



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

511 NW Winters
Creek Road
Advertising and
Marketing Program

ONE | Sotheby's
INTERNATIONAL REALTY

Table of Contents

03 INTRO

04 SOTHEBY'S AUCTION HOUSE

05 Sotheby's Bespoke Geo-Targeted Email

06 DIGITAL

07 Impressions Campaign
12 Geofencing - Event and Location
13 Comprehensive Digital
15 Google AdWords
16 Crain's New York Business
17 jamesedition.com
19 Ocean Home
20 WSJ.com

23 PRINT

24 The Wall Street Journal
25 The New York Times
26 The New York Times Takeover
27 Architectural Digest
28 Financial Times

29 SCHEDULE, PRICING & REACH

30 2023



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 511 NW Winters Creek Road

SKY Advertising is excited to present to ONE Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 511 NW Winters Creek Road.

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 Palm City, FL.

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**

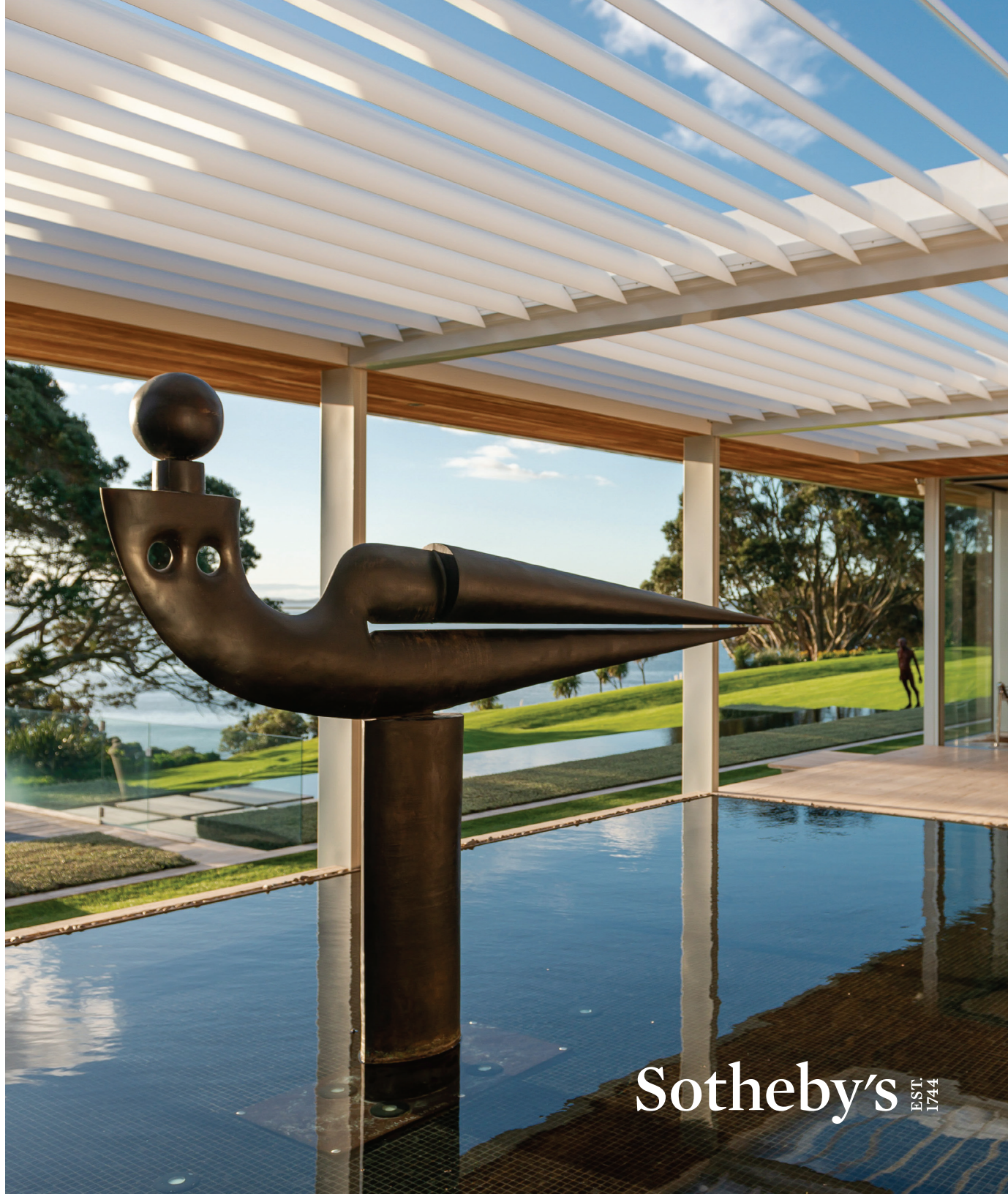
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

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

Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

DIGITAL

SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

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

TARGETED AREAS

Florida, New York, Connecticut, New Jersey, Pennsylvania

PRICE: \$2,500



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

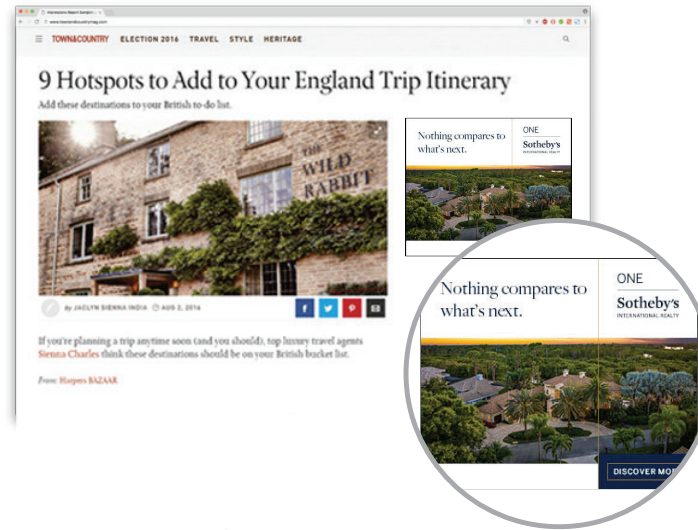
Impressions Campaign

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: **511 NW Winters Creek Road**
- Flight Dates: **December 2023 - February 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



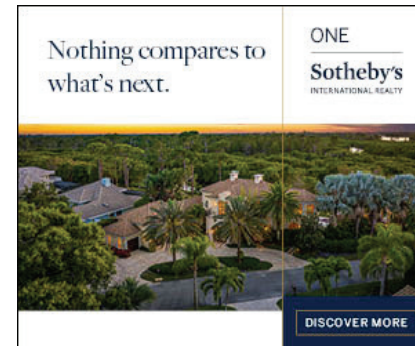
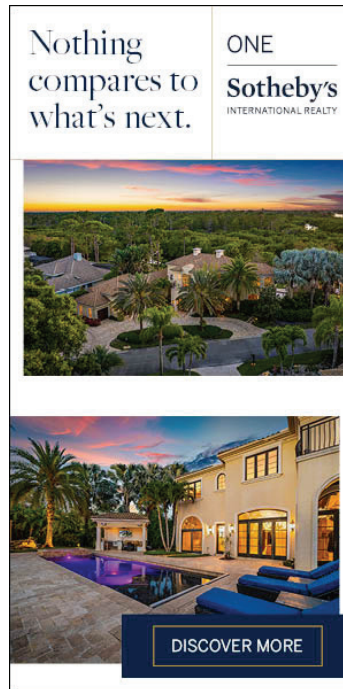
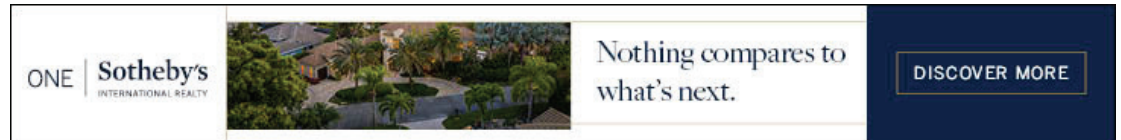
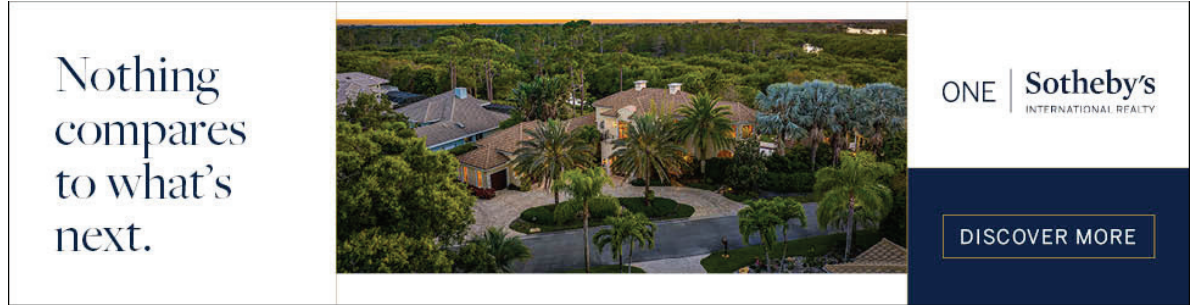
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

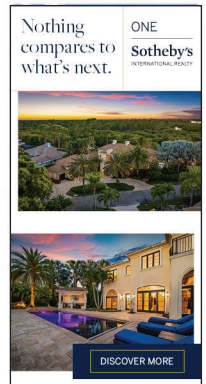
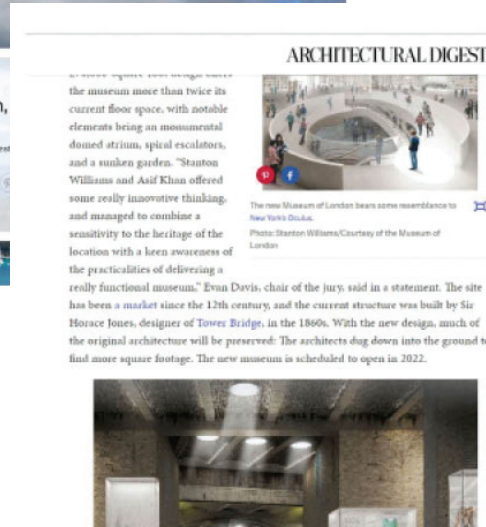
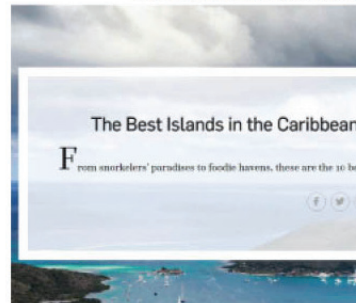
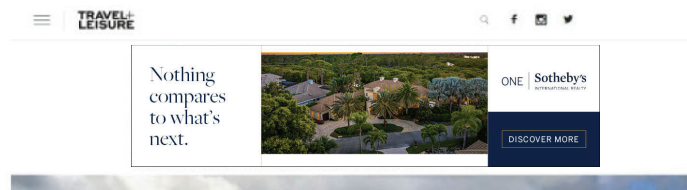
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

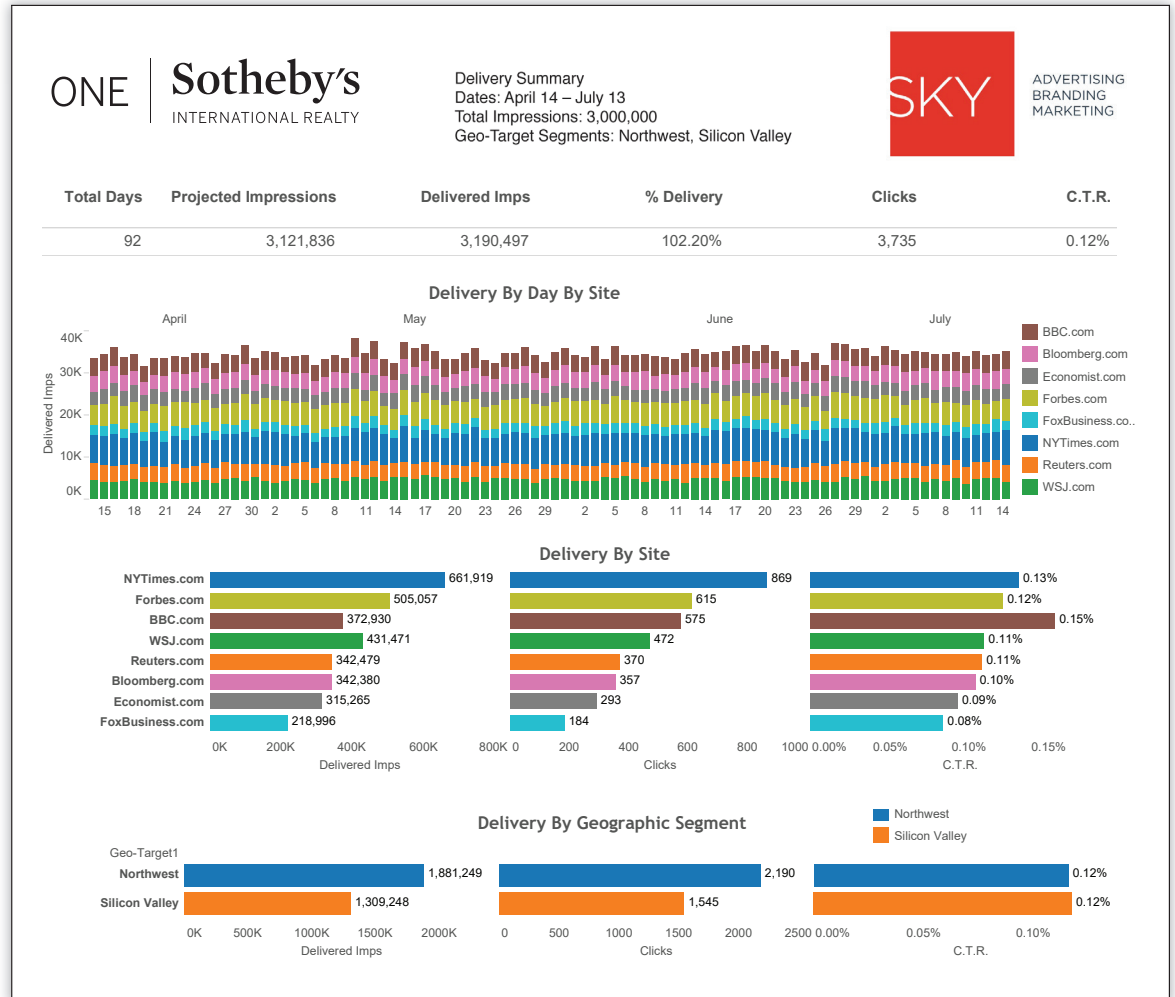


Comprehensive Reporting For Your Customized Campaign

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.

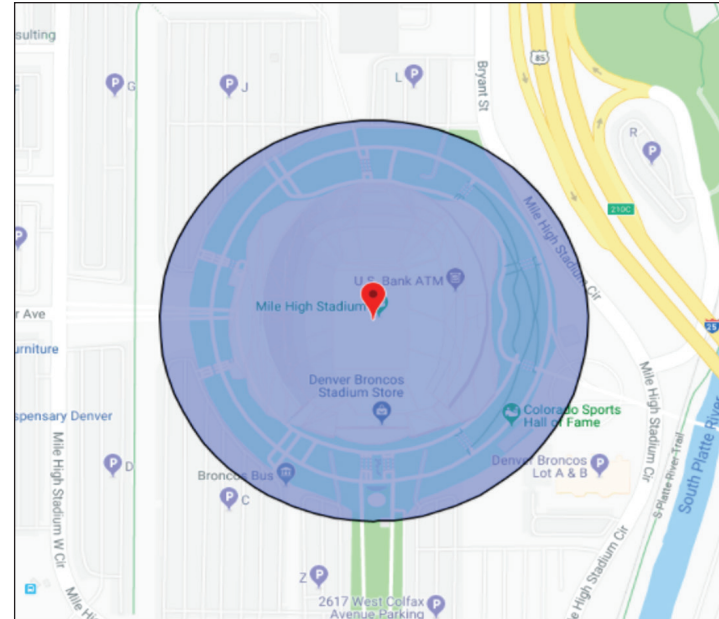
IMPRESSIONS PROGRAM SAMPLE REPORT



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

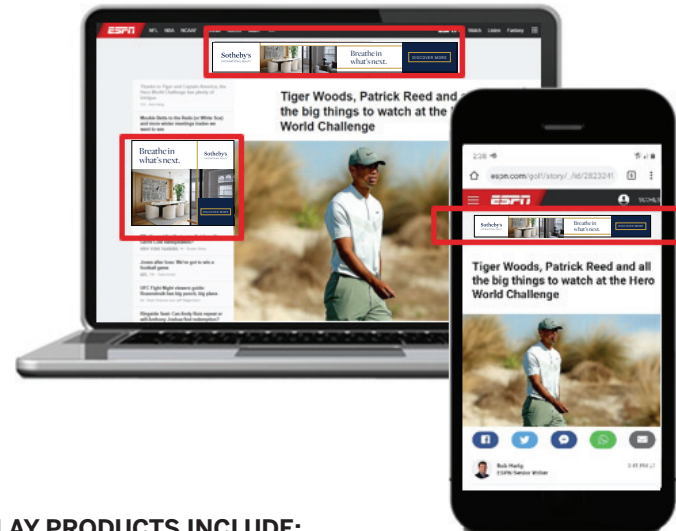
TARGET SPECIFIC EVENTS AND LOCATIONS

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

Comprehensive Digital

DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.

We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting, Custom Audience Matching & Lookalike.

Audiences- target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

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

Comprehensive Digital

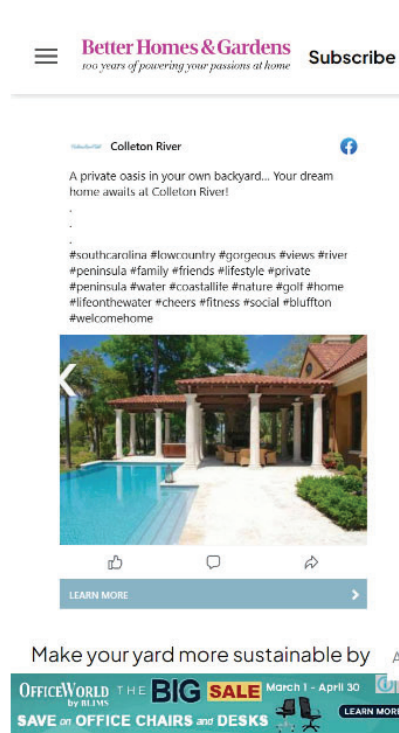
SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

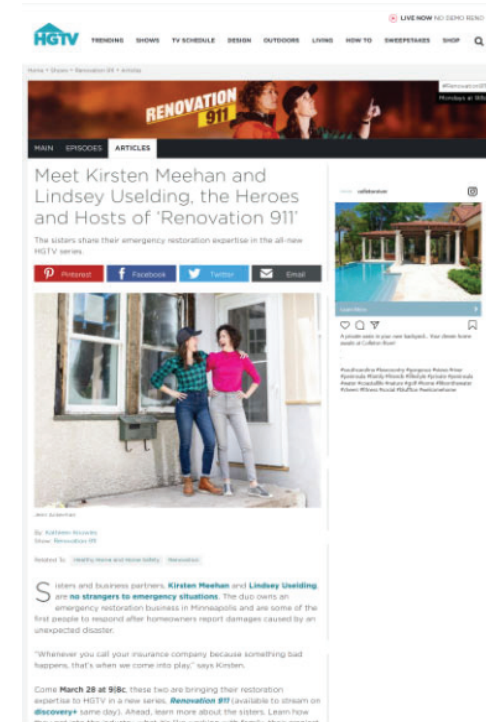
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.



PRICE: STARTING AT \$1,500 PER MONTH

Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing or website.

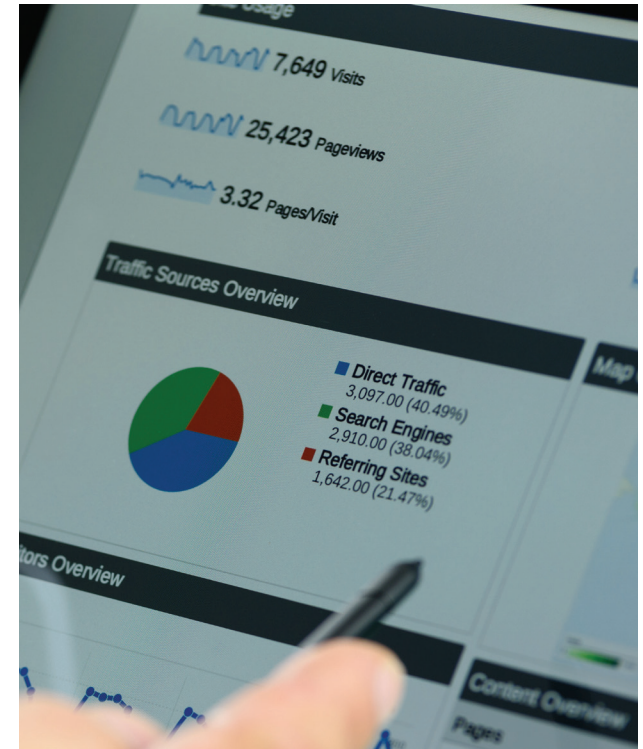


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

DIGITAL PPC PROGRAM
\$750 CAMPAIGN SET UP \$950/MONTH



Crain's New York Business

REAL ESTATE DAILY ENEWSLETTER

Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

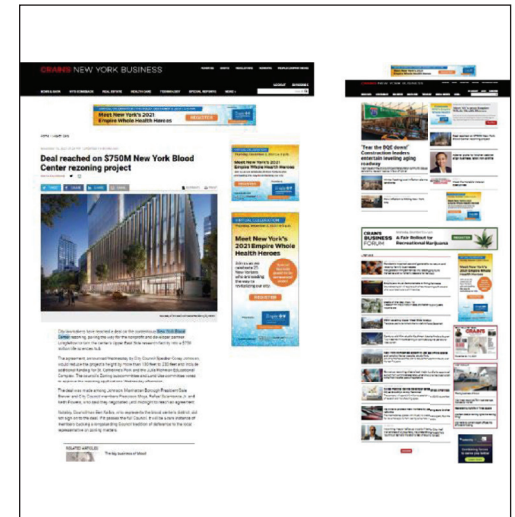
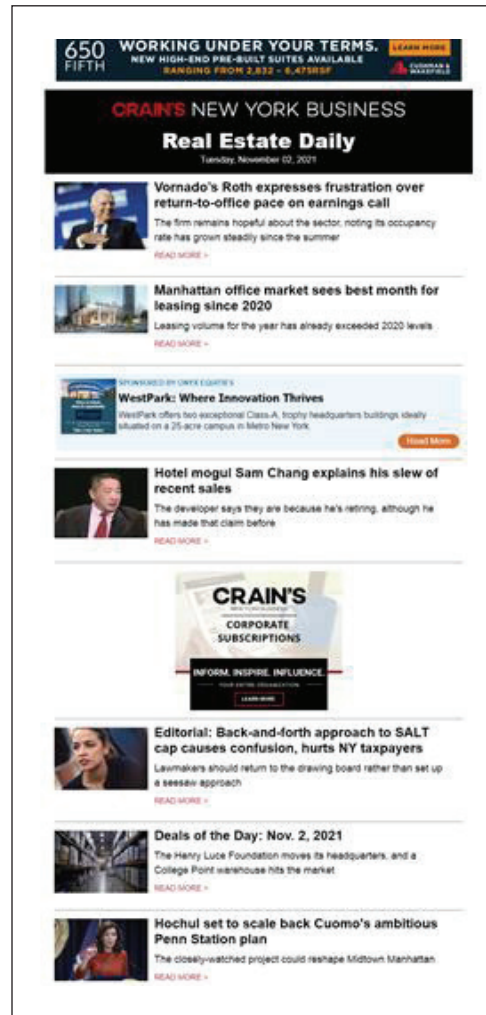
CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **78%** are Top Management Professionals
- **60%** are C-Suite Level Executives
- **41%** serve on a Corporate or Non-Profit Board
- **87%** influence Capital Expenditures, Leasing, or Purchasing

REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: **15,000**
- Average Open Rate: **42%**
- **33% SOV + 25K ROS** display impressions
- Featured Placement Property Listing

PRICE: \$3,150/WEEK (MON- FRI, 5 SENDS)



jamesedition.com

ROTATING GALLERY

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

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

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

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600

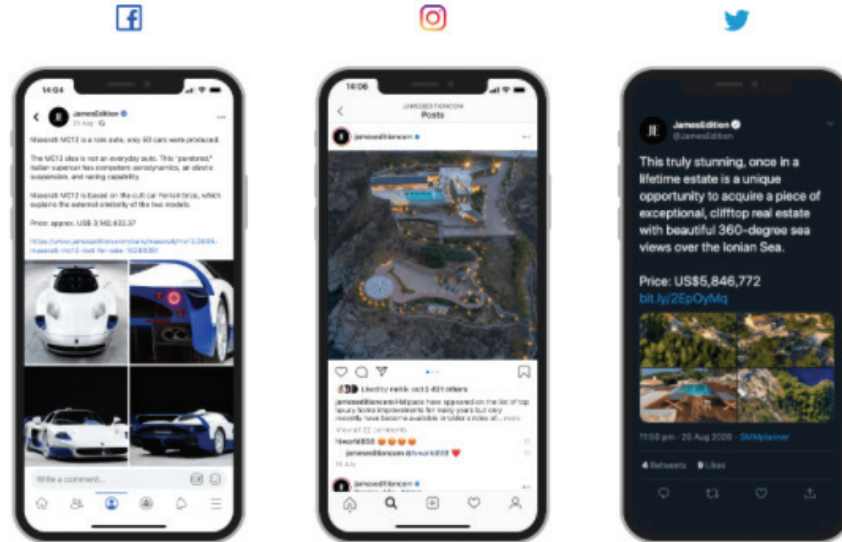


jamesedition.com

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

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.

FACEBOOK POST: \$575 PER POST

INSTAGRAM POST: \$700 PER POST

FACEBOOK/INSTAGRAM AD: \$1,300/MONTH

OCEAN HOME 2021 MAGAZINE

OCEANHOME EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA

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 Anguilla 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

The Wall Street Journal Online (WSJ.com)

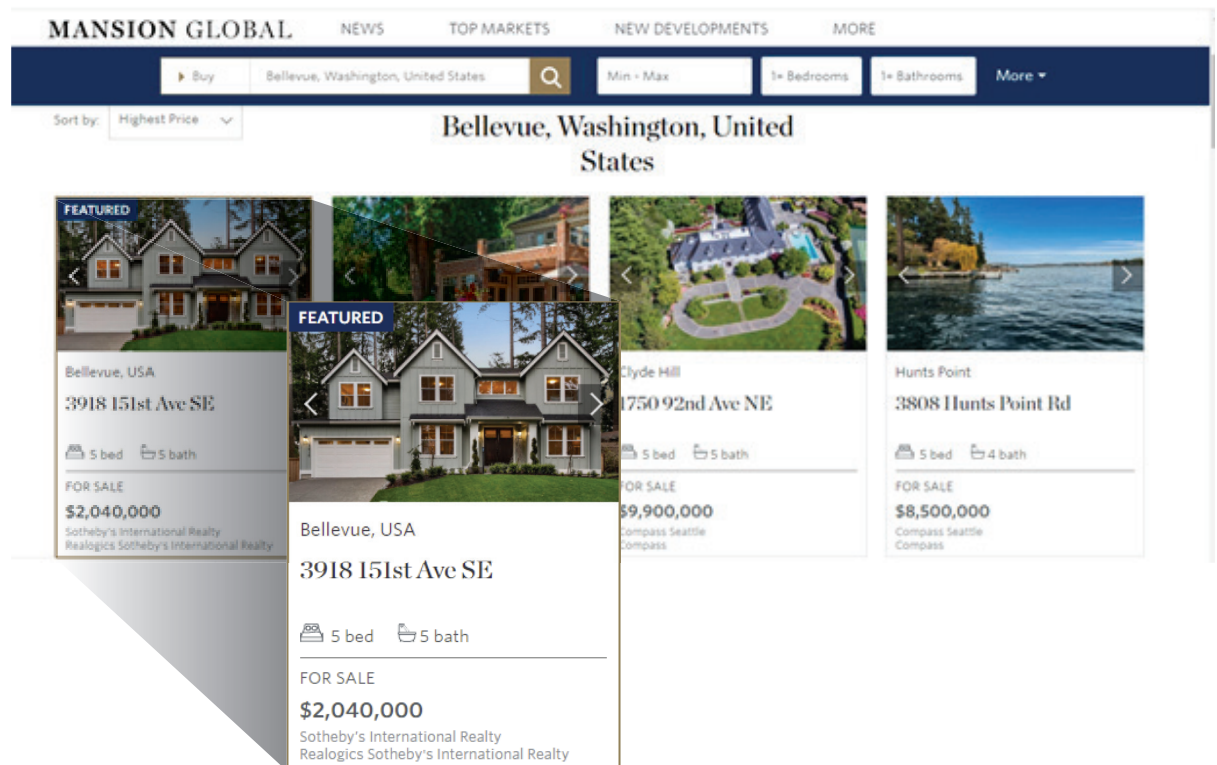
FEATURED PROPERTY UPGRADES

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

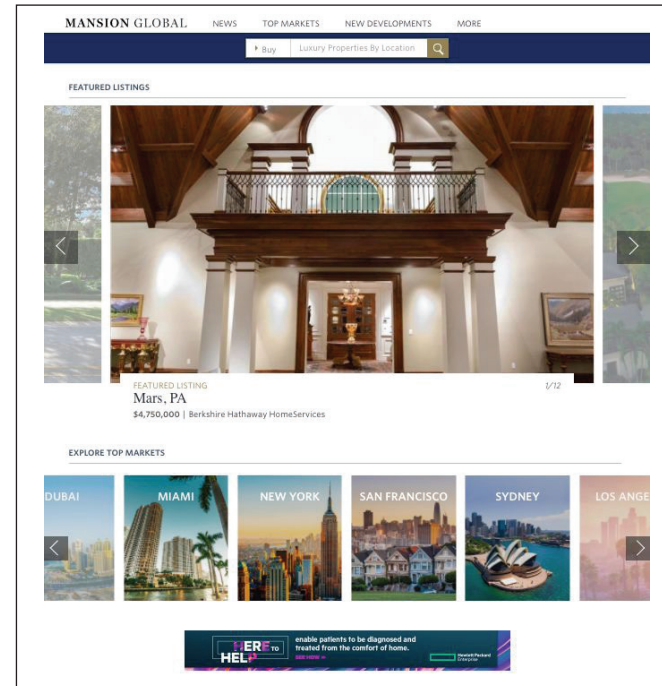


The Wall Street Journal Online (WSJ.com)

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

2X7, NORTHEAST REGION, COLOR: \$1,510

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
 • The Fed expanded an emergency half percent rate cut and cut reserve requirements, which are the constraints on lending, to help ease credit conditions and reduce the risk of a recession. Major U.S. stock indexes fell around 2%. The yield on the 10-year U.S. Treasury bond dropped from 1.8% to 1.5%.

Target, Kohl's and other retailers made new store announcements during the coronavirus outbreak. **BB**

Madison Ave CEO Brian Fildes is leaving the job. **BB**

Northwest coast of California is in a state of emergency as an unusual drought continues. **BB**

Theresa Fisher agreed to pay about \$1.1 billion to settle her divorce. **BB**

The Supreme Court took action in how to handle cases that remain pending through implementation schemes. **BB**

An outage that hit people across the country disrupted an important financial market. **BB**

Major ports across the world are set to resume operations. **BB**

Gold sold a record round of recovery, rising to a high of \$1,900. **BB**

World-Wide
 • **Italy** received a string of Super Tuesday primary victories and Super Tuesday results in California as the first state to hold a caucus. **BB**

Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests. **BB**

California saw a record round of recovery, rising to a high of \$1,900. **BB**

Theresa Fisher agreed to pay about \$1.1 billion to settle her divorce. **BB**

The Supreme Court took action in how to handle cases that remain pending through implementation schemes. **BB**

An outage that hit people across the country disrupted an important financial market. **BB**

Major ports across the world are set to resume operations. **BB**

Gold sold a record round of recovery, rising to a high of \$1,900. **BB**

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

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

MIAMI, 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 Drive \$1,000,000 sirbahamas.com/id/46932 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 202.386.0240	SCOTTSDALE, ARIZONA 10778 East Hornbeck Drive \$1,000,000 sirbahamas.com/id/46933 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 202.386.0240	SCOTTSDALE, ARIZONA 6907 North 43rd Street \$1,000,000 sirbahamas.com/id/46934 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 202.386.0240	ATHLETON, CALIFORNIA 151 Via Vista Road \$1,000,000 sirbahamas.com/id/46935 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.881.5874
PALM ALTO, CALIFORNIA 12770 waverly.com \$1,000,000 sirbahamas.com/id/46936 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.881.5874	POMONA, CALIFORNIA 3011 hammond.com \$1,000,000 sirbahamas.com/id/46937 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.881.5874	ROSE, CALIFORNIA 2711 gowall.com \$1,000,000 sirbahamas.com/id/46938 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.881.5874	SAN DIEGO, CALIFORNIA 2770 Ocean Street \$1,000,000 sirbahamas.com/id/46939 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.881.5874	SAN FRANCISCO, CALIFORNIA 1041 18th Street \$1,000,000 sirbahamas.com/id/46940 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.881.5874
GREENSBORO, CONNECTICUT 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46941 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	HARTFORD, CONNECTICUT 2111 mainstreet.com \$1,000,000 sirbahamas.com/id/46942 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	MAYAGUEZ, CUBA 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46943 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	MIAMI BEACH, FLORIDA 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46944 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	MIAMI BEACH, FLORIDA 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46945 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743
ALPINE, MASSACHUSETTS 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46946 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	BOSTON, MASSACHUSETTS 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46947 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	LENOX, MASSACHUSETTS 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46948 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	SPRINGFIELD, MASSACHUSETTS 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46949 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	PRINCETON, NEW JERSEY 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46950 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050
NEW YORK, NEW YORK 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46951 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	NEW YORK, NEW YORK 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46952 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	NEW YORK, NEW YORK 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46953 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	NEW YORK, NEW YORK 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46954 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	ROSELAND, NEW YORK 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46955 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050
CHARLOTTE, NORTH CAROLINA 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46956 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	PROVIDENCE, RHODE ISLAND 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46957 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	CHARLESTON, SOUTH CAROLINA 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46958 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	LOT OF PAGES, SOUTH CAROLINA 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46959 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	ASTON, TEXAS 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46960 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050
HOUSTON, TEXAS 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46961 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	HOUSTON, TEXAS 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46962 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	HOUSTON, TEXAS 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46963 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	UTAH 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46964 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	KANSAS, UTAH 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46965 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050
UTAH 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46966 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	UTAH 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46967 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	UTAH 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46968 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	UTAH 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46969 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	UTAH 1111 mainstreet.com \$1,000,000 sirbahamas.com/id/46970 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050

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: \$760

EXUMA, THE BAHAMAS

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

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

LEAF CAY, THE BAHAMAS Leaf Cay \$19,995,000 USD s/bahamas.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 \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 408.286.0249	SCOTTSDALE, ARIZONA 10774 East Hornbeck Drive \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 408.286.0249	SCOTTSDALE, ARIZONA 20877 North 13th Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 408.286.0249	ATLANTON, CALIFORNIA 151 Toyon Road \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.8574
PALO ALTO, CALIFORNIA 11270 Serrano Way \$12,750,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.8574	PALO ALTO, CALIFORNIA 3011 Hampshire Road \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.8574	POLO, CALIFORNIA 2715 Geneva Road \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.8574	SAN DIEGO, CALIFORNIA 2710 Ocean Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.8574	SAN FRANCISCO, CALIFORNIA 1001 Hyde Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.8574
GREENSBORO, CONNECTICUT 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.273.2883	HARTFORD, CONNECTICUT 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.273.2883	MILWAUKEE, WISCONSIN 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.273.2883	MIAMI BEACH, FLORIDA 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty RUSSELL POST MOLLY TAYLOR russell.post@sirbahamas.com +1 305.534.4633	MIAMI BEACH, FLORIDA 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty RUSSELL POST MOLLY TAYLOR russell.post@sirbahamas.com +1 305.534.4633
ALPHEA, MASSACHUSETTS 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 617.841.1000	BOSTON, MASSACHUSETTS 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty LOUIE KUHAN JEFF SIMONIAN louie.kuhan@sirbahamas.com +1 617.841.1000	BRIDGEVIEW, MASSACHUSETTS 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty GEORGE GAIN george.gain@sirbahamas.com +1 617.841.1000	SPRINGFIELD, MASSACHUSETTS 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty LOUIE KUHAN JEFF SIMONIAN louie.kuhan@sirbahamas.com +1 617.841.1000	BRIDGEVIEW, MASSACHUSETTS 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty LOUIE KUHAN JEFF SIMONIAN louie.kuhan@sirbahamas.com +1 617.841.1000
NEW YORK, NEW YORK 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 617.841.1000	NEW YORK, NEW YORK 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 617.841.1000	NEW YORK, NEW YORK 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 617.841.1000	NEW YORK, NEW YORK 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 617.841.1000	SCOTTSDALE, NEW YORK 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 617.841.1000
CHARLOTTE, NORTH CAROLINA 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 617.841.1000	PROVIDENCE, RHODE ISLAND 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 617.841.1000	CHARLOTTE, SOUTH CAROLINA 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 617.841.1000	LOS ANGELES, SOUTH CAROLINA 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 617.841.1000	ARLINGTON, TEXAS 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 617.841.1000
HOUSTON, TEXAS 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 617.841.1000	HOUSTON, TEXAS 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 617.841.1000	HOUSTON, TEXAS 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 617.841.1000	UTAH, UTAH 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 617.841.1000	UTAH, UTAH 1000 Main Street \$10,000,000 s/bahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 617.841.1000

The New York Times Takeover

Promote your brand and properties in style with this 96 page tabloid insert devoted to Sotheby's International Realty and Delivered high-net worth zip codes. Generous, full-page ad space on heavy, bright white paper ensures an elegant presentation and shelf life.

- Circulation: **160,000**
- Distribution: **NYC Metro Area**

PRICE: \$750 FULL PAGE, COLOR

Includes Digital promotion and Digital Flipbook

Sotheby's
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Represented by: **Janet Malcher** MRE, SLS

Move beyond your expectations.

Nothing compares.
SOTHEBYSREALTY.COM

72 Post Road, Old Westbury, NY

Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 502.602.2710
c. 505.660.5400

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

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

Danielle Gale / AGENT / OEBRA-RUSSELL

Sandbanks Exuma, The Bahamas

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

Sandbanks | Exuma
6 BR | 7.5 BA
\$2,900,000

Sandbanks is a truly spectacular 6 bedroom, 7 1/2 bath and 11 1/2 car oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a swimming pool deck and a classic infinity pool. (aka a beach) area directly visible to the ocean for water sports.

SIREBAHAMAS.COM/ID/V29V.67

Bahamas | **Sotheby's**
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
Elite Agent
858.334.3557
eric@ericcarlsbad.com
DRE#02156001

5305 Carlsbad Boulevard
5 BR | 3.0 BA | 3029 SQ FT
\$25,000,000

Stunning single story 15,000 sq ft oceanfront lot spanning two acres with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.

SOTHEBYSREALTY.COM/ID/THE44

Pacific | **Sotheby's**
INTERNATIONAL REALTY

Architectural Digest Regional Pages

INSPIRE AFFLUENT BUYERS

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

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

FULL PAGE, COLOR:

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

FULL PAGE, COLOR
SOUTH FLORIDA: \$2,875



TTR
Sotheby's

300 International Drive #2501

BALTIMORE, MARYLAND

Live amongst the clouds with the best undisturbed views in Baltimore. Highlighting the epitome of elite condo living within the Four Seasons Private Residences Baltimore. Residence #2501 features 2,200+ square feet of living with high-end finishes and a seamless open floorplan. Centrally located to America's most prestigious golf courses, Caves Valley, Congressional, Baltimore Country Club and more.

Offered at \$2,990,000

Call to action: www.300international.com

TRAVELSTEAD! Alex Lerner 441-460-3152 alexner@ttr.com Lydia Travelstead 410-869-2113 lydiatr@ttr.com

velvære

Live at Velvære. Experience a life of well-being where nature and surroundings are intrinsically linked to living whole. This 40+ acre community will feature direct access to local farms and year-round recreation adventures. Through an onsite 60k sq. ft. extensive 4th floor, discovery-focused outdoor spaces, an integrative wellness center and family adventure center all woven around 115 private cabana, residences and luxury homes in Park City, Utah. Available now, starting from \$4,650,000.

VELVAEREAPARTY.COM

MAGLEBY Summit | Sotheby's

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

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**

PRICE: \$730 PROPERTY SPOT

EXUMA, THE BAHAMAS



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

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FTWeekend

Never too Will! Will Knafo discusses the expenses fine knowledge of home buyers.

Sign of the Times South Korea's real estate market is on the rise.

Study in style Homeowners in chow.

The home of prime property: propertylistings.com

Follow us on Twitter @FTProperty



FTWeekend US Edition

Food and drink festive special

Tips from top global chefs

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

Schulz reversal raises Merkel's survival hopes

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

Uber and the cost of the Katana Problem

Adventures on two wheels

Sarah Jessica Parker

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

EXUMA, THE BAHAMAS Leaf Cay \$19,995,000 USD sirbahamas.com/id/46931 GEORGE DAMIANOS george.damianos@sirbahamas.com +1 242.424.9699	BRADSHIRE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$4,000,000 www.sirbahamas.com/id/46932 FRANK AZAMI frank.azami@sirbahamas.com +1 480.262.0240	SCOTTSDALE, ARIZONA 9979 East Bismarck Drive \$4,000,000 www.sirbahamas.com/id/46933 FRANK AZAMI frank.azami@sirbahamas.com +1 480.262.0240	SCOTTSDALE, ARIZONA 12801 North Church Road \$4,000,000 www.sirbahamas.com/id/46934 FRANK AZAMI frank.azami@sirbahamas.com +1 480.262.0240	ATHLETON, CALIFORNIA 451 Cypress Road \$6,750,000 www.sirbahamas.com/id/46935 MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.552.0246
PALO ALTO, CALIFORNIA 1527H Aveley.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.552.0246	PESQUIM, CALIFORNIA 3913 Hampton Road.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.552.0246	ROSE, CALIFORNIA 2715 Poplar.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.552.0246	SAN DIEGO, CALIFORNIA 2714 N Ocean Street \$4,000,000 www.sirbahamas.com/id/46936 Pacific Sotheby's International Realty REN KOCY ren.kocy@sirbahamas.com +1 760.213.1218	SAN FRANCISCO, CALIFORNIA North Hill Lane.com \$4,000,000 San Francisco Sotheby's International Realty WENDY STOKER wendy.stoker@sirbahamas.com +1 415.778.1889
BIRMINGHAM, CONNECTICUT 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.373.2883	WESTON, CONNECTICUT 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.373.2883	ATLANTA, GEORGIA 111 Peachtree Industrial Drive \$4,000,000 www.sirbahamas.com/id/46937 Atlanta Sotheby's International Realty RUSSELL POST russell.post@sirbahamas.com +1 508.524.4633	ATLANTA, GEORGIA 111 Peachtree Industrial Drive \$4,000,000 www.sirbahamas.com/id/46938 Atlanta Sotheby's International Realty SUSAN BRYAN susan.bryan@sirbahamas.com +1 508.524.7700	MIAMI BEACH, FLORIDA 1500 Brickell Avenue.com \$4,000,000 The Sotheby's International Realty CODY D'ABATE cody.dabate@sirbahamas.com +1 772.721.1889
ALFORD, MASSACHUSETTS 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty MARTHA PIER marttha.pier@sirbahamas.com +1 413.627.4599	BOSTON, MASSACHUSETTS 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty LOIS KUNIN lois.kunin@sirbahamas.com +1 617.467.1105	LENOX, MASSACHUSETTS 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty GEORGE CAIN george.cain@sirbahamas.com +1 978.363.8855	ROSELLE TOWNSHIP, NEW JERSEY 51 Neep Nelly Road \$7,700,000 www.sirbahamas.com/id/46939 China Sotheby's International Realty JORDAN HENDERSON jordan.henderson@sirbahamas.com +1 409.941.2050	PENNINGTON, NEW JERSEY 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty JORDAN HENDERSON jordan.henderson@sirbahamas.com +1 409.941.2050
NEW YORK, NEW YORK 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty HEIDI F. SMITH heidi.smith@sirbahamas.com +1 212.605.6523	NEW YORK, NEW YORK 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty SEENA BROADBENT seena.broadbent@sirbahamas.com +1 212.605.6523	NEW YORK, NEW YORK 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty MARIE F. DEAN-BLOOM marie.dean-bloom@sirbahamas.com +1 212.605.6523	NEW YORK, NEW YORK 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty KAPPA L. SPINALE kappa.spinale@sirbahamas.com +1 212.605.6523	SCOTTSDALE, NEW YORK 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty HEIDI F. SMITH heidi.smith@sirbahamas.com +1 212.605.6523
UNWILLE, NORTH CAROLINA 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty MARILYN WISLEY marilyn.wisley@sirbahamas.com +1 813.774.2880	PROVIDENCE, RHODE ISLAND 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty THE MCKENNEY GOLD GROUP www.mckennegold.com +1 813.774.2880	CHARLESTON, SOUTH CAROLINA 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty THE MCKENNEY GOLD GROUP www.mckennegold.com +1 813.774.2880	STATE OF PALMS, SOUTH CAROLINA 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty THE MCKENNEY GOLD GROUP www.mckennegold.com +1 813.774.2880	AUSTIN, TEXAS 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty THE MCKENNEY GOLD GROUP www.mckennegold.com +1 813.774.2880
AUSTIN, TEXAS 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty KUMARA WILCOXON kumara.wilcoxon@sirbahamas.com +1 512.423.2035	HOUSTON, TEXAS 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty VICTORIA HINTON victoria.hinton@sirbahamas.com +1 713.266.4932	WIMBERLEY, TEXAS 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty GARY ADAMS gary.adams@sirbahamas.com +1 512.762.8387	KANAS, UTAH 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 435.532.0246	KANAS, UTAH 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 435.532.0246

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023

Plan 1								
Media	Ad Description	December	January	February	March	Media Total		Reach
Sotheby's Auction House: Digital								
Sotheby's Bespoke Geo-Targeted Emails	Email							
Sotheby's Bespoke Geo-Targeted Emails	Florida, New York, Connecticut, New	\$ 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 - Northeastern US, Miami, Palm Beach Gardens, Jupiter							
Google Adwords								
Google Adwords	Digital PPC program	\$ 1,700.00	\$ 950.00	\$ 950.00		\$ 3,600.00		
Comprehensive Digital								
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00		300,000
Display	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00		450,000
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00			\$ 1,500.00		60,000
JamesEdition								
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00				\$ 1,600.00		750,000
Social Media	Listing Feature		\$ 500.00			\$ 500.00		148,000
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
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
Crain's New York Business								
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00			\$ 3,150.00		15,000
Print								
The Wall Street Journal								
The Wall Street Journal - Northeast Region	2 x 7	\$ 1,510.00	\$ 1,510.00	\$ 1,510.00		\$ 4,530.00		444,000
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00		\$ 650.00		\$ 1,300.00		1,288,848
The New York Times								
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00		\$ 760.00		\$ 1,470.00		846,222
The New York Times Takeover	Full page w/ Digital promotion				\$ 750.00	\$ 750.00		168,000
Conde Nast Magazines Regional Pages								
Architectural Digest -South Florida	Full Page				\$ 2,875.00	\$ 2,875.00		16,000
Financial Times								
Financial Times	Property Spot	\$ 730.00				\$ 730.00		210,457
TOTAL						\$ 43,090.00		5,886,327

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

Proposed Schedule, Pricing & Reach 2023

Plan 2	Ad Description	December	January	February	March	Media Total	Reach
Media							
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	Florida, New York, Connecticut, Nev	\$ 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 - Northeastern US, Miami, Palm Beach gardens, Jupiter						
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,700.00	\$ 950.00	\$ 950.00		\$ 3,600.00	
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
JamesEdition							
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00				\$ 1,600.00	750,000
Social Media	Listing Feature		\$ 500.00			\$ 500.00	148,000
WSJ.com							
Property upgrades	Property upgrades	Bonus		Bonus		\$ -	
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 Pr	\$ 650.00		\$ 650.00		\$ 1,300.00	1,288,848
The New York Times							
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00		\$ 760.00		\$ 1,470.00	846,222
The New York Times Takeover	Full page w/ Digital promotion				\$ 750.00	\$ 750.00	168,000
Financial Times							
Financial Times	Property Spot	\$ 730.00				\$ 730.00	210,457
TOTAL						\$ 21,585.00	4,593,927

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