



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Stanly Ranch Advertising and Marketing Program

Sotheby's
INTERNATIONAL REALTY

Table of Contents

3 INTRO

4 SOTHEBY'S AUCTION HOUSE

- 5 Sotheby's Magazine
- 6 Sotheby's Bespoke Email
- 7 Sotheby's Selects e-Newsletters

8 DIGITAL

- 9 Geofencing - Event and Location
- 10 Comprehensive Digital
- 11 Google AdWords
- 14 Dwell Real Estate
- 15 Nob Hill Gazette
- 16 JamesEdition.com
- 18 LA Times
- 20 Modern Luxury Angelino
- 21 RobbReport.com
- 22 WSJ.com

24 PRINT

- 25 The Wall Street Journal
- 27 Nob Hill Gazette
- 28 Los Angeles Times
- 30 San Francisco & Silicon Valley Takeover
- 31 Modern Luxury Angelino

32 SCHEDULE, PRICING & REACH

- 33 2024



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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure 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

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

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

CHLOE STEELY
Account Executive
212-677-2557
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

Austin, Texas
 sarah@sothebysrealty.com
 Property # 1230018
 Agent: Sarah Jones
 International Realty
 Broker: Sotheby's International Realty
 Email: sarah.jones@sothebysrealty.com
 \$50,000,000.00

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

© 2018 Sotheby's International Realty. All rights reserved. Sotheby's International Realty, the Sotheby's International Realty logo and the Sotheby's International Realty name are registered trademarks of Sotheby's International Realty. All other trademarks are the property of their respective owners.

Home

1 Central Park West 46R/50C
 With unparalleled breathtaking views, this 50th of Central Park residence offers a rare opportunity to own a piece of the city's most iconic real estate. This residence features an expansive living space, a gourmet kitchen, a luxurious bathroom, and a private terrace. Don't miss this opportunity to own a piece of the city's most iconic real estate. Call today to schedule your private showing.

New York, New York
 \$2,995,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's International Realty
 Email: sarah.jones@sothebysrealty.com
 \$50,000,000.00

550 Park Avenue, 18/16
 This residence in the sky offers 2,000 sq. ft. of sophisticated living space overlooking the city. This residence offers a rare opportunity to own a piece of the city's most iconic real estate. Call today to schedule your private showing.

New York, New York
 \$270,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's International Realty
 Email: sarah.jones@sothebysrealty.com

Four Seasons Private Residences
 This upcoming 1,100 sq. ft. penthouse residence offers an extraordinary living and dining space with a private terrace overlooking the city. Call today to schedule your private showing.

New York, New York
 \$13,000,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's International Realty
 Email: sarah.jones@sothebysrealty.com

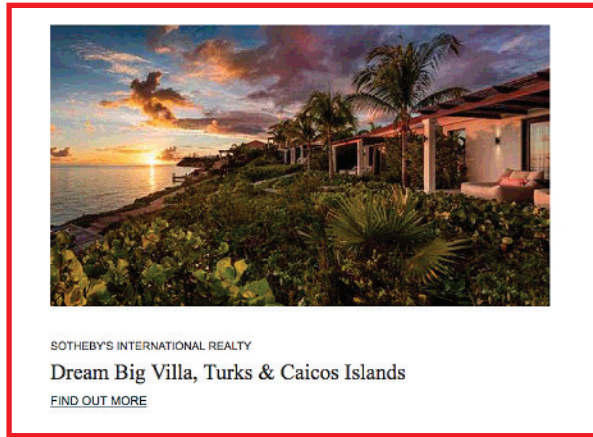
50

DIGITAL

SOTHEBY'S BESPOKE EMAIL

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

PRICE: \$2,500/DEPLOYMENT




DIGITAL

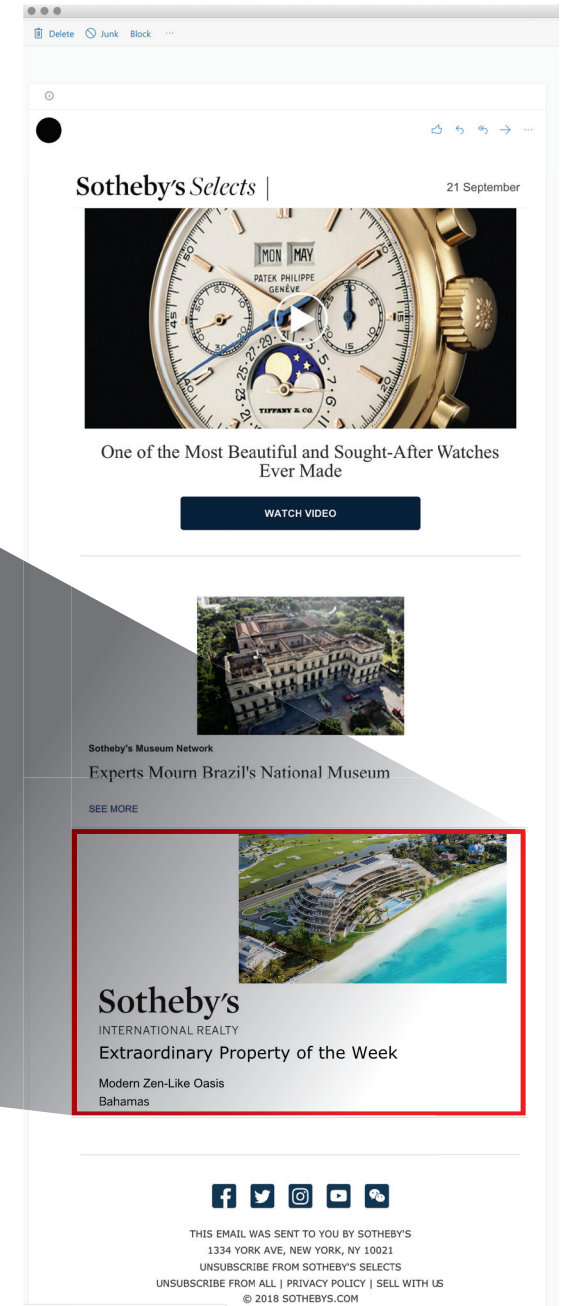
SOTHEBY'S SELECTS
E-NEWSLETTERS

- 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](#) [i](#) [v](#) [m](#)

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

Digital Offerings

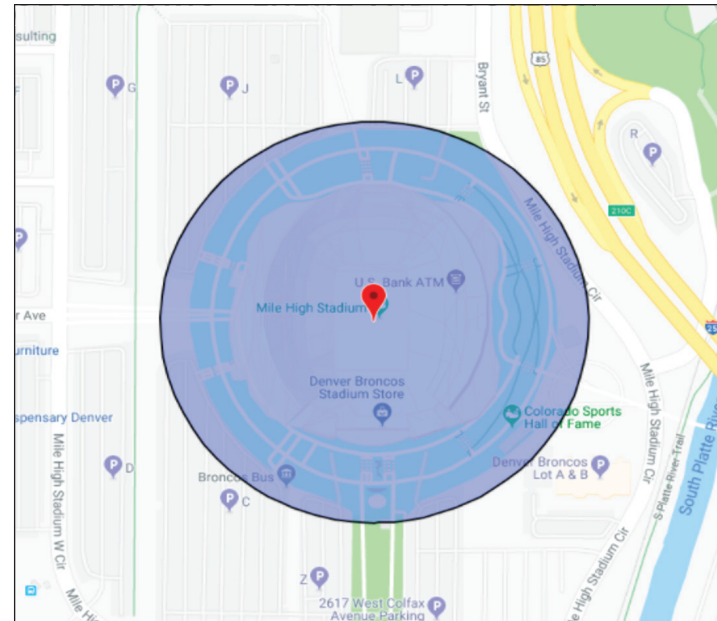


Sotheby's
INTERNATIONAL REALTY

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

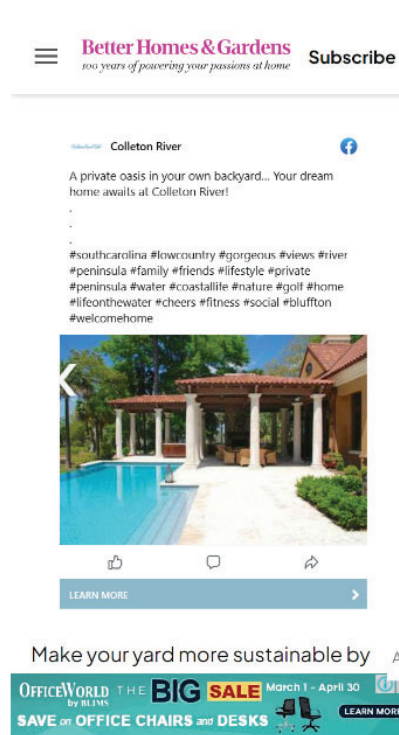
SOCIAL MIRROR ADS

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.

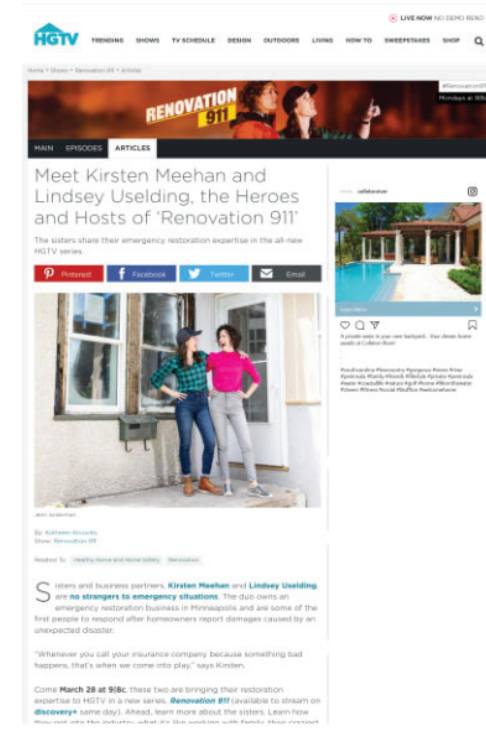
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

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

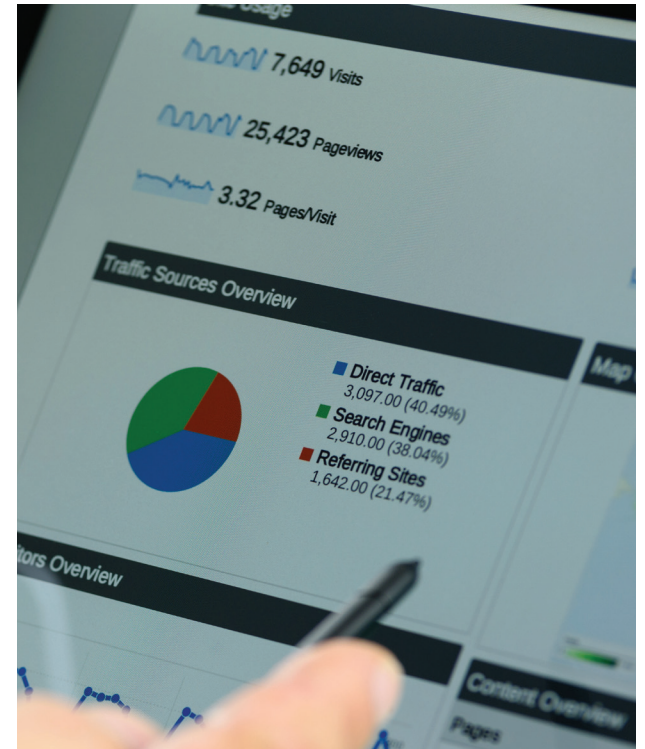
Which can include:

- 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: \$4,000/MONTH



Google AdWords

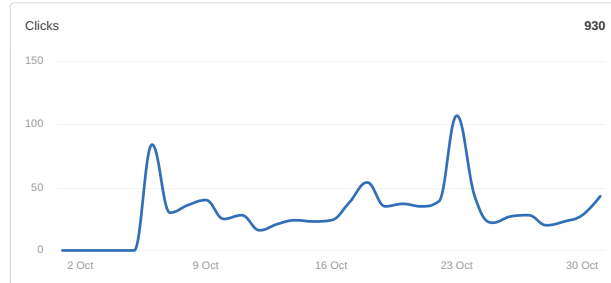
CLIENT DASHBOARD

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



Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
SKY - SMART	459	\$312.71	\$39.09	74,095
SKY - PMAX	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
"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

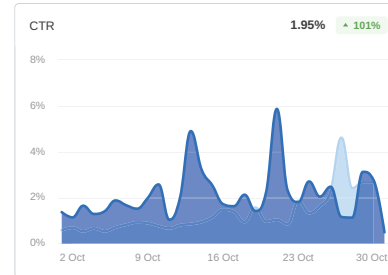
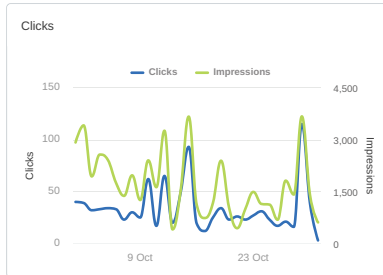
MONTHLY REPORTING

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

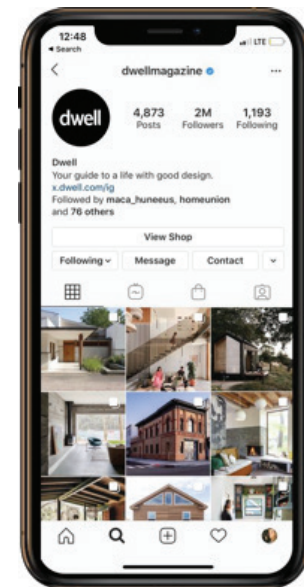
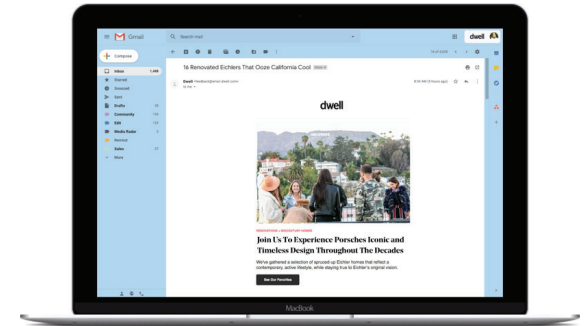
A Bolinas Midcentury With a Commanding View of the Pacific Asks \$5M

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



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

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

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.

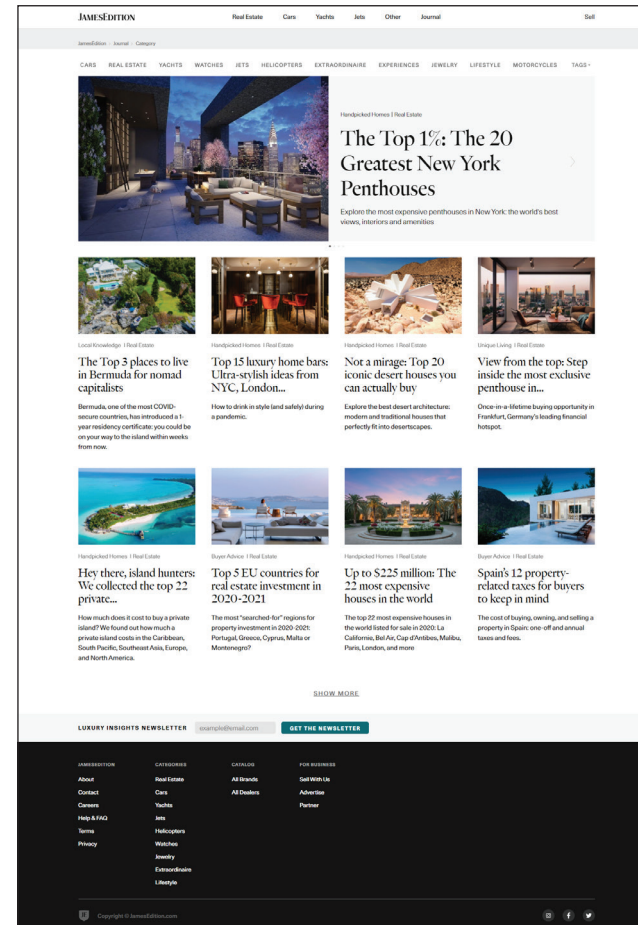
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

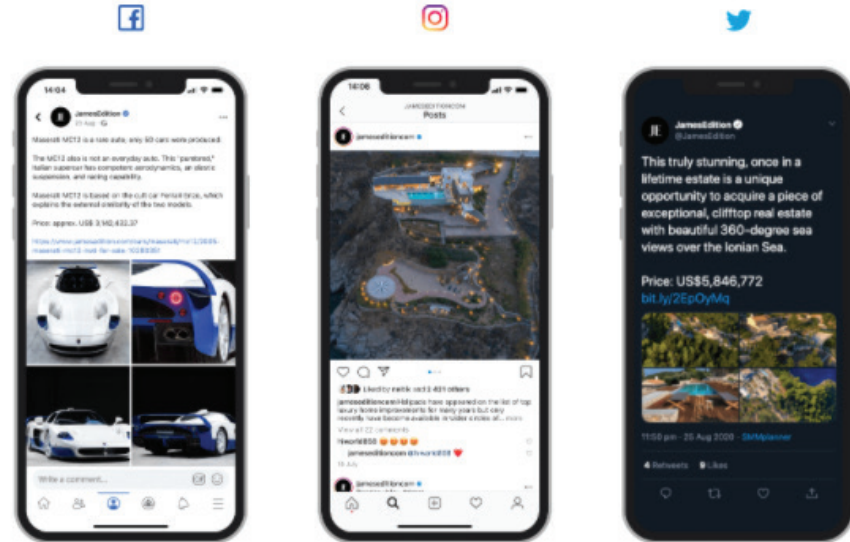
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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 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

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

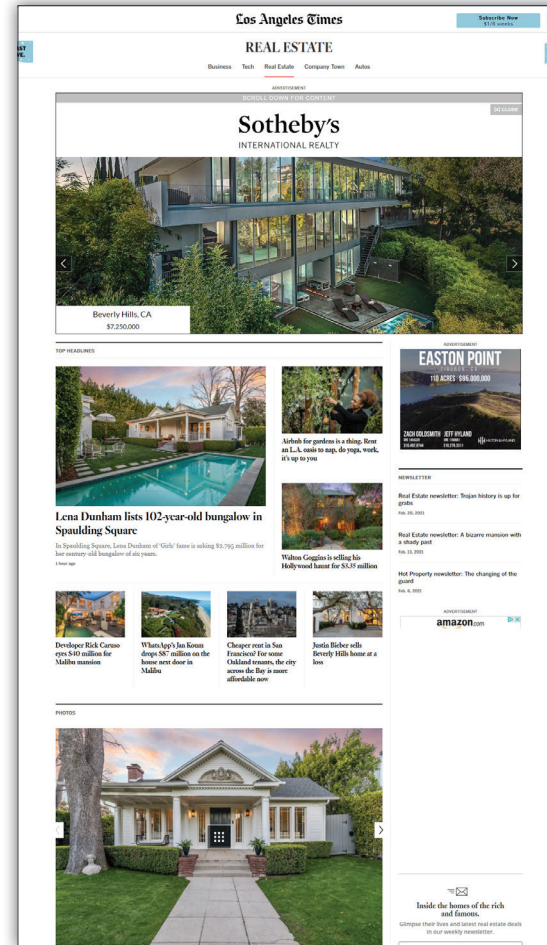
LA Times

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

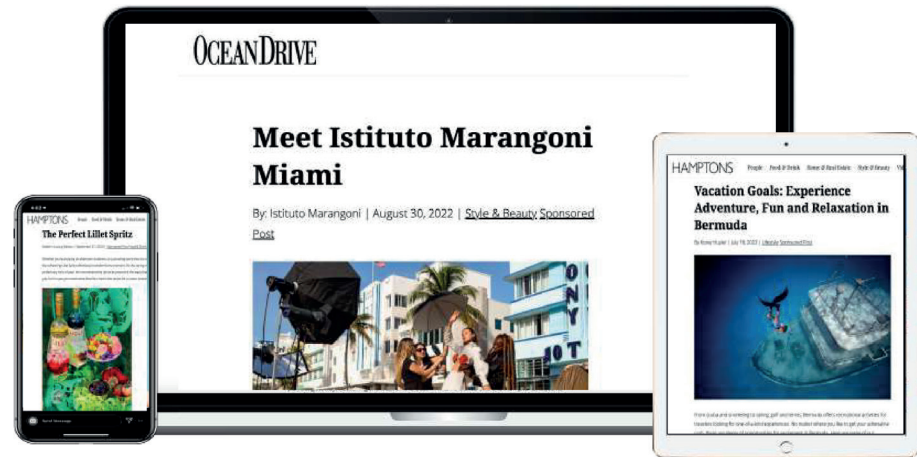
- Digital audience U.s. Uniques 50MM+
- Vip opt-in subscribers: **17K+**
- Social media followers: **40K+**

DEDICATED EBLAST

\$2.175,00

SPONSORED CONTENT

\$3,750/ 10,000 IMPRESSIONS



RobbReport.com

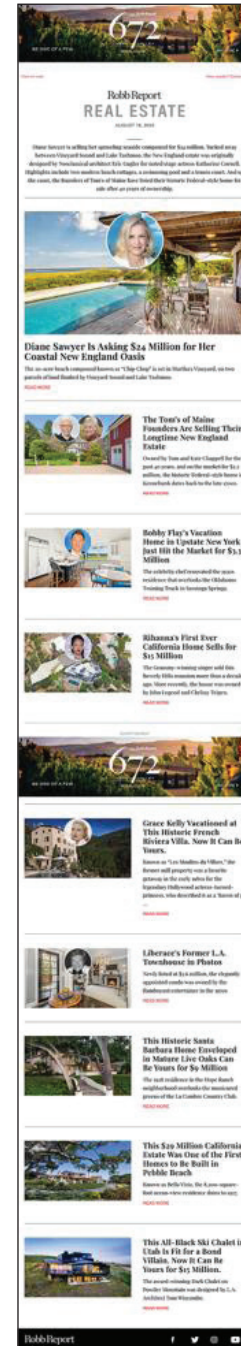
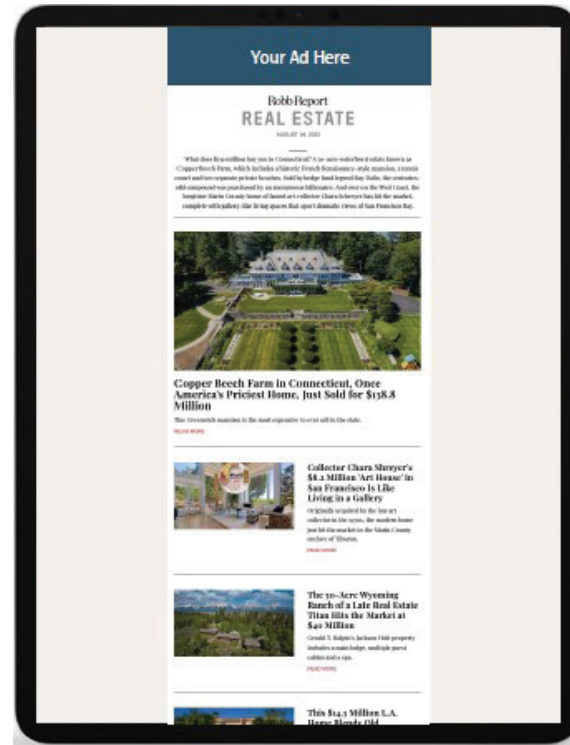
REAL ESTATE NEWSLETTER

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)



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)

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	\$7,900,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLaugh, Toronto, ON	\$12,900,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$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
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

TRENDING TODAY

Architectural Digest @ArchDigest Following

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



3:26 AM - 25 May 2018

#AloneTogether **ad**

Staying home saves lives.

For more info visit coronavirus.gov

Powered by **COVIDment** AllChives

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**

4 X 7" \$3,535
Buy 6 get 3 free
WESTERN REGION

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

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
Tornadoes ripped through Tennessee on Tuesday, killing at least 25 people as the weather service warned of more twisters 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 major supply chain of goods is being disrupted by the coronavirus, which is causing shortages of goods and services, including auto parts, health care supplies and other government operations.

What's News
The Fed has cut its benchmark rate to 0% for the first time since 2008, and lowered its target range for the federal funds rate to 0% to 0.25%. The move is the most aggressive since the 2008 financial crisis. The Fed also announced that it will purchase up to \$500 billion of Treasury bills and \$200 billion of corporate bonds.

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

City, State
Wichita or Address: \$4,XXX,XXX | sothebysrealty.com/61761
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 323.456.7890

City, State
Wichita or Address: \$4,XXX,XXX | sothebysrealty.com/61761
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 323.456.7890

City, State
Wichita or Address: \$4,XXX,XXX | sothebysrealty.com/61761
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 323.456.7890

City, State
Wichita or Address: \$4,XXX,XXX | sothebysrealty.com/61761
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 323.456.7890

City, State
Wichita or Address: \$4,XXX,XXX | sothebysrealty.com/61761
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 323.456.7890

City, State
Wichita or Address: \$4,XXX,XXX | sothebysrealty.com/61761
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 323.456.7890

City, State
Wichita or Address: \$4,XXX,XXX | sothebysrealty.com/61761
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 323.456.7890

City, State
Wichita or Address: \$4,XXX,XXX | sothebysrealty.com/61761
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 323.456.7890

City, State
Wichita or Address: \$4,XXX,XXX | sothebysrealty.com/61761
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 323.456.7890

City, State
Wichita or Address: \$4,XXX,XXX | sothebysrealty.com/61761
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 323.456.7890

City, State
Wichita or Address: \$4,XXX,XXX | sothebysrealty.com/61761
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 323.456.7890

City, State
Wichita or Address: \$4,XXX,XXX | sothebysrealty.com/61761
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 323.456.7890

City, State
Wichita or Address: \$4,XXX,XXX | sothebysrealty.com/61761
Company: Sotheby's International Realty
AGENT NAME: agentname@sothebysrealty.com | +1 323.456.7890

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



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

Sotheby's INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.
SOTHEBYREALTY.COM

MALIBU CALIFORNIA

72 Post Road, Old Westbury, NY

Extra Bonus!
Real Estate Campaign
Sotheby's International Realty
+ 800.882.0710
+ 516.932.9455

72 Post Road
9 BR | 6 BA | 10,54 ACRES
\$4,900,000

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

DANIEL GALE COMPANY/AGENT/DEBRA RUSSELL

Sotheby's INTERNATIONAL REALTY

Open the door to what's next.

The Rosewood Farm Estate
Southampton, New York

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

Sotheby's INTERNATIONAL REALTY

Take a peek at what's next.

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

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ FT | \$11,000,000
\$42MEADOWROAD.COM

Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**

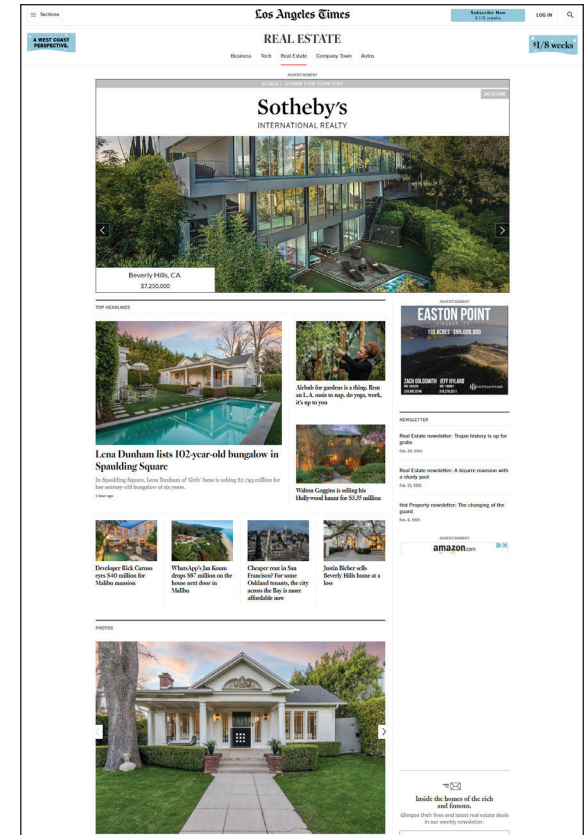


LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425



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



Sotheby's
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.
SOTHEBYREALTY.COM

Represented by: Sarah Matheson MRE, SLS

72 Post Road, Old Westbury, NY




Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 516.562.5710
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.



DANIELGALÉ.COM/AGENT/OFEBRA-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 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 into the ocean for water sports.

SIREBAHAMAS.COM/ID/V29V.67



5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorino
Sales Associate
858.334.3557
eric@ericsantorinorealty.com
DRE#02156503

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.



SOTHEBYREALTY.COM/ID/THE44



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



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Plan 1	Ad Description	April	May	June	July	August	September	October	November	December	January	Media Total	Reach
Media													
Sotheby's Auction House: Print													
Sotheby's Magazine	Advertorial - 2 page						\$ 10,500.00					\$ 10,500.00	20,000
Sotheby's Auction House: Digital													
Sotheby's Bespoke Emails			\$ 2,500.00		\$ 2,500.00		\$ 2,500.00					\$ 7,500.00	1,650,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter								\$ 2,585.00	\$ 2,585.00		\$ 5,170.00	1,540,000
Digital													
Google													
Performance Max/Demand Gen/ You Tube	Digital programs leveraging Google products			\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 28,000.00	TBD
Comprehensive Digital													
Social Mirror Ads	Mirroring Social Post		\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 16,000.00	800,000
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	\$ 1,500.00			\$ 9,000.00	360,000
Dwell.com													
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB			\$ 6,000.00								\$ 6,000.00	1,750,000
Nob Hill Gazette													
OTM On the Market E-Newsletter	Property listing email		OTM	OTM		OTM	OTM		OTM	OTM			39,000
Dedicated Emails	Geofenced Emails				Email	Email							
Onsite Video	Video onsite and on NHG Website		Video										
Custom Content	SEO Adapted Content				Content							PACKAGE	
Instagram	Post				Post								
Social Media	Posting					Post							
JamesEdition													
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article			\$ 5,500.00								\$ 5,500.00	292,000
Social Media	Listing Feature				\$ 1,000.00							\$ 1,000.00	148,000
LA Times													
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus	\$ 325.00	Bonus	\$ 325.00	Bonus	Bonus	\$ 325.00	Bonus		\$ 975.00	1,275,000
Custom Email	Custom Email			\$ 1,750.00			\$ 1,750.00					\$ 3,500.00	60,000
Modern Luxury - Angelino													
Dedicated Eblast	Eblast			\$ 2,175.00				\$ 2,175.00				\$ 4,350.00	10,000
Sponsored Content	Content				\$ 3,750.00							\$ 3,750.00	10,000
Robbreport.com													
Robbreport.com	Real Estate Newsletter - 3 Sends			\$ 3,750.00			\$ 3,750.00					\$ 7,500.00	120,000
WSJ.com													
Mansion Global Homepage Hero	Mansion Global Homepage Hero			\$ 2,650.00		\$ 2,650.00			\$ 2,650.00			\$ 7,950.00	492,000
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00			\$ 3,680.00					\$ 7,360.00	34,000

Proposed Schedule, Pricing & Reach 2024

Print - Plan 1												
The Los Angeles Times												
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00		\$ 425.00		\$ 425.00	\$ 425.00		\$ 425.00		\$ 2,125.00	1,103,900
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00		\$ 660.00		\$ 660.00	\$ 2,640.00	1,536,000
The Los Angeles Times	Takeover - Inside Back Cover	\$ 1,500.00		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 1,500.00		\$ 1,500.00	\$ 6,000.00	1,536,000
The Los Angeles Times	Takeover - Back Cover	\$ 1,600.00		\$ 1,600.00	\$ 1,600.00	\$ 1,600.00		\$ 1,600.00		\$ 1,600.00	\$ 6,400.00	883,120
Modern Luxury												
Angelino	Full Page - Los Angeles					\$ 4,750.00	\$ 4,750.00		\$ 4,750.00		\$ 14,250.00	150,000
Nob Hill Gazette												
Nob Hill Gazette	Full Page		Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Content	\$ -	600,000
Nob Hill Gazette	Full Page Custom Content										\$ -	200,000
Nob Hill Gazette	Package Pricing					\$62,500					\$ 62,500.00	
San Francisco & Silicon Valley Takeover												
San Francisco & Silicon Valley Takeover	Takeover - Full Page								\$ 725.00		\$ 725.00	36,500
San Francisco & Silicon Valley Takeover	Takeover - Inside Front Cover								\$ 1,125.00		\$ 1,125.00	36,500
San Francisco & Silicon Valley Takeover	Takeover - Inside Back Cover								\$ 1,125.00		\$ 1,125.00	36,500
San Francisco & Silicon Valley Takeover	Takeover - Back Cover								\$ 1,475.00		\$ 1,475.00	36,500
The Wall Street Journal												
The Wall Street Journal - Western Region	4x7"	\$ 3,535.00	\$ 3,535.00	\$ 3,535.00	\$ 3,535.00	\$ 3,535.00	\$ 3,535.00	Bonus	Bonus	Bonus	\$ 21,210.00	968,424
Mansion Global Experience Luxury	Weekend Property insert			\$ 2,242.50				\$ 2,242.50		\$ 2,242.50	\$ 6,727.50	300,000
Out of Home												
Airport												TBD
Transit												
Shopping												
Other												
TOTAL											\$ 250,357.50	16,023,444
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change												
Google Adwords Campaign												
Google Adwords												
Google Adwords	Digital PPC program	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 60,000.00	TBD
TOTAL											\$ 60,000.00	28,836,888

Proposed Schedule, Pricing & Reach 2024

Plan 2	Ad Description	April	May	June	July	August	September	October	November	December	January	Media Total	Reach
Media													
Sotheby's Auction House: Print													
Sotheby's Magazine	Advertorial - 2 page						\$ 10,500.00					\$ 10,500.00	20,000
Sotheby's Auction House: Digital													
Sotheby's Bespoke Emails			\$ 2,500.00		\$ 2,500.00		\$ 2,500.00					\$ 7,500.00	1,650,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter								\$ 2,585.00	\$ 2,585.00		\$ 5,170.00	1,540,000
Digital													
Google													
Performance Max/Demand Gen/ You Tube	Digital programs leveraging Google products			\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 28,000.00	TBD
Comprehensive Digital													
Social Mirror Ads	Mirroring Social Post		\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 16,000.00	800,000
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	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB			\$ 6,000.00								\$ 6,000.00	1,750,000
Nob Hill Gazette													
OTM On the Market E-Newsletter	Property listing email		OTM	OTM		OTM	OTM		OTM	OTM			39,000
Dedicated Emails	Geofenced Emails			Email	Email	Email	Email	Email	Email				
Onsite Video	Video onsite and on NHG Website		Video										
Custom Content	SEO Adapted Content				Content							PACKAGE	
Instagram	Post			Post									
Social Media	Posting					Post							
JamesEdition													
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article			\$ 5,500.00								\$ 5,500.00	292,000
Social Media	Listing Feature				\$ 1,000.00							\$ 1,000.00	148,000
LA Times													
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus	\$ 325.00	Bonus	\$ 325.00	Bonus	Bonus	\$ 325.00	Bonus		\$ 975.00	1,275,000
Custom Email	Custom Email			\$ 1,750.00			\$ 1,750.00					\$ 3,500.00	60,000
Modern Luxury - Angelino													
Dedicated Eblast	Eblast			\$ 2,175.00				\$ 2,175.00				\$ 4,350.00	10,000
Sponsored Content	Content				\$ 3,750.00							\$ 3,750.00	10,000
Robbreport.com													
Robbreport.com	Real Estate Newsletter - 3 Sends			\$ 3,750.00			\$ 3,750.00					\$ 7,500.00	120,000
WSJ.com													
Mansion Global Homepage Hero	Mansion Global Homepage Hero			\$ 2,650.00		\$ 2,650.00			\$ 2,650.00			\$ 7,950.00	492,000
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00			\$ 3,680.00					\$ 7,360.00	34,000

Proposed Schedule, Pricing & Reach 2024

Print - Plan 2														
The Los Angeles Times														
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00		\$ 425.00		\$ 425.00	\$ 425.00		\$ 425.00		\$ 2,125.00		1,103,900	
The Los Angeles Times	Takeover - Full Page										\$ -		0	
The Los Angeles Times	Takeover - Inside Back Cover										\$ -		0	
The Los Angeles Times	Takeover - Back Cover		\$ 1,600.00		\$ 1,600.00	\$ 1,600.00			\$ 1,600.00		\$ 6,400.00		883,120	
Modern Luxury														
Angelino	Full Page - Los Angeles					\$ 4,750.00	\$ 4,750.00				\$ 9,500.00		100,000	
Nob Hill Gazette														
Nob Hill Gazette	Full Page		Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Content	\$ -		600,000	
Nob Hill Gazette	Full Page Custom Content										\$ -		200,000	
Nob Hill Gazette	Package Pricing					\$62,500					\$ 62,500.00			
San Francisco & Silicon Valley Takeover														
San Francisco & Silicon Valley Takeover	Takeover - Full Page										\$ -		0	
San Francisco & Silicon Valley Takeover	Takeover - Inside Front Cover										\$ -		0	
San Francisco & Silicon Valley Takeover	Takeover - Inside Back Cover								\$ 1,125.00		\$ 1,125.00		36,500	
San Francisco & Silicon Valley Takeover	Takeover - Back Cover								\$ 1,475.00		\$ 1,475.00		36,500	
The Wall Street Journal														
The Wall Street Journal	4x7"	\$ 3,535.00	\$ 3,535.00	\$ 3,535.00	\$ 3,535.00	\$ 3,535.00	\$ 3,535.00	\$ 3,535.00	Bonus	Bonus	Bonus	\$ 21,210.00	968,424	
The Wall Street Journal	Western Region													
Mansion Global Experience Luxury	Weekend Property insert				\$ 2,242.50				\$ 2,242.50	\$ 2,242.50	\$ 6,727.50		300,000	
Out of Home														
Airport													TBD	
Transit														
Shopping														
Other														
TOTAL												\$ 235,117.50	12,828,444	
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change														
Google Adwords Campaign														
Google Adwords														
Google Adwords	Digital PPC program	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 60,000.00	TBD
TOTAL												\$ 60,000.00	22,446,888	