



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Sleeping Fox Trail Property Advertising and Marketing Program

LIV | 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 Sleeping Fox Trail Property

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

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 Evergreen, CO.

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

**LET'S DO  
GREAT THINGS TOGETHER**

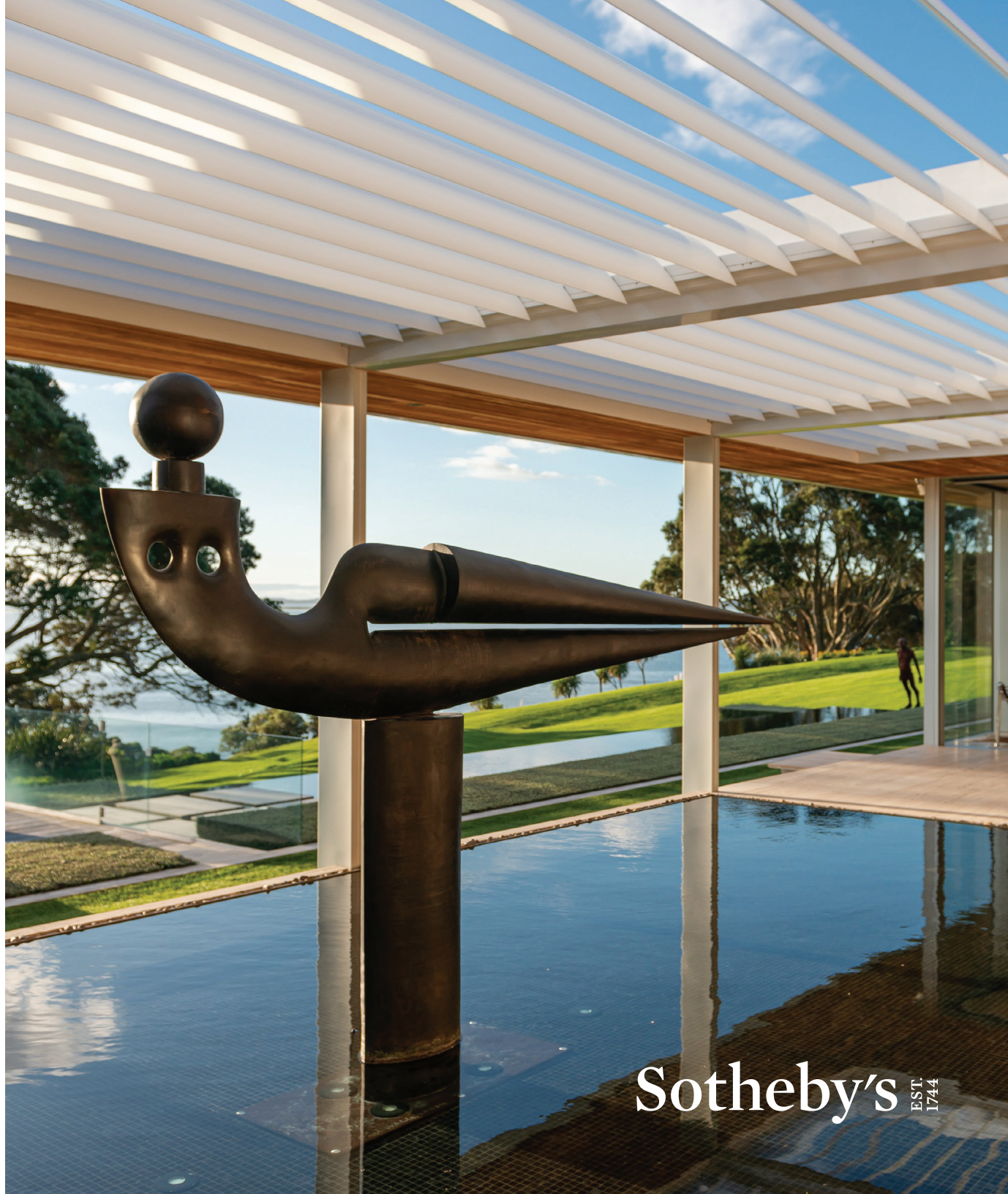
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*Account Executive*  
**212-677-0083**  
[jimmy@skyad.com](mailto:jimmy@skyad.com)

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**

QUARTER PAGE: \$910

HALF PAGE: \$1,820

FULL PAGE: \$3,640

Global



**Sotheby's**  
INTERNATIONAL REALTY

Austin, Texas  
 214.426.8800  
 Property # 123012  
 Agent: Sotheby's  
 International Realty  
 Broker: Sotheby's International Realty  
 Email: [sothebysrealty@austin.texas.com](mailto:sothebysrealty@austin.texas.com)  
 \$50,000,000.00

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

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Home

**1 Central Park West 46F/50C**  
 With unparalleled breathtaking views, 46F/50C at Central Park West is a rare opportunity to own a piece of Manhattan's most iconic real estate. This exclusive penthouse offers an unparalleled living experience with over 4,000 sq. ft. of space, including a private terrace, two bedrooms, two bathrooms, and a gourmet kitchen. Don't miss this opportunity to own a piece of Manhattan's most iconic real estate. Call Sotheby's International Realty today to schedule your private showing.

**New York, New York**  
 212.460.5000 ext. 400  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Sotheby's +1 212 460 5000  
 Email: [centralparkwest@sothebysrealty.com](mailto:centralparkwest@sothebysrealty.com)  
 \$50,000,000.00

**510 Park Avenue, 15/16**  
 This residence in the sky rises 2,000 ft. in the heart of Midtown Manhattan. It is a masterpiece of modern architecture and design. The penthouse features a private terrace, two bedrooms, two bathrooms, and a gourmet kitchen. Don't miss this opportunity to own a piece of Manhattan's most iconic real estate. Call Sotheby's International Realty today to schedule your private showing.

**New York, New York**  
 212.460.5000 ext. 400  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Sotheby's +1 212 460 5000  
 Email: [510parkavenue@sothebysrealty.com](mailto:510parkavenue@sothebysrealty.com)  
 \$20,000,000.00

**Four Seasons Private Residences**  
 This stunning 1,100 sq. ft. penthouse is a masterpiece of modern architecture and design. The penthouse features a private terrace, two bedrooms, two bathrooms, and a gourmet kitchen. Don't miss this opportunity to own a piece of Manhattan's most iconic real estate. Call Sotheby's International Realty today to schedule your private showing.

**New York, New York**  
 212.460.5000 ext. 400  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Sotheby's +1 212 460 5000  
 Email: [fourseasons@sothebysrealty.com](mailto:fourseasons@sothebysrealty.com)  
 \$15,000,000.00

SC


DIGITAL

SOTHEBY'S SELECTS  
E-NEWSLETTERS

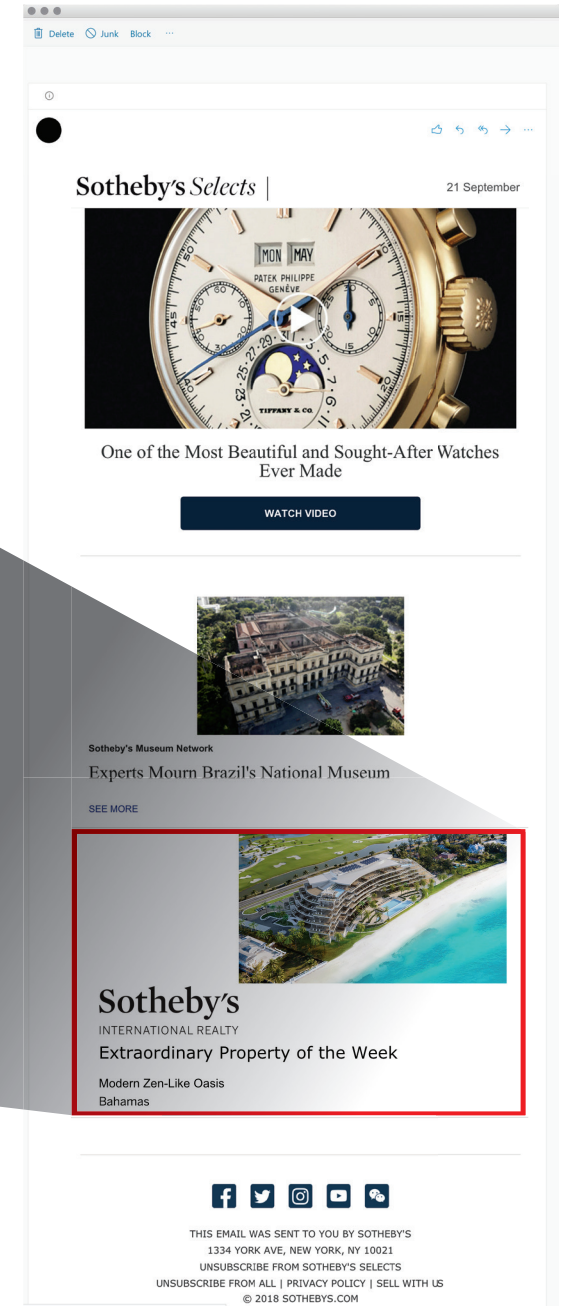
- Every Friday
- 52x Year
- Highlights upcoming auction events
- 488,357+ recipients
- 34% average open rate

PRICE: \$2,350


\*Limited Availability



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




Sotheby's Selects | 21 September



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

[WATCH VIDEO](#)

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



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

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

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

# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY

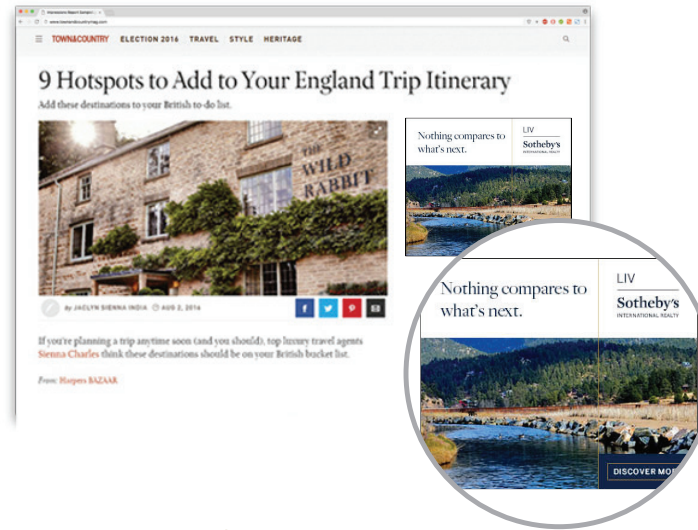
# Impressions Campaign

**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: **Sleeping Fox Trail Property**
- Flight Dates: **July 2024 - September 2024**
- Impressions: **1,500,000**
- 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.

Telegraph.co.uk

The Guardian

THE TIMES



Le Monde

LE FIGARO  
• Sans la liberté de blâmer, il n'est point d'éloge flatteur. • Beaumarchais

Les Echos

FORTUNE

FINANCIAL REVIEW

THE AUSTRALIAN

smh.com.au  
The Sydney Morning Herald



THE WALL STREET JOURNAL

BARRON'S

INVESTOR'S BUSINESS DA

Forbes

FOX BUSINESS



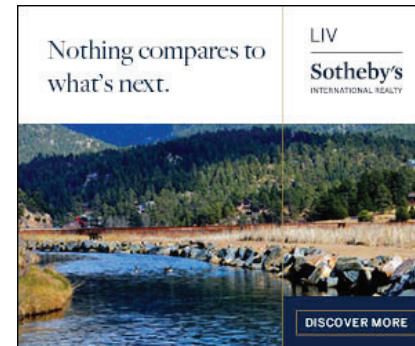
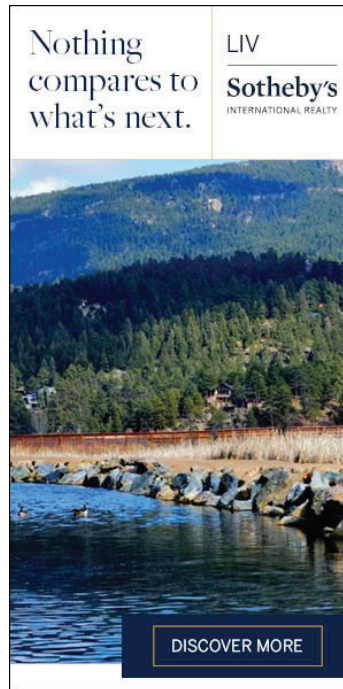
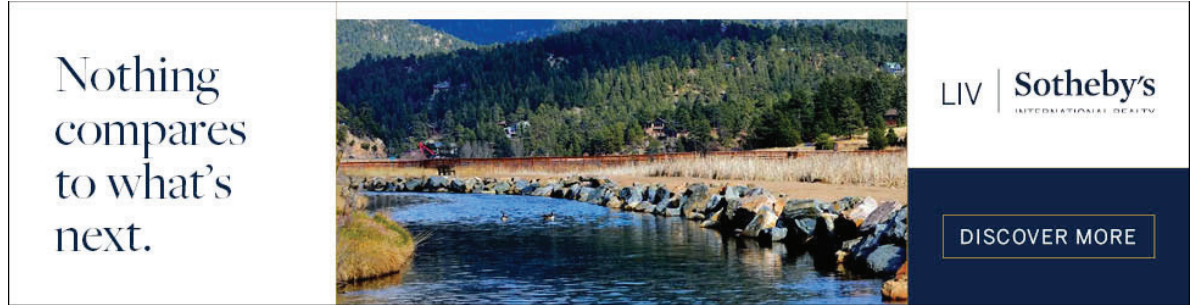
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

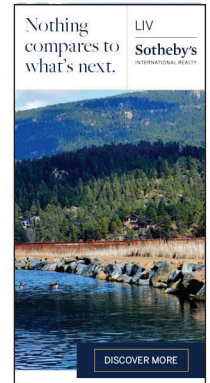
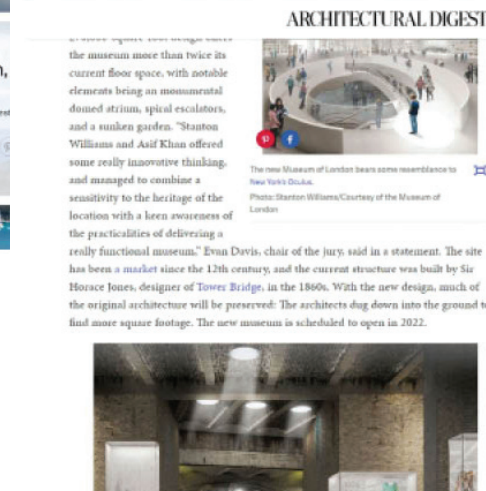
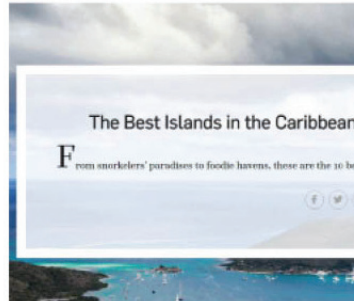
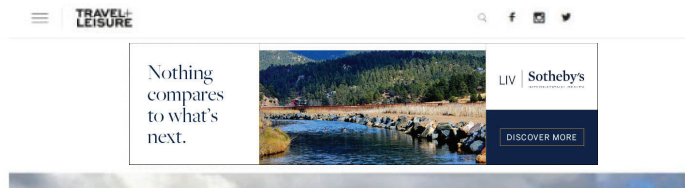
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

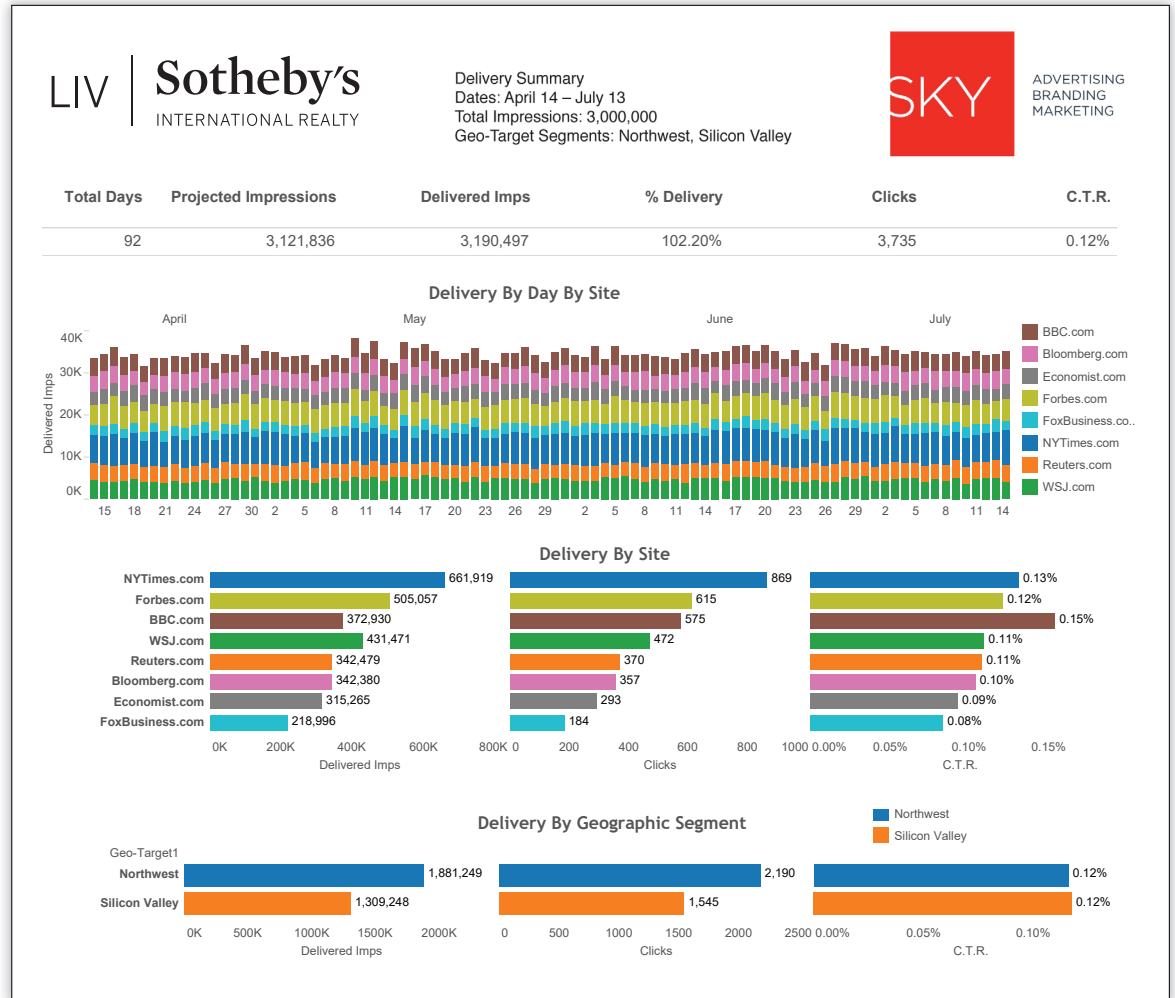


# Comprehensive Reporting For Your Customized Campaign

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

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by 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 United Kingdom, Australia, France, California, Texas, and Chicago.

The programs are scheduled to start on July 1st and run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A site-specific segment of Global leading business/finance websites.
- A site-specific segment of leading news, business, and finance websites in the United Kingdom, France, and Australia.

## SITE SPECIFIC

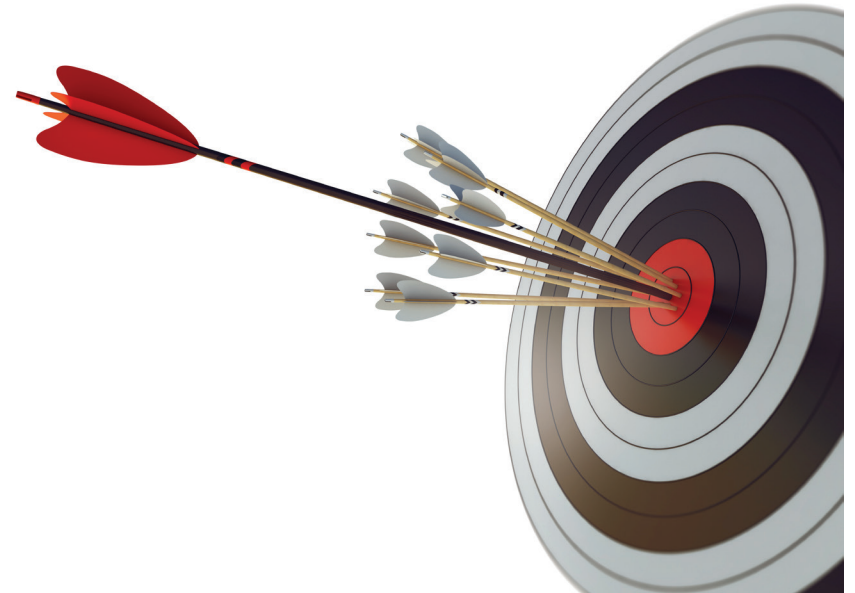
This segment consists of premium global business, finance architecture and design websites such as WSJ.com, inquirer.com, Forbes.com and more to extend the overall reach of the program.

## MEASUREMENT

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

## REPORTING

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



# Impressions Scheduling

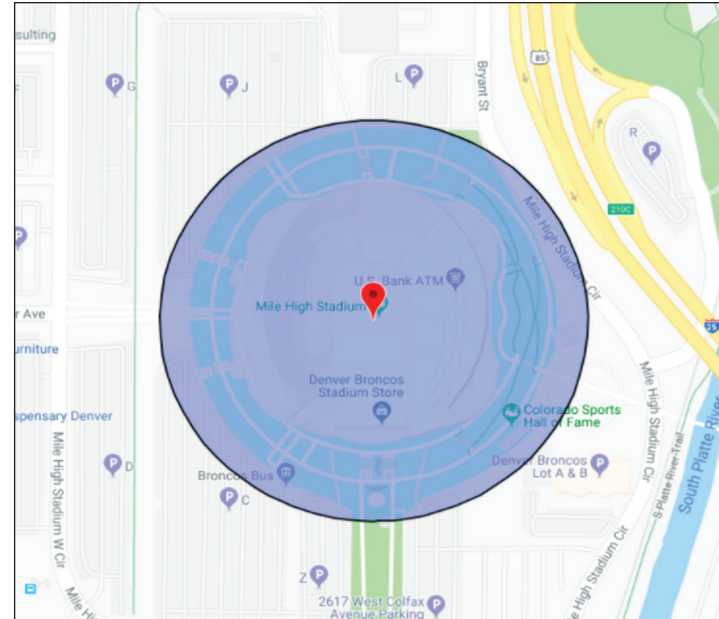
LIV SIR Sleeping Fox Trail

Media	Geo-Target	July				August					September				Impressions
		01	08	15	22	29	05	12	19	26	02	09	16	23	
Telegraph.co.uk	United Kingdom														225,000
theGuardian.com															
thetimes.co.uk															
LeMonde.fr	France														225,000
LeFigaro.fr															
LesEchos.fr															
AFR.com	Australia														225,000
theaustralian.com.au															
smh.com.au															
WSJ.com	United Kingdom, Australia, France, California, Texas, Chicago														825,000
Barrons.com															
Invetsors.com															
CNBC.com															
Fortune.com															
Reuters.com															
Forbes.com															
FoxBusiness.com															
CNBC.com															
<b>Total Digital</b>													<b>1,500,000</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

- From \$1,500/month

# 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 \$2,500/MONTH



# Comprehensive Digital

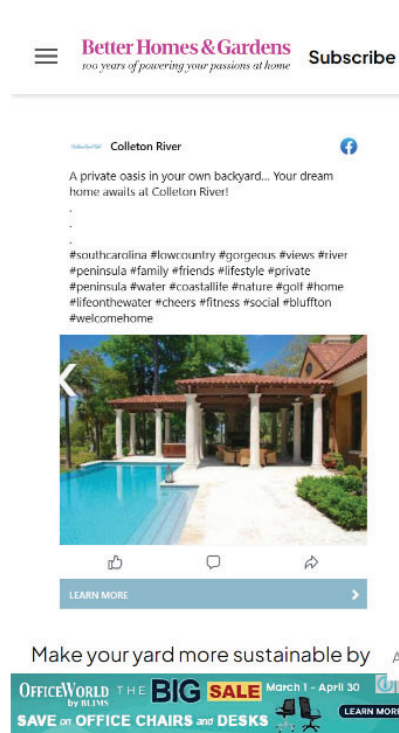
## SOCIAL MIRROR ADS

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

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

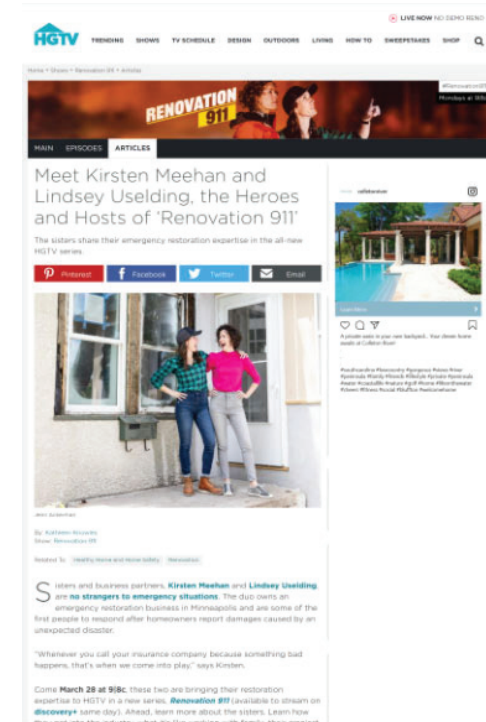
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



## TARGETING ABILITIES:

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



PRICE: FROM \$1,500 PER MONTH

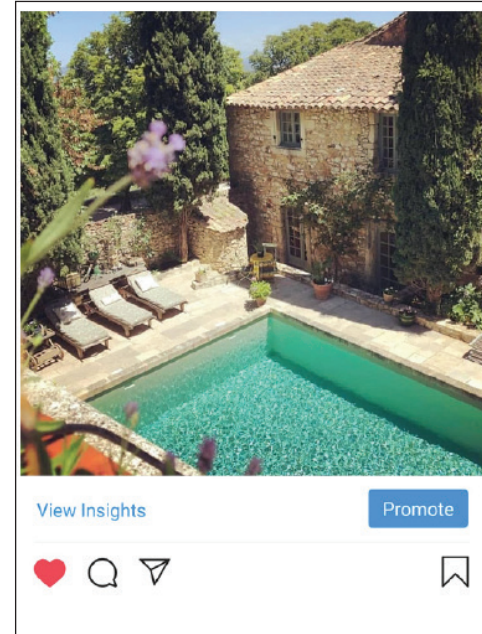
# Conde Nast UK

## INSTAGRAM @CONDENASTPROPERTY

Ready to jump into action on instagram, @condenastproperty is the fastest growing account at Conde Nast Britain and consistently comes in at No 1 each week on growth and engagement. @condenastproperty has grown organically in 3 years and now has 215K followers.

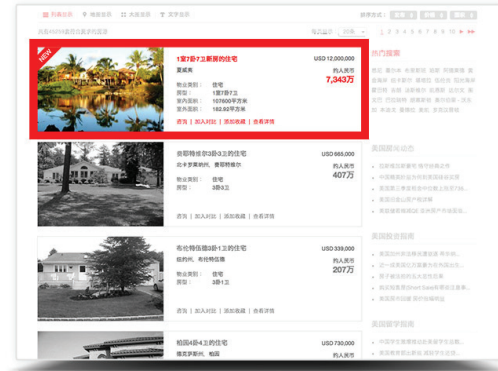
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INSTAGRAM POST: \$ 2,750



# juwai.com

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 2.5 million property listings spanning 89 countries.



## HOT PROPERTY UPGRADE

With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

PRICING SPECIAL: \$425 FOR 30 DAYS.

Usually \$725

Global

## FEATURED PLACEMENT PROPERTY LISTING

- Juwai Luxe Channel
- Connects you to UHNW (Ultra High Net Worth) Chinese consumers.

PRICE: \$425 FOR 6 MONTHS

For properties \$2M+

Global

## DIGITAL

---

# Chicago Tribune

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

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

## CUSTOM EMAIL

Email deployment to target audience featuring dedicated content.

Targeting options can include:

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

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50K: \$1,200  
100K: \$1,950  
150K: \$2,375



DIGITAL

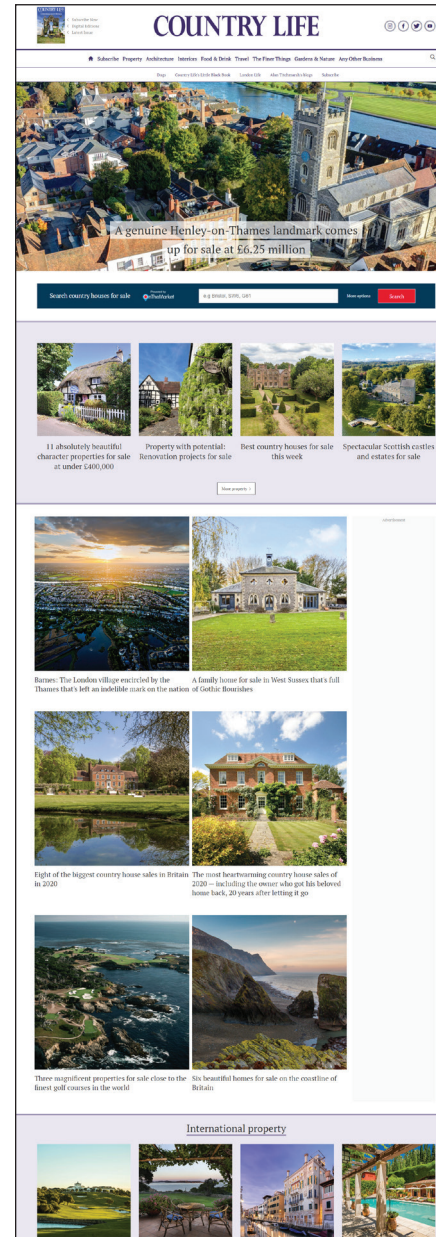
# Country Life

WEEKLY E-NEWSLETTER

PRICE: \$2,685

CUSTOM CONTENT

PRICE: \$5.350

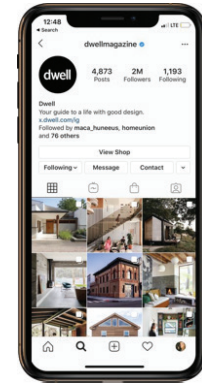
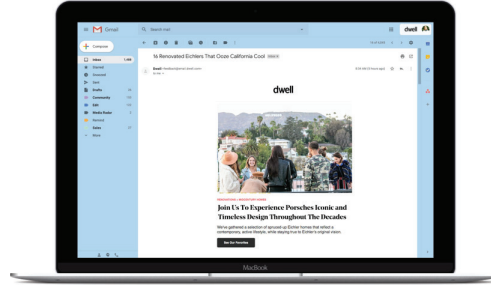


# Dwell Real Estate

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

## Dwell Audience Real Estate Metrics

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



## PACKAGE 1

### CUSTOM REAL ESTATE ARTICLE.

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

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

PRICE: \$6,000

# Elite Traveler

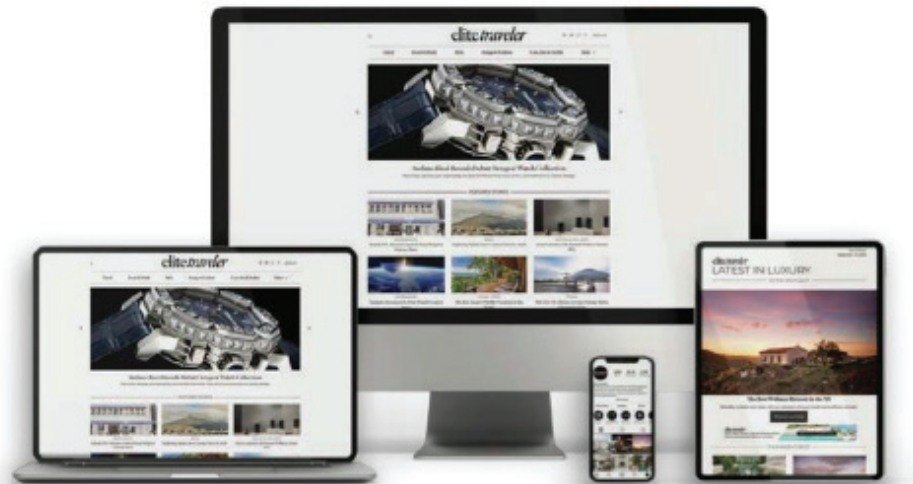
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

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

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

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

**Half price with full page print purchase**



## DIGITAL

---

# Nob Hill Gazette

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

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

## E-NEWSLETTER

### ON THE MARKET

---

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

---

PRICE: \$500

**San Francisco, Peninsula and Silicon Valley**





# jamesedition.com

## E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stores', and 'Sell'. Below this is a search bar and a category menu with icons for Cars, Real Estate, Yachts, Watches, Jets, Helicopters, and Entertainment. The main banner features a luxury yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, there's a section for 'MOST POPULAR' items, including a Ferrari 488 GTB, Chevrolet Corvette, Shannan Villa, and Ram 2500. There are also sections for 'JAMES SPOTTING' (showing a duplex), 'RICH LIST' (showing a yacht), and 'LATEST STORIES' (showing a red sports car). The bottom of the page has a 'VIEW ALL STORES' link.

The screenshot shows the JamesEdition.com real estate section. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. Below the search bar, there's a grid of property listings with images and brief descriptions. A 'Featured luxury properties' section highlights specific listings like '5 Bedrooms - Pent...', 'Stunning Sherwood...', 'Elegant French Styl...', and 'Magnificent Seclu...'. There's also a 'News about luxury real estate' section with articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. The bottom of the page has a footer with 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

# jamesedition.com

## ROTATING GALLERY

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.

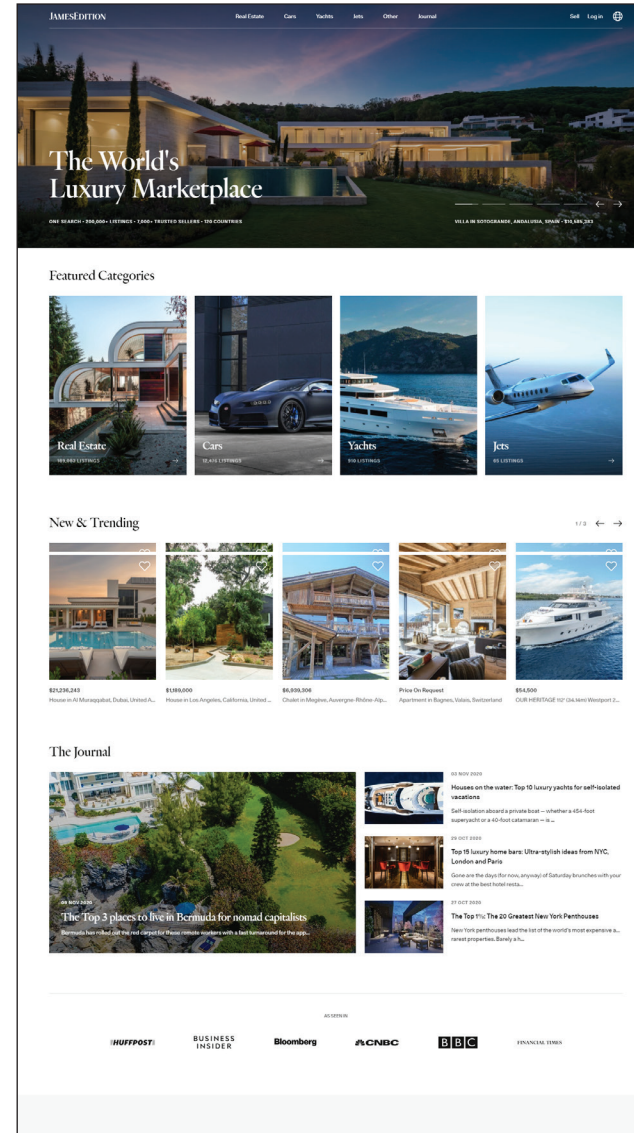
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### 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.

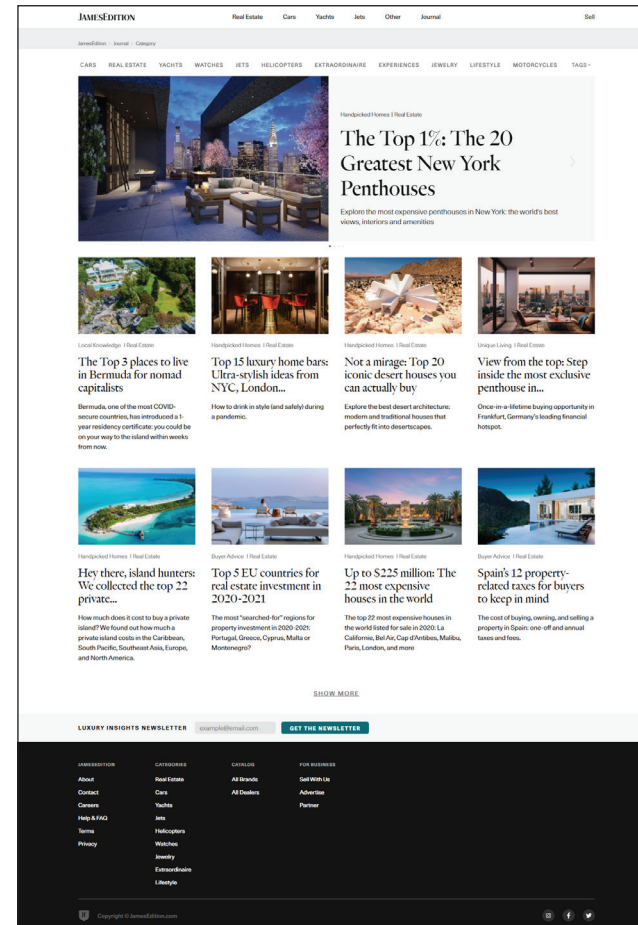
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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.

NEWSLETTER TOP & ARTICLE: \$5,500

NEWSLETTER TRENDING & ARTICLE: \$3,300



# jamesedition.com

## SOCIAL MEDIA POST

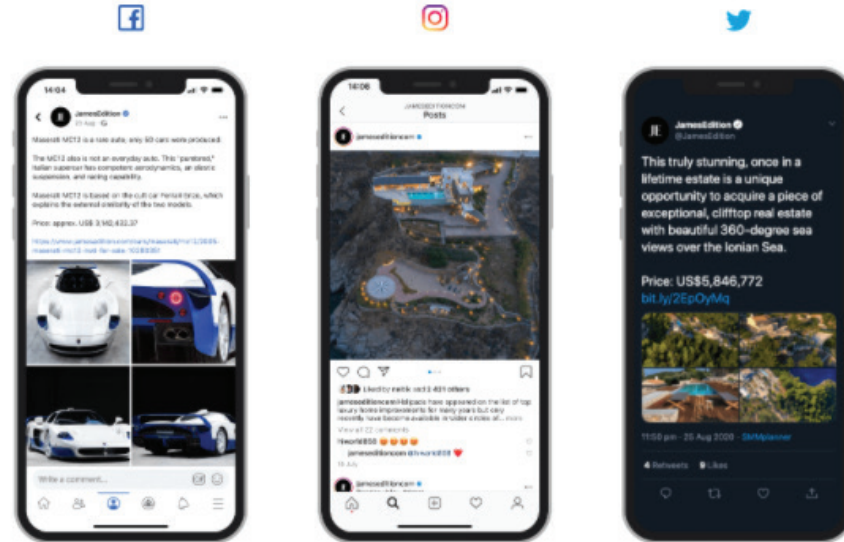
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

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



## PHOTO

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

PHOTO: \$500

## PHOTO PLUS

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

PHOTO PLUS: \$1,000 PHOTO PLUS

## VIDEO

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

VIDEO: \$1,800

# JetSet

## 12 MONTH GLOBAL DIGITAL CAMPAIGN

### EMAIL

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through a banner insertion in the Jetset Magazine weekly newsletter that provides timely news about our readers' passions.

### Subscriber Profile

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

### 12 month Web Feature

- 1 Million monthly page views
- 170K unique visitors

PRICE \$2,500/YEAR

**2 shared email blasts plus 12 month web feature (\$10,000 value)**

The screenshot shows a digital article layout. At the top, there's a navigation bar with 'Home', 'Lifestyle', and 'Sports'. The main headline reads 'Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun'. Below the headline is a large, high-quality photograph of the Diamante resort complex, featuring modern buildings and lush greenery. To the right of the article is a vertical sidebar with several promotional banners for 'TRACK RECORD' (offering tailored coaching), 'JetSet' (encouraging subscriptions), and 'JetSet Magazine' (highlighting luxury travel content). Below the main article text, there are social media sharing options (Facebook, Twitter) and a 'SHARE ON' button. The article text itself discusses the resort's location in Cabo San Lucas, Mexico, and its partnership with Tiger Woods Design. It mentions that the resort is a 1,500-acre private oceanfront community and that the new golf course is a 7,300-yard par-72 course designed by Tiger Woods. The article also highlights the resort's amenities, including a spa, fitness center, and multiple dining options. A small inset photo shows a close-up of a golf course green.

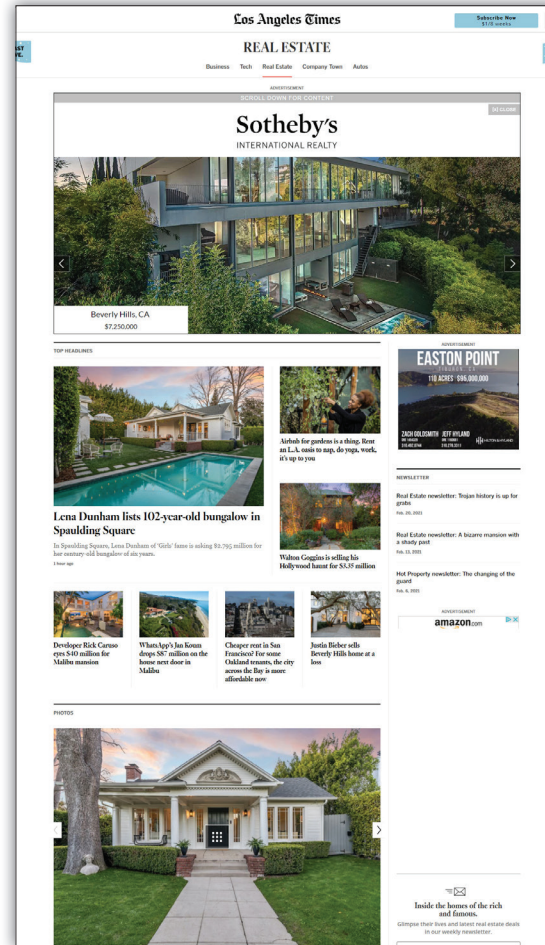
# LA Times

## 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

Maximum 30 featured properties  
Included with the Hot Property Print Placement



## DIGITAL

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# 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**

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**PRICE: \$1,350/DEPLOYMENT**

# Los Angeles Times

# Le Figaro

The finest selection of properties to buy and to rent, in France and abroad.

## PROPRIÉTÉS LE FIGARO.COM – FRANCE

- **2.1 million** sessions per month
- International audience: **22%**  
(Top 5 audience: US, UK, Belgium, Switzerland, Germany)

## PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

- **180,000** sessions per month  
(top 5 audience: US, UK, France, Canada, Australia)

## HEADLINE SEARCH

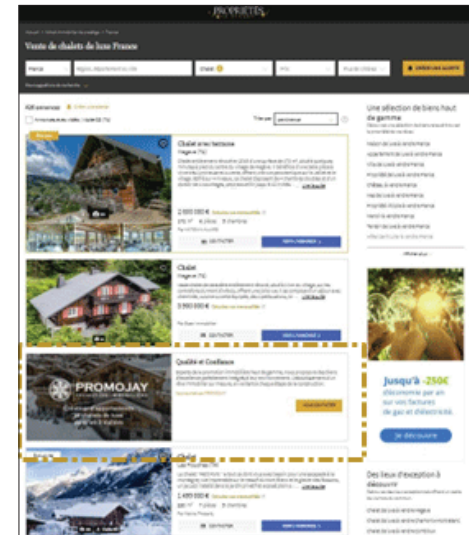
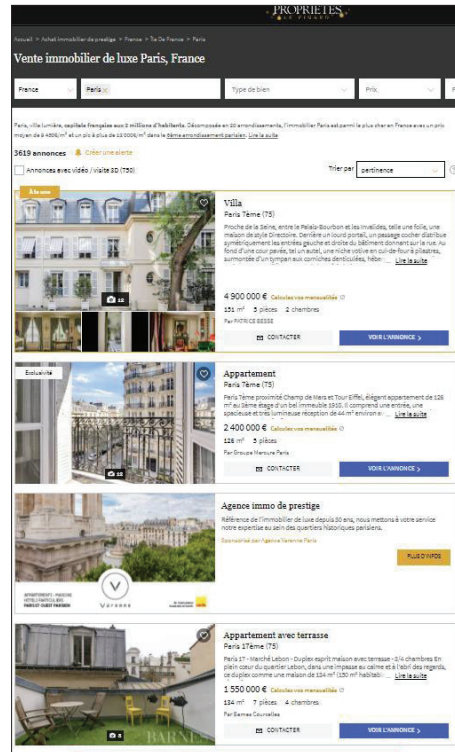
Position your property at the very top of the results page.

FEATURED CITY: \$795/CITY/MONTH

## NATIVE AD

Premium display format increases visibility among search results. These placements are also able to appear to users with specific search criteria – castles, manors, etc.

NATIVE PLACEMENT BY CITY: \$500/CITY/MONTH





# Luxe Magazine

## DESIGN WHERE YOU LIVE.

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

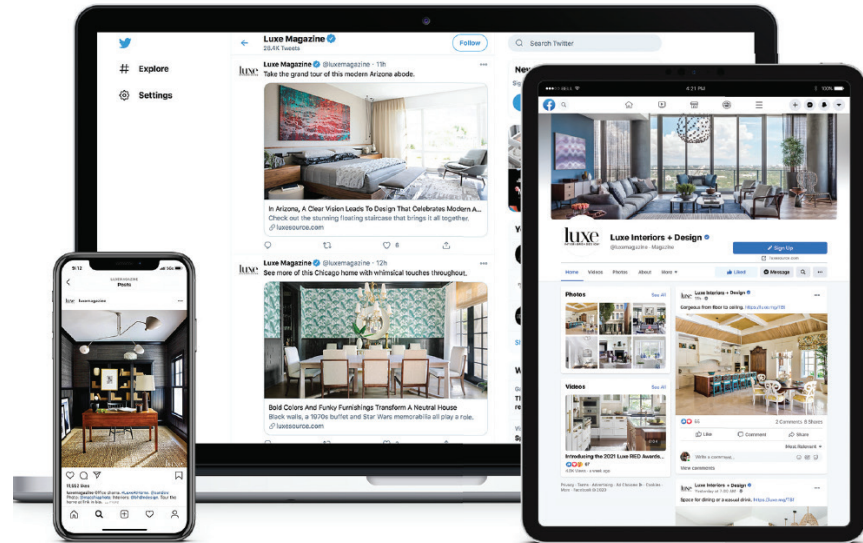
Tell your stories, spark conversations and build relationships with fellow design lovers through a Luxe Interiors + Design social media program.

### The Luxe audience

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

### @LuxeMagazine on Instagram

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



## SPONSORED AD

### The Luxe Audience

- Instagram and Facebook
- Sponsored Ad (1x): Choose clicks or impressions.
- 14-day minimum duration
- Image Ad
- Video Ad
- 500 clicks or 250K impressions

PRICE: \$3,000

**Maximum 30 featured properties  
Included with the Hot Property Print Placement**

## NATIVE CONTENT + SOCIAL MARKETING

PRICE: \$4,425

# Luxury Estate

## LUXURY ESTATE

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

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

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

### SHOWCASE LISTING + ELITE LISTING PACKAGES

#### PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

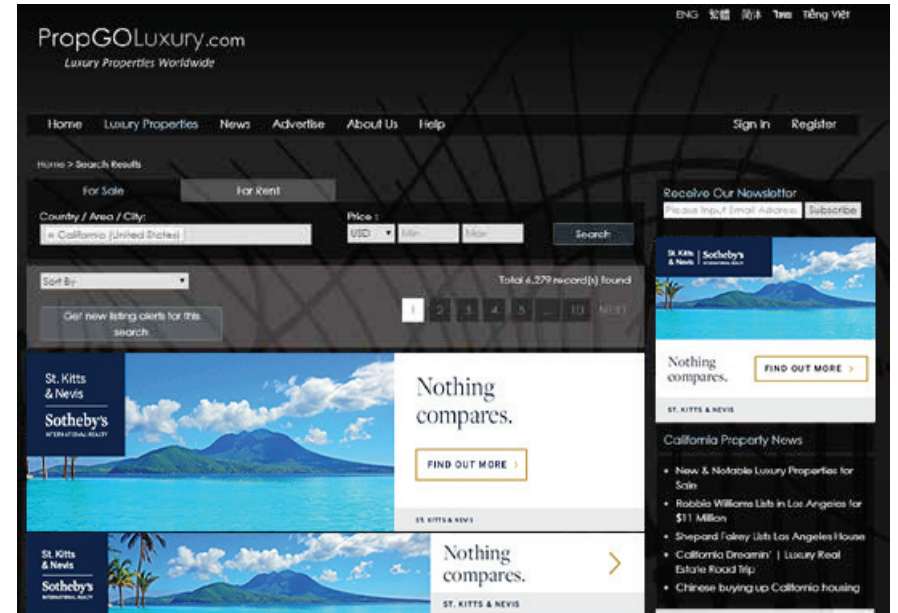
\$5,100 FOR 6 MONTHS.



# PropGoLuxury.com

PropGoLuxury.com is the leading global luxury real estate site serving affluent English and Chinese audiences that allows users to search for luxury homes based on price and location. It offers the most effective way to reach luxury property buyers, including China's large and rapidly growing international property buyer demographic. The banner display ad for your listing receives 125,000 impressions on the homepage or the search results page.

FEATURED LISTING & REGIONAL SHOWCASE  
PRICE: \$750



# RobbReport.com

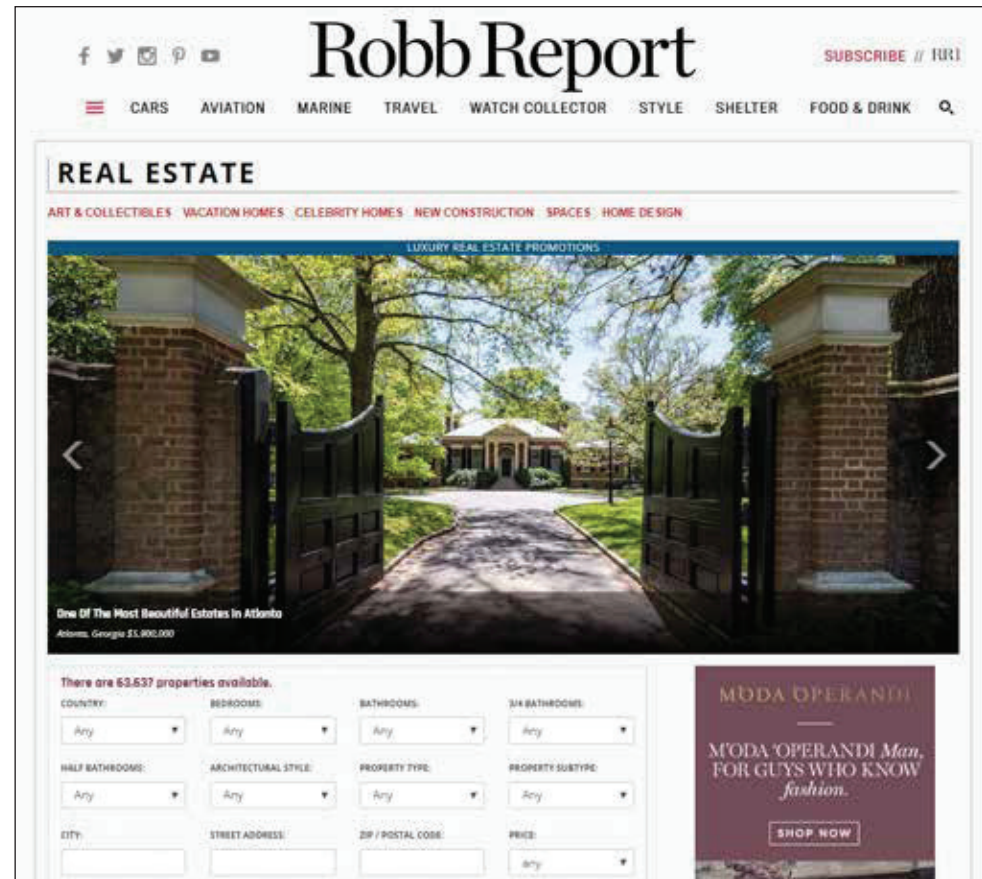
## REAL ESTATE MEDIA BAR

Placement on the Real Estate Media Bar provides outstanding visibility and click-through for high impact awareness.

Limited Space available: only 10 properties per month are permitted

- Above average click through rate
- Can click directly to provided url or landing page (built by robbreport.com)
- Property is live within 24-48 hours of receiving materials.

PRICE: \$1,350



# The Wall Street Journal Online (WSJ.com)

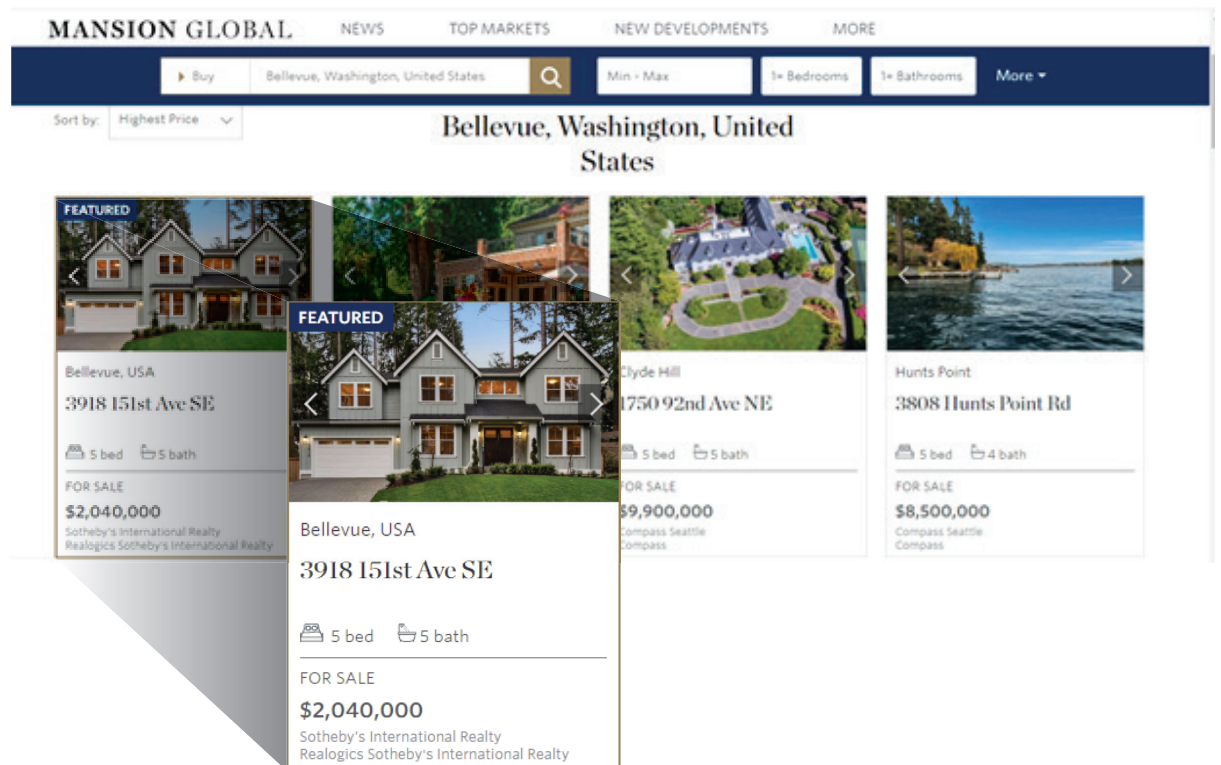
## FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

- 10 PROPERTIES: \$1,200
- 25 PROPERTIES: \$2,070
- 100 PROPERTIES: \$5,500

**Included with print placement**



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer.

- **164,000** Unique Visitors
- **1.75%** Click-Through Rate
- **2.5%** Share of Voice
- Can rotate up to **5** properties

PRICE: \$2,150/MONTH OR \$2,650/W VIDEO



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL DAILY (M-F) 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](#)

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**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 McLean, Toronto, ON	\$12,900,000
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	3,130	\$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	\$30,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,378,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

**TRENDING TODAY**


Architectural Digest
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 iStockPhoto AllPhotos

# The Wall Street Journal Online (WSJ.com)

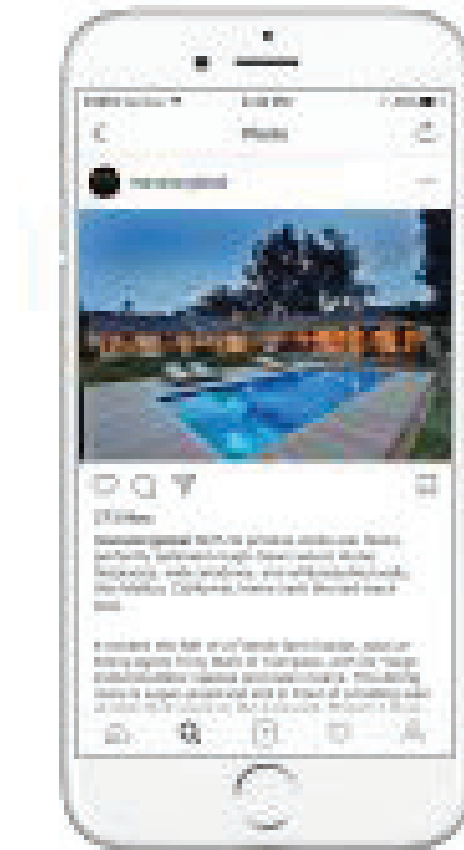
## @MANSIONGLOBAL INSTAGRAM

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**

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PRICE: \$1,775





# Print Offerings



Sotheby's  
INTERNATIONAL REALTY

# The Wall Street Journal

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

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

PRICE: \$650 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

PROPERTY PORTFOLIO: \$2,355

**EXUMA, THE BAHAMAS**



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

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

**Fed Cuts Rates Amid Virus Fears**  
Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

**Tennessee Twisters Kill at Least 25**  
Tornadoes ripped through the state while many residents fled, according to the National Weather Service. They smashed homes and businesses and left four of thousands of residents without power.

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

**World-Wide**  
Biden received a string of Super Tuesday primary victories and Super Tuesday delegates in California as the first candidate to break away from the field for the race for the White House.

**Sotheby's INTERNATIONAL REALTY**

Nothing compares to what's next.

<b>LAUREL, THE BAHAMAS</b> Leaf Cay \$19,995,000 USD   sirbahamas.com/id/46931 <b>GEORGE DAMIANOS</b> george.damianos@sirbahamas.com +1 242.424.9699	<b>PARADISE VALLEY, ARIZONA</b> 4129 East Sandy Mountain Road \$1,800,000   sirbahamas.com/id/46932 <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 480.368.0240	<b>SCOTTSDALE, ARIZONA</b> 10779 East Romanck Drive \$1,800,000   sirbahamas.com/id/46933 <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 480.368.0240	<b>SCOTTSDALE, ARIZONA</b> 6902 North 43rd Street \$1,800,000   sirbahamas.com/id/46934 <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 480.368.0240	<b>ATHLETON, CALIFORNIA</b> 151 Vinyas Road \$1,800,000   sirbahamas.com/id/46935 <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.2874
<b>PALM ALTO, CALIFORNIA</b> 12770 waverly.com \$1,800,000   sirbahamas.com/id/46936 <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.2874	<b>POMONA, CALIFORNIA</b> 3011 hammond.com \$1,800,000   sirbahamas.com/id/46937 <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.2874	<b>ROSE, CALIFORNIA</b> 271 gwynhall.com \$1,800,000   sirbahamas.com/id/46938 <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.2874	<b>SAN DIEGO, CALIFORNIA</b> 2776 Acazua Street \$1,800,000   sirbahamas.com/id/46939 <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.2874	<b>SAN FRANCISCO, CALIFORNIA</b> 10411 18th Ave \$1,800,000   sirbahamas.com/id/46940 <b>NEWMY STOROS</b> newmy.storos@sirbahamas.com +1 415.852.2874
<b>GREENSBORO, CONNECTICUT</b> 1100 newfield.com \$1,800,000   sirbahamas.com/id/46941 <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743	<b>HARTFORD, CONNECTICUT</b> 2200 greenfield.com \$1,800,000   sirbahamas.com/id/46942 <b>KRISTY BLAKE</b> kristy.blake@sirbahamas.com +1 203.538.3743	<b>MAYLAND, FLORIDA</b> 1000000.com \$1,800,000   sirbahamas.com/id/46943 <b>RUSSELL POST / MOLLY TAYLOR</b> rpost@postpost.com mtaylor@postpost.com +1 813.943.4633	<b>MIAMI BEACH, FLORIDA</b> 17100 N. Ocean Blvd., Unit B \$1,800,000   sirbahamas.com/id/46944 <b>SUSAN BRYAN / KARYN THELLE</b> sbryan@postpost.com kthelle@postpost.com +1 305.432.7700	<b>MIAMI BEACH, FLORIDA</b> 1000000.com \$1,800,000   sirbahamas.com/id/46945 <b>JOHN HENDERSON</b> john.henderson@sirbahamas.com +1 305.432.7700
<b>ALPINE, MASSACHUSETTS</b> 1000000.com \$1,800,000   sirbahamas.com/id/46946 <b>MARTHA PAPER</b> martha.paper@sirbahamas.com +1 413.841.1050	<b>BOSTON, MASSACHUSETTS</b> 1000000.com \$1,800,000   sirbahamas.com/id/46947 <b>LOGAN KUSHAN / JEFF SIMONIAN</b> logan.kushan@sirbahamas.com jeff.simonian@sirbahamas.com +1 617.841.1050	<b>LENOX, MASSACHUSETTS</b> 1000000.com \$1,800,000   sirbahamas.com/id/46948 <b>GEORGE GAIN</b> george.gain@sirbahamas.com +1 413.841.1050	<b>SPRINGFIELD, MASSACHUSETTS</b> 1000000.com \$1,800,000   sirbahamas.com/id/46949 <b>JUDSON HENDERSON</b> judson.henderson@sirbahamas.com +1 413.841.1050	<b>PRINCETON, NEW JERSEY</b> 1000000.com \$1,800,000   sirbahamas.com/id/46950 <b>JUDSON HENDERSON</b> judson.henderson@sirbahamas.com +1 413.841.1050
<b>NEW YORK, NEW YORK</b> 1000000.com \$1,800,000   sirbahamas.com/id/46951 <b>MARCO TULLIO / SHERA BISHAM</b> marco.tullio@sirbahamas.com sherab@marcotullio.com +1 212.262.7000	<b>NEW YORK, NEW YORK</b> 1321east12street.com \$1,800,000   sirbahamas.com/id/46952 <b>East Side Manhattan Brokerage</b> <b>BENJAMIN COLE</b> benjamin.cole@sirbahamas.com +1 212.262.7000	<b>NEW YORK, NEW YORK</b> 4575east12street.com \$1,800,000   sirbahamas.com/id/46953 <b>East Side Manhattan Brokerage</b> <b>KARLA DE BLAS / MARK FIELD</b> karla@karladeblas.com mark@markfield.com +1 212.262.7000	<b>NEW YORK, NEW YORK</b> 2171thornton162.com \$1,800,000   sirbahamas.com/id/46954 <b>East Side Manhattan Brokerage</b> <b>KARLA DE BLAS / MARK FIELD</b> karla@karladeblas.com mark@markfield.com +1 212.262.7000	<b>SCOTTSDALE, NEW YORK</b> 1000000.com \$1,800,000   sirbahamas.com/id/46955 <b>South Shore Brokerage</b> <b>HOLLY BROOKER</b> holly@hollybrook.com +1 212.262.7000
<b>CHARLOTTE, NORTH CAROLINA</b> 1107 Flamingo + 318a Drive \$1,800,000   sirbahamas.com/id/46956 <b>MARILYN WILSON</b> marilyn.wilson@sirbahamas.com +1 704.376.2880	<b>PROVIDENCE, RHODE ISLAND</b> 1111 Complex Street \$1,800,000   sirbahamas.com/id/46957 <b>THE BACHMANN + GILD GROUP</b> thebachmann@trinityrealty.com gild@trinityrealty.com +1 401.253.4522	<b>CHARLOTTE, SOUTH CAROLINA</b> 1111 Complex Street \$1,800,000   sirbahamas.com/id/46958 <b>THE BACHMANN + GILD GROUP</b> thebachmann@trinityrealty.com gild@trinityrealty.com +1 401.253.4522	<b>LET OF PALMS, SOUTH CAROLINA</b> 3111 waverlyland.com \$1,800,000   sirbahamas.com/id/46959 <b>THE TRINITY GROUP</b> trinitygroup@trinityrealty.com +1 843.463.8287	<b>ARLINGTON, TEXAS</b> 1011 Madison.com \$1,800,000   sirbahamas.com/id/46960 <b>KIMARA WILSON</b> kimara.wilson@sirbahamas.com +1 817.423.0200
<b>NORTH, TEXAS</b> 1100000.com \$1,800,000   sirbahamas.com/id/46961 <b>KIMARA WILSON</b> kimara.wilson@sirbahamas.com +1 817.423.0200	<b>HOUSTON, TEXAS</b> 1100000.com \$1,800,000   sirbahamas.com/id/46962 <b>VICTORIA MINTON</b> victoria.minton@sirbahamas.com +1 281.336.4632	<b>HOUSTON, TEXAS</b> 1100000.com \$1,800,000   sirbahamas.com/id/46963 <b>GRAY ADKINS</b> gray.adkins@sirbahamas.com +1 281.336.4632	<b>SANAS, UTAH</b> 1100000.com \$1,800,000   sirbahamas.com/id/46964 <b>CHRIS SIMONS</b> chris.simons@sirbahamas.com +1 435.512.0446	<b>KANAS, UTAH</b> 1100000.com \$1,800,000   sirbahamas.com/id/46965 <b>CHRIS SIMONS</b> chris.simons@sirbahamas.com +1 435.512.0446

PRINT

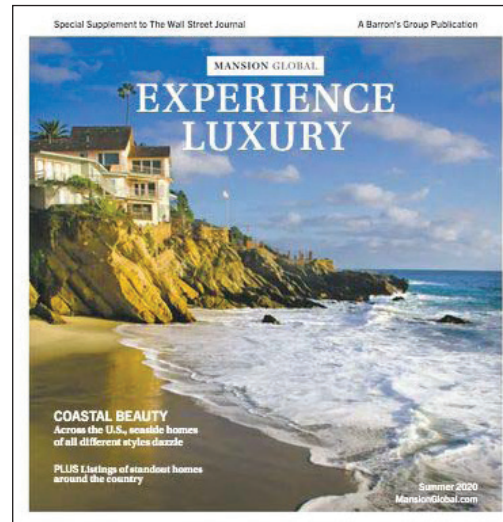
# The Wall Street Journal

## 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.**

PRICE: \$980/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,

EXUMA, THE BAHAMAS


















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\$19,995,000 USD | sirbahamas.com/id/46931

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**The New York Times**

VOL. CLXXVIII — No. 38,137 — MONDAY, NOVEMBER 5, 2018

**Web's Far Right Can Hear Itself As Trump Talks**

**Chearing the Spread of Once-Fringe Views**

By KEVIN WOOD and JILL MYRSTON

On Wednesday, as news outlets reported that the far-right website Breitbart had been acquired by a group of investors, many of whom are known for their support of Donald Trump, the site's founder, Matt Healy, said that the site's audience is growing rapidly. Healy said that the site's audience is growing rapidly, and that the site's audience is growing rapidly.

**Edge in Polls Might Not Tip House Seats**

**Outcomes Hang on a Handful of States**

By NATE CIVINS

Despite recent gains in the polls, Republicans are unlikely to win a majority in the House of Representatives, according to a new analysis by the Brookings Institution. The analysis shows that the House will be controlled by Democrats, and that the House will be controlled by Democrats.

**It's Not Heaven, It's Brooklyn**

The 2018 season in this year's New York City Marathon enjoyed blue skies, record-high conditions and a fast course. Pages F7-22.

**Spending Millions in a Bid to Avoid Sanctions**

By BENJAMIN SVETKEY

The U.S. Treasury is looking for ways to prevent Russia from receiving billions of dollars in aid from the U.S. Treasury. The U.S. Treasury is looking for ways to prevent Russia from receiving billions of dollars in aid from the U.S. Treasury.

**Partisan Rhetoric Of New Query On the Census**

By MICHAEL WIND

The U.S. Census Bureau is looking for ways to prevent Russia from receiving billions of dollars in aid from the U.S. Treasury. The U.S. Census Bureau is looking for ways to prevent Russia from receiving billions of dollars in aid from the U.S. Treasury.

**Called to Serve, Utah Mayor Always Answered**

By JEFF TREMPER

The U.S. Treasury is looking for ways to prevent Russia from receiving billions of dollars in aid from the U.S. Treasury. The U.S. Treasury is looking for ways to prevent Russia from receiving billions of dollars in aid from the U.S. Treasury.

**Offering Little Pool, Russian Accuses Georgia Rival of 'Hack'**

By RICHARD HENNET

The U.S. Treasury is looking for ways to prevent Russia from receiving billions of dollars in aid from the U.S. Treasury. The U.S. Treasury is looking for ways to prevent Russia from receiving billions of dollars in aid from the U.S. Treasury.

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The New York Times International Edition is a sophisticated and comprehensive daily report for opinion leaders and decision makers around the world. The mission of the New York Times International Edition is to enhance the global community by creating, collecting and distributing high-quality news and entertainment. Its readers have levels of income and investment that can hardly be described as average; much like the newspaper they enjoy reading, these levels reflect their highly mobile and affluent status. New York Times International Edition readers are people whose tastes tend toward the deluxe, leading active and upscale lifestyles.


- Circulation: **214,775**
- Geographic distribution: **Europe, Asia, Pacific, Middle East, N. Africa, Americas**
- Readership: **421,373**
- Male / Female ratio: **76% / 24%**
- Average household income: **\$367,700**
- Median age: **55**

DOUBLE PROPERTY SPOT: \$1,300  
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**Jacqueline Lightburn**  
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5305 Carlsbad Boulevard, Carlsbad, CA 92008



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

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- Circulation: **41,000**
- Male/Female: **50/50**
- Average Age: **55**
- HNW Audience: **85%**

PRICE: \$4,450 FULL PAGE

**International Properties Edition**



# Elite Traveler

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

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

PRICE: \$750 PROPERTY SPOT, COLOR

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<b>AUSTIN, TEXAS</b> 1000 Park Drive.com \$4,000,000 East Gate Sotheby's International Realty <b>KUMARA WILCOXON</b> kumara.wilcoxon@sirbahamas.com +1 512.423.2035	<b>HOUSTON, TEXAS</b> 1000 Park Drive.com \$4,000,000 East Gate Sotheby's International Realty <b>VICTORIA HINTON</b> victoria.hinton@sirbahamas.com +1 781.288.4932	<b>WIMBERLEY, TEXAS</b> 1000 Park Drive.com \$4,000,000 East Gate Sotheby's International Realty <b>GARY ADAMS</b> gary.adams@sirbahamas.com +1 512.782.8887	<b>KANAS, UTAH</b> 1000 Park Drive.com \$4,000,000 East Gate Sotheby's International Realty <b>CHRIS SIMONS</b> chris.simons@sirbahamas.com +1 408.532.0246	<b>KANAS, UTAH</b> 1000 Park Drive.com \$4,000,000 East Gate Sotheby's International Realty <b>CHRIS SIMONS</b> chris.simons@sirbahamas.com +1 408.532.0246

# Propriétés Le Figaro

Propriétés Le Figaro is the finest selection of luxury properties to buy and to rent in France and around the world- in print and online. Propriétés Le Figaro embodies the essence of the French way of life, with a property magazine published bi-monthly. Your properties will be seen by the wealthiest people in France, executives of CAC 40 companies, and executives from the Top Management network. In addition to print, there is an online edition and mobile app.

- Readers: **1.4 million**
- Web Visitors: **93,000 per month**
- Page Views: **890,000 per month**
- Distribution: **U.S.A. 32%, U.K. 19%, France 12%, Canada 3%, Australia 3%**

PRICE:  
\$2,500 FULL PAGE  
\$3,000 FULL PAGE ADVERTORIAL

**PROPRIÉTÉS  
LE FIGARO**

Le plus grand choix de **BELLES MAISONS** et de **BEAUX APPARTEMENTS**

9 1975 1661 - Juin 2022 - 126  
**FRANCE & INTERNATIONAL**  
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**BELLES  
MAISONS  
DE VACANCES** Résidence secondaire ou semi-principale, location de luxe, les tendances, les opportunités... région par région.

SOthebysREALTY.COM

Open the door to what's next.

**Harald Grant**  
Associate Broker  
914.642.7722  
Harald.Grant@SothebysRealty  
HGrant@rosewoodfarmestate.com

**Bruce Grant**  
Licensed Salesperson  
914.642.7722  
Bruce.Grant@SothebysRealty

The Rosewood Farm Estate  
Southampton, New York

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

Sotheby's  
INTERNATIONAL REALTY

SOthebysREALTY.COM

Take a peek at what's next.

**Beate V. Moore**  
Associate Broker  
914.527.7878  
Beate.Moore@SothebysRealty  
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  
542MECOVROAD.COM

Sotheby's  
INTERNATIONAL REALTY

# 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**

PRICE: \$660 FULL PAGE

Sotheby's INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.  
SOTHEBYREALTY.COM

MALIBU CALIFORNIA

Photos provided by James Lanza | STYLING: JANE WELDON

72 Post Road, Old Westbury, NY

Extra Bonus!  
Pool Estate Contemporary  
Spectacular Openness  
\$4,900,000  
E: 516.382.0710  
C: 516.382.0451

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 single-family estate, a country house, 10 barns, 13 three-car garages, a carriage house, a large garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIELGALE.COM/AGENT/DEBRA.RUSSELL

Debra Russell  
Real Estate Consultant  
Spectacular Openness  
\$4,900,000  
E: 516.382.0710  
C: 516.382.0451

Sotheby's INTERNATIONAL REALTY

Sotheby's INTERNATIONAL REALTY

Open the door to what's next.

The Rosewood Farm Estate  
Southampton, New York

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

Sotheby's INTERNATIONAL REALTY

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  
S4DMEDCOURAD.COM

Sotheby's INTERNATIONAL REALTY

# 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**



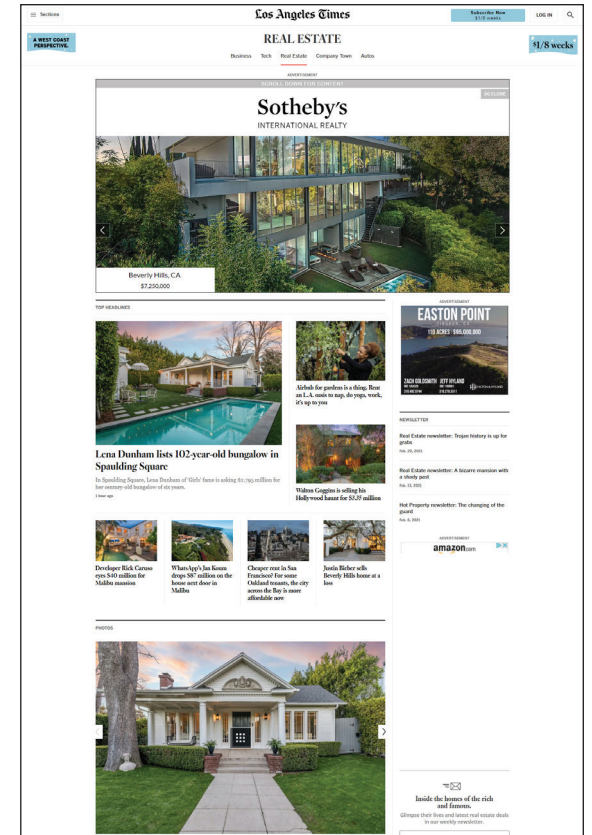
## LA TIMES DIGITAL LIGHTHOUSE

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/SPOT

Full color with 30 day Lighthouse Placement



# Luxe Magazine

## LUXE INTERIORS + DESIGN

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

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

### AUDIENCE:

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

FULL PAGE: \$3,600 COLORADO



# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY



SCHEDULE AND PRICING

# Proposed Schedule, Pricing & Reach 2023

Plan 1	Ad Description	July	August	September	Media Total	Reach
<b>Media</b>						
<b>Sotheby's Auction House: Print</b>						
Sotheby's Magazine	Half Page		\$ 1,820.00		\$ 1,820.00	20,000
<b>Sotheby's Auction House: Digital</b>						
Sotheby's Bespoke Geo-Targeted Emails	Email					
Sotheby's Bespoke Geo-Targeted Emails	UK, Australia, France, California, Texas, Illinois	\$ 2,500.00		\$ 2,500.00	\$ 5,000.00	50,000
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter		\$ 2,350.00		\$ 2,350.00	488,357
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 4,875.00	1,500,000
Million Impressions	Targeting - UK, Australia, France, CA, TX, Chicago					
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
OTT/Connected TV	Behavioral Custom program	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 7,500.00	112,500
<b>Geofencing - Event and Location</b>						
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00		\$ 1,500.00	60,000
<b>Juwai.com</b>						
Hot property upgrade	Hot property upgrade	\$ 425.00			\$ 425.00	2,300,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		\$ 425		\$ 425.00	2,300,000
<b>Conde Nast UK</b>						
Conde Nast UK	Instagram	\$ 2,750.00			\$ 2,750.00	200,000
<b>Dwell.com</b>						
Real Estate Package 1	Custom Article with Homepage and eNewsletter promo	\$ 6,000.00			\$ 6,000.00	110,000
<b>Elite Traveler</b>						
Online Real Estate Showcase	Online Real Estate Showcase		\$ 2,500		\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>						
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00	19,500
<b>JamesEdition</b>						
Rotating Gallery Home Page	Featured Banner			\$ 1,600.00	\$ 1,600.00	750,000
Rotating Gallery Real Estate Page	Featured Banner	\$ 2,000.00			\$ 2,000.00	750,000
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 5,500.00			\$ 5,500.00	294,000
e-Newsletter	e-Newsletter			\$ 1,500.00	\$ 1,500.00	294,000
Social Media	Listing Feature		\$ 1,000.00		\$ 1,000.00	148,000
<b>JetSet Magazine</b>						
JetSet Magazine	Annual Global Campaign		\$ 2,500		\$ 2,500.00	2,140,000
<b>LA Times</b>						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	\$ 325.00	Bonus	\$ 325.00	425,000
Custom Email	Custom Email	\$ 1,350.00			\$ 1,350.00	30,000
<b>Le Figaro</b>						
Headline Search	Featured City	\$ 795.00		\$ 795.00	\$ 1,590.00	
Native Ad	Native placement by City		\$ 500.00		\$ 500.00	
<b>Luxe Interiors + Design</b>						
IG + Facebook Sponsored Ad	IG + Facebook Sponsored Ad		\$ 3,000.00		\$ 3,000.00	250,000
Native Content + Social Marketing	Native Content + Social Marketing	\$ 4,425.00			\$ 4,425.00	294,000
<b>PropGo Luxury</b>						
PropGo Luxury	Featured Listing & Regional Showcase		\$ 750.00		\$ 750.00	100,000
<b>Robbreport.com</b>						
Robbreport.com	Real Estate media bar	\$ 1,350.00		\$ 1,350.00	\$ 2,700.00	12,000
<b>WSJ.com</b>						
Mansion Global Homepage	Mansion Global Homepage		\$ 2,150.00		\$ 2,150.00	164,000
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00			\$ 3,680.00	17,000
Property upgrades	Property upgrades	Bonus		Bonus		
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00		\$ 1,775.00	76,200
<b>Country Life</b>						
Country Life	Weekly E-Newsletter	\$ 2,685.00			\$ 2,685.00	25,000
Country Life	Custom Content		\$ 5,350.00		\$ 5,350.00	
<b>Luxury Estate</b>						
Luxury Estate	Showcase Listing + Elite Listing Packages		\$ 3,250		\$ 3,250.00	
<b>Chicago Tribune</b>						
Chicago Tribune	Custom Email 100k	\$ 1,950.00			\$ 1,950.00	100,000
<b>Print</b>						
<b>The Wall Street Journal</b>						
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	1,933,272
The Wall Street Journal - National	Property Portfolio	\$ 2,355.00		\$ 2,355.00	\$ 4,710.00	1,288,848
<b>The Wall Street Journal</b>						
Mansion Global Experience Luxury	Property Gallery Full Page	\$ 980.00			\$ 980.00	100,000
<b>The New York Times</b>						
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00			\$ 760.00	423,111
The New York Times Takeover	Full page w/ Digital promotion			\$ 750.00	\$ 750.00	168,000
<b>The New York Times International Edition</b>						
The New York Times International Edition	Property Spot			\$ 650.00	\$ 650.00	104,301
<b>Chicago Tribune</b>						
Chicago Tribune	Takeover - October			\$ 725.00	\$ 725.00	150,000
<b>Conde Nast Magazines</b>						
Architectural Digest - Chicago Metro	Full Page	\$ 3,460.00			\$ 3,460.00	22,000
Architectural Digest - Dallas	Full Page	\$ 2,710.00			\$ 2,710.00	18,000
<b>Country Life</b>						
Country Life	Full page - October			\$ 4,450.00	\$ 4,450.00	40,000
<b>Elite Traveler</b>						
Elite Traveler	Luxury Homes Feature			\$ 4,500.00	\$ 4,500.00	557,000
<b>Financial Times</b>						
Financial Times	Property Spot	\$ 750.00		\$ 750.00	\$ 1,500.00	420,914
<b>The Los Angeles Times</b>						
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00		\$ 390.00	\$ 815.00	441,560
The Los Angeles Times	Takeover		\$ 660.00	\$ 660.00	\$ 1,320.00	441,560
<b>Le Figaro</b>						
Full Page	Full Page	\$ 2,500.00		\$ 2,500.00	\$ 5,000.00	100,000
<b>Luxe Interiors + Design</b>						
Luxe Interiors + Design	Full page - Colorado	\$ 3,600.00			\$ 3,600.00	30,000
<b>TOTAL</b>					\$ 128,605.00	19,668,123

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

# Proposed Schedule, Pricing & Reach 2023

Plan 2	Ad Description	July	August	September	Media Total	Reach	
<b>Media</b>							
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page		\$ 910.00		\$ 910.00	20,000	
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	UK, Australia, California, Texas, Illinois	\$ 2,500.00			\$ 2,500.00	25,000	
Sotheby's Selects Newsletter	Sotheby's Selects Enewsletter		\$ 2,350.00		\$ 2,350.00	488,357	
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 4,875.00	1,500,000	
Million Impressions	Targeting - UK, Australia, France, CA, TX, Chicago						
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000	
<b>Geofencing - Event and Location</b>							
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00		\$ 1,500.00	60,000	
<b>Juwai.com</b>							
Hot property upgrade	Hot property upgrade	\$ 425.00			\$ 425.00	2,300,000	
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		\$425		\$ 425.00	2,300,000	
<b>Conde Nast UK</b>							
Conde Nast UK	Instagram	\$ 2,750.00			\$ 2,750.00	200,000	
<b>Dwell.com</b>							
Real Estate Package 1	Custom Article with Homepage and eNewsletter promo	\$ 6,000.00			\$ 6,000.00	110,000	
<b>Elite Traveler</b>							
Online Real Estate Showcase	Online Real Estate Showcase		\$2,500		\$ 2,500.00	100,000	
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00	19,500	
<b>JamesEdition</b>							
Rotating Gallery Home Page	Featured Banner		\$ 1,600.00		\$ 1,600.00	750,000	
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 3,300.00			\$ 3,300.00	294,000	
e-Newsletter	e-Newsletter			\$ 1,500.00	\$ 1,500.00	294,000	
Social Media	Listing Feature		\$ 1,000.00		\$ 1,000.00	148,000	
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	\$ 325.00	Bonus	\$ 325.00	425,000	
Custom Email	Custom Email	\$ 1,350.00			\$ 1,350.00	30,000	
<b>Le Figaro</b>							
Headline Search	Featured City	\$ 795.00		\$ 795.00	\$ 1,590.00		
Native Ad	Native placement by City		\$ 500.00		\$ 500.00		
<b>Luxe Interiors + Design</b>							
Native Content + Social Marketing	Native Content + Social Marketing	\$ 4,425.00			\$ 4,425.00	294,000	
<b>PropGo Luxury</b>							
PropGo Luxury	Featured Listing & Regional Showcase		\$ 750.00		\$ 750.00	100,000	
<b>Robbreport.com</b>							
Robbreport.com	Real Estate media bar	\$ 1,350.00		\$ 1,350.00	\$ 2,700.00	12,000	
<b>WSJ.com</b>							
Mansion Global Homepage	Mansion Global Homepage		\$ 2,150.00		\$ 2,150.00	164,000	
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00			\$ 3,680.00	17,000	
Property upgrades	Property upgrades	Bonus	Bonus	Bonus	\$ -		
<b>Country Life</b>							
Country Life	Weekly E-Newsletter	\$ 2,685.00			\$ 2,685.00	25,000	
<b>Luxury Estate</b>							
Luxury Estate	Showcase Listing + Elite Listing Packages		\$3,250		\$ 3,250.00		
<b>Chicago Tribune</b>							
Chicago Tribune	Custom Email 50k	\$ 1,200.00			\$ 1,200.00	50,000	
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	1,933,272	
<b>The Wall Street Journal</b>							
Mansion Global Experience Luxury	Property Gallery Full Page	\$ 980.00			\$ 980.00	100,000	
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00			\$ 760.00	423,111	
The New York Times Takeover	Full page w/ Digital promotion			\$ 750.00	\$ 750.00	168,000	
<b>The New York Times International Edition</b>							
The New York Times International Edition	Property Spot			\$ 650.00	\$ 650.00	104,301	
<b>Chicago Tribune</b>							
Chicago Tribune	Takeover - October			\$ 725.00	\$ 725.00	150,000	
<b>Conde Nast Magazines</b>							
Architectural Digest - Chicago Metro	Full Page	\$ 3,460.00			\$ 3,460.00	22,000	
Architectural Digest - Dallas	Full Page	\$ 2,710.00			\$ 2,710.00	18,000	
<b>Financial Times</b>							
Financial Times	Property Spot	\$ 750.00		\$ 750.00	\$ 1,500.00	420,914	
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00		\$ 390.00	\$ 815.00	441,560	
The Los Angeles Times	Takeover		\$ 660.00	\$ 660.00	\$ 1,320.00	441,560	
<b>Le Figaro</b>							
Full Page	Full Page	\$ 2,500.00		\$ 2,500.00	\$ 5,000.00	100,000	
<b>Luxe Interiors + Design</b>							
Luxe Interiors + Design	Full page - Colorado	\$ 3,600.00			\$ 3,600.00	30,000	
TOTAL						\$ 86,460.00	14,378,575

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