



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Sixth & Blanco Advertising and Marketing Program

Table of Contents

03 INTRO

04 SOTHEBY'S AUCTION HOUSE

- 05 Sotheby's Magazine
- 06 Sotheby's Bespoke Geo-Targeted Email

07 DIGITAL

- 08 Impressions Campaign
- 13 Geofencing - Event and Location
- 14 Comprehensive Digital
- 20 Crain's New York Business
- 21 Dwell.com
- 22 Nob Hill Gazette
- 23 JamesEdition.com
- 27 JetSet
- 28 LA Times
- 30 Luxe Magazine
- 31 Luxury Estate
- 32 WSJ.com

37 PRINT

- 38 The Wall Street Journal
- 40 The New York Times
- 41 The New York Times Takeover
- 42 Architectural Digest
- 43 Financial Times
- 44 The Los Angeles Times
- 46 Luxe Magazine
- 47 San Francisco & Silicon Valley New York Times

48 SCHEDULE, PRICING & REACH

- 49 2024



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 Sixth & Blanco

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

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 Austin, TX.

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 development.

**LET'S DO
GREAT THINGS TOGETHER**

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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**

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

Global



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
 78758
 Property # 1230123
 Agent: Sotheby's
 International Realty
 Broker: Sotheby's International Realty
 Email: sothebys@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 floor Central Park West residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, including marble, granite, and custom millwork. This is a rare opportunity to own a piece of New York City's most iconic real estate. Call today to schedule your private showing.

New York, New York
 10022
 Property # 123456789
 Agent: Sotheby's International Realty
 Broker: Sotheby's International Realty
 Email: sothebys@sothebysrealty.com
 \$50,000,000.00

510 Park Avenue, 15/16
 This residence in the sky rises 2,000 ft. It is a masterpiece of modern architecture. The interior is finished with the finest materials, including marble, granite, and custom millwork. This is a rare opportunity to own a piece of New York City's most iconic real estate. Call today to schedule your private showing.

New York, New York
 10022
 Property # 123456789
 Agent: Sotheby's International Realty
 Broker: Sotheby's International Realty
 Email: sothebys@sothebysrealty.com
 \$20,000,000.00

Four Seasons Private Residences
 This stunning 1,100 sq. ft. penthouse is a masterpiece of modern architecture. The interior is finished with the finest materials, including marble, granite, and custom millwork. This is a rare opportunity to own a piece of New York City's most iconic real estate. Call today to schedule your private showing.

New York, New York
 10022
 Property # 123456789
 Agent: Sotheby's International Realty
 Broker: Sotheby's International Realty
 Email: sothebys@sothebysrealty.com
 \$15,000,000.00

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

New York, California

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: **Sixth & Blanco**
- Flight Dates: **January 2024 - March 2024**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



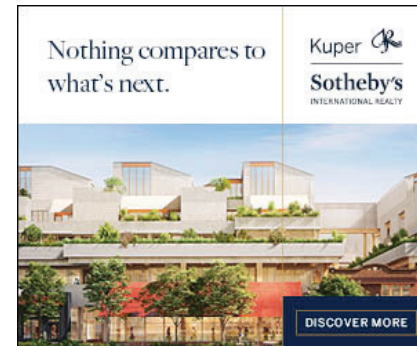
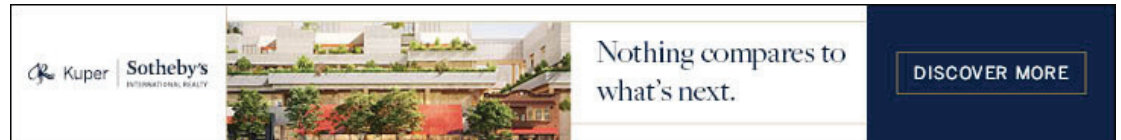
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

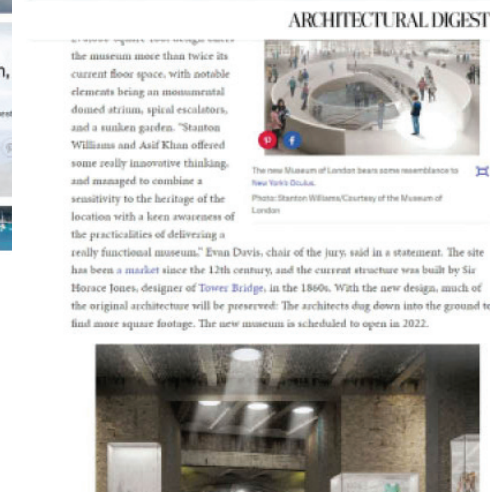
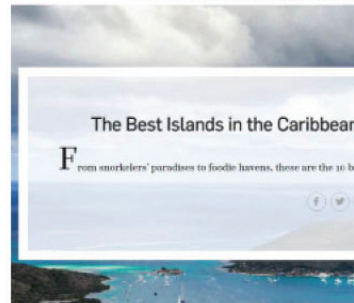
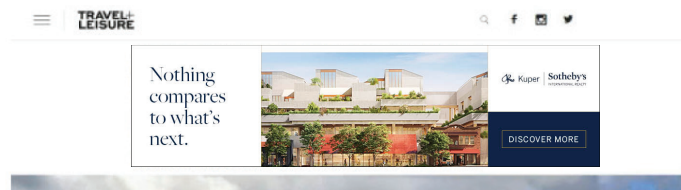
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

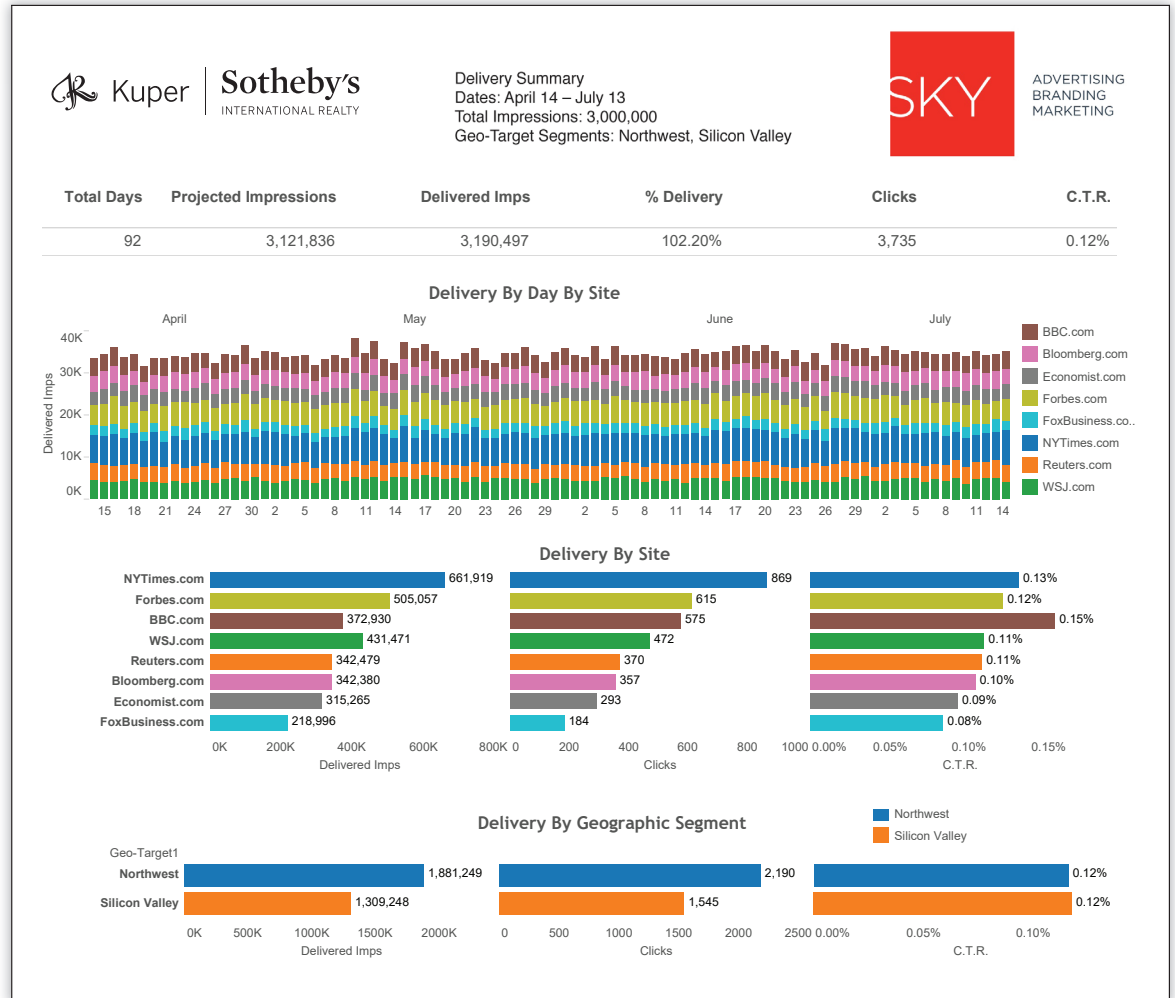


Comprehensive Reporting For Your Customized Campaign

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.

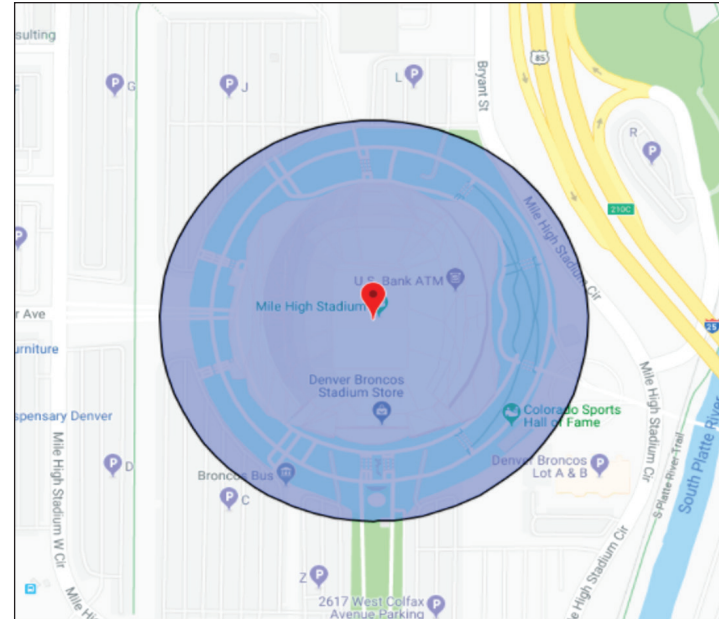
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

- FROM \$1,500 /MONTH

Comprehensive Digital

OVER-THE TOP (OTT) AND CONNECTED TV (CTV)

OTT and CTV works to reach audiences en masse, build brand awareness, and drive sales lift. The relative cost efficiencies realized through digital TV allows advertisers to sustain crucial, growth-driving efforts at a reasonable price point. Additionally, CTV is essential to filling the (large) gaps in a fragmented media landscape.

With **46%** of adults watching TV on a connected device each day, it's simply too vast of an audience to ignore.



BENEFITS OF OTT AND CTV ADVERTISING

With OTT and CTV advertising, you can reach viewers beyond the reach of traditional Linear TV (i.e. cable, satellite, and antenna).

This new audience includes a growing number of cord-cutters or those who don't pay for standard cable or satellite services.

The rise of OTT and CTV viewership provides more meaningful ways for you to engage at the right time with the right target audience at the right moments—bringing together the targeting precision of digital with the high impact of TV viewership.

CONNECTED TV AND OVER-THE-TOP (OTT) ADVERTISING BENEFITS

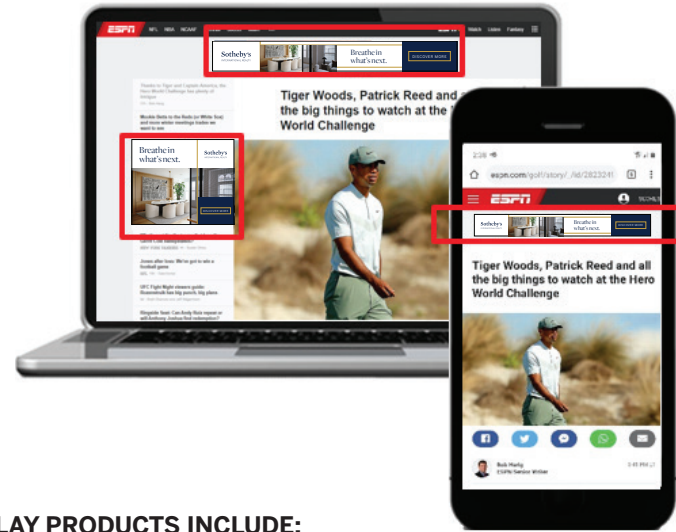
- User-controlled viewing experiences lets advertisers get in front of the right audiences at the right times.
- User-registration data allows for cross-screen targeting.
- IP-based delivery permits the application of 1st and 3rd party audience data to target households watching ad-supported content.

PRICE: FROM \$1,500/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: FROM \$1,500 MONTH

Comprehensive Digital

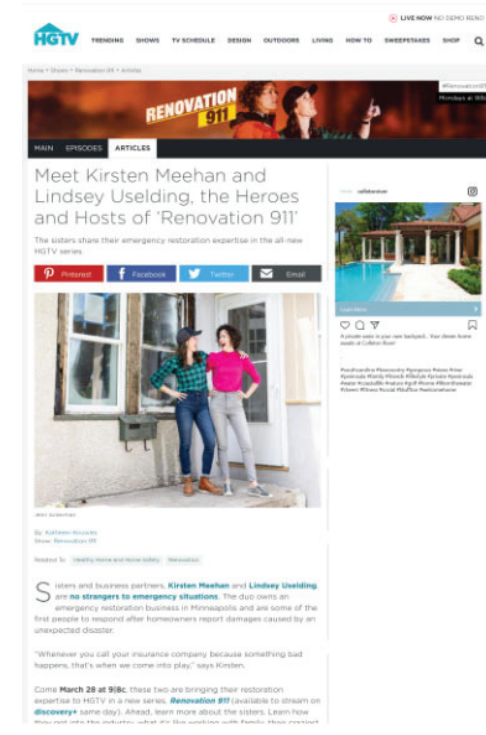
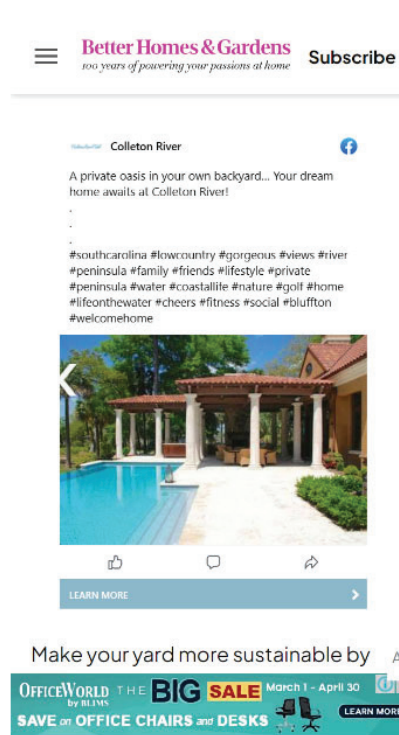
SOCIAL MIRROR ADS

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

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

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

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



TARGETING ABILITIES:

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

Comprehensive Digital

ONLINE AUDIO ADS

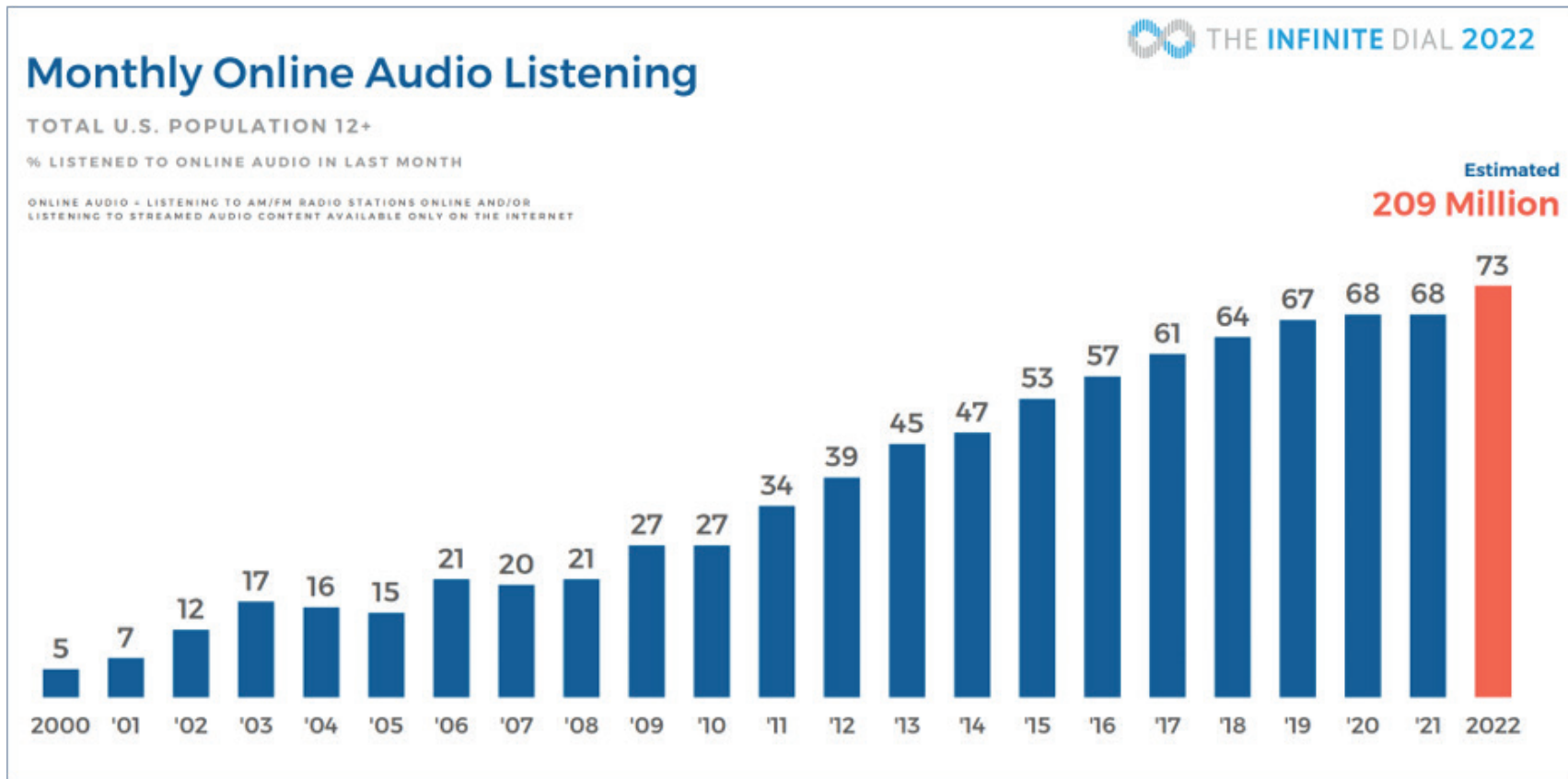
Audio ads served to targeted online listeners who are consuming audio content across all types of devices including Smart Speakers.

- Your 15-30 second audio ad plays in online content such as music, podcasts, and sporting events that users listen to on their devices.
- On some platforms your audio ad will be served along with a companion display ad at no additional cost.
- Your online audio ads run across major streaming services.

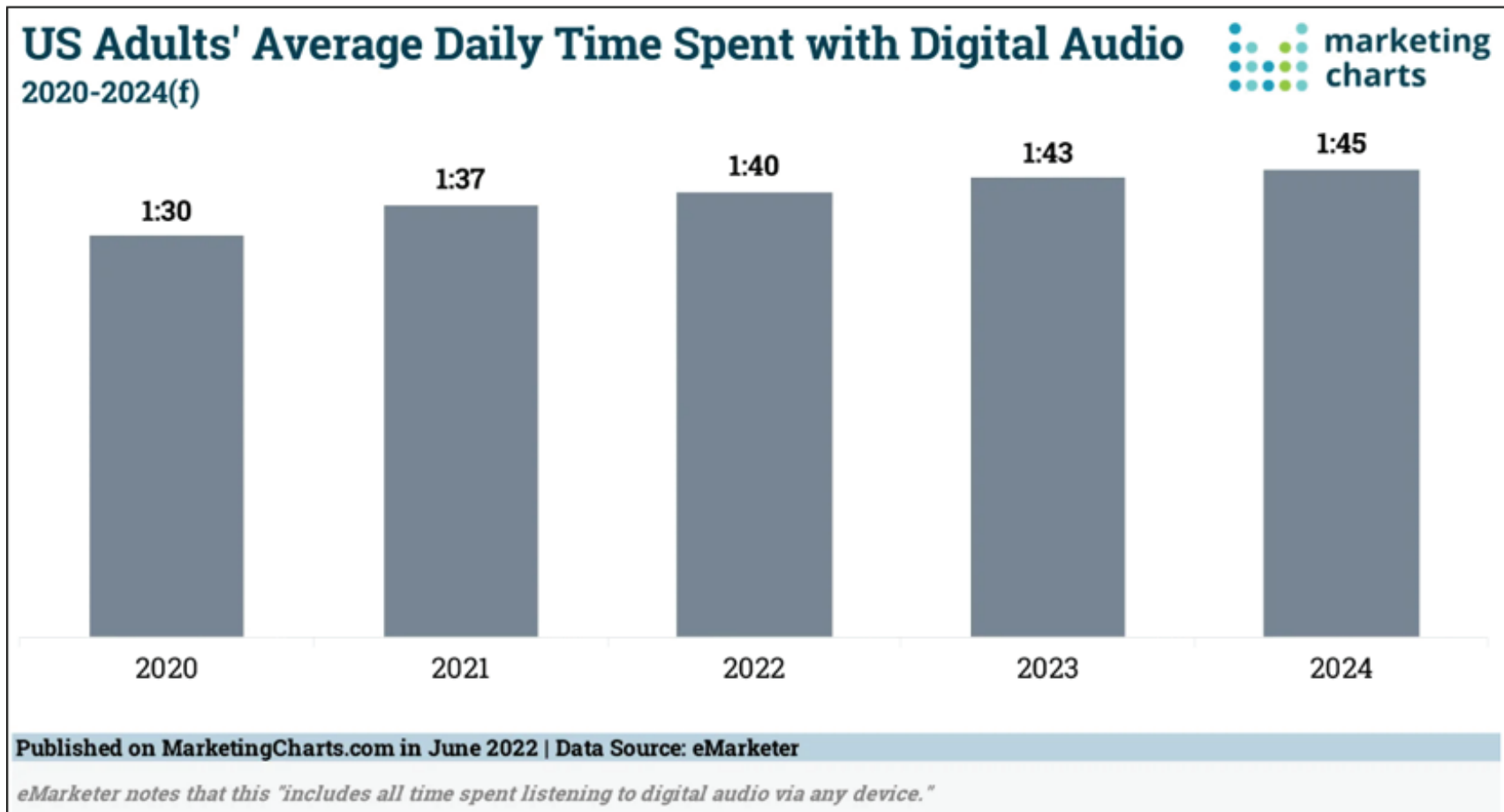
PRICE: FROM \$1,500/MONTH



73% of the U.S. population listened to Online Audio in the last month.



The average listener spends 1 hour and 40 minutes a day with Online Audio.



Source: [https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20\(1%3A27\)](https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20(1%3A27))

Crain's New York Business

REAL ESTATE DAILY ENEWSLETTER

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

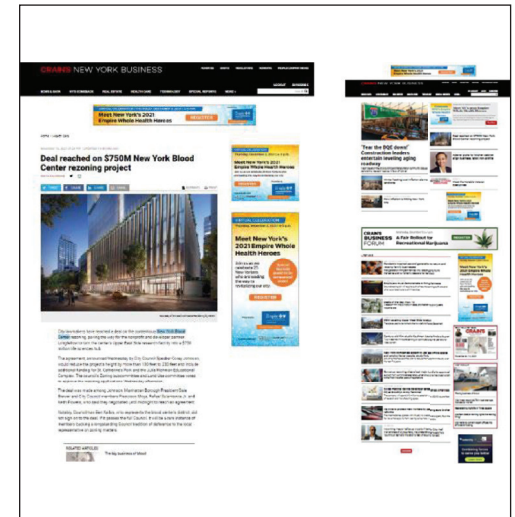
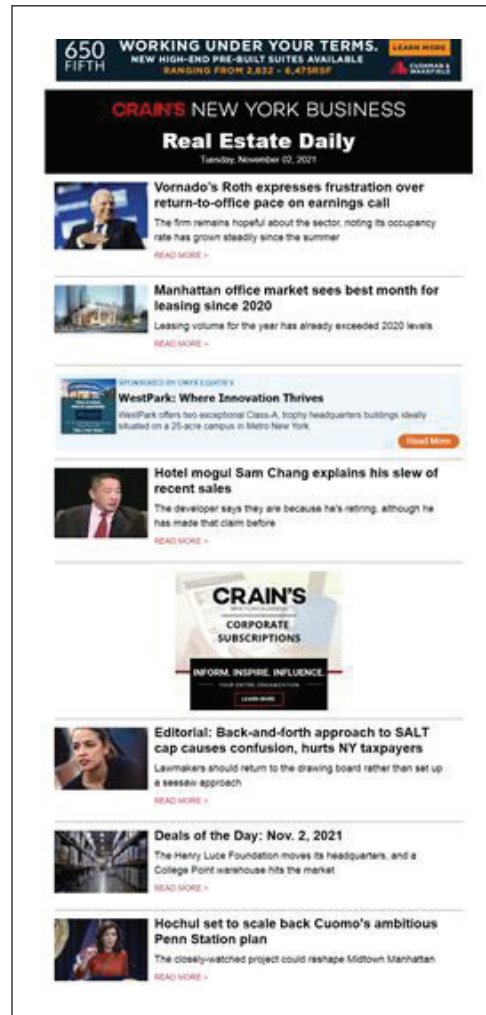
CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

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

REAL ESTATE DAILY E-NEWSLETTER

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

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

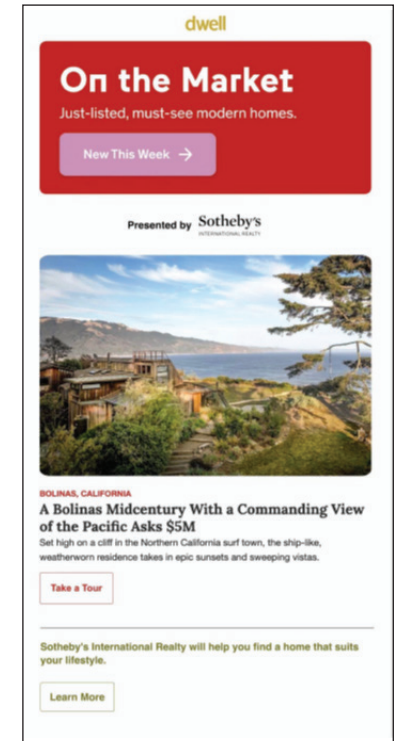
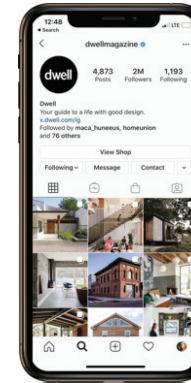
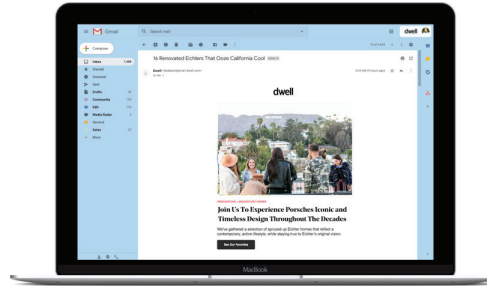


Dwell Real Estate

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

Dwell Audience Real Estate Metrics

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



PACKAGE 1

CUSTOM REAL ESTATE ARTICLE.

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

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

PRICE: \$6,000

DIGITAL

Nob Hill Gazette

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

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

E-NEWSLETTER

ON THE MARKET

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

PRICE: \$500 PER LISTING

San Francisco, Peninsula, and Silicon Valley



jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stores', and 'Sell'. A search bar is on the right. Below the navigation is a large banner for 'The Global Luxury Marketplace: Cars, Homes and more'. A central text block states: 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.' Below this is a 'MOST POPULAR' section with a grid of car listings: Ferrari 488 GTB (\$71,999), Chevrolet Corvette (\$4,785,907), Shannan Villa Over... (\$45,999), Ram 2500 (\$45,999), Audi S7 (\$34,999), McLaren 550C (\$199,999), and Ferrari California (\$114,999). There are also sections for 'JAMES SPOTTING' (Two Level Duplex On Palmwood Ponds), 'RICH LIST' (DOUBLE DOWN 214 Codecasa 2010/20... \$38,000,000), and 'LATEST STORIES' (Luxury garages: Unique cars of tech billionaires, old-school magistrates and Gen-Z dobs). A 'Featured Agent' section highlights Nick Swinburne.

The screenshot shows the JamesEdition.com real estate section. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. Below the search bar is a large image of a modern interior with the caption 'THE PENTHOUSES AT GOLDEN PEAK \$23,900,000'. A text block describes JamesEdition as the premier international marketplace for luxury real estate. Below this is a 'Featured luxury properties' section with a grid of property listings: '5 Bedrooms - Pent...' (\$2,734,418), 'Stunning Sherwoo...' (\$3,250,000), 'Enviably Estate By...' (\$2,995,000), 'Modern Apartment...' (\$2,274,332), 'Elegant French Styl...' (\$8,800,000), 'Playa Nix' (\$12,000,000), 'Köningshof' (\$8,759,573), 'Magnificent Seclu...' (\$3,950,000), 'Extraordinary Ooel...' (\$5,990,000), 'Maimok Paradise ...' (\$2,750,000), 'Kiltreagh House' (\$2,650,261), and '7+/- Acres for pote...' (\$995,000). A 'News about luxury real estate' section includes articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. The footer contains 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

jamesedition.com

ROTATING GALLERY

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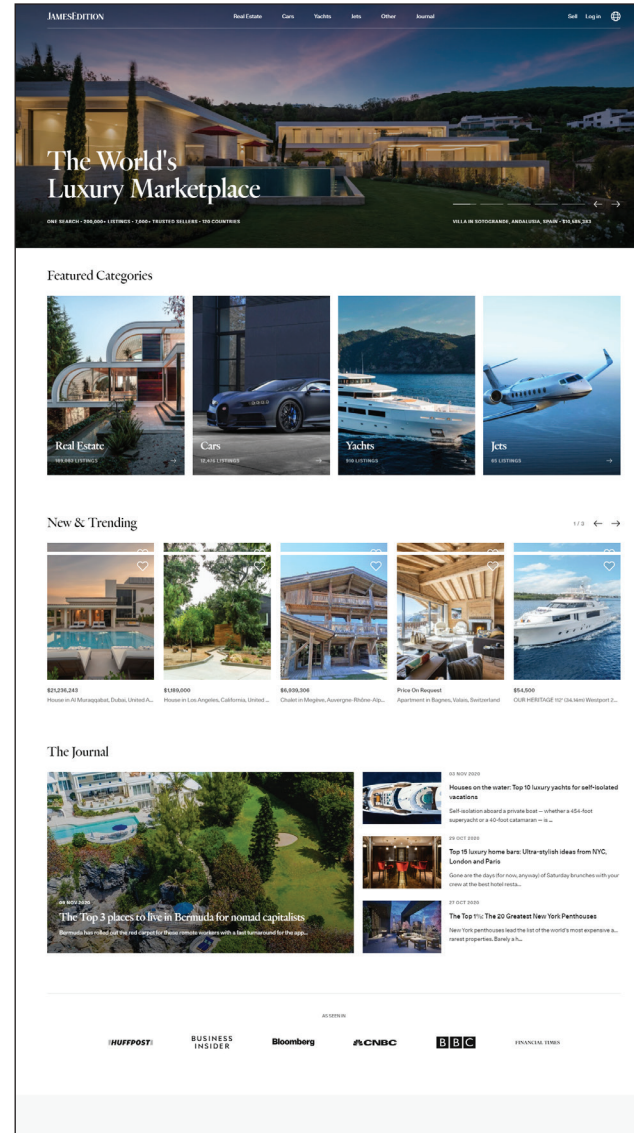
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

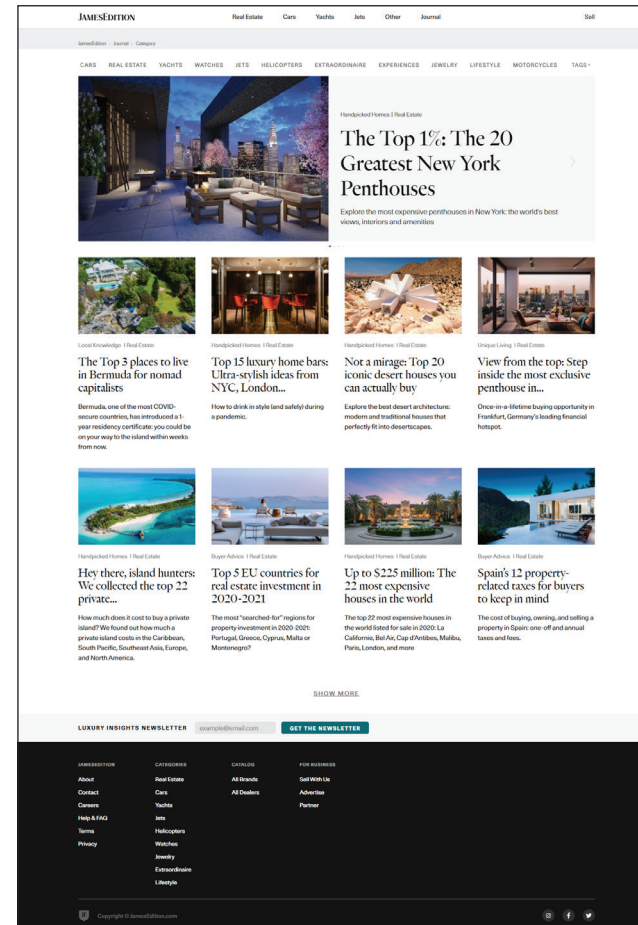
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in a Featured Story.

PRICE:
\$5,500 NEWSLETTER TOP & ARTICLE
\$3,300 NEWSLETTER TRENDING & ARTICLE



jamesedition.com

SOCIAL MEDIA POST

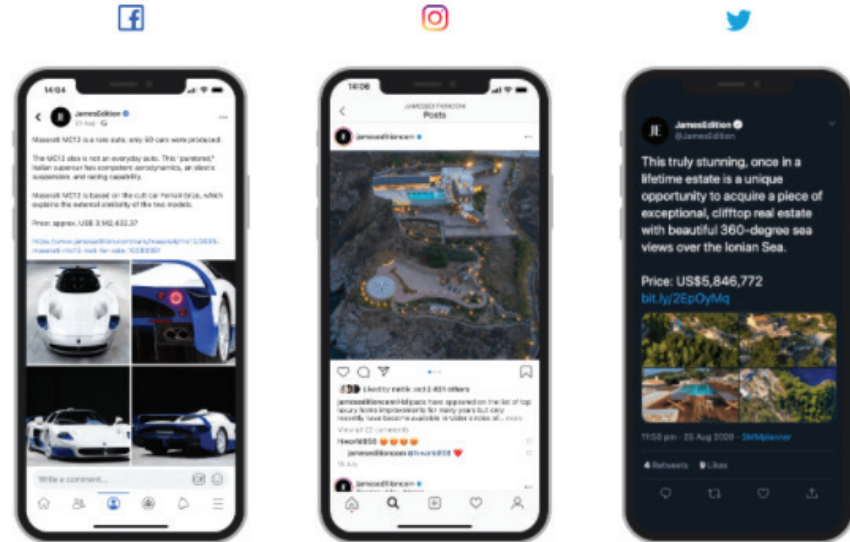
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

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

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW 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)

TRACK RECORD
Tailored coaching. Your call, your track, and your schedule.
TRACKRECORD.COM

Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun
▲ Diamante Cabo San Lucas · October 23, 2012 · Sports

Diamante Cabo San Lucas (Diamante), a 1,500-acre private oceanfront community on the Pacific coast in Cabo San Lucas, BCS, Mexico, has announced plans to build a new 18-hole, championship golf course to be designed by Tiger Woods and his company Tiger Woods Design (TWD).

The TWD designed course will be Diamante's second and will join the resort's award-winning championship golf course, Diamante Dunes, another links course that opened in 2006. Construction on the new course, named "18 Cardinal" began in September, and is expected to take approximately 18 months to complete.

Diamante, a private and fully integrated luxury resort community located on the Pacific Coast, opened in 2000 to near raves. Plans included creating an exclusive and diverse golf club, accommodations with world-class resort golf courses, residential villas, a private residence club and beach-front home sites.

"Diamante is a growing resort community that is already home to COO Alejandro Ochoa's 18th ranked course in the world," said Diamante CEO Ken Jowdy. "We believe a Tiger Woods Design course will be the perfect complement to Dunes Love 18's Dunes Course and will embody the high standards that we have set at Diamante."

Diamante's "18 Cardinal" course will look and play very differently from the Dunes Course and will help solidify Diamante's reputation as a world-class golf destination.

"While the Dunes course is reminiscent of a classic Scottish links course, this course is going to remind people of the old-style California courses," Woods said. "We will use the existing slopes that traverse the site and will plant bunkers to create definite strategic choices and curves off the tee."

TWD plans to integrate Diamante's rolling hills and spectacular views into the design of a very distinctive golf course. The bunkers will have a traditional look with natural, irregular contours will be preserved to wide fairways. The variety of holes and strategic options will promote shot-making while still creating a very playable experience for golfers of all skill levels.

"I set up the golf strategy to make golfers think and make choices," said Woods. "Regardless of your handicap, there are going to be different ways to play every hole, angles of approach are going to be very important and will dictate the type of shots you should consider. I love this kind of golf."

The "18 Cardinal" course is planned to measure more than 7,300 yards and will be contiguous to "The Resort at Diamante," which will be a fully functioning separate resort within the Diamante community. The Resort encompasses 60 acres and will include a vacation Club with more than 200 residences.

The Resort will also incorporate a series of family-friendly recreational and social amenities including a 10-acre waterhole lagoon, a village complete with retail stores, restaurants, a 600-camp arcade, water park, and a water-based activity center. There will also be a world-class Spa and Fitness Center with a lap pool, as well as a sports complex with facilities for tennis, training, basketball, soccer and other recreational uses.

"Our goal at Tiger Woods Design is to find locations to design unique and memorable golf courses," said Woods. "Diamante definitely meets that objective."

This is the fourth golf course deal signed by Tiger Woods Design since the firm's inception in 2006 and the second in Mexico. Other contracts include Forest Fire in Estero de Arriba, Mexico. The City at High Lakes in Asheville, North Carolina, and Al Roveya, located on Dubai, U.A.E.

"We are excited to work with Tiger Woods and his design team," said Jowdy. "He brings a wealth of golf knowledge and experience, and we look forward to creating a world-class golf course that integrates Diamante's unique site and characteristics."

Woods, who ranked "100" after 10 years playing professional golf, plans to host experiences gleaned from playing worldwide and to attend every contest. Woods noted that he is dedicated to applying his hands-on knowledge of the game to the Diamante site.

"We'll really get TWD open in Tiger's commitment to the project, and his passion to create a golf experience players of all levels can enjoy," said Jowdy. "It doesn't hurt that Cabo San Lucas is the backdrop to Diamante, as one of the world's most desired vacation spots, having a course designed by Tiger Woods will only add to the resort's allure."

The Diamante experience also features a Clubhouse, a Centina and a practice facility with private hitting bays and silver bar. The 100,000-sq-foot Diamante Dunes Clubhouse which includes 20 2-bedroom residences is set to open November 16, 2012.

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Diamante Cabo San Lucas

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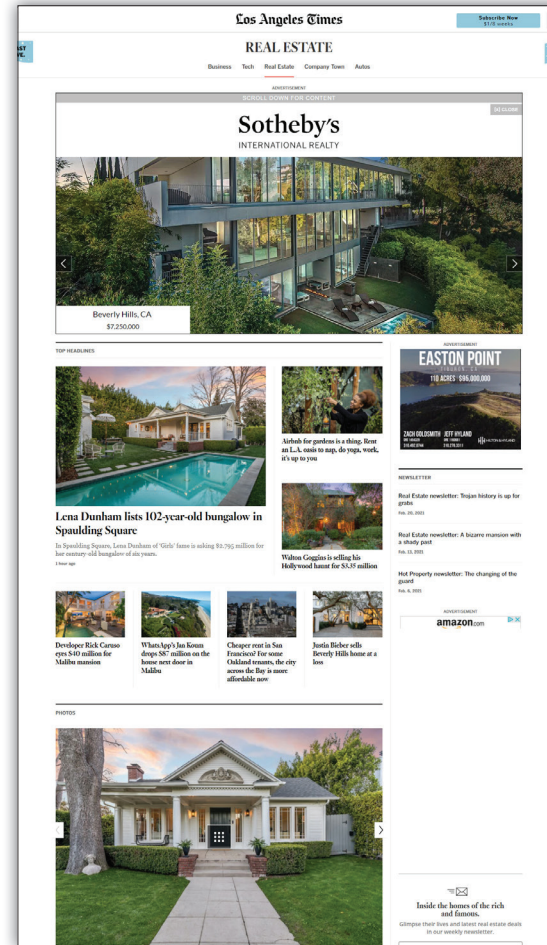
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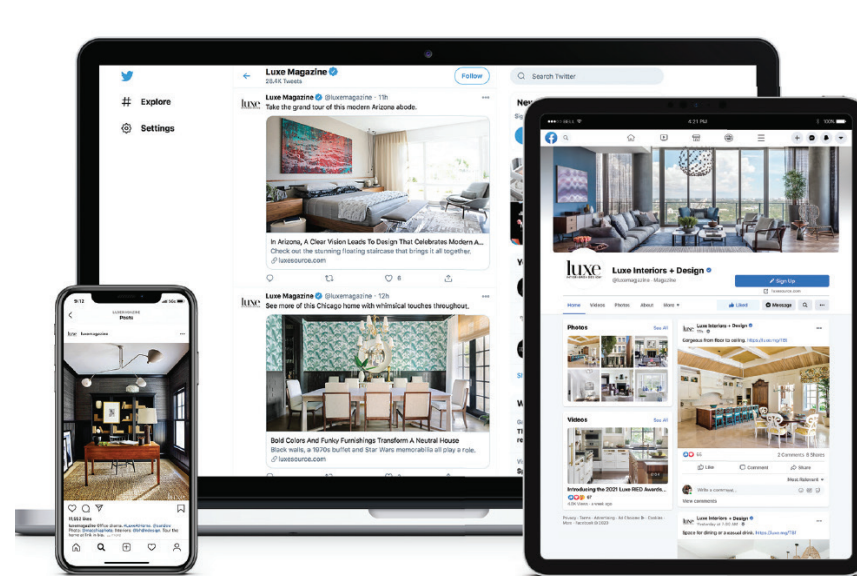
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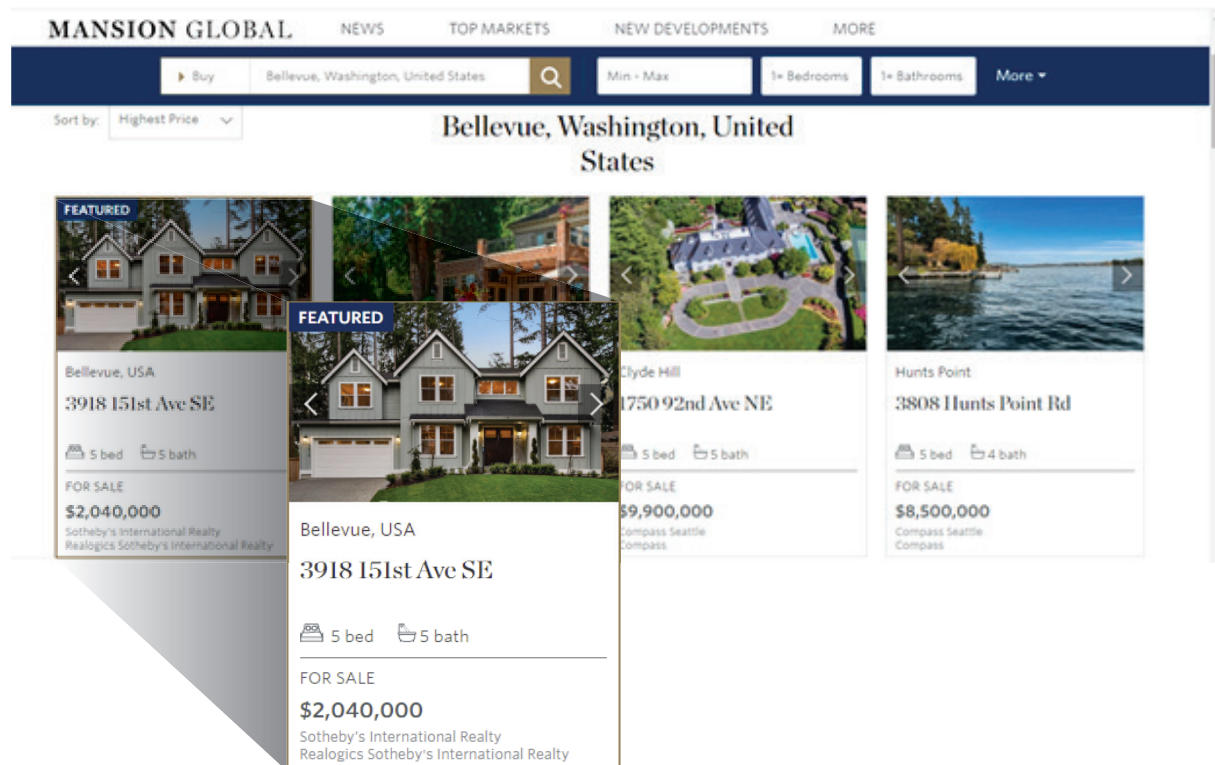
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REAL ESTATE

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 Berger, 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

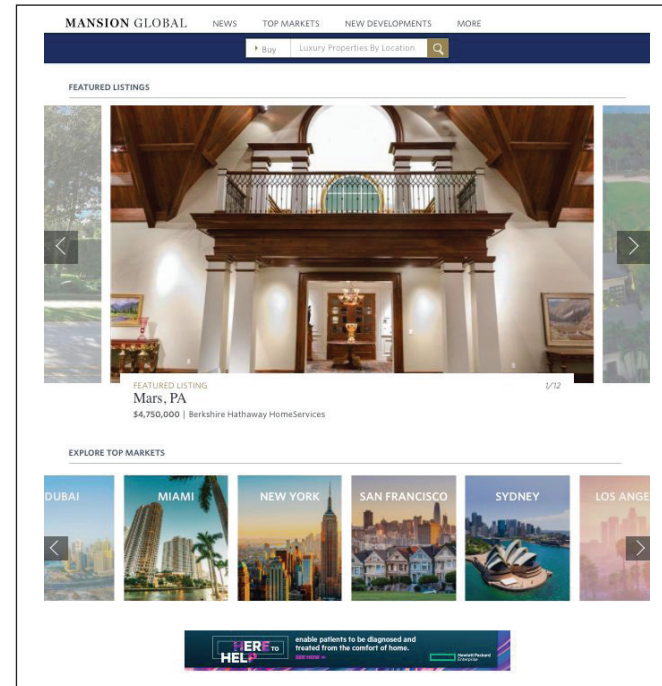
As construction across the city screeches to a halt, developers reckon with [how to keep their projects funded](#) while the pandemic rages on.

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Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

Shaky Ground

The market's recovery from the crash in early 2009 is still shaky, investors worry. Fed is back to work on public health and other government agencies.

Tennessee Twisters Kill at Least 25

Tornadoes ripped through the state while many residents were celebrating the Super Bowl. At least 25 people died in the state.



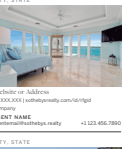












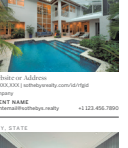


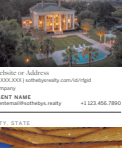
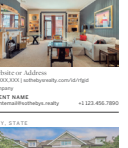





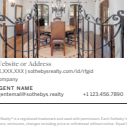


Biden Picks Up String of Victories, Sanders Logs Big Win in California

Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.

World-Wide

How much a string of Super Tuesday primary victories and Super Tuesday results will mean for the candidates remains to be seen. Biden's lead in California is the only one that is statistically significant.

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Jacqueline Lightburn
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- Circulation: **214,131**
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- Readership: **1,993,418**
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- Average household income: **\$338,000**
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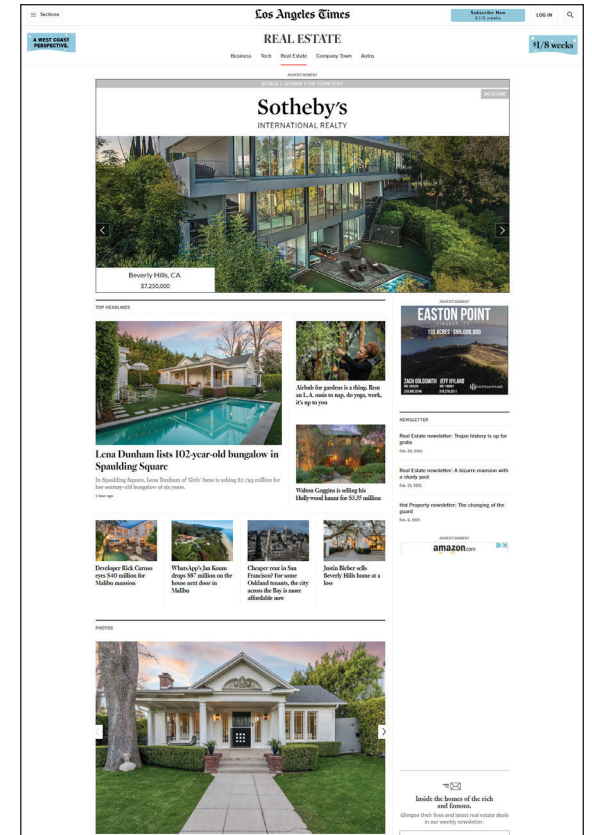
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- **8%** Distributed to a proprietary list of trade professionals, showrooms and design centers
- **8%** Distributed to private air travelers via exclusive MediaJet newsstands in 250+ FBOs and on newsstands in Barnes & Noble, Hudson News, Whole Foods and Central Market

AUDIENCE:

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

PRICE: \$3,300 FULL PAGE



San Francisco & Silicon Valley Takeover

Exclusive insert in the New York Times distributed to 36,500 households in the San Francisco and Silicon Valley metro.

FULL PAGE W/ DIGITAL PROMOTION: \$725



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Move beyond your expectations.

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Represented by: Sarah Rabinowitz, M.S.

72 Post Road, Old Westbury, NY



Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 516.632.2710
c. 516.662.5400

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.



DANIELGALE.COM/AGENT/FICHEA-RUSSELL



Sandbanks
Exuma, The Bahamas



Jacqueline Lighthorn
Elite Agent
+1 242 269 2225
260 Sandbanks Light House
#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 swimming pool deck and a classic infinity pool. Like a luxury spa, directly into the ocean for water sports.



SIREBAHAMAS.COM/ID/V29,67

Bahamas | **Sotheby's**
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorino
Elite Agent
858.334.3557
eric@ericsantorinorealty.com
DRE#02156501

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 parcels 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.



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Pacific | **Sotheby's**
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Schedule, Pricing & Reach



Sotheby's
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Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	January	February	March	April	Media Total	Reach	
Sotheby's Auction House: Print								
Sotheby's Magazine	Half Page			\$ 1,820.00		\$ 1,820.00	20,000	
Sotheby's Auction House: Digital								
Sotheby's Bespoke Geo-Targeted Emails	Email							
Sotheby's Bespoke Geo-Targeted Emails	New York, California	\$ 2,500.00	\$ 2,500.00			\$ 5,000.00	50,000	
Digital								
Million Impressions								
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000	
Million Impressions	Targeting - California, New York							
Comprehensive Digital								
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	
Connected TV	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	180,000	
Online Audio	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	90,000	
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	180,000	
Dwell.com								
Real Estate Package 1	Custom Article with promo on Homepage with promotion in eNewsletter		\$ 6,000.00			\$ 6,000.00	110,000	
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500	
JamesEdition								
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00				\$ 1,600.00	750,000	
Featured Article and e-Newsletter promotion	e-Newsletter		\$ 3,300.00			\$ 3,300.00	294,000	
Social Media	Listing Feature	\$ 1,000.00				\$ 1,000.00	148,000	
JetSet Magazine								
JetSet Magazine	Annual Global Campaign	\$ 2,500.00				\$ 2,500.00	2,140,000	
LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page					\$ -		
Custom Email	Custom Email	\$ 1,350.00		Bonus		\$ 1,350.00	30,000	
Luxe Interiors + Design								
IG + Facebook Sponsored Ad	IG + Facebook Sponsored Ad	\$ 3,000.00				\$ 3,000.00	294,000	
WSJ.com								
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000	
Mansion Global New Development Profile	Profile page - 3 months		\$ 1,250			\$ 1,250.00		
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000	
Property upgrades	Property upgrades		Bonus	Bonus		\$ -		
Mansion Global Homepage	Featured Listing Module			\$ 1,275.00		\$ 1,275.00	164,000	
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages	\$ 1,100.00				\$ 1,100.00	1,900,000	
Crain's New York Business								
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00			\$ 3,150.00	15,000	
Print								
The Wall Street Journal								
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade		\$ 3,180.00	\$ 1,590.00		\$ 4,770.00	1,288,848	
The Wall Street Journal - Mansion Gobar Experience Luxury	Quarter Page		\$ 980.00			\$ 980.00	100,000	
The New York Times								
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00			\$ 1,520.00	846,222	
The New York Times Takeover	Full page w/ Digital promotion		\$ 750.00			\$ 750.00	168,000	
San Francisco & Silicon Valley Takeover								
San Francisco Silicon Valley Takeover	Custom insert: Full page w/ Digital promotion			\$ 725.00		\$ 725.00	36,500	
Conde Nast Magazines Regional Pages								
Architectural Digest - Austin	Full Page				\$ 2,340.00	\$ 2,340.00	16,000	
Financial Times								
Financial Times	Property Spot	\$ 750.00	\$ 750.00			\$ 1,500.00	420,914	
The Los Angeles Times								
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00				\$ 425.00	220,780	
The Los Angeles Times	Takeover		\$ 660.00			\$ 660.00	220,780	
Luxe Interiors + Design								
Luxe Interiors + Design	Full page			\$ 3,300.00		\$ 3,300.00	25,000	
TOTAL							\$ 84,020.00	12,158,544
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy								
Pricing Subject to Change								