



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

The Keep Advertising and Marketing Program

LIV | Sotheby's
INTERNATIONAL REALTY

Table of Contents

03 INTRO

04 SOTHEBY'S AUCTION HOUSE

- 05 Sotheby's Auction Magazine
- 06 Sotheby's Bespoke Geo-Targeted Email
- 07 Sotheby's Selects e-Newsletters

08 DIGITAL

- 09 Impressions Campaign
- 15 Impressions Scheduling
- 16 Geofencing - Event and Location
- 17 Comprehensive Digital
- 20 Smart Solutions Eblast
- 21 Google Adwords
- 22 Chicago Tribune
- 23 Crain's New York Business
- 24 EQ Living Enewsletter
- 25 Nob Hill Gazette
- 26 JamesEdition
- 30 LA Times
- 32 Robbreport.com
- 34 WSJ.com

40 PRINT

- 41 The Wall Street Journal
- 43 The New York Times
- 44 The New York Times Takeover
- 45 Chicago Tribune
- 46 Elite Traveler
- 47 Financial Times
- 48 The Los Angeles Times

50 SCHEDULE, PRICING & REACH

- 51 2024



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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure The Keep

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

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 Sedalia, CO.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to this unique and exciting property.

**LET'S DO
GREAT THINGS TOGETHER**

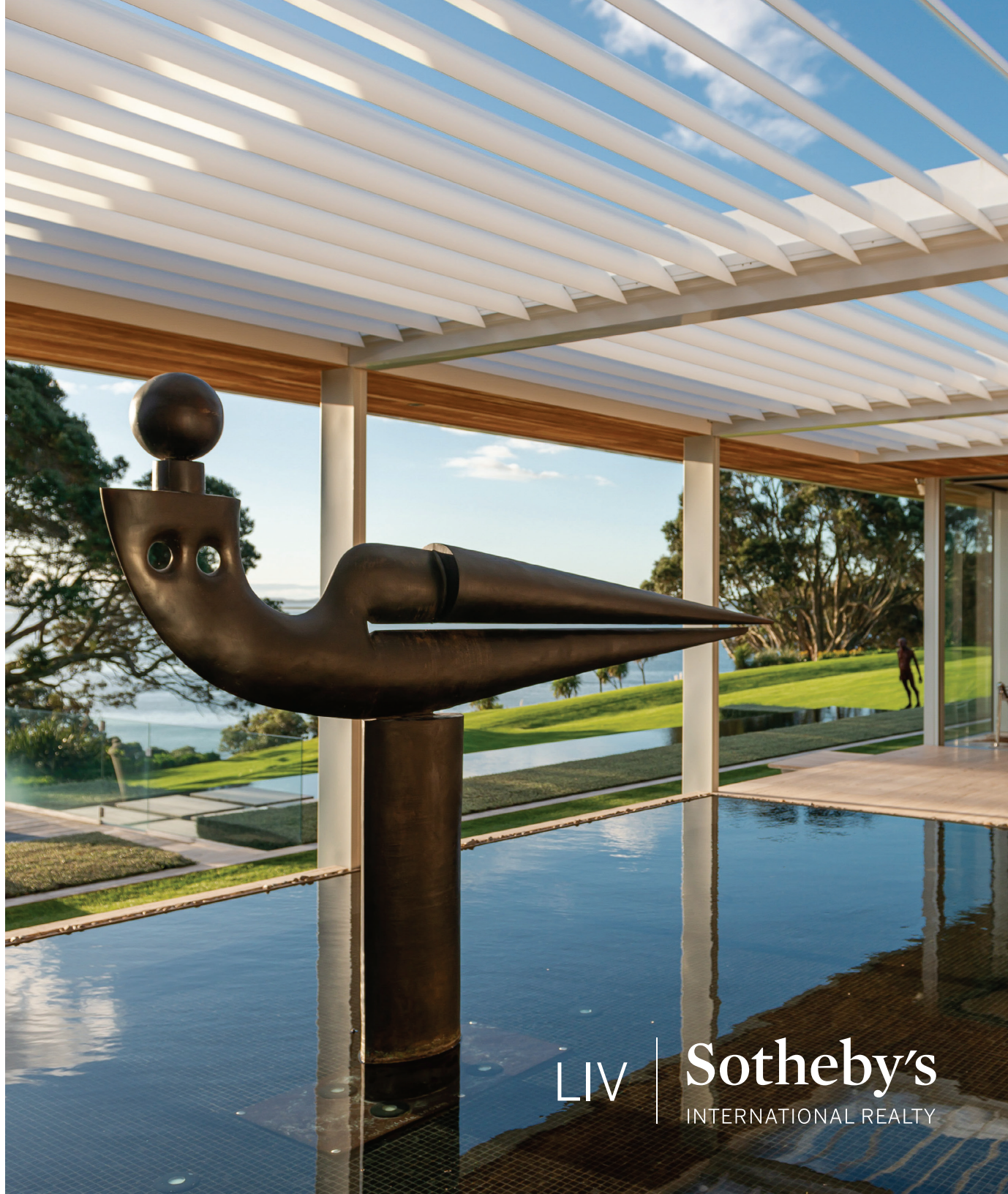
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Sotheby's Auction House Offerings



Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

This large format magazine enriches readers with sophisticated content related to the art and real estate world. Sotheby's Magazine features editorial showcasing Sotheby's International Realty® listings.

- Distribution: **20,000**
- Auction clients with **\$50,000-\$5 million** in transactions
- Distribution at all **70** Sotheby's offices around the world
- Distribution at Park Hyatt Hotels in **18** countries
- Distributed at high profile auction events in **NY, London, Los Angeles and Hong Kong**

HALF PAGE: \$1,820
QUARTER PAGE: \$910



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
 512.453.8800 ext. 2000
 Property # 1230018
 Agent: Sotheby's
 International Realty
 Broker: Nancy E. Kelly, M.D., M.P.
 Email: nancy.kelly@sothebysrealty.com
 \$50,000,000.00

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

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Home

1 Central Park West 46F/50C
 With unparalleled breathtaking views, this 50th of Central Park residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom millwork. This is a rare opportunity to own a piece of New York City's most iconic real estate. Call today to schedule your private showing.
 \$50,000,000.00

510 Park Avenue, 15/16
 This residence in the sky spans 2,000 sq. ft. of spectacular 10th floor real estate. The interior is finished with the finest materials and features a private elevator. Call today to schedule your private showing.
 \$20,000,000.00

New York, New York
 Sotheby's International Realty
 East Side Neighborhood Brokerage
 Manhattan Office +1 212 496 1343
 Email: nancy.kelly@sothebysrealty.com

Four Seasons Private Residences
 This upcoming 1,100 sq. ft. boutique condominium residence is an extraordinary living and dining space with a view of the city. Call today to schedule your private showing.
 \$13,000,000.00

New York, New York
 Sotheby's International Realty
 East Side Neighborhood Brokerage
 Manhattan Office +1 212 496 1343
 Email: nancy.kelly@sothebysrealty.com

86

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

Texas, California, Illinois, Florida, Nevada, New York

PRICE: \$2,500/DEPLOYMENT




DIGITAL

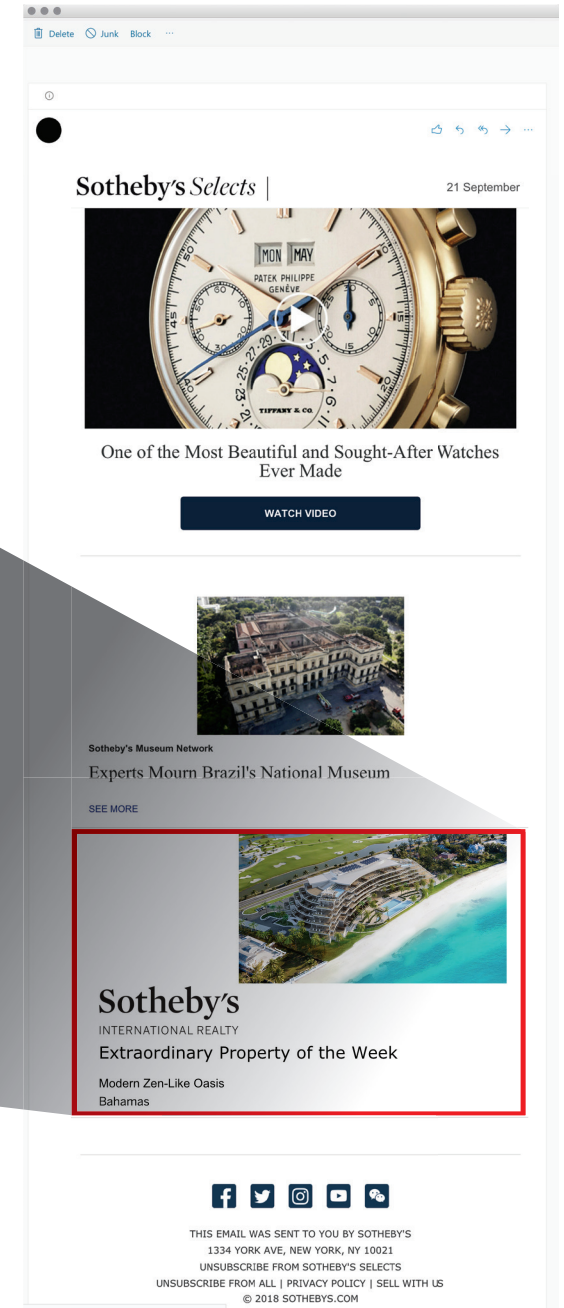
SOTHEBY'S SELECTS
E-NEWSLETTERS

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


PRICE: \$2,350/DEPLOYMENT



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas
[SEE MORE](#)




Sotheby's Selects | 21 September



One of the Most Beautiful and Sought-After Watches Ever Made

[WATCH VIDEO](#)

Sotheby's Museum Network
Experts Mourn Brazil's National Museum
[SEE MORE](#)



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas

[f](#) [t](#) [@](#) [v](#) [m](#)

THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S
1334 YORK AVE, NEW YORK, NY 10021
UNSUBSCRIBE FROM SOTHEBY'S SELECTS
UNSUBSCRIBE FROM ALL | PRIVACY POLICY | SELL WITH US
© 2018 SOTHEBYS.COM

Digital Offerings



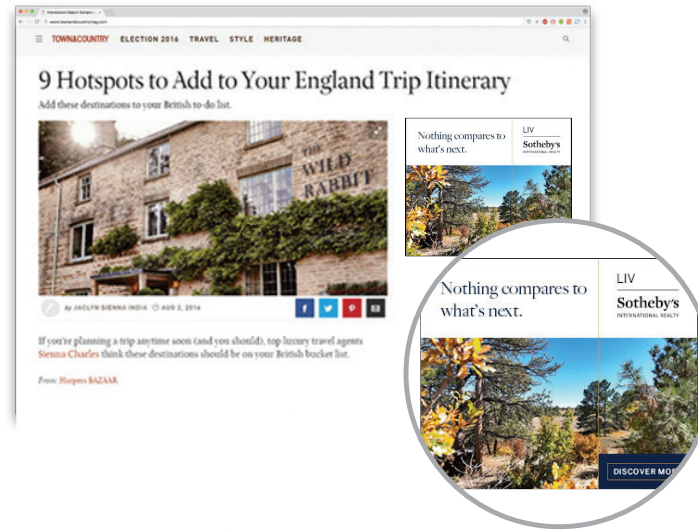
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

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

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

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **The Keep**
- Flight Dates: **January 2024 - March 2024**
- Impressions: **3,000,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

INVESTOR'S BUSINESS DAILY™

BARRON'S



THE WALL STREET JOURNAL.

FORTUNE

Forbes

Bloomberg
Markets



FOX BUSINESS



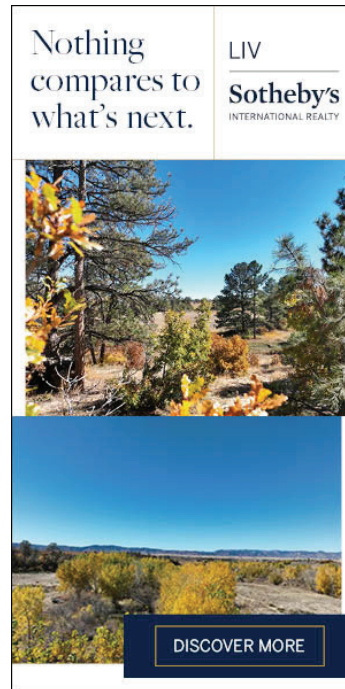
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

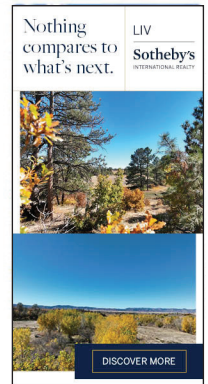
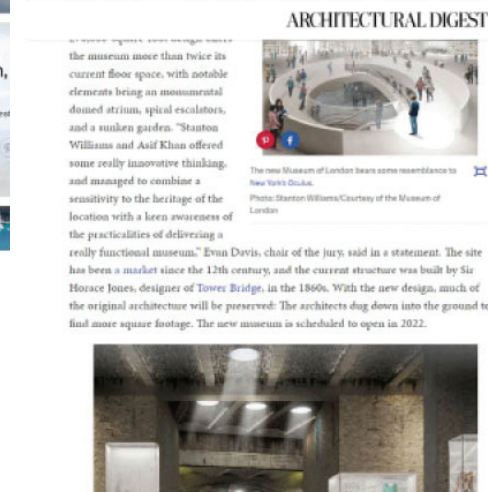
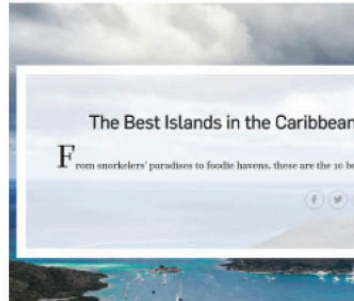
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

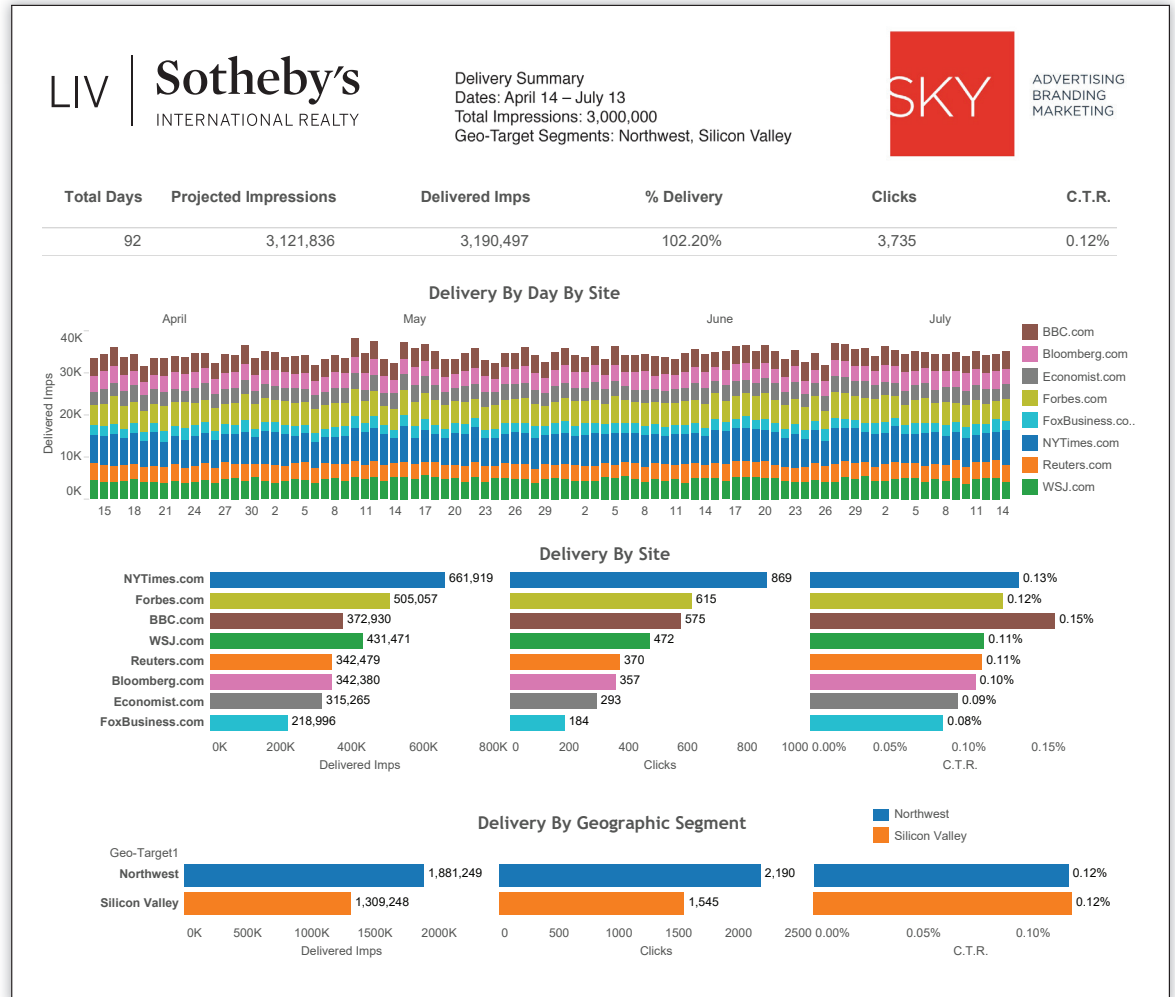


Comprehensive Reporting For Your Customized Campaign

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

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

IMPRESSIONS PROGRAM SAMPLE REPORT



Impressions Scheduling

After researching, we have put together an integrated program that targets a high-net-worth audience across Houston, Los Angeles, Burbank, Chicago, New York, Dallas, Las Vegas, Santa Barbara, Fort Lauderdale, and West Palm Beach.

The program, with a projected start date of January 16th and will run for three months delivering an estimated 3,000,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in Houston, Los Angeles, Burbank, Chicago, New York, Dallas, Las Vegas, Santa Barbara, Fort Lauderdale, and West Palm Beach on top global business and finance websites.
- A behavioral segment that will allow us to show banners to Ski Enthusiasts living in Houston, Los Angeles, Burbank, Chicago, New York, Dallas, Las Vegas, Santa Barbara, Fort Lauderdale, and West Palm Beach.
- A behavioral segment that will allow us to show banners to Outdoor Enthusiasts living in Houston, Los Angeles, Burbank, Chicago, New York, Dallas, Las Vegas, Santa Barbara, Fort Lauderdale, and West Palm Beach.
- A behavioral segment that will allow us to show banners to Golf Enthusiasts living in Houston, Los Angeles, Burbank, Chicago, New York, Dallas, Las Vegas, Santa Barbara, Fort Lauderdale, and West Palm Beach.

SITE SPECIFIC

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

BEHAVIORAL TARGETING

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

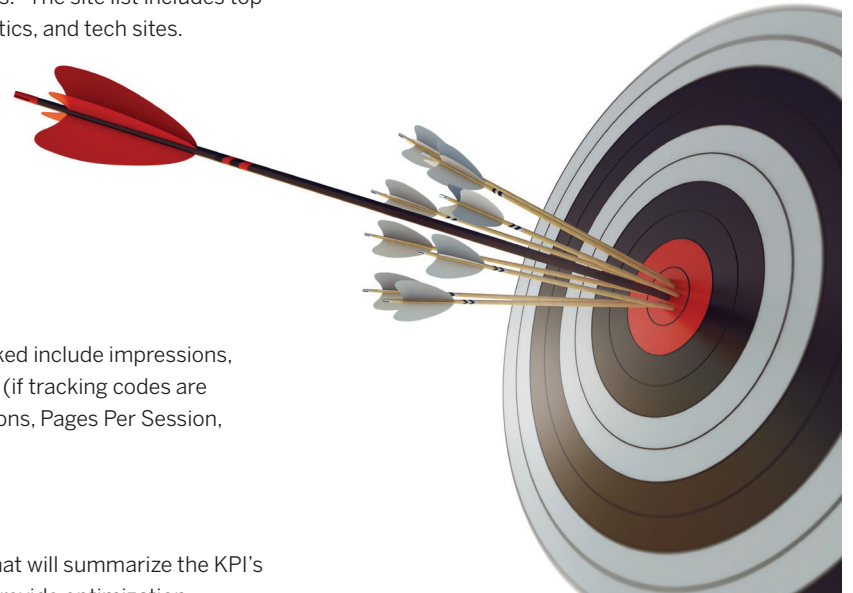
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

MEASUREMENT

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

REPORTING

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



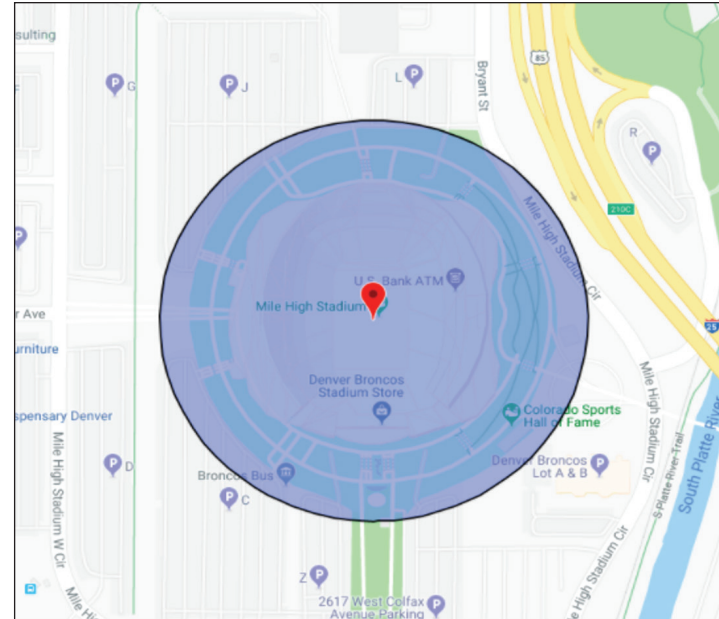
Impressions Scheduling

		LIV SIR -The Keep																		
		January				February				March				April						
Media	Geo-Target	01	08	15	22	29	05	12	19	26	05	12	19	26	02	09	16	23	30	Impressions
WSJ.com	Houston, Los Angeles, Burbank, Chicago, New York, Dallas, Las Vegas, Santa Barbara, Fort Lauderdale, West Palm Beach																			1,700,000
Bloomberg.com																				
Barrons.com																				
Investors.com																				
CNBC.com																				
Fortune.com																				
Reuters.com																				
Forbes.com																				
FoxBusiness.com																				
CNBC.com																				
Behavioral - Ski Enthusiasts	Denver, Boulder, Colorado Springs (Front Range), Texas, Florida, Chicago, New York																			475,000
Behavioral - Outdoor Enthusiasts	Houston, Los Angeles, Burbank, Chicago, New York, Dallas, Las Vegas, Santa Barbara, Fort Lauderdale, West Palm Beach																			375,000
Behavioral - Golf Enthusiasts	Houston, Los Angeles, Burbank, Chicago, New York, Dallas, Las Vegas, Santa Barbara, Fort Lauderdale, West Palm Beach																			450,000
Total Digital																				3,000,000

Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

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

Comprehensive Digital

OTT/VIDEO PREROLL

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

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

HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

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

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

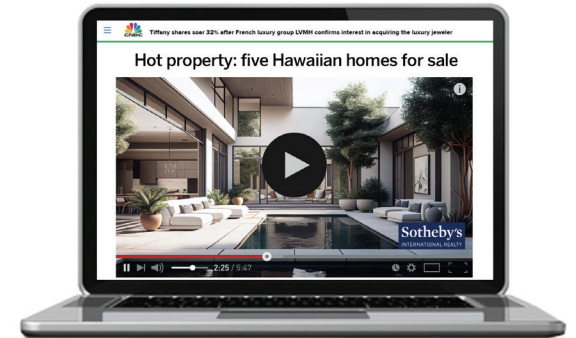


YouTube Video Pre-Roll Ads

WHY OTT?

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

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



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

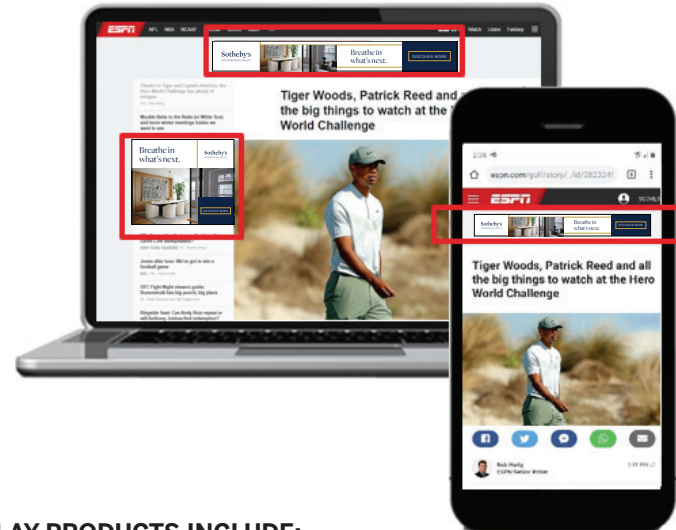
And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

PRICE: STARTING AT \$1,500/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/MONTH

Comprehensive Digital

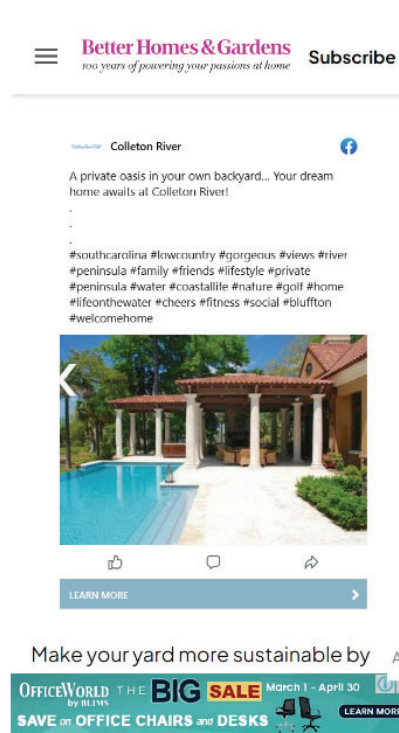
SOCIAL MIRROR ADS

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.

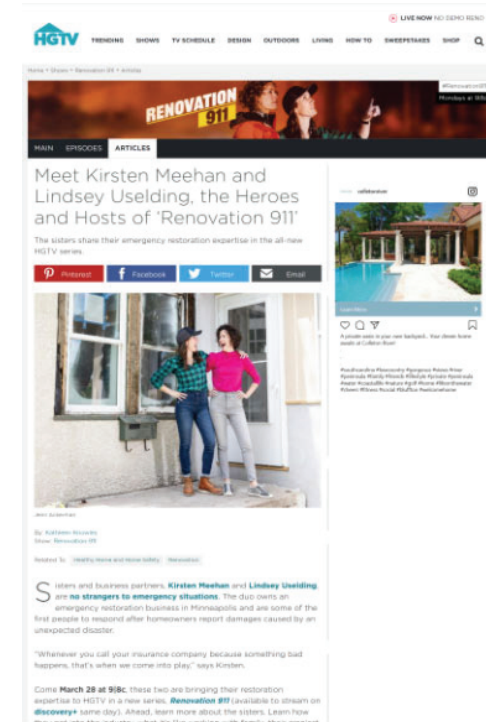
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.



PRICE: STARTING AT \$1,500/MONTH

DIGITAL

Smart Solutions Eblast

Our team of email experts make your message stand out from your competition with compelling subject lines, engaging copy, powerful images and strategic deployment scheduling. Our campaigns are 100% responsive, meaning your message is optimized for all devices and email platforms in order to expand your reach and foster engagement with customers.

TARGETING

Use high-quality data to reach new customers

DELIVERABILITY

Make it to more customer's inboxes every time.



AUDIENCE

- Select High Income Zip Codes
- Net Worth > \$13 Million
- Household Income > \$500K
- 20,000 Total Emails

CUSTOM EMAIL: \$2,295

Sotheby's
INTERNATIONAL REALTY



Explore the latest luxury properties in the Bay Area
Among these buying opportunities: breathtaking opulence with floor-to-ceiling windows, and a vineyard paradise with panoramic views.
Schedule a private tour today.



The Epitome of Luxury Bay Living
44528 Vista Grande Court, Fremont, CA
\$8,998,000

The home you have been waiting for. Embrace the opulence of this 9,931 square foot enclave as you experience unmatched, breathtaking views of the entire Bay Area with floor-to-ceiling windows. Built with every executive amenity you could possibly need, this custom-built masterpiece spares no details.


[View Property](#)



Tuscan Vineyard Oasis in Mission Hills
44988 Vista Del Sol, Fremont, CA
\$7,998,000

Your very own custom oasis awaits in the highly desirable Mission Hills. Enjoy 8,132 square feet of extensive luxurious living space on 2.7 acres of paradise, including 2 acres of lovely Cabernet vineyards, perfect for any wine connoisseur. Nearly every room in this magnificent home offers outstanding panoramic views of city lights, bay bridges, and the beautiful Mission Hills.

[View Property](#)



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[View Website](#)

Thank you for being part of our mailing list.
You can use [this link](#) to stop receiving our emails.
Alternatively, mail your request to PO Box 34628, Seattle, WA 98124-1628

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.

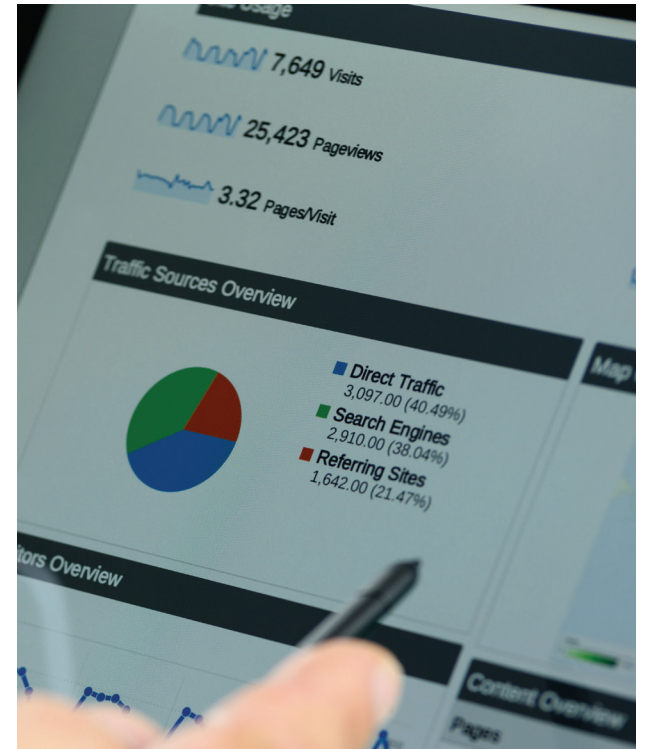


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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 \$5,000/MONTH



DIGITAL

Chicago Tribune

The Chicago Tribune helps Chicagoans, and those that love Chicago, stay connected to the stories and topics that affect this great city. Its award-winning stories range from an array of topics that matter most; including breaking news, politics, sports, culture, suburban coverage and engaging interactive features.

- Average Monthly Page Views: 36.6M
- Unique Monthly Visitors: 11.7M

CUSTOM EMAIL

Email deployment to target audience featuring dedicated content.

Targeting options can include:

- Geography (zip code, DMA)
- Demographic (Age, Household Income, Interest)
- Home Intenders
- First Time Homeowner
- Homeowner / Renter
- Property Type
- Home Value

50K: \$1,200

100K: \$1,950

150K: \$2,375



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.

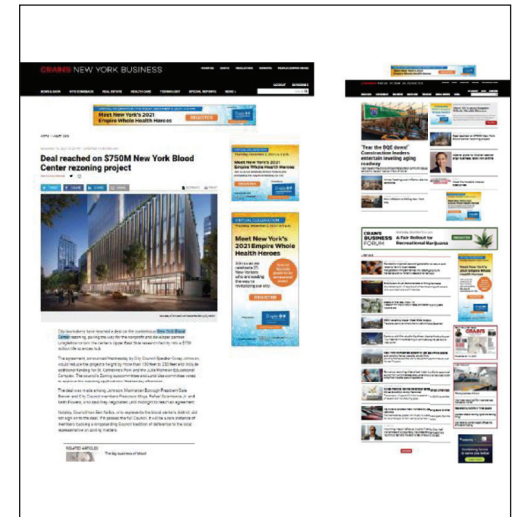
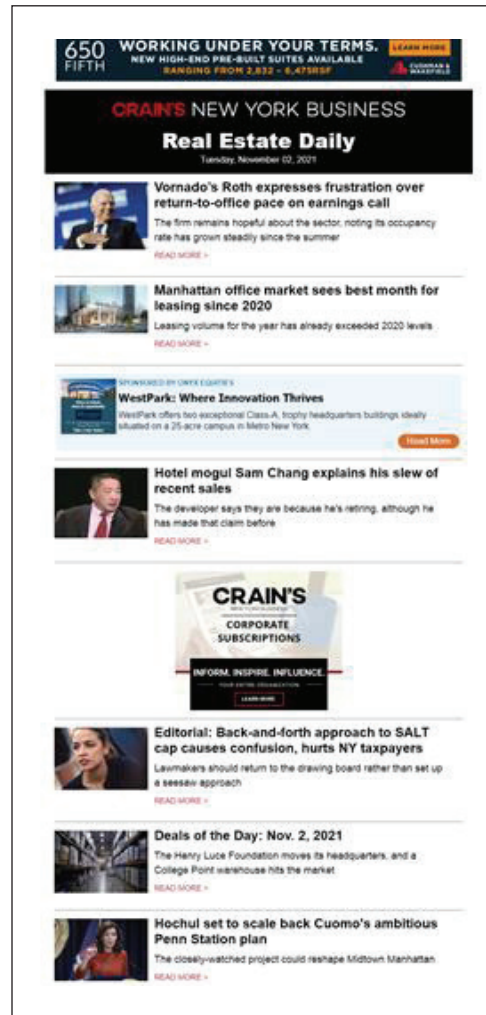
CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **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



EQ Living

Equestrian Living is tailored to the lifestyle led by their readers. They enjoy a shared pride in their homes, farms, and ranches—and of course their revered horses. They spend generously on travel, vacation homes, jewelry, automobiles, high-end fashion, and other luxury items. In its inaugural year EQ was recognized nationally when a panel of 26 judges at American Horse Publications selected it as the Overall Best Equestrian Magazine in America.

WEEKLY E-NEWSLETTER

A display banner ad of your property appears in the e-newsletter among editorial content.

- Subscribers: **39,000**

PRICE: \$950



DIGITAL

Nob Hill Gazette

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

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

E-NEWSLETTER

ON THE MARKET

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

PRICE: \$500 PER LISTING

San Francisco, Peninsula and Silicon Valley



jamesedition.com

E-NEWSLETTER

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

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

Upgrade your listings for increased visibility to capture the attention of the UHNW.

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'About', 'USD', 'Sign in / Register', and 'Become a Seller'. Below this is a search bar and a category menu with icons for Cars, Real Estate, Yachts, Watches, Jets, Helicopters, and Entertainment. A large banner image of a yacht is featured with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, a text box states: 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.' The main content area is divided into 'MOST POPULAR' (listing items like Ferrari 488 GTB, Chevrolet Corvette, etc.) and 'JAMES SPOTTING' (showing a duplex). There's also a 'RICH LIST' section with a yacht image and a 'LATEST STORIES' section featuring an orange McLaren sports car.

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, there's a grid of featured luxury properties with images and brief descriptions, such as '5 Bedrooms - Pent...', 'Elegant French Styl...', and 'Magnificent Seclu...'. A 'News about luxury real estate' section is also visible, with articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. The bottom of the page has a footer with 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

jamesedition.com

ROTATING GALLERY

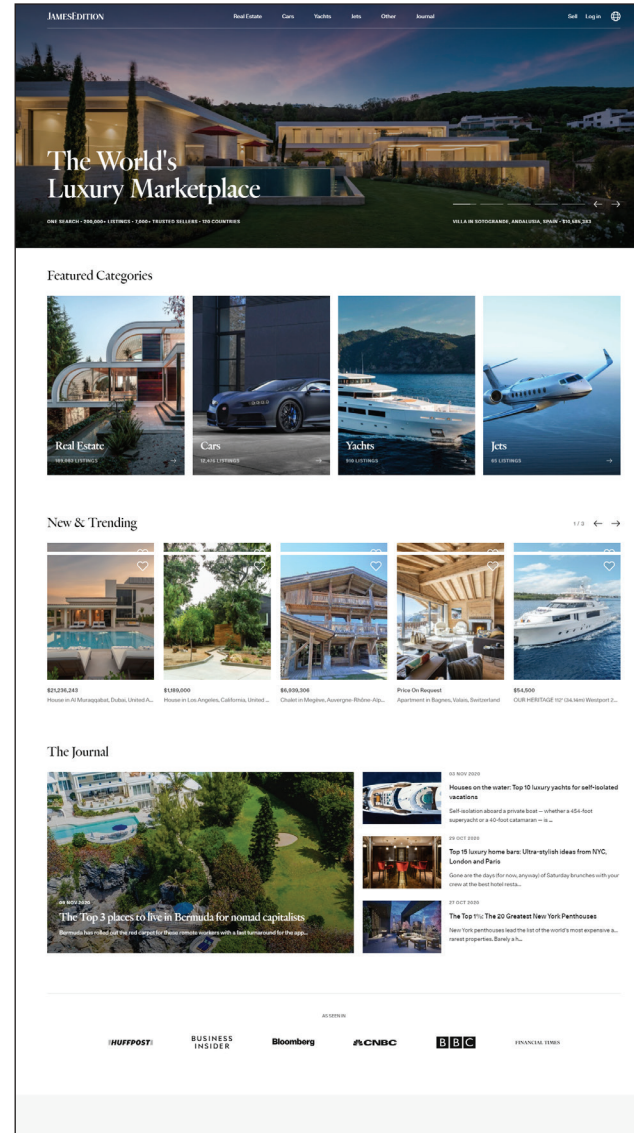
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

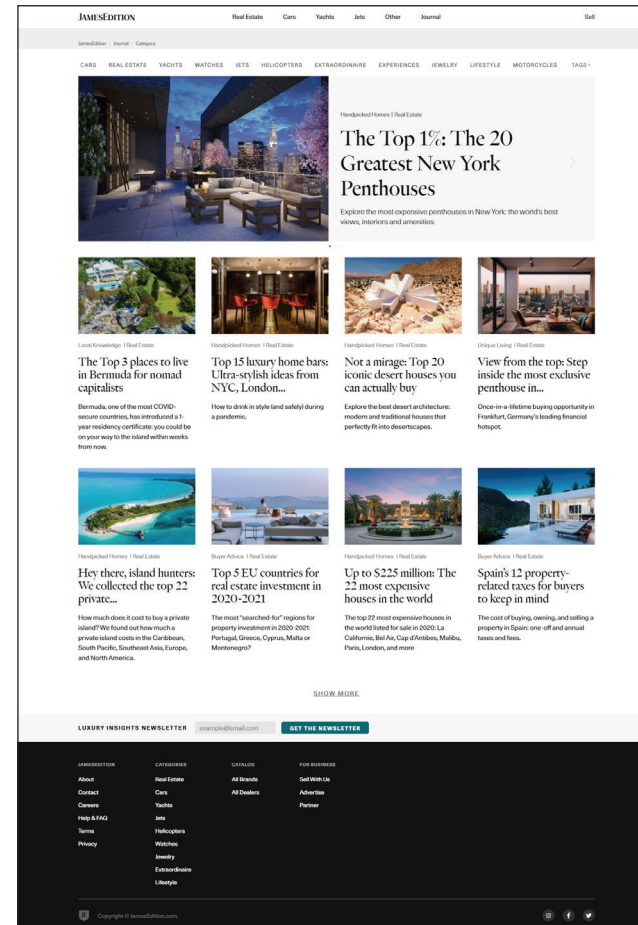
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

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

\$5,500 NEWSLETTER TOP & ARTICLE

\$3,300 NEWSLETTER TRENDING & ARTICLE

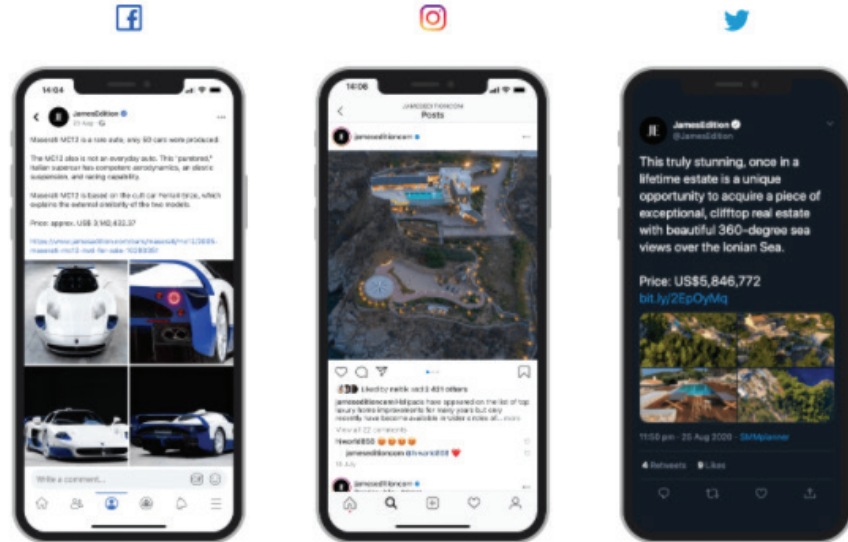


jamesedition.com

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

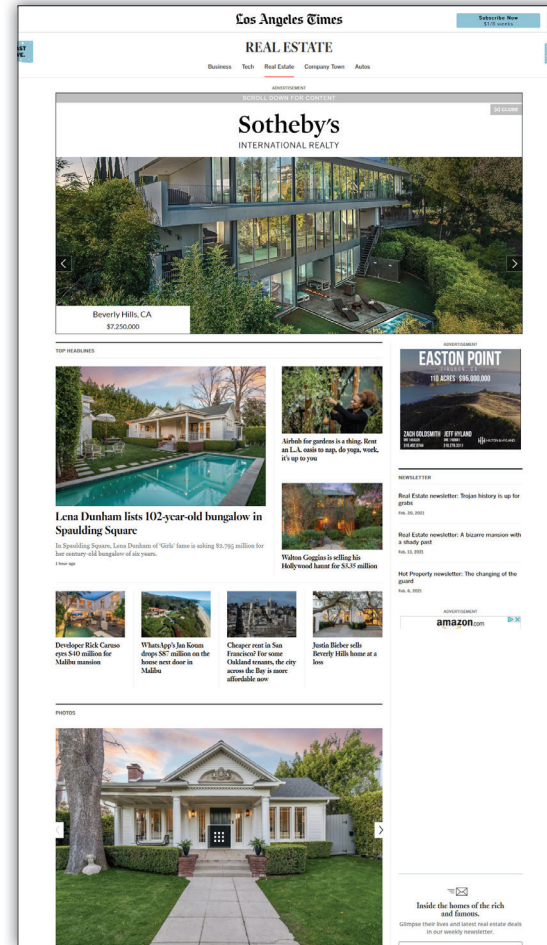
LA Times

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

RobbReport.com

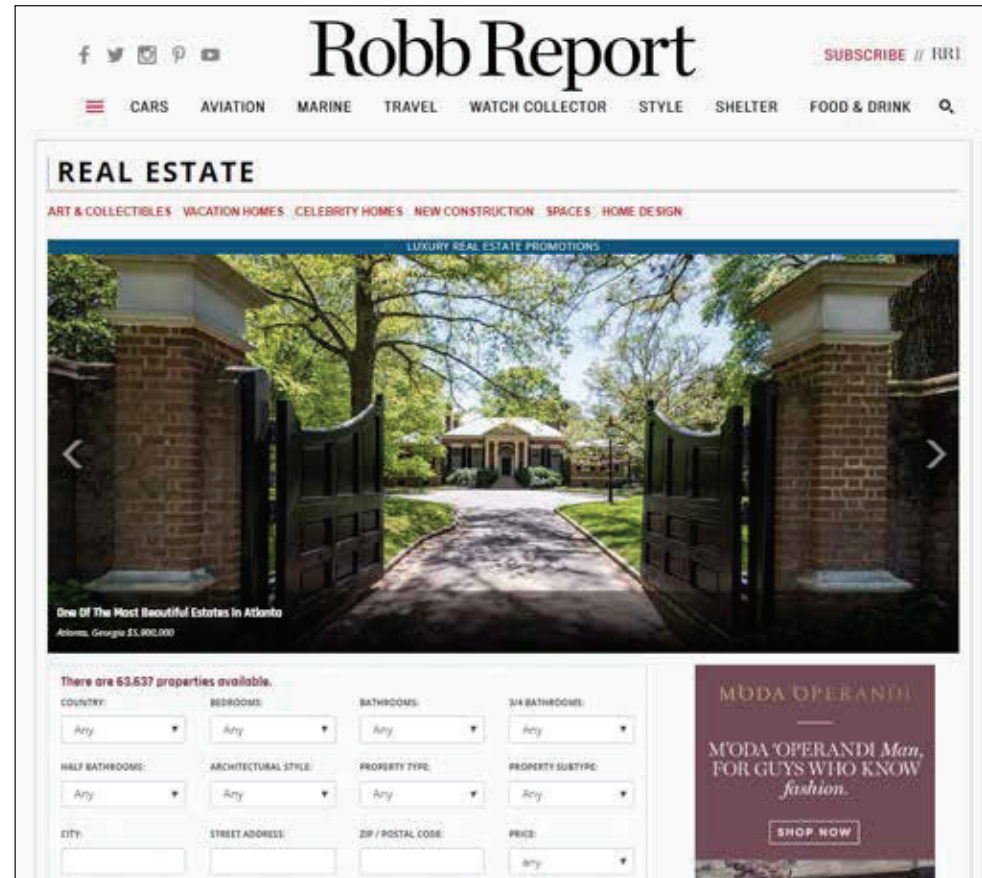
REAL ESTATE MEDIA BAR

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: \$1,350



RobbReport.com

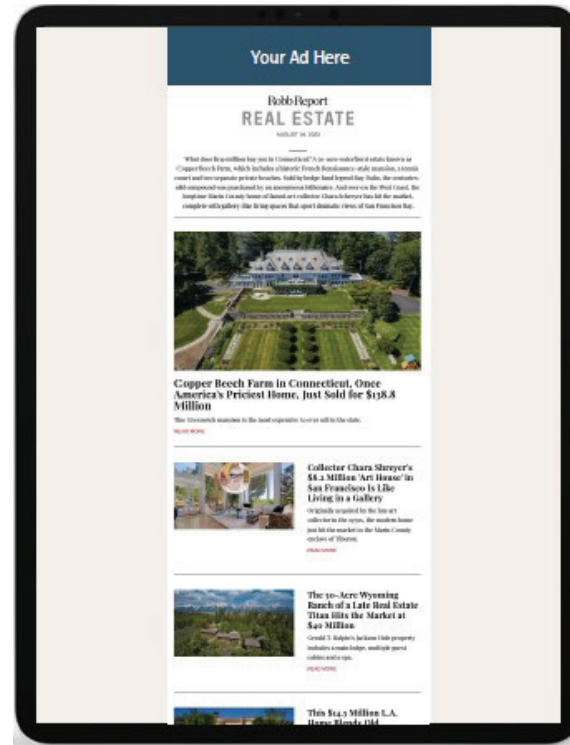
REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

- Open Rate – 18.5%
- Email is exclusive, Partner own both banner positions: (2) 970x250
- Rate: \$3,100 for 1 week (3 deployments)

PRICE: \$5,000



The Wall Street Journal Online (WSJ.com)

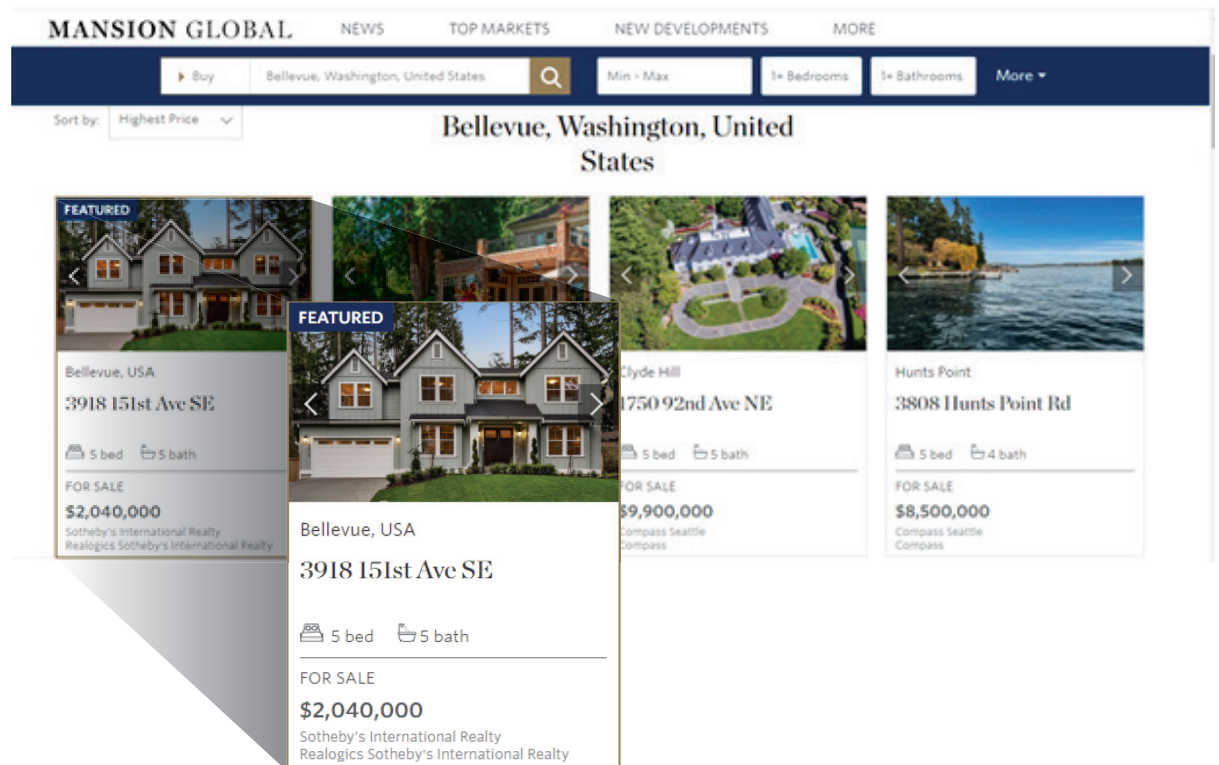
FEATURED PROPERTY UPGRADES

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 NEW DEVELOPMENTS PROFILE PAGE

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

INCLUDES

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

PROFILE PAGE - 3 MONTHS: \$1,250

Buy | Luxury properties by location

San Francisco
706 Mission
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE

VIEW MEDIA

SHARE [Icons] SAVE

DESCRIPTION

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

Read More

AMENITIES [View Gallery](#)

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

Show More

NEIGHBORHOOD

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews

SHOP NOW

The Wall Street Journal Online (WSJ.com)

MANSSION GLOBAL DAILY (M-F) E NEWSLETTER

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

PRICE: \$3,680

View in your browser

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



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

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3860 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5660 Park Crescent, Vancouver, BC	\$7,900,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8518 McLean, Toronto, ON	\$12,900,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$762,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,000,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

TRENDING TODAY


Architectural Digest @ArchDigest
Following

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

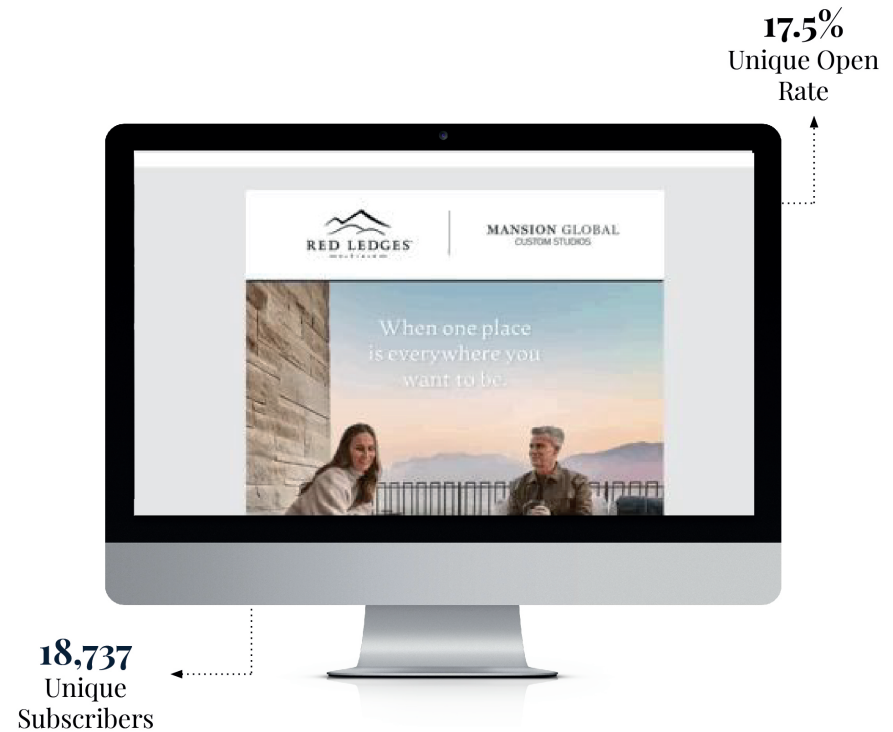
Powered by  AllPhotos 

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL CUSTOM E-NEWSLETTER

Take advantage of Mansion Global's Custom newsletter to showcase your brand as a luxury lifestyle and real estate leader to luxury connoisseurs and high-net-worth buyers around the world. From aspiration to action, Mansion Global's custom newsletter is the go-to read for the most powerful and affluent consumers, delivering all your newsworthy content directly to their inboxes- inspiring the luxury lifestyle & delivering results.

PRICE: \$5,000 EXCLUSIVE EMAIL

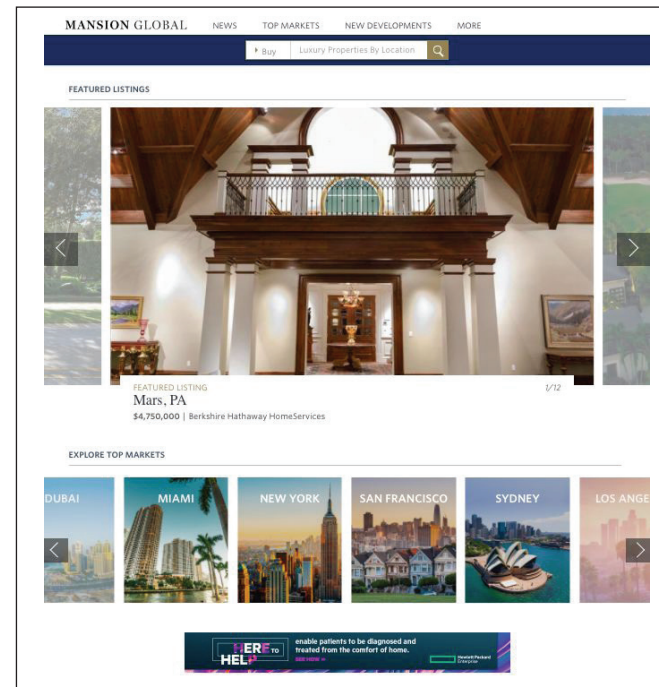


The Wall Street Journal Online (WSJ.com)

THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



Print Offerings



The Wall Street Journal

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

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

PRICE: \$650 SINGLE SPOT, COLOR
PROPERTY PORTFOLIO
PRICE: \$2,355

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 FBI

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

World-Wide
Biden received a string of Super Tuesday primary victories and Super Tuesday delegates in California as the race for the White House continues to heat up

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

FROM 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 \$1,995,000 USD sirbahamas.com/id/46932 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 949.388.0246	SCOTTSDALE, ARIZONA 10778 East Hornbeck Drive \$4,800,000 USD sirbahamas.com/id/46933 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 949.388.0246	SCOTTSDALE, ARIZONA 6907 North 43rd Street \$4,800,000 USD sirbahamas.com/id/46934 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 949.388.0246	ATHLETON, CALIFORNIA 151 Vinyas Road \$4,500,000 USD sirbahamas.com/id/46935 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.2874
PALM ALTO, CALIFORNIA 12770 waverly.com \$12,770,000 USD sirbahamas.com/id/46936 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.2874	POMONA, CALIFORNIA 3011 hamptonwood.com \$9,111,000 USD sirbahamas.com/id/46937 Bahamas Sotheby's International Realty MICHAEL DREYFUS & ANDREW HUSTON andrew.huston@sirbahamas.com +1 415.858.2874	POOLS, CALIFORNIA 2715 goldenhill.com \$7,111,000 USD sirbahamas.com/id/46938 Bahamas Sotheby's International Realty L. ANDREW HUSTON & MICHAEL DREYFUS andrew.huston@sirbahamas.com +1 415.858.2874	SAN DIEGO, CALIFORNIA 2770 A Street Street \$10,111,000 USD sirbahamas.com/id/46939 Bahamas Sotheby's International Realty PAULINE SUTHERLAND & ANDREW HUSTON andrew.huston@sirbahamas.com +1 415.858.2874	SAN FRANCISCO, CALIFORNIA Nob Hill \$10,111,000 USD sirbahamas.com/id/46940 Bahamas Sotheby's International Realty WENDY STODOLSKY wendy.stodolka@sirbahamas.com +1 415.858.2874
GREENSBORO, CONNECTICUT 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46941 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	HARTFORD, CONNECTICUT 222 mainstreet.com \$12,222,000 USD sirbahamas.com/id/46942 Bahamas Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.538.3743	MARLBOROUGH, CONNECTICUT 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46943 Bahamas Sotheby's International Realty RUSSELL POLY & MOLLY TAYLOR molly.taylor@sirbahamas.com +1 860.344.4633	MIAMI BEACH, FLORIDA 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46944 Bahamas Sotheby's International Realty SUSAN BRYAN & KARYN THEISE karyn.theise@sirbahamas.com +1 772.731.8899	MIAMI BEACH, FLORIDA 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46945 Bahamas Sotheby's International Realty CINCY O'DARE & MAZIE BEGAN mizie.began@sirbahamas.com +1 772.731.8899
ALPINE, MASSACHUSETTS 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46946 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.3050	BOSTON, MASSACHUSETTS 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46947 Bahamas Sotheby's International Realty LOUIS KUSHAN & JEFF SIMONIAN jeff.simonian@sirbahamas.com +1 617.841.3050	LENOX, MASSACHUSETTS 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46948 Bahamas Sotheby's International Realty GEORGE GAIN george.gain@sirbahamas.com +1 413.841.3050	SPRINGFIELD, MASSACHUSETTS 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46949 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 413.841.3050	PRINCETON, NEW JERSEY 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46950 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 413.841.3050
NEW YORK, NEW YORK 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46951 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 212.265.7023	NEW YORK, NEW YORK 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46952 Bahamas Sotheby's International Realty BEATRICE COLE beatrice.cole@sirbahamas.com +1 212.265.7023	NEW YORK, NEW YORK 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46953 Bahamas Sotheby's International Realty HEIDI BLUM & MARKI FIELD marki.field@sirbahamas.com +1 212.265.7023	NEW YORK, NEW YORK 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46954 Bahamas Sotheby's International Realty THE TRULIPIN GROUP trulipin@trulipin.com +1 212.265.7023	ROSELAND, NEW YORK 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46955 Bahamas Sotheby's International Realty HEIDI BLUM & MARKI FIELD marki.field@sirbahamas.com +1 212.265.7023
CHARLOTTE, NORTH CAROLINA 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46956 Bahamas Sotheby's International Realty MARILYN WILCOX marilyn.wilcox@sirbahamas.com +1 413.851.4000	PROVIDENCE, RHODE ISLAND 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46957 Bahamas Sotheby's International Realty THE TRULIPIN GROUP trulipin@trulipin.com +1 413.851.4000	CHARLOTTE, SOUTH CAROLINA 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46958 Bahamas Sotheby's International Realty THE TRULIPIN GROUP trulipin@trulipin.com +1 413.851.4000	LEWIS & CLARK, SOUTH CAROLINA 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46959 Bahamas Sotheby's International Realty THE TRULIPIN GROUP trulipin@trulipin.com +1 413.851.4000	AUSTIN, TEXAS 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46960 Bahamas Sotheby's International Realty KIMARA WILCOX kimara.wilcox@sirbahamas.com +1 413.851.4000
HOUSTON, TEXAS 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46961 Bahamas Sotheby's International Realty KIMARA WILCOX kimara.wilcox@sirbahamas.com +1 413.851.4000	HOUSTON, TEXAS 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46962 Bahamas Sotheby's International Realty VICTORIA MITCHELL victoria.mitchell@sirbahamas.com +1 281.358.4632	HOUSTON, TEXAS 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46963 Bahamas Sotheby's International Realty GRAY ADAMS gray.adams@sirbahamas.com +1 281.358.4632	UTAH 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46964 Bahamas Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 435.513.0446	KANSAS, UTAH 1111 mainstreet.com \$11,111,000 USD sirbahamas.com/id/46965 Bahamas Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 435.513.0446

The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

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

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

PREMIUM FULL PAGE

INSIDE BACK COVER: \$2,242

OPP PROPERTY SHOWCASE: \$2,242

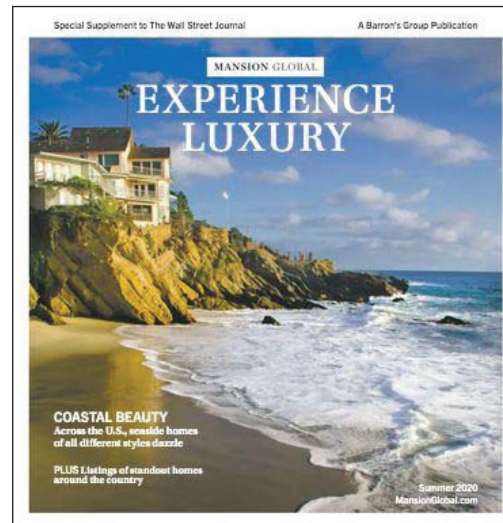
PREMIUM SPREAD

INSIDE FRONT COVER SPREAD: \$5,070

PRE-TOC: \$4,680

IMMEDIATELY POST TOC: \$4,485

CENTER SPREAD: \$4,485



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/SINGLE SPOT, COLOR

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 New York Times
Today, don't forget to read and share the New York Times on Facebook, Twitter, LinkedIn, YouTube, Instagram, and more. **NYT.com** is the best way to stay up to date on the latest news, analysis, and more. **NYT.com** is the best way to stay up to date on the latest news, analysis, and more. **NYT.com** is the best way to stay up to date on the latest news, analysis, and more.

Web's Far Right Can Hear Itself As Trump Talks
Edge in Polls Might Not Tip House Seats
Chearing the Spread of Once-Fringe Views
Outcasts Hinge on a Handful of Trump

It's Not Heaven, It's Brooklyn.
Spending Millions in a Bid to Avoid Sanctions
Partisan Rhetoric Of New Query On The Census
Called to Serve, Utah Mayor Always Answered

Offering Little Pool, Republican Accuses Georgia Rival of 'Hack'

Sotheby's INTERNATIONAL REALTY

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House & Home

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47

Los Angeles Times Takeover

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- **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
 BACK COVER: \$1,500
 IFC OR IBC: \$1,500

Sotheby's INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.
 SOTHEBYREALTY.COM

MALIBU CALIFORNIA

Photos provided by James Lanza | STYLING: JANE WELDON

72 Post Road, Old Westbury, NY

Extra Rare! Real Estate Colossus. Spectacular Old Westbury. \$4,900,000

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

Headquartered in a prime directly adjacent to the 220-acre Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom 1920's style estate on nearly two acres, 11 beds, 13.5 acre suburban cottage, and two garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE, COMPAGENT/DEBRA RUSSELL

Sotheby's INTERNATIONAL REALTY

Open the door to what's next.

The Rosewood Farm Estate
 Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,900,000
 ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

Harald Grant
 Associate Broker
 609.273.1234
 harald@sothebysrealty.com

Bruce Grant
 Licensed Salesperson
 609.273.1234
 bruce@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
 342MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY

Rosie V. Moore
 Associate Broker
 914.278.1234
 rosie@sothebysrealty.com

Vanessa Moore
 Licensed Salesperson
 914.278.1234
 vanessa@sothebysrealty.com

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**



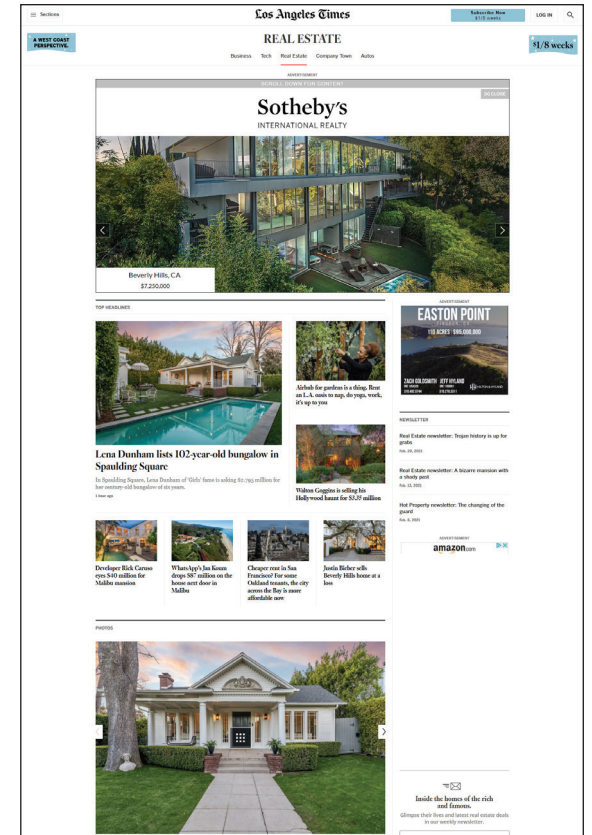
LA TIMES DIGITAL LIGHTHOUSE

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



Proposed Schedule, Pricing & Reach 2024

Plan 1	Ad Description	January	February	March	April	Media Total	Reach	
Media								
Sotheby's Auction House: Print								
Sotheby's Magazine	Half Page			\$ 1,820.00		\$ 1,820.00	20,000	
Sotheby's Auction House: Digital								
Sotheby's Bespoke Geo-Targeted Emails	Email							
Sotheby's Bespoke Geo-Targeted Emails	Texas, California, Illinois, Florida, Nevada	\$ 2,500.00		\$ 2,500.00		\$ 5,000.00	50,000	
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter		\$ 2,350.00			\$ 2,350.00	488,357	
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00		\$ 7,350.00	3,000,000	
Million Impressions	Targeting - Houston, LA, Burbank, Chicago, New York, Dallas, Las Vegas, Santa Barbara, Fort Lauderdale, West Palm Beach							
Google Adwords								
Google Adwords	Digital PPC program	\$ 5,750.00	\$ 5,000.00	\$ 5,000.00		\$ 15,750.00		
Comprehensive Digital								
Social Mirror	Behavioral Custom program	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00		\$ 9,000.00	600,000	
Display	Behavioral Custom program	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00		\$ 9,000.00	900,000	
Video Preroll	Behavioral Custom program	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00		\$ 9,000.00	360,000	
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	120,000	
Smart Solutions Eblast								
Smart Solutions Eblast	Custom Email		\$ 2,295.00			\$ 2,295.00	40,000	
EQ Living Enewsletter								
EQ Living Enewsletter	EQliving - weekly	\$ 950.00		\$ 950.00		\$ 1,900.00	78,000	
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon Vall	OTM On the Market eNewsletter	\$ 500.00				\$ 500.00	6,500	
JamesEdition								
Rotating Gallery Home Page	Featured Banner	\$ 2,000.00				\$ 2,000.00	750,000	
Rotating Gallery Real Estate Page	Featured Banner			\$ 1,600.00		\$ 1,600.00	750,000	
Featured Article and e-Newsletter promotion	e-Newsletter		\$ 3,300.00			\$ 3,300.00	294,000	
e-Newsletter	e-Newsletter				\$ 1,500.00	\$ 1,500.00	294,000	
Social Media	Listing Feature		\$ 1,000.00		\$ 1,000.00	\$ 2,000.00	296,000	
LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus			\$ 325.00	425,000	
Custom Email	Custom Email		\$ 1,350.00			\$ 1,350.00	30,000	
Robbreport.com								
Robbreport.com	Real Estate media bar	\$ 1,350.00		\$ 1,350.00		\$ 2,700.00	12,000	
Robbreport.com	Real Estate eNewsletter		\$ 5,000.00			\$ 5,000.00	6,000	
WSJ.com								
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000	
Mansion Global New Development Profile	Profile page - 3 months		\$1,250			\$ 1,250.00		
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000	
Mansion Global Custom Email	Custom			\$ 5,000.00		\$ 5,000.00	17,000	
Property upgrades	Property upgrades		Bonus	Bonus	Bonus	\$		
Mansion Global Homepage	Featured Listing Module				\$ 1,275.00	\$ 1,275.00	164,000	
Crain's New York Business								
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00			\$ 3,150.00	15,000	
Chicago Tribune								
Chicago Tribune	Custom Email 100k	\$ 1,950.00		\$ 1,950.00		\$ 3,900.00	200,000	
Print								
The Wall Street Journal								
The Wall Street Journal - MGEL	Premium Full Page				\$ 2,242.50	\$ 2,242.50	100,000	
The Wall Street Journal - MGEL	Premium Spread	\$ 4,485.00				\$ 4,485.00	100,000	
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade		\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	1,933,272	
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00		\$ 2,355.00		\$ 4,710.00	1,288,848	
The New York Times								
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00		\$ 760.00	\$ 1,520.00	846,222	
The New York Times Takeover	Full page w/ Digital promotion			\$ 1,150.00		\$ 1,150.00	168,000	
Chicago Tribune								
Chicago Tribune	Takeover			\$ 1,350.00		\$ 1,350.00	150,000	
Elite Traveler								
Elite Traveler	Luxury Homes Feature			\$ 4,500.00		\$ 4,500.00	557,000	
Financial Times								
Financial Times	Triple Property Spot		\$ 2,190.00	\$ 2,190.00		\$ 4,380.00	420,914	
The Los Angeles Times								
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 390.00			\$ 390.00	220,780	
The Los Angeles Times	Takeover			\$ 1,500.00		\$ 1,500.00	220,780	
TOTAL							\$ 135,322.50	15,102,673

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

Proposed Schedule, Pricing & Reach 2024

Plan 2	Ad Description	January	February	March	April	Media Total	Reach
Media							
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page			\$ 910.00		\$ 910.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	Texas, California, Illinois, Florida, Nevada	\$ 2,500.00		\$ 2,500.00		\$ 5,000.00	50,000
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter		\$ 2,350.00			\$ 2,350.00	488,357
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
Million Impressions	Targeting - Houston, LA, Burbank, Chicago, New York, Dallas, Las Vegas, Santa Barbara, Fort Lauderdale, West Palm Beach						
Google Adwords							
Google Adwords	Digital PPC program	\$ 3,750.00	\$ 3,000.00	\$ 3,000.00		\$ 9,750.00	
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	600,000
Display	Behavioral Custom program	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	900,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	120,000
Smart Solutions Eblast							
Smart Solutions Eblast	Custom Email		\$ 2,295.00			\$ 2,295.00	40,000
EQ Living Enewsletters							
EQ Living Enewsletters	EQliving - weekly	\$ 950.00		\$ 950.00		\$ 1,900.00	78,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Vall	OTM On the Market eNewsletter	\$ 500.00				\$ 500.00	6,500
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		\$ 500.00	\$ 1,500.00	296,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus			\$ 325.00	425,000
Custom Email	Custom Email		\$ 1,350.00			\$ 1,350.00	30,000
Robbreport.com							
Robbreport.com	Real Estate media bar	\$ 1,350.00		\$ 1,350.00		\$ 2,700.00	12,000
Robbreport.com	Real Estate eNewsletter		\$ 5,000.00			\$ 5,000.00	6,000
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
Mansion Global New Development Profile	Profile page - 3 months		\$ 1,250			\$ 1,250.00	
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000
Property upgrades	Property upgrades		Bonus	Bonus	Bonus	\$ -	
Mansion Global Homepage	Featured Listing Module				\$ 1,275.00	\$ 1,275.00	164,000
Chicago Tribune							
Chicago Tribune	Custom Email 150k	\$ 1,200.00		\$ 1,200.00		\$ 2,400.00	300,000
Print							
The Wall Street Journal							
The Wall Street Journal - MGEL	Premium Full Page	\$ 2,242.50			\$ 2,242.50	\$ 4,485.00	200,000
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade		\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	1,933,272
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00				\$ 2,355.00	644,424
The New York Times							
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00		\$ 760.00	\$ 1,520.00	846,222
The New York Times Takeover	Full page w/ Digital promotion			\$ 1,150.00		\$ 1,150.00	168,000
Chicago Tribune							
Chicago Tribune	Takeover			\$ 1,350.00		\$ 1,350.00	150,000
Elite Traveler							
Elite Traveler	Luxury Homes Feature			\$ 4,500.00		\$ 4,500.00	557,000
Financial Times							
Financial Times	Triple Property Spot		\$ 2,190.00	\$ 2,190.00		\$ 4,380.00	420,914
The Los Angeles Times							
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 390.00			\$ 390.00	220,780
The Los Angeles Times	Takeover			\$ 1,500.00		\$ 1,500.00	220,780
TOTAL						\$ 90,890.00	11,622,249
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							