



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Seven Pines Advertising and Marketing Program



Kurfiss

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 Seven Pines

SKY Advertising is excited to present to Kurfiss Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Seven Pines.

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 New Hope , PA.

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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Sotheby's  
Auction House  
Offerings



Sotheby's  
EST. 1744

## 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

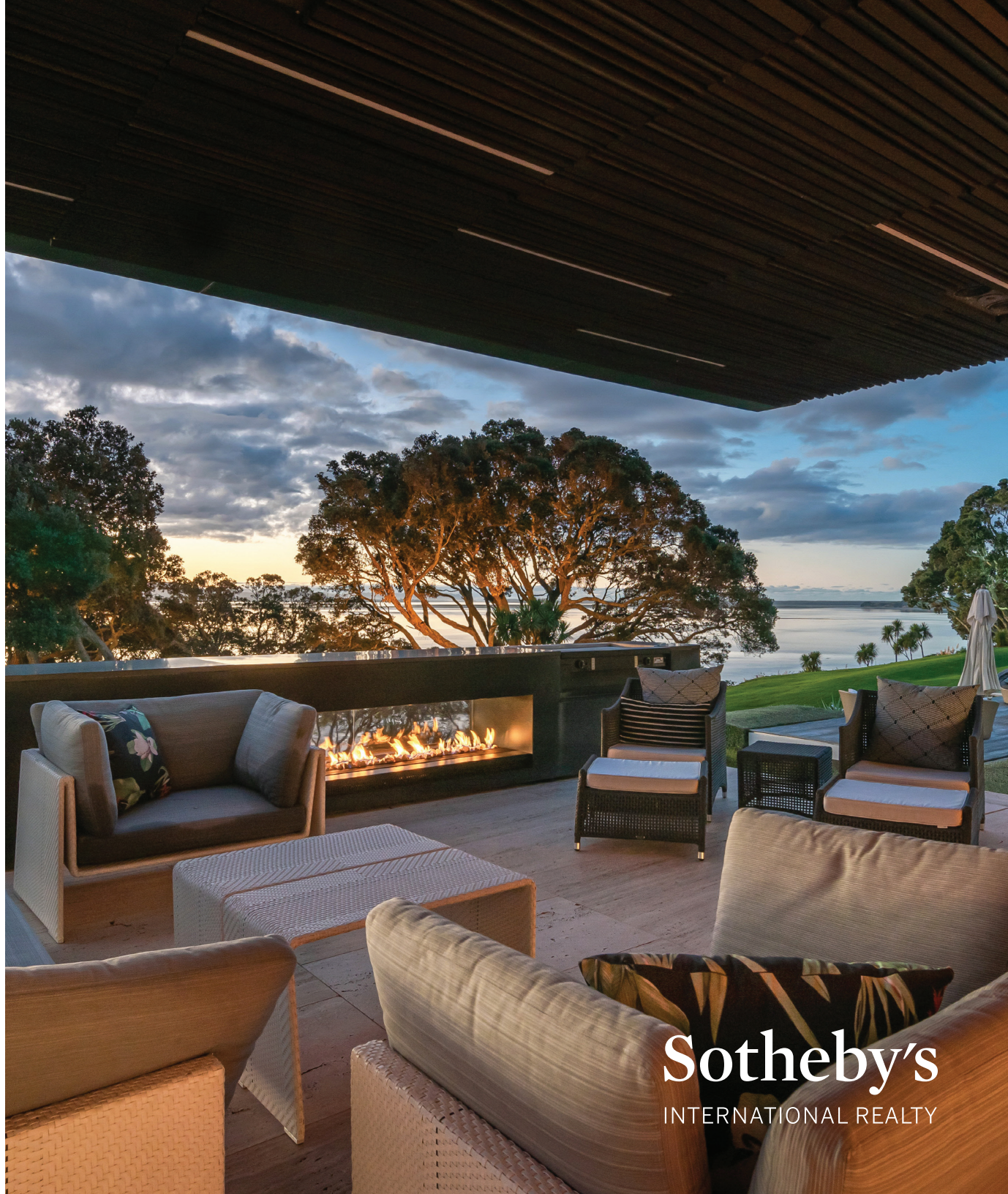
### TARGETED AREAS

Pennsylvania, New York, New Jersey

PRICE: \$2,500/DEPLOYMENT



# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY

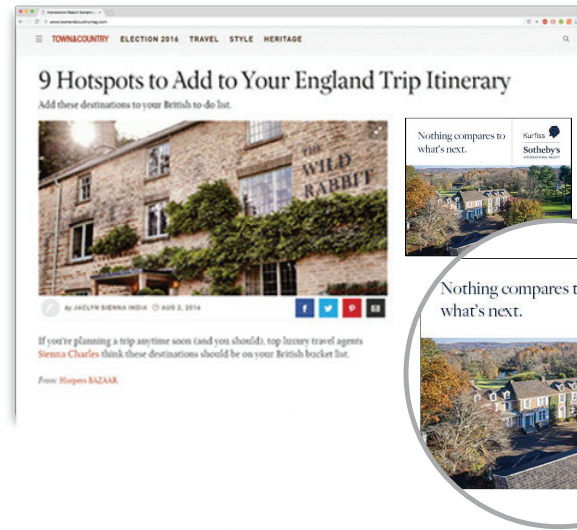
# Impressions Campaign

**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: **Seven Pines**
- Flight Dates: **January 2024 - March 2021**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**

The  
Economist





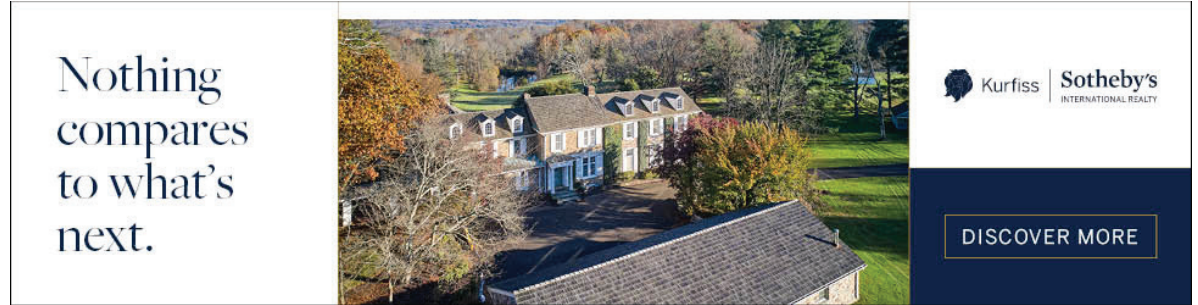
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

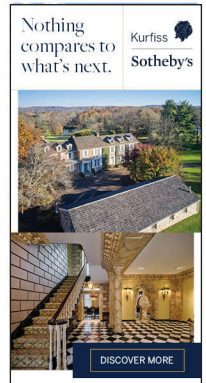
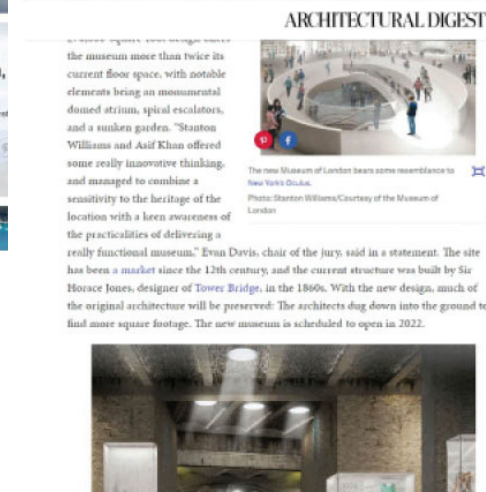
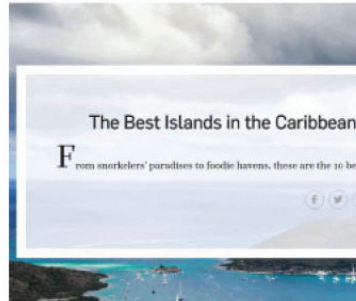
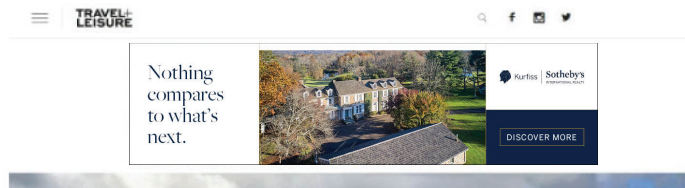
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

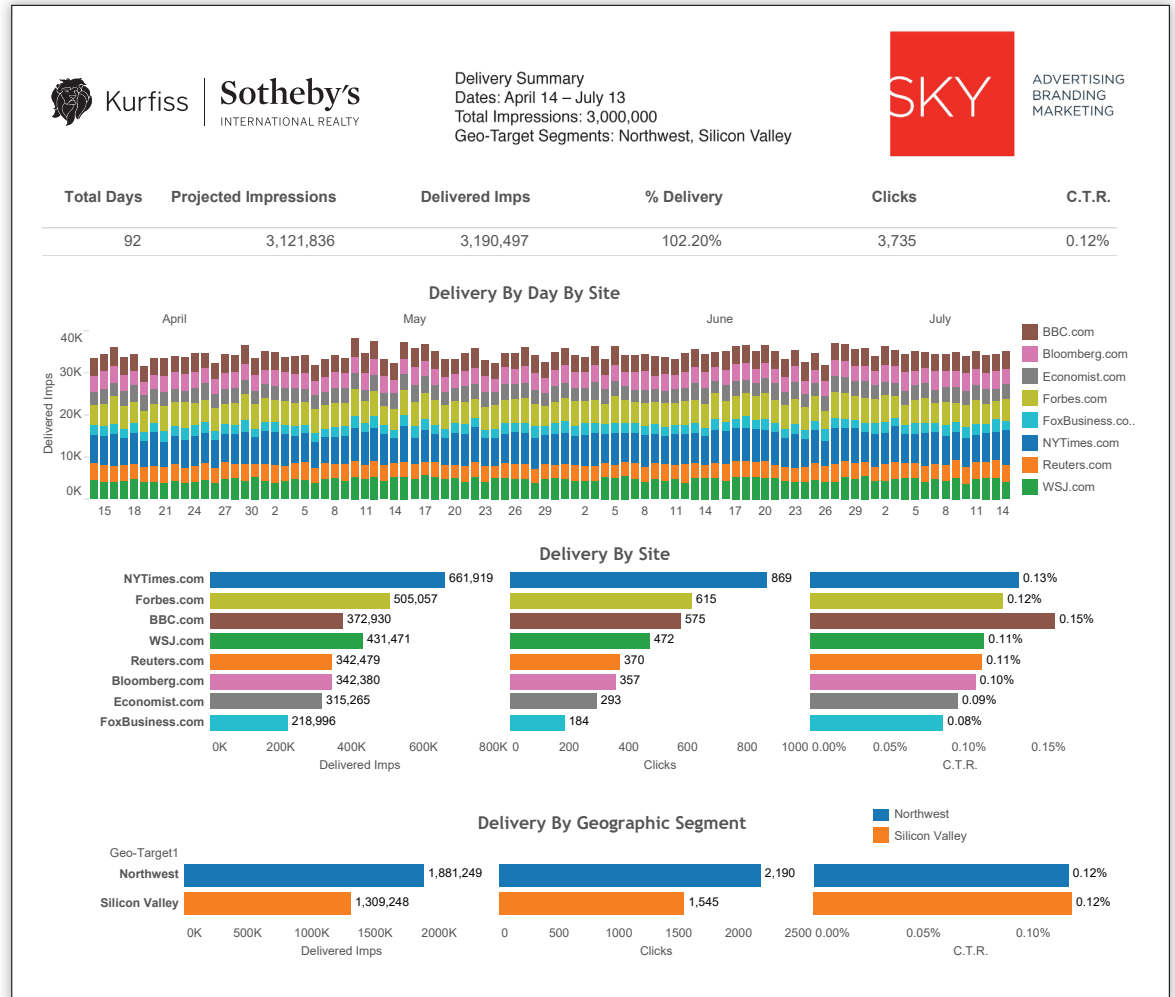


# Comprehensive Reporting For Your Customized Campaign

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

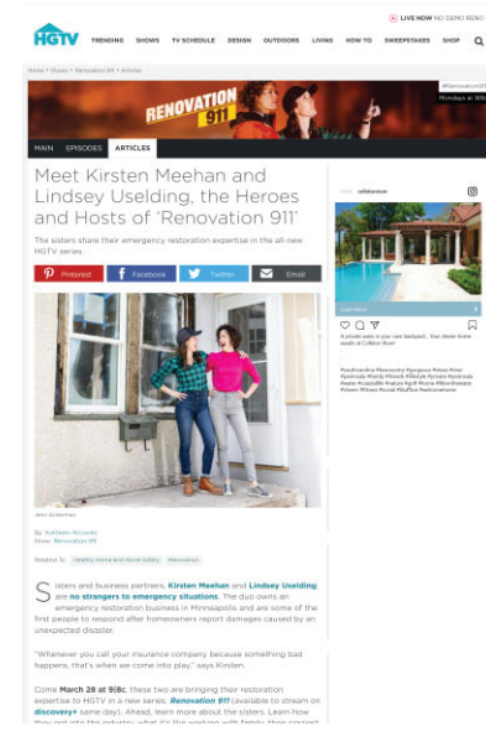
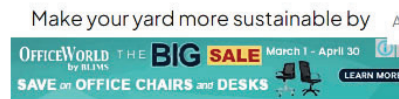
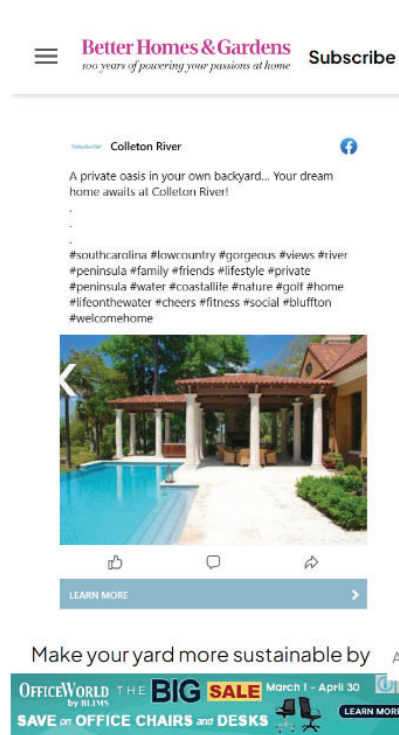
## SOCIAL MIRROR ADS

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/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.

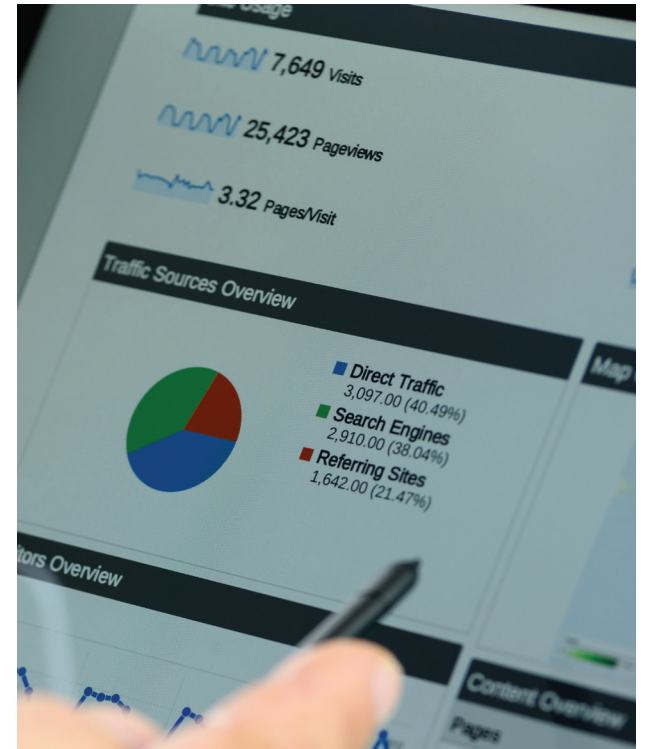


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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 SET UP  
\$850/MONTH



# Circa Old Houses

CIRCA's core mission is to connect real estate agents and homeowners selling old houses to people specifically looking to buy a property with history and character. From fixer-uppers to luxury estates, colonial architecture, to mid-century masterpieces – all homes of extraordinary quality built before 1971 are on their radar. CIRCA's audience trusts their expertise in showcasing only the most visually stunning historical homes currently on the market.

## CIRCAOLDHOUSE.COM

- Monthly page views: **2M**
- Instagram: **386K**
- Facebook: **105K**
- YouTube: **44K**

## SOCIAL MEDIA MARKETING OPPORTUNITIES

- @circahouses
- 90-day listing with Instagram Story.

PRICE: \$270/LISTING



# 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.



# The Wall Street Journal Online (WSJ.com)

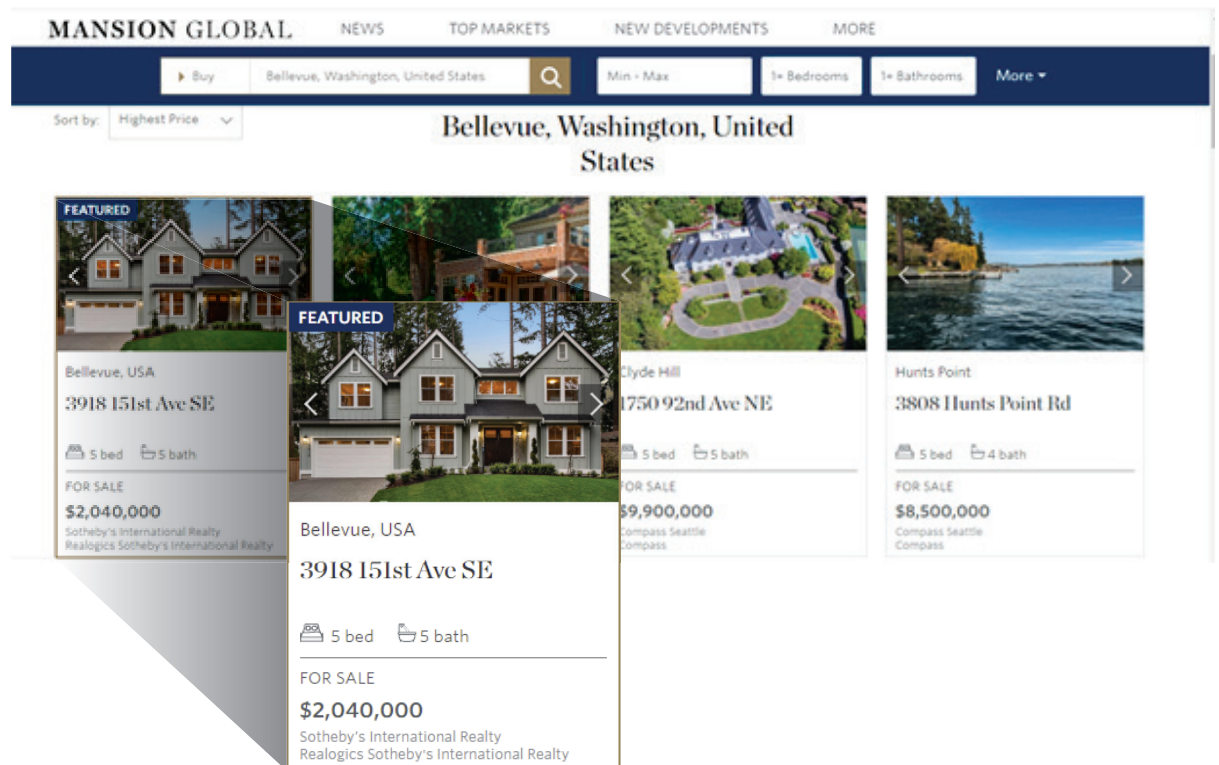
## FEATURED PROPERTY UPGRADES

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**





## DIGITAL

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# 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

## SHARED BANNER

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PRICE: \$650/LISTING

**Shared Banner with 5 properties**

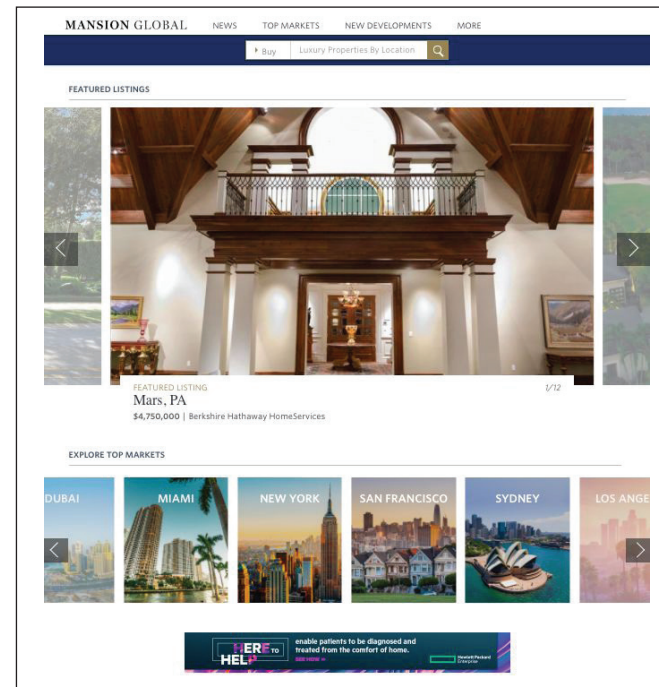


# The Wall Street Journal Online (WSJ.com)

## 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  
Includes Bonus 30 Day Digital -  
Featured Property Upgrade

**EXUMA, THE BAHAMAS**



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

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

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

**Tennessee Twisters Kill at Least 25**  
Tornadoes ripped through the state while many residents fled, according to the National Weather Service. They smashed homes and businesses and left four thousands of people 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 outlined a string of Super Tuesday primary tactics and Super Tuesday candidates broke away from the field for one of the contests in California.

**Sotheby's INTERNATIONAL REALTY**

Nothing compares to what's next.

<b>KARUM, THE BAHAMAS</b> Leaf Cay \$19,995,000 USD   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>GEORGE DAMIANOS</b> george.damianos@sirbahamas.com +1 242.424.9699	<b>PARADISE VALLEY, ARIZONA</b> 4129 East Sandy Mountain Road \$1,600,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 949.386.0249	<b>SCOTTSDALE, ARIZONA</b> 10778 East Bonaventura Drive \$1,800,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 949.386.0249	<b>SCOTTSDALE, ARIZONA</b> 6902 North 43rd Street \$1,800,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 949.386.0249	<b>ATHLETON, CALIFORNIA</b> 1511 Vesper Road \$1,800,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874
<b>PALM ALTO, CALIFORNIA</b> 12770 waverly.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>POMONA, CALIFORNIA</b> 3011 hammond.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>ROSE, CALIFORNIA</b> 2711 gowall.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>SAN DIEGO, CALIFORNIA</b> 2770 A Street Street \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>SAN FRANCISCO, CALIFORNIA</b> 10411 18th Avenue \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874
<b>GREENSBORO, CONNECTICUT</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>HARTFORD, CONNECTICUT</b> 2100 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>MAYLAND, FLORIDA</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>MIAMI BEACH, FLORIDA</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>MIAMI BEACH, FLORIDA</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874
<b>ALPINE, MASSACHUSETTS</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>BOSTON, MASSACHUSETTS</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>LENOX, MASSACHUSETTS</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>SPRINGFIELD, MASSACHUSETTS</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>PRINCETON, NEW JERSEY</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874
<b>NEW YORK, NEW YORK</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>NEW YORK, NEW YORK</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>NEW YORK, NEW YORK</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>NEW YORK, NEW YORK</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>ROSELAND, NEW YORK</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874
<b>CHARLOTTE, NORTH CAROLINA</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>PROVIDENCE, RHODE ISLAND</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>CHARLESTON, SOUTH CAROLINA</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>LOT OF PAGES, SOUTH CAROLINA</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>ARVIN, TEXAS</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874
<b>HOUSTON, TEXAS</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>HOUSTON, TEXAS</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>HOUSTON, TEXAS</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>AMAR, UTAH</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>KANAB, UTAH</b> 1110 northmain.com \$1,270,000   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874
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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

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<p><b>PALO ALTO, CALIFORNIA</b></p>  <p><b>11270 Sycamore Way</b> \$12,750,000   srbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 408.286.0249</p>	<p><b>PALO ALTO, CALIFORNIA</b></p>  <p><b>3911 Hampshire Road</b> \$12,750,000   srbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 408.286.0249</p>	<p><b>PALO ALTO, CALIFORNIA</b></p>  <p><b>2715 Gough Road</b> \$12,750,000   srbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 408.286.0249</p>	<p><b>PALO ALTO, CALIFORNIA</b></p>  <p><b>2715 Gough Road</b> \$12,750,000   srbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 408.286.0249</p>	<p><b>PALO ALTO, CALIFORNIA</b></p>  <p><b>2715 Gough Road</b> \$12,750,000   srbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 408.286.0249</p>

**The New York Times**

Today, don't forget to read and share the New York Times. It's 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.

**Web's Far Right Can Hear Itself As Trump Talks**  
*Chearing the Spread of Once-Fringe Views*  
By KEVIN WOOD and JILL WITTON

**Edge in Polls Might Not Tip House Seats**  
*Outcomes Hang on a Handful of States*  
By NATE GREEN

**It's Not Heaven, It's Brooklyn**  
The 40,000 racers 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. is pushing each country to stop supporting Communist China's military and economic growth.

**Partisan Rhetoric Of New Query On the Census**  
By MICHAEL WIND

**Called to Serve, Utah Mayor Allows Answered**  
By JEFF TREMPER

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

# The New York Times Takeover

Promote your brand and properties in style with this 96 page tabloid insert devoted to Sotheby's International Realty and Delivered high-net worth zip codes. Generous, full-page ad space on heavy, bright white paper ensures an elegant presentation and shelf life.

- Circulation: **160,000**
- Distribution: **NYC Metro Area**

PRICE: \$750 FULL PAGE

Includes Digital promotion and Digital Flipbook

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72 Post Road, Old Westbury, NY

**Fichea Russell**  
Real Estate Salesperson  
Gold Circle Of Excellence  
6 502.602.2710  
c. 505.660.5400

72 Post Road  
9 BR | 6 BA | 15.54 ACRES  
\$4,800,000

Located on 15.54 acres directly adjacent to the 230-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.

**Danielle Gale** MRE, SLS  
AGENT/OWNER/RUSSELL

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**Sandbanks Exuma, The Bahamas**

**Jacqueline Lightburn**  
Elite Agent  
+1 242 269 2225  
260 Seaview Light Towers  
#JL@bahamas.com

**Sandbanks | Exuma**  
6 BR | 7.5 BA  
\$2,900,000

Sandbanks is a truly spectacular 6 bedroom, 7 1/2 bath and 11 1/2 car oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a sweeping pool deck and a classic infinity pool. Like a luxury spa, directly visible to the ocean for water sports.

SIRBAHAMAS.COM/ID/X295.67

**Bahamas | Sotheby's**  
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

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

5305 Carlsbad Boulevard  
5 BR | 3.0 BA | 3029 SQ FT  
\$25,000,000

Stunning single story 15,000 sq ft oceanfront lot spanning two acres with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.

SOTHEBYSREALTY.COM/ID/THE44

**Pacific | Sotheby's**  
INTERNATIONAL REALTY

# Architectural Digest Regional Pages

**INSPIRE AFFLUENT BUYERS**

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Architectural Digest.

**FULL PAGE, COLOR:**

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

**FULL PAGE, COLOR**  
PHILADELPHIA: \$2,340



# 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**

PRICE: \$750 PROPERTY SPOT

Global

**EXUMA, THE BAHAMAS**



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



The collage features three magazine covers. The top cover is 'House & Home FTWeekend' with a woman sitting in a chair. The middle cover is 'FTWeekend US Edition' with a winter scene and the headline 'Food and drink festive special'. The bottom cover is 'Schulz reversal raises Merkel's survival hopes' with a portrait of Angela Merkel.

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<b>EXUMA, THE BAHAMAS</b>  Leaf Cay \$19,995,000 USD   <a href="http://sirbahamas.com/id/46931">sirbahamas.com/id/46931</a> Bahamas Sotheby's International Realty <b>GEORGE DAMIANOS</b> george.damianos@sirbahamas.com +1 242.424.9699	<b>BRIDGE VALLEY, ARIZONA</b>  4129 East Sandy Mountain Road \$1,000,000 USD   <a href="http://www.sirbahamas.com/id/46932">www.sirbahamas.com/id/46932</a> Bahamas Sotheby's International Realty <b>FRANK AZAMI</b> frank.azami@sirbahamas.com +1 408.388.0289	<b>SCOTTSDALE, ARIZONA</b>  5070 East Bismarck Drive \$4,000,000 USD   <a href="http://www.sirbahamas.com/id/46933">www.sirbahamas.com/id/46933</a> Bahamas Sotheby's International Realty <b>FRANK AZAMI</b> frank.azami@sirbahamas.com +1 408.388.0289	<b>SCOTTSDALE, ARIZONA</b>  12805 North Church Road \$3,000,000 USD   <a href="http://www.sirbahamas.com/id/46934">www.sirbahamas.com/id/46934</a> Bahamas Sotheby's International Realty <b>FRANK AZAMI</b> frank.azami@sirbahamas.com +1 408.388.0289	<b>ATHLETON, CALIFORNIA</b>  653 Tupper Road \$6,700,000 USD   <a href="http://www.sirbahamas.com/id/46935">www.sirbahamas.com/id/46935</a> Bahamas Sotheby's International Realty <b>MICHAEL DEYFUS</b> michael.deyfus@sirbahamas.com +1 408.388.0289
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<b>BROOKFIELD, CONNECTICUT</b>  1000 Brookfield Drive.com \$1,000,000 East Gate Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.375.2883	<b>WESTON, CONNECTICUT</b>  21 Popplewood Ridge.com \$4,995,000 East Gate Sotheby's International Realty <b>KRISTY BLAKE</b> kristy.blake@sirbahamas.com +1 203.358.2742	<b>ATLANTA, GEORGIA</b>  21 Peachtree Industrial Drive \$1,000,000 USD   <a href="http://www.sirbahamas.com/id/46937">www.sirbahamas.com/id/46937</a> Golden Gate Sotheby's International Realty <b>RUSSELL POST</b>   <b>MOLLY TAYLOR</b> russell.post@sirbahamas.com +1 508.524.4633	<b>ATLANTA, GEORGIA</b>  17 Peachtree City Road, Unit B \$1,800,000 USD   <a href="http://www.sirbahamas.com/id/46938">www.sirbahamas.com/id/46938</a> Golden Gate Sotheby's International Realty <b>SUSAN BEVAN</b>   <b>KARIN THULE</b> susan.bevan@sirbahamas.com +1 508.522.7700	<b>MIAMI BEACH, FLORIDA</b>  7091 Sycamore Lane.com \$4,000,000 The Sotheby's International Realty <b>CODY D'ABATE</b>   <b>MAZIE REGAN</b> cody.dabate@sirbahamas.com +1 772.721.3889
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# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	January	February	March	Media Total	Reach
<b>Sotheby's Auction House: Digital</b>						
Sotheby's Bespoke Geo-Targeted Emails	Email					
Sotheby's Bespoke Geo-Targeted Emails	Pennsylvania, New York, New Jersey	\$ 2,500.00			\$ 2,500.00	25,000
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Philadelphia and Suburbs, NY, Bucks County, Princeton					
<b>Google Adwords</b>						
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00	
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
<b>Circa Old Houses</b>						
Circa Old Houses	Social Media Post	\$ 270.00			\$ 270.00	
<b>WSJ.com</b>						
Mansion Global Homepage	Shared Banner with 5 properties		\$ 650.00		\$ 650.00	164,000
Property upgrades	Property upgrades		Bonus		\$ -	
Mansion Global Homepage	Featured Listing Module	\$ 1,275.00			\$ 1,275.00	164,000
<b>Luxury Estate</b>						
Luxury Estate	Showcase Listing + Elite Listing Packages	\$ 1,100.00			\$ 1,100.00	
<b>Print</b>						
<b>The Wall Street Journal</b>						
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade		\$ 650.00		\$ 650.00	644,424
<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 Magazines</b>						
Architectural Digest - Philadelphia	Full Page			\$ 2,340.00	\$ 2,340.00	12,000
<b>Financial Times</b>						
Financial Times	Property Spot		\$ 750.00		\$ 750.00	210,457
<b>TOTAL</b>					\$ 22,430.00	2,860,992

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