



ADVERTISING
BRANDING
MARKETING

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477 Madison Ave
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212-677-2500

SKYAD.COM

3209 Rankin Street Advertising and Marketing Program

Briggs
Freeman

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 3209 Rankin Street

SKY Advertising is excited to present to Briggs Freeman Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the 3209 Rankin Street.

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 California, Florida, Texas.

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**

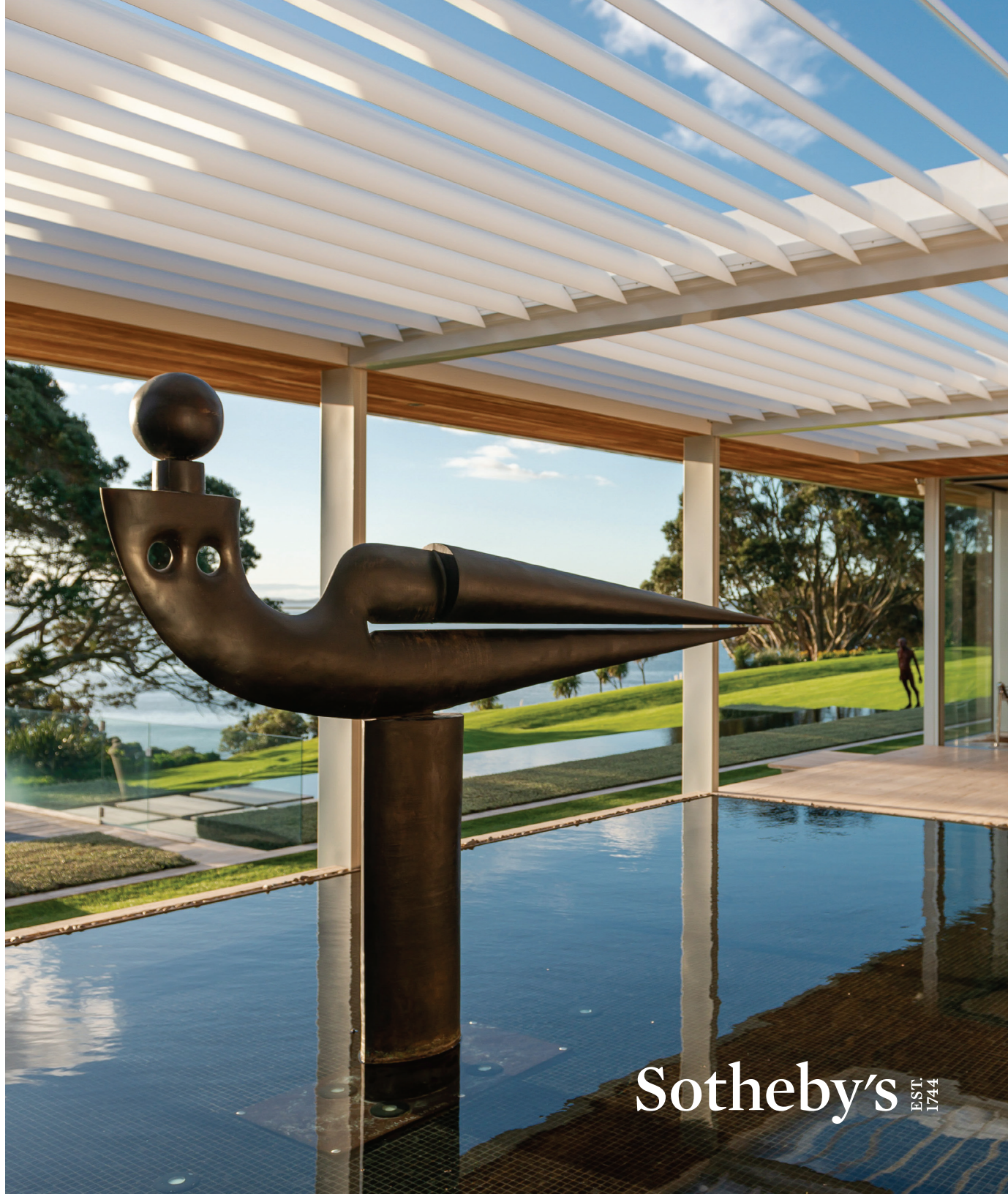
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Account Executive
212-677-0083
jimmy@skyad.com

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

Global



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
 sarah@sothebysrealty.com
 Property # 1230018
 Agent: Sarah
 International Realty
 Broker: Sotheby's International Realty
 Email: sarah@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 of Central Park residence is a masterpiece of modern architecture and craftsmanship. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom millwork, creating an unparalleled level of luxury and elegance. This is a rare opportunity to own a piece of Central Park West history.

New York, New York
 SARAH@SOTHEBYSREALTY.COM
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sarah +1 212 850 7772
 sarah@sothebysrealty.com
 \$50,000,000

510 Park Avenue, 15/16
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking New York City from the 15th and 16th floors. The residence is a masterpiece of modern architecture and craftsmanship, featuring the finest materials and custom millwork. This is a rare opportunity to own a piece of New York City history.

New York, New York
 sarah@sothebysrealty.com
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sarah +1 212 850 7772
 sarah@sothebysrealty.com
 \$25,000,000

Four Seasons Private Residences
 This upcoming 1,100 sq. ft. penthouse is a masterpiece of modern architecture and craftsmanship, featuring the finest materials and custom millwork. This is a rare opportunity to own a piece of New York City history.

New York, New York
 sarah@sothebysrealty.com
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sarah +1 212 850 7772
 sarah@sothebysrealty.com
 \$15,000,000

95

DIGITAL

SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

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

TARGETED AREAS

California, Florida, Texas

PRICE: \$2,500/DEPLOYMENT



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

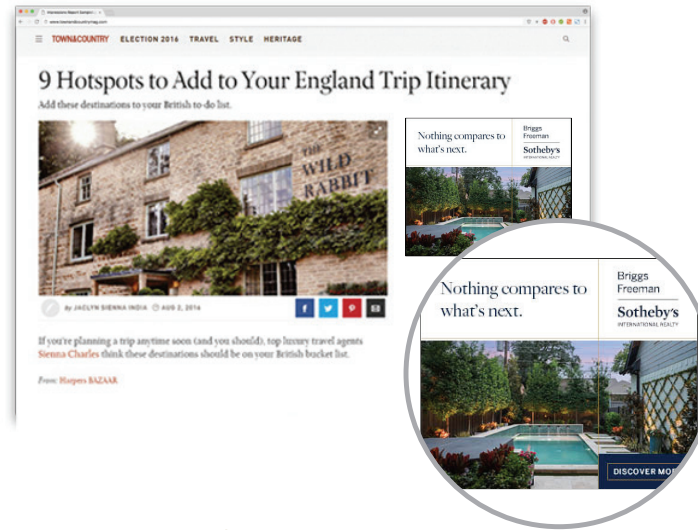
Impressions Campaign

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: **3209 Rankin Street**
- Flight Dates: **December 2023 - February 2024**
- Impressions: **750,000**
- Clicks through to the website of your choice.

250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



Minimum 3 month commitment

Impressions Program Targeting Sites

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

GEO TARGETING

We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.

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 



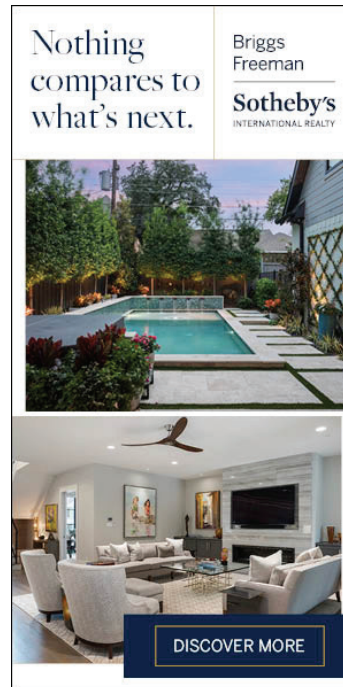
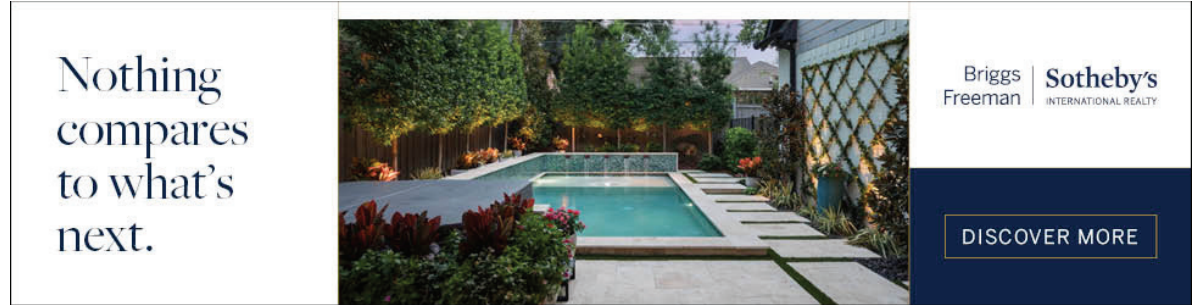
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

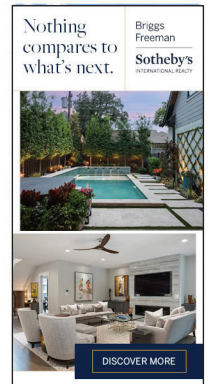
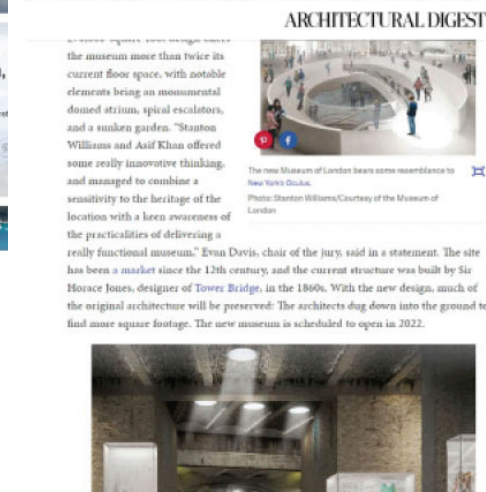
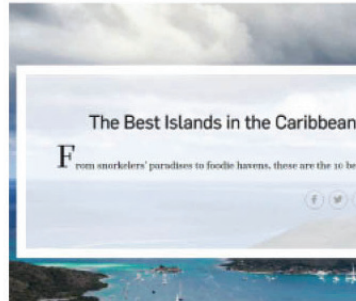
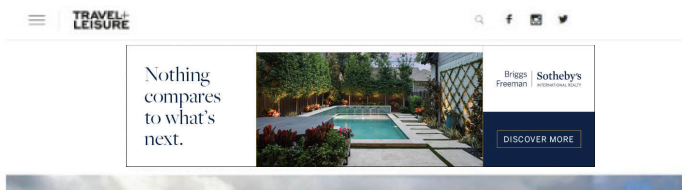
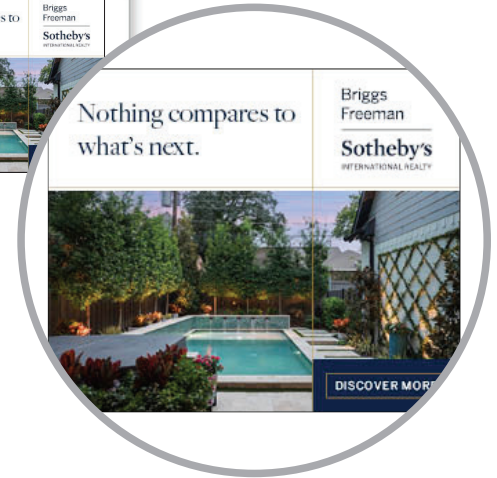
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

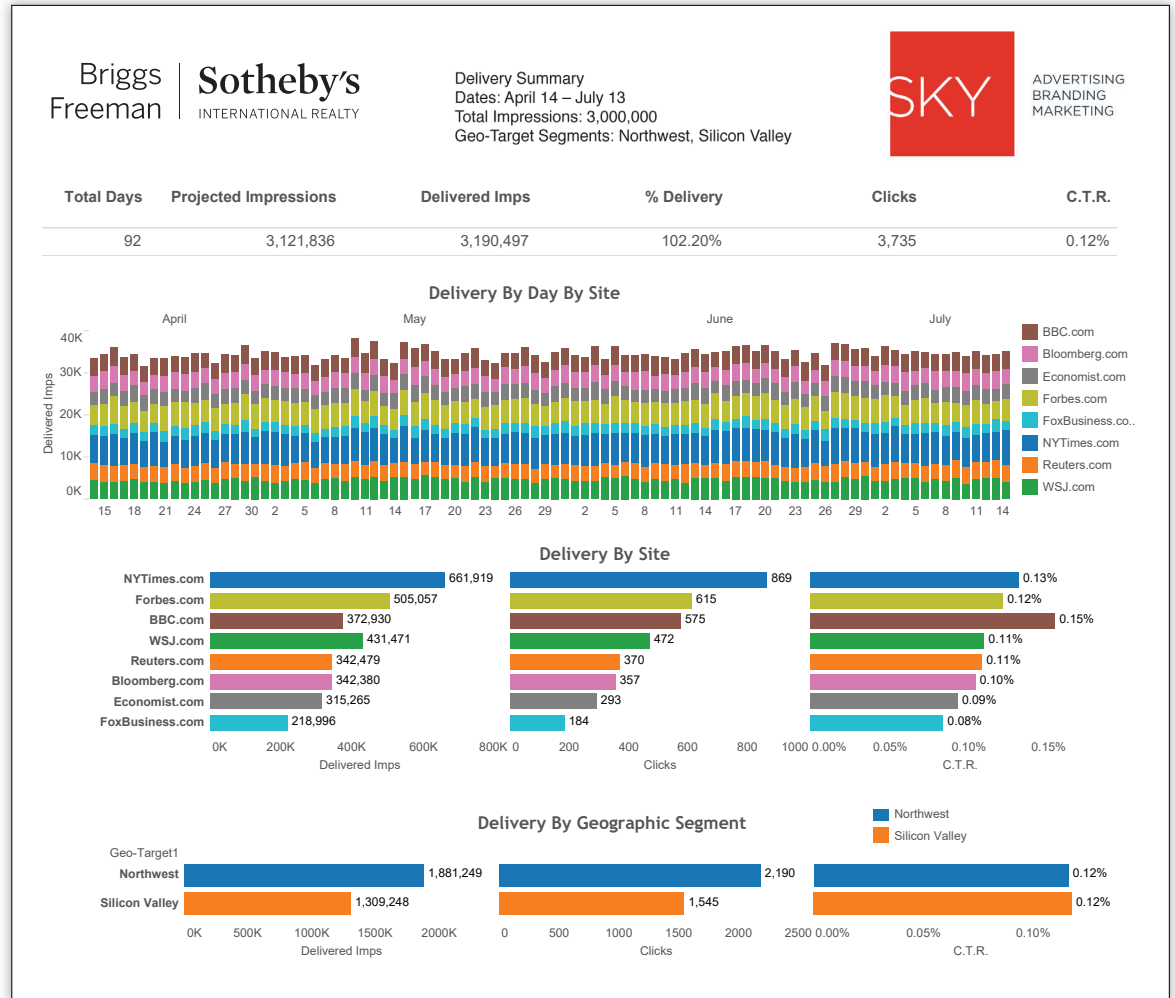


Comprehensive Reporting For Your Customized Campaign

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



Comprehensive Digital

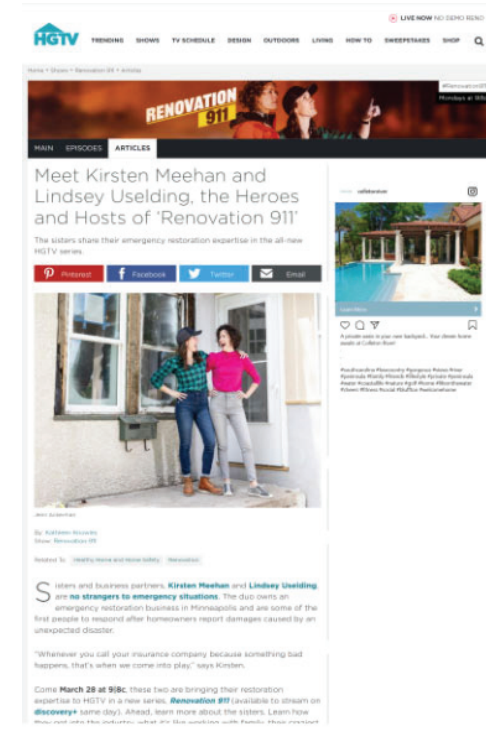
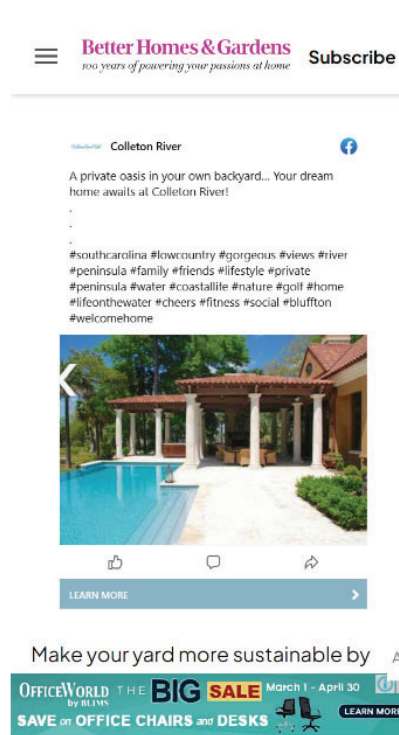
SOCIAL MIRROR ADS

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

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

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

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



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

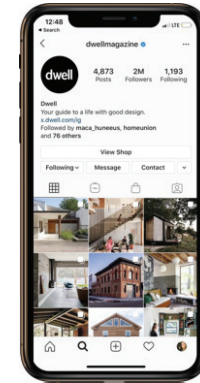
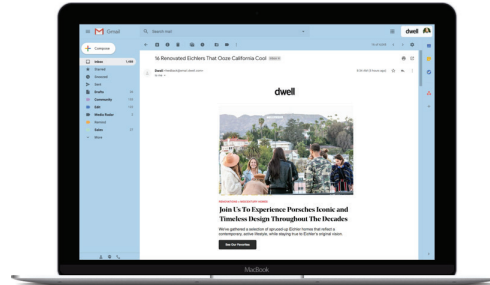
PRICE: FROM \$1,500 PER MONTH

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

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 PER LISTING

San Francisco, Peninsula and Silicon Valley



jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

JamesEdition About USD Sign In / Register Become a Seller

For Sale Travel Brands Dealers Stores Sell e.g. Brand, Model, Location

Cars 7,350 Real Estate 76,218 Yachts 774 Watches 1,382 Jets 66 Helicopters 35 Extraboard 6 Jewelry 2,093

The Global Luxury Marketplace:
Cars, Homes and more

Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.

MOST POPULAR

Ferrari 488 GTB Upland, CA, United States \$71,999	Chevrolet Corvette Upland, CA, United States \$4,785,907	Shannon Villa Over... Ibiza, Spain \$46,999	Ram 2500 Upland, CA, United States \$46,999
Rio 109 - Luxury pe... Rio De Janeiro, Brazil \$4,463,559	Audi S7 Ibama, CA, United States \$34,999	McLaren 650S Ibama, CA, United States \$199,999	Ferrari California Upland, CA, United States \$114,999

JAMES SPOTTING

Two Level Duplex On Private Ponds

View all cars
View all real estate
View all watches
VIEW ALL

RICH LIST

DOUBLE DOWN 214 Codaeca 2010/20...
West Palm Beach, FL, United States
\$38,000,000

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

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

The 10 Most Sought-After Properties and Attractive Locations

308 lovers: The most amazing and luxurious things you can find on JamesEdition where 3 is the magic number

VIEW ALL LISTS

LATEST STORIES

Luxury garages: Unique cars of tech billionaires, old-school ragnarok and Gen-Z dubs
JamesEdition is revealing the car-hoarding habits of wealthy petroheads. From the classic 911 to the latest Bugatti and Pagani models, you can find... Read More

Most exclusive neighborhoods of Hong Kong
The Bahamas: Inside the most exclusive gated communities
Perfectly turned Lamborghini Murcielago: I wanted to transform it into more aggressive and forceful version
Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

Featured Agent
Nick Swinburne
As an established licensed REALTOR® with over a decade of real estate experience serving the Sea to Sky corridor and the Vancouver North Shore, I have a proven track record of providing home sellers and buyers unparalleled service and... READ MORE

JamesEdition About USD Sign In / Register Become a Seller

For Sale Travel Brands Dealers Stores Sell e.g. Brand, Model, Location

Cars 7,350 Real Estate 76,218 Yachts 774 Watches 1,382 Jets 66 Helicopters 35 Extraboard 6 Jewelry 2,093

Find luxury Real Estate and Homes for sale

VIEW ALL HOMES
SPAIN | NEW YORK | PARIS

Type location Search

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

Nothing compares.
ST. KITTS & NEVIS

Featured luxury properties

5 Bedrooms - Pent... \$2,734,418	Stunning Sherwoo... Lake Sherwood, CA... \$3,250,000	Enviably Estate By ... Langgiri, MA, Indi... \$2,995,900	Modern Apartment... New York, Indi... \$2,724,332
Elegant French Styl... Bainoa, Algier... \$8,800,000	Playa Nix Playa, Mexico \$12,000,000	Koningshof Convers, Netherlan... \$8,759,573	Magnificent Seclu... Hillal, Chai... \$3,950,000
Extraordinary Ooel... Swampport, MA, U... \$5,990,000	Maimok Paradise ... Maimok, Arabi... \$2,750,000	Kiltreagh House Nangh, Ireland \$2,650,261	7+/- Acres for pote... Matthews, NC, Unit... \$995,000

News about luxury real estate View all

Most exclusive neighborhoods of Hong Kong Posted 2019-07-17 The Asian financial center hasn't given up the first position in the list of the most expensive housing markets, also topping the rankings for the world's most luxurious housing market for the last two years (Luxury Defined Report by Christie's). Read more	The Bahamas: Inside the most exclusive gated communities Posted 2019-07-10 If the warm temperatures, crystal clear water and proximity to the US are not good enough reasons to consider a move to the Bahamas, a community of like-minded people should be. A round of golf or cocktails at sunset is shorthand for a club of fol... Read more
Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal Posted 2019-06-28 Where can one find the Algarve's most prestigious properties? Most a prime area often referred to as the Golden Triangle. It's located between the capital city of Faro and the village of Vilamoura. Also, the Golden Triangle area includes two of... Read more	Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring Posted 2019-06-21 Whistler is a year round outdoor playground for all ages, where fine dining restaurants, 5-star hotels, spas and wellness facilities are a quick Roadplane, helicopter ride, or drive from Vancouver. Whistler, BC: International Destination... Read more

Site Links
Home
Cars

Tools
Stores
Rich List

About JamesEdition
JamesEdition is a global
Success stories

Top Brands
Ferrari
Aston Martin
Audi
Bentley

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.

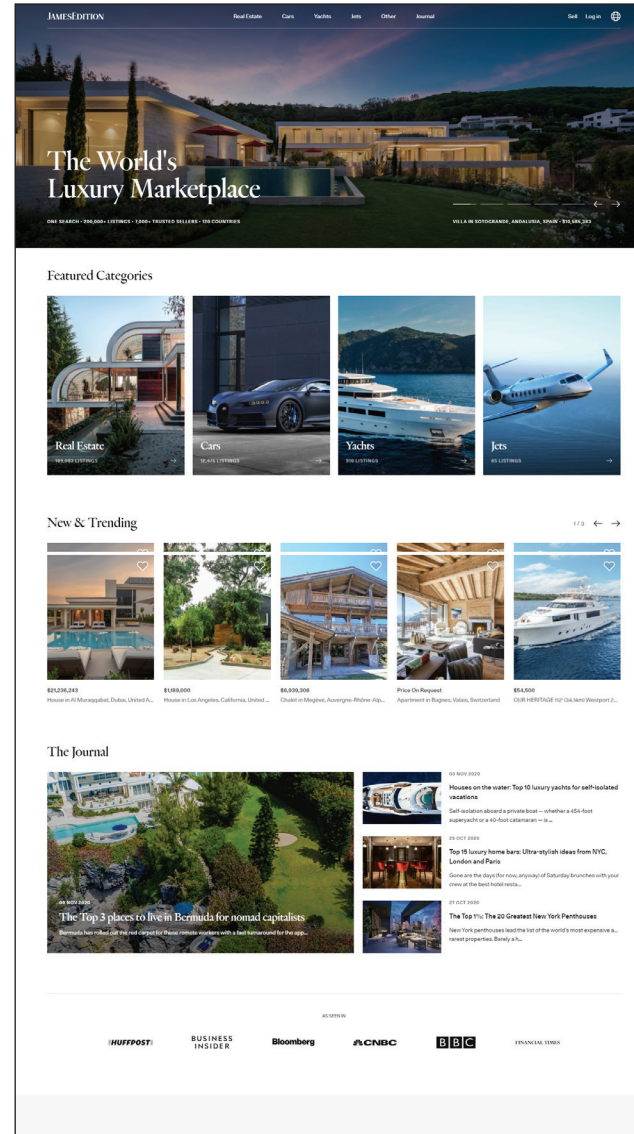
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER \$2,000

REAL ESTATE PAGE

FEATURED BANNER \$1,600



jamesedition.com

SOCIAL MEDIA POST

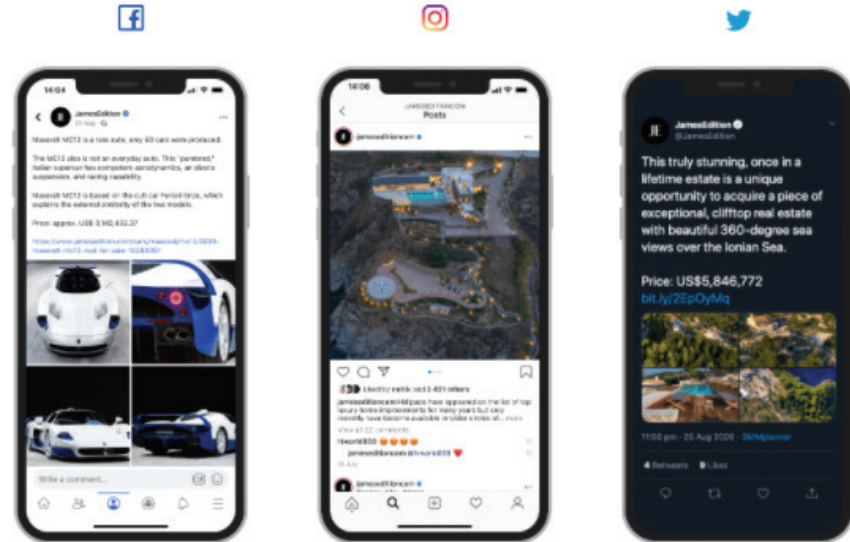
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- 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

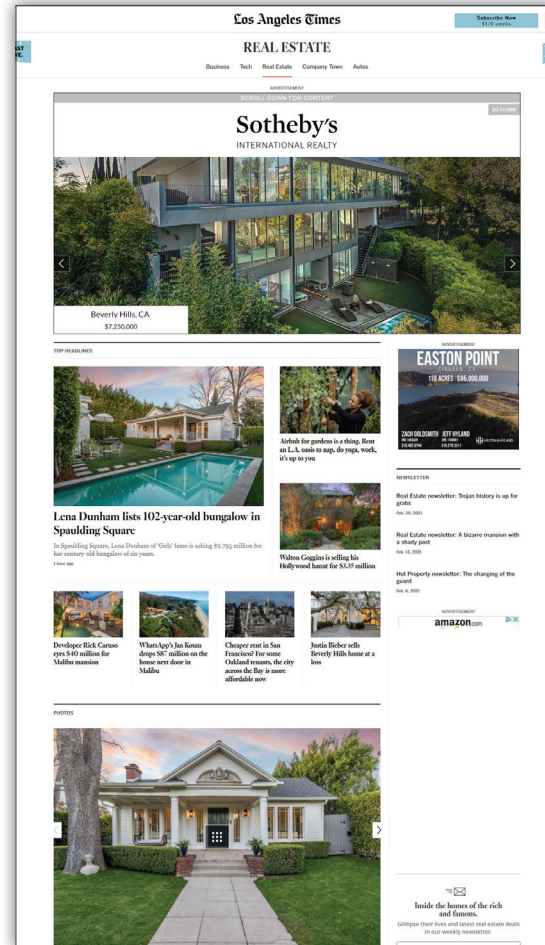
LA Times

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)

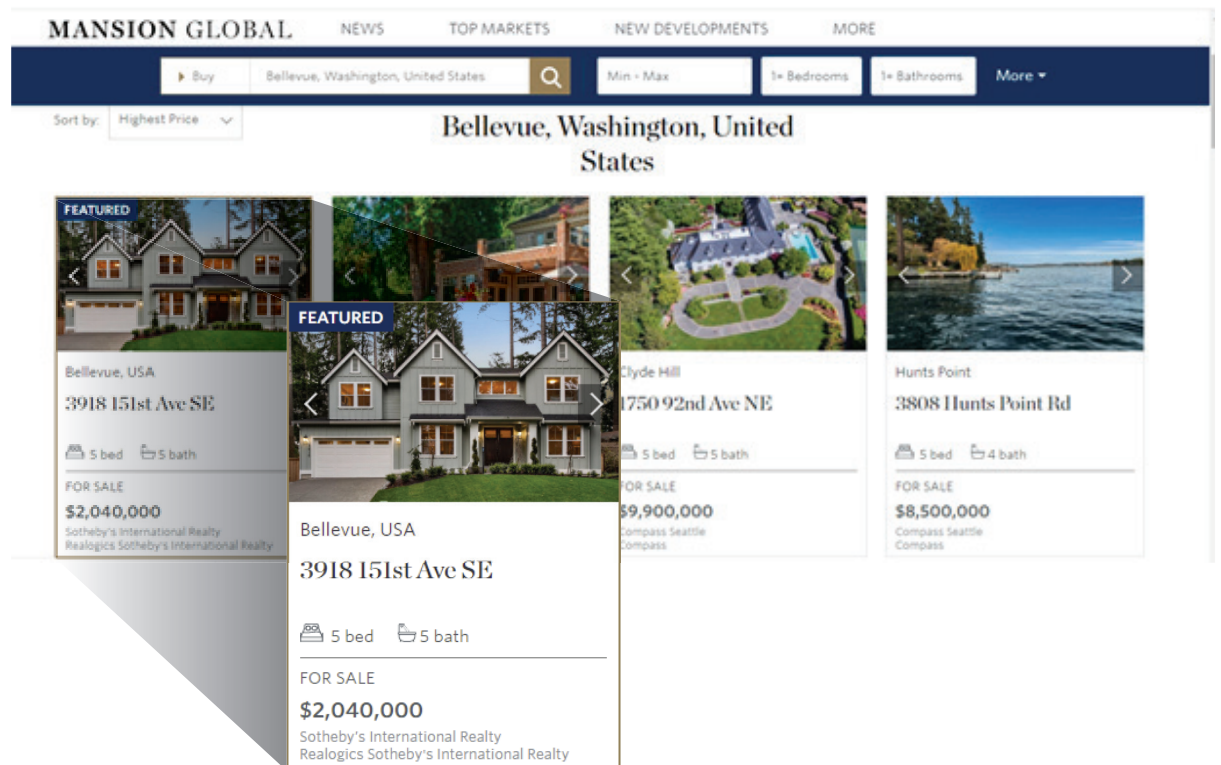
FEATURED PROPERTY UPGRADES

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 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

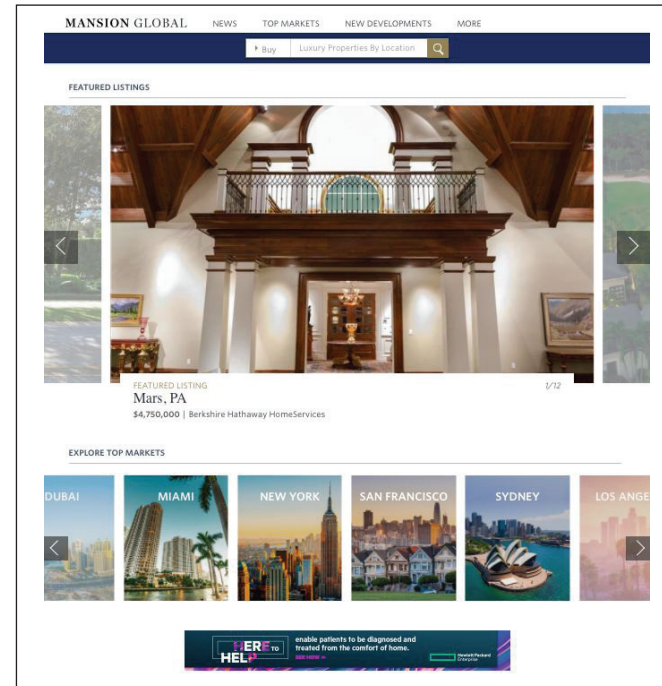


The Wall Street Journal Online (WSJ.com)

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

2X7, FLORIDA REGION: \$825

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 rural areas on Tuesday, killing at least 25 people in the state while many residents fled, according to the National Weather Service.

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 method a string of Super Tuesday primary victories and Super Tuesday night clinched California as the decisive state in the race for the White House.

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

Sotheby's INTERNATIONAL REALTY

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IN THE FRIDAY MAIN NEWS SECTION

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- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
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The New York Times Late Edition Today, don't forget, rate and details are in the Sunday Edition, which includes the business, sports, and special High 100, Weather, and High 100

VOL. CLXVIII • No. 38,137 • 4400 The New York Times Building • NEW YORK, MONDAY, NOVEMBER 5, 2018 \$3.00

Web's Far Right Can Hear Itsself As Trump Talks
Chewing the Spread of Once-Fringe Views
By KEVIN WOODHULL and JILL WEINSTEIN

On Wednesday, a massive online display of angry accusations of "hate speech" and "harassment" against the far-right website Breitbart.com, which has become a leading outlet for anti-Trump commentary, was the latest in a series of attacks on the site. The attacks, which appear to be part of a broader effort to silence the site's conservative voices, are being carried out by a group of liberal activists and their supporters, who are accusing the site of spreading "hate speech" and "harassment" against Trump and his supporters.

Edge in Polls Might Not Tip House Seats
Outcomes Hang on a Handful of Tossups
By NATE CIVERT

Democracy seemed poised to win the 2018 congressional elections. But the House of Representatives, which is controlled by Democrats, will not have a clear majority. The outcome of the elections will depend on a handful of tossup seats, which are expected to be won by either party.

It's Not Heaven. It's Brooklyn.
The 40,000 runners in this year's New York City Marathon enjoyed blue skies, overcast conditions and a fast course. Pages F7-D2.

Spending Millions in a Bid to Avoid Sanctions
By BENJAMIN SVETKEY

The U.S. Treasury Department is pushing to force the Russian government to disclose its assets in Washington. The Russian government is spending millions of dollars to avoid sanctions that would be imposed if it fails to do so.

Called to Serve, Utah Mayor Always Answered
By JEFF TREMPER

INSTEAD OF GOING TO WORK, the 67-year-old Mayor of Salt Lake City, Utah, has always answered the call to serve his community. He has spent his life in public service, and he is now being called to serve his country.

Partisan Rhetoric Of New Query On The Census
By MICHAEL WIND

WASHINGTON — When a group of House Democrats asked the Census Bureau to release the names of all the people who did not respond to the 2010 census, the question was framed in partisan terms. The Democrats were asking for the names of people who did not respond to the census, which they believed were likely to be Republicans.

Offering Little Pool, Russian Accuses Georgia Rival of 'Hack'
By RICHARD HENNEY

ATLANTA — For weeks, Boris Johnson has been accused of being a "hack" by a rival in the Conservative Party. Johnson has denied the accusation, but his rival has accused him of being a "hack" who is trying to win the election by any means necessary.

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- Circulation: **214,131**
- Geographic distribution: **Global**
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- Average household income: **\$338,000**
- Median age: **51**

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 BY HENRIETTA PAWELL

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The Rosewood Farm Estate
Southampton, New York

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

Sotheby's INTERNATIONAL REALTY

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SOTHEBYSREALTY.COM

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
S42MECOPROAD.COM

Sotheby's INTERNATIONAL REALTY

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Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **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**



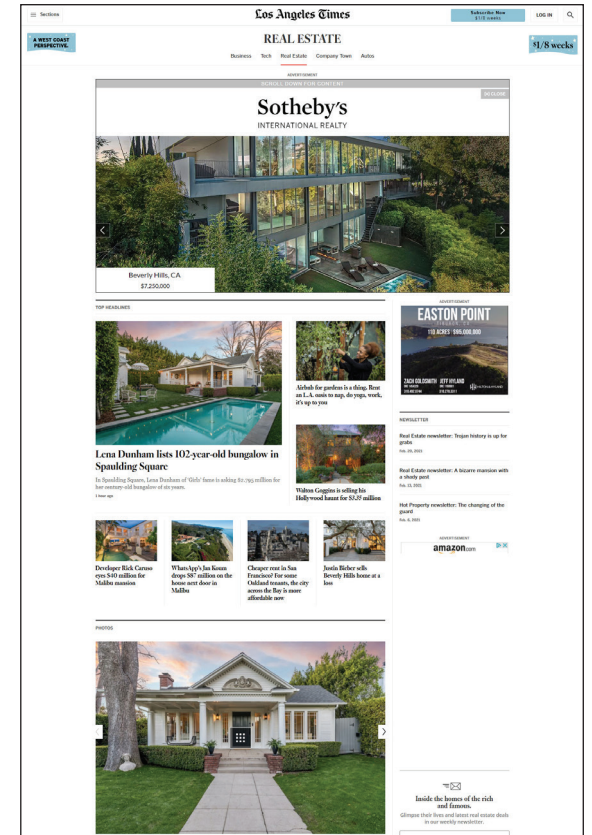
LA TIMES DIGITAL LIGHTHOUSE

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

Full color with 30 day Lighthouse Placement



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023-2024

Plan 1	Ad Description	December	January	February	March	Media Total	Reach
Media							
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	California, Florida, Texas	\$ 2,500.00				\$ 2,500.00	25,000
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - California, Florida						
Comprehensive Digital							
Comprehensive Digital	Social Mirror	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Dwell.com							
Real Estate Package 1	Custom Article with Homepage and eNewsletter promo		\$ 6,000.00			\$ 6,000.00	110,000
Nob Hill Gazette							
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
JamesEdition							
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
Social Media	Listing Feature			\$ 1,000.00		\$ 1,000.00	148,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page			Bonus		\$ -	425,000
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
Property upgrades	Property upgrades			Bonus		\$ -	
Mansion Global Homepage	Featured Listing Module		\$ 1,275.00			\$ 1,275.00	164,000
Print							
The Wall Street Journal							
The Wall Street Journal - Florida Region	2 x 7	\$ 825.00	\$ 825.00			\$ 1,650.00	200,000
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade			\$ 650.00		\$ 650.00	644,424
The New York Times							
The New York Times	Property Spot - Weekday/Saturday			\$ 760.00		\$ 760.00	423,111
Conde Nast Magazines Regional Pages							
Architectural Digest - Dallas	Full Page				\$ 2,710.00	\$ 2,710.00	18,000
Financial Times							
Financial Times	Property Spot			\$ 760.00		\$ 760.00	210,457
The Los Angeles Times							
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
TOTAL						\$ 34,135.00	5,107,052

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

Proposed Schedule, Pricing & Reach 2023-2024

Plan 2	Ad Description	December	January	February	March	Media Total	Reach
Media							
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	California, Florida, Texas	\$ 2,500.00				\$ 2,500.00	25,000
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - California, Florida						
Comprehensive Digital							
Comprehensive Digital	Social Mirror	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00		\$ 500.00		\$ 1,000.00	13,000
JamesEdition							
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
Social Media	Listing Feature			\$ 500.00		\$ 500.00	148,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page				Bonus	\$ -	425,000
WSJ.com							
Property upgrades	Property upgrades				Bonus	\$ -	
Mansion Global Homepage	Featured Listing Module		\$ 1,275.00			\$ 1,275.00	164,000
Print							
The Wall Street Journal							
The Wall Street Journal - Florida Region	2 x 7	\$ 825.00				\$ 825.00	100,000
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade			\$ 650.00		\$ 650.00	644,424
The New York Times							
The New York Times	Property Spot - Weekday/Saturday			\$ 760.00		\$ 760.00	423,111
Financial Times							
Financial Times	Property Spot			\$ 760.00		\$ 760.00	210,457
The Los Angeles Times							
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
TOTAL						\$ 19,950.00	4,608,552

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