



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Rosewood Residences, Turtle Creek Advertising and Marketing Program

Briggs
Freeman

Sotheby's
INTERNATIONAL REALTY

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PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Rosewood Residences, Turtle Creek

SKY Advertising is excited to present to Briggs Freeman Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the Rosewood Residences, Turtle Creek.

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 Dallas, TX.

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

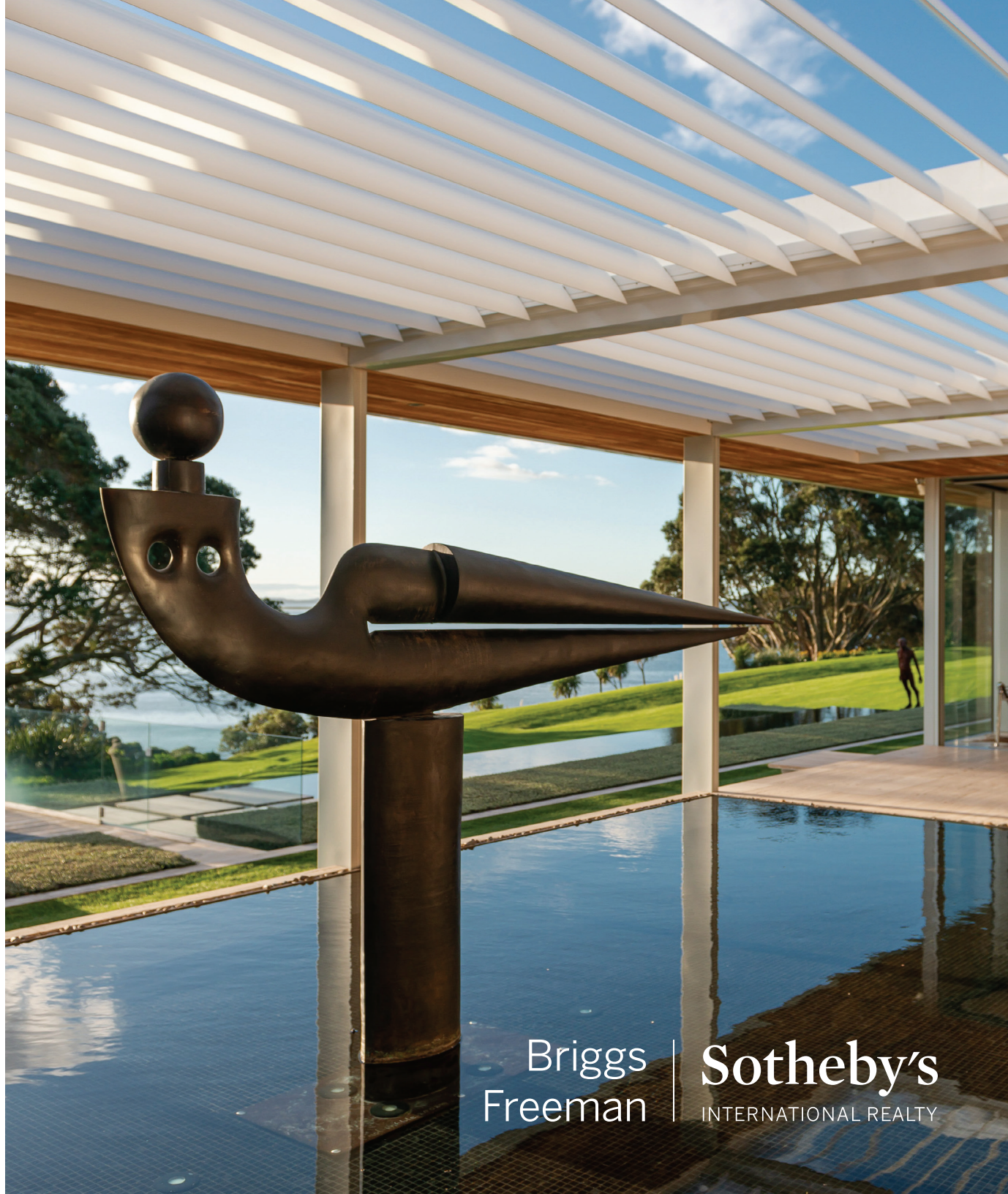
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Sotheby's Auction House Offerings



Briggs
Freeman

Sotheby's
INTERNATIONAL REALTY

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**

2 PAGE ADVERTORIAL: \$10,500
4 PAGE ADVERTORIAL: \$18,800
FULL PAGE: \$3,640
HALF PAGE: \$1,820
QUARTER PAGE: \$910



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
Call/Text: 512.452.1000
Property #1: 100018
Agent: Sotheby's
International Realty
Brianna Smith: 512.452.1000
brianna.smith@sothebysrealty.com
\$50,000,000.00

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



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Home

1 Central Park West 44F/50C
With unparalleled breathtaking views, this 44th floor Central Park West residence is a true masterpiece. The residence features a master bedroom with a walk-in closet, a master bathroom with a walk-in closet, and a large living area with a fireplace and a large window. The residence is located in the heart of Manhattan, just steps away from Central Park and the United Nations Secretariat Building. The residence is priced at \$50,000,000.00.

New York, New York
Call/Text: 212.695.0000
Sotheby's International Realty
East Side Manhattan Brokerage
Meredith Smith: 212.695.0000
meredith.smith@sothebysrealty.com
\$50,000,000.00



555 Park Avenue, 15/16
This residence in the sky enjoys 2,000 sq. ft. of spectacular views overlooking the city of New York. The residence is located in the heart of Manhattan, just steps away from Central Park and the United Nations Secretariat Building. The residence is priced at \$27,000,000.00.

New York, New York
Call/Text: 212.695.0000
Sotheby's International Realty
East Side Manhattan Brokerage
Meredith Smith: 212.695.0000
meredith.smith@sothebysrealty.com
\$27,000,000.00



Four Seasons Private Residences
This apartment is 1,112 sq. ft. of spectacular views overlooking the city of New York. The residence is located in the heart of Manhattan, just steps away from Central Park and the United Nations Secretariat Building. The residence is priced at \$13,000,000.00.

New York, New York
Call/Text: 212.695.0000
Sotheby's International Realty
East Side Manhattan Brokerage
Meredith Smith: 212.695.0000
meredith.smith@sothebysrealty.com
\$13,000,000.00



DIGITAL

SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

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

TARGETED AREAS

California, New York, Illinois, Texas, Florida

PRICE: \$2,500/DEPLOYMENT



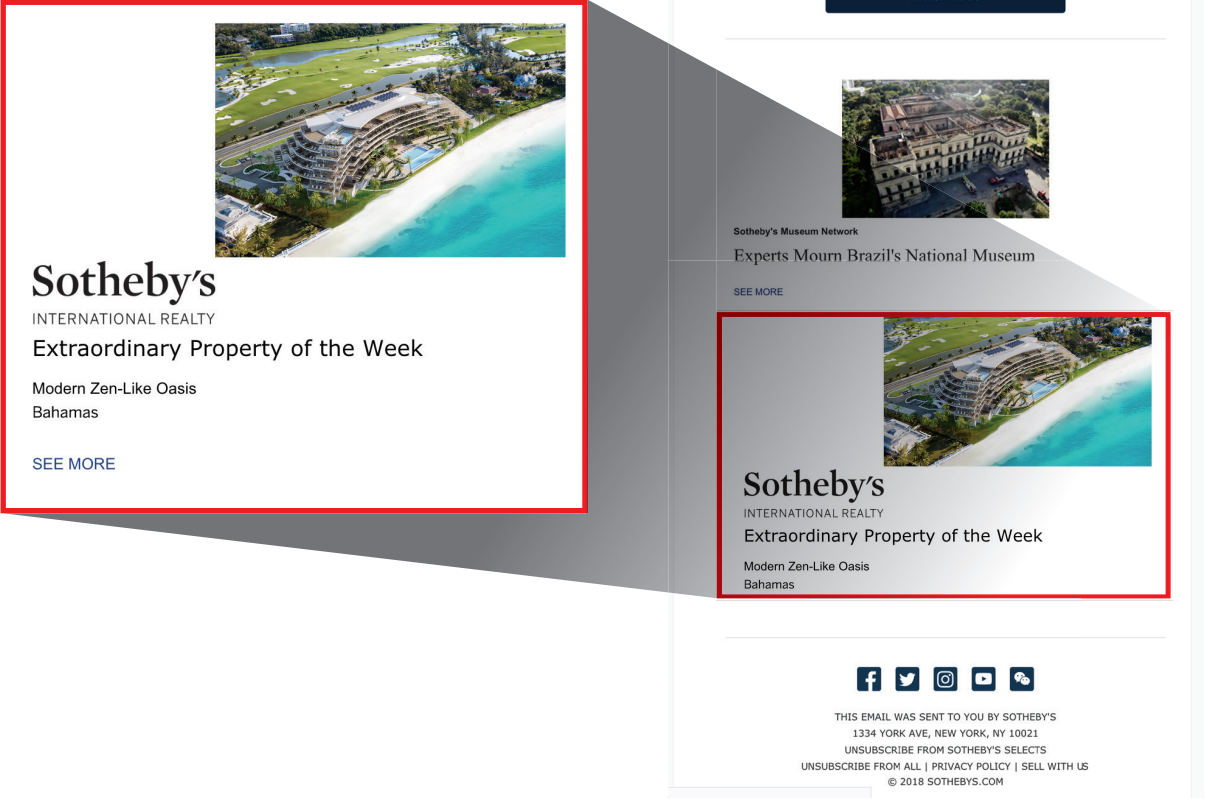
SOTHEBY'S INTERNATIONAL REALTY
Dream Big Villa, Turks & Caicos Islands
[FIND OUT MORE](#)



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 PREFERRED
E-NEWSLETTERS

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

PRICE: \$3,000

EXCLUSIVE NEW PROPERTIES FROM
SOTHEBY'S INTERNATIONAL REALTY®

Elegant Condo Tower
New York, New York

Sotheby's Preferred

5 September 2018

Your Members' Lounge in Hong Kong

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

LEARN MORE

EXCLUSIVE NEW PROPERTIES FROM
SOTHEBY'S INTERNATIONAL REALTY®

Elegant Condo Tower
New York, New York

Travel to Hong Kong in Style

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

LEARN MORE

Limited Offer

A Jewelled Garden of Eden

Digital Offerings



Briggs
Freeman | Sotheby's
INTERNATIONAL REALTY

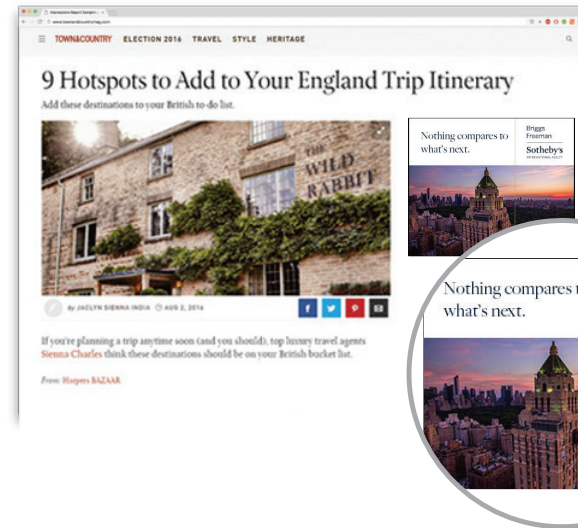
Impressions Campaign

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: **Rosewood Residences, Turtle Creek**
- Flight Dates: **January 2024 - June 2024**
- Impressions: **6,000,000**
- 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.



FORTUNE

INVESTOR'S BUSINESS DAILY®

THE WALL STREET JOURNAL.

BARRON'S

Forbes

FOX BUSINESS



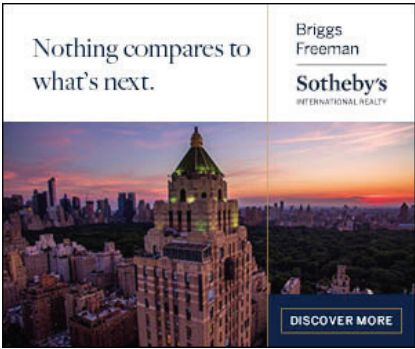
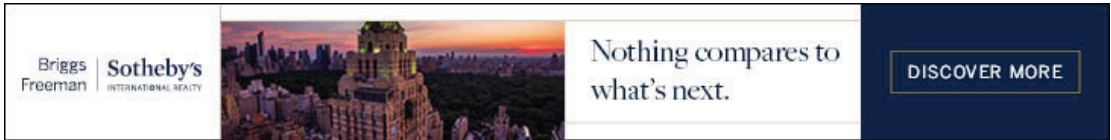
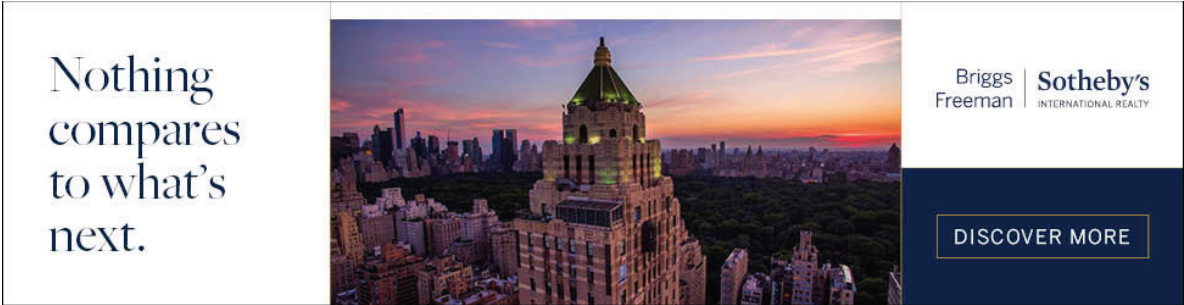
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

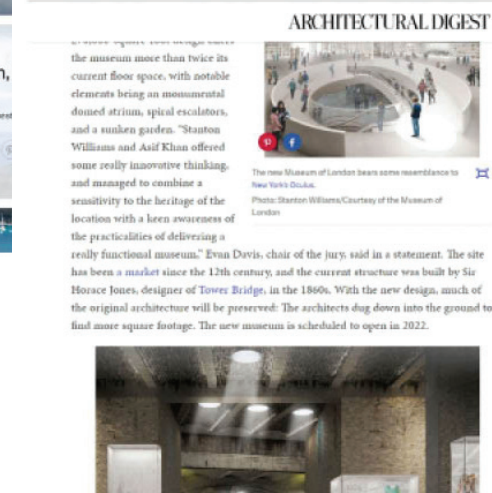
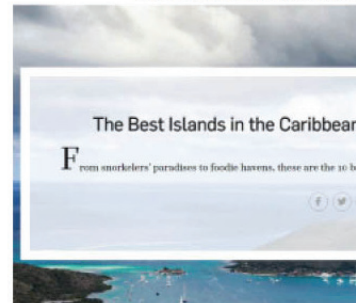
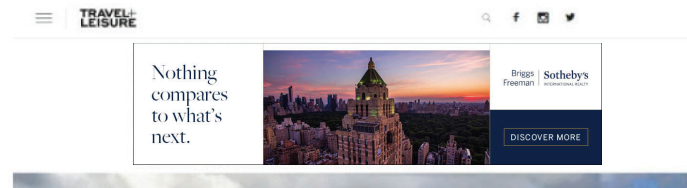
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

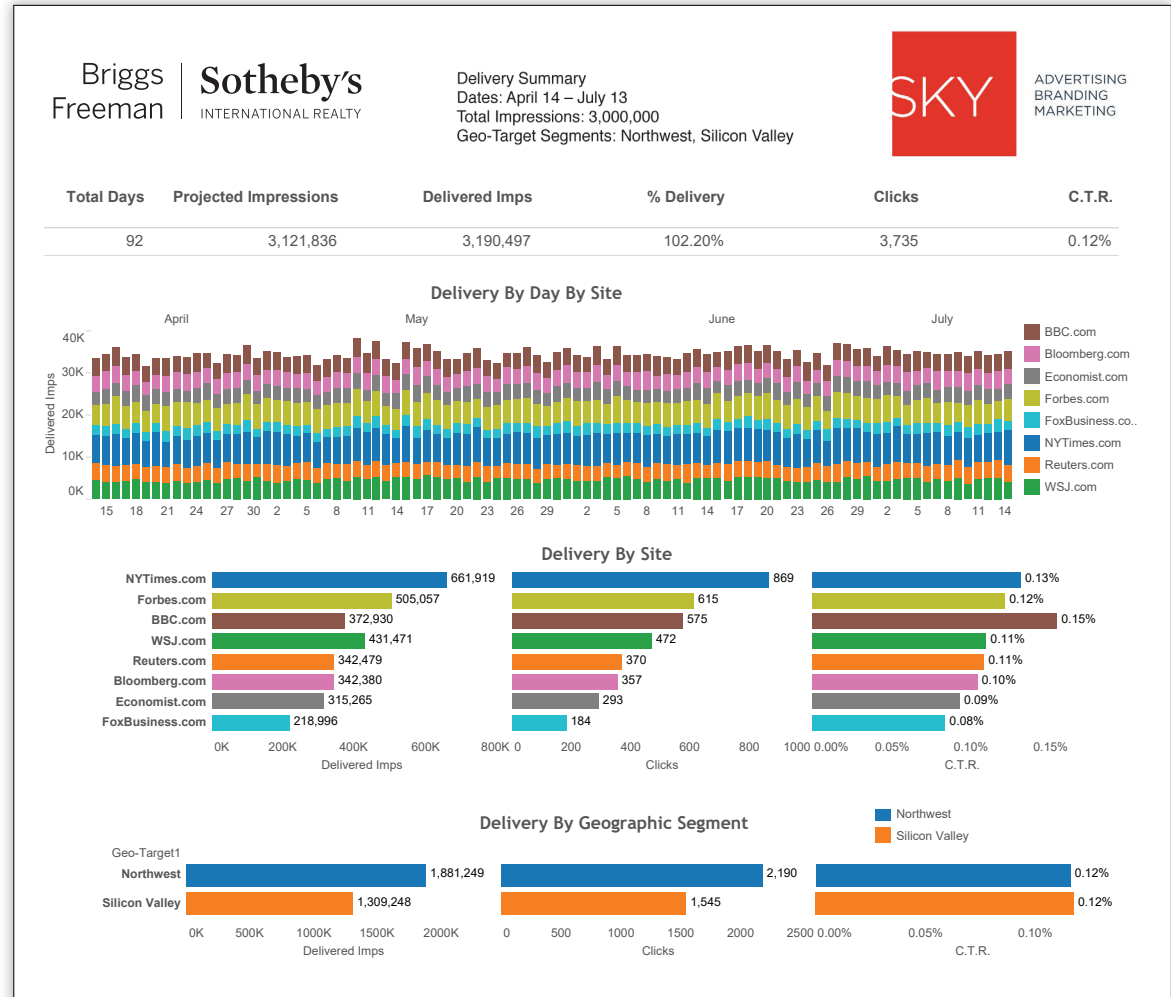


Comprehensive Reporting For Your Customized Campaign

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 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 California, Chicago, New York, and Texas.

The programs are scheduled to start on January 1st and run for six months and deliver an estimated 6,000,000 impressions.

This will include:

- A site-specific segment of Global leading business/finance websites.
- A behavioral segment, that will allow us to show banners to adults who are actively searching for Dallas-Fort Worth area real estate and living in California, Chicago, New York, and Texas.
- A behavioral segment, that will allow us to show banners to adults who have interest in and are actively searching for four and five star luxury hotels and living in California, Chicago, New York, and Texas.

SITE SPECIFIC

This segment consists of premium global business, finance architecture and design websites such as WSJ.com, inquirer.com, Forbes.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.

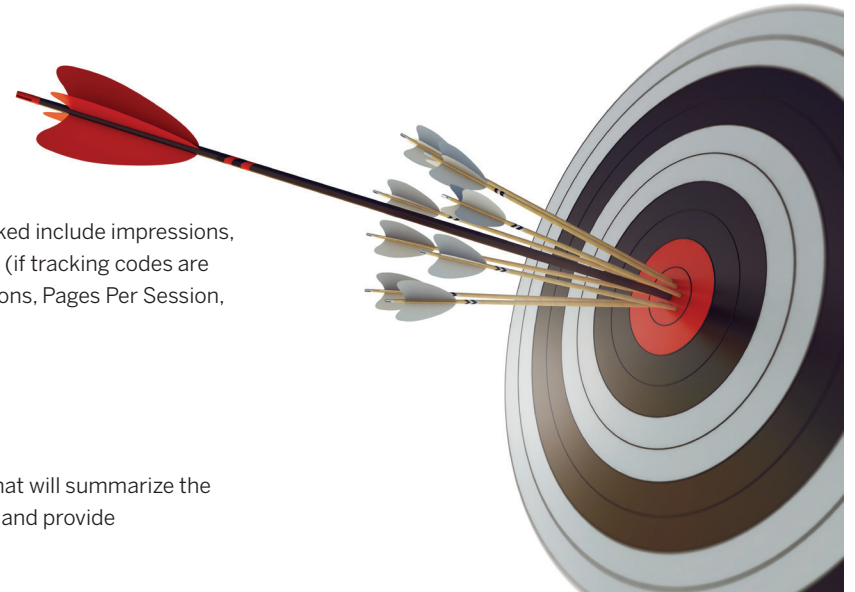
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

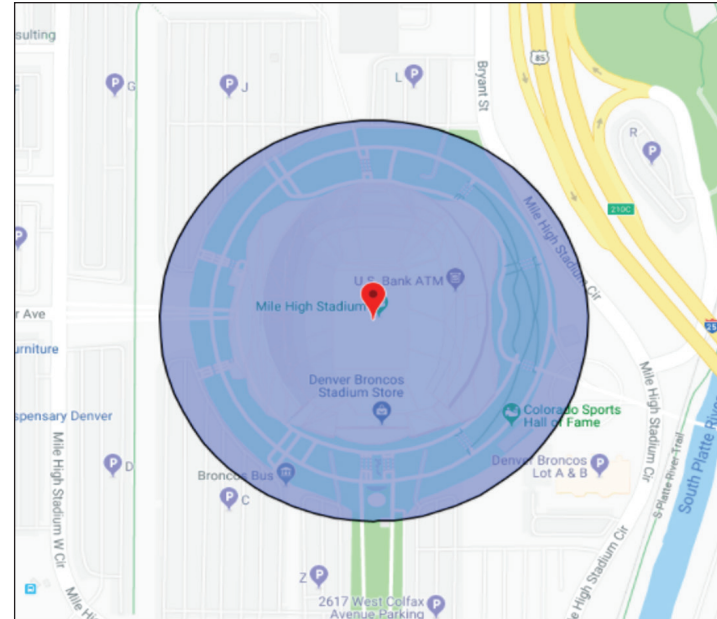
We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.



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, PlutoTV 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.

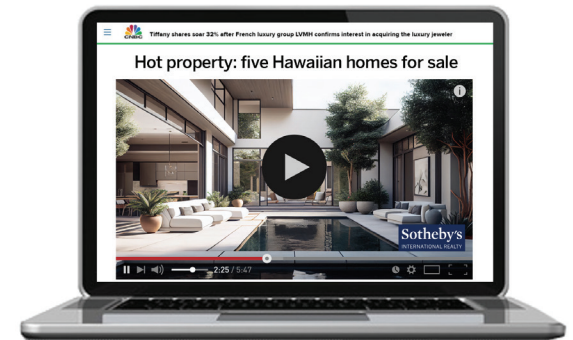


YouTube Video Pre-Roll Ads

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, With MLB to serve ads through direct connections. We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

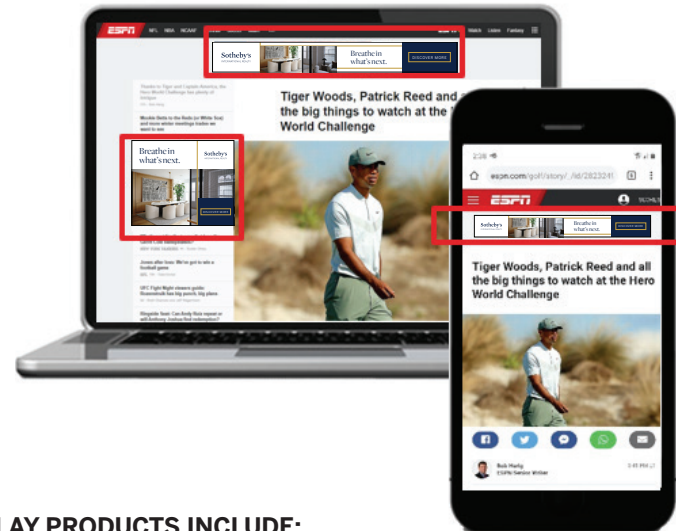
With Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

PRICE: STARTING AT \$4,500/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 \$4,500/MONTH

Comprehensive Digital

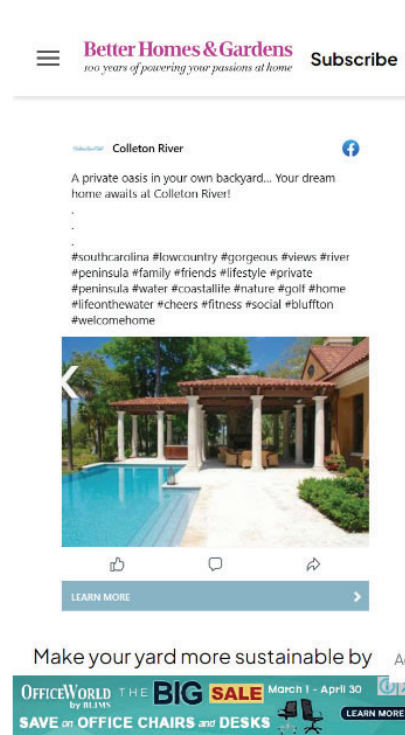
SOCIAL MIRROR ADS

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.

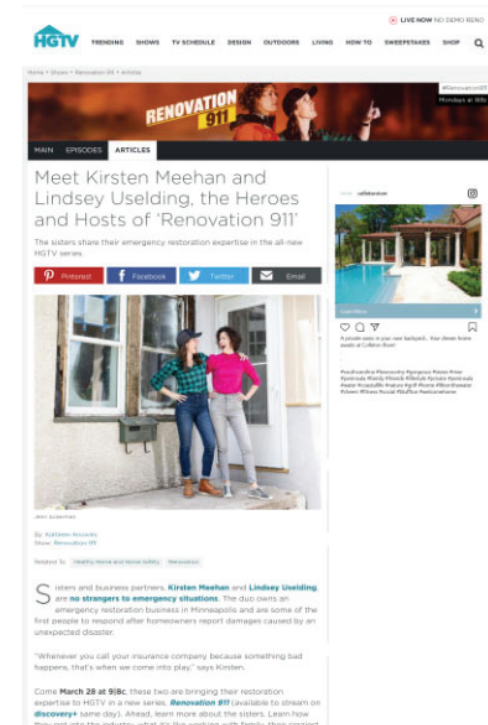
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.



PRICE: STARTING AT \$3,000/MONTH

Comprehensive Digital

ONLINE AUDIO ADS

Audio ads served to targeted online listeners who are consuming audio content across all types of devices including Smart Speakers.

- Your 15-30 second audio ad plays in online content such as music, podcasts, and sporting events that users listen to on their devices.
- On some platforms your audio ad will be served along with a companion display ad at no additional cost.
- Your online audio ads run across major streaming services.

PRICE: \$4,500/MONTH



Comprehensive Digital

Client: Briggs Freeman Sotheby's International Realty

Digital Campaign Planner

Briggs
Freeman

Sotheby's
INTERNATIONAL REALTY

Date Created: 11/14/2023

GEOGRAPHIC TARGET:

Cities Provided

Campaign Duration: 11/30/2023 - 2/29/2024	Nov-23	Dec-23	Jan-24	Total
DISPLAY ADS				
Retargeting				
Behavioral Targeting: High Net Worth; High Net Worth Individual; Luxury Home Owners; Buying Home				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	450,000	450,000	450,000	1,350,000
Cost Per Thousand	\$10.00	\$10.00	\$10.00	\$10.00
Investment Projection	\$4,500.00	\$4,500.00	\$4,500.00	\$13,500.00
OTT + VIDEO PRE-ROLL TARGETING				
OTT/Video Pre-roll Retargeting				
Behavioral Targeting: High Net Worth; High Net Worth Individual; Luxury Home Owners; Buying Home				
Video Pre-roll Keyword Targeting				
Total Potential Impressions	150,000	150,000	150,000	450,000
Cost Per Thousand	\$30.00	\$30.00	\$30.00	\$30.00
Investment Projection	\$4,500.00	\$4,500.00	\$4,500.00	\$13,500.00
ONLINE AUDIO - DALLAS, TX				
Behavioral Targeting: High Net Worth; High Net Worth Individual; Luxury Home Owners; Buying Home				
AI Targeting				
Total Potential Impressions	90,000	90,000	90,000	270,000
Cost Per Thousand	\$50.00	\$50.00	\$50.00	\$50.00
Investment Projection	\$4,500.00	\$4,500.00	\$4,500.00	\$13,500.00
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth; High Net Worth Individual; Luxury Home Owners; Buying Home				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	200,000	200,000	200,000	600,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00
TOTAL CAMPAIGN IMPRESSIONS:				
	890,000	890,000	890,000	2,670,000
TOTAL CAMPAIGN INVESTMENT:				
	\$16,500.00	\$16,500.00	\$16,500.00	\$49,500.00

Display Available Monthly Impressions Estimate:	1,372,140
Percentage of Targeted Display inventory purchased with this campaign:	32.80%
OTT + Pre-roll Available Monthly Impressions Estimate:	1,591,290
Percentage of Targeted Video Pre-roll inventory purchased with this campaign:	9.43%
Online Audio Available Monthly Impressions Estimate:	136,644
Percentage of Targeted Online Audio inventory purchased with this campaign:	65.86%
Social Mirror Ads Available Monthly Impressions Estimate:	749,419
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	26.69%

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

Comprehensive Digital

Client: Briggs Freeman Sotheby's International Realty				
Digital Campaign Planner				
Date Created: 11/14/2023				
GEOGRAPHIC TARGET:				
Cities Provided				
Campaign Duration: 11/30/2023 - 2/29/2024	Nov-23	Dec-23	Jan-24	Total
DISPLAY ADS				
Retargeting				
Behavioral Targeting: High Net Worth; High Net Worth Individual; Luxury Home Owners; Buying Home				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	450,000	450,000	450,000	1,350,000
Cost Per Thousand	\$10.00	\$10.00	\$10.00	\$10.00
Investment Projection	\$4,500.00	\$4,500.00	\$4,500.00	\$13,500.00
OTT + VIDEO PRE-ROLL TARGETING				
OTT/Video Pre-roll Retargeting				
Behavioral Targeting: High Net Worth; High Net Worth Individual; Luxury Home Owners; Buying Home				
Video Pre-roll Keyword Targeting				
Total Potential Impressions	150,000	150,000	150,000	450,000
Cost Per Thousand	\$30.00	\$30.00	\$30.00	\$30.00
Investment Projection	\$4,500.00	\$4,500.00	\$4,500.00	\$13,500.00
ONLINE AUDIO - DALLAS, TX				
Behavioral Targeting: High Net Worth; High Net Worth Individual; Luxury Home Owners; Buying Home				
AI Targeting				
Total Potential Impressions	90,000	90,000	90,000	270,000
Cost Per Thousand	\$50.00	\$50.00	\$50.00	\$50.00
Investment Projection	\$4,500.00	\$4,500.00	\$4,500.00	\$13,500.00
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth; High Net Worth Individual; Luxury Home Owners; Buying Home				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	200,000	200,000	200,000	600,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00
TOTAL CAMPAIGN IMPRESSIONS:	890,000	890,000	890,000	2,670,000
TOTAL CAMPAIGN INVESTMENT:	\$16,500.00	\$16,500.00	\$16,500.00	\$49,500.00
Display Available Monthly Impressions Estimate:	1,372,140			
Percentage of Targeted Display inventory purchased with this campaign:	32.80%			
OTT + Pre-roll Available Monthly Impressions Estimate:	1,591,290			
Percentage of Targeted Video Pre-roll inventory purchased with this campaign:	9.43%			
Online Audio Available Monthly Impressions Estimate:	136,644			
Percentage of Targeted Online Audio inventory purchased with this campaign:	65.86%			
Social Mirror Ads Available Monthly Impressions Estimate:	749,419			
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	26.69%			

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

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.



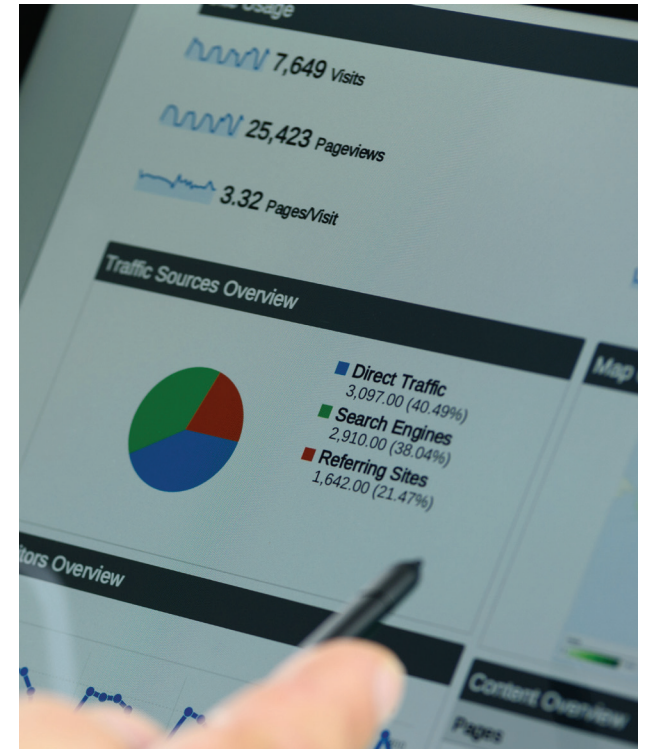
CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

PROGRAM COST

\$750 SET UP \$5,000/MONTH



Google AdWords

GEOTARGETING

- Texas
- California
- Chicago
- New York

AUDIENCES & DEMOGRAPHICS

Which can include:

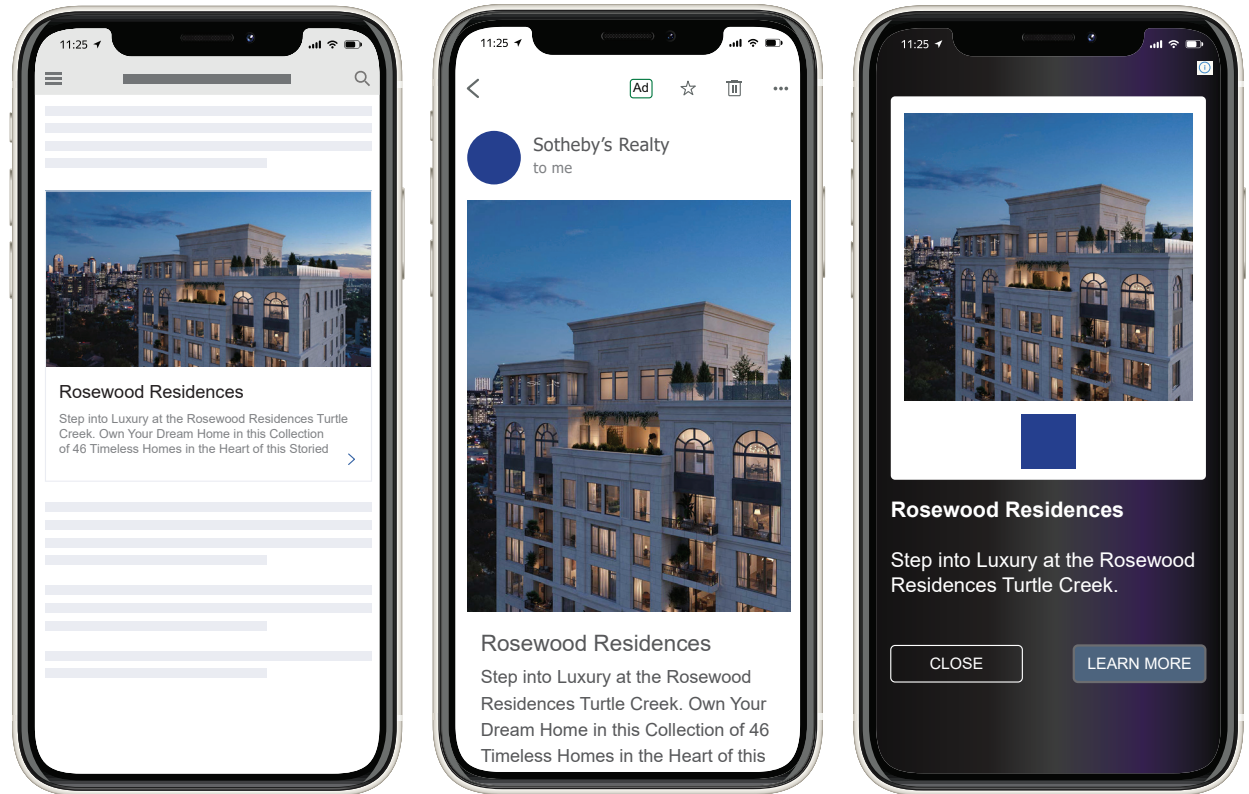
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting
- Luxury Vehicle Enthusiasts
- Golf Enthusiasts

DESCRIPTIONS/LONG HEADLINES

- Step into Luxury at the Rosewood Residences Turtle Creek. Own Your Dream Home in this Collection of 46 Timeless Homes in the Heart of this Storied Residential Neighborhood.
- Rosewood Residences Turtle Creek Redefine Luxury Living. Gain Privileged Access to Rosewood's Renowned Hotels and Daily Services When You Call Rosewood Home.
- Find Your Dream Home in the Rosewood Residences Turtle Creek, Where Architecture by Lucien Lagrange and Exquisite Interiors by Dan Fink Offer Privacy and Exhilarating Design.

SHORT HEADLINES

- Rosewood Residences
- Own The Extraordinary
- Turtle Creek – Dallas
- Contact Us Today



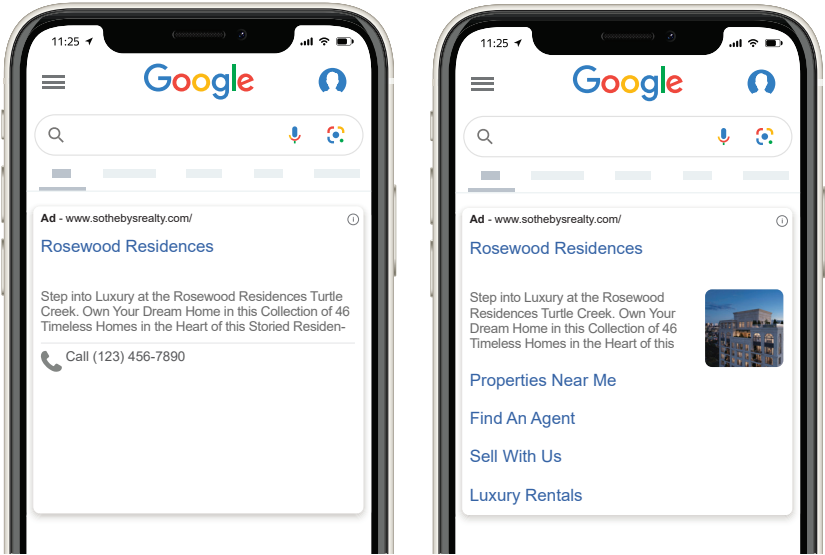
Google AdWords


ESTIMATED MONTHLY SEARCHES:

- 74,300

KEYWORD SAMPLE:

- "luxury home for sale turtle creek"
- "dallas luxury apartments for sale"
- "luxury apartment for sale near katy trail dallas"
- "dallas 75219 luxury real estate"
- "luxury communities turtle creek"
- "penthouse apartment for sale near me"
- "best apartments for sale turtle creek"





Rosewood Residences

Ad Step into Luxury at the Rosewood Res-
Sotheby's Realty

[Learn more](#)

Ad - www.sothebysrealty.com/ (123) 456-7890

Rosewood Residences

Step into Luxury at the Rosewood Residences Turtle Creek. Own Your Dream Home in this Collection of 46 Timeless Homes in the Heart of this Storied Residential Neighborhood.

Properties Near Me
Homes for Sale in Your Area
Listings From Brokers Near You

Sell With Us
List Your Home
Be Where the World is Looking

Find An Agent
Worldwide Agents
Local Experts

Luxury Rentals
Homes for Rent in Your Area
Exclusive Listings

Google AdWords

CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.



[Insert name here]
October 2023

[Insert name here]

Google Ads Impressions	Google Ads Clicks	Google Ads CTR	Google Ads Phone Calls	Average Cost-Per-Click	Google Ads Interaction R...
85,229	930	1.09%	9	\$1.52	1.14%



Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
SKY - SMART	459	\$312.71	\$39.09	74,095
SKY - Bernardi Group - PM...	290	\$359.88	\$179.94	8,209
SKY - General	75	\$278.65	\$0.00	1,432
SKY - Boulder	53	\$293.25	\$293.25	1,145
SKY - Trademark	38	\$134.26	\$134.26	259
SKY - Niwot	11	\$33.94	\$0.00	69
SKY - Longmont	4	\$19.24	\$0.00	16
SKY - Golden	0	\$0.00	\$0.00	3
SKY - Superior	0	\$0.00	\$0.00	1

Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"karen bernardi boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

Google AdWords

MONTHLY REPORTING

Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



[insert name here]
October 2023

October 2023

October KPI's

Clicks

Clicks: 150, Impressions: 4,500

CTR

CTR: 1.95% (▲ 101%)

Google Ads Phone Calls

Google Ads Phone Calls: 12 (▲ 71%)

Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$0.94

Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS ▼	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

Keywords

Showing 23 of 23 Rows

KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
michael rankin dc	40	114	40
va real estate agent	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean reality	1	1	1

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.

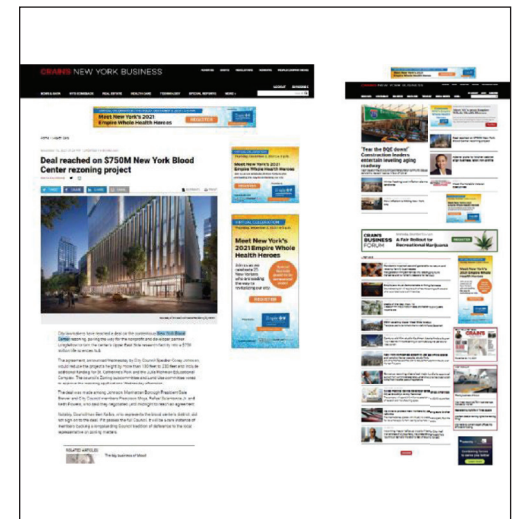
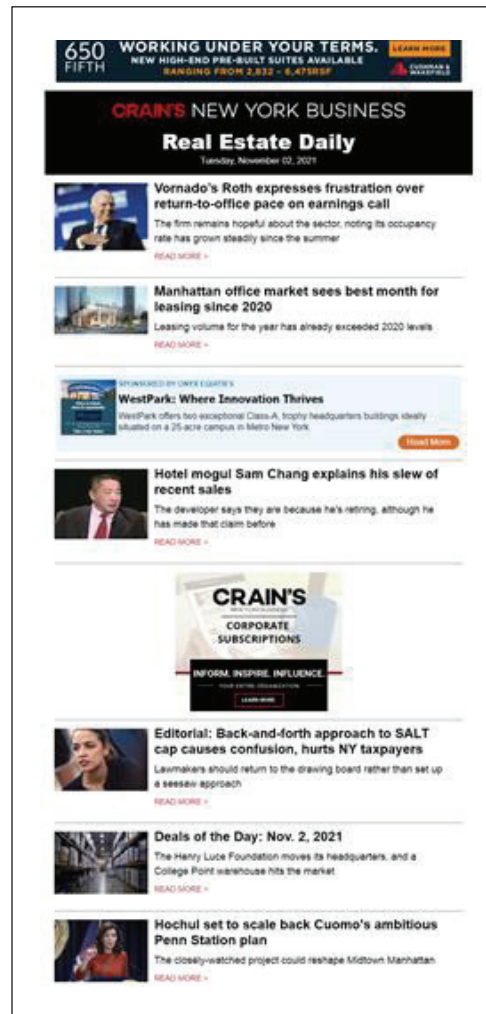
CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **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

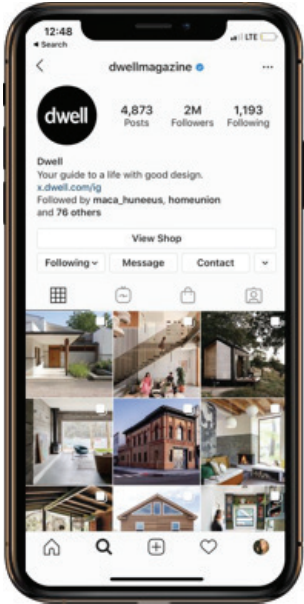
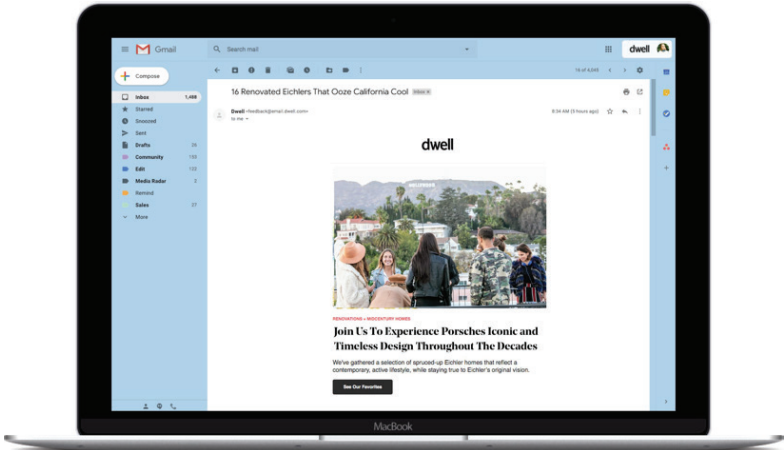


Dwell Real Estate

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

Dwell Audience Real Estate Metrics

- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).



PACKAGE 1

CUSTOM REAL ESTATE ARTICLE.

This article will permanently live in the Dwell.com Real Estate Channel.

- Promotion of the Custom Article on Dwell.com Homepage through a promo tile.
- Promotion in a Dwell.com Enewsletter.

PRICE: \$6,000

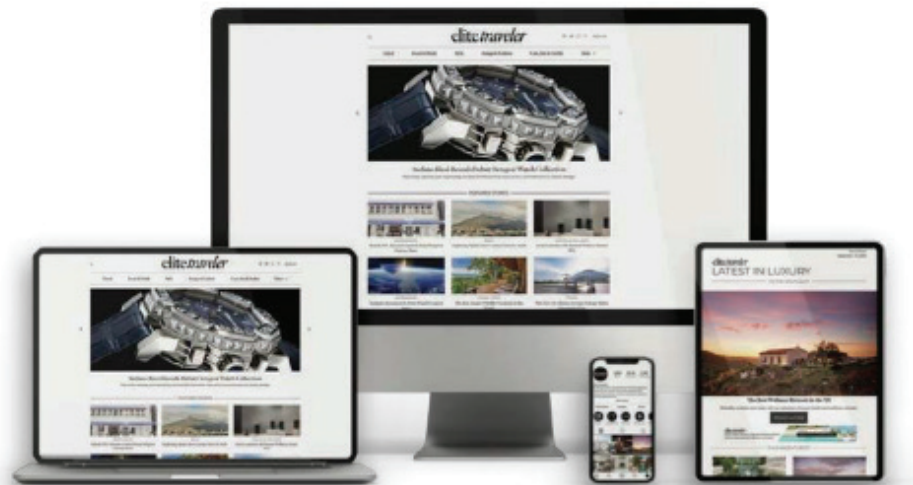
Elite Traveler

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

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

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

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



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

JamesEdition

USD

Sign in / Register

Become a Seller

For Sale

Travel

Brands

Dealers

Stores

Sell

City

Real Estate

Yachts

Watches

Art

Helicopters

Extravagance

Jewelry

7,350

76,216

774

1,362

65

35

6

2,093

e.g. Brand, Model, Location

Q

The Global Luxury Marketplace:

Cars, Homes and more

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.

MOST POPULAR

Ferrari 488 GTB

Upland, CA, United...

\$71,999

Chevrolet Corvette

Upland, CA, United...

\$71,999

Shannon Villa One...

Shannon, Spain

\$4,785,967

Ram 2500

Upland, CA, United...

\$45,999

Rio 109 - Luxury pe...

Rio De Janeiro, Brazil

\$4,563,559

Audi S7

Upland, CA, United...

\$34,999

McLaren 650S

Upland, CA, United...

\$199,999

Ferrari California

Upland, CA, United...

\$114,999

JAMES SPOTTING

Two Level Duplex On Private Ponds

View all cars

View all real estate

View all watches

VIEW ALL

RICH LIST

DOUBLE DOWN 214 Codecasa 2010/20...

West Palm Beach, FL, United States

\$38,000,000

Don't miss 5 most viewed Ferrari listings on JamesEdition: cars our readers will be driving in the Near Future

Real modern masterpieces you could buy on JamesEdition for the price of that self-destructing Bankaty network

The 10 Most Sought-After Properties and Attractive Locations

300+ towns: The most amazing and luxurious things you can find on JamesEdition where 3 is the magic number

VIEW ALL LISTS

YACHTS

Maimok Paradise ...

Maimok, Andra

\$2,750,000

LATEST STORIES

Luxury garages: Unique cars of tech billionaires, old-school magistrates and Gen-Z idols

JamesEdition is revealing the car buying habits of wealthy petroheads. From the classic 911 to the latest Bugatti and Pagani models, you can find... Read More

Most exclusive neighborhoods of Hong Kong

The Bahamas: Inside the most exclusive gated communities

Perfectly tuned Lamborghini Murcielago: "I wanted to transform it into more aggressive and forceful version"

Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

VIEW ALL STORIES

JamesEdition

USD

Sign in / Register

Become a Seller

For Sale

Travel

Brands

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Stores

Sell

City

Real Estate

Yachts

Watches

Art

Helicopters

Extravagance

Jewelry

7,350

76,216

774

1,362

65

35

6

2,093

e.g. Brand, Model, Location

Q

Find luxury Real Estate and Homes for sale

VIEW ALL HOMES

SPAIN | NEW YORK | PARIS

Type location

Search

JamesEdition is the premier international marketplace to find luxury real estate and homes for sale. Search and browse more than 40,000 luxury homes for sale in over 50 countries. The most exclusive properties in the most desirable locations are offered by luxury real estate and homes specialists and private sellers worldwide, displayed with large, high-quality images. Whether you're buying a primary or second home, a pied-a-terre or vacation property you'll find thousands of the finest international properties including condominiums, penthouses, homes, estates and resort hotel ownership options.

St. Kitts & Nevis

Nothing compares.

ST. KITTS & NEVIS

Featured luxury properties

5 Bedrooms - Pent...

St. Kitts, Nevis

\$2,734,418

Stunning Sherwood...

Lake Sherwood, CA, USA

\$2,358,000

Enviably Estate By ...

Longview, MA, United...

\$2,995,000

Modern Apartment...

New York, NY, USA

\$2,724,332

Elegant French Styl...

Buenos Aires, Argentina

\$8,800,000

Playa Nix

Papua, Mexico

\$12,000,000

Koninghof

Overseas, Netherlands...

\$8,759,573

Magnificent Seclu...

Madrid, Spain

\$3,950,000

Extraordinary Ocea...

Swampscott, MA, U...

\$1,990,000

Maimok Paradise ...

Maimok, Andra

\$2,750,000

Kiteagh House

Nearagh, Ireland

\$2,963,291

7+/- Acres for pote...

Matthews, NC, United...

\$195,000

VIEW MORE

News about luxury real estate View all

Most exclusive neighborhoods of Hong Kong

Posted 2019-07-17

The Asian financial center hasn't given up the first position in the list of the most expensive housing markets, also topping the ranking for the world's most luxurious housing market for the last two years (Luxury Defined Report by Christie's). T...

Read more

The Bahamas: Inside the most exclusive gated communities

Posted 2019-07-10

If the warm temperatures, crystal clear water and proximity to the US are not good enough reasons to consider a move to the Bahamas, a community of like-minded people should be. A round of golf or cocktails at sunset is shorthand for a club of fol...

Read more

Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

Posted 2019-06-28

Where can one find the Algarve's most prestigious properties? Most prime areas often referred to as the Golden Triangle. It's located between the capital city of Faro and the village of Vilamoura. Also, the Golden Triangle area includes two of ...

Read more

Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring

Posted 2019-06-21

Whistler is a year round outdoor playground for all ages, where fine dining restaurants, 5-star hotels, spas and wellness facilities are a quick Roadplane, helicopter ride, or drive from Vancouver. Whistler, BC: International Destination...

Read more

Site Links

Home

Cars

Tools

Stores

Rich List

About JamesEdition

JamesEdition is a place

Success stories

Top Brands

Ferrari

Rolls Royce

Audemars Piguet

Breguet

jamesedition.com

ROTATING GALLERY

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

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

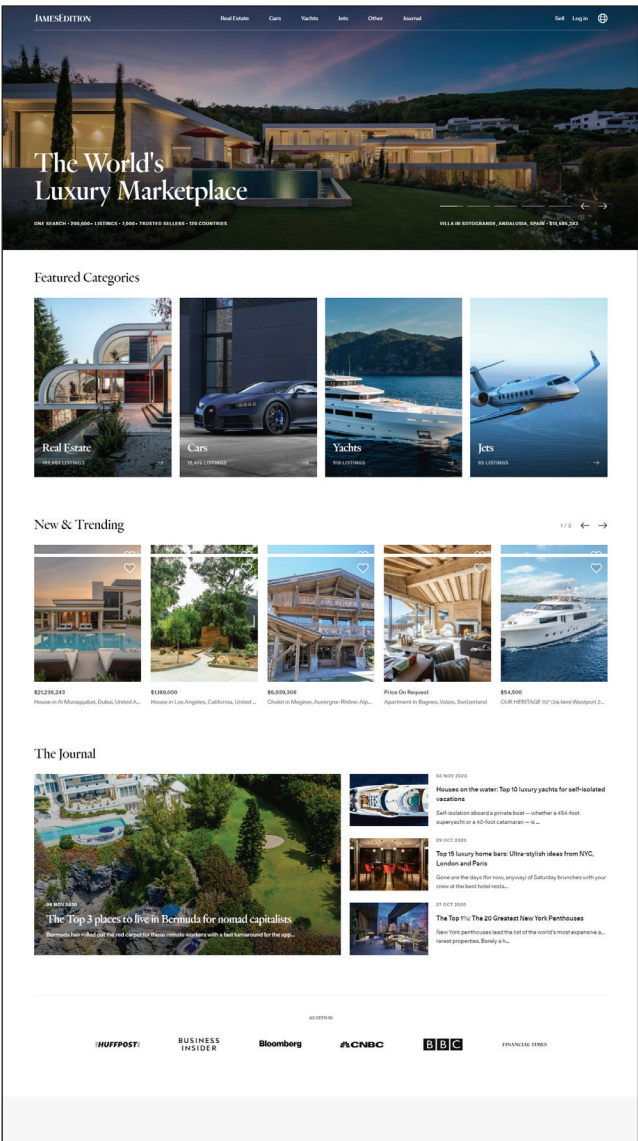
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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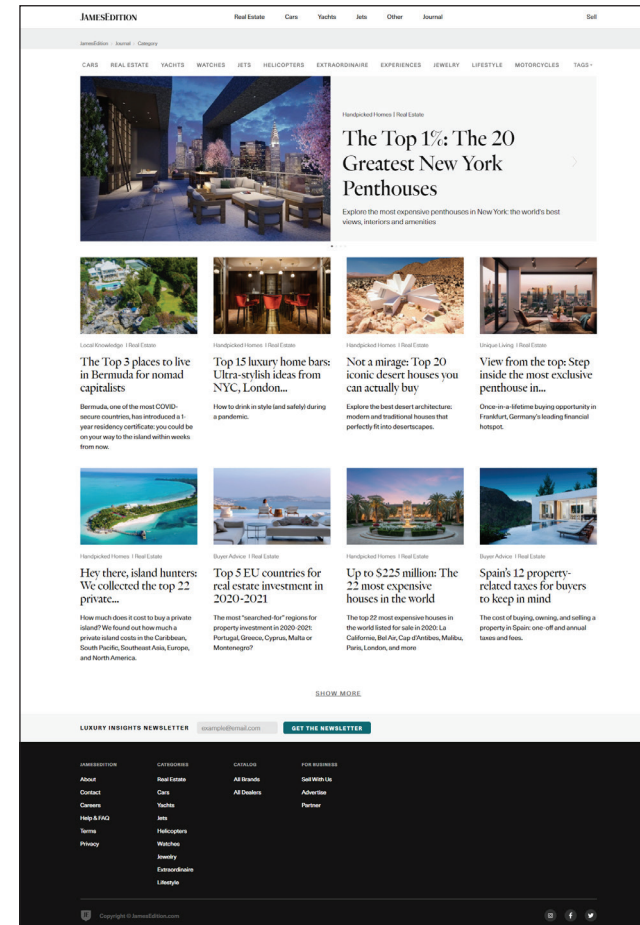
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

NEW & TRENDING

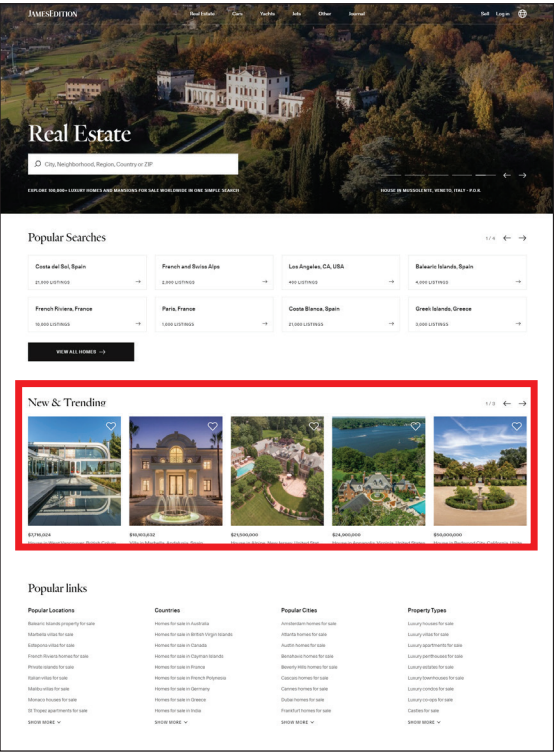
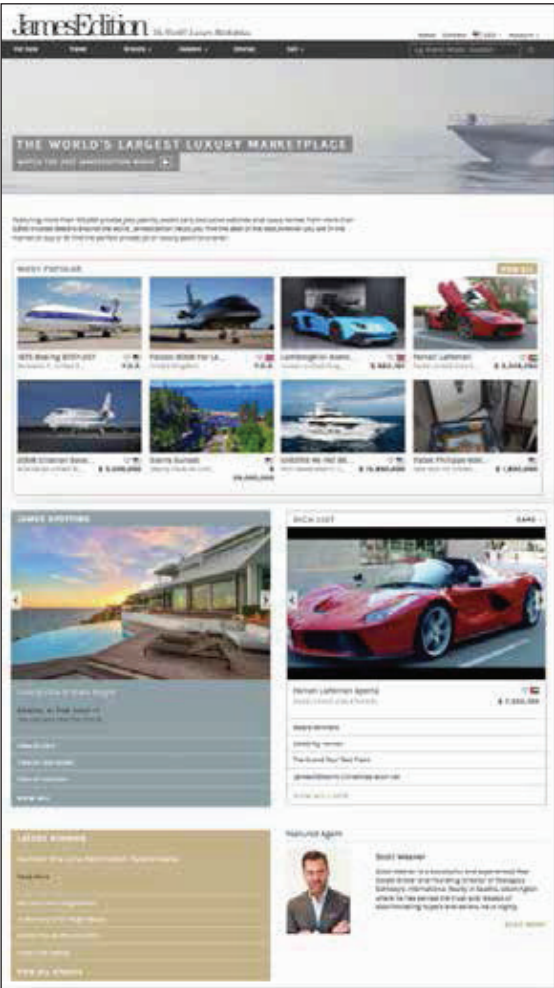
FEATURED LUXURY POSITION

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

HOME PAGE: \$1,200
REAL ESTATE PAGE: \$1,000



jamesedition.com

SOCIAL MEDIA POST

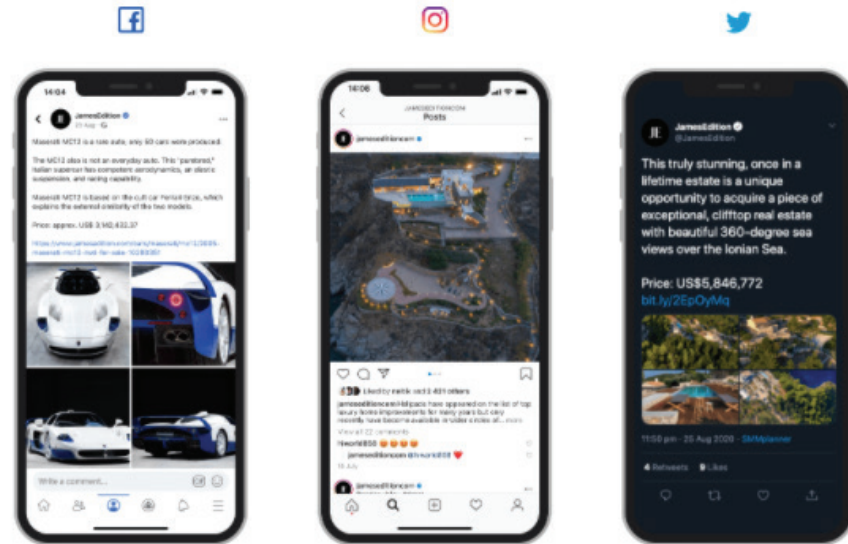
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- Instagram **74.8K**
- Facebook **31.3K**



PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$500

PHOTO PLUS

- 1-5 featured listings
- 1-10 photos & text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000 PHOTO PLUS

VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

EMAIL

Subscriber Profile

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

12 month Web Feature

- 1 Million monthly page views
- 170K unique visitors

PRICE \$2,500/YEAR

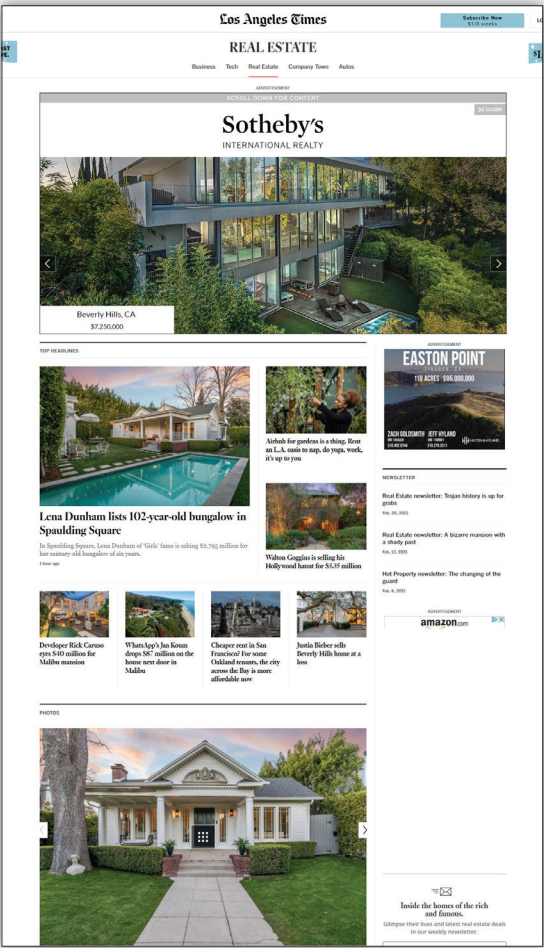
skyad.com | 39

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



LA Times

CUSTOM EMAIL

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

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

- Audience: **30K**

PRICE: \$1,350/DEPLOYMENT

Los Angeles Times

Luxe Magazine

DESIGN WHERE YOU LIVE.

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

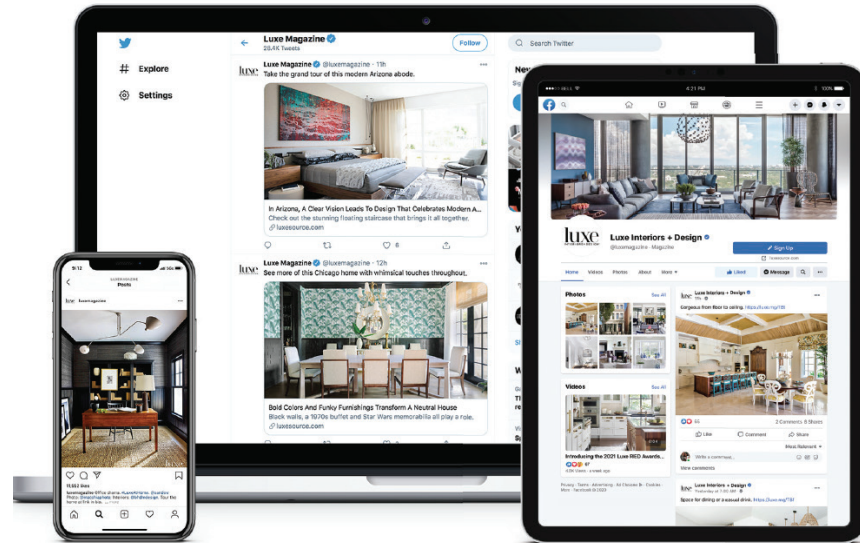
Tell your stories, spark conversations and build relationships with fellow design lovers through a Luxe Interiors + Design social media program.

The Luxe audience

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

@LuxeMagazine on Instagram

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



CUSTOM EMAIL

PRICE: STARTING AT \$2,350

FACEBOOK POST

PRICE: \$1,500 PER POST

INSTAGRAM POST

PRICE: \$3,000 PER POST

IG + FACEBOOK SPONSORED AD

PRICE: \$3,000 FOR 250K IMPRESSIONS

NATIVE CONTENT + SOCIAL MARKETING

PRICE: \$4,425

Luxury Estate

LUXURY ESTATE

Luxury Estate is the leading international portal for the luxury real estate market.

With website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- **1,900,000** visitors per month
- **18,000,000** page views per month
- **3,000,000** euro average buyer inquiry

SHOWCASE LISTING + ELITE LISTING PACKAGES PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS.



NYTimes.com

FEATURED PROPERTY MODULE


Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.

- Average CTR is between 0.36-0.55%

PRICE: \$3,000

FEATURED PROPERTIES

ADVERTISEMENT



Una

Residences

BRICKELL WATERFRONT

From \$2 million

175 SE 25th Rd. Miami, FL

2-5 BR | 2-6.5 BA | Luxury
Condos

Una Residences

info@unaresidences.com

RobbReport.com

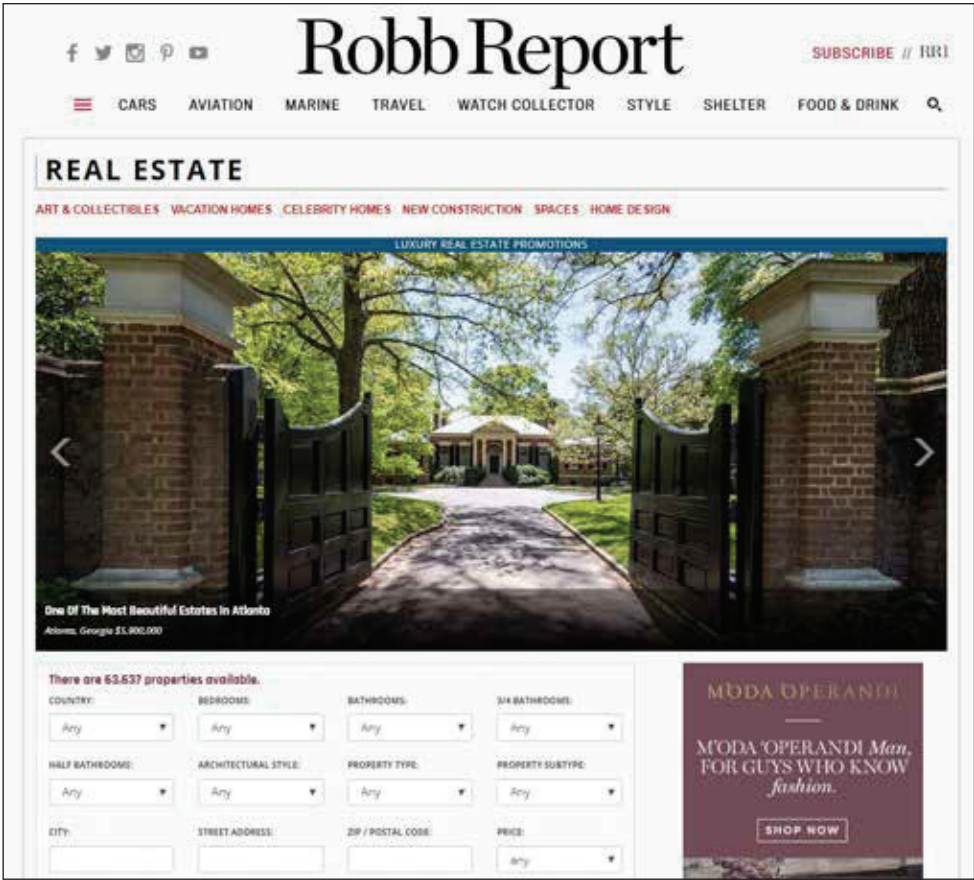
REAL ESTATE MEDIA BAR

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



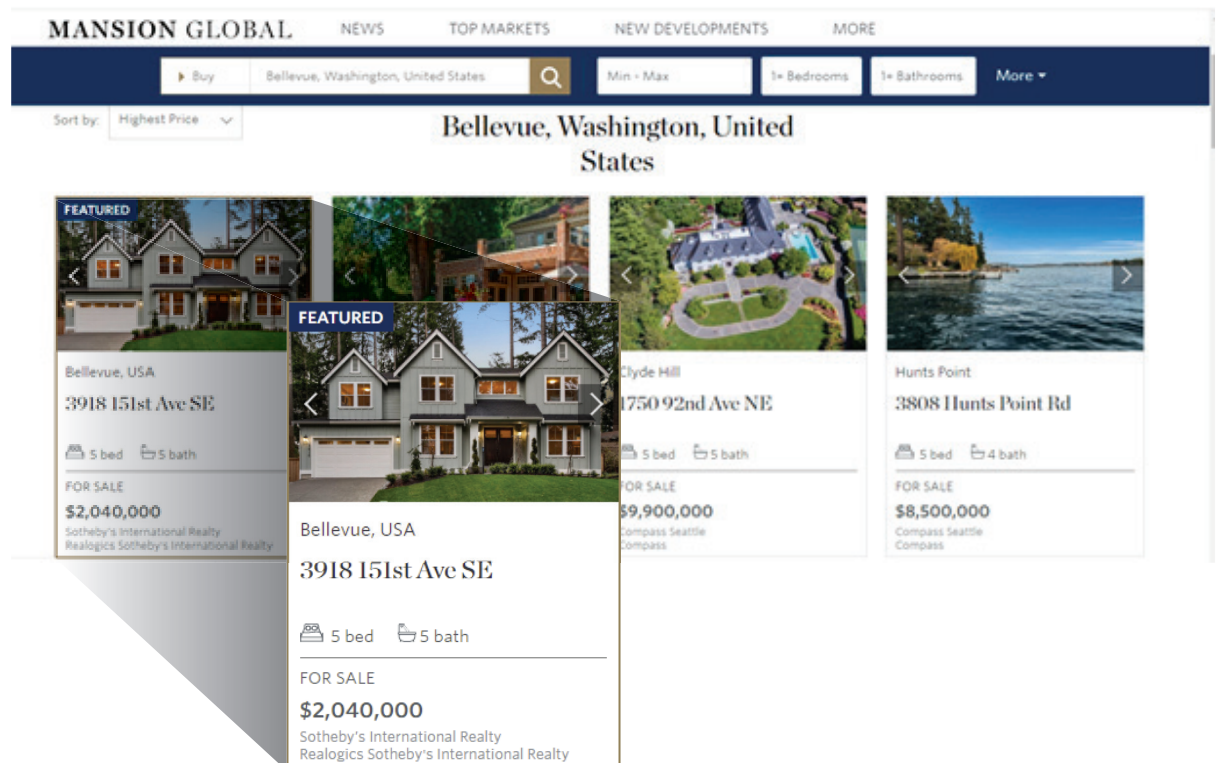
The Wall Street Journal Online (WSJ.com)

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



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

PRICE: \$1,250

Buy Luxury properties by location

San Francisco
706 Mission
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | [WEBSITE](#) [VIEW MEDIA](#)

SHARE [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](#) **NEIGHBORHOOD**

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

[Show More](#)

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews [SHOP NOW](#)

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL DAILY (M-F) ENEWSLETTER

- 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. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
2. 48 Brudenell Park, Toronto, ON	\$10,000,000
3. 1120 North Avenue, Vancouver, BC	\$10,000,000
4. 1480 - 1011 Cantonment Street Toronto, ON	\$11,500,000
5. 1000 Park Crescent, Vancouver, BC	\$10,000,000
6. 1. 1000 Park Crescent, Vancouver, BC	\$10,000,000
7. 41 St. Patrick Street, Toronto, ON	\$10,000,000
8. 1120 1120 Ave Royale, Chateau-Richer, QC	\$10,000,000
9. 1000 Park Crescent, Vancouver, BC	\$10,000,000
10. 400 Spadina Road, Toronto, ON	\$10,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$740,000	1141	\$10,000,000
Vancouver	\$1,407,048	879	\$10,000,000
Calgary	\$667,400	122	\$20,000,000
Whisper	\$1,053,300	26	\$25,000,000
Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	882	\$35,000,000
Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$194,291	185	\$20,000,000
Montreal	\$1,376,900	22	\$20,000,000
Chateau-Richer	\$194,333	1	\$20,000,000

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

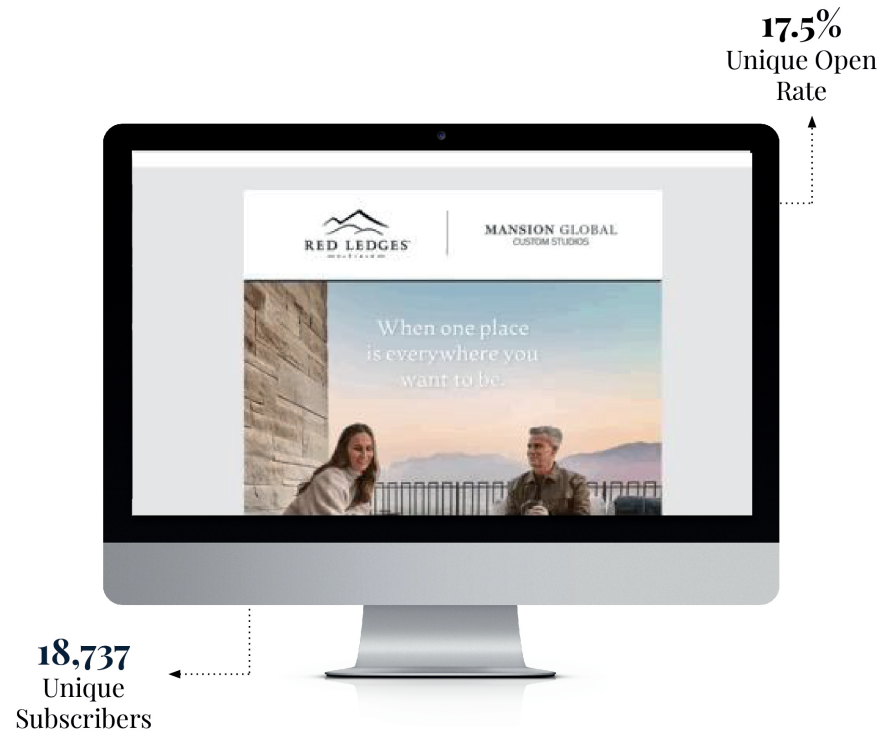
Powered by **LiveIntent** AllChromes

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: \$6,000



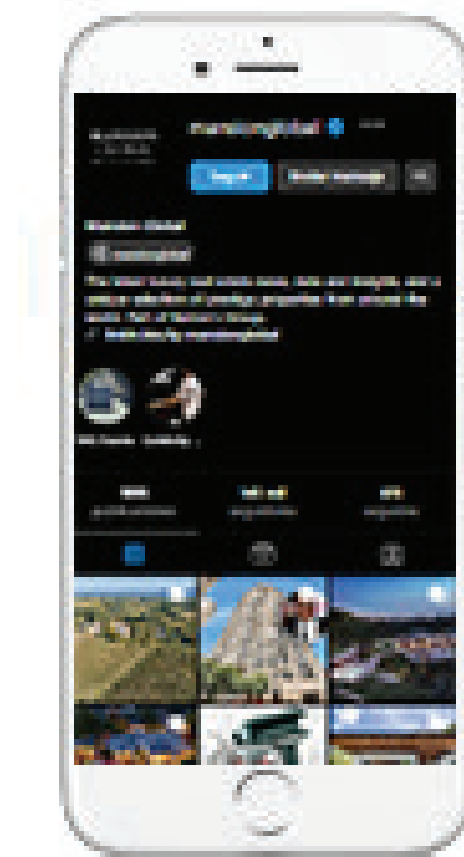
The Wall Street Journal Online (WSJ.com)

@MANSIONGLOBAL INSTAGRAM

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

- Followers: **76.2K**

PRICE: \$1,775



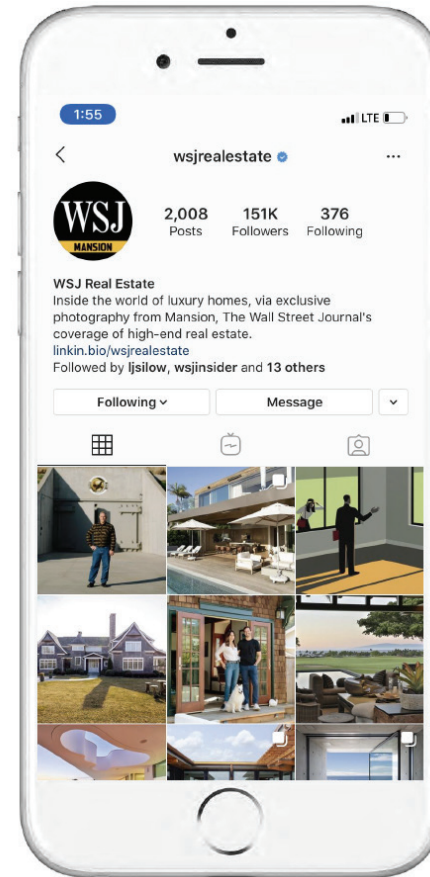
The Wall Street Journal Online (WSJ.com)

@WSJREALESTATE INSTAGRAM

Spotlight your brand to our mobile-first audience with a social Instagram post directly on @WSJRealEstate editorial handle.

- Followers: **154K**

PRICE: \$3,600 POST

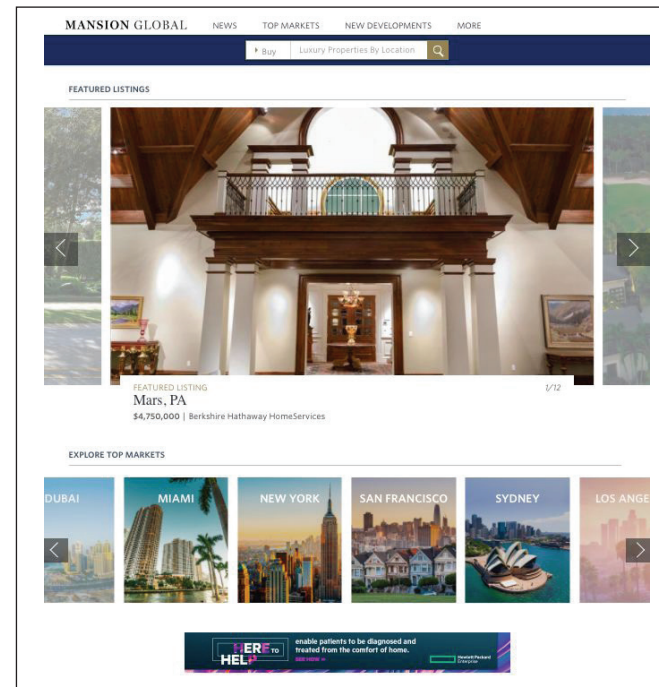


The Wall Street Journal Online (WSJ.com)

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



Briggs
Freeman | Sotheby's
INTERNATIONAL REALTY

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 SPREAD

PREMIUM FULL PAGE - INSIDE BACK COVER \$2,242

PREMIUM FULL PAGE

PREMIUM SPREAD - INSIDE FRONT COVER SPREAD
\$5,070

PRE-TOC \$4,680

IMMEDIATELY POST TOC \$4,485

CENTER SPREAD \$4,485

PROPERTY GALLERY FULL PAGE \$980



IN THE FRIDAY MAIN NEWS SECTION

- 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

THE SUNDAY REAL ESTATE

- Circulation: **403,748**
- Sunday: **972,774**
- Male / Female ratio: **51% / 49%**
- Median HHI: **\$193,586**
- Average HHI: **\$359,826**
- Median Age: **50**

PRICE: \$760/SINGLE SPOT, SUNDAY, COLOR

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**

\$750 FULL PAGE
\$1,500 BACK COVER
\$1,150 IFC OR IBC



Sotheby's
INTERNATIONAL REALTY

GREENWICH

CONNECTICUT

Move
beyond your
expectations.

Nothing compares.
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Represented by Sarah Baker on pg. 53.

72 Post Road, Old Westbury, NY



Debra Russell
Real Estate Management
Gold Circle Of Excellence
616.262.5710
c. 505.862.5403




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

Located on 15.54 acres directly adjacent to the 235-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.


DANIELEGALE.COM/AGENT/DEBRA-RUSSELL




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Sandbanks
Exuma, The Bahamas




Jacqueline
Lighthorn
Exuma Agent
+1 242 389 2225
20 Sandbanks Exuma
SIBAHAMAS.COM



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

Sandbanks is a truly spectacular Exuma, 7 full bath and 11 1/2 bath waterfront 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 sweeping pool deck and a classic infinity pool, which blends into the ocean for water sports.

SIBAHAMAS.COM/ID/X226/67



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5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorini
Sales Associate
858.334.3977
eric@ericsantorini.com
DRE#02745503



5305 Carlsbad Boulevard
5 BR | 8.0 BA | 20,039 SQ FT.
\$25,000,000

Situated atop a magical 1.5 acre oceanfront lot spanning two parcels with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand, this prestigious gated estate is truly unlike anything else.

SOTHEBYREALTY.COM/ID/THE44



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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.

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%**

1X: \$2,710

3X: \$2,570



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 Bon Appetit.

- FULL PAGE, COLOR



1X: \$3,260

3X: \$3,100


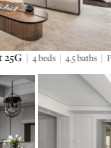


LAURIE SILVERMAN


Selling New York City

300 Central Park West, Apt 35G | 4 beds | 4.5 baths | Price Upon Request

60 Gramercy Park North, Apt 15A | 3 beds | 2.5 baths | Price Upon Request

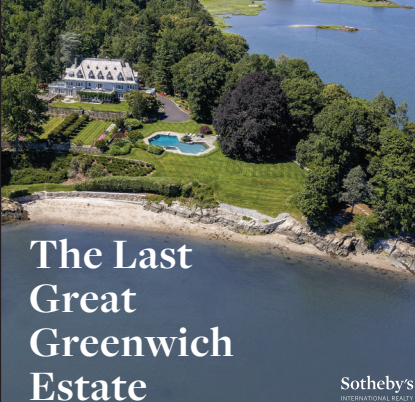


LAURIE SILVERMAN
 Senior Global Real Estate Advisor Associate Broker
 917.885.5834 | laurie.silverman@sothebysrealty.com
lauriesilverman.com


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1000 Madison Avenue, 10th Floor, New York, NY 10017
 212.512.2000 | www.sothebysrealty.com



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Great
Greenwich
Estate**


Copper Beech Farm

**499 INDIAN FIELD ROAD
CopperBeechFarmCT.com
\$150,000,000**

Lealie McElwreath
917.939.3654
lealie@mcElwreath.com

Joseph Barbieri
203.740.2025
JosephBarbieri.com

Nikki Field
212.656.7669
Nikkifield.com

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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 Vanity Fair Magazine.

- FULL PAGE, COLOR

1X: \$3,360

3X: \$3,190



LAURIE SILVERMAN

Selling New York City

300 Central Park West, Apt 35G | 4 beds | 4.5 baths | Price Upon Request

60 Gramercy Park North, Apt 15A | 3 beds | 2.5 baths | Price Upon Request

LAURIE SILVERMAN

Senior Global Real Estate Advisor, Associate Broker
917.885.5834 | laurie.silverman@sothebysrealty.com
lauriesilvermanyc.com

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Sotheby's
INTERNATIONAL REALTY

Chicago Tribune Takeover

The Chicago Tribune engages readers with news, featured content, unmatched editorial, and advertising information via digital, print and e-Newspaper. Our daily and Sunday editions offer geographical targeted advertising opportunities for maximum visibility to hyper local.

Promote your brand and properties in style with this tabloid insert devoted to Sotheby's International Realty and delivered to high-net worth neighborhoods.

- Distribution: **Chicago Metro Area**
- Circulation: **150,000+**

\$685 FULL PAGE;
\$1,300 BACK COVER
\$975 IBC OR IFC



Sotheby's
INTERNATIONAL REALTY

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beyond your
expectations.

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CHICAGO

ILLINOIS

Represented by Justin Winter in Illinois

Justin Winter | Sotheby's
INTERNATIONAL REALTY

The Exceptional Lake Keowee - SC

Discover a tranquil haven in the upstate of South Carolina, where nature's beauty thrives year long with a moderate four season climate. Embark on winding mountain trails and admire majestic waterfalls. Experience Lake Keowee's sparkling emerald water with proximity to airports & coastal shorelines for easy travel - all within reach when you choose one of our luxury lifestyle communities as your new home!

Real Estate Specialists for Lifestyle Communities located on Lake Keowee - The City of Lake Keowee, The Reserve at Lake Keowee, Keowee Palms & More

JUSTIN WINTER
Broker in Charge
Cell: (864) 704-1027
justin@justinwinter.com

10247N HIGHWAY 12 RD | SALEM, SC 29686 | WWW.JUSTINWINTER.COM | LAKE OFFICE: (864) 485-4444

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Sotheby's
INTERNATIONAL REALTY

6858 Casitas Pass Road

Perfectly sited between the Santa Ynez mountains and Pacific Ocean, The Prancing Horse Estate is considered to be one of Carpenter's trophy properties. With authentic Tuscan architecture by renowned local architect Don Nutty, the estate boasts over 12 acres of exquisitely manicured and landscaped grounds.

6858 Casitas Pass Road
7901 (214) 412-9550
theprancinghorseestate.com

VICTORIA GO
Senior Global Real Estate Advisor
(214) 412-9557
vgo@prhny.com

SOtheby's INTERNATIONAL REALTY | BEVERLY HILLS BROKERAGE | 9665 WILSHIRE BLVD STE 400 BEVERLY HILLS, CALIFORNIA 90212 | SOthebysREALTY.COM

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Bahamas | Sotheby's
INTERNATIONAL REALTY

Sundara Ocean Club Estates

Located within the ultra-luxurious community of Ocean Club Estates on Paradise Island and set across two impeccably manicured lots totaling 48,044 sq. ft. with 236 feet of private canal frontage, Sundara is the perfect marriage of warm Colonial Bahamian style and timeless European sophistication. With 10,508 sq. ft. of indoor and outdoor living space, Sundara offers an abundance of space.

Sundara
Paradise Island, The Bahamas
P.O. Box 101541 | 1-242-322-2200
SRBahamas.com/OP4E83

THE ANGELL GROUP
Estate Agents
(1-242-322-2200)
sarah@angellgroup.com

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Dwell

MODERN MARKET

Dwell is the marketplace to living with good design. A trusted authority for 20 years, connecting consumers and design professionals with inspiration, products, and the tools they need to achieve their goals. Published six times a year, each issue of Dwell Magazine includes exclusive stories on the most innovative leaders in architecture and design, presenting modern homes that encapsulate the concept of good design

- Circulation: **200,000**
- Total Reach: **778,000**
- Female / Male Ratio: **60% / 40%**
- Median Age: **44.4**
- Median HHI: **\$130,000**
- Source: **Google Analytics, Quantcast, and Sprout Social 2019**

LARGE:

\$4,750 3X RATE

\$5,250 1X RATE



Elite Traveler

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

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

ELITE TRAVELER AUDIENCE

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

LUXURY HOMES FEATURE: \$4,500




Financial Times

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

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

\$2,250 TRIPLE SPOT, COLOR
\$750 PROPERTY 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

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FTWeekend

Stare at the Wild
Wildlife in the wild
displays the knowledge
of the world's
wildlife

Sign of the Times
South Island's fall
end of London price falls
of the world's
wildlife

Study in style
Hammock
in the chic
of the world's
wildlife

The home of prime property: propertylistings.com

Follow us on Twitter: [FTProperty](https://twitter.com/FTProperty)

FTWeekend

US Edition

Food and drink festive special

Tips from top global chefs

LIFE & ARTS

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

Schulz reversal raises Merkel's survival hopes

SPD chief ready to join coalition talks

Rare bout of German unrest recedes

Uber and the cost of the Kalanick problem

RG DEAD

Life & Arts

Adventures on two wheels

Sarah Jessica Parker

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

Leaf Cay, EXUMA, THE BAHAMAS \$19,995,000 USD sirbahamas.com/id/46931 Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@sirbahamas.com +1 242.424.9699	BRADSHIRE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZAM frank.azam@sirbahamas.com +1 480.268.0280	SCOTTSDALE, ARIZONA 8800 East McDowell Drive \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZAM frank.azam@sirbahamas.com +1 480.268.0280	SCOTTSDALE, ARIZONA 4280 North Church Road \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZAM frank.azam@sirbahamas.com +1 480.268.0280	STONEYBROOK, CALIFORNIA 451 Canyon Road \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.424.9699
PALO ALTO, CALIFORNIA 1527W aveley.com \$1,000,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.424.9699	PALM BEACH, CALIFORNIA 8075 Hampton Road \$1,000,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.424.9699	RED HILLS, CALIFORNIA 2715 Poplar Road \$1,000,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.424.9699	SAN DIEGO, CALIFORNIA 2701 Ocean Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.424.9699	SAN FRANCISCO, CALIFORNIA 1000 California Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.424.9699
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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.
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- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



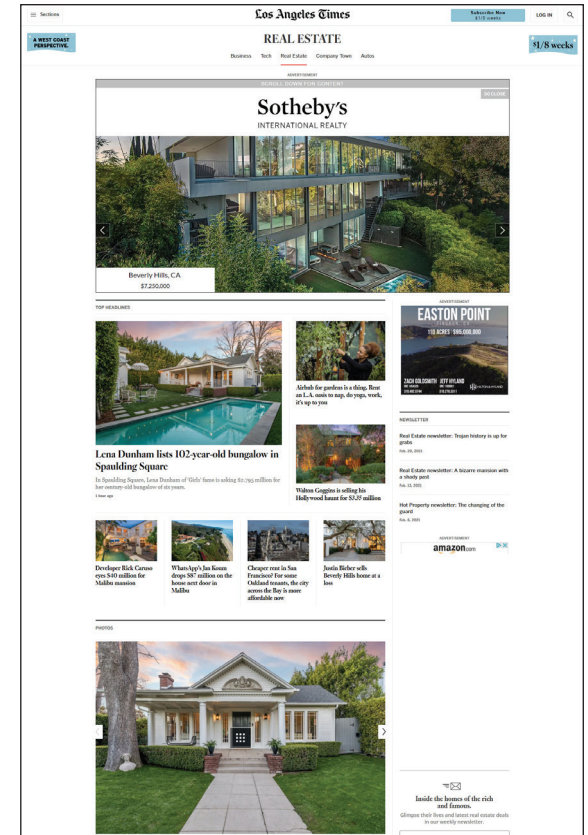
LA TIMES DIGITAL LIGHTHOUSE

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



Luxe Magazine

LUXE INTERIORS + DESIGN

Luxe Interiors + Design is the largest architecture and design brand in the United States. We have a direct line to local businesses and design professionals, and target highly affluent consumers, 6 times a year, in the top 14 major markets.

- **4%** Delivered to luxury homeowners in the wealthiest zip codes in each LUXE region
- **8%** Distributed to a proprietary list of trade professionals, showrooms and design centers
- **8%** Distributed to private air travelers via exclusive MediaJet newsstands in 250+ FBOs and on newsstands in Barnes & Noble, Hudson News, Whole Foods and Central Market

AUDIENCE:

- **93%** Net Worth of \$1 Million or more
- **72%** Net Worth of \$5 Million or more
- **35%** Net Worth of \$10 Million or more
- **94%** Own a Home Valued and \$1 Million or greater

FULL PAGE

DALLAS: \$3,400



Modern Luxury

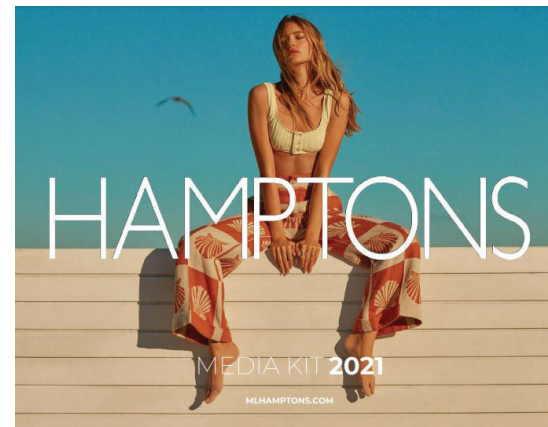
AT MODERN LUXURY, CONNECTION AND COMMUNITY DEFINE WHO WE ARE

Reaching an audience of more than 16 million, modern luxury is the nation's largest luxury media company offering leading brands access to the most affluent audiences in the most prominent cities across the U.S.

Through the power of the modern luxury media ecosystem including 85+ brands across 22 markets luxury brands can connect with their audiences in the places and ways that matter the most.

- Audience: **13 Million**
- Markets: **22**

FULL PAGE
DALLAS



Schedule, Pricing & Reach



Briggs | Sotheby's
Freeman | INTERNATIONAL REALTY

Proposed
Schedule, Pricing
& Reach 2024

Media	Ad Description	January	February	March	April	May	June	Media Total	Reach
Sotheby's Auction House: Print									
Sotheby's Magazine	Advertorial - 2 page			\$ 10,500.00				\$ 10,500.00	20,000
Sotheby's Magazine	Full Page						\$ 3,640.00	\$ 3,640.00	20,000
Sotheby's Magazine	Half Page			\$ 1,820.00				\$ 1,820.00	20,000
Sotheby's Auction House: Digital									
Sotheby's Bespoke Geo-Targeted Emails	California, New York, Illinois, Texas, Florida	\$ 2,500.00		\$ 2,500.00		\$ 2,500.00		\$ 7,500.00	75,000
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter		\$ 2,350.00					\$ 2,350.00	488,357
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter				\$ 3,000.00			\$ 3,000.00	7,500
Digital									
Million Impressions*									
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 14,700.00	6,000,000
Million Impressions	Targeting California, Chicago, New York Metro, Dallas Metro, Florida								
Google Adwords									
Google Adwords	Digital PPC program	\$ 5,750.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 30,750.00	445,800
Comprehensive Digital									
Social Mirror	Behavioral Custom program	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 18,000.00	1,200,000
Display	Behavioral Custom program	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 27,000.00	2,700,000
OTT/Video Pre-roll	Behavioral Custom program	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 27,000.00	900,000
Audio	Behavioral Custom program	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 27,000.00	540,000
Geofencing - Event and Location									
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 9,000.00	360,000
Dwell.com									
Real Estate Package 1	Custom Article with promo on Homepage with	\$ 6,000.00						\$ 6,000.00	110,000
Elite Traveler									
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500				\$ 2,500.00	100,000
Nob Hill Gazette									
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 3,000.00	39,000
JamesEdition									
Rotating Gallery Home Page	Featured Banner	\$ 2,000.00						\$ 2,000.00	750,000
Rotating Gallery Real Estate Page	Featured Banner		\$ 1,600.00					\$ 1,600.00	750,000
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 5,500.00						\$ 5,500.00	294,000
e-Newsletter	e-Newsletter				\$ 1,500.00			\$ 1,500.00	294,000
New & Trending Home Page	Featured Spot			\$ 1,200.00		\$ 1,000.00		\$ 2,200.00	76,600
Social Media	Listing Feature		\$ 1,000.00				\$ 1,000.00	\$ 2,000.00	296,000
JetSet Magazine									
JetSet Magazine	Annual Global Campaign			\$2,500				\$ 2,500.00	2,140,000
LA Times									
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus	\$ 325.00	\$ 325.00	Bonus	\$ 325.00	\$ 1,300.00	1,700,000
Custom Email	Custom Email		\$ 1,350.00			\$ 1,350.00		\$ 2,700.00	60,000
Luxe Interiors + Design									
Custom Email	Custom Email				\$ 2,350.00			\$ 2,350.00	294,000
IG + Facebook Sponsored Ad	IG + Facebook Sponsored Ad			\$ 3,000.00				\$ 3,000.00	294,000
Native Content + Social Marketing	Native Content + Social Marketing		\$ 4,425.00					\$ 4,425.00	
NYTimes.com									
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00			\$ 12,000.00	222,412
Robbreport.com									
Robbreport.com	Real Estate media bar	\$ 1,350.00		\$ 1,350.00		\$ 1,350.00		\$ 4,050.00	18,000
WSJ.com									
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00		\$ 2,150.00				\$ 4,300.00	328,000
Mansion Global New Development Profile	Profile page - 3 months		\$1,250			\$1,250		\$ 2,500.00	
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00						\$ 3,680.00	17,000
Mansion Global Custom Email	Custom Email				\$ 6,000.00			\$ 6,000.00	17,000
Property upgrades	Property upgrades		Bonus	Bonus	Bonus	Bonus	Bonus	\$ -	
WSJ.com Instagram	WSJ.com Instagram			\$ 3,600.00				\$ 3,600.00	154,000
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00					\$ 1,775.00	76,200
Luxury Estate									
Luxury Estate	Showcase Listing + Elite Listing Packages			\$5,100				\$ 5,100.00	
Crain's New York Business									
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00		\$ 3,150.00		\$ 3,150.00		\$ 9,450.00	45,000
Chicago Tribune									
Chicago Tribune	Custom Email 150k	\$ 2,375.00		\$ 2,375.00				\$ 4,750.00	300,000

Proposed
Schedule, Pricing
& Reach 2024

Print															
The Wall Street Journal															
The Wall Street Journal - Southern Central	Quarter Page	\$	2,910.00	\$	5,820.00	\$	5,820.00	\$	2,910.00	Bonus	Bonus	\$	17,460.00	927,000	
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$		\$	650.00	\$	650.00	\$	650.00	\$	650.00	\$	3,250.00	3,222,120	
The Wall Street Journal - National	Property Portfolio	\$	2,355.00	\$	2,355.00	\$	2,355.00	\$	2,355.00	\$	2,355.00	\$	14,130.00	3,866,544	
WSJ Mansion Global Experience Luxury															
Mansion Global Experience Luxury	Premium Spread						\$	2,242.50				\$	2,242.50	148,000	
Mansion Global Experience Luxury	Premium Full page	\$		\$	4,680.00							\$	4,680.00	644,424	
Mansion Global Experience Luxury	Property Gallery Full Page	\$		\$	980.00			\$	980.00			\$	1,960.00	1,288,848	
The New York Times															
The New York Times	Property Spot - Weekday/Saturday			\$	760.00	\$	760.00			\$	760.00		\$	2,280.00	1,269,333
The New York Times	Property Spot - Sunday						\$	760.00				\$	760.00	381,268	
The New York Times Takeover	Full page w/ Digital promotion			\$	1,150.00	\$	150.00	\$	750.00	\$	750.00		\$	2,800.00	672,000
Chicago Tribune															
Chicago Tribune	Takeover			\$	1,300.00			\$	1,300.00			\$	2,600.00	300,000	
Conde Nast Magazines Regional Pages															
Architectural Digest - Dallas/Ft Worth	Full Page			\$	2,570.00	\$	2,570.00	\$	2,570.00			\$	7,710.00	54,000	
Bon Appetit - Dallas Ft Worth	Full Page			\$	3,100.00	\$	3,100.00	\$	3,100.00			\$	9,300.00	42,000	
Vanity Fair- Dallas Ft Worth	Full Page			\$	3,190.00	\$	3,190.00	\$	3,190.00			\$	9,570.00	57,000	
Dwell															
Dwell	Modern Market			\$	4,750.00			\$	4,750.00			\$	9,500.00	412,000	
Elite Traveler															
Elite Traveler	Luxury Homes Feature			\$	4,500.00							\$	4,500.00	557,000	
Financial Times															
Financial Times	Triple Property Spot	\$	2,250.00	\$	2,250.00	\$	2,250.00	\$	2,250.00			\$	9,000.00	841,828	
Financial Times	Property Spot									\$	750.00	\$	750.00	210,457	
The Los Angeles Times															
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$	390.00						\$	390.00		\$	780.00	441,560	
The Los Angeles Times	Takeover			\$	1,500.00	\$	1,500.00			\$	1,500.00	\$	4,500.00	662,340	
Luxe Interiors + Design															
Luxe Interiors + Design - Dallas	Full page			\$	3,400.00			\$	3,400.00			\$	6,800.00	60,000	
Modern Luxury															
Modern Luxury Dallas	Full page - Dallas			\$	4,900.00							\$	4,900.00	50,000	
TOTAL												\$	401,512.50	37,259,591	
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy															
Pricing Subject to Change															