



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

19846 Pacific Coast Highway Advertising and Marketing Program

Beverly
Hills

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 19846 Pacific Coast Highway

SKY Advertising is excited to present to Beverly Hills Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 19846 Pacific Coast Highway.

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 Malibu, 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**

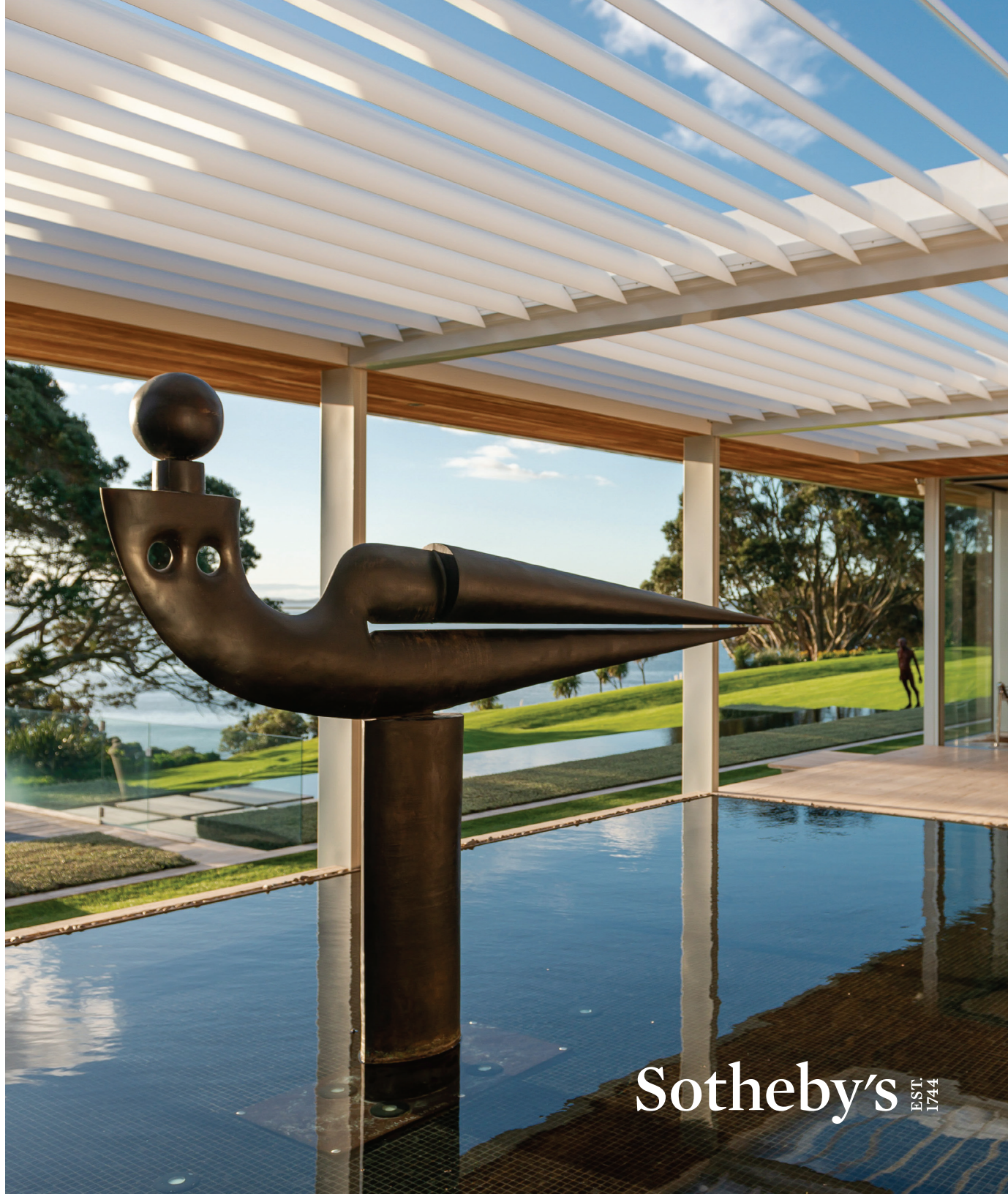
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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

DIGITAL

SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

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

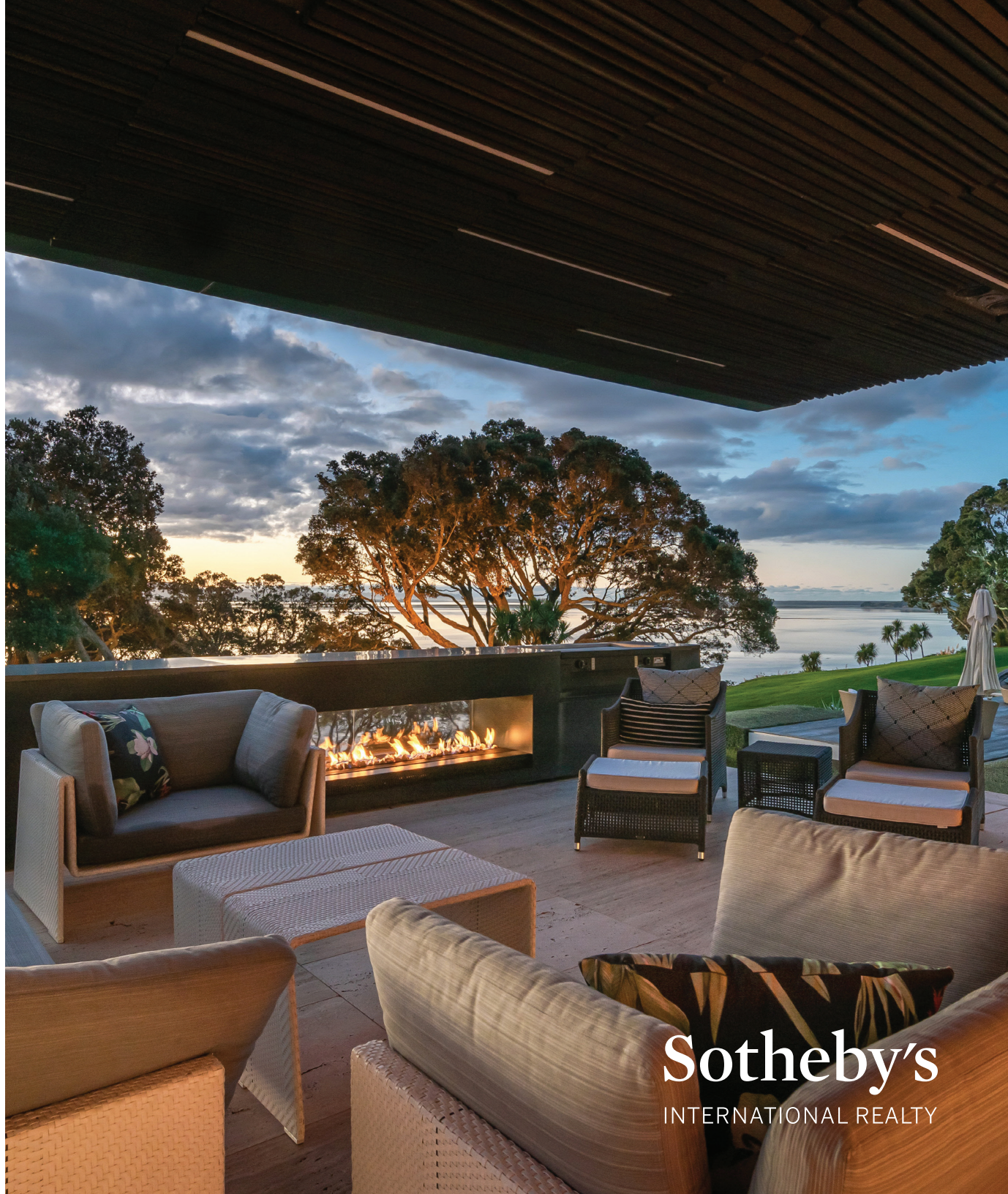
TARGETED AREAS

California

PRICE: \$2,500/DEPLOYMENT



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

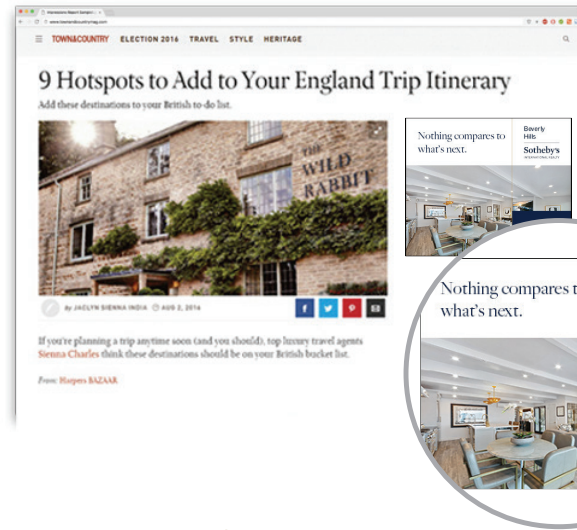
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **19846 Pacific Coast Highway**
- Flight Dates: **November 2023 - January 2024**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES

Telegraph.co.uk

THE WALL STREET JOURNAL.

South China Morning Post

Forbes

Bloomberg Markets

REUTERS

The Economist

GULF NEWS



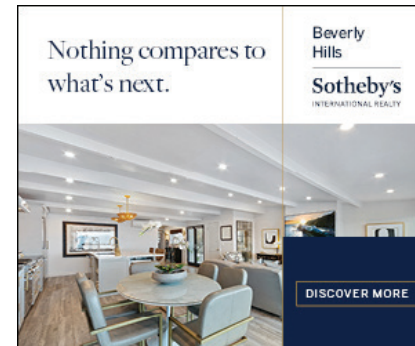
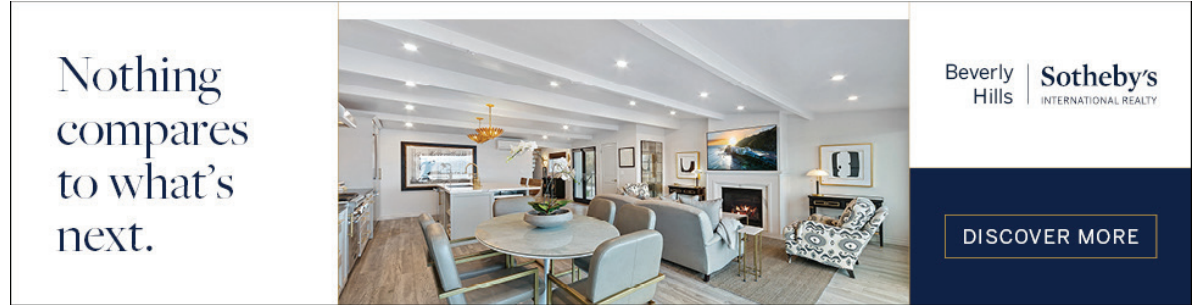
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

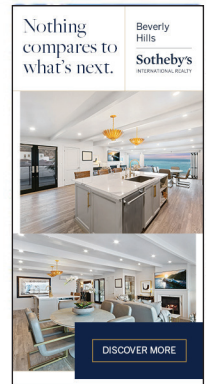
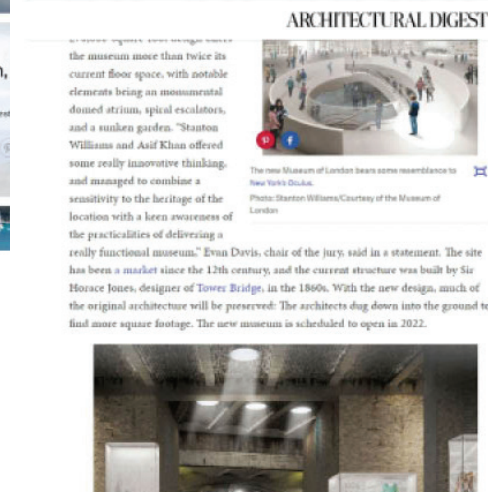
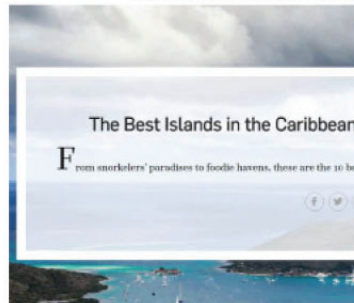
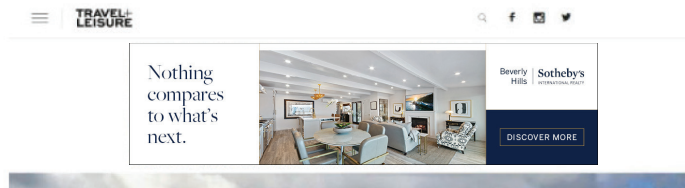
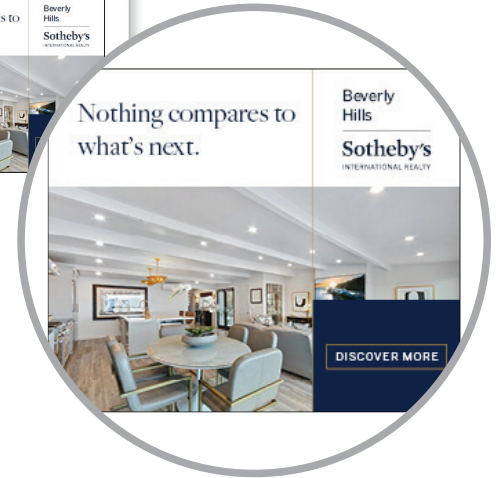
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

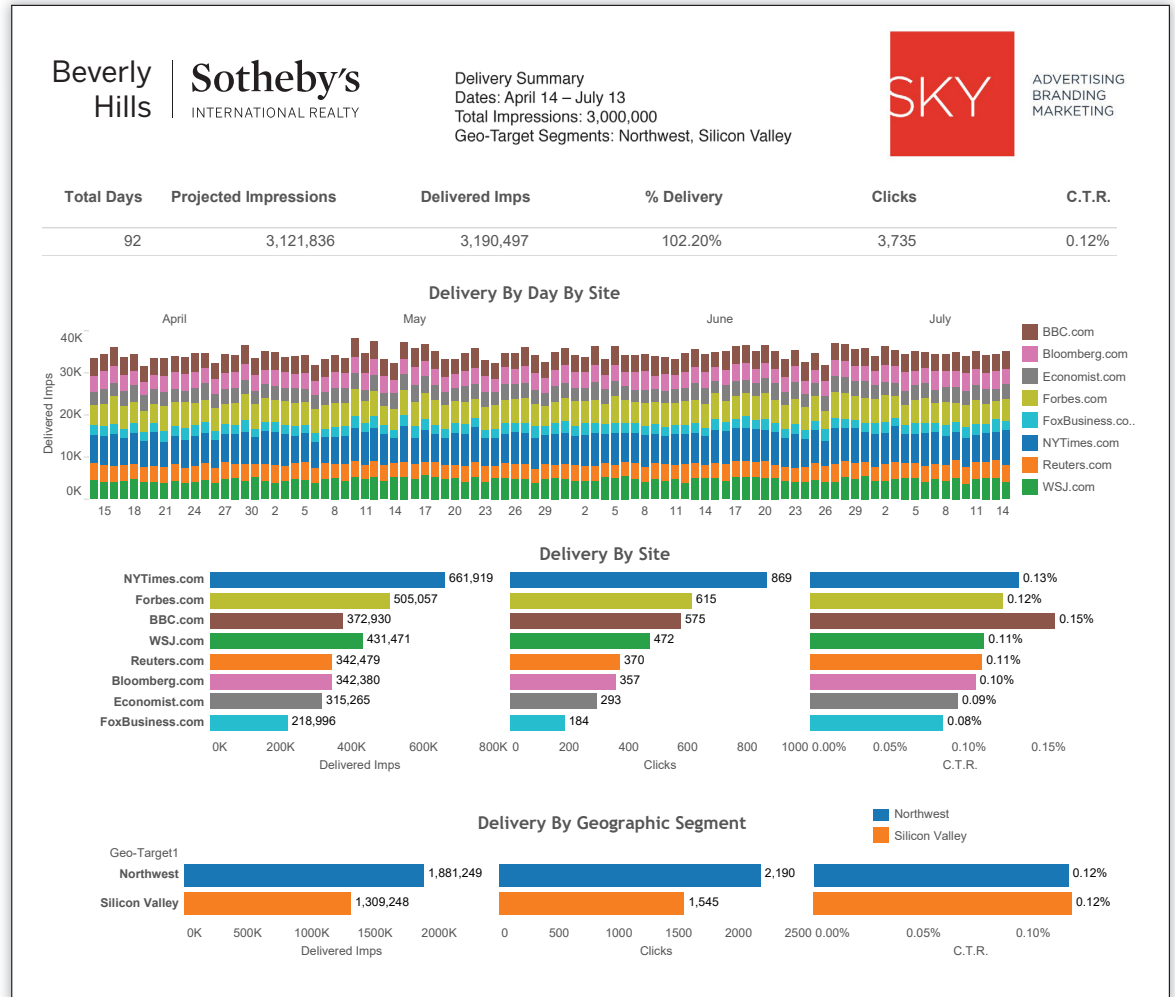


Comprehensive Reporting For Your Customized Campaign

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

IMPRESSIONS PROGRAM SAMPLE REPORT



Comprehensive Digital

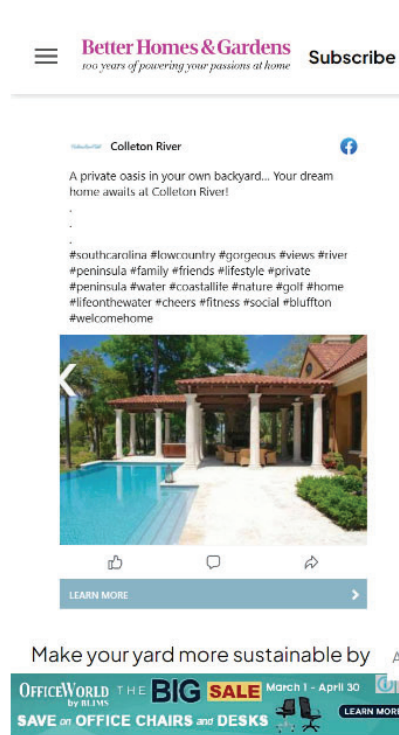
SOCIAL MIRROR ADS

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.

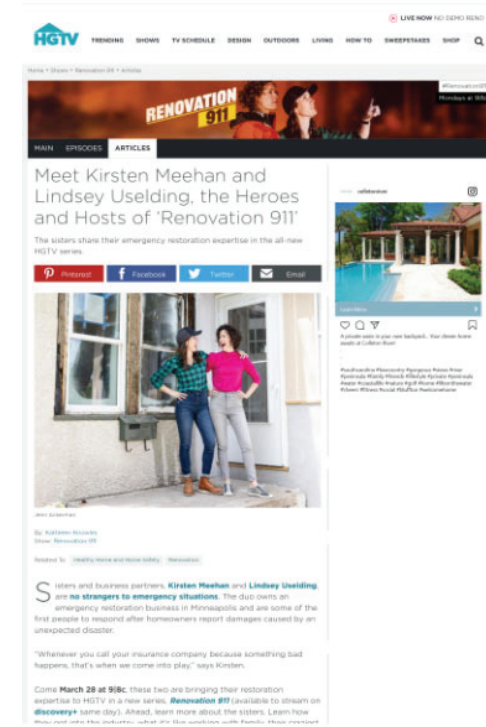
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

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 is a search bar and a category menu with icons for Cars, Real Estate, Yachts, Watches, Jets, Helicopters, and Entertainment. A large banner features a yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below this is a section for 'MOST POPULAR' items, including a Ferrari 488 GTB, Chevrolet Corvette, Shannan Villa, and Ram 2500. There are also sections for 'JAMES SPOTTING' (a duplex), 'RICH LIST' (a yacht), and 'LATEST STORIES' (a red sports car). The bottom of the page has a 'VIEW ALL STORES' link.

This 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. Below the search bar is a featured property 'THE PENTHOUSES AT GOLDEN PEAK' with a price of \$23,900,000. A large banner for 'Nothing compares.' is also visible. The main content area is titled 'Featured luxury properties' and displays a grid of various real estate listings, including '5 Bedrooms - Pent...', 'Stunning Sherwood...', 'Enviably Estate by...', and 'Modern Apartment...'. Below this is a 'News about luxury real estate' section with articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. The footer contains 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

jamesedition.com

ROTATING GALLERY

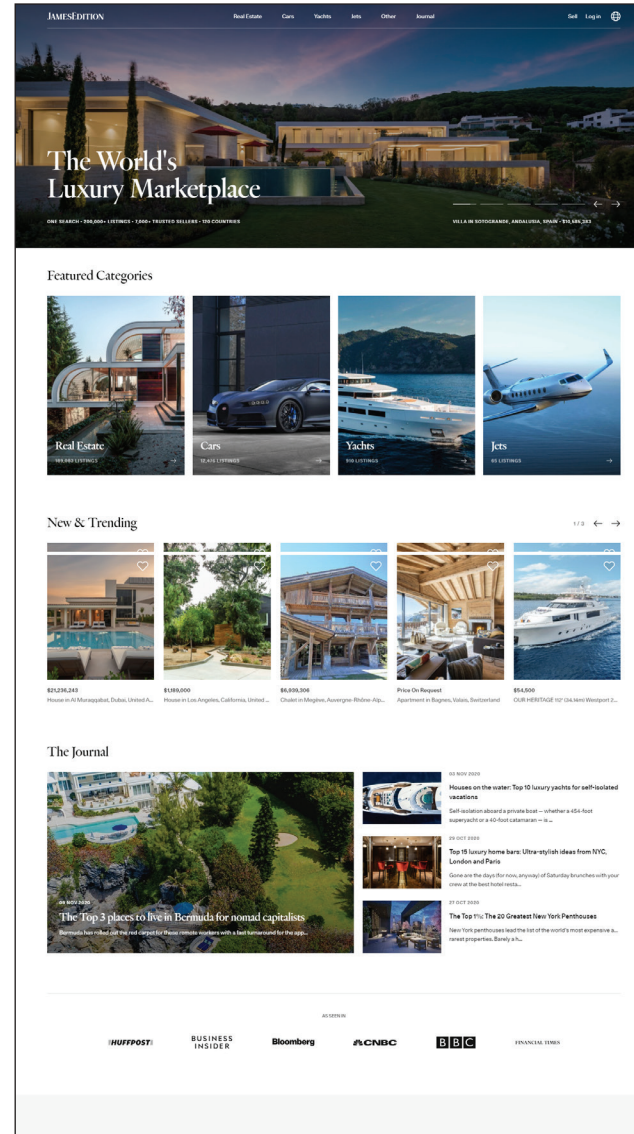
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600

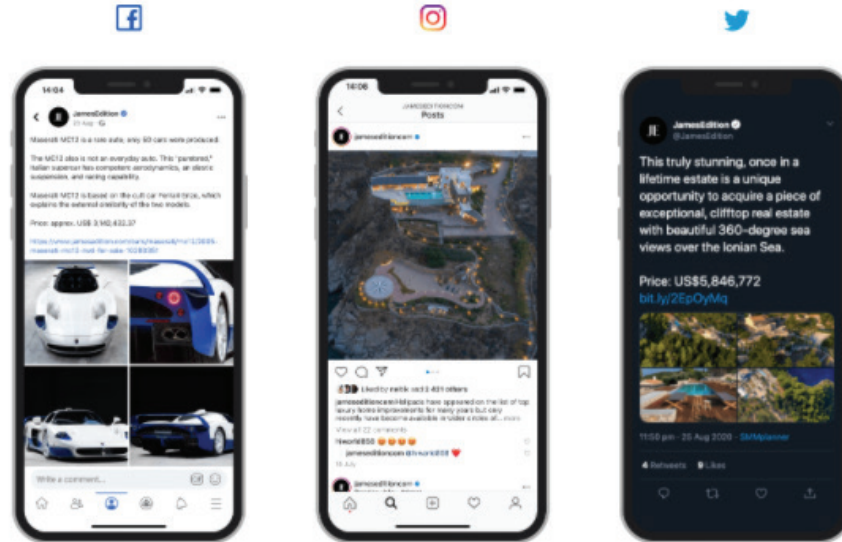


jamesedition.com

SOCIAL MEDIA POST

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

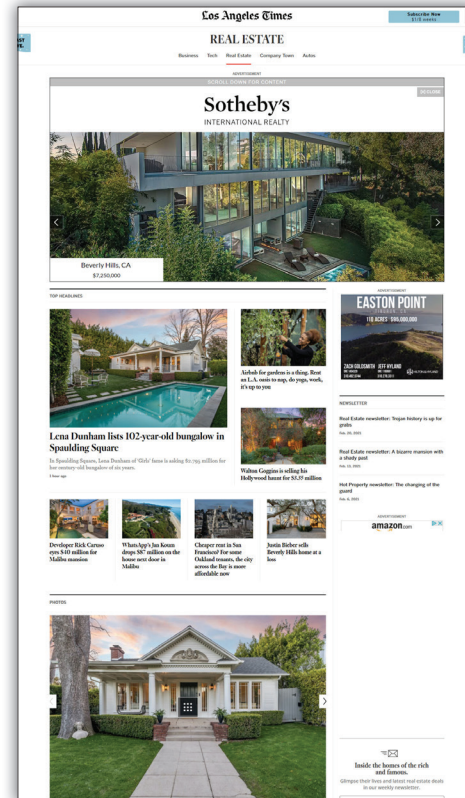
LA Times

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**



DIGITAL

LA Times

CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

PRICE: \$1,350/DEPLOYMENT

Los Angeles Times

Luxe Magazine

DESIGN WHERE YOU LIVE.

Luxe champions the art of elevated living and inspires you to connect with those who create it.

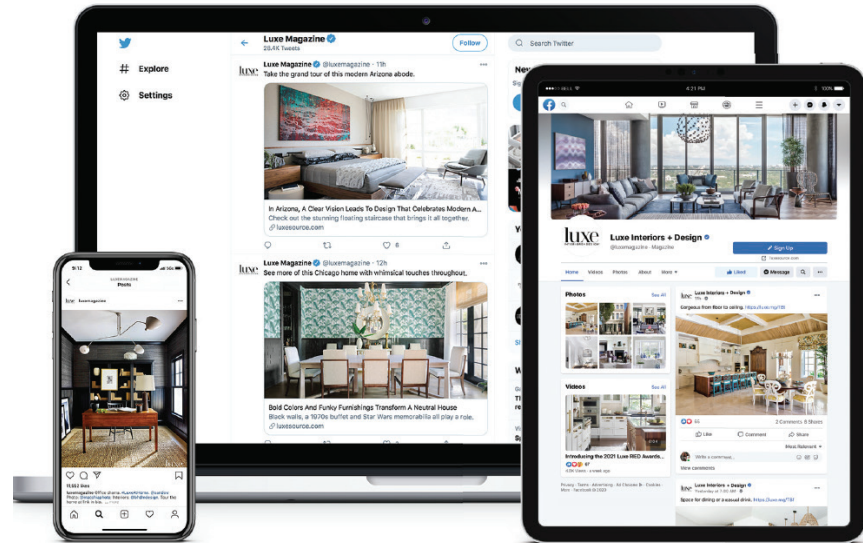
Tell your stories, spark conversations and build relationships with fellow design lovers through a Luxe Interiors + Design social media program.

The Luxe audience

- 94% Own a Home Valued at \$1 Million or Greater
- 72% Have a Net Worth of \$5 Million or More
- 35% Have a Net Worth of \$10 Million or More
- 1.5 Million Audience
- 3.3 Million Global Digital Audience

@LuxeMagazine on Instagram

- 12M+ monthly reach
- 1.7M+ followers
- @LuxeMagazine on Facebook
- 2M+ monthly reach
- 970K followers



SPONSORED AD

The Luxe Audience

- Instagram and Facebook
- Sponsored Ad (1x): Choose clicks or impressions.
- 14-day minimum duration
- Image Ad
- Video Ad
- 500 clicks or 250K impressions

PRICE: \$3,000

**Maximum 30 featured properties
Included with the Hot Property Print Placement**

Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.



SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

INSTAGRAM: \$700

FACEBOOK: \$575

FACEBOOK/INSTAGRAM: \$1,300 PER MONTH

OCEANHOME EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES ANNUALLA

FROM A PENTHOUSE YOU CAN SEE FOREVER

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Weaster-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Annualla today.

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA
 Deluxe Suites to 3-Bedroom Villas
 From \$125,000 to over \$10 Million

OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500. per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

RMS

RobbReport.Com

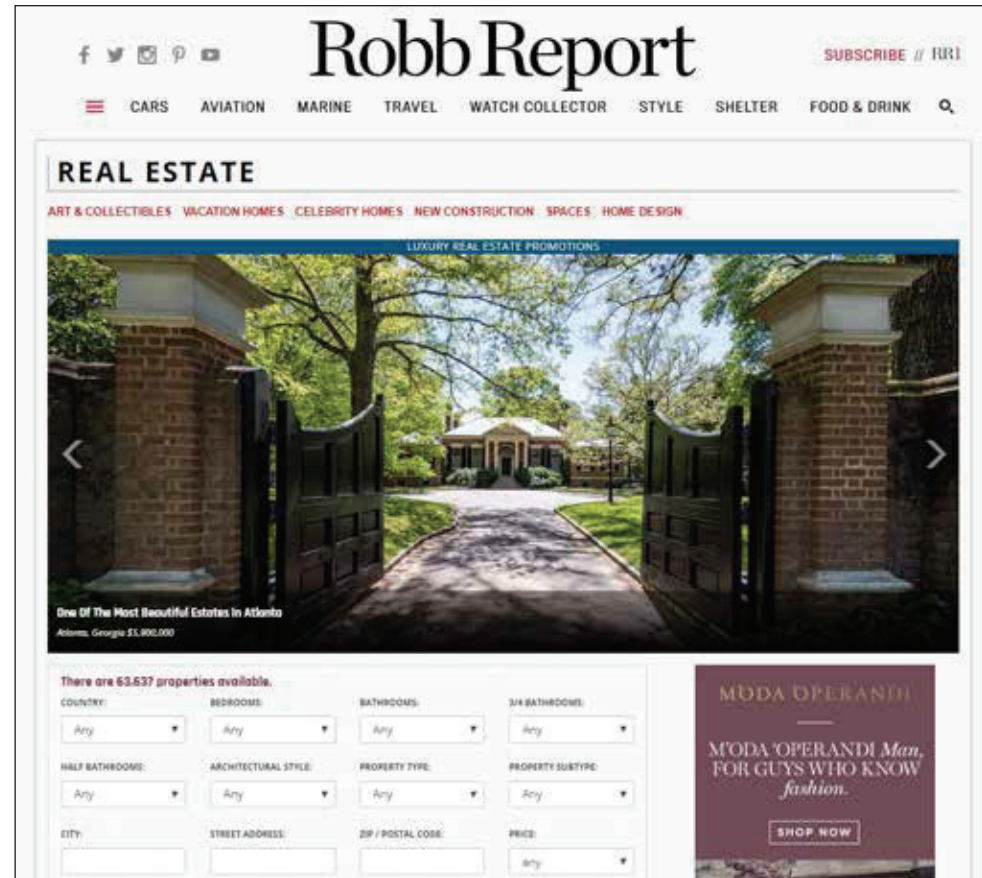
REAL ESTATE MEDIA BAR

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



The Wall Street Journal Online (WSJ.Com)

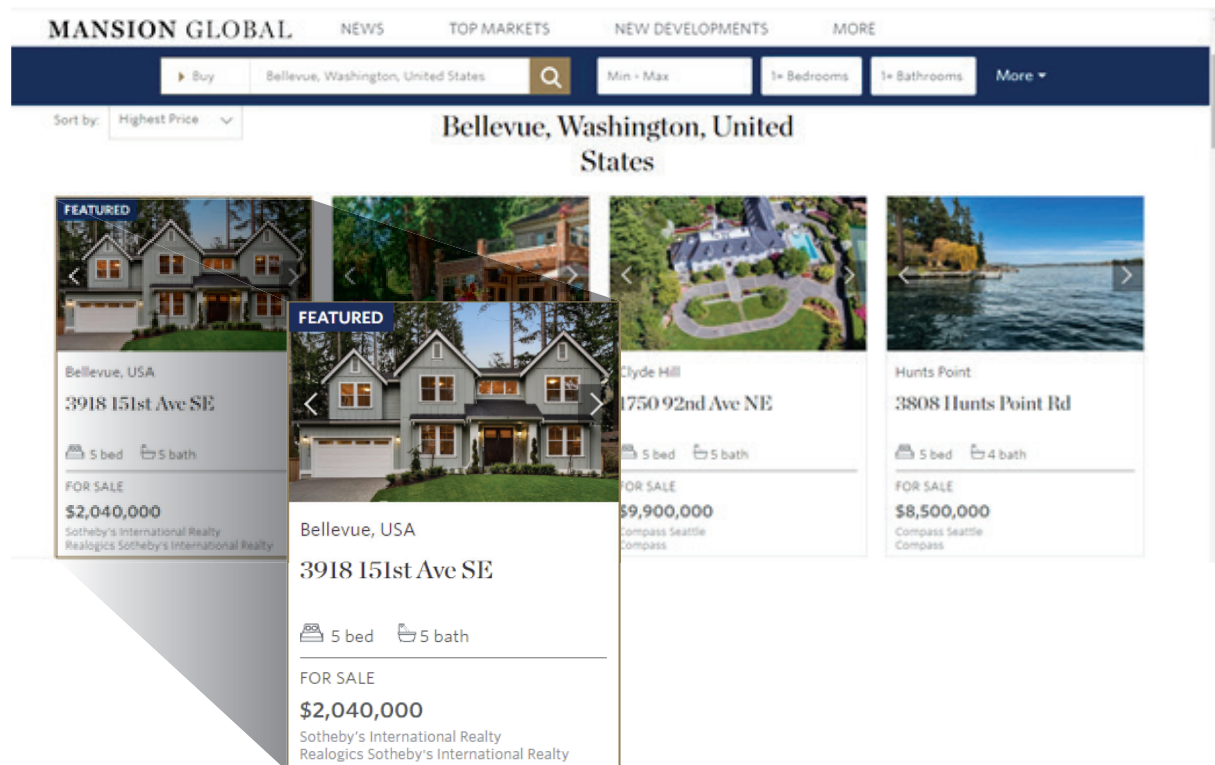
FEATURED PROPERTY UPGRADES

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)

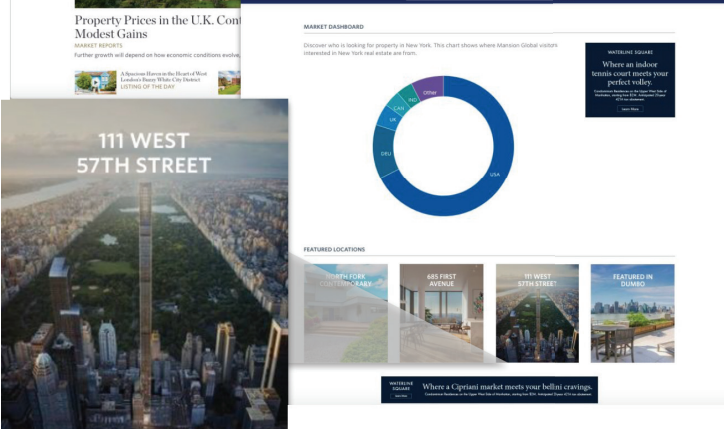
MANSION GLOBAL TOP MARKETS PAGE TILES

Showcase premier listings alongside regionally relevant editorial.

AVAILABLE MARKETS:

- New York
- London & UK
- Los Angeles
- Dubai
- Miami
- Sydney
- San Francisco

PRICE: \$575/MONTH

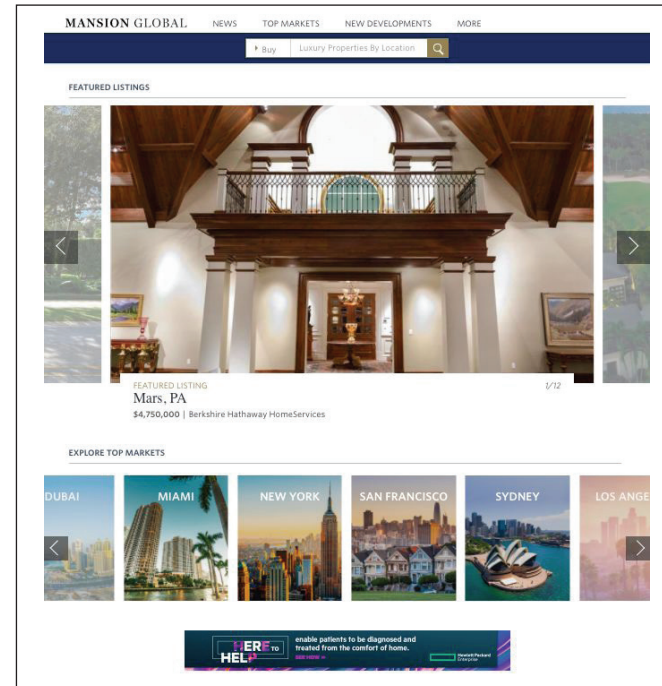


The Wall Street Journal Online (WSJ.Com)

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



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**

PRICE: \$650 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

EXUMA, THE BAHAMAS



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



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

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

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

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

What's News
The Fed expanded an emergency bill program to cut the cost of new loans to banks and other lenders that are providing credit to companies in need of financing. Major U.S. stock indexes fell around 2%. The Fed cut its benchmark rate to 0% and announced plans to buy additional Treasury bills and corporate bonds to support the economy.

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

LEAF CAY, THE BAHAMAS Leaf Cay \$19,995,000 USD sirbahamas.com/id/46931 Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@sirbahamas.com +1 242.424.9699	PARADISE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,200,000 USD sirbahamas.com/id/46932 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 949.388.0249	SCOTTSDALE, ARIZONA 10776 East Hornbeck Drive \$1,200,000 USD sirbahamas.com/id/46933 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 949.388.0249	SCOTTSDALE, ARIZONA 20027 North 4th Street Road \$1,200,000 USD sirbahamas.com/id/46934 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 949.388.0249	ATHERTON, CALIFORNIA 1531 Vinyard Road \$1,200,000 USD sirbahamas.com/id/46935 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.2874
PALM ALTO, CALIFORNIA 12776 Vinyard Road \$1,200,000 USD sirbahamas.com/id/46936 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.2874	POMONA, CALIFORNIA 3011 Longwood Road \$1,200,000 USD sirbahamas.com/id/46937 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.2874	ROSE, CALIFORNIA 2715 Green Hill Road \$1,200,000 USD sirbahamas.com/id/46938 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.2874	SAN DIEGO, CALIFORNIA 2776 Ocean Street \$1,200,000 USD sirbahamas.com/id/46939 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.2874	SAN FRANCISCO, CALIFORNIA 1001 Hill Street \$1,200,000 USD sirbahamas.com/id/46940 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.2874
GREENSBORO, CONNECTICUT 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46941 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	HARTFORD, CONNECTICUT 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46942 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	MILWAUKEE, WISCONSIN 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46943 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	MIAMI BEACH, FLORIDA 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46944 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	MIAMI BEACH, FLORIDA 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46945 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743
ALBANY, MASSACHUSETTS 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46946 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	BOSTON, MASSACHUSETTS 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46947 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	LENOX, MASSACHUSETTS 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46948 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	SPRINGFIELD, MASSACHUSETTS 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46949 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	PRINCETON, NEW JERSEY 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46950 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743
NEW YORK, NEW YORK 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46951 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	NEW YORK, NEW YORK 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46952 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	NEW YORK, NEW YORK 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46953 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	NEW YORK, NEW YORK 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46954 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	ROSELAND, NEW YORK 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46955 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743
CHARLOTTE, NORTH CAROLINA 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46956 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	PROVIDENCE, RHODE ISLAND 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46957 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	CHARLOTTE, SOUTH CAROLINA 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46958 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	LOT OF PINE, SOUTH CAROLINA 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46959 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	ARTIST, TEXAS 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46960 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743
HOUSTON, TEXAS 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46961 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	HOUSTON, TEXAS 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46962 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	WHEELERSVILLE, TEXAS 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46963 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	AMAR, UTAH 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46964 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	KANAB, UTAH 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46965 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743
VICTORIA, BRITISH COLUMBIA 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46966 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	HOUSTON, TEXAS 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46967 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	HOUSTON, TEXAS 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46968 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	HOUSTON, TEXAS 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46969 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	HOUSTON, TEXAS 1000 Main Street \$1,200,000 USD sirbahamas.com/id/46970 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743

Financial Times

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

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

\$730 PROPERTY SPOT, COLOR

Global

EXUMA, THE BAHAMAS



Leaf Cay
\$19,995,000 USD | sirbahamas.com/id/46931
Bahamas Sotheby's International Realty
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House & Home

FTWeekend

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Adventures on two wheels

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Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

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PALO ALTO, CALIFORNIA 1527H Aveleya.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.882.2626	PESQUIM, CALIFORNIA 3913 Hampton Road.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.882.2626	ROSE, CALIFORNIA 2715 Poppy Hill.com \$2,700,000 Golden Gate Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 480.388.0280	SAN DIEGO, CALIFORNIA 2716 N Coast Street \$1,000,000 USD www.sirbahamas.com/id/46936 Pacific Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 760.512.5128	SAN FRANCISCO, CALIFORNIA 1084 Hill Street.com \$2,000,000 San Francisco Sotheby's International Realty WENDY STOKER wendy.stoker@sirbahamas.com +1 415.774.8070
BIRMINGHAM, CONNECTICUT 1000 Park Drive.com \$1,000,000 Matt Bernard matt.bernard@sirbahamas.com +1 203.373.2883	WINTHROP, CONNECTICUT 1000 Park Drive.com \$1,000,000 Krisz Blak krisz.blak@sirbahamas.com +1 203.373.2883	ATLANTA, GEORGIA 111 Peachtree Industrial Drive \$1,000,000 USD www.sirbahamas.com/id/46937 Russell Post Molly Taylor russell.post@sirbahamas.com +1 508.524.4633	ATLANTA, GEORGIA 111 Peachtree Industrial Drive \$1,000,000 USD www.sirbahamas.com/id/46938 Susan Bryan Karly Thiele susan.bryan@sirbahamas.com +1 508.524.7700	MIAMI BEACH, FLORIDA 1111 Collins Avenue.com \$1,000,000 Cody D'Arcy Mazie Regan cody.darcy@sirbahamas.com +1 772.721.3889
ATLANTA, MASSACHUSETTS 1000 Park Drive.com \$1,000,000 Matt Bernard matt.bernard@sirbahamas.com +1 203.373.2883	BOSTON, MASSACHUSETTS 1000 Park Drive.com \$1,000,000 Logi Kujan Jeff Simonian logi.kujan@sirbahamas.com +1 412.947.1105	LENOX, MASSACHUSETTS 1000 Park Drive.com \$1,000,000 George Cain george.cain@sirbahamas.com +1 978.961.8955	ROSELAND TOWNSHIP, NEW JERSEY 1000 Park Drive.com \$1,000,000 Jordan Henderson jordan.henderson@sirbahamas.com +1 908.941.2050	PRINCETON, NEW JERSEY 1000 Park Drive.com \$1,000,000 Jordan Henderson jordan.henderson@sirbahamas.com +1 908.941.2050
NEW YORK, NEW YORK 1000 Park Drive.com \$1,000,000 East Gate Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.904.8428	NEW YORK, NEW YORK 1000 Park Drive.com \$1,000,000 East Gate Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.904.8428	NEW YORK, NEW YORK 1000 Park Drive.com \$1,000,000 Dorchester Manhattan Brokerage MARIE F. ALAN-BLUM MIKAI FIELD marie.alan-blum@sirbahamas.com +1 917.425.5497	NEW YORK, NEW YORK 1000 Park Drive.com \$1,000,000 Dorchester Manhattan Brokerage MARIE F. ALAN-BLUM MIKAI FIELD marie.alan-blum@sirbahamas.com +1 917.425.5497	SCOTTSDALE, NEW YORK 1000 Park Drive.com \$1,000,000 Scout24 Sotheby's International Realty ANITA WILCOX anita.wilcox@sirbahamas.com +1 914.452.8030
UNWILLED, NORTH CAROLINA 1000 Park Drive.com \$1,000,000 East Gate Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.904.8428	PROVIDENCE, RHODE ISLAND 1000 Park Drive.com \$1,000,000 East Gate Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.904.8428	CHARLESTON, SOUTH CAROLINA 1000 Park Drive.com \$1,000,000 East Gate Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.904.8428	STATE OF PALMS, SOUTH CAROLINA 1000 Park Drive.com \$1,000,000 East Gate Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.904.8428	AUSTIN, TEXAS 1000 Park Drive.com \$1,000,000 East Gate Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.904.8428
AUSTIN, TEXAS 1000 Park Drive.com \$1,000,000 East Gate Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.904.8428	HOUSTON, TEXAS 1000 Park Drive.com \$1,000,000 East Gate Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.904.8428	WIMBERLEY, TEXAS 1000 Park Drive.com \$1,000,000 East Gate Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.904.8428	KANAS, UTAH 1000 Park Drive.com \$1,000,000 East Gate Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.904.8428	KANAS, UTAH 1000 Park Drive.com \$1,000,000 East Gate Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.904.8428
PHOENIX, ARIZONA 1000 Park Drive.com \$1,000,000 East Gate Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.904.8428	PHOENIX, ARIZONA 1000 Park Drive.com \$1,000,000 East Gate Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.904.8428	PHOENIX, ARIZONA 1000 Park Drive.com \$1,000,000 East Gate Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.904.8428	PHOENIX, ARIZONA 1000 Park Drive.com \$1,000,000 East Gate Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.904.8428	PHOENIX, ARIZONA 1000 Park Drive.com \$1,000,000 East Gate Manhattan Brokerage HEIDI F. SMITH SERENA BROADBENT heidi.smith@sirbahamas.com +1 212.904.8428

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: \$610

Sotheby's INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.
SOTHEBYSREALTY.COM

MALIBU CALIFORNIA

Photos provided by James Lanza | STYLING: JANE WELDON

72 Post Road, Old Westbury, NY

Extra Bonus!
Real Estate Campaign
Special Offer of Cashback
+ \$2,500-\$750
(0.000000-0.000000)

72 Post Road
9 BR | 6 BA | 10.54 ACRES
\$4,400,000

Neighbors of the owner directly adjacent to the 220-acre Old Westbury Country Club, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom guest house, a country house, 10 barns, 13 three-carport cottages, an 18-hole garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIELGAL.COM/AGENT/DEBRA.RUSSELL

Sotheby's INTERNATIONAL REALTY

SOTHEBYSREALTY.COM

Open the door to what's next.

The Rosewood Farm Estate
Southampton, New York

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

Sotheby's INTERNATIONAL REALTY

SOTHEBYSREALTY.COM

Take a peek at what's next.

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

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ FT | \$11,000,000
S4MDCORROAD.COM

Sotheby's INTERNATIONAL REALTY

Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

The Los Angeles Times weekly Hot Property section features the most up-to-date real estate news — including Hot Property (celebrity transactions), neighborhood spotlights, buying/selling tips, home décor and improvement trends.

- 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.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



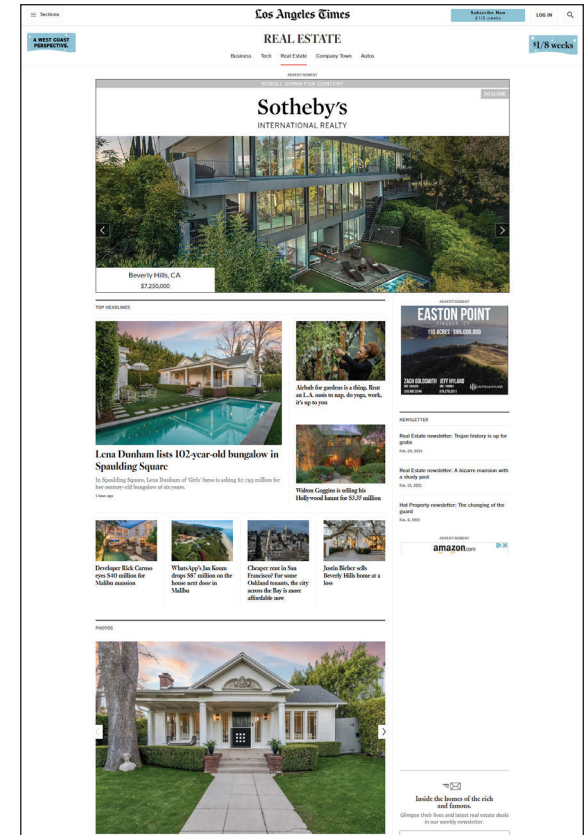
LA TIMES DIGITAL LIGHTHOUSE

The Sotheby's International Realty LA Times Digital Lighthouse showcases 27-30 properties monthly and owns 100% SOV at the top of the LA Times Real Estate section.

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$390/SPOT

Full color with 30 day Lighthouse Placement



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023-2024

Plan 1	Ad Description	November	December	January	Media Total	Reach
Media						
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Emails	Email					
Sotheby's Bespoke Geo-Targeted Emails	California	\$ 2,500.00			\$ 2,500.00	25,000
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 - California					
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Nob Hill Gazette						
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
JamesEdition						
Rotating Gallery Real Estate Page	Featured Banner			\$ 1,600.00	\$ 1,600.00	750,000
e-Newsletter	e-Newsletter		\$ 1,500.00		\$ 1,500.00	294,000
Social Media	Listing Feature	\$ 1,000.00			\$ 1,000.00	148,000
LA Times						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus	\$ 325.00	\$ 650.00	850,000
Custom Email	Custom Email		\$ 1,350.00		\$ 1,350.00	30,000
Luxe Interiors + Design						
IG + Facebook Sponsored Ad	IG + Facebook Sponsored Ad		\$ 3,000.00		\$ 3,000.00	250,000
Robbreport.com						
Robbreport.com	Real Estate media bar	\$ 1,250.00			\$ 1,250.00	6,000
WSJ.com						
Mansion Global Top Markets page tile	Top Markets page tiles -Los Angeles		\$ 575.00		\$ 575.00	164,000
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$ 2,150.00	164,000
Property upgrades	Property upgrades		Bonus		\$ -	
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module			\$ 1,275.00	\$ 1,275.00	164,000
Ocean Home						
Facebook Post	Facebook Post	\$ 575.00			\$ 575.00	21,600
Instagram Post	Instagram Post	\$ 700.00			\$ 700.00	21,800
Facebook/Instagram Ad	Facebook/Instagram Ad		\$ 1,300.00		\$ 1,300.00	43,400
Print						
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgr	\$ 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
Financial Times						
Financial Times	Property Spot		\$ 730.00		\$ 730.00	210,457
The Los Angeles Times						
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 390.00		\$ 390.00	220,780
The Los Angeles Times	Takeover	\$ 610.00			\$ 610.00	220,780
TOTAL					\$ 32,750.00	6,365,276

*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	Media Total	Reach
Media						
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Emails	Email					
Sotheby's Bespoke Geo-Targeted Emails	California	\$ 2,500.00			\$ 2,500.00	25,000
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 - California					
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	200,000
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	Featured Banner			\$ 1,600.00	\$ 1,600.00	750,000
e-Newsletter	e-Newsletter		\$ 1,500.00		\$ 1,500.00	294,000
Social Media	Listing Feature	\$ 500.00			\$ 500.00	148,000
LA Times						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus		\$ 325.00	425,000
Robbreport.com						
Robbreport.com	Real Estate media bar	\$ 1,250.00			\$ 1,250.00	6,000
WSJ.com						
Mansion Global Top Markets page tile	Top Markets page tiles -Los Angeles		\$ 575.00		\$ 575.00	164,000
Property upgrades	Property upgrades	Bonus	Bonus		\$ -	-
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module			\$ 1,275.00	\$ 1,275.00	164,000
Ocean Home						
Facebook Post	Facebook Post	\$ 575.00			\$ 575.00	21,600
Instagram Post	Instagram Post	\$ 700.00			\$ 700.00	21,800
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
Financial Times						
Financial Times	Property Spot		\$ 730.00		\$ 730.00	210,457
The Los Angeles Times						
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 390.00		\$ 390.00	220,780
The Los Angeles Times	Takeover	\$ 610.00			\$ 610.00	220,780
TOTAL					\$ 22,125.00	5,346,376

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