



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Four Seasons Residences Advertising and Marketing Program

St. Kitts  
& Nevis

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 Four Seasons Residences

SKY Advertising is excited to present to St Kitts / Nevis Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness the Four Seasons Residences.

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 St. Kitts.

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*  
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[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**

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

Global



**Sotheby's**  
INTERNATIONAL REALTY

Austin, Texas  
 512.453.8800  
 Property # 1230123  
 Agent: Jennifer  
 International Realty  
 Broker: Sotheby's International Realty  
 Email: jennifer@sothebysrealty.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 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. Don't miss this opportunity to own a piece of Central Park West.

**New York, New York**  
 212.697.5000 ext. 400  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 697 5772  
 Email: taylor@sothebysrealty.com  
 \$50,000,000

**510 Park Avenue, 15/16**  
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking the city. The residence is a masterpiece of modern architecture and craftsmanship, featuring the finest materials and custom millwork. Don't miss this opportunity to own a piece of Park Avenue.

**New York, New York**  
 212.697.5000 ext. 400  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 697 5772  
 Email: taylor@sothebysrealty.com  
 \$20,000,000

**Four Seasons Private Residences**  
 This stunning 1,100 sq. ft. penthouse residence is a masterpiece of modern architecture and craftsmanship, featuring the finest materials and custom millwork. Don't miss this opportunity to own a piece of Four Seasons Private Residences.

**New York, New York**  
 212.697.5000 ext. 400  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 697 5772  
 Email: taylor@sothebysrealty.com  
 \$15,000,000

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, New York, Florida, UK, Georgia

PRICE: \$2,500/DEPLOYMENT




## DIGITAL

### SOTHEBY'S SELECTS E-NEWSLETTERS

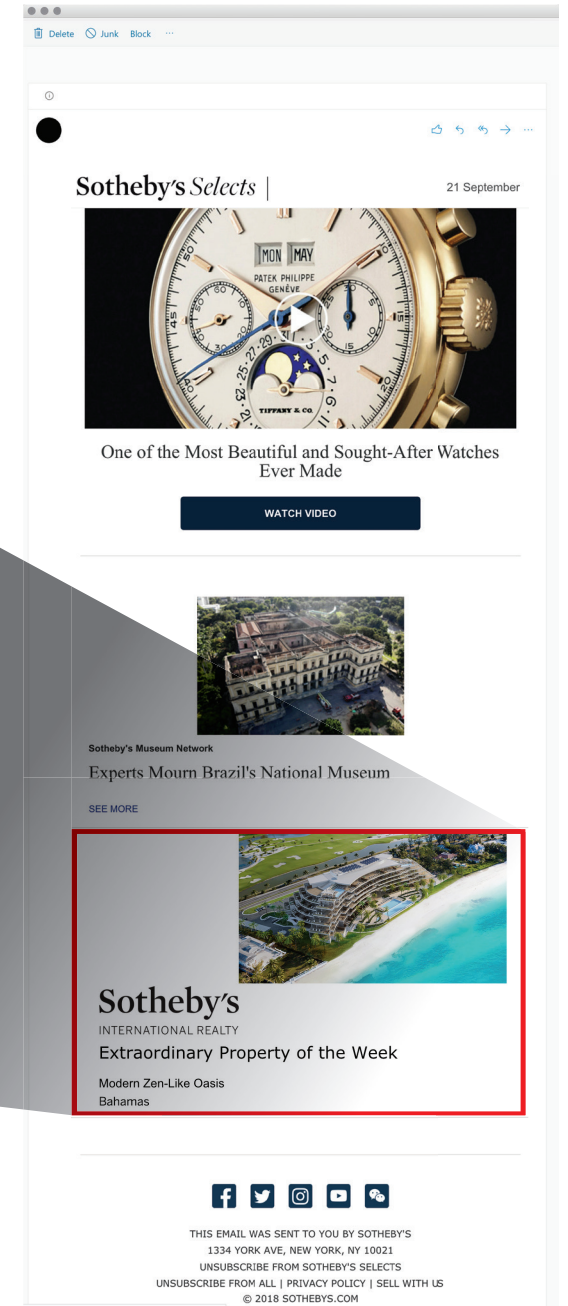
- Every Friday
- 52x Year
- Highlights upcoming auction events
- 488,357+ recipients
- 34% average open rate

PRICE: \$2,350/DEPLOYMENT


\*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

[SEE MORE](#)

[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



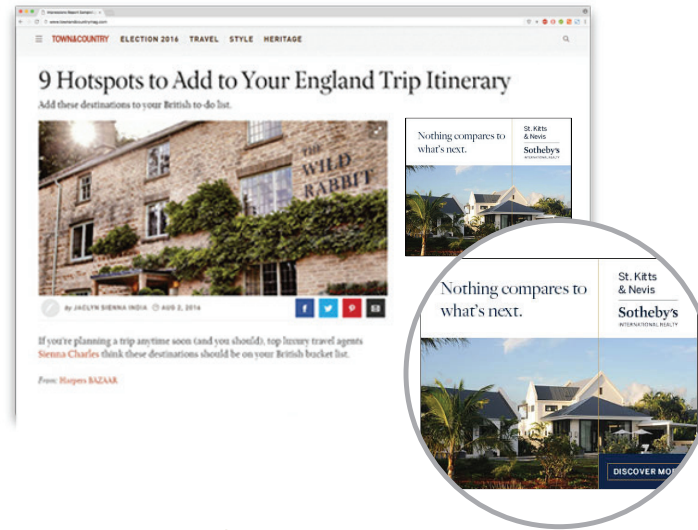
# Impressions Campaign

**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: **Four Seasons Residences**
- Flight Dates: **January 2024 - March 2024**
- Impressions: **3,000,000**
- 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

BARRON'S

INVESTOR'S BUSINESS DAILY

THE WALL STREET JOURNAL.

FOX BUSINESS

Forbes

FORTUNE

REUTERS



TRAVEL+  
LEISURE

Condé Nast  
Traveler



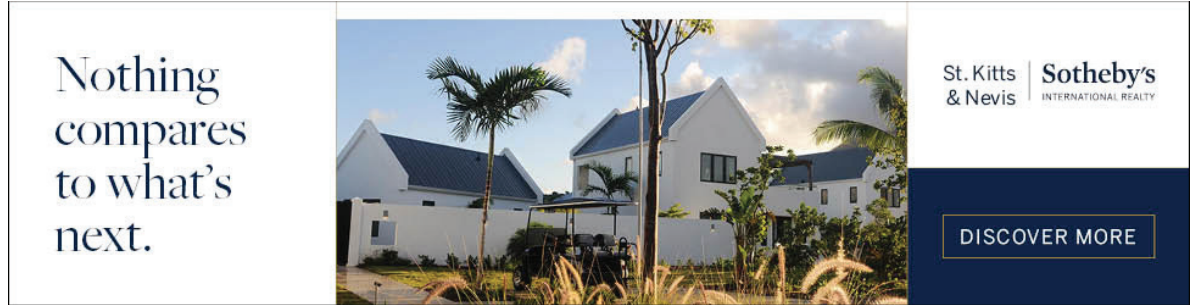
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

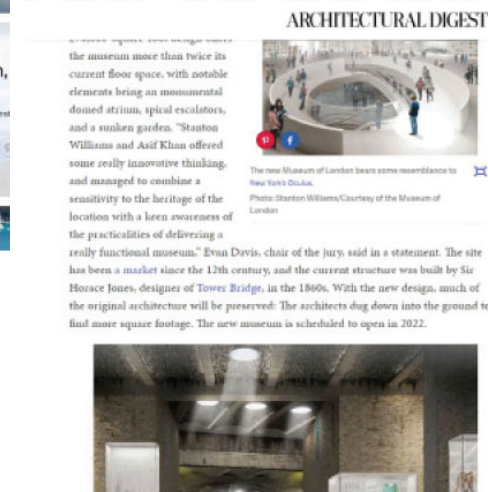
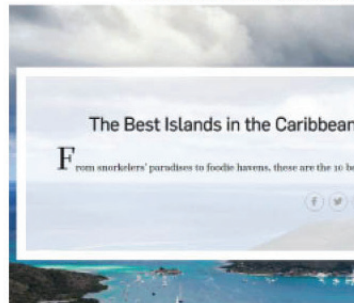
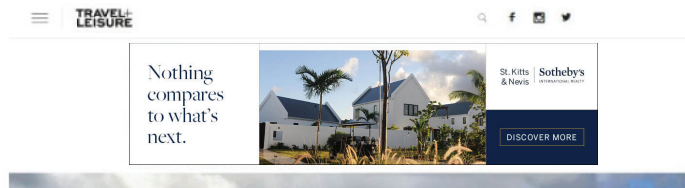
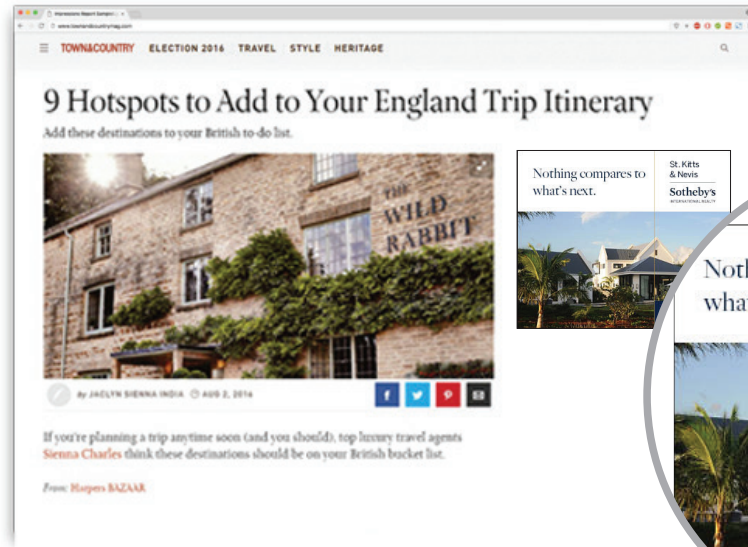
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

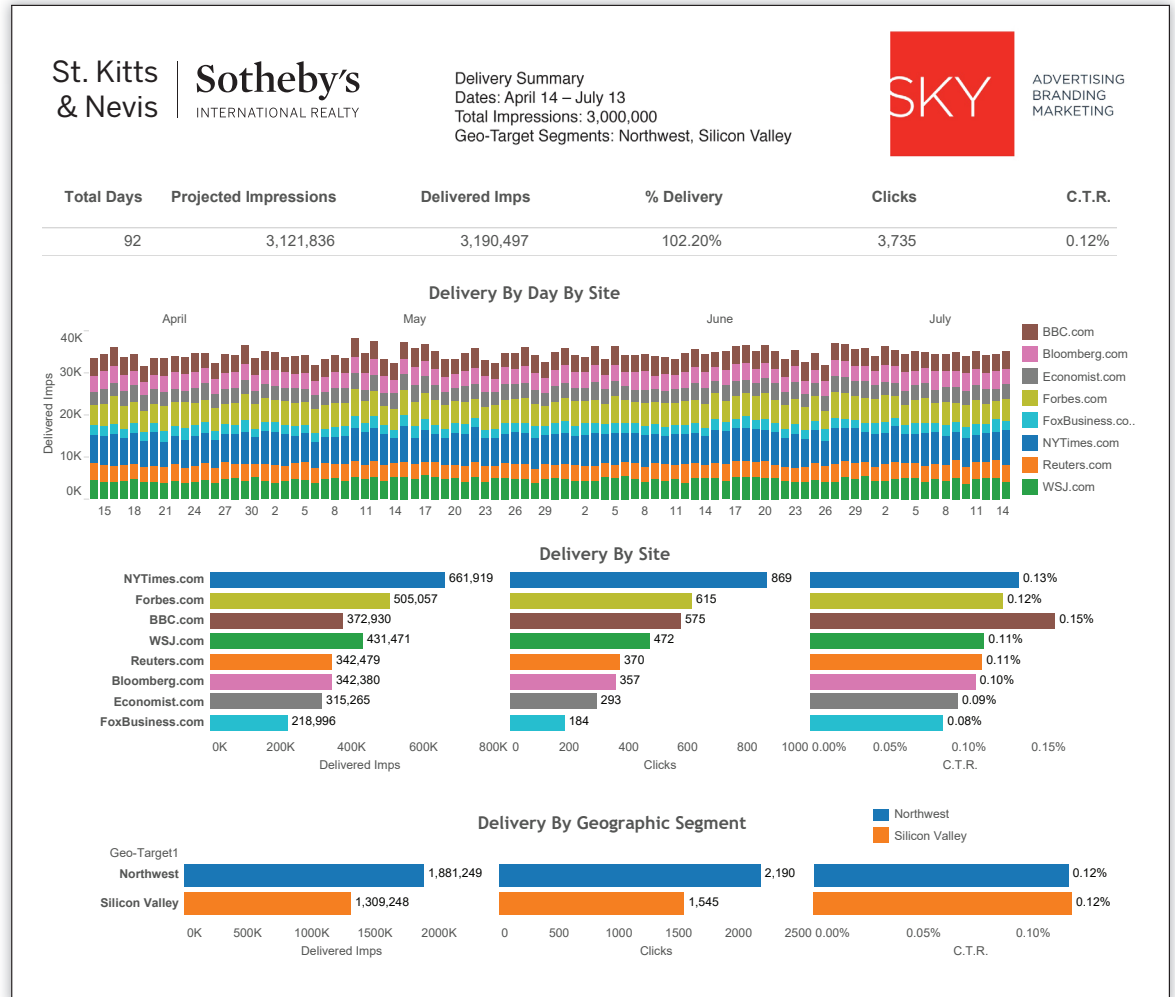


# Comprehensive Reporting For Your Customized Campaign

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 Toronto, New York Metro, Charlotte, Atlanta, South Florida and the UK.

The program, with a projected start date of January 1st will run for three months and deliver an estimated 3,000,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in Toronto, New York Metro, Charlotte, Atlanta, South Florida, and the UK in a premium editorial environment on top news and business/finance and lifestyle websites.
- A behavioral targeted banner segment, that will allow us to show banners to adults in the top 10% HHI who are Business Travelers who are interested in Caribbean Real Estate and living in Toronto, New York Metro, Charlotte, Atlanta, South Florida, and the UK.
- A behavioral targeted banner segment, that will allow us to show banners to adults in the top 10% HHI who are who are interested in four- and five-star hotels/resorts and living in Toronto, New York Metro, Charlotte, Atlanta, South Florida and the UK.

## SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, CNTraveler.com and more to extend the overall reach of the program.

## BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). Since this segment targets behavior first, the banners could end up showing on any site across the web.

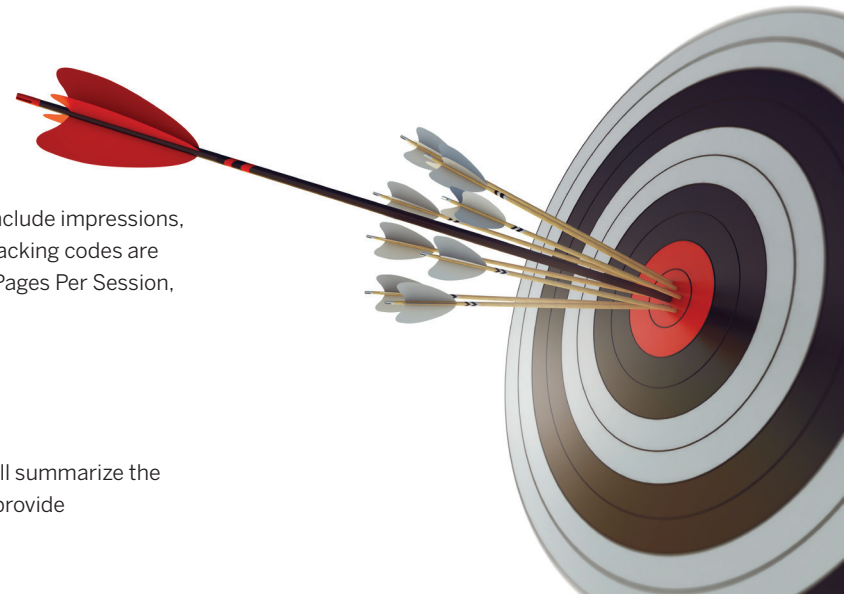
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

## MEASUREMENT

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

## REPORTING

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



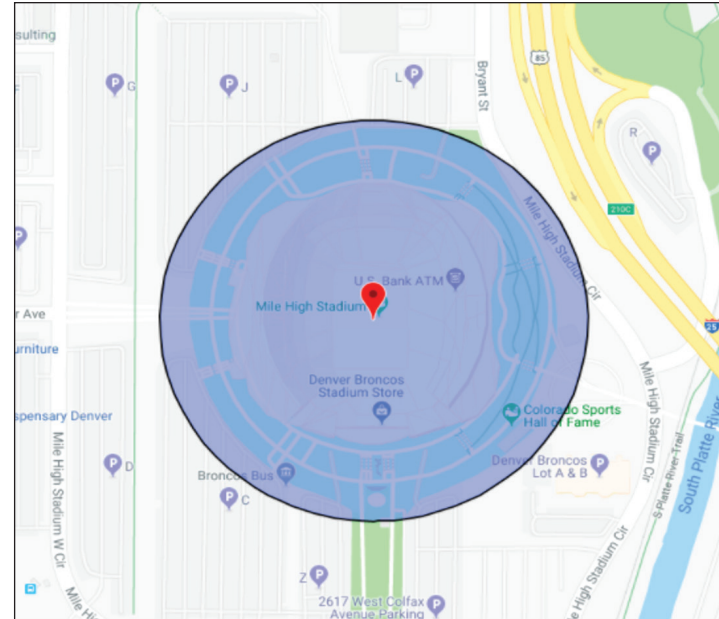
# Impressions Scheduling

		St Kitts SIR - Four Seasons														
Media	Geo-Target	January					February				March				Impressions	
		01	08	15	22	29	05	12	19	26	04	11	18	25		
NYTimes.com	Toronto, New York Metro, Charlotte, Atlanta, South Florida and the UK														1,050,000	
Forbes.com																
Barrons.com																
Investors.com																
Reuters.com																
FoxBusiness.com																
Fortune.com																
CNBC.com																
WSJ.com																
CNTraveler.com		Toronto, New York Metro, Charlotte, Atlanta, South Florida and the UK														
TravelandLeisure.com																
Custom Intent - Luxury Travelers interested in Caribbean Real Estate	Toronto, New York Metro, Charlotte, Atlanta, South Florida and the UK														1,100,000	
Behavioral - Interest in 5 Star Hotels	Toronto, New York Metro, Charlotte, Atlanta, South Florida and the UK														775,000	
<b>Total Digital</b>														<b>3,000,000</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

## OTT/VIDEO PREROLL

OTT or Over The Top is video programming transmitted via the Internet, not on traditional cable or broadcast. It reaches any type of internet connected device including Roku, Connected TV/SmartTVs, Fire TV Sticks, XBOX, PlayStation, Apple TV, Chromecast, and more.

Our OTT gets you to thousands of publishers and streaming exchanges on stations like: Sling TV, FuboTV, Pluto.TV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

## HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

OTT can extend the reach of a business that is currently doing broadcast TV or cable because OTT reaches audiences that have cut the cord to cable (cord-cutters), or those that have never had cable (cord-nevers) and you are able to reach a more targeted audience with OTT.

eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.

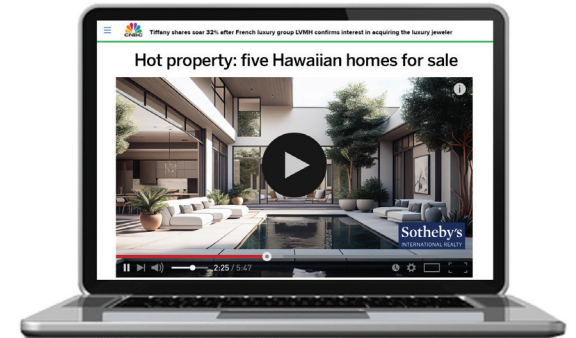


## YouTube Video Pre-Roll Ads

### WHY OTT?

Our OTT runs on Set Top Boxes, Game Consoles, and Smart TVs like Fire TV Sticks, XBOX, PlayStation, 4K FireTV, SmartTV, AppleTV, ChromeCast, Roku, and more. 100% of our impressions are served on Connected TVs.

We have direct inventory on hundreds of Apps and Providers. These cover a variety of content such as News, Sports, Entertainment, Lifestyle, Gaming, Health, Technology, and many more, depending on the targeting categories selected for your campaign. We have over 100,000 targeting categories to choose from and we can also use Artificial Intelligence to find the optimal audience. We have direct deals with large publishers and devices like Samsung TV, DIRECTV, NHL, Fox, local news stations,



Disney/ABC, AMC Networks, NBC Universal, National Geography, A+E Networks, Bloomberg, Discovery, the CW, and MLB to serve ads through direct connections. We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

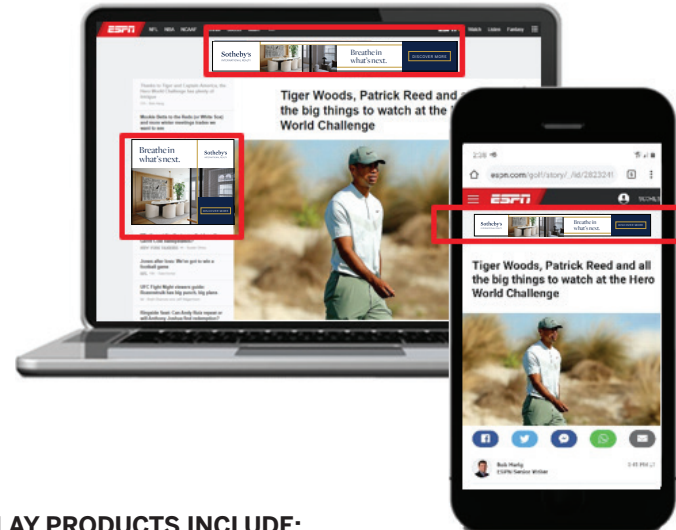
And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

**PRICE: STARTING AT \$1,500 PER MONTH**

# Comprehensive Digital

## DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



### TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences- target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

PRICE: STARTING AT \$1,500 PER ONE MONTH

# Comprehensive Digital

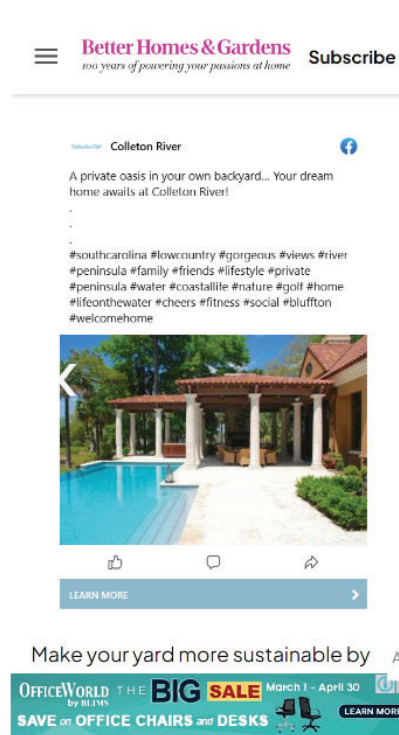
## SOCIAL MIRROR ADS

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.

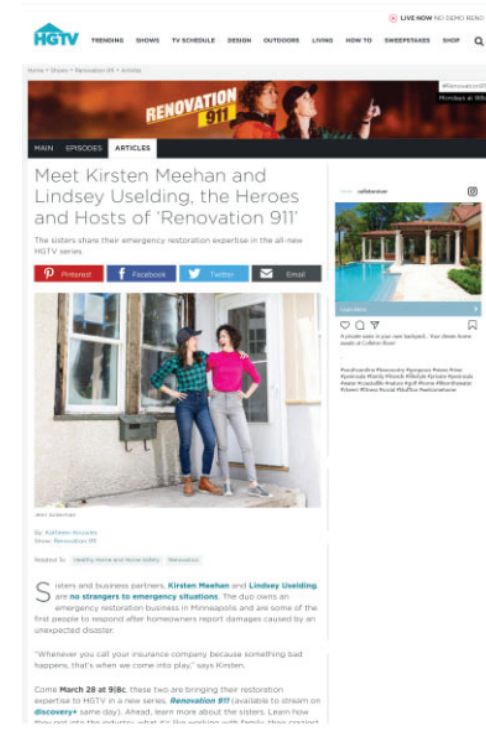
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

# Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing or website.

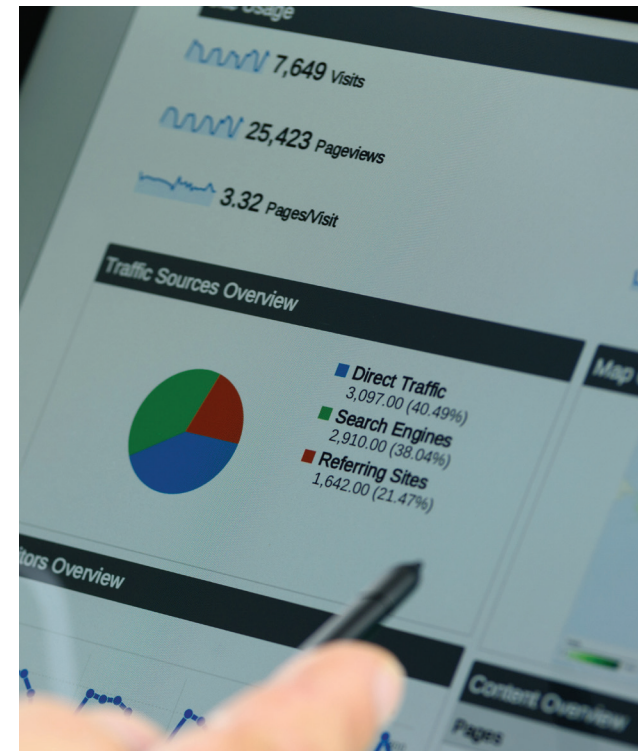


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

PROGRAM COST  
\$750 CAMPAIGN SET UP  
\$5,000/MONTH



# Google AdWords

## GEOTARGETING

- New York Metro
- Toronto
- Charlotte
- Atlanta
- South Florida
- UK

## AUDIENCES & DEMOGRAPHICS

Which can include:

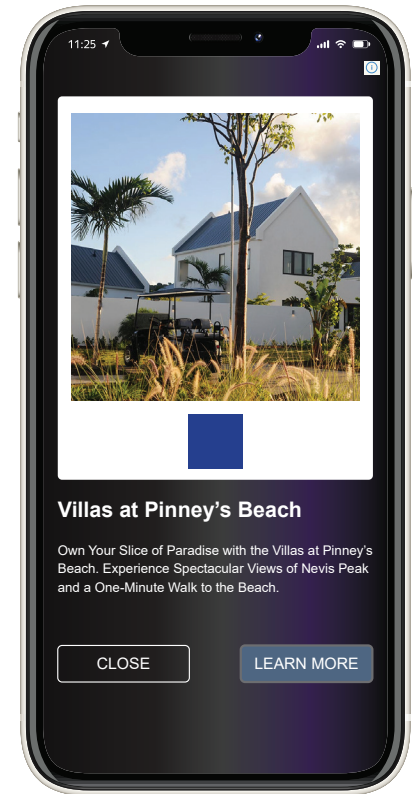
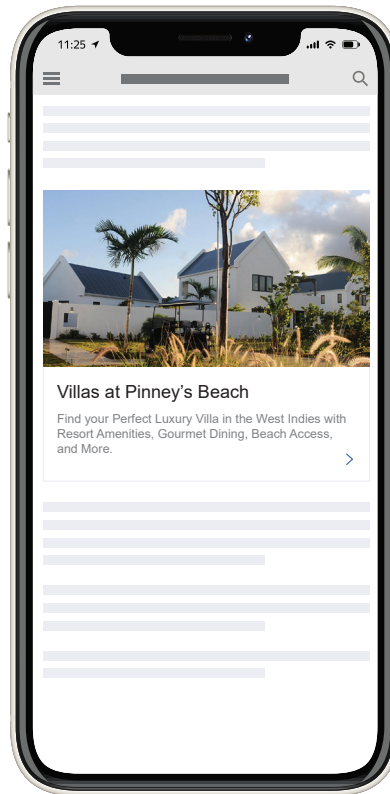
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Trips to the Caribbean
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting

## DESCRIPTIONS/LONG HEADLINES

- Find your Perfect Luxury Villa in the West Indies with Resort Amenities, Gourmet Dining, Beach Access, and More.
- Extraordinary Fully Furnished Villas in the West Indies. Register Today with Four Seasons to Find Your Dream Beach Home.
- Own Your Slice of Paradise with the Villas at Pinney's Beach. Experience Spectacular Views of Nevis Peak and a One-Minute Walk to the Beach.

## SHORT HEADLINES

- Villas at Pinney's Beach
- Four Seasons Resort Estates
- Nevis, West Indies
- Luxury Villas
- Register Today



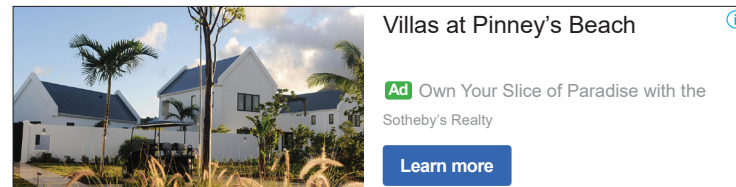
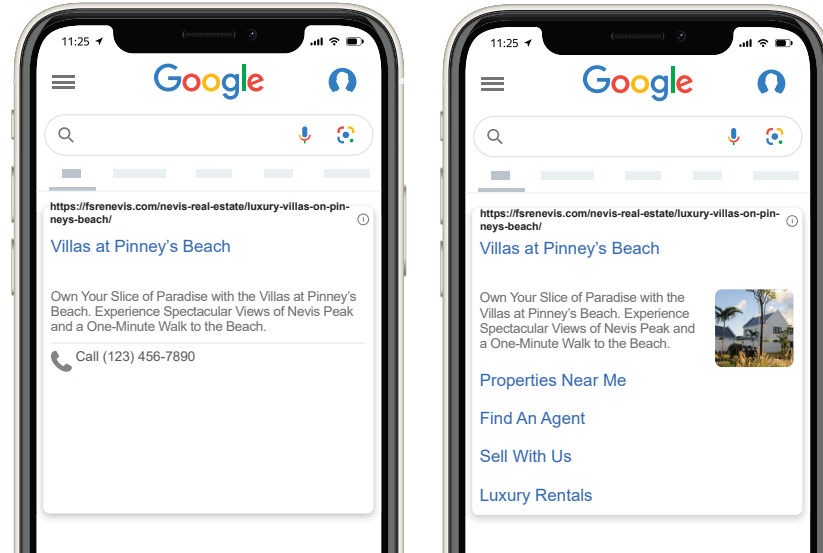
# Google AdWords

## ESTIMATED MONTHLY SEARCHES:

- 7,800

## KEYWORD SAMPLE:

- "luxury home for sale west indies"
- "nevis luxury real estate"
- "luxury villa for sale caribbean"
- "west indies luxury home for sale"
- "luxury real estate nevis"
- "west indies resort developments"
- "luxury listings nevis west indies"
- "furnished home for sale west indies"



Ad - <https://fsrenevis.com/nevis-real-estate/luxury-villas-on-pinneys-beach/> (123) 456-7890

### Villas at Pinney's Beach

Find A Home That Suits Your Lifestyle. For Those Who Seek An Exceptional Home And Life, There Is Sotheby's International Realty.

**Properties Near Me**  
Homes for Sale in Your Area  
Listings From Brokers Near You

**Sell With Us**  
List Your Home  
Be Where the World is Looking

**Find An Agent**  
Worldwide Agents  
Local Experts

**Luxury Rentals**  
Homes for Rent in Your Area  
Exclusive Listings



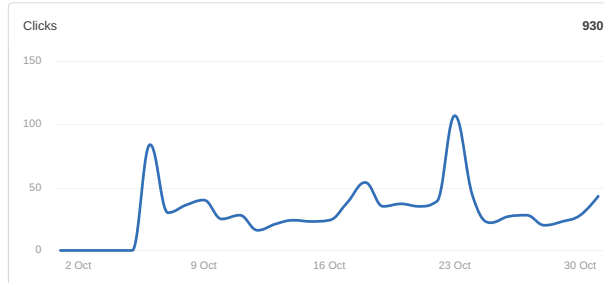
# Google AdWords

## CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.

### Four Seasons Residences

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



Showing 9 of 9 Rows

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

Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"home for sale boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

# Google AdWords

## MONTHLY REPORTING

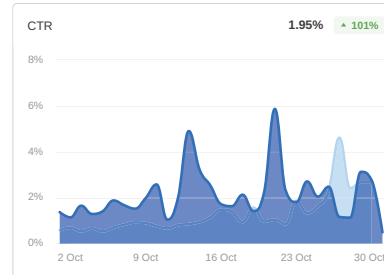
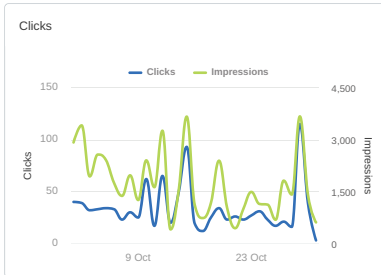
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



Four Seasons Residences  
October 2023

## Four Seasons Residences

### October KPI's



Total Impressions ▼ 46%

**53,704**

Total Clicks ▲ 9%

**1,049**

Phone Calls ▲ 71%

**12**

Interaction Rate ▲ 218%

**4.17%**

CTR ▲ 101%

**1.95%**

Average CPC ▲ 7%

**\$0.94**

### Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

### Keywords

Showing 23 of 23 Rows

KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
michael rankin dc	40	114	40
va real estate agent	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean realty	1	1	1



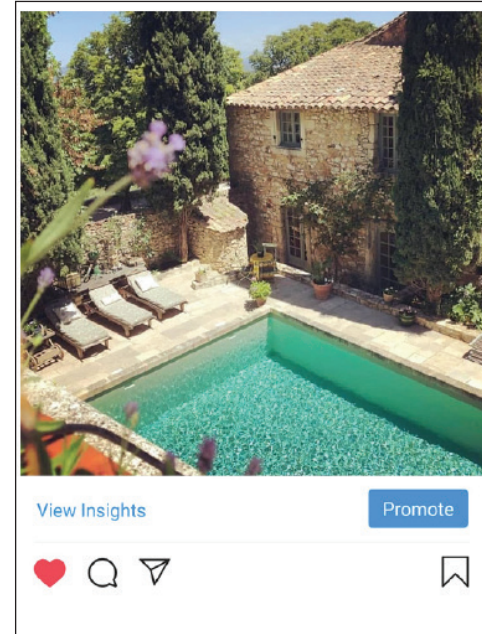
# Conde Nast UK

## 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.

---

INSTAGRAM POST: \$ 2,750



DIGITAL

# Country Life

## E-NEWSLETTER DEDICATED SEND

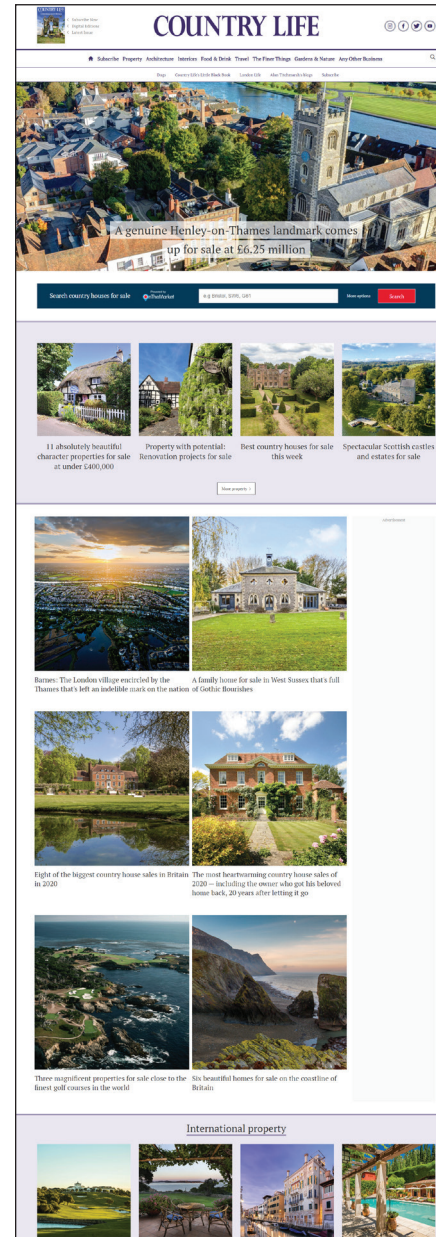
PRICE: \$1,850

## SOCIAL MEDIA POSTS

PRICE: \$4,000

## CUSTOM CONTENT

PRICE: \$4,000



# Elite Traveler

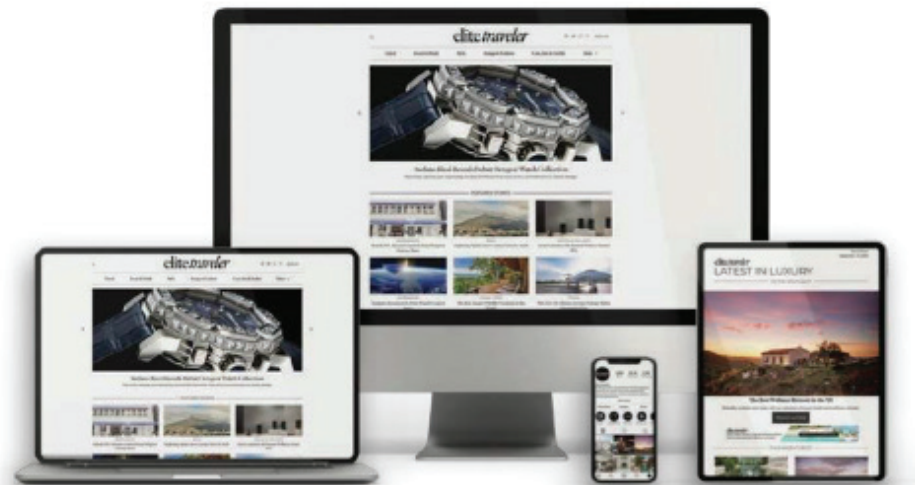
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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



# 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 76,216 Yachts 774 Watches 1,382 Jets 66 Helicopters 35 Embroideries 6 Jewelry 2,099

**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**

<b>Ferrari 488 GTB</b> Ipsland, CA, United States \$71,999	<b>Chevrolet Corvette</b> Ipsland, CA, United States \$4,785,907	<b>Shannan Villa Over...</b> Ipsland, CA, United States \$45,999	<b>Ram 2500</b> Ipsland, CA, United States \$45,999
<b>Rio 109 - Luxury pe...</b> Rio De Janeiro, Brazil \$4,463,559	<b>Audi S7</b> Ipsland, CA, United States \$34,999	<b>McLaren 550C</b> Ipsland, CA, United States \$199,999	<b>Ferrari California</b> Ipsland, 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 Codecas 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 Banky 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 rags-to-riches and Gen-Z CEOs**  
JamesEdition is revealing the car-buying habits of wealthy petrochemicals. 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

Home Real Estate

**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**

<b>5 Bedrooms - Pent...</b> \$2,734,418	<b>Stunning Sherwoo...</b> Lake Sherwood, CA... \$3,250,000	<b>Enviably Estate By ...</b> Langgiri, MA, Indi... \$2,995,900	<b>Modern Apartment...</b> New York, Indi... \$2,724,332
<b>Elegant French Styl...</b> Bainoa, Algier... \$8,800,000	<b>Playa Nix</b> Playa, Mexico \$12,000,000	<b>Koningshof</b> Convers, Netherlan... \$8,759,573	<b>Magnificent Seclu...</b> Horseshoe, Indi... \$3,950,000
<b>Extraordinary Ocea...</b> Swanport, MA, U... \$5,990,000	<b>Maimok Paradise ...</b> Maimok, Arabi... \$2,750,000	<b>Kiltreagh House</b> Nangh, Ireland \$2,630,261	<b>7+/- Acres for pote...</b> Matthews, NC, U... \$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 ranking 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 2019-05-23  
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

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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.

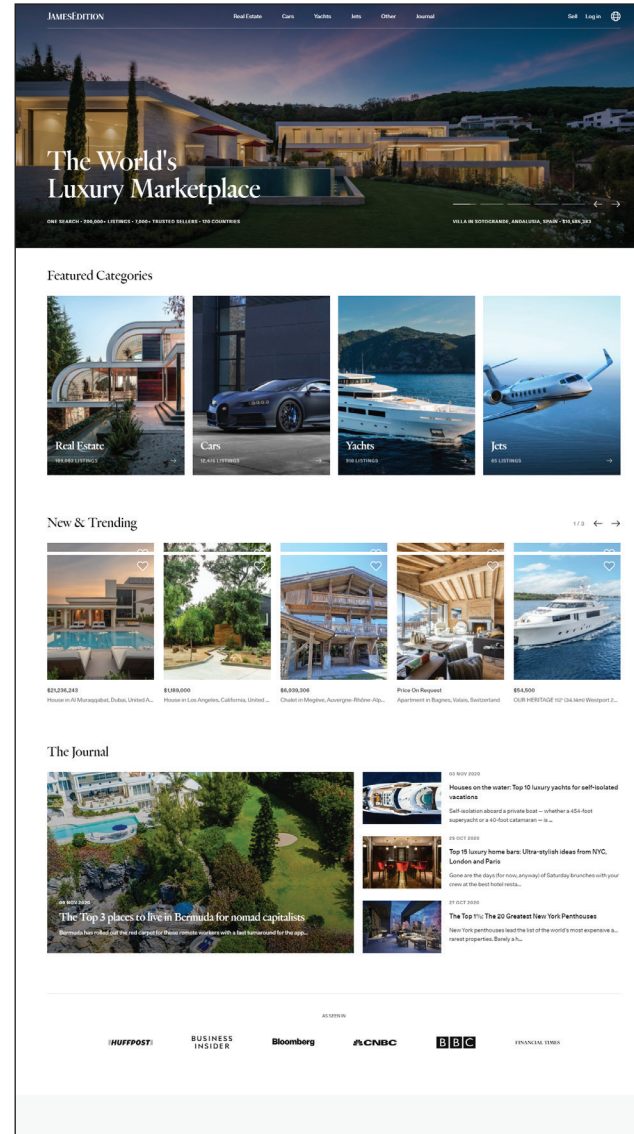
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000/MONTH

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600/MONTH



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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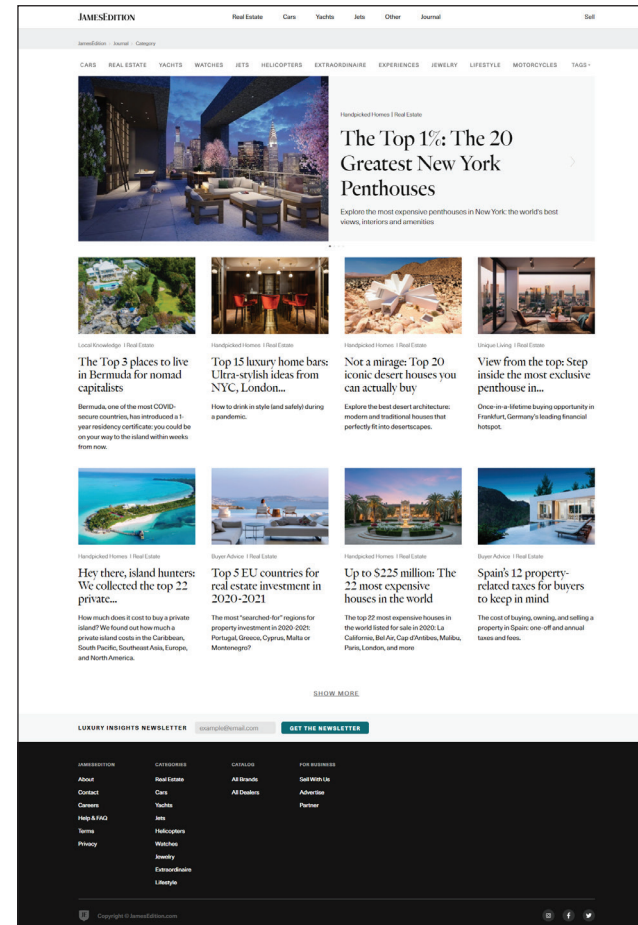
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

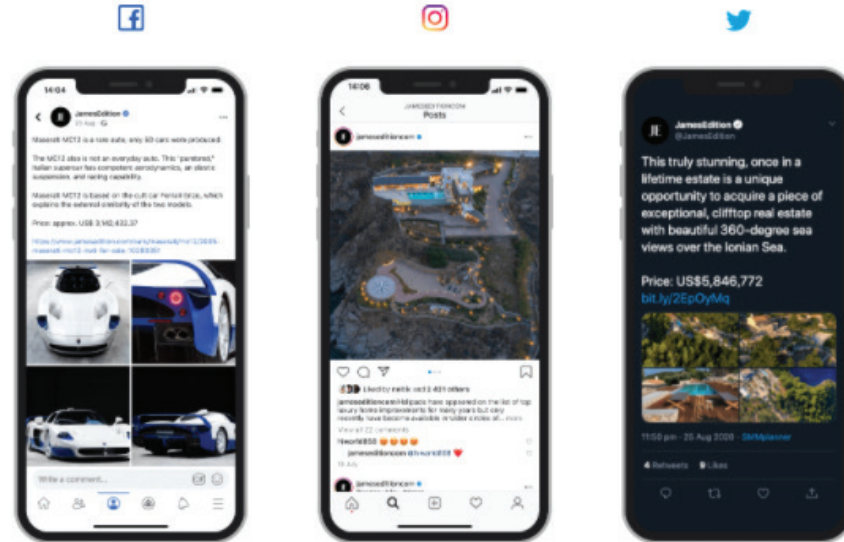
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- 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 social media post from 'TRACK RECORD' with a video player and several text-based promotional blocks. The main headline reads 'Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun'. Below this is an aerial view of the resort and a video player. The text blocks provide details about the course's location, design, and amenities, including mentions of the '18 Cardonal' course and the resort's facilities like the spa and fitness center. The post includes social sharing options and a 'Jetset Magazine' logo with a call to action to 'START YOUR SUBSCRIPTION TODAY!'.



# 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.



# NYTimes.com

## FEATURED PROPERTY MODULE

Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.


- Average CTR is between 0.36-0.55%

PRICE: \$3,000/WEEK

4x Minimum

FEATURED PROPERTIES

ADVERTISEMENT



**Una**  
Residences  
BRICKELL WATERFRONT  
**From \$2 million**  
175 SE 25th Rd. Miami, FL  
2-5 BR | 2-6.5 BA | Luxury  
Condos

Una Residences  
info@unaresidences.com

# Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

## CUSTOM E-MAIL.

PRICE: \$3,000 PER WEEK



## SPONSORED CONTENT

Custom article written and created by our editors to showcase your company. Posted on oceanhomemag.com, your article will be tailored to meet your marketing objectives and highlight your unique brand and properties.

- 800-1,000 words + 4-6 images.

PRICE: \$3,000

## SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

INSTAGRAM: \$700

FACEBOOK: \$575

FACEBOOK/INSTAGRAM AD: \$1,300/MONTH

**OCEAN HOME** 2021 MAGAZINE

**OCEANHOME EXCLUSIVE**

**FOUR SEASONS PRIVATE RESIDENCES ANGUILLA**

**FROM A PENTHOUSE YOU CAN SEE FOREVER**

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Westler-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

**OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN**

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500. per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

[SALES@OCEANHOMEMAG.COM](mailto:SALES@OCEANHOMEMAG.COM)

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

**RS**

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

# RobbReport.com

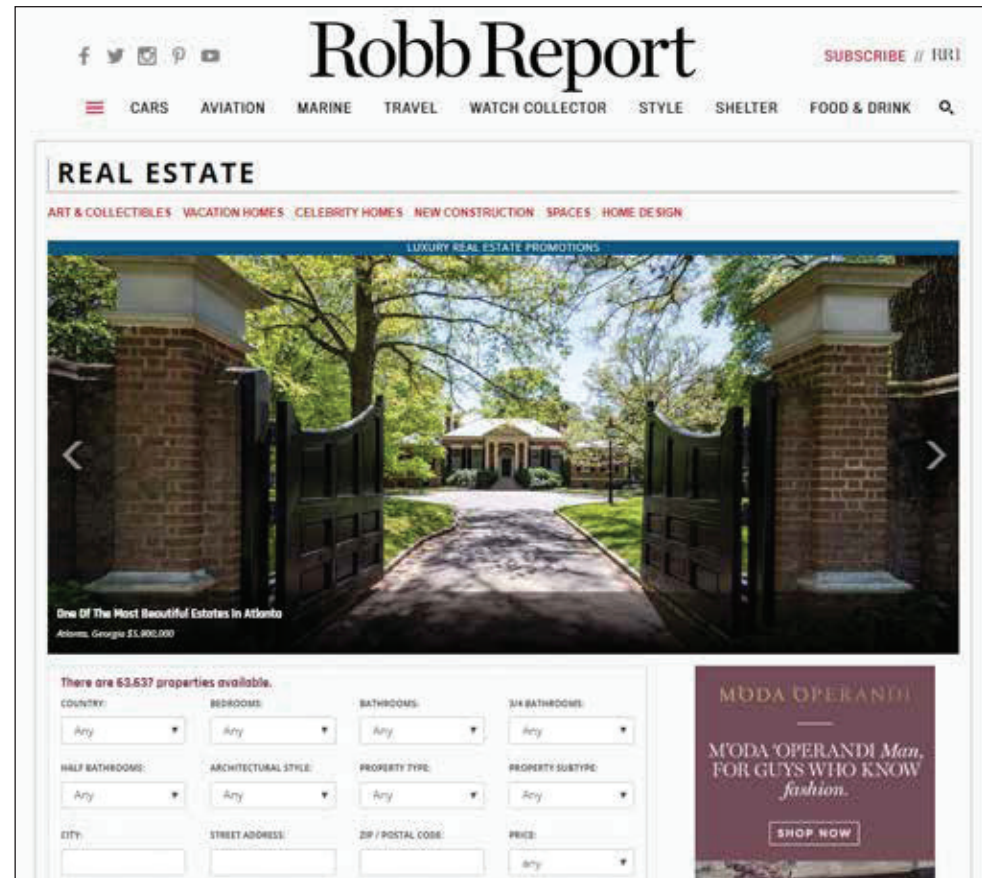
## REAL ESTATE MEDIA BAR

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)

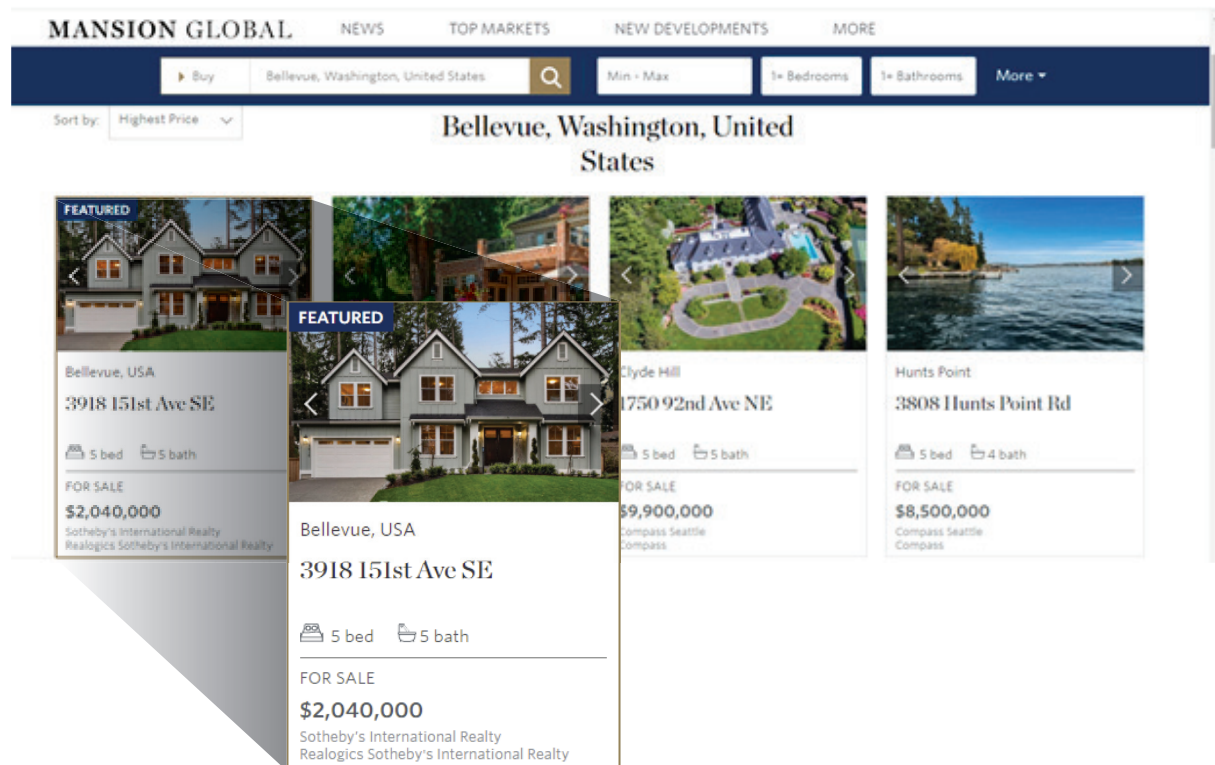
## FEATURED PROPERTY UPGRADES

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 NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

### INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PRICE: \$1,250 90 DAYS

Buy Luxury properties by location

San Francisco  
**706 Mission**  
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE

VIEW MEDIA

SHARE [Icons] SAVE

**DESCRIPTION**

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

Read More

**AMENITIES** [View Gallery](#)

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

Show More

**NEIGHBORHOOD**

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews

SHOP NOW

# The Wall Street Journal Online (WSJ.com)

## WEEKLY ENEWSLETTER

- Out on Fridays
- **100%** SOV
- **50,000** Opt in subscribers

PRICE: \$1,775

[Trouble viewing this email? View in web browser.](#)

THE WALL STREET JOURNAL.



REAL ESTATE

**Coronavirus is baring its teeth** to the spring real-estate market. [Mansion's Katherine Clarke reports](#) that new home listings dropped a staggering 27% in late March and early April. For perspective, new listings increased by an average of about 50% between March 1 and April 5 in both 2018 and 2019.

It's a harsh reality for homesellers who had their hopes up, and agents who were looking forward to what's normally a busy season for the industry. "People are definitely holding back until people can physically come and see the space," Douglas Elliman's Frances Katzen told our reporter. "They want to see a return to normalcy again before they list."

The pandemic is also threatening to rock a shaky condo market in New York. Oversupply and retreating foreign buyers already loomed large over condo developers. Now, halting construction has thrown project timelines into disarray, forcing developers to renegotiate maturing loans and source cash to recapitalize their buildings and buy more time. [Read more here.](#)

### Do air purifiers and filters kill viruses?

In Houston, a [high-stakes divorce battle](#) between Ed Bosarge and his wife, Marie Bosarge, provides a rare glimpse into the secretive and complex mechanisms ultrahigh-net-worth individuals use to buy real estate and move their money around the globe. Mrs. Bosarge is accusing her billionaire husband of using a complex web of trusts and limited liability companies to prevent her from accessing cash and the 13 homes they acquired together.

Finally, we look at how [security personnel have come to feel like part of the family](#) in gated communities. "It's more hospitality-driven than policing," one homeowner told us.

And remember: Keep sending your real estate-related questions by replying to this email. 📧

Happy reading!

*-Kerry Barger, digital editor of Mansion*

## Coronavirus Batters Spring Home-Selling Season, as New Listings Drop 27%



JIM BARTISCH

[By comparison](#), new listings rose by an average of about 50% between March 1 and April 5 in 2018 and 2019.

## Coronavirus Forces New York Condo Developers Into a Race Against Time



MICHAEL NAGEL/REUTERS/GETTY IMAGES

As construction across the city screeches to a halt, developers reckon with [how to keep their projects funded](#) while the pandemic rages on.



# The Wall Street Journal Online (WSJ.com)

## MANSSION GLOBAL DAILY (M-F) E NEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **17,000** Opt in subscribers

PRICE: \$3,680

View in your browser

**Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.**



**Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?**  
A snapshot and look at where prices are going. [Read More](#)

**BY THE NUMBERS**

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,900,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8518 McLean, Toronto, ON	\$12,900,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,900,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,378,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

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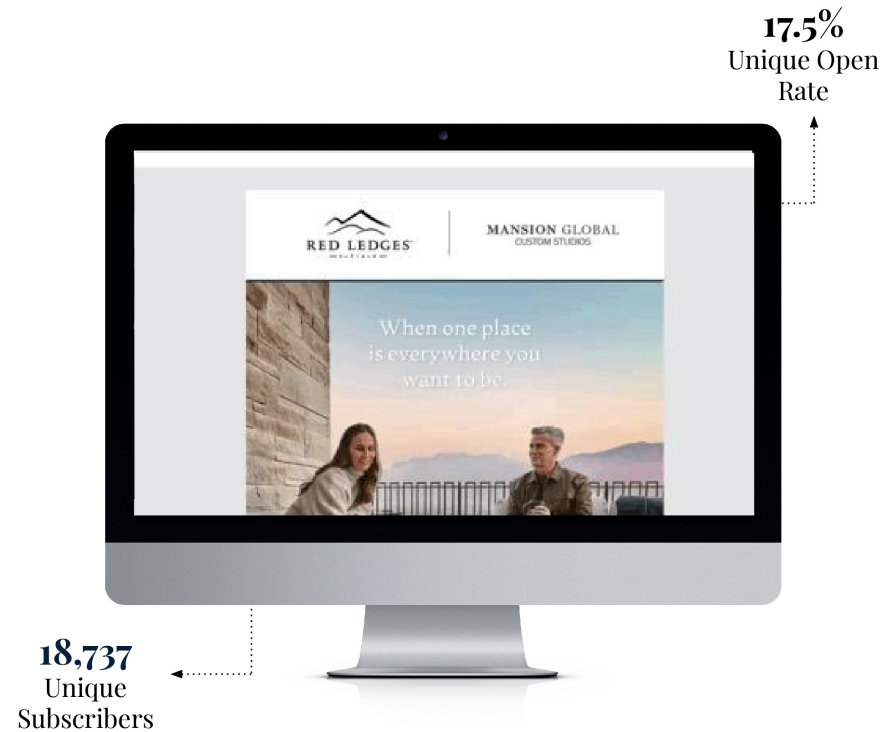
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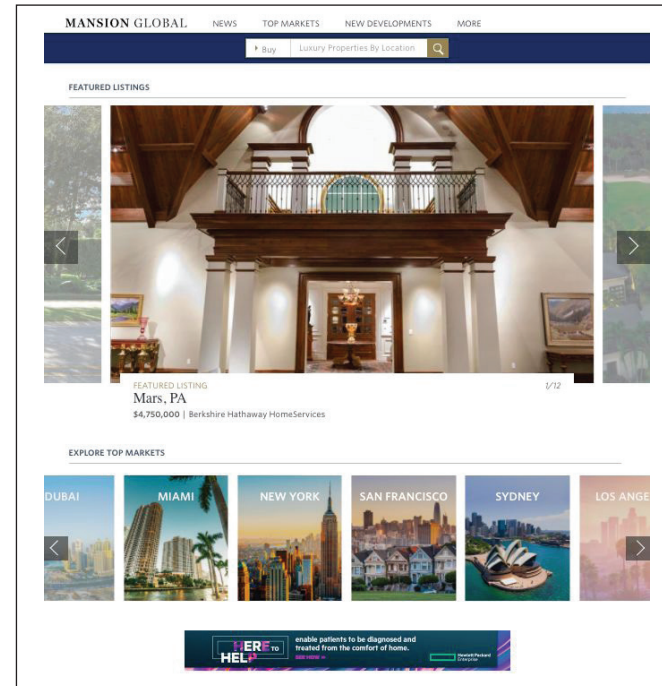


# The Wall Street Journal Online (WSJ.com)

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

PRICE: \$1,275/MONTH



# Boat International e-Newsletter

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

PRICE: \$750



The screenshot shows the 'BOAT BRIEFING' section of the Boat International website. At the top, there's a navigation bar with the 'BOAT' logo and a link 'No Images? Click here'. Below the navigation bar is a large image of a boat's steering wheel with the text 'BOAT BRIEFING' overlaid. Underneath, there's a section titled 'DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS' with an 'Inmarsat' logo. The main content is divided into two sections: 'LATEST BROKERAGE NEWS' and 'LATEST YACHT NEWS'. Each section contains several article cards, each with a small image of a yacht, a headline, and a 'READ MORE' button. The 'LATEST BROKERAGE NEWS' section includes articles about Benetti Harmony III, Benetti Rutila E, Codecasa Regina d'Italia II, and Trinity La Dea II. The 'LATEST YACHT NEWS' section includes articles about a new 60 metre Amels motor yacht, Lürssen's 130 metre+ Project Lightning, and Turquoise Yachts' Project Nautilus.

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

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**THE WALL STREET JOURNAL.**  
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**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 two 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.

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# 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**

PRICE: \$760

**The New York Times**  
 Today, don't forget to vote and don't miss the Thanksgiving Eve special. All editions, check, serving you with high-quality journalism every day.

**Web's Far Right Can Hear Itself As Trump Talks**  
 By KEVIN ROOSE and JILL IBRIDO  
 On Wednesday, someone after another Trump supporter posted a fiery critique of today's election. "I'm not a Republican," one wrote. "I'm a Trump supporter." Another wrote, "I'm not a Republican. I'm a Trump supporter." These posts, which appeared on the pages of the New York Times, were not the work of a lone troll. They were the work of a growing number of people who see themselves as part of a new political movement. They are not Republicans. They are not Democrats. They are not anything else. They are just Trump supporters.

**Edge in Polls Might Not Tip House Seats**  
 By NATE CIVERT  
 Democrats expect good news from the House election on Tuesday. A wide margin, with several seats in jeopardy, would give them a clear path to victory. But there are a few things that could change that. One is the possibility that the House will be controlled by a coalition of Democrats and Republicans. Another is the possibility that the House will be controlled by a coalition of Democrats and Independents. A third is the possibility that the House will be controlled by a coalition of Democrats and Libertarians.

**Chearing the Spread of Once-Fringe Views**  
 By KEVIN ROOSE and JILL IBRIDO  
 On Wednesday, someone after another Trump supporter posted a fiery critique of today's election. "I'm not a Republican," one wrote. "I'm a Trump supporter." Another wrote, "I'm not a Republican. I'm a Trump supporter." These posts, which appeared on the pages of the New York Times, were not the work of a lone troll. They were the work of a growing number of people who see themselves as part of a new political movement. They are not Republicans. They are not Democrats. They are not anything else. They are just Trump supporters.

**It's Not Heaven, It's Brooklyn**  
 The 20,000 runners in this year's New York City Marathon enjoyed blue skies, overcast conditions and a fast course. Pages F2-F3.

**Spending Millions in a Bid to Avoid Sanctions**  
 By BENJAMIN SVETKEY  
 The U.S. is pushing back against a Russian law that would force American companies to divest themselves of assets in Russia. The law is part of a broader effort to pressure Russia to change its policies on human rights and the environment.

**Partisan Rhetoric Of New Query On the Census**  
 By MICHAEL WINDY  
 A new survey of Americans about the 2020 census has been criticized for its partisan bias. The survey was conducted by a group of people who are known for their support of Donald Trump.

**Called to Serve, Utah Mayor Always Answered**  
 By JEFF TREMPER  
 A Utah mayor who served in the military for 20 years has been elected to a second term. He is known for his dedication to public service and his commitment to his community.

**Offering Little Pool, Russian Accuses Georgia Rival of 'Hack'**  
 By RICHARD HENNEY  
 A Russian rival of a Georgia politician has accused the politician of being a "hack" for offering a small pool of money to a rival candidate.

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# The New York Times

## THE SUNDAY REAL ESTATE

Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- Circulation: **403,748**
- Sunday: **972,774**
- Male / Female ratio: **51% / 49%**
- Median HHI: **\$193,586**
- Average HHI: **\$359,826**
- Median Age: **50**

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### THE HAMPTONS NORTH?

**The Hudson Valley is starting to resemble that stretch of Long Island.**

**By JILL SACKOR**  
For some time, the Hudson Valley was regarded as a quiet, rural landscape. But in the past few years, the area has become a hotbed of activity. The region is attracting a growing number of people who are looking for a second home. The area is also becoming a popular destination for people who are looking for a more affordable second home. The area is also becoming a popular destination for people who are looking for a more affordable second home.

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Sandbanks | Exuma  
6 BR | 7.5 BA  
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Eric Santorino  
Elite Agent  
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PRINT

# Conde Nast UK

Vogue, House and Garden, Tatler, and GQ have a unique readership of affluent, upmarket individuals for whom luxury living is a high priority.

- Readership: 1,559,000
- Average Age: 41
- Circulation: 205,080

## DISTRIBUTION

London, Avon, Bedfordshire, Berkshire, Buckinghamshire, Dorset, Essex, Gloucestershire, Hampshire, Hereford & Worcestershire, Hertfordshire, Isle of Wight, Kent, Oxfordshire, Somerset, Suffolk, Surrey, Sussex.

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PROPERTY LISTING 4 MAGAZINES + INSTAGRAM  
\$10.000

The image shows a collage of four magazine covers: GQ (October 2020), House & Garden (The Design and Decoration Issue), Tatler (October 2020), and Vogue (The Big Fashion Issue). These are overlaid on a real estate advertisement for a property at 300 International Drive #2501 in Baltimore, Maryland. The advertisement features a large window view of the city and water, two modern armchairs, and a coffee table. The text in the advertisement includes the address, location (Baltimore, Maryland), and contact information for Alex Lerner, a Travelstead agent. The Travelstead logo and contact details are also present.

# Country Life

Launched in 1897, Country Life Magazine is one of Britain's best known and respected magazine that has, for 120 years, celebrated the greatest British architecture, property, interior design and gardens.

Country Life International offers beautiful advertising pages showcasing the latest properties for sale. Not only this, its dedicated editorial team provides opinion and thought-provoking content and stunning photography that is critical to anyone seriously interested in realising their dream of living in a beautiful home abroad. Its content is fresh and relevant, ensuring readers return to the magazine time and time again. Buyers can find the best new villas and luxury houses for sale in Europe, North America, the Caribbean and beyond.

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

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PRICE: \$3,300 FULL PAGE



# Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

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

QUARTER PAGE: \$4,000  
 TRIPLE PROPERTY SPOT: \$2,250  
 PROPERTY SPOT: \$750

Global

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## House & Home

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# Ocean Home Magazine

## THE LUXURY COASTAL LIFESTYLE PUBLICATION

Ocean Home is an award-winning coastal lifestyle magazine dedicated to inspiring and educating readers with in-depth articles on exclusive homes and designers, insightful, first-person reports on luxurious resorts and informative stories on must-have products and accessories.

Every issue of Ocean Home inspires and educates highly affluent readers about the world's most exceptional oceanfront architecture, interior design, exclusive resorts and luxury lifestyle.

- High Net Worth Coastal Homeowners
- Luxury Hotels & Resorts
- Private Jets & Luxury Aircraft

### Demographics

- Distribution: **50,000**
- Total Audience: **135,000**
- Geographic breakdown: **United States coastal areas, Canada, Caribbean**
- Average age: **51**
- Male / Female: **49% / 51%**
- Average HHI: **\$2,400,000**
- Net Worth: **\$9,600,000**
- Primary Residence value: **\$4,900,000**

FULL PAGE + DIGITAL BANNERS: \$3,500

NAPA VALLEY, CALIFORNIA



CampusEstateAndVineyards.com  
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PRIVATE PARADISE / FIRE ISLAND CHIC / OUTDOOR LIGHTING

# OCEAN HOME

The Luxury Coastal Lifestyle Magazine  
ISSUE 1 - 2019/2020

## TOP HOMES

THE MOST EXCLUSIVE COASTAL HOMES ON THE MARKET IN 2019



DESTINATION CALIFORNIA  
MALIBU MODERN BY DOUG BURDGE,  
CLASSIC LUXURY IN MONTECITO

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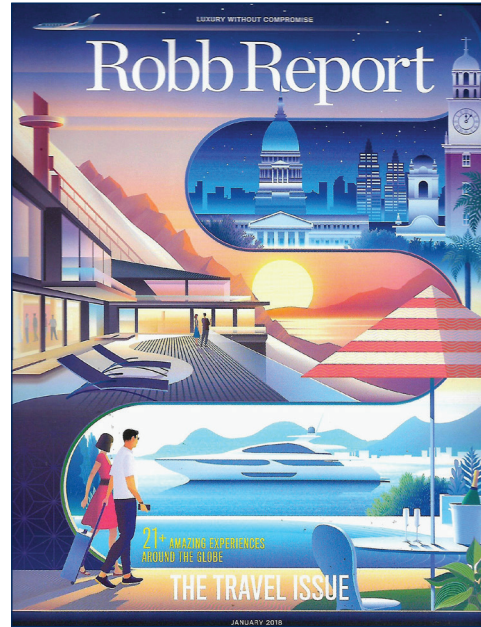
# Robb Report

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

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

FULL PAGE: \$12,000

Global



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ROSEWOODFARMSTATE.COM

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Schedule,  
Pricing & Reach  
2024



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# Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	January	February	March	Media Total	Reach
<b>Sotheby's Auction House: Print</b>						
Sotheby's Magazine	Advertorial - 2 page			\$ 10,500.00	\$ 10,500.00	20,000
Sotheby's Magazine	Full Page			\$ 3,640.00	\$ 3,640.00	20,000
<b>Sotheby's Auction House: Digital</b>						
Sotheby's Bespoke Geo-Targeted Emails	Email					
Sotheby's Bespoke Geo-Targeted Emails	Canada, New York, Florida, UK, Georgia	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 7,500.00	75,000
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	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 7,350.00	3,000,000
Million Impressions	Targeting - Canada, NY, Charlotte, Atlanta, South Florida					
<b>Google Adwords</b>						
Google Adwords	Digital PPC program	\$ 5,750.00	\$ 5,000.00	\$ 5,000.00	\$ 15,750.00	23,400
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Display	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
Video Pre-roll OTT	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	180,000
<b>Geofencing - Event and Location</b>						
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 15,000.00	\$ 18,000.00	180,000
<b>Conde Nast UK</b>						
Conde Nast UK	Instagram	\$ 2,750.00	\$ 2,750.00	\$ 2,750.00	\$ 8,250.00	600,000
<b>Elite Traveler</b>						
Online Real Estate Showcase	Online Real Estate Showcase		\$2,500		\$ 2,500.00	100,000
<b>JamesEdition</b>						
Rotating Gallery Home Page	Featured Banner	\$ 2,000.00			\$ 2,000.00	750,000
Rotating Gallery Real Estate Page	Featured Banner		\$ 1,600.00		\$ 1,600.00	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	\$ 2,000.00	296,000
<b>JetSet Magazine</b>						
JetSet Magazine	Annual Global Campaign		\$2,500		\$ 2,500.00	2,140,000
<b>NYTimes.com</b>						
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00	\$ 6,000.00	\$ 3,000.00	\$ 12,000.00	166,809
<b>Robbreport.com</b>						
Robbreport.com	Real Estate media bar	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 4,050.00	18,000
<b>WSJ.com</b>						
Mansion Global Homepage	Mansion Global Homepage	\$ 2,650.00		\$ 2,150.00	\$ 4,800.00	328,000
Mansion Global New Development Profile	Profile page - 3 months		\$1,250		\$ 1,250.00	
WSJ.com e-Newsletter	Friday e-Newsletter	\$ 1,775.00	\$ 1,775.00	\$ 1,775.00	\$ 5,325.00	150,000
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00			\$ 3,680.00	17,000
Mansion Global Custom email	Custom email			\$ 5,000.00	\$ 5,000.00	17,000
Property upgrades	Property upgrades		Bonus	Bonus	\$ -	
Mansion Global Homepage	Featured Listing Module		\$ 1,275.00		\$ 1,275.00	164,000
<b>Yachting E-newsletter</b>						
Boat International	Boat International	\$ 750.00			\$ 750.00	25,600
<b>Ocean Home</b>						
Custom E-Mail	Custom E-Mail	\$ 3,000.00			\$ 3,000.00	22,000
Facebook Post	Facebook Post		\$ 575.00		\$ 575.00	21,600
Instagram Post	Instagram Post		\$ 700.00		\$ 700.00	21,800
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,500.00			\$ 1,500.00	43,400
Sponsored Content	Sponsored Content		\$ 3,000.00		\$ 3,000.00	38,199
<b>Country Life</b>						
Country Life	E-Newsletter Dedicated Send	\$ 1,950.00			\$ 1,950.00	25,000
Country Life	Social Media Video Package			\$ 4,000.00	\$ 4,000.00	
Country Life	Custom Content		\$ 4,000.00		\$ 4,000.00	
<b>Luxury Estate</b>						
Luxury Estate	Showcase Listing + Elite Listing Packages		\$3,250		\$ 3,250.00	

# Proposed Schedule, Pricing & Reach 2024

**Print**

<b>The Wall Street Journal</b>							
The Wall Street Journal - Eastern Region	Quarter Page	\$ 18,750.00	\$ 18,750.00	Bonus	\$ 37,500.00		1,500,000
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>Conde Nast UK</b>							
Conde Nast UK	Property listing 4 Magazines + Instagram			\$ 10,000.00	\$ 10,000.00		205,080
<b>Conde Nast Magazines Regional Pages</b>							
Conde Nast Traveler - South Florida	Full Page			\$ 3,810.00	\$ 3,810.00		14,000
Conde Nast Traveler - Manhattan	Full Page			\$ 2,340.00	\$ 2,340.00		7,000
<b>Country Life</b>							
Country Life	Full page			\$ 3,300.00	\$ 3,300.00		40,000
<b>Financial Times</b>							
Financial Times	1/4 page	\$ 4,500.00			\$ 4,500.00		210,457
Financial Times	Triple Property Spot		\$ 2,250.00		\$ 2,250.00		210,457
Financial Times	Property Spot			\$ 750.00	\$ 750.00		210,457
<b>Ocean Home</b>							
Ocean Home	Full page + Digital Banners		\$ 3,500.00		\$ 3,500.00		70,000
<b>Robb Report</b>							
Robb Report	Full Page			\$ 12,000.00	\$ 12,000.00		100,000
<b>TOTAL</b>					\$ 247,305.00		15,466,575

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