



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Stanly Ranch Advertising and Marketing Program

**Sotheby's**  
INTERNATIONAL REALTY

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

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure Stanly Ranch

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

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 Napa Valley.

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

**LET'S DO  
GREAT THINGS TOGETHER**

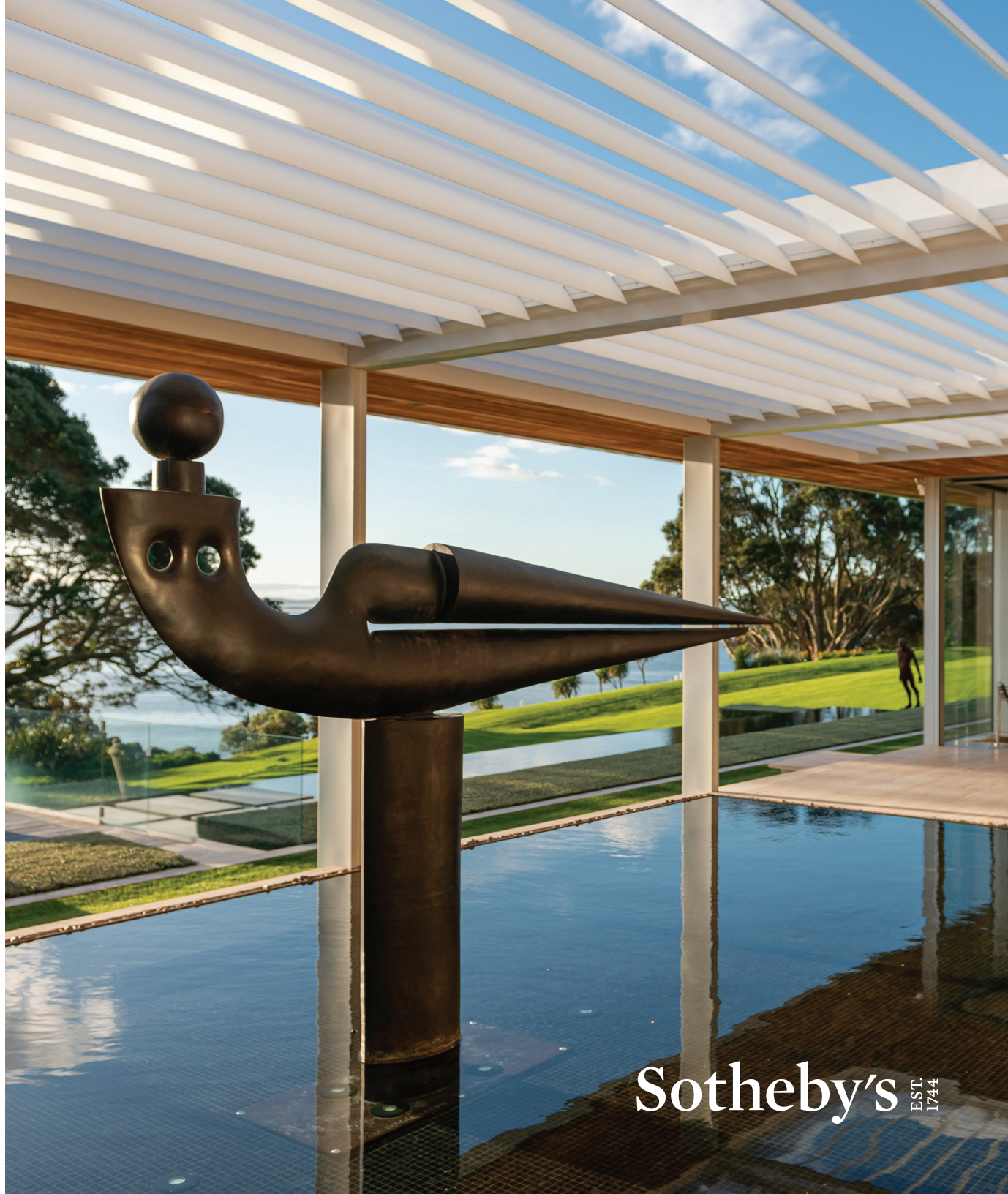
**JANINE JONES**  
*Executive Vice President*  
**212-677-2714**  
[janine@skyad.com](mailto:janine@skyad.com)

**PAULA DAVIDSON**  
*Senior Account Executive*  
**212-677-2671**  
[paula@skyad.com](mailto:paula@skyad.com)

**SARA HELENI**  
*Account Executive*  
**212-674-2402**  
[sara@skyad.com](mailto:sara@skyad.com)

**CHLOE STEELY**  
*Account Executive*  
**212-677-2557**  
[chloe@skyad.com](mailto:chloe@skyad.com)

Sotheby's  
Auction House  
Offerings



Sotheby's  
EST. 1744

# 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**

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

Global



**Sotheby's**  
INTERNATIONAL REALTY

Buildings Management is what's next.  
Experience our exclusive collection of high-end homes.

Home

**1 Central Park West 64K/90K**  
This magnificent, landmarked...  
\$65,000,000

**550 Park Avenue, 9K/9B**  
This residence is the only...  
\$22,000,000

**Four Seasons Private Residences**  
This apartment is just...  
\$25,000,000

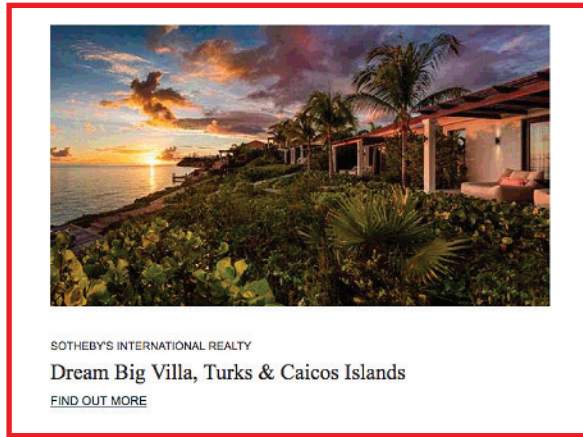
**Four Park Lane Park**  
This residence is the only...  
\$25,000,000

## DIGITAL

### SOTHEBY'S BESPOKE EMAIL

- Every Week
- 52x/Year
- Custom content
- 35% open rate
- 550,000+ recipients

PRICE: \$2,500/DEPLOYMENT




## DIGITAL

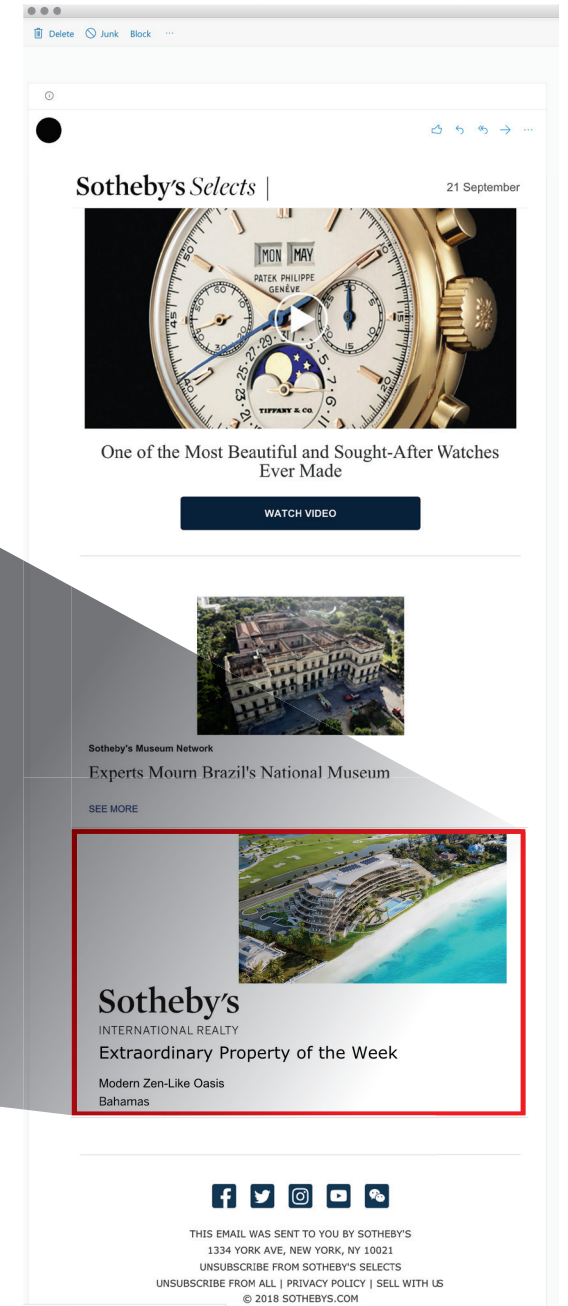
### SOTHEBY'S SELECTS E-NEWSLETTERS

- Every Friday
- 52x Year
- Highlights upcoming auction events
- 700,000+ recipients
- 34% average open rate


PRICE: \$2,585/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](#) [w](#)

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



**Sotheby's**  
INTERNATIONAL REALTY



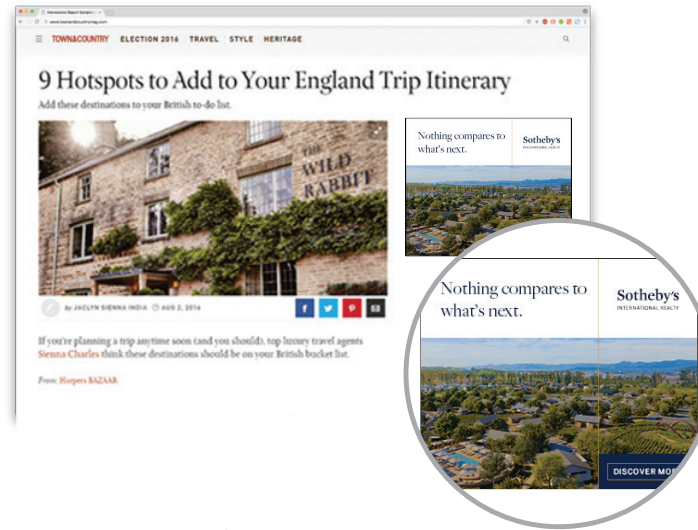
# Impressions Campaign

**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: **Stanly Ranch**
- Flight Dates: **June 2024 - December 2024**
- Impressions: **3,500,000**
- Clicks through to the website of your choice.

<b>250K Impressions per month:</b>	<b>\$1,195</b>
<b>500K Impressions per month:</b>	<b>\$1,625</b>
<b>1 Million Impressions per month:</b>	<b>\$2,450</b>
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.

**Bloomberg  
Markets**

THE WALL STREET JOURNAL.

**BARRON'S**

INVESTOR'S BUSINESS DAILY®



**Forbes**

**FOX BUSINESS**



**AD**

**ETEE  
DECOB**



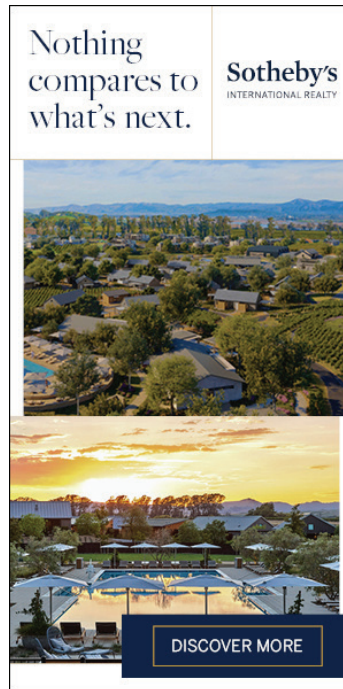
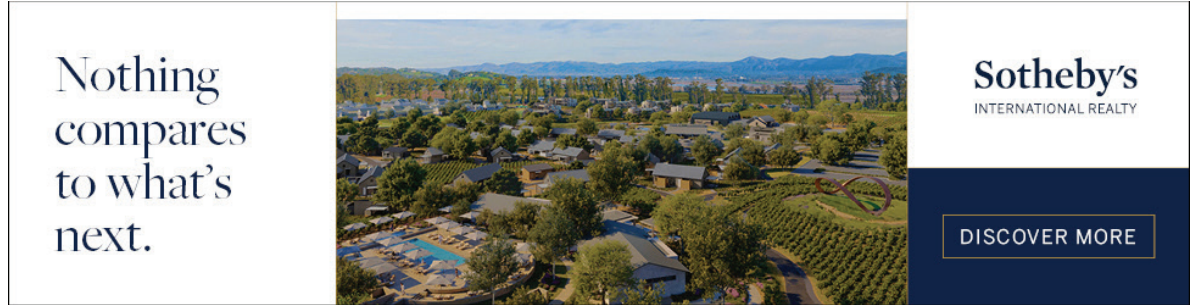
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

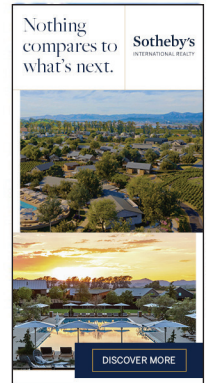
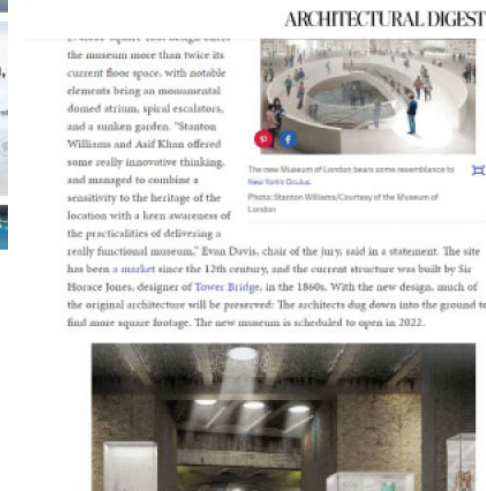
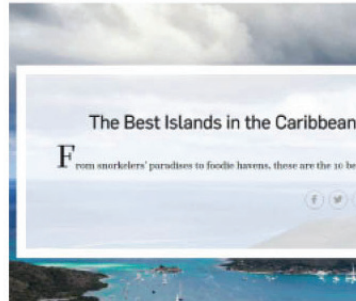
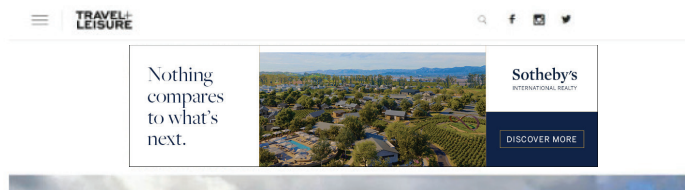
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

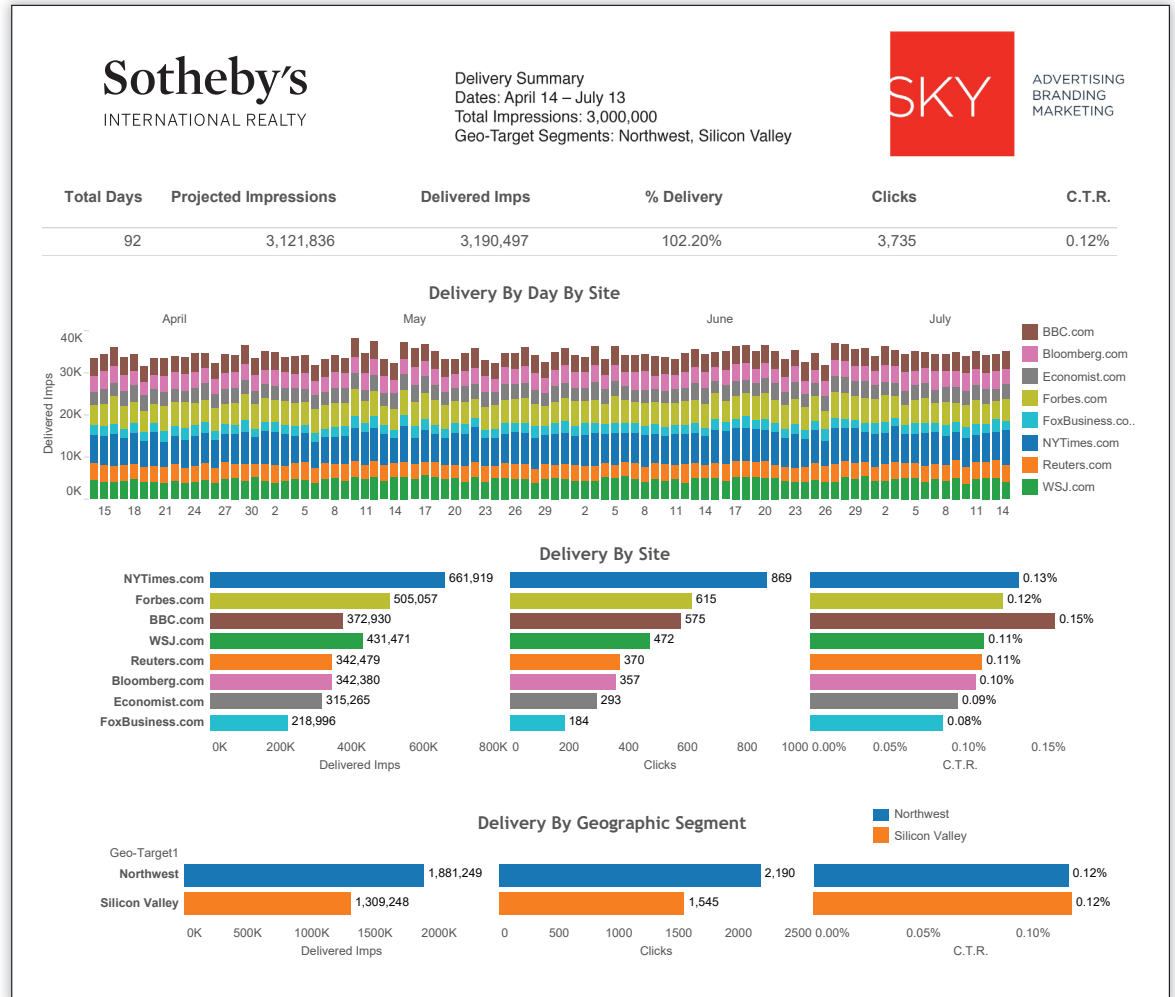


# Comprehensive Reporting For Your Customized Campaign

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 the San Francisco, Los Angeles, Houston, Dallas, Seattle, and New York metros.

The programs are scheduled to start June 2024 and run for four months and deliver an estimated 3,500,000 impressions.

Banners to run on desktop only.

This will include:

- A site-specific segment of Global leading business/finance and design websites.
- A custom intent segment, that will allow us to show banners to adults who are actively looking for Napa Valley real estate and living across the San Francisco, Los Angeles, Houston, Dallas, Seattle, and New York metros.
- An behavioral segment to target Outdoor Enthusiasts living across the San Francisco, Los Angeles, Houston, Dallas, Seattle, and New York metros.

## SITE SPECIFIC

This segment consists of premium global business and finance websites such as WSJ.com, Reuters.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.

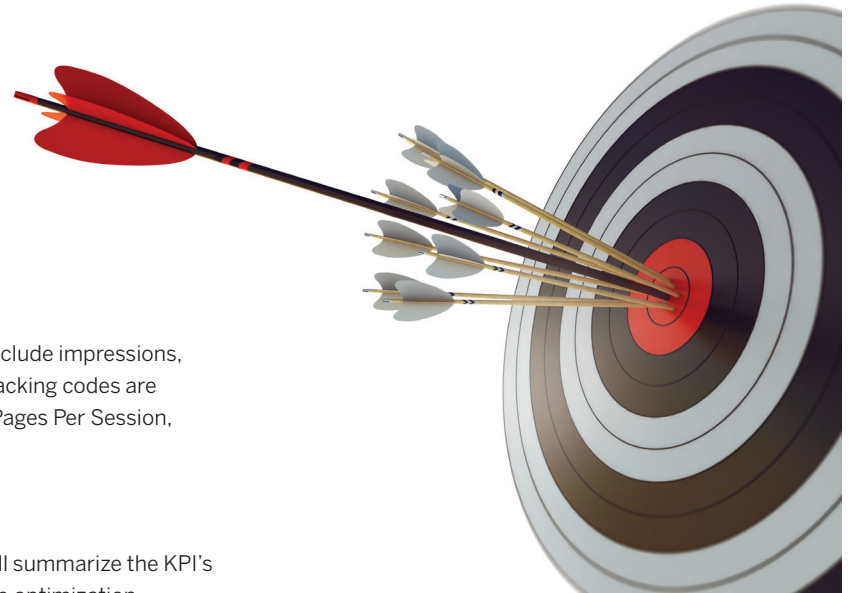
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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



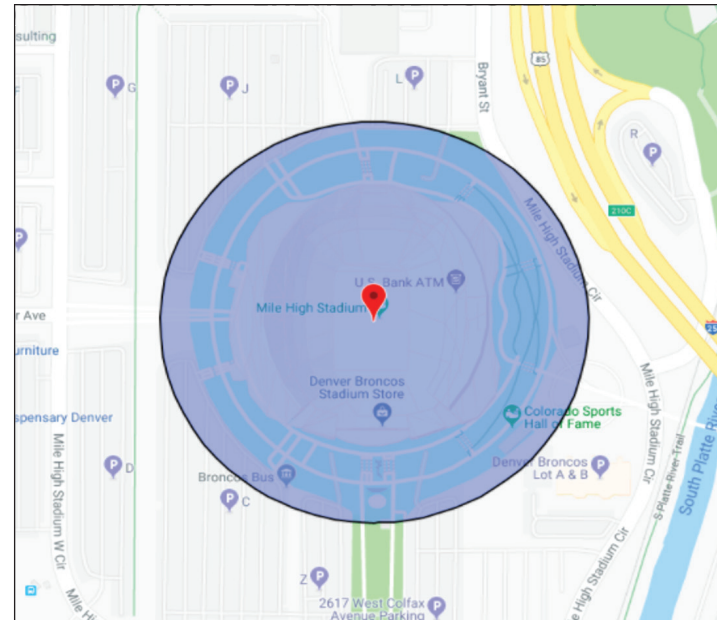
# Impressions Scheduling

Auberge Resorts Collection - Stanly Ranch																																									
Media	Geo-Target	June					July					August					September					October					November					December					Impressions				
		01	08	15	22	29	05	12	19	26	02	09	16	23	01	08	15	22	29	05	12	19	26	02	09	16	23	05	12	19	26	02	09	16	23	05		12	19	26	
Bloomberg.com	San Francisco Metro, Los Angeles Metro, Houston Metro, Dallas Metro, Seattle Metro, New York Metro																																								1,706,250
WSJ.com																																									
Barrons.com																																									
Investors.com																																									
Reuters.com																																									
Forbes.com																																									
FoxBusiness.com																																									
CNBC.com																																									
ArchitecturalDigest.com	San Francisco Metro, Los Angeles Metro, Houston Metro, Dallas Metro, Seattle Metro, New York Metro																																								240,625
ElleDecor.com																																									
Custom Intent - Napa Valley Area Real Estate	San Francisco Metro, Los Angeles Metro, Houston Metro, Dallas Metro, Seattle Metro, New York Metro																																								721,875
Behaviorial - Outdoor Enthusiasts	San Francisco Metro, Los Angeles Metro, Houston Metro, Dallas Metro, Seattle Metro, New York Metro																																								831,250
<b>Total Digital</b>																						<b>3,500,000</b>																			

# 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

- Price: **From \$1,500/month**
- Monthly Impressions: **60,000**  
**Up to 3 Geo-fences**



# Comprehensive Digital

## OVER-THE TOP (OTT) AND CONNECTED TV (CTV)

OTT and CTV works to reach audiences en masse, build brand awareness, and drive sales lift. The relative cost efficiencies realized through digital TV allows advertisers to sustain crucial, growth-driving efforts at a reasonable price point. Additionally, CTV is essential to filling the (large) gaps in a fragmented media landscape.

With **46%** of adults watching TV on a connected device each day, it's simply too vast of an audience to ignore.



## BENEFITS OF OTT AND CTV ADVERTISING

With OTT and CTV advertising, you can reach viewers beyond the reach of traditional Linear TV (i.e. cable, satellite, and antenna).

This new audience includes a growing number of cord-cutters or those who don't pay for standard cable or satellite services.

The rise of OTT and CTV viewership provides more meaningful ways for you to engage at the right time with the right target audience at the right moments—bringing together the targeting precision of digital with the high impact of TV viewership.

## CONNECTED TV AND OVER-THE-TOP (OTT) ADVERTISING BENEFITS

- User-controlled viewing experiences lets advertisers get in front of the right audiences at the right times.
- User-registration data allows for cross-screen targeting.
- IP-based delivery permits the application of 1st and 3rd party audience data to target households watching ad-supported content.

PRICE: FROM \$1,500/MONTH  
**37,500 impressions**

# Comprehensive Digital

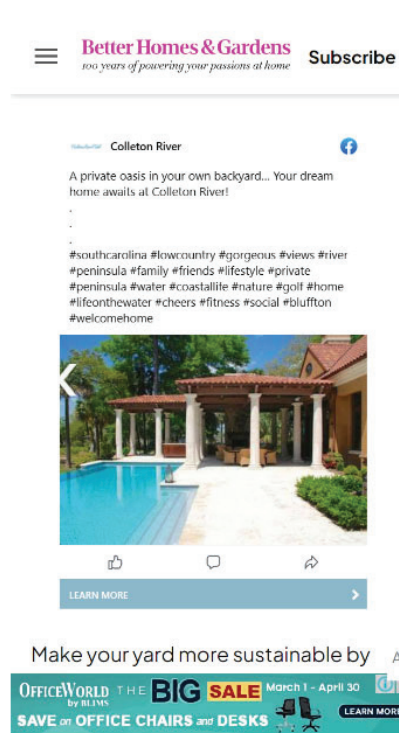
## SOCIAL MIRROR ADS

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.

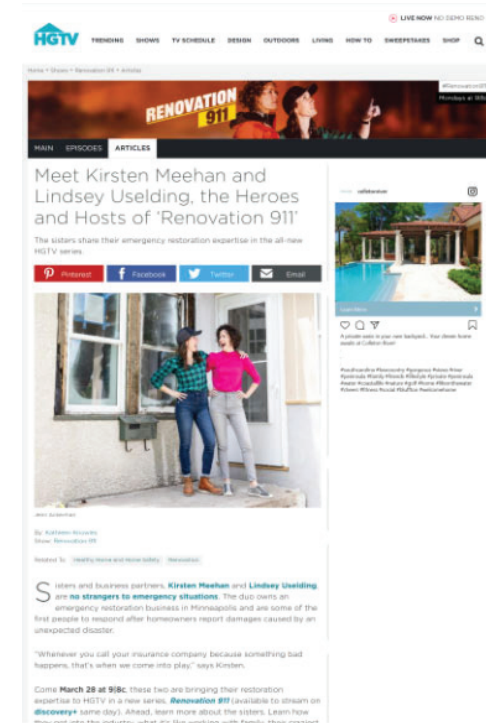
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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: FROM \$1,500/MONTH  
100,000 impressions

# 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.

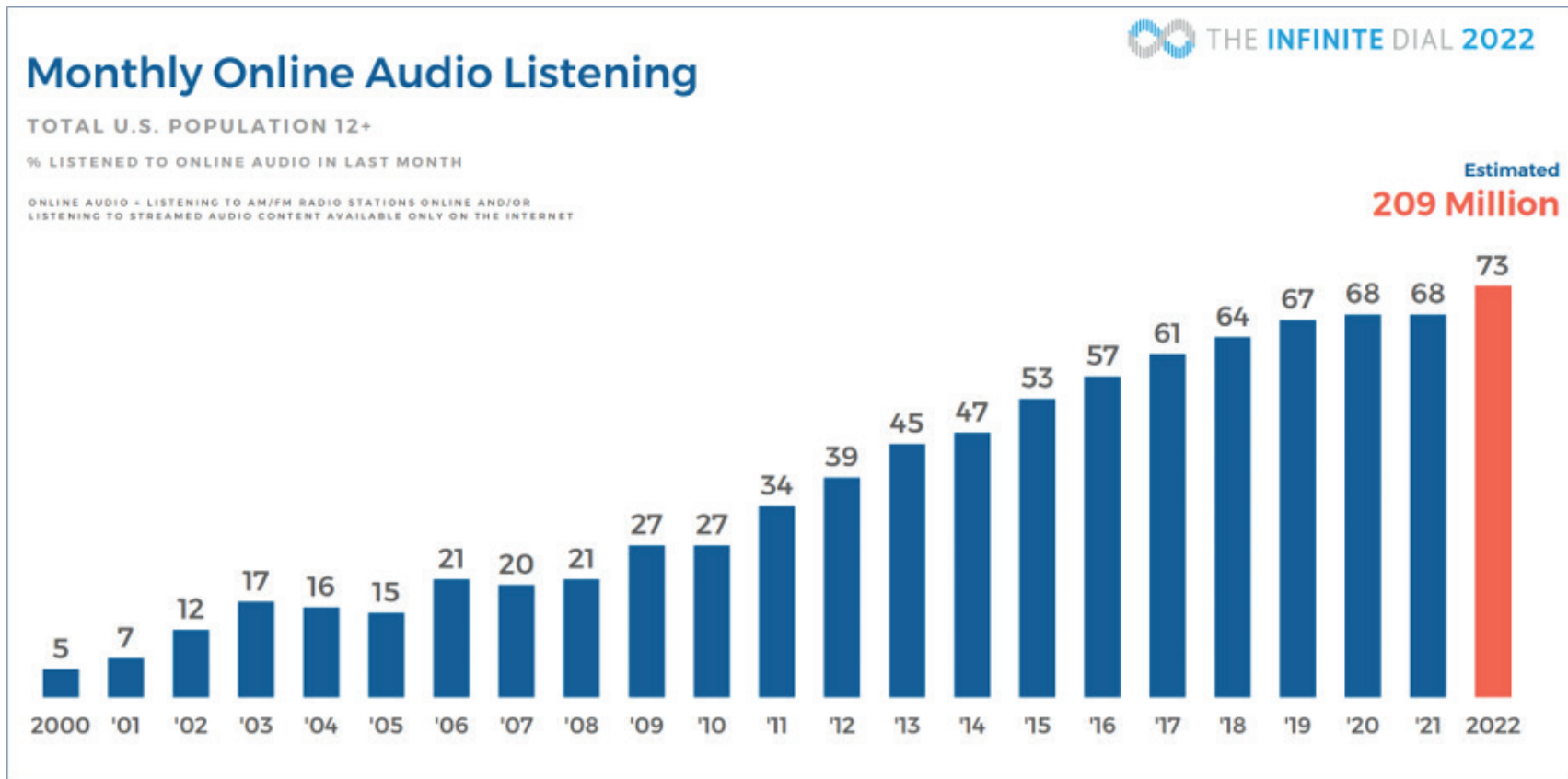
- Your 15-30 second audio ad plays in online content such as music, podcasts, and sporting events that users listen to on their devices.
- On some platforms your audio ad will be served along with a companion display ad at no additional cost.
- Your online audio ads run across major streaming services.

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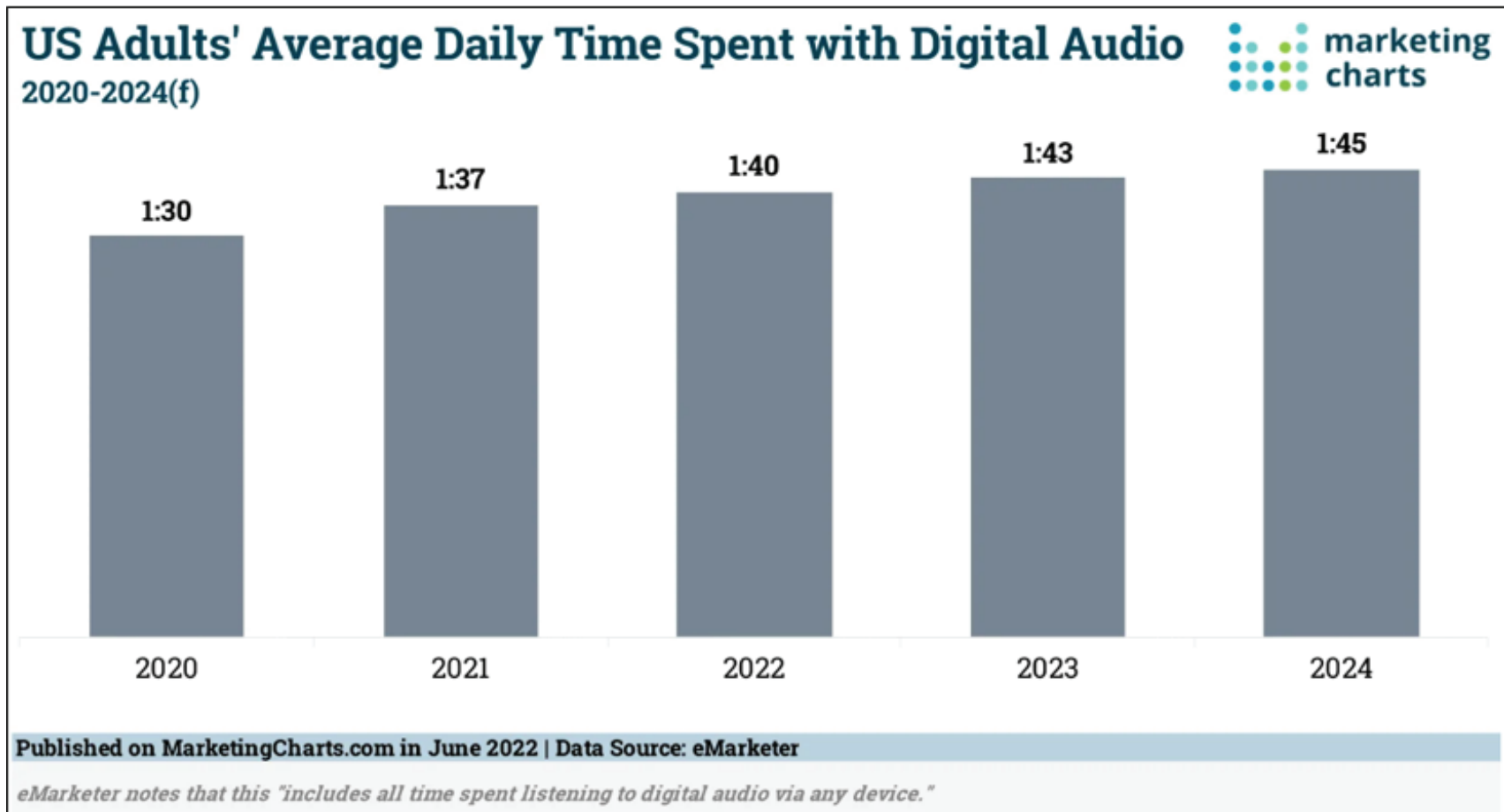
PRICE: FROM \$1,500/MONTH  
30,000 impressions



73% of the U.S. population listened to Online Audio in the last month.



The average listener spends 1 hour and 40 minutes a day with Online Audio.



Source: [https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20\(1%3A27\)](https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20(1%3A27))

# 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

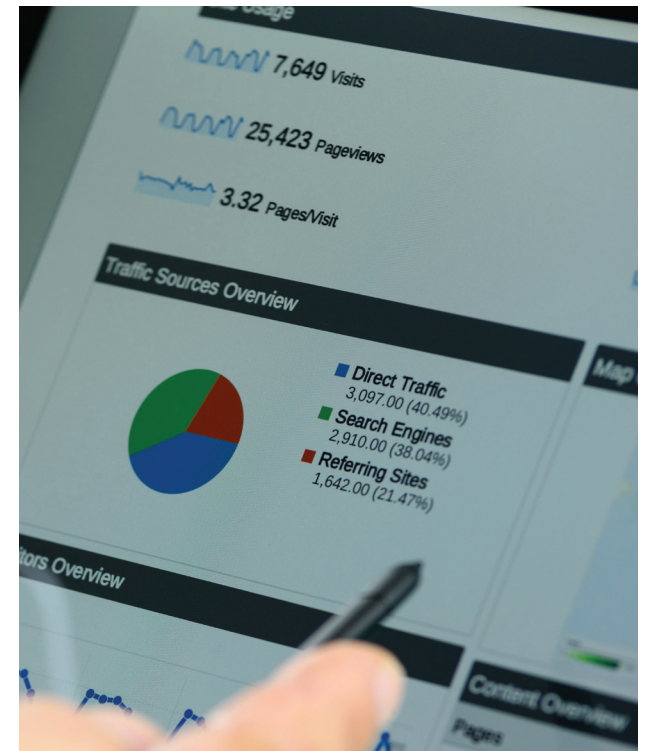
Which can include:

- 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 CAMPAIGN SET UP WAIVED  
\$6,000/MONTH

## PERFORMANCE MAX/DEMAND GEN / YOU TUBE

DIGITAL PROGRAMS LEVERAGING GOOGLE  
PRODUCTS: \$5,000- \$7,000/MONTH



# Google AdWords

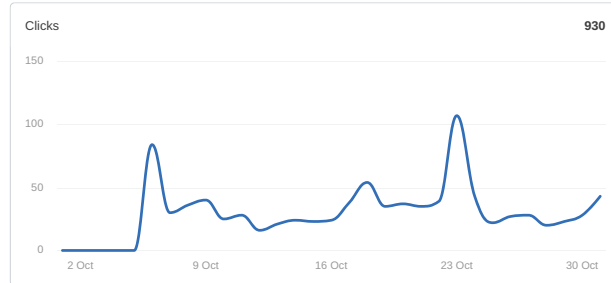
## CLIENT DASHBOARD

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.



## SIR

Google Ads Impressions <b>85,229</b>	Google Ads Clicks <b>930</b>	Google Ads CTR <b>1.09%</b>	Google Ads Phone Calls <b>9</b>	Average Cost-Per-Click <b>\$1.52</b>	Google Ads Interaction R... <b>1.14%</b>
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Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
<a href="#">SKY - SMART</a>	459	\$312.71	\$39.09	74,095
<a href="#">SKY - PMAX</a>	290	\$359.88	\$179.94	8,209
<a href="#">SKY - General</a>	75	\$278.65	\$0.00	1,432
<a href="#">SKY - Boulder</a>	53	\$293.25	\$293.25	1,145
<a href="#">SKY - Trademark</a>	38	\$134.26	\$134.26	259
<a href="#">SKY - Niwot</a>	11	\$33.94	\$0.00	69
<a href="#">SKY - Longmont</a>	4	\$19.24	\$0.00	16
<a href="#">SKY - Golden</a>	0	\$0.00	\$0.00	3
<a href="#">SKY - Superior</a>	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
"home for sale 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

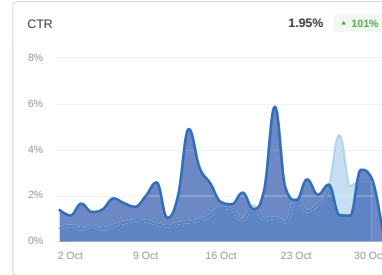
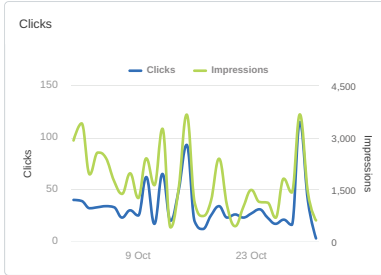
## MONTHLY REPORTING

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



## SIR

### October KPI's



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
luxury property for sale dc	40	114	40
home for sale dc	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 realty	1	1	1



# 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).

## CUSTOM REAL ESTATE ARTICLE.

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

- Promotion on Dwell.com Homepage through a promo tile.
- Promotion in the Dwell Email Newsletter.
- Promotion on the Dwell Facebook.

PRICE: \$6,000

**dwell**

**On the Market**  
Just-listed, must-see modern homes.

New This Week →

Presented by **Sotheby's**  
INTERNATIONAL REALTY

**BOLINAS, CALIFORNIA**

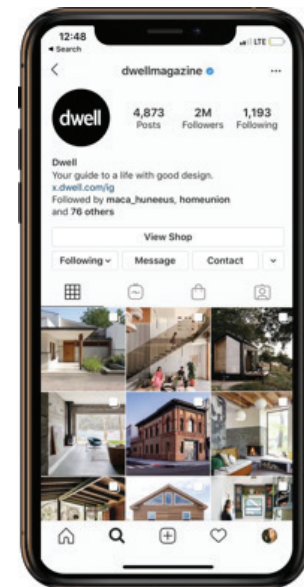
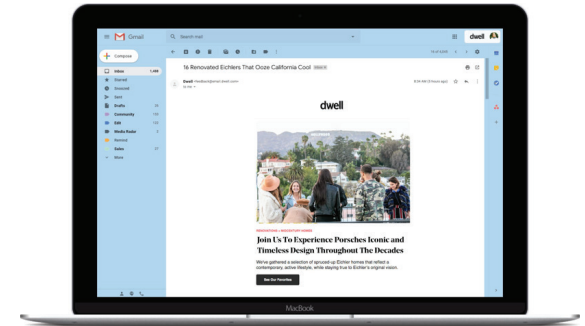
**A Bolinas Midcentury With a Commanding View of the Pacific Asks \$5M**

Set high on a cliff in the Northern California surf town, the ship-like, weatherworn residence takes in epic sunsets and sweeping vistas.

Take a Tour

Sotheby's International Realty will help you find a home that suits your lifestyle.

Learn More



# Elite Traveler

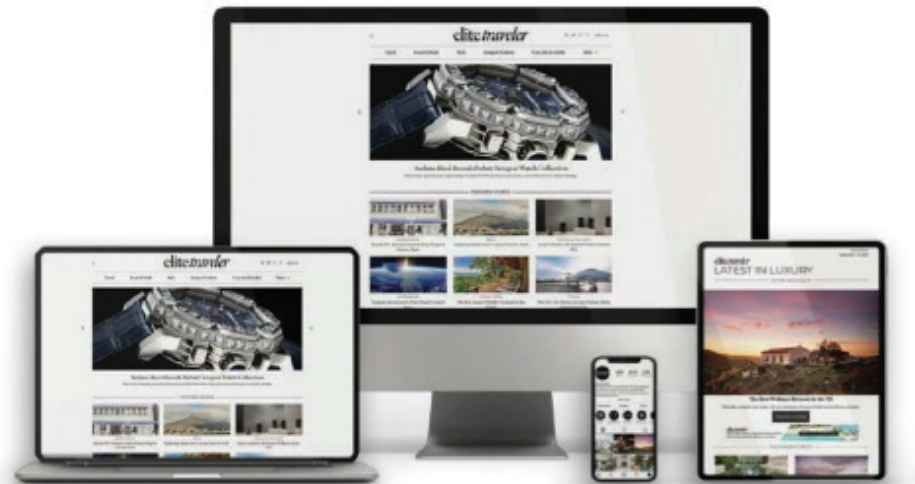
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

### PACKAGE 1

- 6 Geo Fenced Dedicated Emails to 50,000 with Each Ad
- Video - Videographer Goes out to Stanly Ranch to Create a Video to Support Your Marketing Efforts and it Will Also be Uploaded to NHG Website
- Sponsored Content Page in the Gazette Designed and Laid Out by NHG and Approved by Sky Advertising
- SEO Adapted- to Upload Custom Content to Our Website Redesigned by Our Team for Digital
- Instagram Post
- Social Media Posting
- 6 On the Market Properties

### PACKAGE 2

- 4 Geo Fenced Dedicated Emails to 50,000 with Each Ad
- Sponsored Content Page in the Gazette Designed and Laid Out by NHG and Approved by Sky Advertising
- SEO Adapted- to Upload Custom Content to Our Website Redesigned by Our Team for Digital
- Instagram Post
- Social Media Posting
- 6 On the Market properties over the 6 months.

### PACKAGE 3

- 3 Geo Fenced Dedicated Emails to 50,000
- 3 On the Market Properties



# 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.

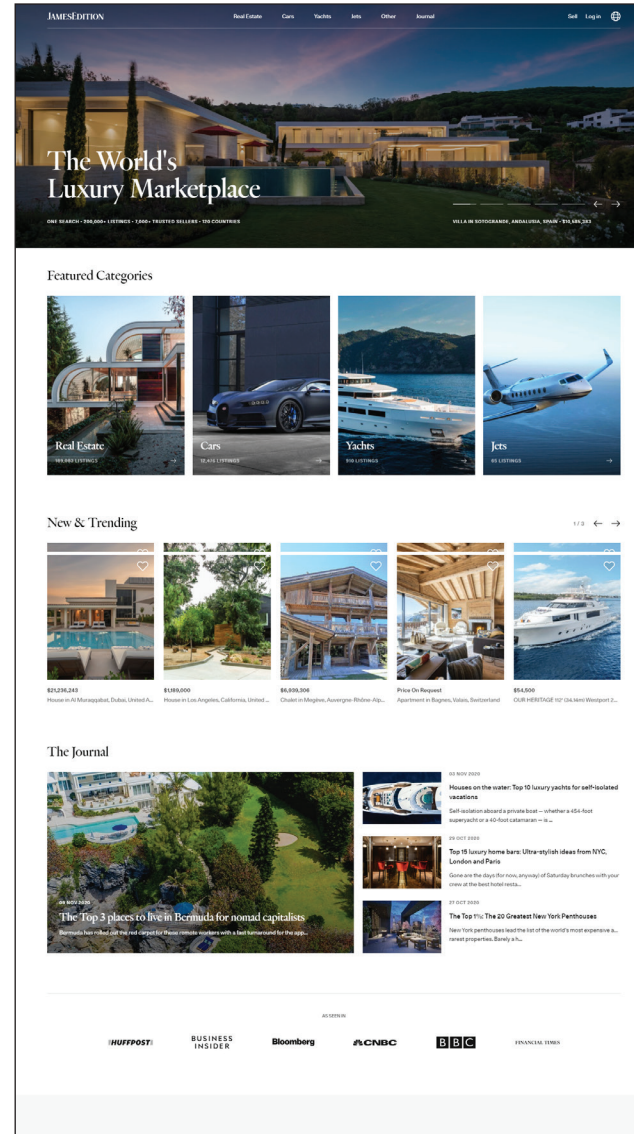
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

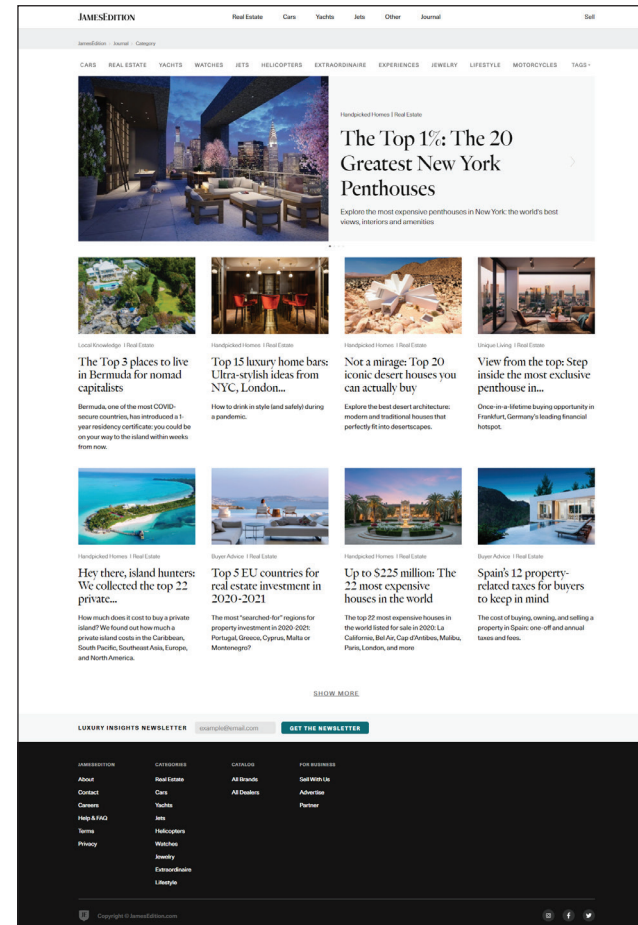
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

**\$5,500 NEWSLETTER TOP & ARTICLE**



# jamesedition.com

## SOCIAL MEDIA POST

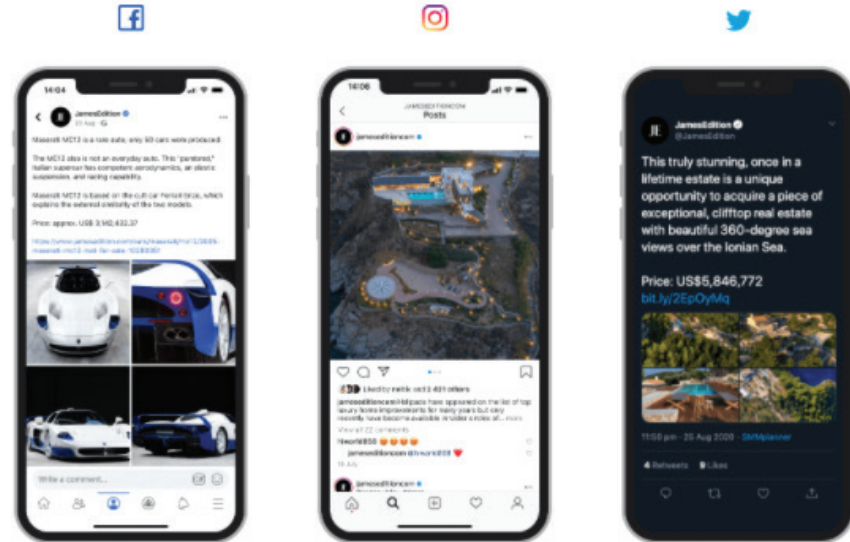
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The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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 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: \$800

## 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

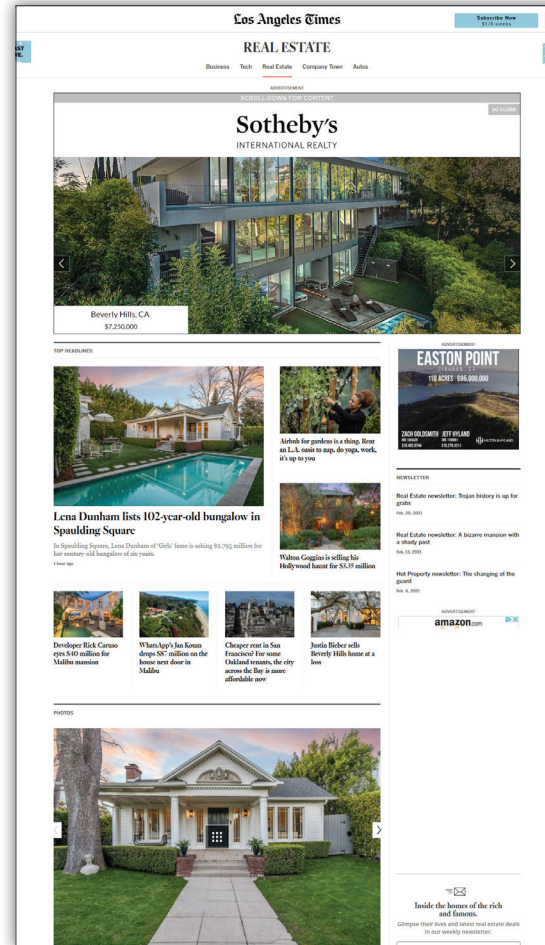
# LA Times

## 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: \$1,750/DEPLOYMENT**

# Los Angeles Times



# Modern Luxury Angelino

## MLANGELENO.COM

The ultimate luxury lifestyle destination for the most discerning consumers in Los Angeles, featuring extended reach via a curated network of preferred contextual sites

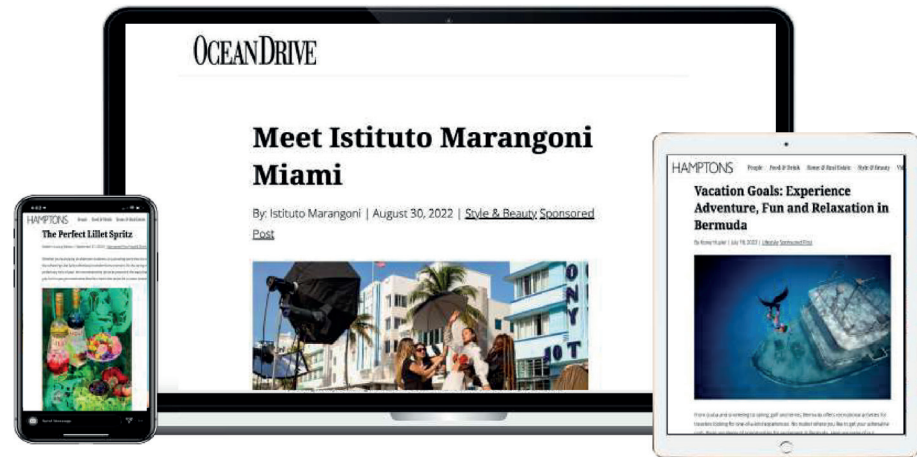
- Digital audience U.s. Uniques 50MM+
- Vip opt-in subscribers: **17K+**
- Social media followers: **40K+**

## DEDICATED EBLAST

\$2.175,00

## SPONSORED CONTENT

\$3,750/ 10,000 IMPRESSIONS



# 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: \$3,000/2 WEEKS

**4X Minimum Purchase**

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

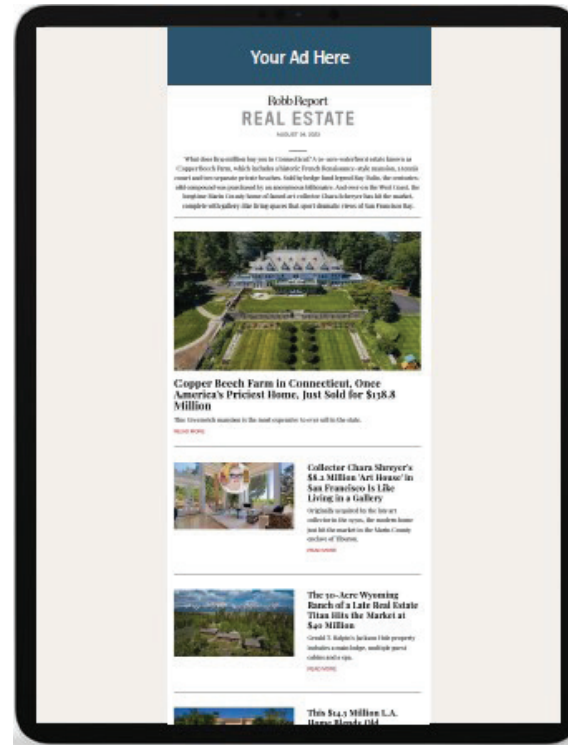
## REAL ESTATE NEWSLETTER

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: \$3,875 - 3 DEPLOYMENTS (M, W,F)



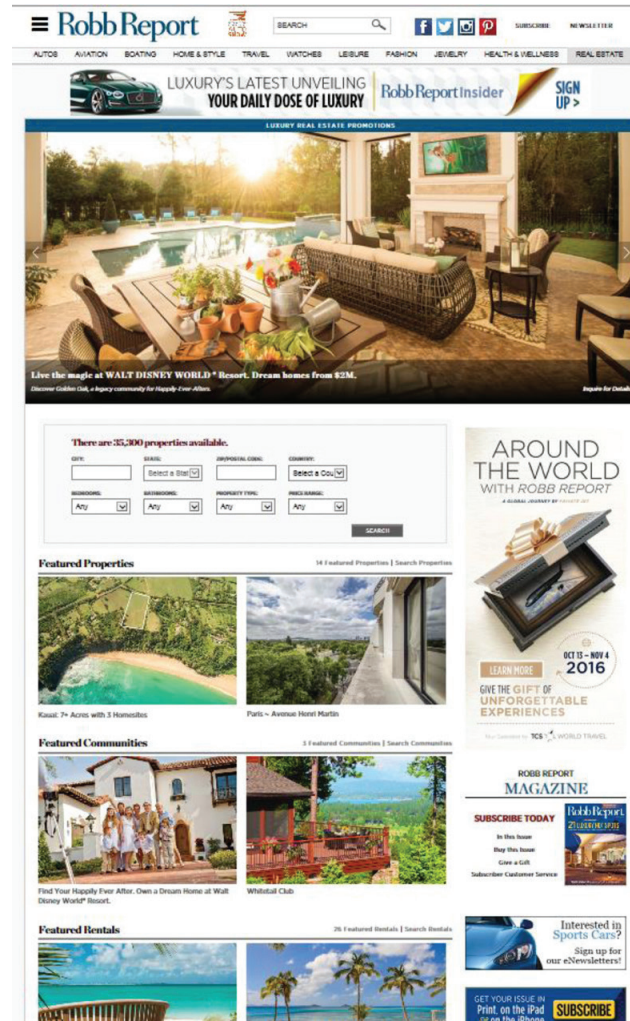
# RobbReport.com

## FEATURED LISTING CAROUSEL

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Circulation: 107,000+
- Average Age: 43
- Male / Female Ratio: 77% / 23%
- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

PRICE: \$1,350 PER MONTH.



# RobbReport.com

## LUXURY PROPERTY LISTING

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Circulation: 107,000+
- Average Age: 43
- Male / Female Ratio: 77% / 23%
- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

MANUAL 1 LISTING: \$450/MONTH


RR1
Robb Report
SUBSCRIBE

☰ CARS YACHTS AVIATION WATCHES STYLE HOME FOOD & DRINK TRAVEL GIFT GUIDE VIDEOS 🔍

40737 properties available.

Q
More ▾

Sort By: Recent ▾




**59 Lascelles Blvd, Toronto, ON M5P2C9, CAN**

**\$5,399,999**

Bed: 4      SQFT: N/A  
Bath: 5

Homes & Land




**Sierra Madre Mountain Retreat, Encampment, Wyoming 82325**

**\$995,000**

Bed: N/A      SQFT: N/A  
Bath: N/A

Homes & Land




**1241 N Rio Vista Blvd, Fort Lauderdale, Florida 33301**

**\$5,970,000**

Bed: 5      SQFT: N/A  
Bath: 5

Homes & Land




**2965 Outlook Way, Naramata, BC V0H 1N0, CAN**

**\$2,199,000**

Bed: 5      SQFT: N/A  
Bath: 5

Homes & Land




**1709 Pope Court, Wilmington, North Carolina 28405**

**\$1,100,000**

Bed: 4      SQFT: N/A  
Bath: 4

Homes & Land




**419 S Front Street, Wilmington, North Carolina 28401**

**\$848,000**

Bed: 3      SQFT: N/A  
Bath: 2

Homes & Land




**2236 Acacia Drive, Wilmington, North Carolina 28403**

**\$1,041,700**

Bed: 4      SQFT: N/A  
Bath: 5

Homes & Land




**10430 E ACOMA Drive, Scottsdale, Arizona 85255**

**\$949,000**

Bed: 4      SQFT: 2797  
Bath: 3

Homes & Land




**6097 N Paradise View Drive, Paradise Valley, Arizona 85253**

**\$3,295,000**

Bed: 4      SQFT: 4605  
Bath: 4

Homes & Land




**33799 N 84TH Street, Scottsdale, Arizona 85266**

**\$3,375,000**

Bed: 4      SQFT: 4985  
Bath: 4

Homes & Land




**1000 Curisha Point S, St Helena Island, South Carolina 29920**

**\$980,000**

Bed: 3      SQFT: 2524  
Bath: 3

Homes & Land



**20012 Tavernier DR, Estero, Florida 33928**

**\$895,000**

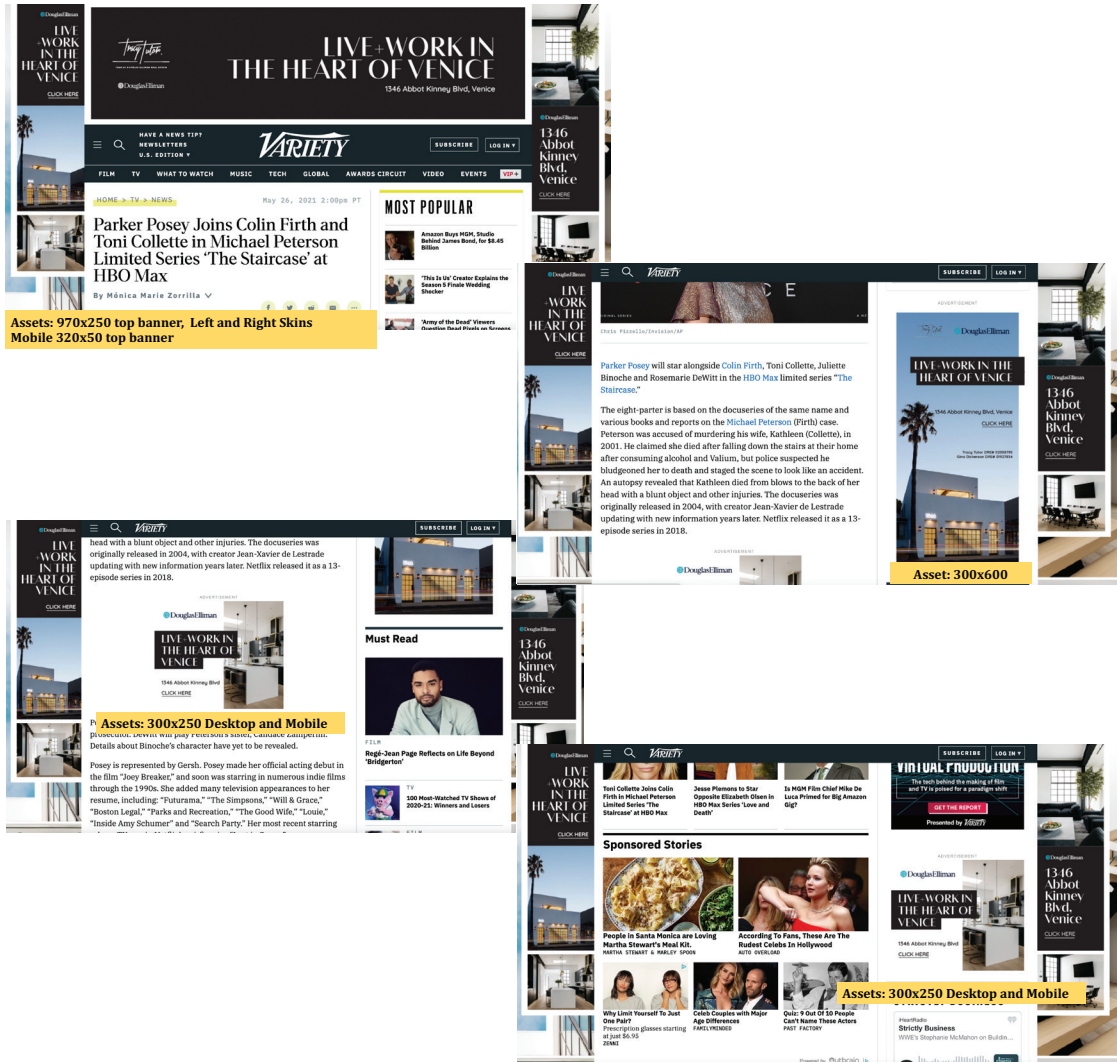
Bed: 3      SQFT: 2488  
Bath: 3

Homes & Land

# Variety.com

Variety is the most authoritative and trusted source of entertainment business news, recognized and respected throughout the world. Since 1905, influential producers, executives and talent in entertainment and beyond have turned to Variety for award-winning daily breaking news reports, insightful award-season coverage, must-read feature spotlights and intelligent analysis of the industry's most prominent players. As the leading publication covering film, television, theater and tech with a global perspective, Variety is the vital read in every entertainment capital in over 84 countries.

SYNCED ROS  
\$4,375/100,000 IMPRESSIONS



# The Wall Street Journal Online (WSJ.com)

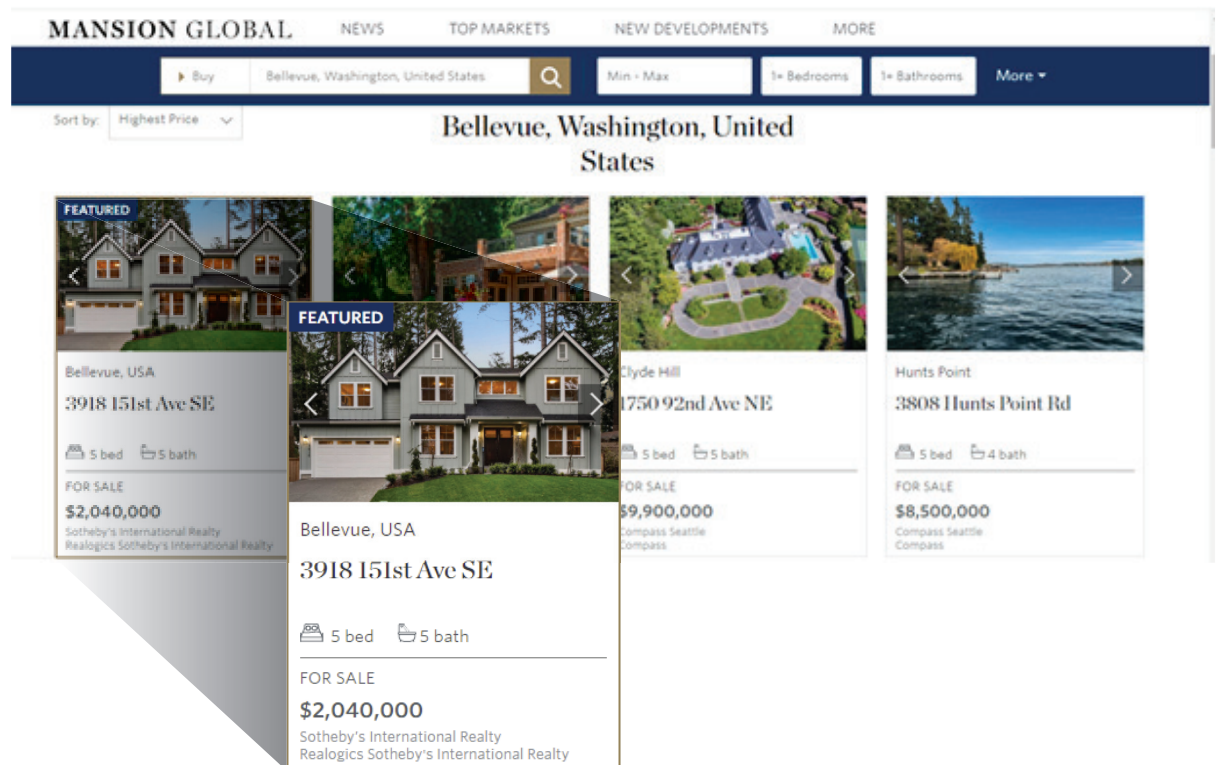
## FEATURED PROPERTY UPGRADES

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

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  
Shared with 5 properties





# 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

PRICE: \$1,000 90 DAYS

**3 Month Minimum**

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. 3900 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. 5600 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLaugh, Toronto, ON	\$12,800,000
10. 489 Sandrine Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	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	\$25,900,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
Westmont	\$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](http://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

**#AloneTogether** ad

**Staying home saves lives.**

For more info visit [coronavirus.gov](http://coronavirus.gov)

Powered by iStock AllChances

# The Wall Street Journal Online (WSJ.com)

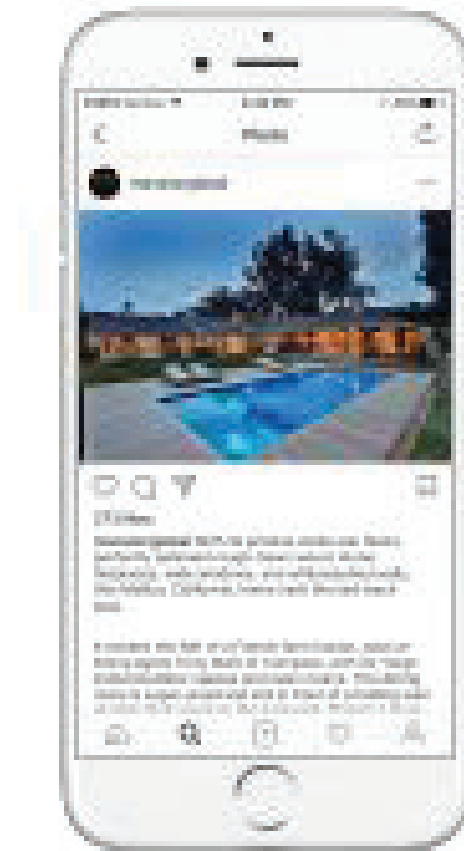
## @MANSIONGLOBAL INSTAGRAM

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: \$2,000



# Print Offerings



Sotheby's  
INTERNATIONAL REALTY

# The Wall Street Journal

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

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

QUARTER PAGE: \$4,675

QUARTER PAGE: \$3,535

4x7 Buy 6 get 3 free

PROPERTY SPOT: \$795

DOUBLE PROPERTY SPOT: \$1,590

QUADRUPLE PROPERTY SPOT: \$3,180

EIGHT PROPERTY SPOTS: \$6,360

**Includes Bonus 30 Day Digital - Featured Property Upgrade**

**THE WALL STREET JOURNAL.**  
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXXV NO. 52 • WSJ.com • \$4.00  
 DAA 292724 • 75351291 • NASDAQ 100:109.31 • SPX 3000 7812.1 • 1.01 • 10-YR TREAS. 2.572 • 104815001 • OIL 51.18 • 9.43 • GOLD 1242.30 • 549.90 • EURO 121.72 • YEN 107.32

**What's News**  
 Business & Finance

**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**  
 By Anne Cooper-Paine  
 Twisters ripped through Tennessee on Tuesday, killing at least 25 people as the weather service warned of deadly winds while some residents fled to shelters.

**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.

**Shaky Ground**  
 A new report says the U.S. economy may be in for a rough ride as the coronavirus crisis deepens.

**World-Wide**  
 Biden reached a string of Super Tuesday primary victories and Sanders won the Democratic presidential nomination in California.

**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

City, State  
 Website or Address: \$A.XXX.XXX | sothebysrealty.com/rlt/gpt  
 Company: sothebysrealty.com/rlt/gpt  
 AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

City, State  
 Website or Address: \$A.XXX.XXX | sothebysrealty.com/rlt/gpt  
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 AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

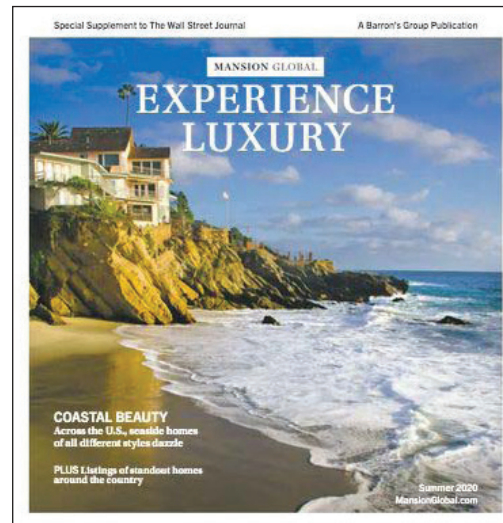
Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- 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.**

\$980 FULL PAGE

\$1,950 BRANDED FULL PAGE

\$2,242 PREMIUM FULL PAGE



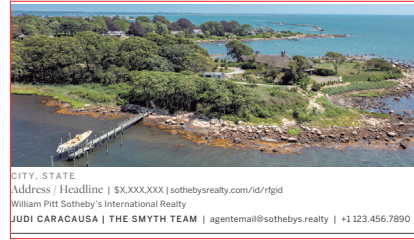
# The New York Times

## 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**

PROPERTY SPOT: \$760  
 DOUBLE PROPERTY SPOT: \$1,520  
 QUADRUPLE PROPERTY SPOT: \$3,040



CITY, STATE  
 Address | Headline | \$XXXXXXX | sothebysrealty.com/d/r/dt  
 William Pitt Sotheby's International Realty  
 JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebys.realty | +1 212.456.7800



**Sotheby's**  
INTERNATIONAL REALTY

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# 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**

FULL PAGE, COLOR: \$750  
 INSIDE FRONT COVER, COLOR: \$1,150  
 INSIDE BACK COVER, COLOR: \$1,150  
 BACK COVER, COLOR: \$1,500

**Includes Digital promotion and Digital Flipbook**

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Represented by: **Jeannette Mahoney** MRE, SLS

**72 Post Road, Old Westbury, NY**

**Fichea Russell**  
 Real Estate Salesperson  
 Gold Circle Of Excellence  
 616.682.2710  
 c. 516.662.5400

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

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

**Danielle Gale** / AGENT / OEBRA-RUSSELL

**Sotheby's INTERNATIONAL REALTY**

**Sandbanks Exuma, The Bahamas**

**Jacqueline Lighthorn**  
 Estate Agent  
 +1 242 269 2225  
 260 Sandbanks Light House  
 #JL@bahamas.com

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

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

**Bahamas | Sotheby's INTERNATIONAL REALTY**

SIREBAHAMAS.COM/ID/V29,67

**5305 Carlsbad Boulevard, Carlsbad, CA 92008**

**Eric Santorino**  
 Sales Associate  
 858.334.3557  
 eric@ericeric.com  
 ORE#42156201

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

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

**Sotheby's REALTY.COM/ID/THE44**

**Pacific | Sotheby's INTERNATIONAL REALTY**



# Architectural Digest

## INSPIRE AFFLUENT BUYERS

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

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

## FULL PAGE, COLOR:

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

## FULL PAGE, COLOR

SAN FRANCISCO METRO: \$6,330 1X RATE - \$6,010 3X



Real estate advertisement for a luxury apartment unit. The top half shows a modern living area with two armchairs and a coffee table, overlooking a city skyline and water through large windows. The text includes "TTR Sotheby's", "300 International Drive #2501", "BALTIMORE, MARYLAND", "Live amongst the clouds with the best undisturbed view in Baltimore. Highlighting the epitome of luxury condo living within the Four Seasons Private Residences Baltimore. Residence #2501 features 2,200+ square feet of living with high-end finishes and a seamless open floorplan. Centrally located to America's most prestigious golf courses: Caves Valley, Congressional, Baltimore Country Club and more. Offered at \$2,990,000.", "The TRAVELSTEAD! Alex Lerner 443-480-3125 alexner@ttr.com", "Lydia Travelstead 410-869-2113 lydiatravelstead@ttr.com".

Real estate advertisement for a luxury community. The top half features a circular graphic with the word "velvære" and a description: "Live at Velvære. Experience a life of well-being where nature and surroundings are intrinsically linked to living whole. This 40+ acre community will feature direct access to local Access and Park, world-class fitness offerings through our state-of-the-art, extensive 4th level, 80,000-sq-ft fitness center, art, interactive wellness center and family adventure center all woven around 115 private cabana, restaurants and luxury homes in Park City, Utah. Available now, starting from \$4,650,000." Below this are images of the community's outdoor spaces, including a pool area and a lounge area. The text includes "VELVÆRE.PARKCITY.COM", "MAGLEBY Summit | Sotheby's", and "Keri Holland + Liza Story | info@velværeparkcity.com | 435.602.6570".

# 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+**

FULL PAGE, COLOR: \$725  
 INSIDE FRONT COVER, COLOR: \$975  
 INSIDE BACK COVER, COLOR: \$975  
 BACK COVER, COLOR: \$1,300

**Includes Digital Banner Promotion**



**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 Casper's trophy properties. With authentic Tuscan architecture by renowned local architect Don Harty, the estate boasts over 12 acres of exquisitely manicured and landscaped grounds.

6858 Casitas Pass Road  
7801 (2024) (833)650-0000  
theprancinghorseestate.com

**NETISHA GO**  
Senior Global Real Estate Advisor  
833.650.0007  
netishago@sothebyrealty.com

SOtheby's INTERNATIONAL REALTY | BEVERLY HILLS BROKERAGE | 9666 WILSHIRE BLVD STE 400 BEVERLY HILLS, CALIFORNIA 90212 | SOtheby'sREALTY.COM

**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 19,508 sq. ft. of indoor and outdoor living space, Sundara offers an abundance of space.

Sundara  
Paradise Island, The Bahamas  
888.675.6148 (242) 493-0000  
SRBahamas.com/S/PAGE43

**THE ANSELL GROUP**  
Estate Agents  
1.242.322.2200  
sundara@sothebyrealty.com

BAHAMAS SOtheby's INTERNATIONAL REALTY | WINDSOR BUSINESS PARK, NASSAU, THE BAHAMAS | +1 242 322 2200 | SRBAHAMAS.COM

# 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**

PRICE: STARTING AT \$1,800



# 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:  
STARTING AT \$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**

**QUADRUPLE PROPERTY SPOT, COLOR: \$3,000**  
**DOUBLE PROPERTY SPOT, COLOR: \$1,500**  
**PROPERTY SPOT, COLOR: \$750**

**Global**

**EXUMA, THE BAHAMAS**



Leaf Cay  
 \$19,995,000 USD | [sirbahamas.com/id/46931](http://sirbahamas.com/id/46931)  
 Bahamas Sotheby's International Realty  
**GEORGE DAMIANOS**  
[george.damianos@sirbahamas.com](mailto:george.damianos@sirbahamas.com)  
 +1 242.424.9699

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

## House & Home

FTWeekend

**Survive the Wild**  
 Will knowledge dispense free knowledge?  
 BY LAUREN BRADY

**Sign of the Times**  
 South Korea's bid to buy end of London price falls  
 BY HENRIETTA PAVLEVA

**Study in style**  
 Harrolds in chape  
 BY JESSICA PAGE

The home of prime property: [propertylistings.com](http://propertylistings.com)

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**FTWeekend** US Edition

**Food and drink festive special**

**Tips from top global chefs**

**Lunch with the FT**  
 FT chief Bernie Ecclestone: "I back the rules" LIFE ARTS

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**RIG READ**

**Adventures on two wheels**

**Sarah Jessica Parker**

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<b>PALO ALTO, CALIFORNIA</b> 1527H Aveleya.com \$4,000,000 Golden Gate Sotheby's International Realty <b>MICHAEL DECFYUS</b> <a href="mailto:michael.decfyus@sirbahamas.com">michael.decfyus@sirbahamas.com</a> +1 408.481.4776	<b>PUEBLO, CALIFORNIA</b> 3913 Hampton Road.com \$4,000,000 Golden Gate Sotheby's International Realty <b>MICHAEL DECFYUS   VAN HEUTEN CAME</b> <a href="mailto:michael.decfyus@sirbahamas.com">michael.decfyus@sirbahamas.com</a> +1 408.481.4776	<b>ROSE, CALIFORNIA</b> 2715 Poppy Hill.com \$2,700,000 Golden Gate Sotheby's International Realty <b>V. BRONKHORST   W. SANDERSON   S. BULLOCK</b> <a href="mailto:v.bronkhorst@sirbahamas.com">v.bronkhorst@sirbahamas.com</a> +1 408.481.4776	<b>SAN DIEGO, CALIFORNIA</b> 2716 N Ocean Street \$1,000,000   <a href="http://www.sirbahamas.com/id/46936">www.sirbahamas.com/id/46936</a> Pacific Sotheby's International Realty <b>REN KECYU   SANDA BERNHEIMELLO</b> <a href="mailto:ren.kecyu@sirbahamas.com">ren.kecyu@sirbahamas.com</a> +1 760.213.1218	<b>SAN FRANCISCO, CALIFORNIA</b> 1084 Hill Lane.com \$2,000,000 San Francisco Sotheby's International Realty <b>WENDY STOKER</b> <a href="mailto:wendy.stoker@sirbahamas.com">wendy.stoker@sirbahamas.com</a> +1 415.778.1889
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<b>AUSTIN, TEXAS</b> 10000 Lakeside.com \$4,000,000 Premier Sotheby's International Realty <b>KUMARA WILCOX</b> <a href="mailto:kumara.wilcox@sirbahamas.com">kumara.wilcox@sirbahamas.com</a> +1 512.423.2035	<b>HOUSTON, TEXAS</b> 11110 Springdale.com \$4,000,000 Sotheby's International Realty <b>VICTORIA HINTON</b> <a href="mailto:victoria.hinton@sirbahamas.com">victoria.hinton@sirbahamas.com</a> +1 713.268.4932	<b>WIMBERLEY, TEXAS</b> 1764 Springdale.com.com \$4,000,000 Sotheby's International Realty <b>GARY ADAMS</b> <a href="mailto:gary.adams@sirbahamas.com">gary.adams@sirbahamas.com</a> +1 512.782.8387	<b>KANAS, UTAH</b> 10000 Lakeside.com \$4,000,000 Premier Sotheby's International Realty <b>CHRIS SIMONS</b> <a href="mailto:chris.simons@sirbahamas.com">chris.simons@sirbahamas.com</a> +1 409.941.2050	<b>KANAS, UTAH</b> 10000 Lakeside.com \$4,000,000 Premier Sotheby's International Realty <b>CHRIS SIMONS</b> <a href="mailto:chris.simons@sirbahamas.com">chris.simons@sirbahamas.com</a> +1 409.941.2050

# Nob Hill Gazette - Peninsula & Silicon Valley

As the finest regional lifestyle brand, Nob Hill Gazette - Peninsula & Silicon Valley targets the most desirable local demographic. With a keen eye for engaging photography and editorial content aimed to inform, delight and inspire our readers, we truly capture the essence of the Bay Area lifestyle defined by its people, ideas, arts, activities, and issues of the day.

- Frequency: **12 times**
- Average Readership: **155,000**
- Year Established: **1993**
- Mean Home Value: **\$4,100,500**
- Circulation per Issue: **31,600**



## PACKAGE 1:

- 6 Full Page Ads
- 6 Geo Fenced Dedicated Emails to 50,000 with Each Ad
- Video Videographer Goes out to Stanly Ranch to Create a Video to Support Your Marketing Efforts and it Will Also be Uploaded to NHG Website (examples below)
- 2 Full Pages Ads to Be Turned Into Custom Content Custom Content Package Includes:
- Printed in any Month of The Nob Hill Gazette
- Sponsored Content Page in the Gazette Designed and Laid Out by NHG and Approved by Sky Advertising
- SEO Adapted- to Upload Custom Content to Our Website Redesigned by Our Team for Digital
- Instagram Post
- Social Media Posting
- 6 On the Market Properties
- Event Opportunity available (additional cost)

PRICE: \$62,500

## PACKAGE 2

- -4 Full page Ads
- 4 Geo Fenced Dedicated Emails to 50,000 with Each Ad
- 6 On the Market properties over the 6 months.
- 1 Full Page Ad to Be Turned Into Custom Content Custom Content Package Includes:
- Printed in any Month of The Nob Hill Gazette
- Sponsored Content Page in the Gazette Designed and Laid Out by NHG and Approved by Sky Advertising
- SEO Adapted- to Upload Custom Content to Our Website Redesigned by Our Team for Digital
- Instagram Post
- Social Media Posting

\$37,500

## PACKAGE 3

- -3 Full Page Ads
- 3 Geo Fenced Dedicated Emails to 50,000
- 3 On the Market Properties

PRICE: \$25,000

# Los Angeles Times Takeover

The Los Angeles Times takeover is an exclusive, full-color Sotheby's International Realty outsert that is placed on top of the Los Angeles times on select Saturdays to coincide with the weekly Hot Properties section.

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.

- Full Page color ad using Sotheby's International Realty Design Vault template
- Western Los Angeles coverage
- Saturday Print Circulation: **56,000**
- Saturday e-edition subscribers: **164,780**

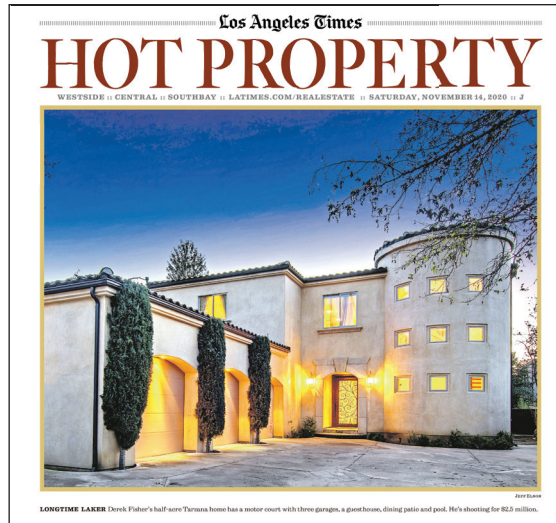
FULL PAGE: \$660  
 INSIDE FRONT COVER: \$1,500  
 INSIDE BACK COVER: \$1,500  
 BACK COVER: \$1,600

# 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**

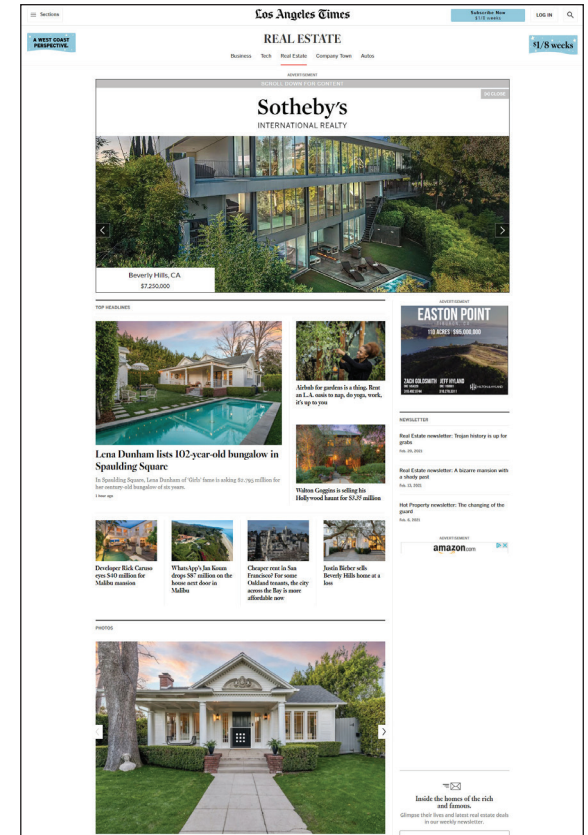


## LA TIMES DIGITAL LIGHTHOUSE

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: \$425

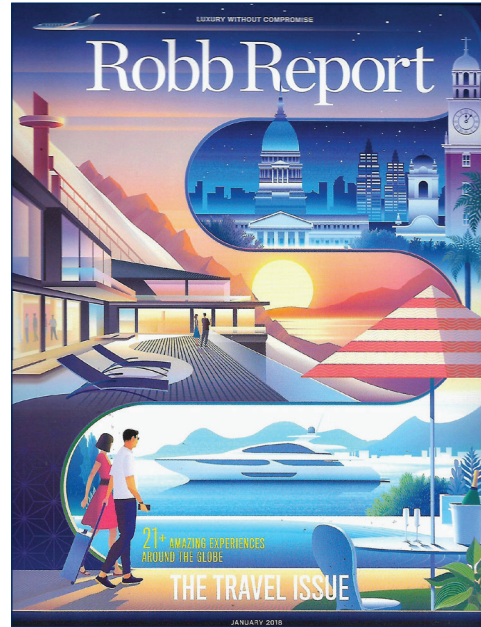




# Robb Report

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

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



FULL PAGE, COLOR: \$8,000

Global

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Open the door to what's next.

**Harald Grant**  
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 608-897-2036  
 Bruce.Grant@Sotheby's.Realty

The Rosewood Farm Estate  
 Southampton, New York  
**10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000**  
 ROSEWOODFARMSTATE.COM

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NAPA VALLEY, CALIFORNIA

CampusEstateAndVineyards.com  
 \$18,500,000  
 St. Helena Brokerage  
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<p>VERO BEACH, FLORIDA</p> <p>905 Winding River Road              \$1,250,000   sothebysrealty.com/44130/WVF              ONE Sotheby's International Realty  <b>KRISTIN BOBBSON   CINDY O'DARE</b>              kristin@rosterandregan.com +1 772.321.6541</p>	<p>WELAKA, FLORIDA</p> <p>603 Front Street              \$1,400,000   sothebysrealty.com              ONE Sotheby's International Realty  <b>MAZIE REGAN</b>              mazie@rosterandregan.com +1 772.214.8708</p>	<p>NEW YORK, NEW YORK</p> <p>131 East 79 Street MaE.com              \$12,000,000              East Side Manhattan Brokerage  <b>AMANDA FIELD   JORDAN   NIKKI FIELD</b>              amanda.jordan@sothebysrealty.com +1 212.606.7798</p>
<p>LINCOLN, NORTH CAROLINA</p> <p>1907 Flattop Cliffs Drive              \$29,750,000   sothebysrealty.com/44112/PN4              Premier Sotheby's International Realty  <b>MARILYN WRIGHT</b>              marilynwright@premier.com +1 828.279.3680</p>	<p>BAINBRIDGE ISLAND, WASHINGTON</p> <p>BainbridgeLuxLiving.com              \$6,480,000              Realogics Sotheby's International Realty  <b>SHAYNE TURGEON</b>              shayne@shayne-turgeon.com +1 206.755.9637</p>	<p>OLD FORT BAY, THE BAHAMAS</p> <p>Krystal House              \$25,000,000   amandafarman.com/441402/32              Bahamas Sotheby's International Realty  <b>GEORGE DAMIANOS</b>              george.damianos@bahamas.com +1 242.424.9669</p>

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# Robb Report

## LUXURY PROPERTY GUIDE

As a global leader in the luxury real estate market, Robb Report showcases the best of the best. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, new residences and developments.

As a global leader in the luxury real estate market, Robb Report showcases the "best-of-the-best". From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, and new residential developments. For its first-ever issue, Robb Report editors will design a beautifully crafted Luxury Property Guide that will accompany our signature December Philanthropy issue. This special advertising edition will allow our partners the opportunity to get in front of this affluent audience while they're exploring the newest trends and properties around the world.

- **\$555K** average HHI
- **\$1,8MM** highest total real estate value

PRICE: \$3,500/FULL PAGE

### Global



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Open the door to what's next.

**Harald Grant**  
Associate Broker  
914.642.7322  
Harald.Grant@SothebysRealty  
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**Bruce Grant**  
Licensed Salesperson  
914.642.7322  
Bruce.Grant@SothebysRealty

The Rosewood Farm Estate  
Southampton, New York

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

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Associate Broker  
914.627.7828  
Beate.Moore@SothebysRealty  
BEATE@BEATEMOORE.COM

**Vanessa Moore**  
Licensed Salesperson  
914.775.6078  
Vanessa.Moore@SothebysRealty

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

6 BEDROOMS | 6.5+ BATHS | 4,900SQ.FT. | \$11,000,000  
542MEADOWROAD.COM

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# San Francisco & Silicon Valley Takeover

Exclusive insert in the New York Times distributed to 36,500 households in the San Francisco and Silicon Valley metro.

FULL PAGE: \$725

INSIDE FRONT COVER: \$1,125

INSIDE BACK COVER: \$1,125

BACK COVER: \$1,475



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Represented by: Sarah Rabinowitz MRE, SLS

72 Post Road, Old Westbury, NY




**Fichea Russell**  
Real Estate Salesperson  
Gold Circle Of Excellence  
6 516.562.2710  
c. 516.562.5400

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


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



DANIELGALIE.COM/AGENT/DEBRA-RUSSELL

**Sandbanks Exuma, The Bahamas**



**Jacqueline Lighthorn**  
Elite Agent  
+1 242 269 2225  
260 Sandbanks Light House  
JL@Sandbanks.com

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

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

SIREBAHAMAS.COM/ID/V29/67

Bahamas | **Sotheby's**  
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5305 Carlsbad Boulevard, Carlsbad, CA 92008



**Eric Santorino**  
Sales Associate  
858.334.3557  
eric@ericcarlsbad.com  
DRE#02155001

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

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



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Pacific | **Sotheby's**  
INTERNATIONAL REALTY

# Modern Luxury Angelino

Angelino is la's leading luxury lifestyle media brand, serving as the most reputable authority with an unparalleled pulse on the market.

As part of the award-winning modern luxury media network, angelino delivers an insider's perspective of los angeles including cutting-edge fashion spreads, revealing celebrity profiles, and the latest local know-how, ensuring our content consistently engages the city's most cultured audience.

- Circulation: **50,000**
- Readership: **150,000**
- Digital subscribers: **17,399**
- Social media followers: **48,502**

**FULL PAGE**

**LOS ANGELES: \$4,750**



# Hollywood Reporter

Recognized and respected as the world's definitive source of entertainment news, THR unearths, investigates, and tells the most compelling business and lifestyle stories of our times—and keeps people talking. THR tells the entertainment stories insiders need to know and delivers Hollywood culture to those who crave it.

- Circulation: **97K**

FULL PAGE: \$4,000



# Variety

Variety is the most authoritative and trusted source of entertainment business news, recognized and respected throughout the world. Since 1905, influential producers, executives and talent in entertainment and beyond have turned to Variety for award-winning daily breaking news reports, insightful award-season coverage, must-read feature spotlights and intelligent analysis of the industry's most prominent players. As the leading publication covering film, television, theater and tech with a global perspective, Variety is the vital read in every entertainment capital in over 84 countries..

- Circulation: **85,300**

FULL PAGE: \$7,25



# Schedule, Pricing & Reach



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INTERNATIONAL REALTY





# Proposed Schedule, Pricing & Reach 2024

Market	Product	Start	End	Spots/Week	Rate	Spots	Reach	CPM
Chicago (WGN)	Chicago (WGN)	1/22/24	2/2/24	1	\$1,000	1	100,000	\$1,000
	Chicago (WGN)	2/5/24	2/19/24	1	\$1,000	1	100,000	\$1,000
	Chicago (WGN)	2/22/24	3/5/24	1	\$1,000	1	100,000	\$1,000
	Chicago (WGN)	3/8/24	3/22/24	1	\$1,000	1	100,000	\$1,000
	Chicago (WGN)	3/25/24	4/8/24	1	\$1,000	1	100,000	\$1,000
	Chicago (WGN)	4/11/24	4/25/24	1	\$1,000	1	100,000	\$1,000
	Chicago (WGN)	4/28/24	5/12/24	1	\$1,000	1	100,000	\$1,000
	Chicago (WGN)	5/15/24	5/29/24	1	\$1,000	1	100,000	\$1,000
	Chicago (WGN)	6/1/24	6/15/24	1	\$1,000	1	100,000	\$1,000
	Chicago (WGN)	6/18/24	7/2/24	1	\$1,000	1	100,000	\$1,000
New York (WNYW)	New York (WNYW)	1/22/24	2/2/24	1	\$1,000	1	100,000	\$1,000
	New York (WNYW)	2/5/24	2/19/24	1	\$1,000	1	100,000	\$1,000
	New York (WNYW)	2/22/24	3/5/24	1	\$1,000	1	100,000	\$1,000
	New York (WNYW)	3/8/24	3/22/24	1	\$1,000	1	100,000	\$1,000
	New York (WNYW)	3/25/24	4/8/24	1	\$1,000	1	100,000	\$1,000
	New York (WNYW)	4/11/24	4/25/24	1	\$1,000	1	100,000	\$1,000
	New York (WNYW)	4/28/24	5/12/24	1	\$1,000	1	100,000	\$1,000
	New York (WNYW)	5/15/24	5/29/24	1	\$1,000	1	100,000	\$1,000
	New York (WNYW)	6/1/24	6/15/24	1	\$1,000	1	100,000	\$1,000
	New York (WNYW)	6/18/24	7/2/24	1	\$1,000	1	100,000	\$1,000
Los Angeles (KTLA)	Los Angeles (KTLA)	1/22/24	2/2/24	1	\$1,000	1	100,000	\$1,000
	Los Angeles (KTLA)	2/5/24	2/19/24	1	\$1,000	1	100,000	\$1,000
	Los Angeles (KTLA)	2/22/24	3/5/24	1	\$1,000	1	100,000	\$1,000
	Los Angeles (KTLA)	3/8/24	3/22/24	1	\$1,000	1	100,000	\$1,000
	Los Angeles (KTLA)	3/25/24	4/8/24	1	\$1,000	1	100,000	\$1,000
	Los Angeles (KTLA)	4/11/24	4/25/24	1	\$1,000	1	100,000	\$1,000
	Los Angeles (KTLA)	4/28/24	5/12/24	1	\$1,000	1	100,000	\$1,000
	Los Angeles (KTLA)	5/15/24	5/29/24	1	\$1,000	1	100,000	\$1,000
	Los Angeles (KTLA)	6/1/24	6/15/24	1	\$1,000	1	100,000	\$1,000
	Los Angeles (KTLA)	6/18/24	7/2/24	1	\$1,000	1	100,000	\$1,000
Miami (WTTA)	Miami (WTTA)	1/22/24	2/2/24	1	\$1,000	1	100,000	\$1,000
	Miami (WTTA)	2/5/24	2/19/24	1	\$1,000	1	100,000	\$1,000
	Miami (WTTA)	2/22/24	3/5/24	1	\$1,000	1	100,000	\$1,000
	Miami (WTTA)	3/8/24	3/22/24	1	\$1,000	1	100,000	\$1,000
	Miami (WTTA)	3/25/24	4/8/24	1	\$1,000	1	100,000	\$1,000
	Miami (WTTA)	4/11/24	4/25/24	1	\$1,000	1	100,000	\$1,000
	Miami (WTTA)	4/28/24	5/12/24	1	\$1,000	1	100,000	\$1,000
	Miami (WTTA)	5/15/24	5/29/24	1	\$1,000	1	100,000	\$1,000
	Miami (WTTA)	6/1/24	6/15/24	1	\$1,000	1	100,000	\$1,000
	Miami (WTTA)	6/18/24	7/2/24	1	\$1,000	1	100,000	\$1,000



# Proposed Schedule, Pricing & Reach 2024

Market	Product	Daypart	Length	Spots/Week	Rate	Spots/Year	Reach	CPM
Chicago Tribune	Chicago Tribune	6:00am-7:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	Chicago Tribune	7:00am-8:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	Chicago Tribune	8:00am-9:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	Chicago Tribune	9:00am-10:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	Chicago Tribune	10:00am-11:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	Chicago Tribune	11:00am-12:00pm	30s	5	\$1,000	25	1,000,000	\$4,000
	Chicago Tribune	12:00pm-1:00pm	30s	5	\$1,000	25	1,000,000	\$4,000
	Chicago Tribune	1:00pm-2:00pm	30s	5	\$1,000	25	1,000,000	\$4,000
	Chicago Tribune	2:00pm-3:00pm	30s	5	\$1,000	25	1,000,000	\$4,000
	Chicago Tribune	3:00pm-4:00pm	30s	5	\$1,000	25	1,000,000	\$4,000
Los Angeles Times	Los Angeles Times	6:00am-7:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	Los Angeles Times	7:00am-8:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	Los Angeles Times	8:00am-9:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	Los Angeles Times	9:00am-10:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	Los Angeles Times	10:00am-11:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	Los Angeles Times	11:00am-12:00pm	30s	5	\$1,000	25	1,000,000	\$4,000
	Los Angeles Times	12:00pm-1:00pm	30s	5	\$1,000	25	1,000,000	\$4,000
	Los Angeles Times	1:00pm-2:00pm	30s	5	\$1,000	25	1,000,000	\$4,000
	Los Angeles Times	2:00pm-3:00pm	30s	5	\$1,000	25	1,000,000	\$4,000
	Los Angeles Times	3:00pm-4:00pm	30s	5	\$1,000	25	1,000,000	\$4,000
New York Times	New York Times	6:00am-7:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	New York Times	7:00am-8:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	New York Times	8:00am-9:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	New York Times	9:00am-10:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	New York Times	10:00am-11:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	New York Times	11:00am-12:00pm	30s	5	\$1,000	25	1,000,000	\$4,000
	New York Times	12:00pm-1:00pm	30s	5	\$1,000	25	1,000,000	\$4,000
	New York Times	1:00pm-2:00pm	30s	5	\$1,000	25	1,000,000	\$4,000
	New York Times	2:00pm-3:00pm	30s	5	\$1,000	25	1,000,000	\$4,000
	New York Times	3:00pm-4:00pm	30s	5	\$1,000	25	1,000,000	\$4,000
San Francisco Chronicle	San Francisco Chronicle	6:00am-7:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	San Francisco Chronicle	7:00am-8:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	San Francisco Chronicle	8:00am-9:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	San Francisco Chronicle	9:00am-10:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	San Francisco Chronicle	10:00am-11:00am	30s	5	\$1,000	25	1,000,000	\$4,000
	San Francisco Chronicle	11:00am-12:00pm	30s	5	\$1,000	25	1,000,000	\$4,000
	San Francisco Chronicle	12:00pm-1:00pm	30s	5	\$1,000	25	1,000,000	\$4,000
	San Francisco Chronicle	1:00pm-2:00pm	30s	5	\$1,000	25	1,000,000	\$4,000
	San Francisco Chronicle	2:00pm-3:00pm	30s	5	\$1,000	25	1,000,000	\$4,000
	San Francisco Chronicle	3:00pm-4:00pm	30s	5	\$1,000	25	1,000,000	\$4,000



# Proposed Schedule, Pricing & Reach 2024

Market	Product	Daypart	Length	Spots/Week	Rate	Spots/Month	Rate/Month	Spots/Quarter	Rate/Quarter	Spots/Year	Rate/Year	Reach
Chicago Tribune	Chicago Tribune	7:00-9:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
	Chicago Tribune	9:00-11:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
Cleveland Plain-Examiner	Cleveland Plain-Examiner	7:00-9:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
	Cleveland Plain-Examiner	9:00-11:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
Dallas Morning News	Dallas Morning News	7:00-9:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
	Dallas Morning News	9:00-11:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
Denver Post	Denver Post	7:00-9:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
	Denver Post	9:00-11:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
Detroit Free Press	Detroit Free Press	7:00-9:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
	Detroit Free Press	9:00-11:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
Houston Chronicle	Houston Chronicle	7:00-9:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
	Houston Chronicle	9:00-11:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
Los Angeles Times	Los Angeles Times	7:00-9:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
	Los Angeles Times	9:00-11:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
Miami Herald	Miami Herald	7:00-9:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
	Miami Herald	9:00-11:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
Minneapolis Star Tribune	Minneapolis Star Tribune	7:00-9:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
	Minneapolis Star Tribune	9:00-11:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
New York Times	New York Times	7:00-9:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
	New York Times	9:00-11:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
Philadelphia Inquirer	Philadelphia Inquirer	7:00-9:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
	Philadelphia Inquirer	9:00-11:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
Portland Oregonian	Portland Oregonian	7:00-9:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
	Portland Oregonian	9:00-11:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
San Francisco Chronicle	San Francisco Chronicle	7:00-9:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
	San Francisco Chronicle	9:00-11:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
Seattle Times	Seattle Times	7:00-9:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
	Seattle Times	9:00-11:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
St. Louis Post-Dispatch	St. Louis Post-Dispatch	7:00-9:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
	St. Louis Post-Dispatch	9:00-11:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
Tampa Bay Times	Tampa Bay Times	7:00-9:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
	Tampa Bay Times	9:00-11:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
Washington Post	Washington Post	7:00-9:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
	Washington Post	9:00-11:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
Washoe News	Washoe News	7:00-9:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
	Washoe News	9:00-11:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
The Wall Street Journal	The Wall Street Journal	7:00-9:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
	The Wall Street Journal	9:00-11:00 AM	30	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000	100%
Total	Total											