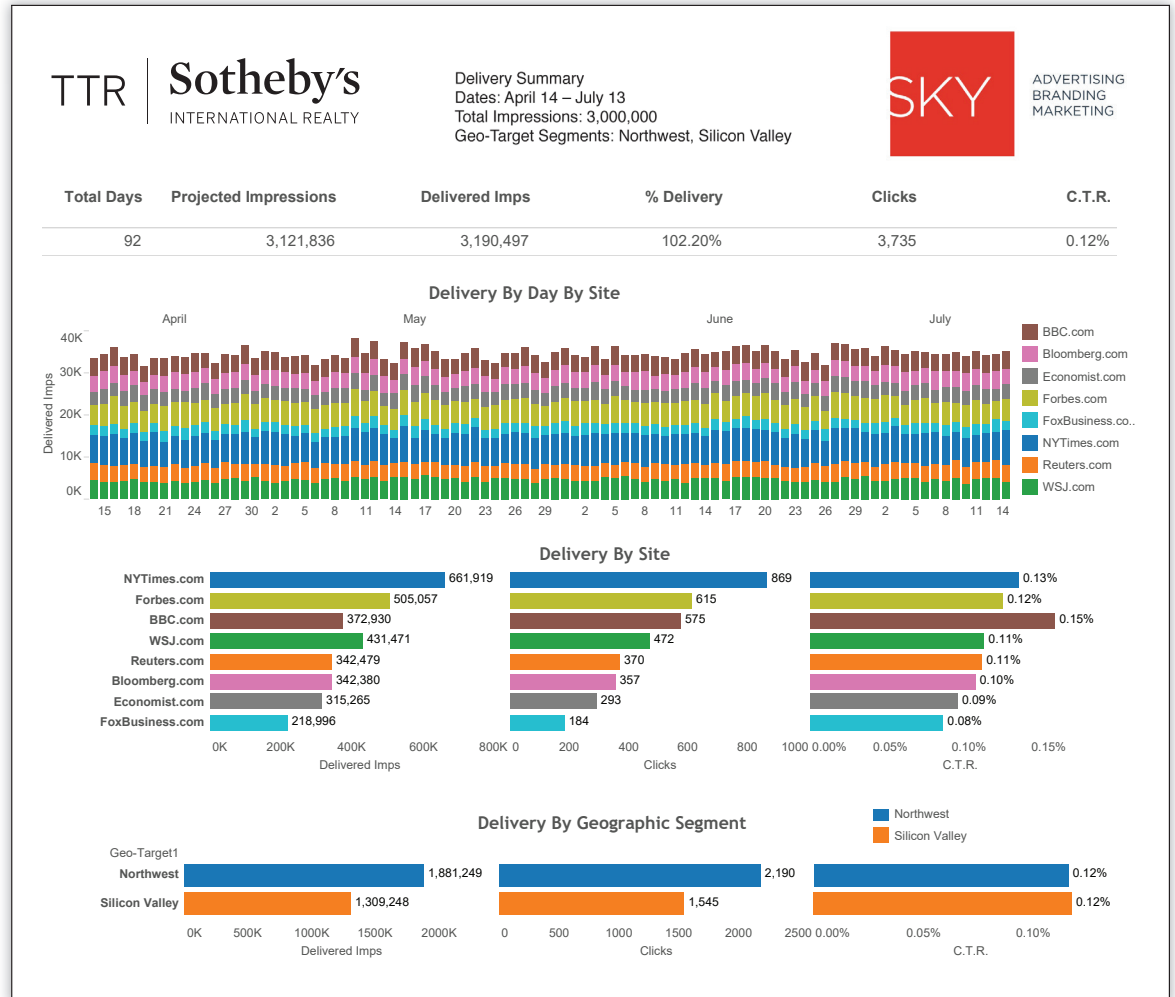


Comprehensive Reporting For Your Customized Campaign

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 NYC & Wealthy New York Metro, LA & Wealthy LA Metro, Washington DC, McLean VA, Austin, Silicon Valley, Chicago, Saudi Arabia, Qatar, and UAE (Abu Dhabi, Dubai).

The program, with a projected start date of December 15th 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), living in NYC & Wealthy New York Metro, LA & Wealthy LA Metro, Washington DC, McLean VA, Austin, Silicon Valley, Chicago, Saudi Arabia, Qatar, UAE, and (Abu Dhabi, Dubai) in 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 NYC & Wealthy New York Metro, LA & Wealthy LA Metro, Washington DC, McLean VA, Austin, Silicon Valley, Chicago, Saudi Arabia, Qatar, UAE, and (Abu Dhabi, Dubai) on top new sites.
- A Custom Intent segment that will allow us to show banners to adults actively searching for Washington DC area real estate and living in NYC & Wealthy New York Metro, LA & Wealthy LA Metro, Austin, Silicon Valley, Chicago, Saudi Arabia, Qatar, and UAE (Abu Dhabi, Dubai).

SITE SPECIFIC

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

BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). Since this segment targets behavior first, the banners could end up showing on any site across the web.

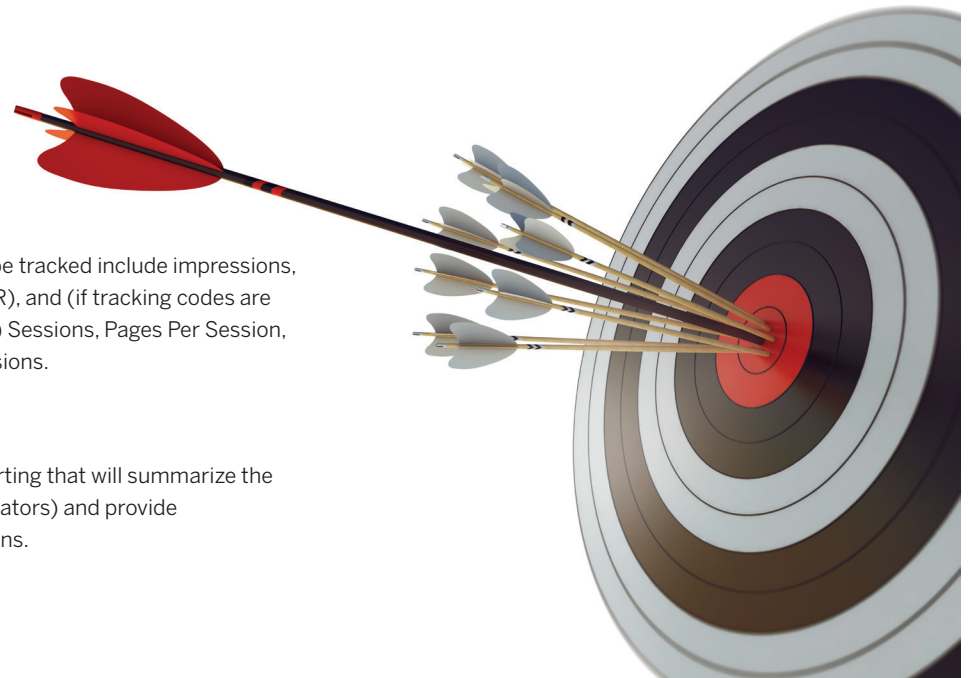
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions.

REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.



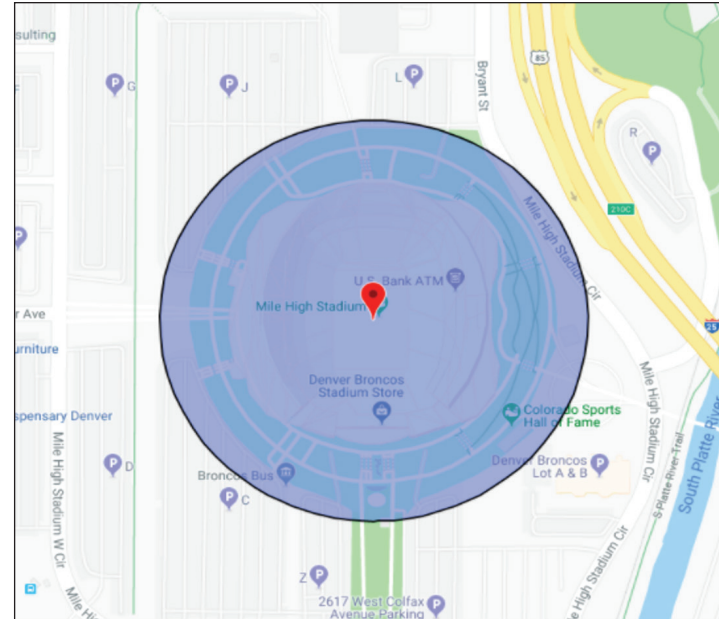
Impressions Scheduling

		TTR SIR - Chateau du Soleil																			
Media	Geo-Target	November				December				January				February			Impressions				
		01	08	15	22	29	06	13	20	27	03	10	17	24	03	10	17	24	31		
Bloomberg.com	NYC & Wealthy New York Metro, LA & Wealthy LA Metro, Washington DC, McLean VA, Austin, Silicon Valley, Chicago, Saudi Arabia, Qatar, UAE (Abu Dhabi, Dubai)																			1,300,000	
Forbes.com																					
FoxBusiness.com																					
Reuters.com																					
CNBC.com																					
WSJ.com																					
WashingtonPost.com	Saudi Arabia, Qatar, UAE (Abu Dhabi, Dubai)																			800,000	
NYTimes.com																					
GulfNews.com																					
GulfBusiness.com																					
okaz.com.sa																					
TheNationalNews.com																					
Al-Sharq.com																					
WashingtonPost.com	NYC & Wealthy New York Metro, LA & Wealthy LA Metro, Austin, Silicon Valley, Chicago																			625,000	
NYTimes.com																					
Custom Intent - Washington DC area Real Estate	NYC & Wealthy New York Metro, LA & Wealthy LA Metro, Austin, Silicon Valley, Chicago, Saudi Arabia, Qatar, UAE (Abu Dhabi, Dubai)																			275,000	
Total Digital																			3,000,000		

Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

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

Comprehensive Digital

OTT/VIDEO PREROLL

OTT or Over The Top is video programming transmitted via the Internet, not on traditional cable or broadcast. It reaches any type of internet connected device including Roku, Connected TV/SmartTVs, Fire TV Sticks, XBOX, PlayStation, Apple TV, Chromecast, and more.

Our OTT gets you to thousands of publishers and streaming exchanges on stations like: Sling TV, Fubo.TV, Pluto.TV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

OTT can extend the reach of a business that is currently doing broadcast TV or cable because OTT reaches audiences that have cut the cord to cable (cord-cutters), or those that have never had cable (cord-nevers) and you are able to reach a more targeted audience with OTT.

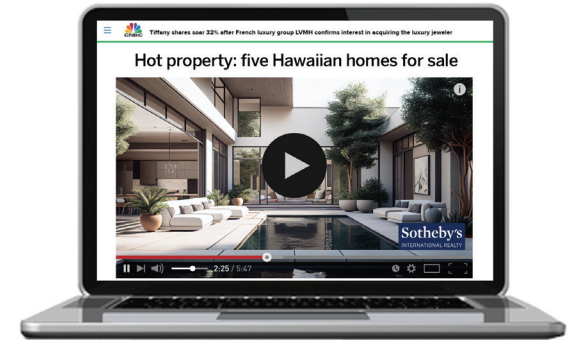
eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.



WHY OTT?

Our OTT runs on Set Top Boxes, Game Consoles, and Smart TVs like Fire TV Sticks, XBOX, PlayStation, 4K FireTV, SmartTV, AppleTV, ChromeCast, Roku, and more. 100% of our impressions are served on Connected TVs.

We have direct inventory on hundreds of Apps and Providers. These cover a variety of content such as News, Sports, Entertainment, Lifestyle, Gaming, Health, Technology, and many more, depending on the targeting categories selected for your campaign. We have over 100,000 targeting categories to choose from and we can also use Artificial Intelligence to find the optimal audience. We have direct deals with large publishers and devices like Samsung TV, DIRECTV, NHL, Fox, local news stations,



Disney/ABC, AMC Networks, NBC Universal, National Geography, A+E Networks, Bloomberg, Discovery, the CW, and MLB to serve ads through direct connections. We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

PRICE: STARTING AT \$1,500 PER MONTH

Comprehensive Digital

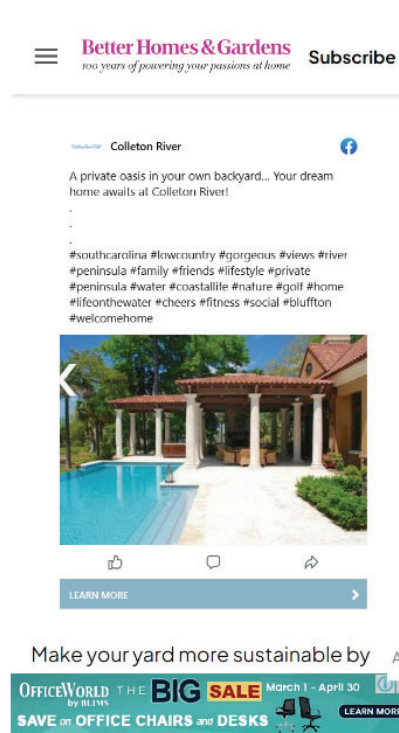
SOCIAL MIRROR ADS

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.

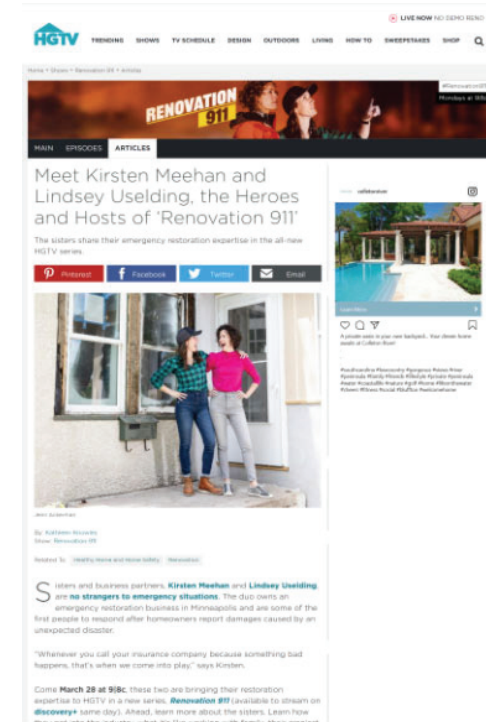
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.



PRICE: STARTING AT \$1,500 PER MONTH

Comprehensive Digital

Digital Campaign Planner

Date Created: 10/31/2023

Client: TTR Sotheby's International Realty



GEOGRAPHIC TARGET:

Saudi Arabia; Qatar; UAE

Campaign Duration: 11/15/2023-02/15/2024	Nov-23	Dec-23	Jan-24	Total
OVER THE TOP VIDEO (OTT)				
Retargeting				
Behavioral Targeting: Billionaires; World's Billionaires; High Net Worth; Wealthy AND Home Buyers; Plans to Buy Second Home; Real Estate - Intent				
AI Targeting				
Total Potential Impressions	37,500	37,500	37,500	112,500
Cost Per Thousand	\$40.00	\$40.00	\$40.00	\$40.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: Billionaires; World's Billionaires; High Net Worth; Wealthy AND Home Buyers; Plans to Buy Second Home; Real Estate - Intent				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	100,000	100,000	100,000	300,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
TOTAL CAMPAIGN IMPRESSIONS:	137,500	137,500	137,500	412,500
TOTAL CAMPAIGN INVESTMENT:	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

OTT Available Monthly Impressions Estimate:	68,429
Percentage of Targeted OTT inventory purchased with this campaign:	54.80%
Social Mirror Ads Available Monthly Impressions Estimate:	572,991
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	17.45%

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

Comprehensive Digital

Digital Campaign Planner

Date Created: 10/31/2023

Client: TTR Sotheby's International Realty



GEOGRAPHIC TARGET:

New York, NY; Greenwich, CT;
McLean, VA; Los Angeles, CA;
Austin, TX; Chicago, IL;
Washington, DC

Campaign Duration: 11/15/2023-02/15/2024	Nov-23	Dec-23	Jan-24	Total
OVER THE TOP VIDEO (OTT)				
Retargeting				
Behavioral Targeting: Billionaires; Multi-Millionaires; High Net Worth; Wealthy AND Home Buyers; Plans to Buy Second Home; Real Estate - Intent				
AI Targeting				
Total Potential Impressions	37,500	37,500	37,500	112,500
Cost Per Thousand	\$40.00	\$40.00	\$40.00	\$40.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: Billionaires; Multi-Millionaires; High Net Worth; Wealthy AND Home Buyers; Plans to Buy Second Home; Real Estate - Intent				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	100,000	100,000	100,000	300,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
TOTAL CAMPAIGN IMPRESSIONS:	137,500	137,500	137,500	412,500
TOTAL CAMPAIGN INVESTMENT:	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

OTT Available Monthly Impressions Estimate:	819,340
Percentage of Targeted OTT inventory purchased with this campaign:	4.58%
Social Mirror Ads Available Monthly Impressions Estimate:	2,069,760
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	4.83%

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

Billionaire Magazine

Billionaire is an award-winning luxury publication distributed to a curated list of Ultra High Net Worth (UHNW) readers, globally.

DIGITAL AUDIENCE

- **29% Millionaires**

Readership stats

- Total Print Readership – **32,000**
- Online Monthly Unique Audience – **120,000**
- Online Monthly Page Views – **240,000**
- Social Media Reach – **110,000**
- Newsletter Database – **25,000**

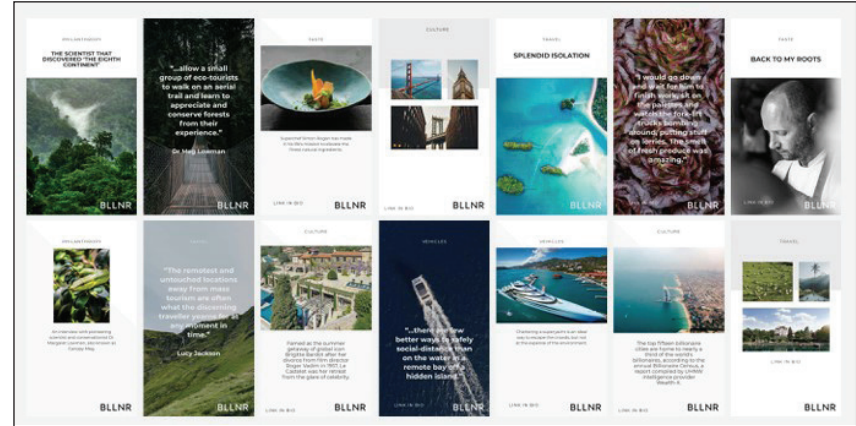
1x Online content piece - will sit on the site indefinitely and pick up organic views

1x Newsletter inclusion (25k subscribers) - drive content piece via newsletter

1x hyper-targeted social media campaign (4 weeks) - target UHNWI's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

CUSTOM CONTENT + ENEWSLETTER: \$4,300

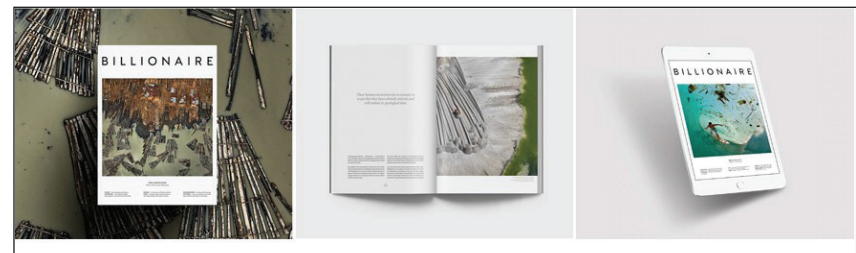
CUSTOM CONTENT + SOCIAL CAMPAIGN: \$6,000



PRODUCT (ONLINE) PORTFOLIO

- Online Branded Content
- Social Media Campaigns
- HNWI Hotspots Geo-Targeted Campaigns
- Newsletter Campaigns
- FULL PR Package

Reach our affluent and extensive member database through impactful advertising, content partnerships and directly in their inbox.



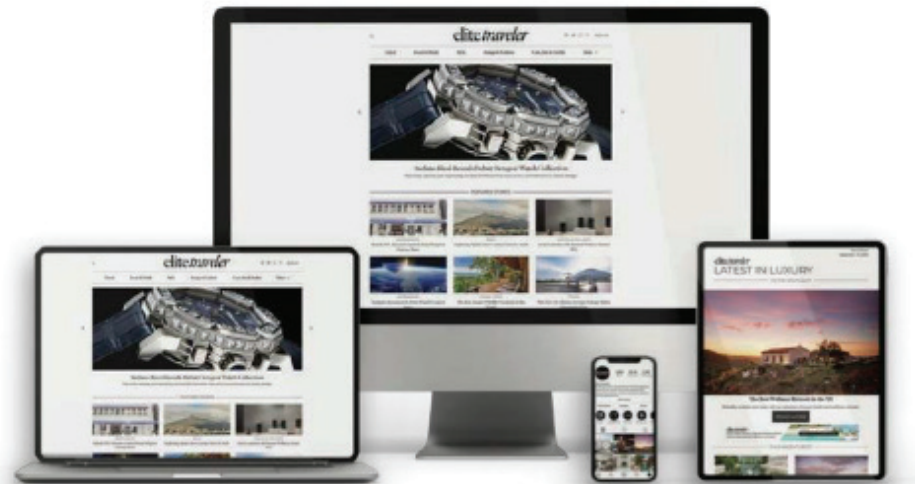
Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9m**
- Average Net Worth **\$32m**
- **318,661** Unique Browsers

ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR



DIGITAL

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

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

PRICE: \$500 PER LISTING

San Francisco, Peninsula and Silicon Valley



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 this is 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 text block states: '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. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.' Below this is a 'MOST POPULAR' section with a grid of car listings: Ferrari 488 GTB (\$71,999), Chevrolet Corvette (\$4,785,907), Shannan Villa Over... (\$46,999), and Ram 2500 (\$46,999). There are also sections for 'JAMES SPOTTING' (Two Level Duplex On Palmwood Ponds), 'RICH LIST' (DOUBLE DOWN 214 Coseca 2010/20... \$38,000,000), and 'LATEST STORIES' (Luxury garages: Unique cars of tech billionaires, old-school ragnarok and Gen-Z doos). A 'Featured Agent' section highlights Nick Swinburne.

The screenshot shows the real estate section of JamesEdition.com. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. A large image of a modern interior is shown with the caption 'THE PENTHOUSES AT GOLDEN PEAK \$23,900,000'. Below this is a 'Featured luxury properties' grid with listings such as '5 Bedrooms - Pent...' (\$2,734,418), 'Stunning Sherwoo...' (\$3,250,000), 'Enviable Estate By...' (\$2,995,000), and 'Modern Apartment...' (\$2,724,332). There are also sections for 'News about luxury real estate' and 'About JamesEdition'.

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.

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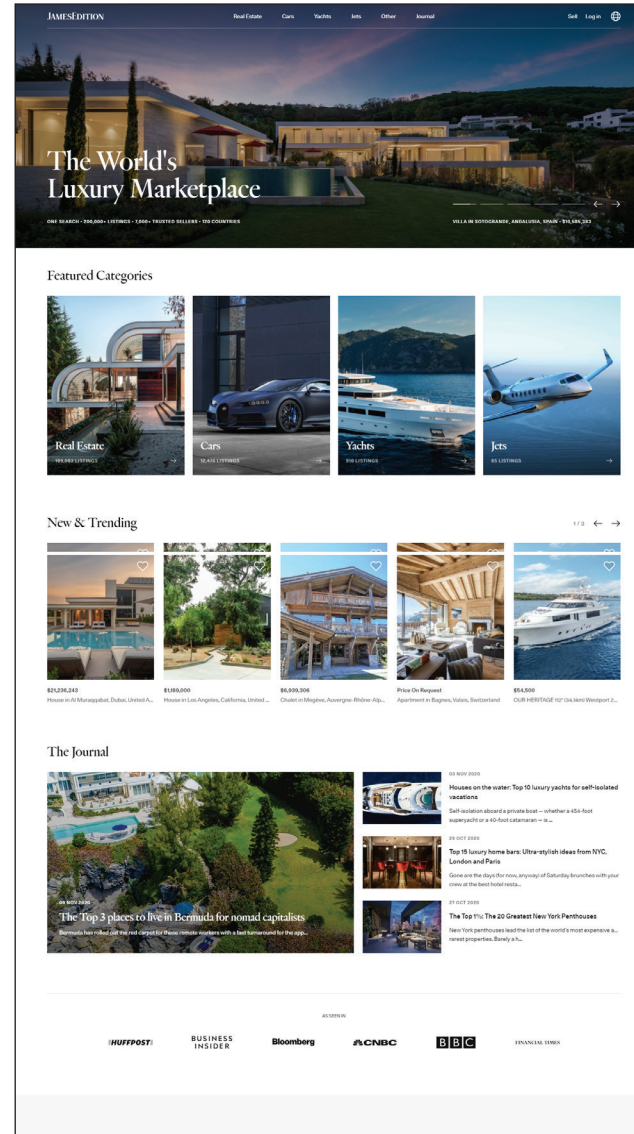
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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.

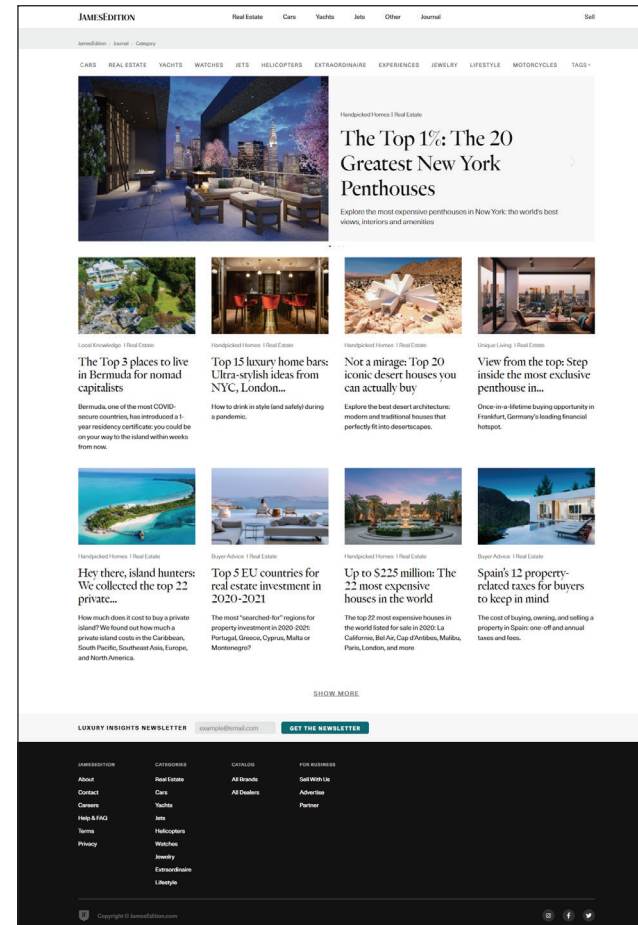
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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.

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



jamesedition.com

SOCIAL MEDIA POST

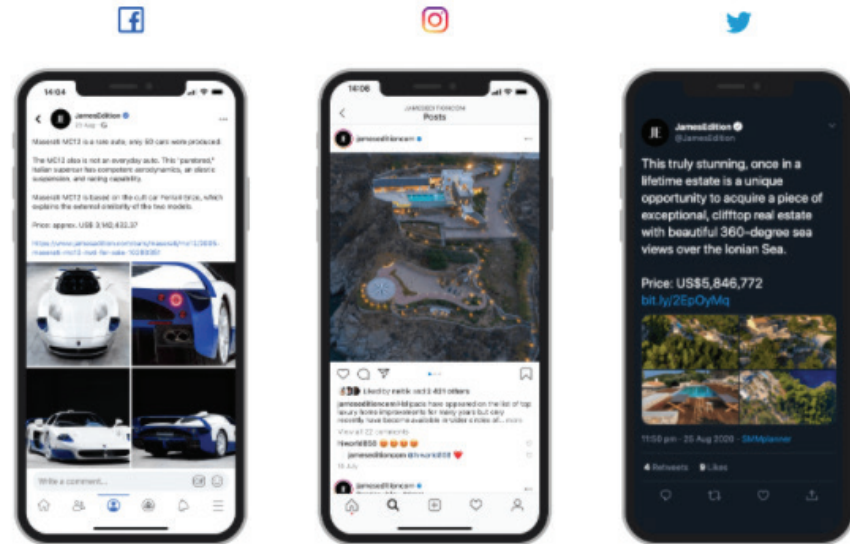
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

JetSet

12 MONTH GLOBAL DIGITAL CAMPAIGN

EMAIL

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through a banner insertion in the Jetset Magazine weekly newsletter that provides timely news about our readers' passions.

Subscriber Profile

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

12 month Web Feature

- 1 Million monthly page views
- 170K unique visitors

PRICE \$2,500/YEAR

The screenshot shows a digital article layout. At the top, there's a navigation bar with 'Home', 'Lifestyle', and 'Sports'. The main headline reads 'Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun'. Below the headline is a large aerial photograph of the resort complex. To the right of the article is a vertical sidebar containing a 'TRACK RECORD' banner, a 'JetSet' subscription prompt, and a 'JetSet Magazine' logo. The article text includes quotes from Tiger Woods and Diamante CEO Ken Jewell, describing the course as a 'classic Scottish links course' and highlighting its amenities like a clubhouse and spa. At the bottom, there's a 'SHARE ON' section with social media icons and an 'ABOUT THE AUTHOR' section for JetSet magazine.

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.



RobbReport.Com

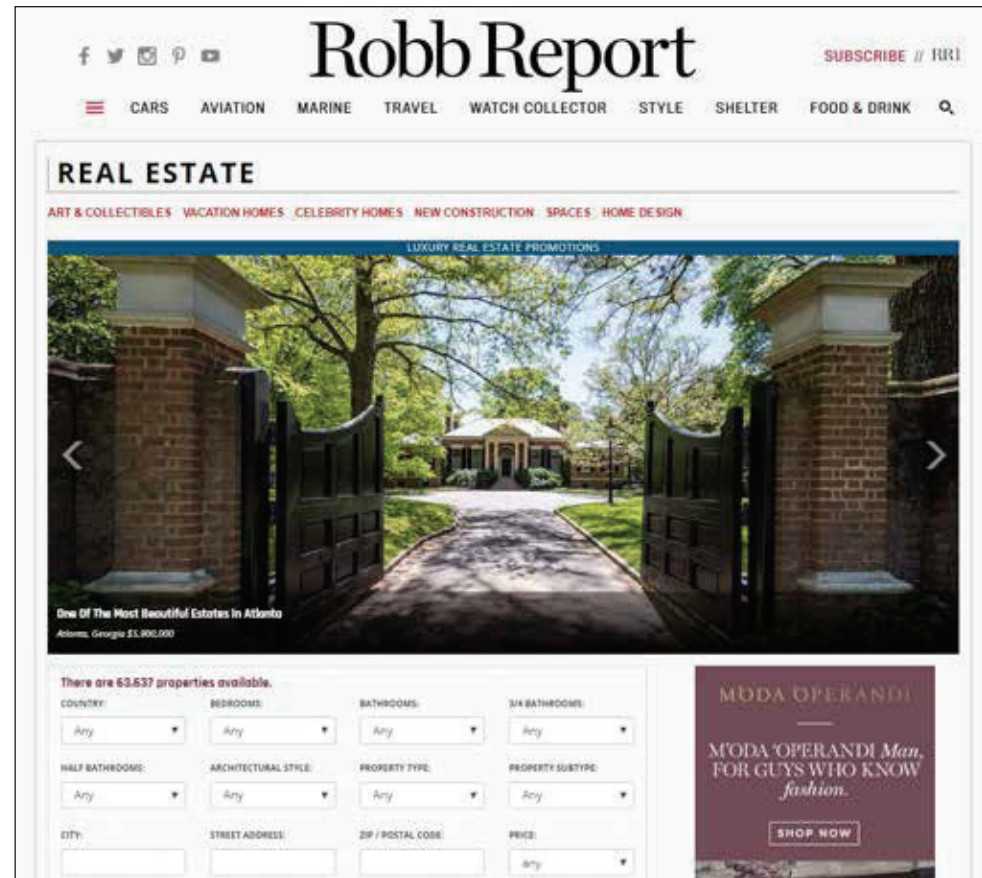
REAL ESTATE MEDIA BAR

Placement on the Real Estate Media Bar provides outstanding visibility and click-through for high impact awareness.

Limited Space available: only 10 properties per month are permitted

- Above average click through rate
- Can click directly to provided url or landing page (built by robbreport.com)
- Property is live within 24-48 hours of receiving materials.

PRICE: \$1,250



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



The Wall Street Journal Online (WSJ.Com)

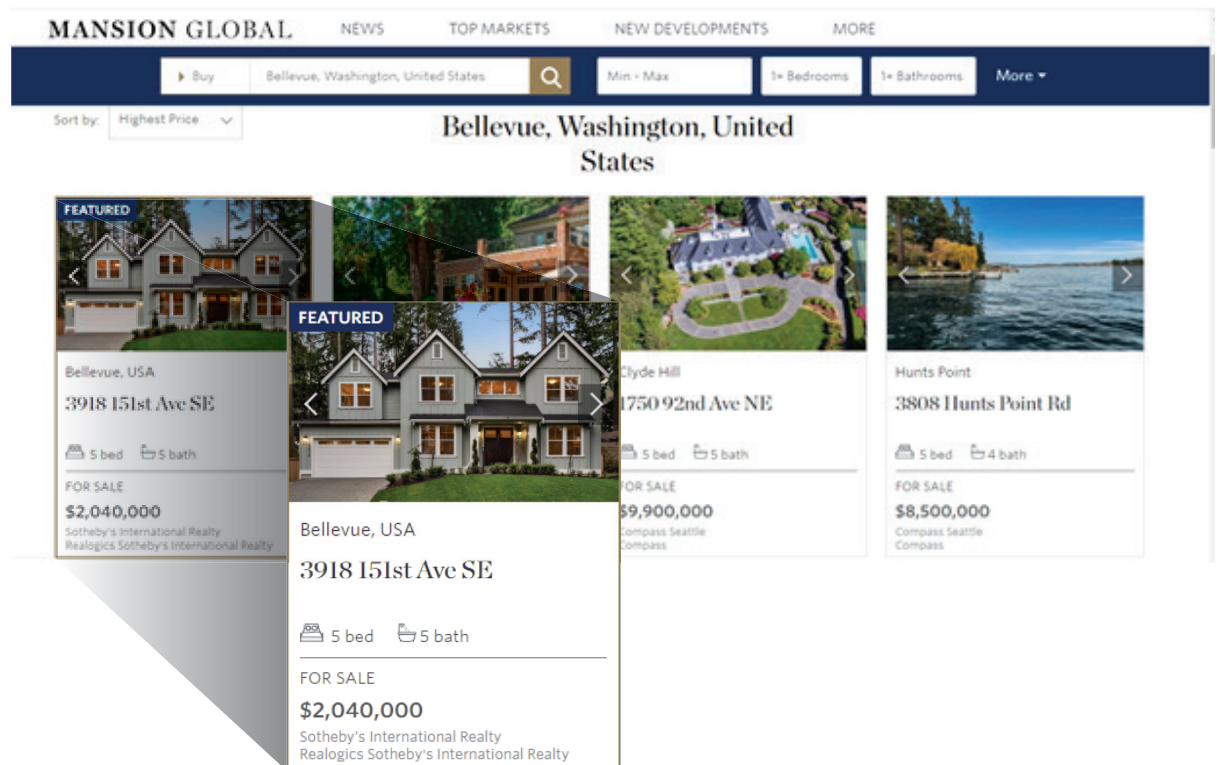
FEATURED PROPERTY UPGRADES

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

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

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

Included with print placement



The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL HOMEPAGE HERO

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

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

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



The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL DAILY (M-F) NEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **17,000** Opt in subscribers

PRICE: \$3,680

View in your browser

Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.



Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?
A snapshot and look at where prices are going. [Read More](#)

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3960 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5660 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8518 McLean, Toronto, ON	\$12,900,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$762,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$28,000,000
Surrey	\$867,400	122	\$23,000,000
Whisper	\$1,053,300	26	\$25,000,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$30,000,000
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

TRENDING TODAY

 Architectural Digest Following
 @ArchDigest
 We found the most iconic building in every state in America: archdg.co/8hz6SKy


3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

Powered by  AllPhotos 

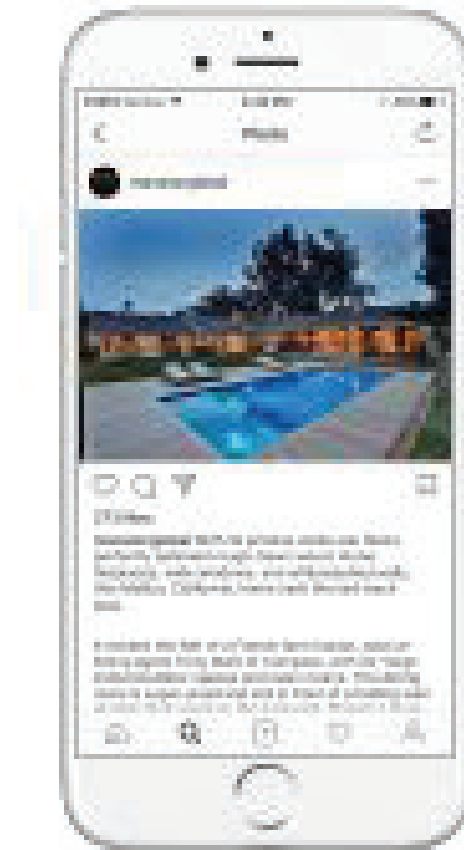
The Wall Street Journal Online (WSJ.Com)

@MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

PRICE: \$1,775

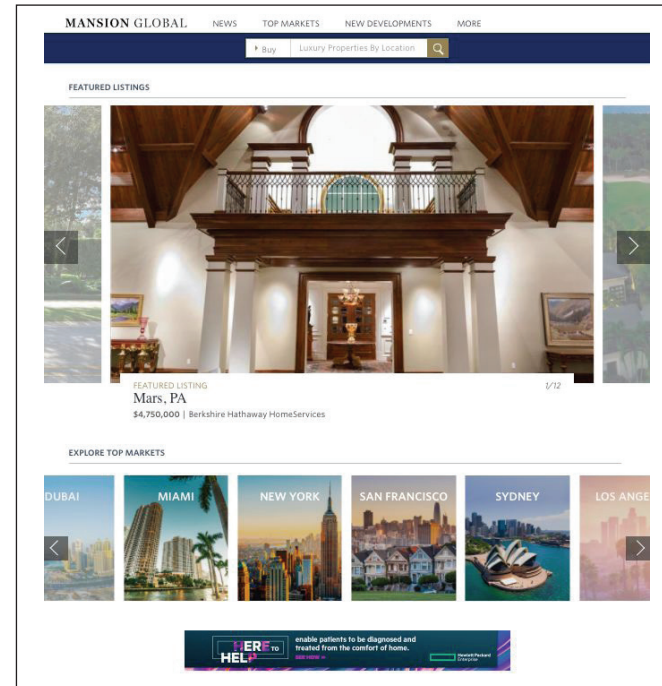


The Wall Street Journal Online (WSJ.Com)

THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



Print Offerings



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: \$650 SINGLE SPOT, COLOR

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

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

Tennessee Twisters Kill at Least 25
 Tornadoes ripped through the state while many residents fled, according to the National Weather Service

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

What's News: Business 2 Financier
 The Fed expanded an emergency half-percent rate cut and cut reserve requirements that the coronavirus epidemic is raising recession risks. Major U.S. stock indexes fell around 2%. The yen fell around 10%.

EXUMA, THE BAHAMAS

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

Sotheby's INTERNATIONAL REALTY

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The New York Times

IN THE FRIDAY MAIN NEWS SECTION

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

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

PRICE: \$710/SINGLE SPOT, COLOR

EXUMA, THE BAHAMAS



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

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The New York Times Friday, November 5, 2010

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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.

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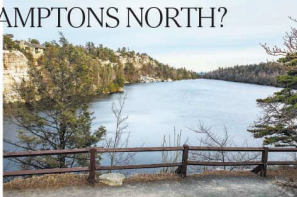
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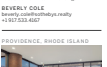



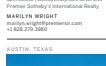









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The Hudson Valley is starting to resemble that stretch of Long Island.

By JILL SACKIN
For weeks, the Hudson Valley has appeared to be a new stretch of the Hudson. Although not the stretch, regulars' coming back to the area. To look for the stretch of people they know who are being received here as if they were never away. In the stretch, 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.

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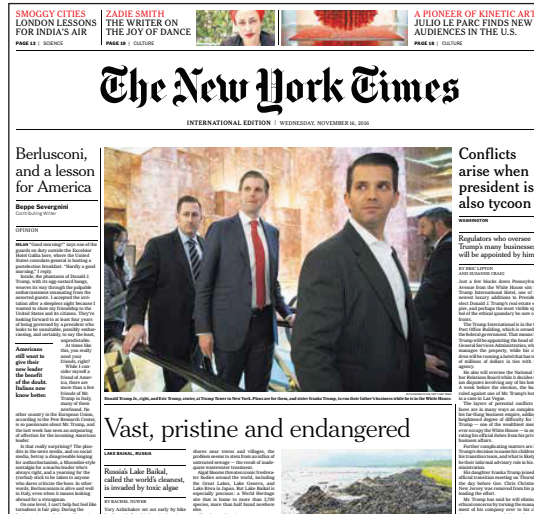
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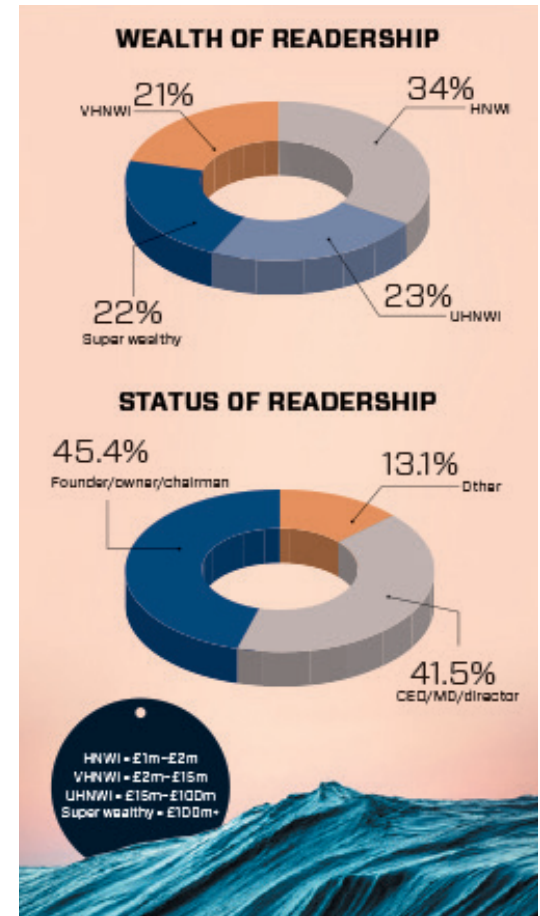
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Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

ELITE TRAVELER AUDIENCE

- Total Readership: **557,000**
- Average Age: **45**
- Male/Female Ratio: **69% / 31%**
- Average HHI: **\$7.9M**
- Average Net Worth: **\$32M**

LUXURY HOMES FEATURE: \$4,500



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**

\$2,190 TRIPLE SPOT, COLOR
\$730 PROPERTY SPOT, COLOR

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RIG READ




































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<p>AUSTIN, TEXAS</p>  <p>8110 Gammill Lane.com \$4,200,000 Austin Sotheby's International Realty KUMARA WILCOXSON kumara.wilcoxson@sirbahamas.com +1 512.452.3030</p>	<p>HOUSTON, TEXAS</p>  <p>8110 Gammill Lane.com \$4,200,000 Austin Sotheby's International Realty VICTORIA HINTON victoria.hinton@sirbahamas.com +1 713.208.4932</p>	<p>HOUSTON, TEXAS</p>  <p>17601 Springdale Lane.com \$1,000,000 Houston Sotheby's International Realty GRAY ADAMS gray.adams@sirbahamas.com +1 512.762.8387</p>	<p>IRVING, TEXAS</p>  <p>17601 Springdale Lane, Unit C \$1,000,000 www.sirbahamas.com/id/46944 Houston Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 409.532.0246</p>	<p>KAMAS, UTAH</p>  <p>5127 East Taylor Valley \$2,100,000 www.sirbahamas.com/id/46945 Utah Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 409.532.0246</p>

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- Audience: **324,000**
- Average Age: B
- Male / Female Ratio: **79/21**
- Average HHI: **\$484,000**
- Average HNW: **\$2,800,000**

TRIPLE SPOT, COLOR: \$2,490
PROPERTY SPOT, COLOR: \$830



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Simply Abu Dhabi

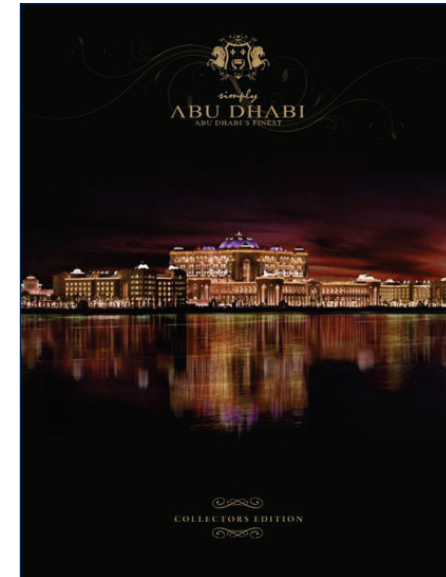
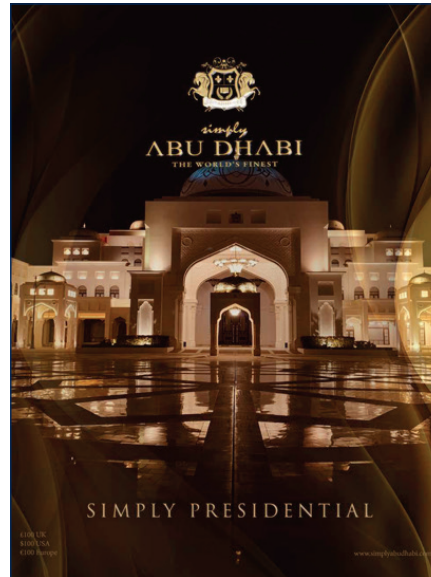
Simply Abu Dhabi is a luxury lifestyle publication that is only available by invitation to the highest echelon of society. Simply Abu Dhabi, primarily targets the elite and affluent globally. It showcases products and services available, from the most prestigious luxury brands around the globe, and it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

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- 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: \$5,000 SPREAD*

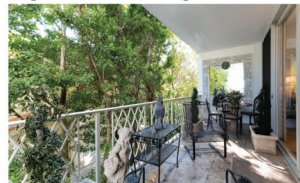
*Special pricing limited availability
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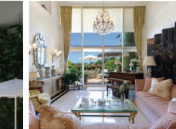
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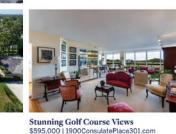
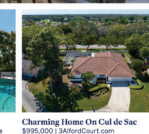
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Almost **6 out of 10** passengers never fast forward any advertising

Only **23%** of the passengers try to skip the advertising sometimes

20% of the passengers try only once

Advertising Opportunities

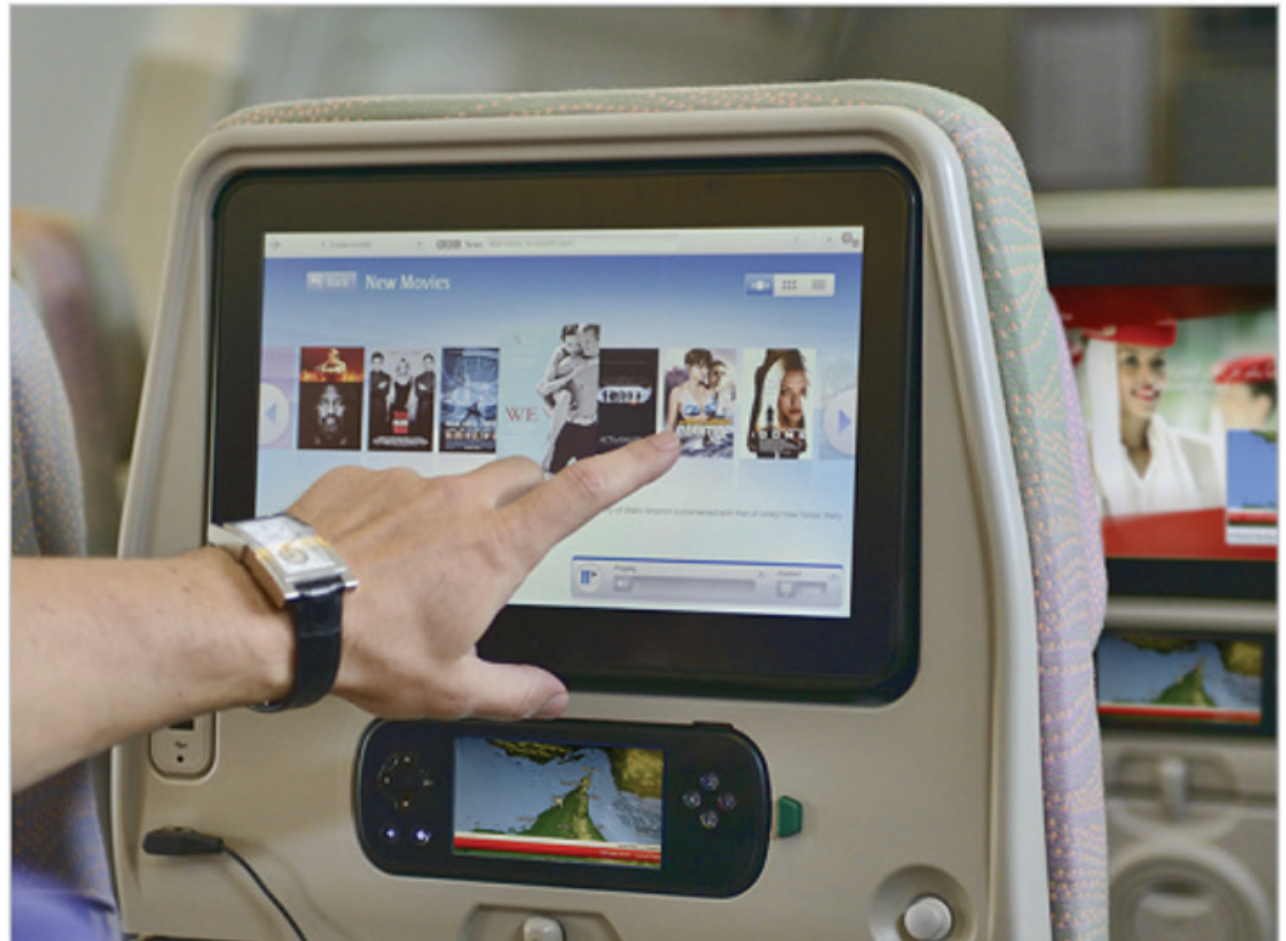
ice Package:

100% of seats

1 month cycle

5,000,000 passengers

8,500,000+ exposures



Terms and conditions:

All rates are in US\$

Rates for special packages on request

Booking deadline: 2 months prior to broadcasting month

Material deadline: 7 weeks prior to broadcasting month

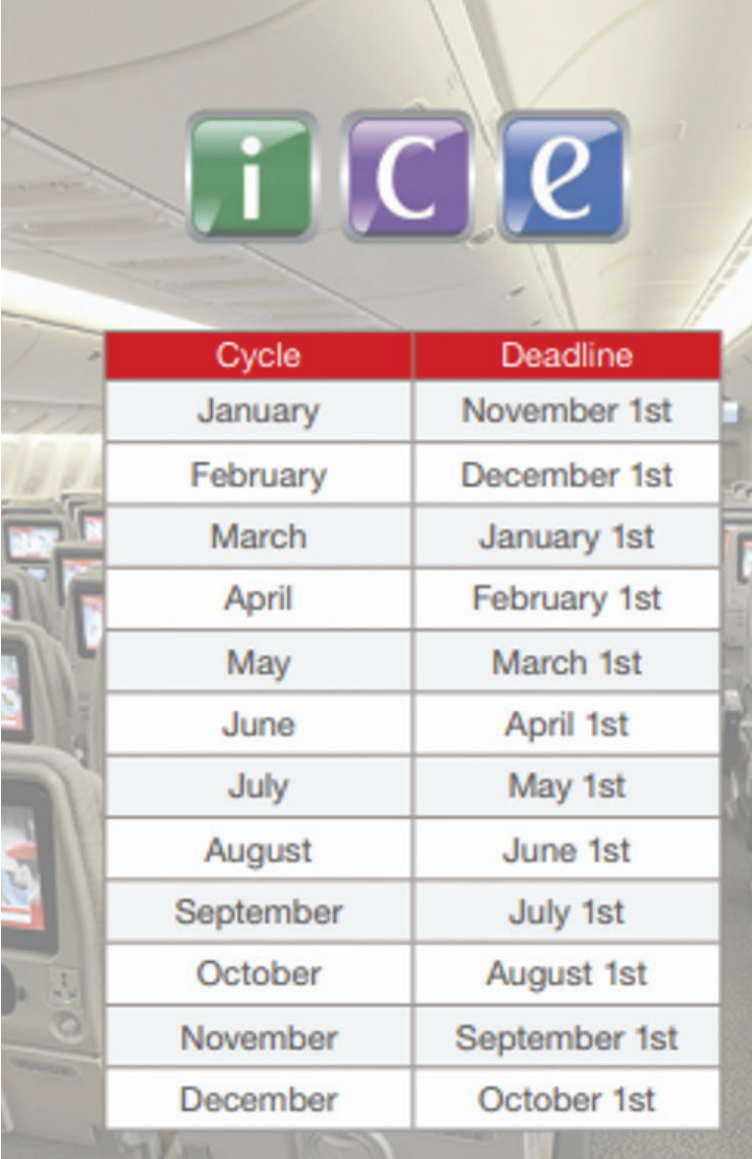
All Advertisements are to be in English. Arabic versions can be supplied for the corresponding channels

All advertisements are subject to approval by Emirates

PRICE

30 SEC: \$320,000

40 SEC: \$430,000



The image shows the Emirates logo (i, C, e) at the top, with a table below it. The table has two columns: 'Cycle' and 'Deadline'. The rows list the months from January to December and their corresponding deadlines.

Cycle	Deadline
January	November 1st
February	December 1st
March	January 1st
April	February 1st
May	March 1st
June	April 1st
July	May 1st
August	June 1st
September	July 1st
October	August 1st
November	September 1st
December	October 1st

Schedule, Pricing & Reach



Proposed Schedule, Pricing & Reach 2023-2024

Plan 1	Ad Description	November	December	January	February	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 Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	Saudi Arabia, UAE, Qatar, Washington DC, Virginia	\$ 2,500.00				\$ 2,500.00	25,000
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter		\$ 2,350.00			\$ 2,350.00	488,357
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter			\$ 3,000.00		\$ 3,000.00	7,500
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 - Middle East, Washington DC metro						
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	112,500
OTT Video	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00			\$ 1,500.00	60,000
Elite Traveler							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00			\$ 1,000.00	13,000
JamesEdition							
Rotating Gallery Home Page	Featured Banner	\$ 2,000.00				\$ 2,000.00	750,000
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
JetSet Magazine							
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00	2,140,000
Robbreport.com							
Robbreport.com	Real Estate media bar	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00		\$ 3,750.00	18,000
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 e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000
Property upgrades	Property upgrades		Bonus		Bonus	\$ -	
Mansion Global Homepage	Featured Listing Module			\$ 1,275.00		\$ 1,275.00	164,000
Mansion Global Instagram	Mansion Global Instagram				\$ 1,775.00	\$ 1,775.00	76,200
Billionaire							
Custom Content + Social Campaign	Custom Content + Social Campaign		\$ 6,000.00			\$ 6,000.00	25,600
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages		\$3,250			\$ 3,250.00	
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade		\$ 650.00		\$ 650.00	\$ 1,300.00	1,288,848
The New York Times							
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00				\$ 710.00	423,111
The New York Times	Property Spot - Sunday		\$ 710.00			\$ 710.00	381,268
The New York Times Takeover	Full page w/ Digital promotion				\$ 750.00	\$ 750.00	168,000
The New York Times International Edition							
The New York Times International Edition	Double Property Spot				\$ 1,140.00	\$ 1,140.00	104,301
Billionaire Magazine							
Billionaire Magazine	Full Page	\$ 8,125.00				\$ 8,125.00	14,791
Boat International							
International issue	Full Page			\$ 4,500.00		\$ 4,500.00	12,925
Elite Traveler							
Elite Traveler	Luxury Homes Feature				\$ 4,500.00	\$ 4,500.00	
Financial Times							
Financial Times	Triple Property Spot		\$ 2,190.00		\$ 2,190.00	\$ 4,380.00	420,914
Robb Report							
Robb Report	Triple Property Spot				\$ 2,490.00	\$ 2,490.00	324,000
Simply Abu Dhabi							
Simply Abu Dhabi	Spread		\$ 5,000.00			\$ 5,000.00	7,800
Out of Home							
Emirates Airline	Inflight Entertainment Systems				\$ 320,000.00	\$ 320,000.00	8,500,000
TOTAL - Does not include Out of Home						\$ 105,450.00	10,715,515
*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	November	December	January	February	Media Total	Reach
Media							
Sotheby's Auction House: Print							
Sotheby's Magazine	Half Page				\$ 1,620.00	\$ 1,620.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	Saudi Arabia, UAE, Qatar, Washington DC, Virginia	\$ 2,500.00				\$ 2,500.00	25,000
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter			\$ 3,000.00		\$ 3,000.00	7,500
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 - Middle East, Washington DC metro						
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	112,500
OTT Video	Behavioral Custom program	\$ 1,500.00				\$ 1,500.00	100,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00			\$ 1,500.00	60,000
Elite Traveler							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00			\$ 1,000.00	13,000
JamesEdition							
Rotating Gallery Home Page	Featured Banner	\$ 2,000.00				\$ 2,000.00	750,000
Rotating Gallery Real Estate Page	Featured Banner		\$ 1,600.00			\$ 1,600.00	750,000
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 3,300.00				\$ 3,300.00	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
JetSet Magazine							
JetSet Magazine	Annual Global Campaign		\$2,500			\$ 2,500.00	2,140,000
Robbreport.com							
Robbreport.com	Real Estate media bar	\$ 1,250.00		\$ 1,250.00		\$ 2,500.00	12,000
Simply Abu Dhabi							
Instagram Post	Instagram Post	\$ 1,375.00		\$ 1,375.00		\$ 2,750.00	51,200
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000
Property upgrades	Property upgrades		Bonus		Bonus	\$	
Mansion Global Homepage	Featured Listing Module			\$ 1,275.00		\$ 1,275.00	164,000
Mansion Global Instagram	Mansion Global Instagram				\$ 1,775.00	\$ 1,775.00	76,200
Billionaire							
Custom Content + Enewsletter	Custom Content + Enewsletter		\$ 4,300.00			\$ 4,300.00	50,000
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages		\$3,250			\$ 3,250.00	
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade		\$ 650.00		\$ 650.00	\$ 1,300.00	1,288,848
The New York Times							
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00				\$ 710.00	423,111
The New York Times	Property Spot - Sunday		\$ 710.00			\$ 710.00	381,268
The New York Times Takeover	Full page w/ Digital promotion				\$ 750.00	\$ 750.00	168,000
The New York Times International Edition							
The New York Times International Edition	Double Property Spot				\$ 1,140.00	\$ 1,140.00	104,301
Billionaire Magazine							
Billionaire Magazine	Full Page		\$ 8,125.00			\$ 8,125.00	14,791
Financial Times							
Financial Times	Triple Property Spot		\$ 2,190.00		\$ 2,190.00	\$ 4,380.00	420,914
Simply Abu Dhabi							
Simply Abu Dhabi	Spread		\$ 5,000.00			\$ 5,000.00	7,800
TOTAL						\$ 78,690.00	9,657,433

*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		November	December	January	February	Media Total	Reach	
Media								
Sotheby's Auction House: Print								
Sotheby's Magazine	Half Page				\$ 1,620.00	\$ 1,620.00	20,000	
Sotheby's Auction House: Digital								
Sotheby's Bespoke Geo-Targeted Emails	Email			\$ 3,000.00		\$ 3,000.00	7,500	
Sotheby's Preferred Enewsletters	Sotheby's Preferred Enewsletters							
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000	
Million Impressions	Targeting - Middle East, Washington DC metro							
Comprehensive Digital								
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	75,000	
OTT Video	Behavioral Custom program	\$ 1,500.00				\$ 1,500.00	100,000	
Elite Traveler								
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000	
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00			\$ 1,000.00	13,000	
JamesEdition								
Rotating Gallery Real Estate Page e-Newsletter	Featured Banner e-Newsletter		\$ 1,600.00			\$ 1,600.00	750,000	
Social Media	Listing Feature		\$ 1,000.00	\$ 1,500.00		\$ 1,500.00	294,000	
						\$ 1,000.00	148,000	
Robbreport.com								
Robbreport.com	Real Estate media bar	\$ 1,250.00		\$ 1,250.00		\$ 2,500.00	12,000	
Simply Abu Dhabi								
Instagram Post	Instagram Post	\$ 1,375.00		\$ 1,375.00		\$ 2,750.00	51,200	
WSJ.com								
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000	
Property upgrades	Property upgrades		Bonus		Bonus	\$ -	-	
Mansion Global Homepage	Featured Listing Module			\$ 1,275.00		\$ 1,275.00	164,000	
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages	\$1,100				\$ 1,100.00		
Print								
The Wall Street Journal								
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade		\$ 650.00		\$ 650.00	\$ 1,300.00	1,288,848	
The New York Times								
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00				\$ 710.00	423,111	
The New York Times	Property Spot - Sunday		\$ 710.00			\$ 710.00	381,268	
The New York Times Takeover	Full page w/ Digital promotion				\$ 750.00	\$ 750.00	168,000	
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							\$ 35,580.00	5,435,142

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