



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 6145 Paradise Point Drive Advertising and Marketing Program

ONE | 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 6145 Paradise Point Drive

SKY Advertising is excited to present to ONE Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to 6145 Paradise Point Drive.

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 Palmetto Bay, FL.

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**

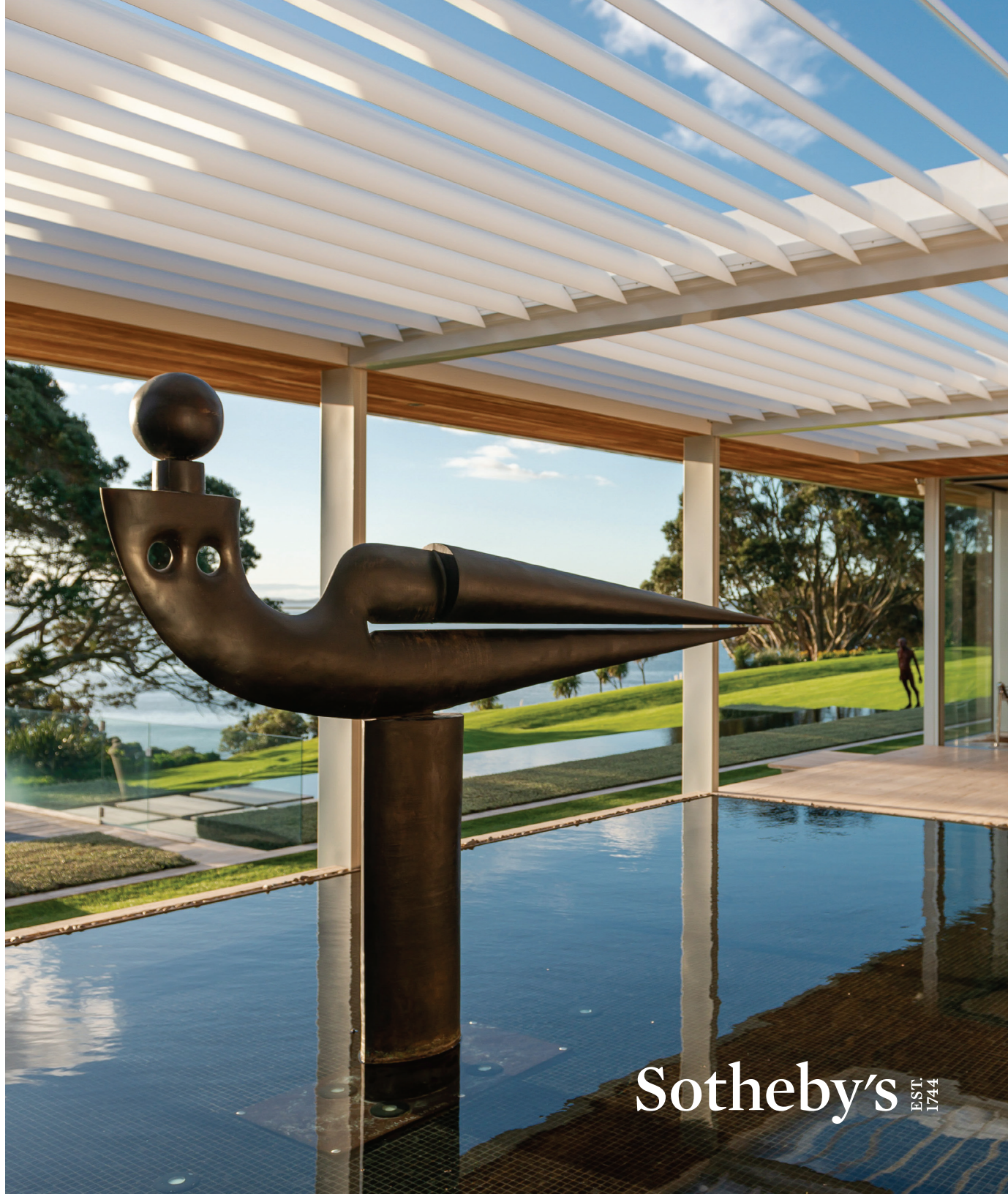
**JANINE JONES**  
*Executive Vice President*  
**212-677-2714**  
**janine@skyad.com**

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

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

**JIMMY CINTRÓN**  
*Account Executive*  
**212-677-0083**  
**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**

FULL PAGE: \$3,640  
 HALF PAGE: \$1,820  
 QUARTER PAGE: \$910

Global



**Sotheby's**  
INTERNATIONAL REALTY

Austin, Texas  
 214.440.0000 ext. 2000  
 Property #17-020018  
 Robert S. Goffman, Jr.  
 International Realty  
 Robert S. Goffman, Jr. 214.440.0000  
 rsgoff@sothebysrealty.com  
 \$50,000,000.00

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

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Home

**1 Central Park West 46R/50C**  
 With unparalleled breathtaking views, this 50th floor Central Park West residence offers a rare opportunity to own a piece of Manhattan's most iconic landmark. Every room in this penthouse is over 1,000 sq. ft. and features custom finishes, including an impressive light fixture, handcrafted marble, and a custom-designed gym, located on-site.

New York, New York  
 212.660.5000 ext. 2000  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Calli Taylor 212.660.5772  
 calli.taylor@sothebysrealty.com  
 \$50,000,000

**510 Park Avenue, 15/16**  
 This residence in the sky atrium 2,000 sq. ft. is a rare opportunity to own a piece of Manhattan's most iconic landmark. This penthouse offers over 6,000 sq. ft. of inspired living space.

New York, New York  
 212.660.5000 ext. 2000  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Marjorie Smith 212.660.5493  
 marjorie.smith@sothebysrealty.com  
 \$27,000,000

**Four Seasons Private Residences**  
 This amazing 1,100 sq. ft. penthouse combines modern architecture with the finest materials and finishes. The private residence offers an unparalleled Four Seasons experience.

New York, New York  
 212.660.5000 ext. 2000  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Amanda Handwerker 212.660.7798  
 amanda.handwerker@sothebysrealty.com  
 \$13,000,000

SC

## DIGITAL

### SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

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

### TARGETED AREAS

Canada, Massachusetts, California, New York

PRICE: \$2,500/DEPLOYMENT



# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY

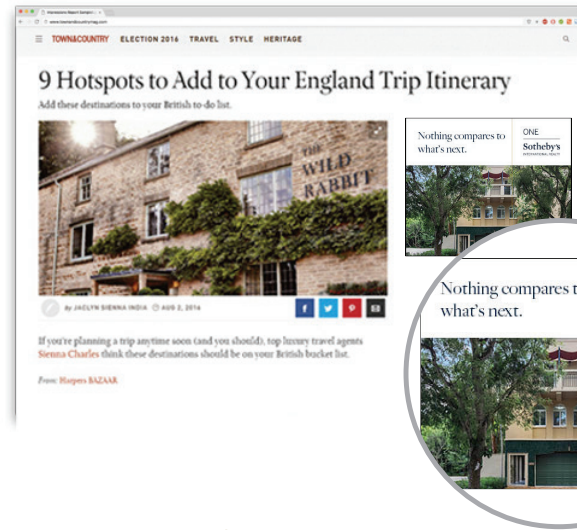
# Impressions Campaign

**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: **6145 Paradise Point Drive**
- Flight Dates: **December 2023 - February 2024**
- Impressions: **750,000**
- 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.

The New York Times

THE ECONOMIC TIMES

Telegraph.co.uk

THE WALL STREET JOURNAL.

  
South China Morning Post

Forbes

Bloomberg  
Markets

 REUTERS

The  
Economist

GULF NEWS 



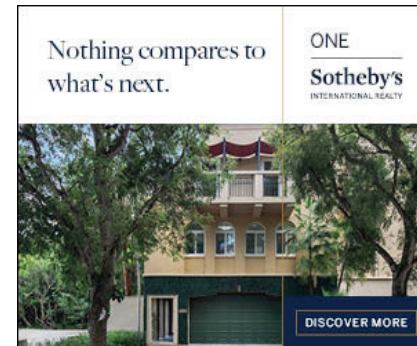
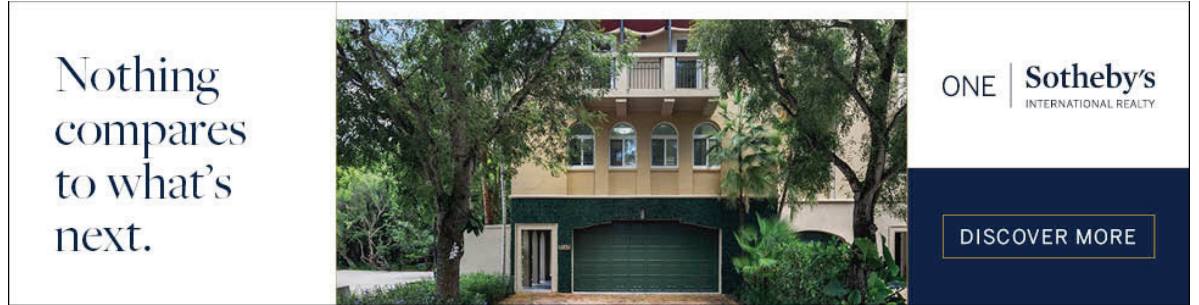
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

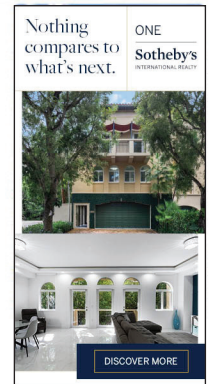
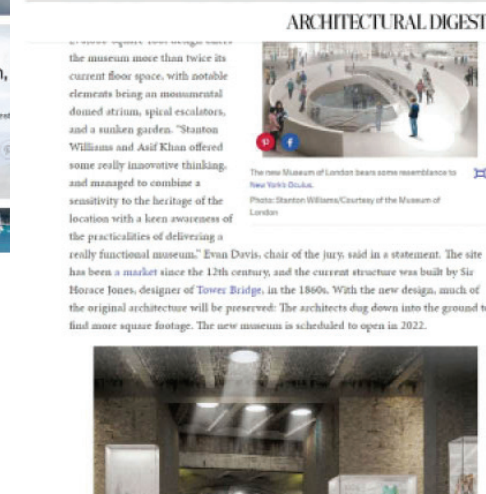
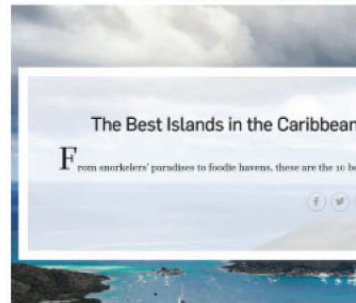
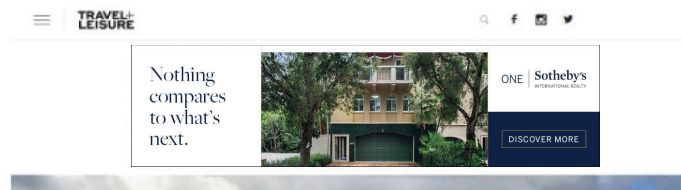
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

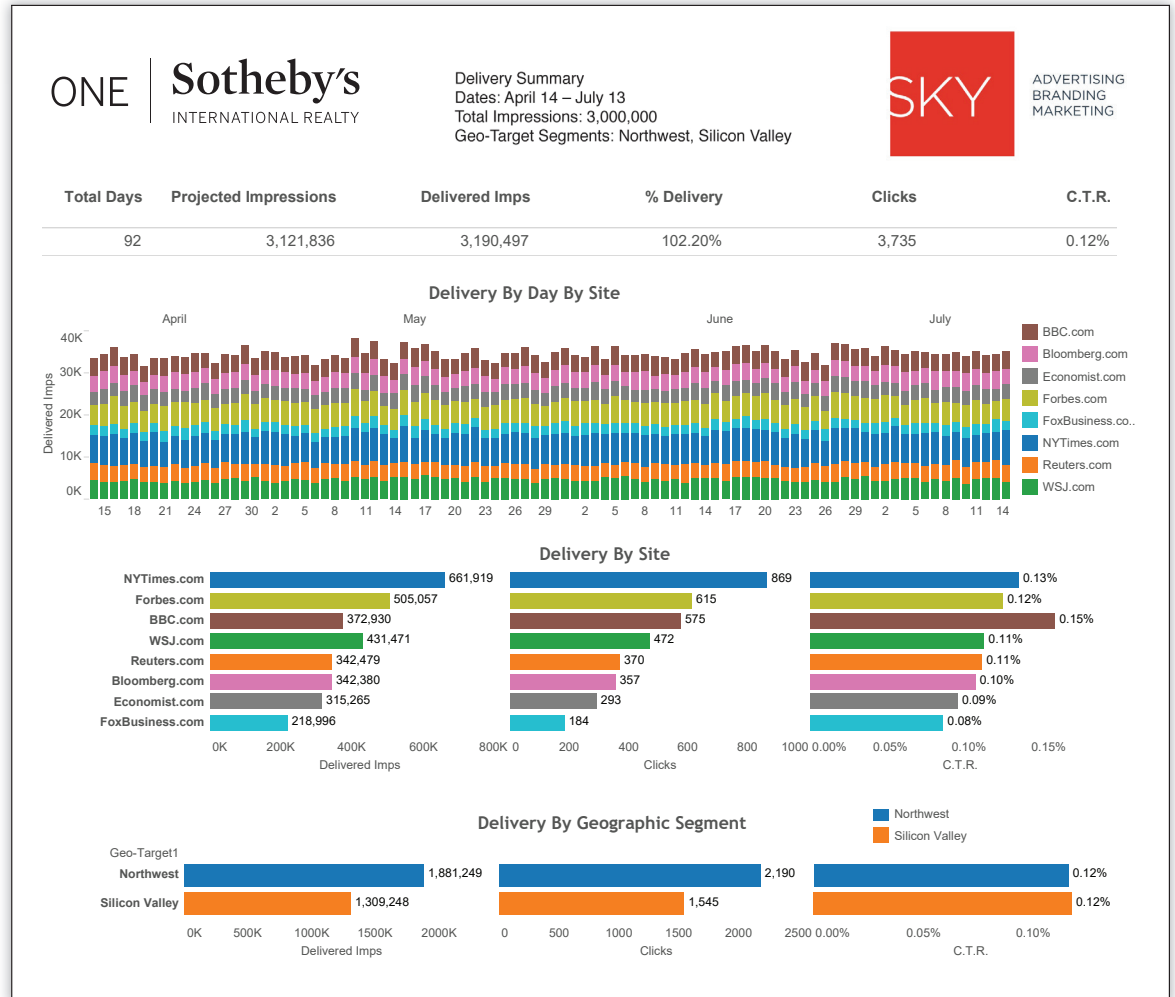


# Comprehensive Reporting For Your Customized Campaign

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



# Crain's New York Business

## REAL ESTATE DAILY ENEWSLETTER

Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

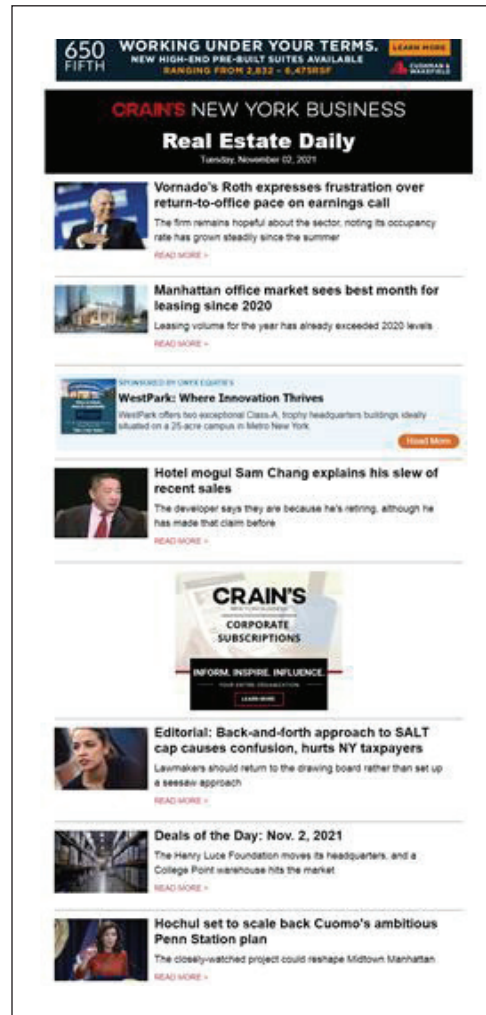
## CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **78%** are Top Management Professionals
- **60%** are C-Suite Level Executives
- **41%** serve on a Corporate or Non-Profit Board
- **87%** influence Capital Expenditures, Leasing, or Purchasing

## REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: **15,000**
- Average Open Rate: **42%**
- **33% SOV + 25K ROS** display impressions
- Featured Placement Property Listing

PRICE: \$3,150/WEEK (MON- FRI, 5 SENDS)



## DIGITAL

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# 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

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

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PRICE: \$500 PER LISTING

**San Francisco, Peninsula and Silicon Valley**



# jamesedition.com

## E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

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

The screenshot shows a real estate listing page on JamesEdition.com. The top navigation is identical to the homepage. The main heading is 'Find luxury Real Estate and Homes for sale'. Below this, there's a search bar and a featured image of a penthouse with the text 'THE PENTHOUSES AT GOLDEN PEAK \$ 2,150,000'. To the right, there's a text box describing the platform: 'JamesEdition is the premier international marketplace to find luxury real estate and homes for sale. Search and browse more than 40,000 luxury homes for sale in over 50 countries...' Below the main listing, there's a 'Featured luxury properties' section with a grid of various real estate listings, each with a thumbnail image, title, and price. At the bottom, there's a 'News about luxury real estate' section with several article teasers, including 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'.

# jamesedition.com

## ROTATING GALLERY

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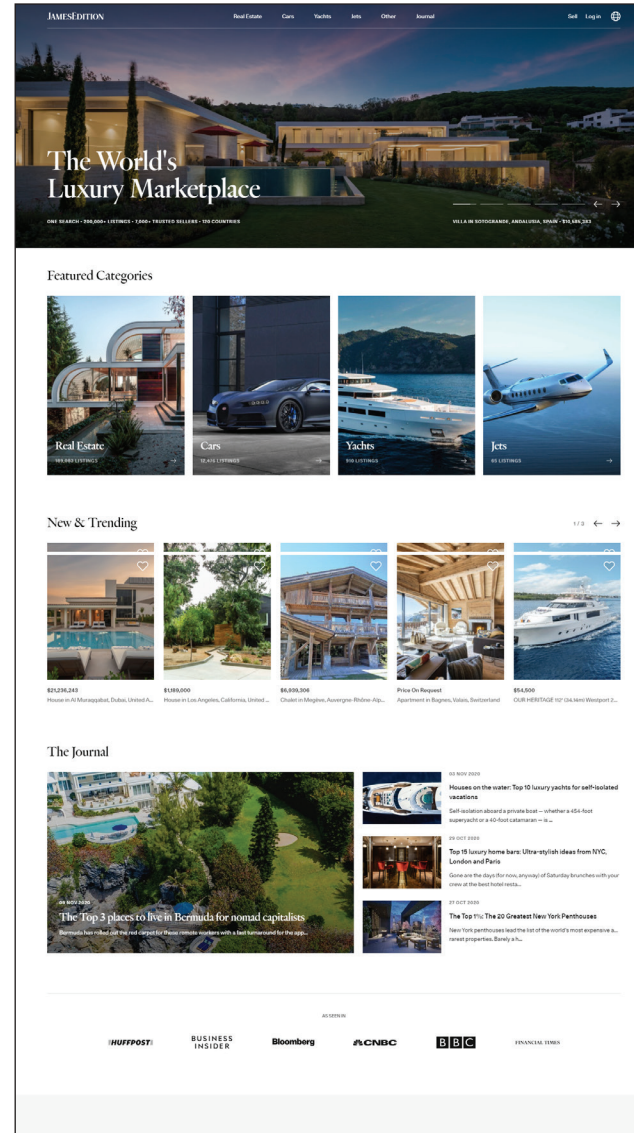
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000/MONTH

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600/MONTH





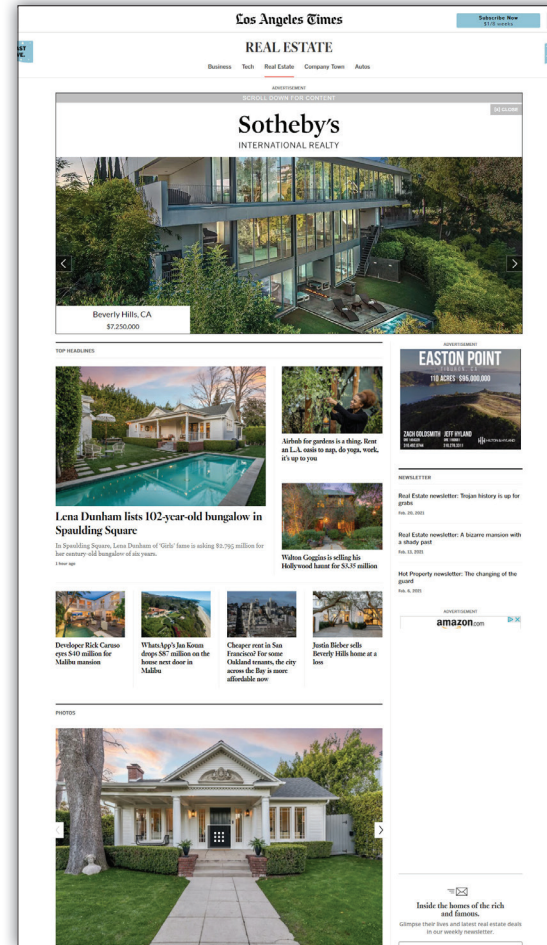
# LA Times

## 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



# The Wall Street Journal Online (WSJ.com)

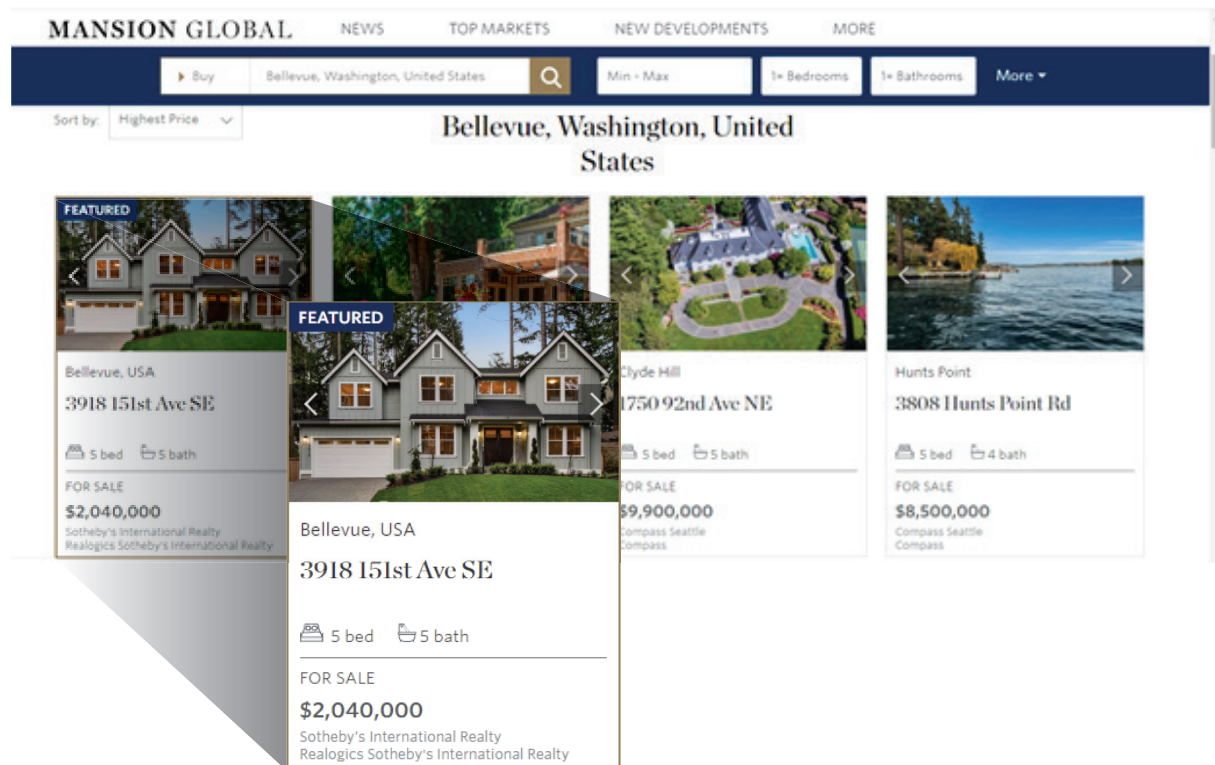
## FEATURED PROPERTY UPGRADES

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)

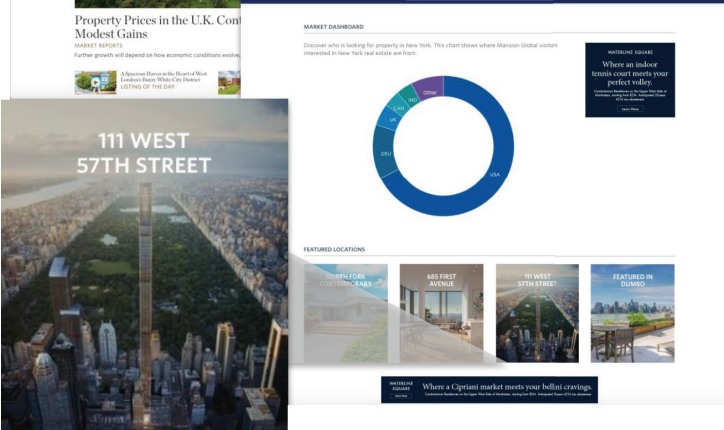
## MANSION GLOBAL TOP MARKETS PAGE TILES

Showcase premier listings alongside regionally relevant editorial.

### AVAILABLE MARKETS:

- New York
- London & UK
- Los Angeles
- Dubai
- Miami
- Sydney
- San Francisco

PRICE: \$575/MONTH

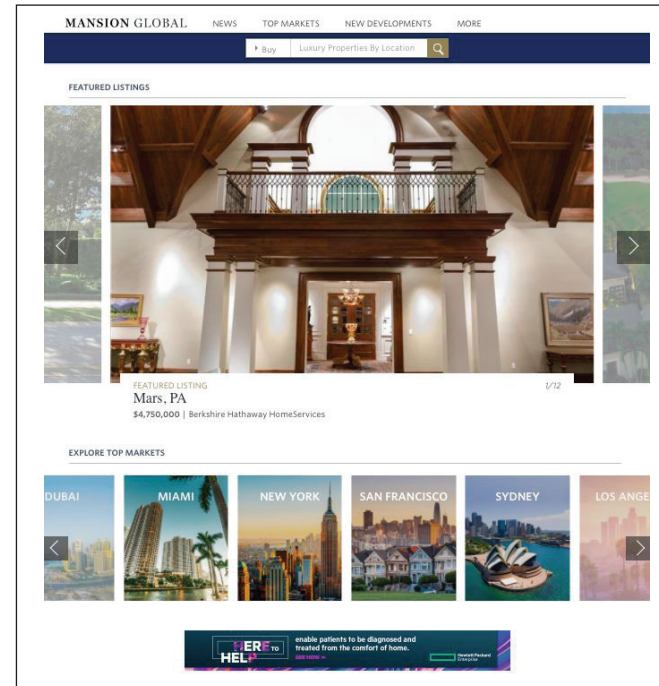


# The Wall Street Journal Online (WSJ.com)

## THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



# Print Offerings



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

**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 two candidates broke away from the field for the first time in the race for the White House.

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

<b>KURE, THE BAHAMAS</b> Leaf Cay \$19,995,000 USD   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>GEORGE DAMIANOS</b> george.damianos@sirbahamas.com +1 242.424.9699	<b>PARADISE VALLEY, ARIZONA</b> 4129 East Sandy Mountain Road \$1,000,000 USD   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 949.388.0240	<b>SCOTTSDALE, ARIZONA</b> 10778 East Hornbeck Drive \$1,000,000 USD   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 949.388.0240	<b>SCOTTSDALE, ARIZONA</b> 6907 North 43rd Street \$1,000,000 USD   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 949.388.0240	<b>ATHLETON, CALIFORNIA</b> 151 Vinyon Road \$1,000,000 USD   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.2874
<b>PALM ALTO, CALIFORNIA</b> 12770 westerly.com Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.2874	<b>POMONA, CALIFORNIA</b> 3011 Longwood Road Sotheby's International Realty <b>MICHAEL DREYFUS &amp; ANDREW HUSTON</b> michael.dreyfus@sirbahamas.com +1 415.852.2874	<b>ROSE, CALIFORNIA</b> 2715 gowhill.com Sotheby's International Realty <b>MICHAEL DREYFUS &amp; ANDREW HUSTON</b> michael.dreyfus@sirbahamas.com +1 415.852.2874	<b>SAN DIEGO, CALIFORNIA</b> 2770 A Street Street Sotheby's International Realty <b>ANDREW HUSTON &amp; MICHAEL DREYFUS</b> andrew.huston@sirbahamas.com +1 619.521.2128	<b>SAN FRANCISCO, CALIFORNIA</b> No. 18th Street Sotheby's International Realty <b>WENDY STOROCK</b> wendy.storock@sirbahamas.com +1 415.392.0294
<b>GREENSBORO, CONNECTICUT</b> 1100 northmain.com Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743	<b>HARTFORD, CONNECTICUT</b> 2000 northmain.com Sotheby's International Realty <b>KRISTY BLAKE</b> kristy.blake@sirbahamas.com +1 203.538.3743	<b>MARLBOROUGH, CONNECTICUT</b> 1000 North Street, Unit 8 Sotheby's International Realty <b>LOUIS KUSHAN &amp; JEFF SIMONIAN</b> louis.kushan@sirbahamas.com +1 860.461.2050	<b>WESTPORT, CONNECTICUT</b> 1000 North Street, Unit 8 Sotheby's International Realty <b>LOUIS KUSHAN &amp; JEFF SIMONIAN</b> louis.kushan@sirbahamas.com +1 860.461.2050	<b>WESTPORT, CONNECTICUT</b> 1000 North Street, Unit 8 Sotheby's International Realty <b>LOUIS KUSHAN &amp; JEFF SIMONIAN</b> louis.kushan@sirbahamas.com +1 860.461.2050
<b>ALPINE, MASSACHUSETTS</b> 1000 North Street, Unit 8 Sotheby's International Realty <b>MARTHA PIER</b> martha.pier@sirbahamas.com +1 413.841.2050	<b>BOSTON, MASSACHUSETTS</b> 1000 North Street, Unit 8 Sotheby's International Realty <b>LOUIS KUSHAN &amp; JEFF SIMONIAN</b> louis.kushan@sirbahamas.com +1 860.461.2050	<b>LENOX, MASSACHUSETTS</b> 1000 North Street, Unit 8 Sotheby's International Realty <b>GEORGE GAIN</b> george.gain@sirbahamas.com +1 413.841.2050	<b>SPRINGFIELD, MASSACHUSETTS</b> 1000 North Street, Unit 8 Sotheby's International Realty <b>JUDSON HENDERSON</b> judson.henderson@sirbahamas.com +1 413.841.2050	<b>ROCHESTER, NEW JERSEY</b> 1000 North Street, Unit 8 Sotheby's International Realty <b>JUDSON HENDERSON</b> judson.henderson@sirbahamas.com +1 413.841.2050
<b>NEW YORK, NEW YORK</b> 1000 North Street, Unit 8 Sotheby's International Realty <b>MARTHA PIER</b> martha.pier@sirbahamas.com +1 413.841.2050	<b>NEW YORK, NEW YORK</b> 1000 North Street, Unit 8 Sotheby's International Realty <b>BECKY'S GILL</b> becky.gill@sirbahamas.com +1 212.262.5023	<b>NEW YORK, NEW YORK</b> 1000 North Street, Unit 8 Sotheby's International Realty <b>BECKY'S GILL &amp; GILD GILSON</b> becky.gill@sirbahamas.com +1 212.262.5023	<b>NEW YORK, NEW YORK</b> 1000 North Street, Unit 8 Sotheby's International Realty <b>BECKY'S GILL &amp; GILD GILSON</b> becky.gill@sirbahamas.com +1 212.262.5023	<b>ROSELAND, NEW JERSEY</b> 1000 North Street, Unit 8 Sotheby's International Realty <b>BECKY'S GILL &amp; GILD GILSON</b> becky.gill@sirbahamas.com +1 212.262.5023
<b>CHARLOTTE, NORTH CAROLINA</b> 1000 North Street, Unit 8 Sotheby's International Realty <b>MARILYN WILCOXSON</b> marilyn.wilcoxon@sirbahamas.com +1 704.376.2880	<b>PROVIDENCE, RHODE ISLAND</b> 1000 North Street, Unit 8 Sotheby's International Realty <b>MARILYN WILCOXSON &amp; GILD GILSON</b> marilyn.wilcoxon@sirbahamas.com +1 704.376.2880	<b>CHARLOTTE, SOUTH CAROLINA</b> 1000 North Street, Unit 8 Sotheby's International Realty <b>MARILYN WILCOXSON</b> marilyn.wilcoxon@sirbahamas.com +1 704.376.2880	<b>LEWISVILLE, SOUTH CAROLINA</b> 1000 North Street, Unit 8 Sotheby's International Realty <b>MARILYN WILCOXSON</b> marilyn.wilcoxon@sirbahamas.com +1 704.376.2880	<b>ARTIST, TEXAS</b> 1000 North Street, Unit 8 Sotheby's International Realty <b>MARILYN WILCOXSON</b> marilyn.wilcoxon@sirbahamas.com +1 704.376.2880
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<b>UNWILDE, NORTH CAROLINA</b> 1007 Farming Chalk Drive \$1,000,000   sirbahamas.com/id/46939 Bahamas Sotheby's International Realty <b>MARLYN WISLEY</b> marlyn.wisley@sirbahamas.com +1 813.775.2880	<b>PROVIDENCE, RHODE ISLAND</b> 101 Congdon Street \$1,000,000 The MacKeaney Gold Group <b>THE MACKEANEY GOLD GROUP</b> the.mackeaneygoldgroup@macmackeaney.com +1 857.274.4000	<b>CHARLESTON, SOUTH CAROLINA</b> 706 S.com \$1,000,000 Summit Sotheby's International Realty <b>MOLETTTE FAY WELLS</b> molettte.fay.wells@sirbahamas.com +1 843.452.6300	<b>STATE OF PAINE, SOUTH CAROLINA</b> 110 Weyburn Island.com \$1,000,000 Summit Sotheby's International Realty <b>THE EMPSTON GROUP</b> the.empstongroup@empstonsilver.com +1 843.452.6300	<b>AUSTIN, TEXAS</b> 801 Madison.com \$1,000,000 Austin Sotheby's International Realty <b>ANNA WILCOX</b> anna.wilcox@sirbahamas.com +1 512.452.3025
<b>AUSTIN, TEXAS</b> 11000000 Island Lane.com \$1,000,000 Austin Sotheby's International Realty <b>KUMARA WILCOX</b> kumara.wilcox@sirbahamas.com +1 512.452.3025	<b>HOUSTON, TEXAS</b> 11000000 Island Lane.com \$1,000,000 Summit Sotheby's International Realty <b>VICTORIA HINTON</b> victoria.hinton@sirbahamas.com +1 713.268.4932	<b>WIMBERLEY, TEXAS</b> 11000000 Island Lane.com \$1,000,000 Summit Sotheby's International Realty <b>GARY ADAMS</b> gary.adams@sirbahamas.com +1 512.782.8387	<b>KANAS, UTAH</b> 11000000 Island Lane.com \$1,000,000 Summit Sotheby's International Realty <b>CHRIS SIMONS</b> chris.simons@sirbahamas.com +1 435.532.0246	<b>KANAS, UTAH</b> 11000000 Island Lane.com \$1,000,000 Summit Sotheby's International Realty <b>CHRIS SIMONS</b> chris.simons@sirbahamas.com +1 435.532.0246

# 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

Sotheby's INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.  
SOTHEBYREALTY.COM

MALIBU CALIFORNIA

Photos by: [unreadable]

72 Post Road, Old Westbury, NY

Extra Bonus!  
Real Estate Campaign  
Special Offer of Cashback  
\$4,900,000

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

DANIEL GALE, REALTOR

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

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  
S4MEOORROAD.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.

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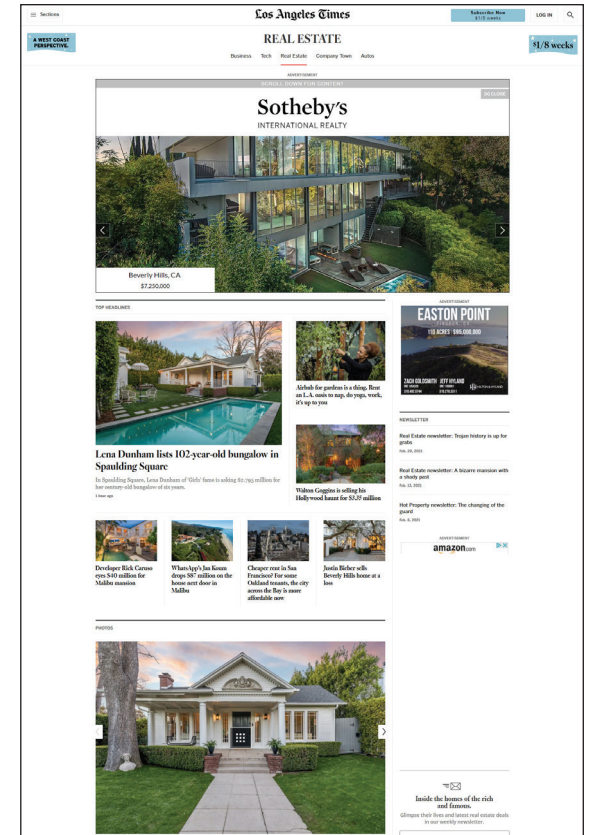
## LA TIMES DIGITAL LIGHTHOUSE

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



# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2023-2024

Media	Ad Description	December	January	February	March	Media Total	Reach
<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	Canada, Massachusetts, California, New York	\$ 2,500.00				\$ 2,500.00	25,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - Toronto, Boston, Los Angeles, New York						
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00			\$ 1,000.00	13,000
<b>JamesEdition</b>							
Rotating Gallery Real Estate Page	Featured Banner		\$ 1,600.00			\$ 1,600.00	750,000
e-Newsletter	e-Newsletter	\$ 1,500.00				\$ 1,500.00	294,000
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page			Bonus		\$ -	425,000
<b>WSJ.com</b>							
Mansion Global Top Markets page tile	Top Markets page tiles -Miami	\$ 575.00				\$ 575.00	164,000
Property upgrades	Property upgrades	Bonus		Bonus		\$ -	
Mansion Global Homepage	Featured Listing Module	\$ 1,275.00				\$ 1,275.00	164,000
<b>Crain's New York Business</b>							
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00			\$ 3,150.00	15,000
<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		\$ 1,300.00	1,288,848
<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>Financial Times</b>							
Financial Times	Property Spot			\$ 750.00		\$ 750.00	210,457
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + digital lighthouse			\$ 425.00		\$ 425.00	220,780
The Los Angeles Times	Takeover				\$ 660.00	\$ 660.00	220,780
<b>TOTAL</b>						\$ 20,740.00	5,151,976

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