



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Harman Hall Advertising and Marketing Program

LIV | Sotheby's  
INTERNATIONAL REALTY

# Table of Contents

## **03 INTRO**

## **04 SOTHEBY'S AUCTION HOUSE**

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

## **07 DIGITAL**

- 08 Impressions Campaign
- 13 Geofencing - Event and Location
- 14 Comprehensive Digital
- 15 Circa Old Houses
- 16 Dwell.com
- 17 Elite Traveler
- 18 Nob Hill Gazette
- 19 JamesEdition
- 22 LA Times
- 23 Le Figaro
- 24 Luxury Estate
- 25 Robbreport.com
- 26 WSJ.com

## **28 PRINT**

- 29 The Wall Street Journal
- 30 The New York Times
- 31 The New York Times Takeover
- 32 Architectural Digest
- 33 Elite Traveler
- 34 Financial Times
- 35 Le Figaro
- 36 The Los Angeles Times

## **38 SCHEDULE, PRICING & REACH**

- 39 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 Harman Hall

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

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 Denver, CO.

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**

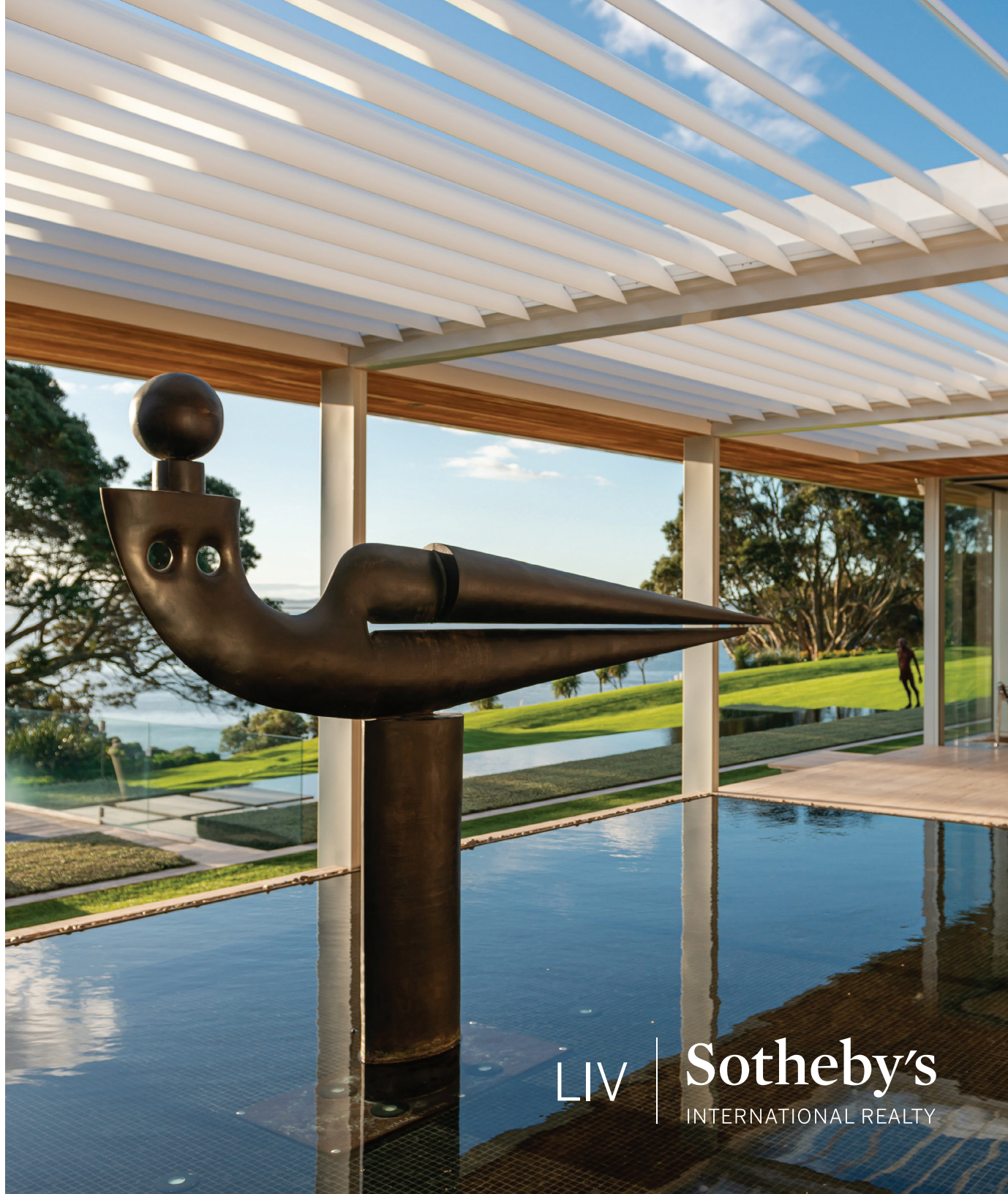
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**CHLOE STEELY**  
*Account Executive*  
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[chloe@skyad.com](mailto:chloe@skyad.com)

# Sotheby's Auction House Offerings



# Sotheby's Auction Magazine

## SOTHEBY'S MAGAZINE

This large format magazine enriches readers with sophisticated content related to the art and real estate world. Sotheby's Magazine features editorial showcasing Sotheby's International Realty® listings.

- Distribution: **20,000**
- Auction clients with **\$50,000-\$5 million** in transactions
- Distribution at all **70** Sotheby's offices around the world
- Distribution at Park Hyatt Hotels in **18** countries
- Distributed at high profile auction events in **NY, London, Los Angeles and Hong Kong**

QUARTER PAGE: \$910



**Sotheby's**  
INTERNATIONAL REALTY

Austin, Texas  
 214.426.8800  
 Property # 1230123  
 Agent: Jennifer  
 International Realty  
 Broker: Sotheby's International Realty  
 Email: jennifer@sothebysrealty.com  
 \$50,000,000.00

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

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Home

**1 Central Park West 46R/50C**  
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern luxury living. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom millwork, creating an unparalleled level of elegance and sophistication. This is a rare opportunity to own a piece of New York City's most iconic address.

**New York, New York**  
 212.850.0000  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 850 7772  
 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 from the 15th floor. The property features a private elevator, a full kitchen, and a large terrace. This is a rare opportunity to own a piece of New York City's most iconic address.

**New York, New York**  
 212.850.0000  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 850 7772  
 Email: taylor@sothebysrealty.com  
 \$20,000,000

**Four Seasons Private Residences**  
 This upcoming 1,100 sq. ft. penthouse residence is a true masterpiece of modern luxury living. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom millwork, creating an unparalleled level of elegance and sophistication. This is a rare opportunity to own a piece of New York City's most iconic address.

**New York, New York**  
 212.850.0000  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 850 7772  
 Email: taylor@sothebysrealty.com  
 \$15,000,000

SC

## DIGITAL

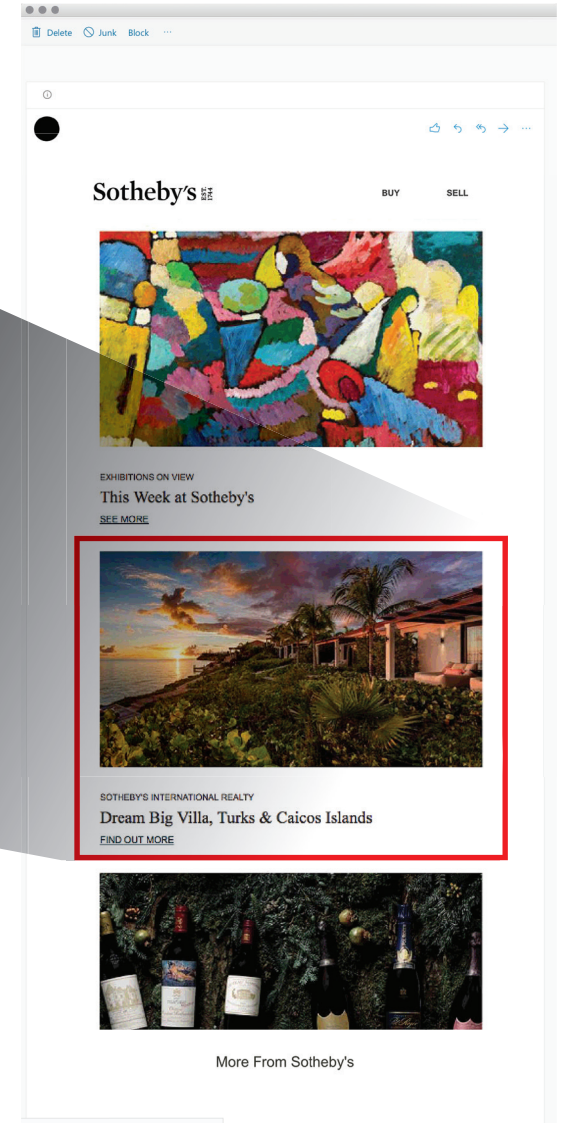
### SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

- 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

France, Germany, Colorado, Texas, California

PRICE: \$2,500/DEPLOYMENT



# Digital Offerings



LIV | 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: **Harman Hall**
- Flight Dates: **March 2024 - May 2024**
- Impressions: **1,500,000**
- 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



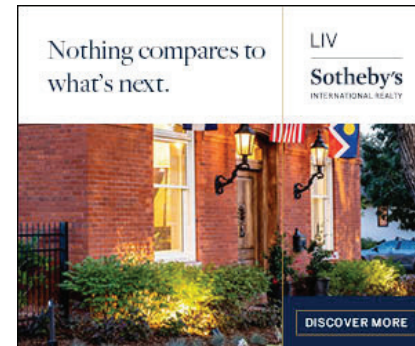
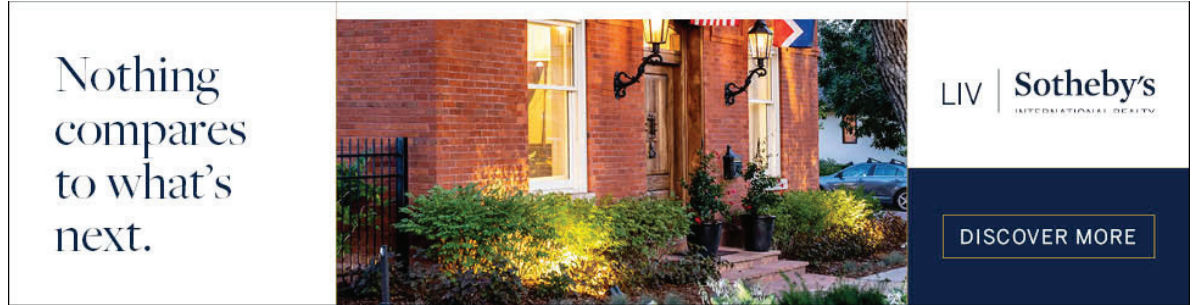
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

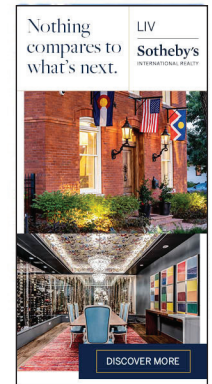
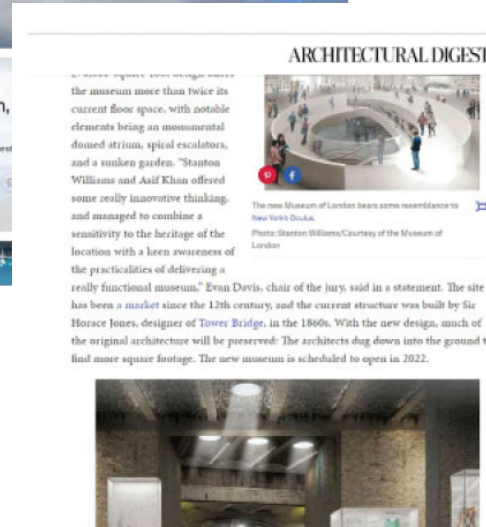
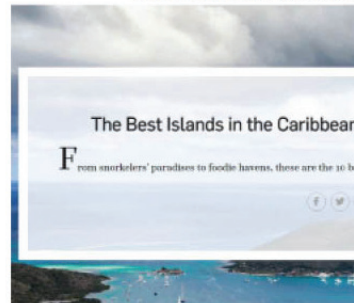
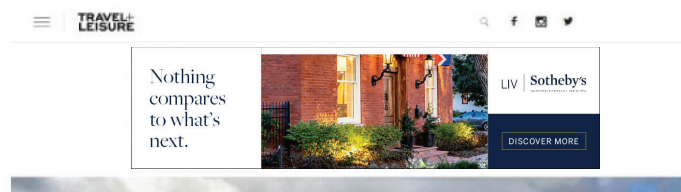
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

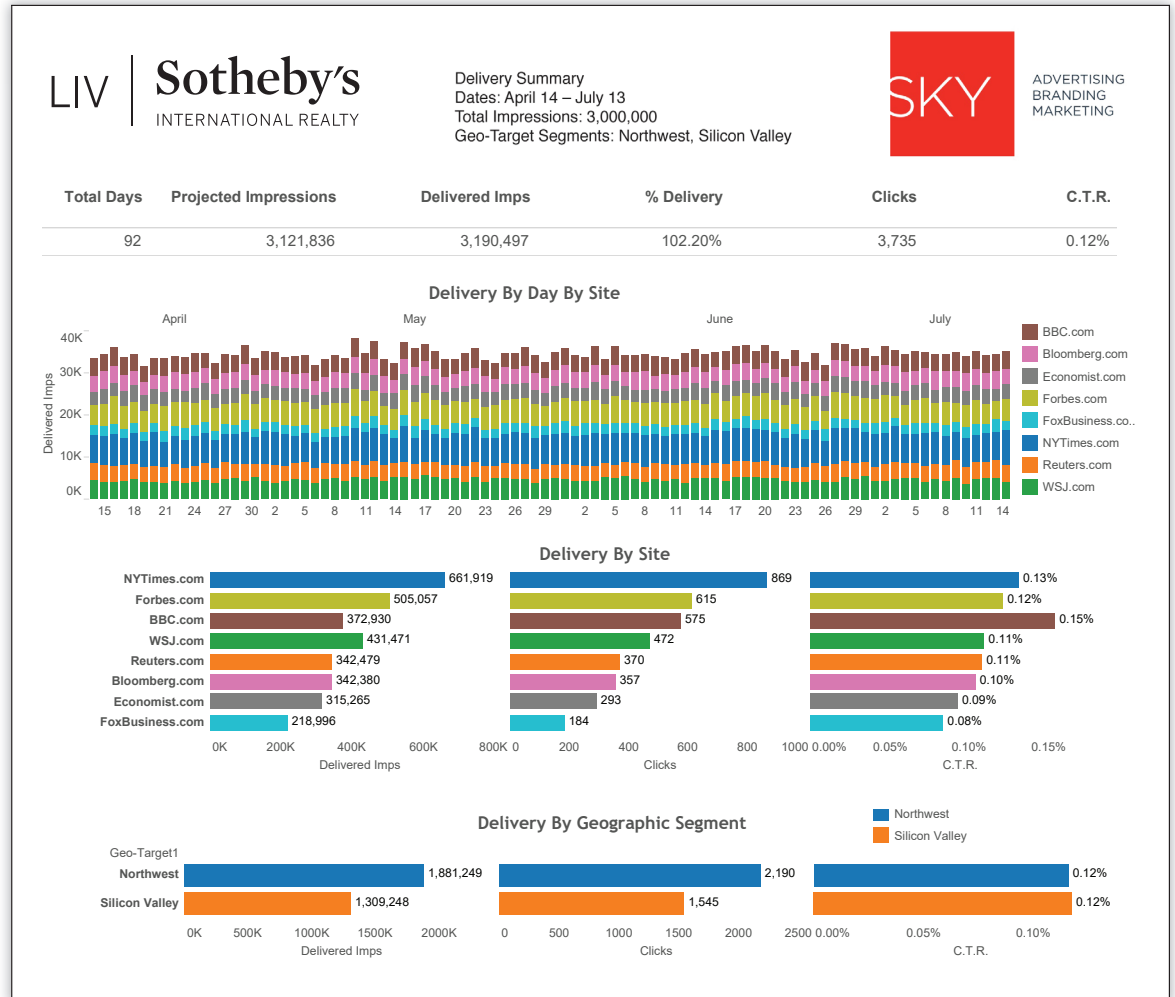


# Comprehensive Reporting For Your Customized Campaign

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.

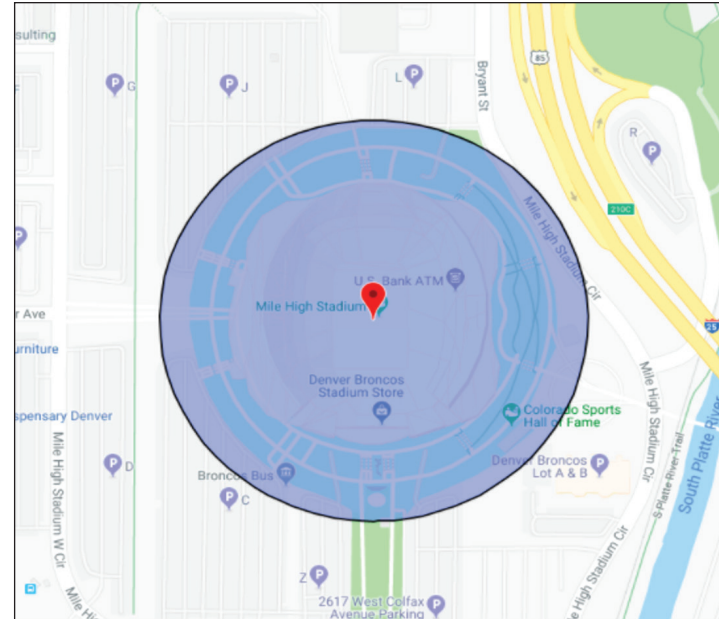
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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

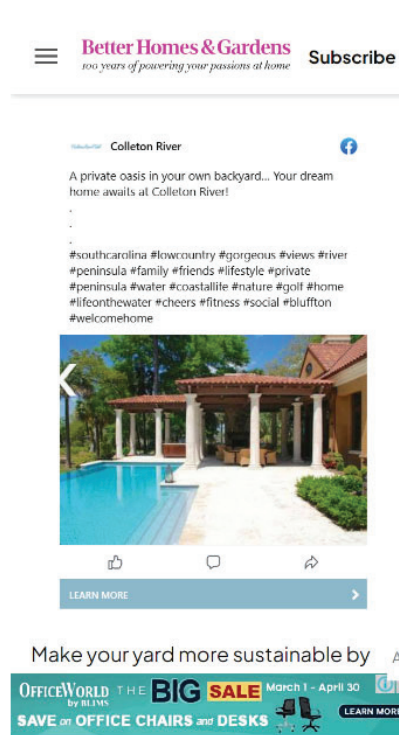
## SOCIAL MIRROR ADS

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.

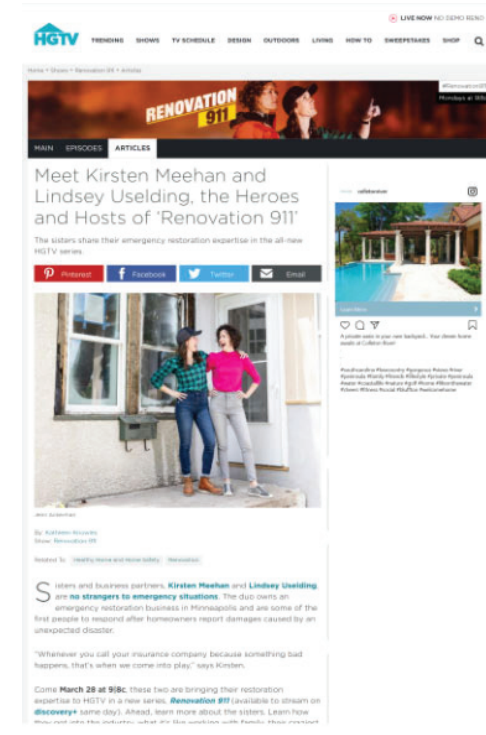
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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/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

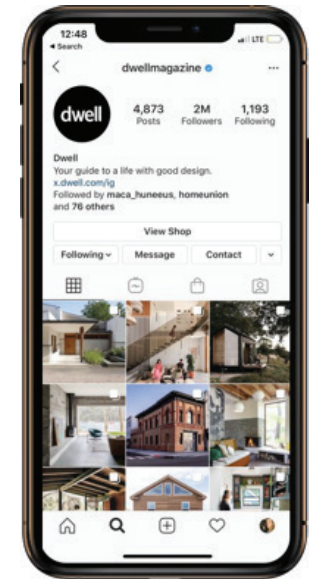
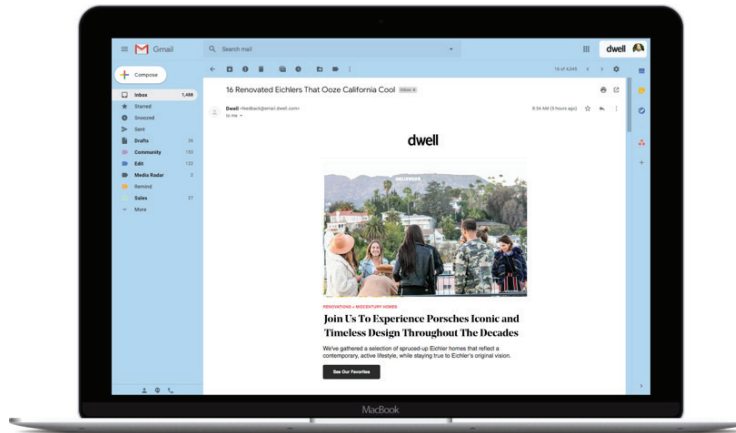


# Dwell Real Estate

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



# Elite Traveler

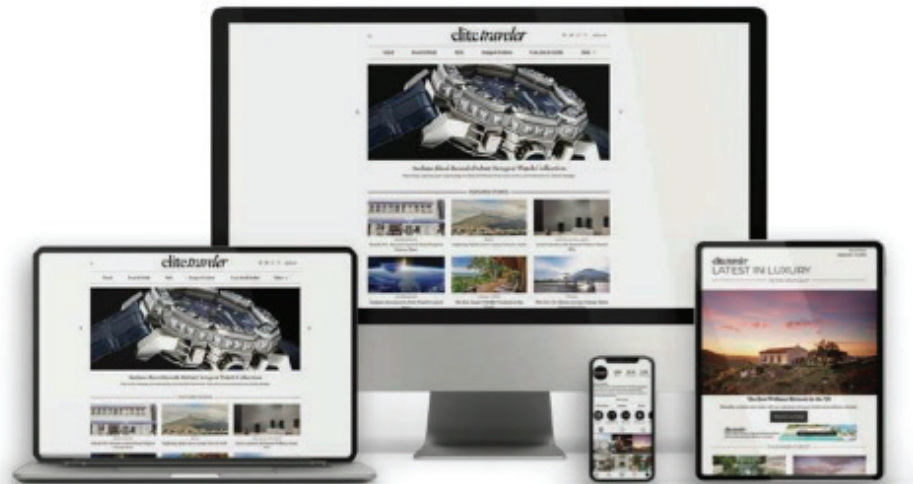
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

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ONLINE REAL ESTATE SHOWCASE: \$2,500 FOR ONE YEAR



## DIGITAL

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# Nob Hill Gazette

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

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

## E-NEWSLETTER

### ON THE MARKET

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

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PRICE: \$500 PER LISTING

**San Francisco, Peninsula, and Silicon Valley**



# jamesedition.com

## ROTATING GALLERY

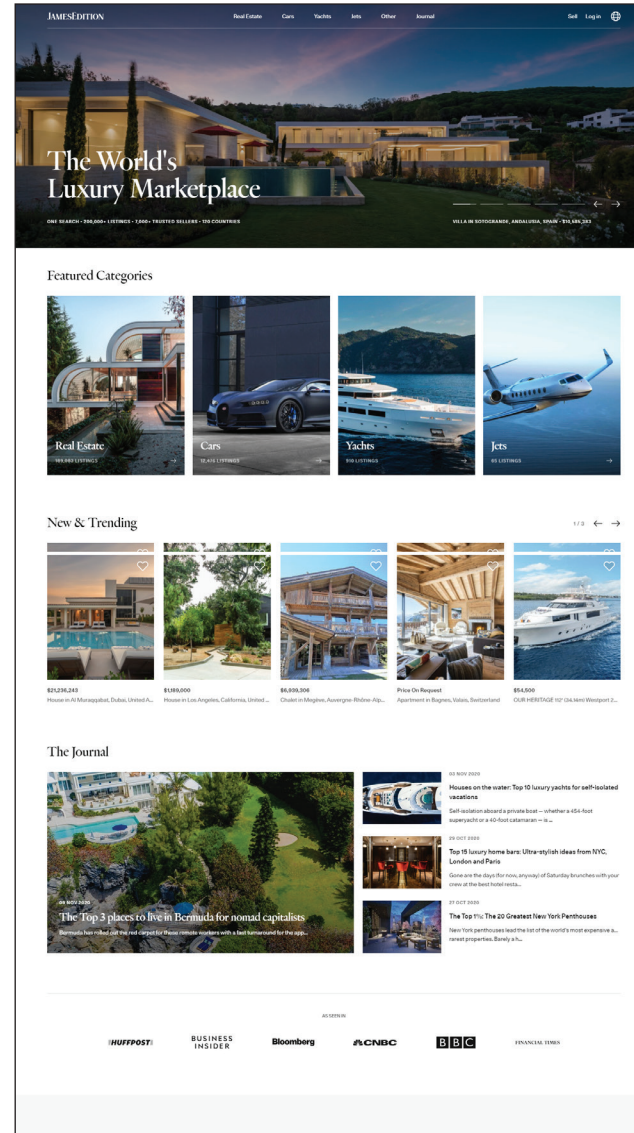
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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

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

### HOME PAGE

FEATURED BANNER: \$2,000



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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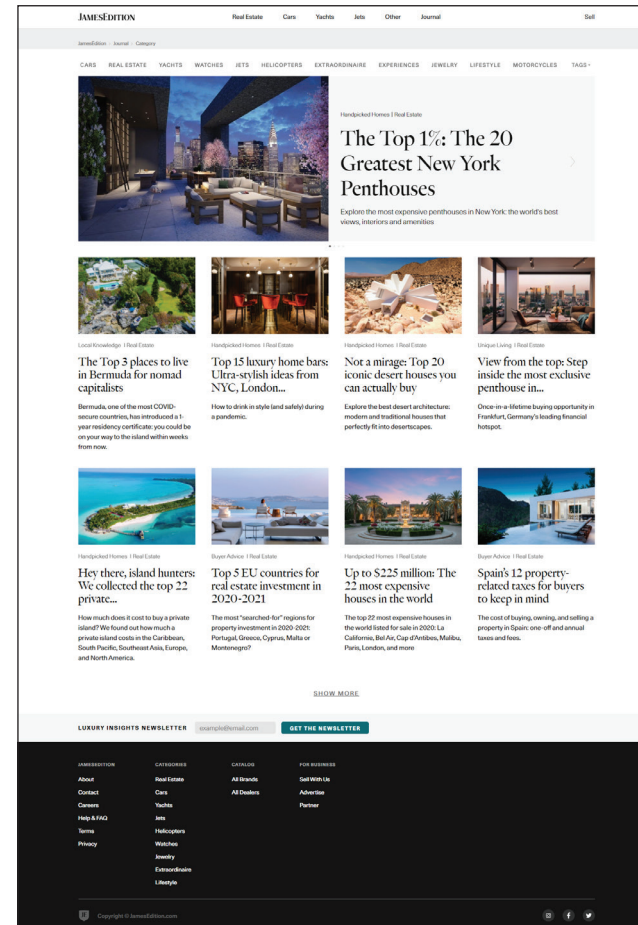
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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.

**\$5,500 NEWSLETTER TOP & ARTICLE;**  
**\$3,300 NEWSLETTER TRENDING & ARTICLE**



# jamesedition.com

## SOCIAL MEDIA POST

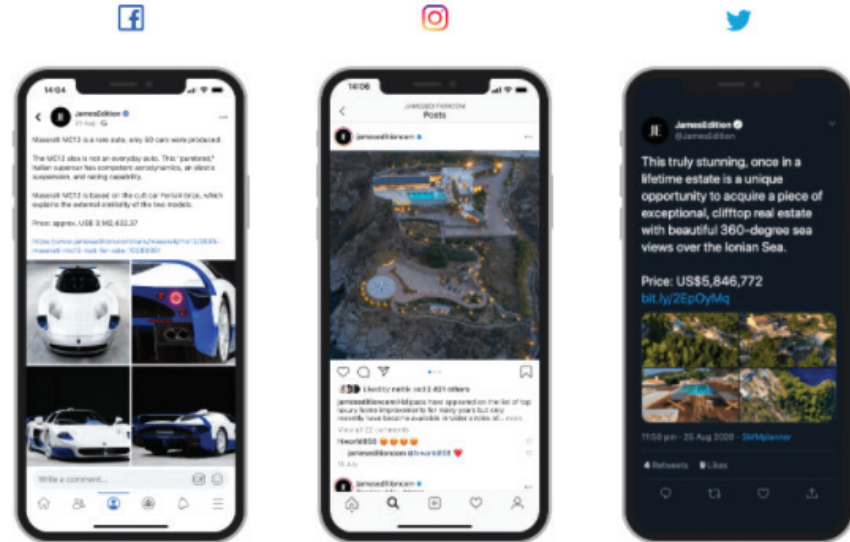
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- Instagram **74.8K**
- Facebook **31.3K**



## PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$500

## PHOTO PLUS

- 1-5 featured listings
- 1-10 photos & text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000 PHOTO PLUS

## VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

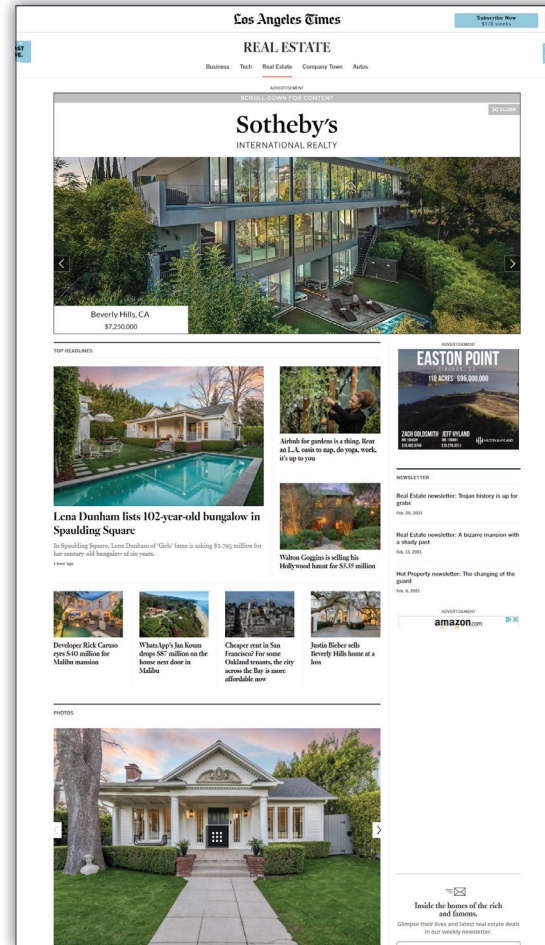
VIDEO: \$1,800

# LA Times

## LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

Promote your property with a large banner placement on the top of the LATimes.com Real Estate, Home Page, Real Estate Content pages and ROS.

PRICE: \$325/MONTH



# Le Figaro

The finest selection of properties to buy and to rent, in France and abroad.

## PROPRIÉTÉS LE FIGARO.COM – FRANCE

- **2.1 million** sessions per month
- International audience: **22%**  
(Top 5 audience: US, UK, Belgium, Switzerland, Germany)

## PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

- **180,000** sessions per month  
(top 5 audience: US, UK, France, Canada, Australia)

## HEADLINE SEARCH

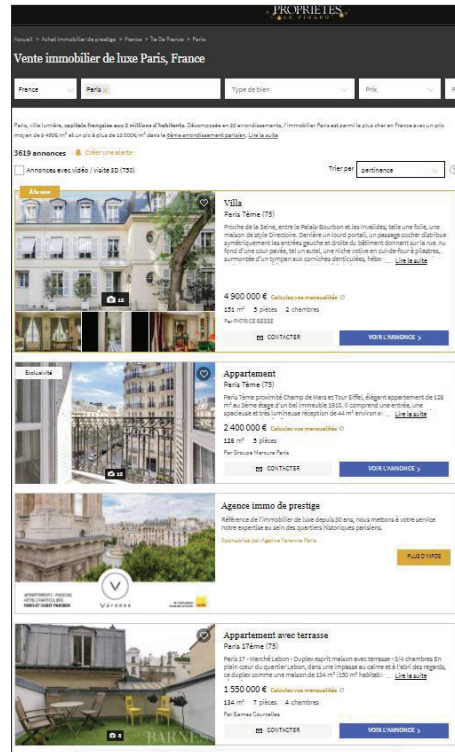
Position your property at the very top of the results page.

FEATURED CITY: \$795/CITY/MONTH

## NATIVE AD

Premium display format increases visibility among search results. These placements are also able to appear to users with specific search criteria – castles, manors, etc.

NATIVE PLACEMENT BY CITY: \$500/CITY/MONTH



# Luxury Estate

## LUXURY ESTATE

Luxury Estate is the leading international portal for the luxury real estate market.

With its 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





# RobbReport.com

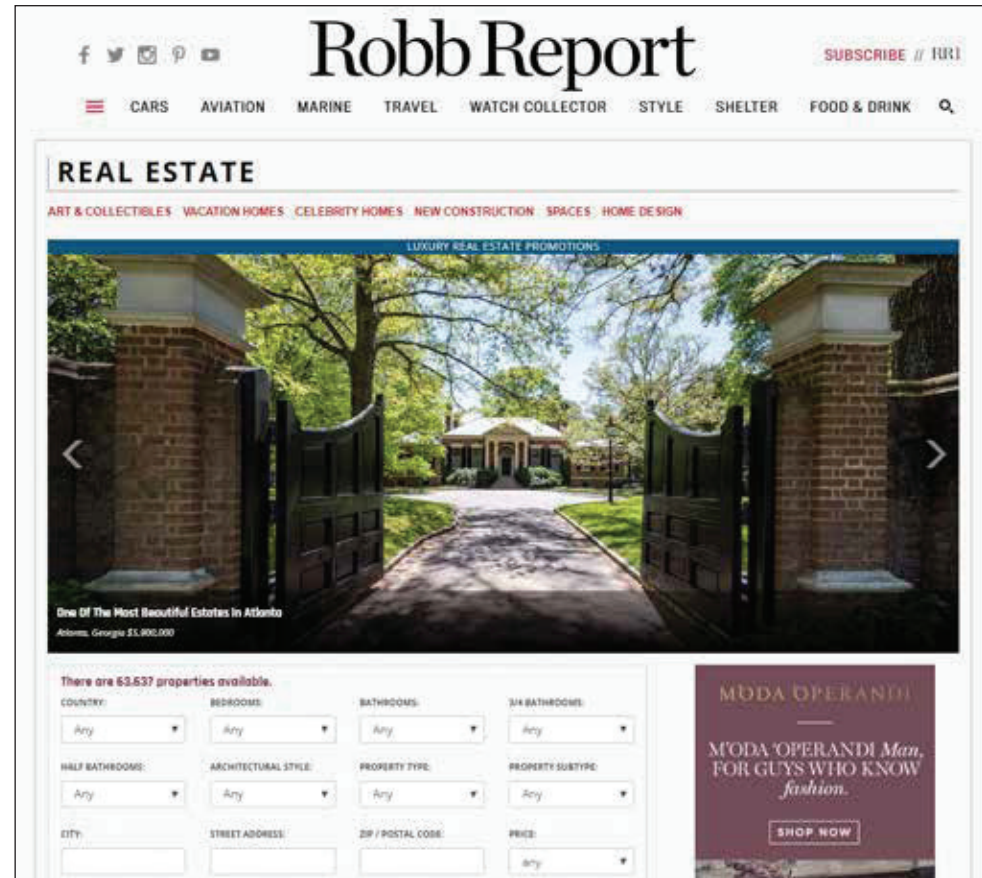
## REAL ESTATE MEDIA BAR

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



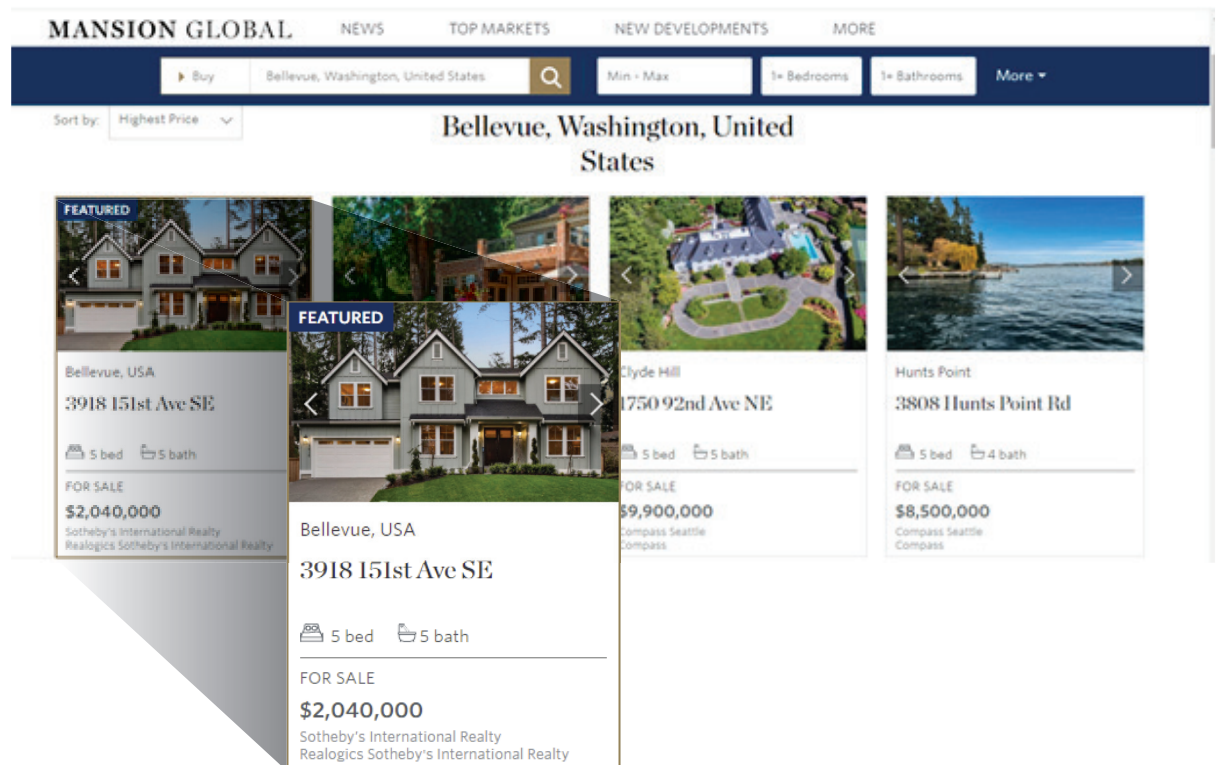
# The Wall Street Journal Online (WSJ.com)

## 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



# 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

SHARED BANNER - CO-OP: \$650/LISTING

Shared with 5 properties



# Print Offerings



# 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**

NATIONAL PRICE: \$795 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

**THE WALL STREET JOURNAL.**  
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • MSJ.com • \$4.00  
 DAA 292724 • 75351291 • NASDAQ 100: 10,938.53 • S&P 500: 3121.41 • 10-YR TREAS: 2.52% • 30-YR TREAS: 2.52% • OIL: 51.28 • 90-D: 114.23 • 5-YR: 1.60 • EURO: 1.1212 • YEN: 107.32

**What's News**  
 Business & Finance

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

**Shaky Ground**  
 A major supply chain of hospitals is being hit by uncertainty as the U.S. health-care system faces a potential public health catastrophe and other government agencies.

**Tennessee Twisters Kill at Least 25**  
 Storms ripped through Tennessee on Tuesday, killing at least 25 people as the weather service warned of deadly tornadoes and hail.

**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 legislative priorities on Tuesday, including a \$200-billion infrastructure package and a \$150-billion climate package.

**U.S. Health Care**  
 The U.S. health-care system is facing a potential public health catastrophe as the U.S. health-care system faces a potential public health catastrophe.


**U.S. Economy**  
 The U.S. economy is facing a potential public health catastrophe as the U.S. health-care system faces a potential public health catastrophe.

**Sotheby's**  
 INTERNATIONAL REALTY


Nothing compares to what's next.




City, State: [Redacted]  
 Website or Address: [Redacted] | sothebysrealty.com/61761  
 Company: [Redacted]  
 AGENT NAME: [Redacted] | +1 212 456 7800




City, State: [Redacted]  
 Website or Address: [Redacted] | sothebysrealty.com/61761  
 Company: [Redacted]  
 AGENT NAME: [Redacted] | +1 212 456 7800




City, State: [Redacted]  
 Website or Address: [Redacted] | sothebysrealty.com/61761  
 Company: [Redacted]  
 AGENT NAME: [Redacted] | +1 212 456 7800




City, State: [Redacted]  
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 Company: [Redacted]  
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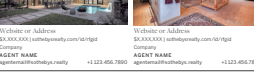
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# The New York Times

## 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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**Real Estate**  
The New York Times

**THE HAMPTONS NORTH?**



**By JILL SACKIN**  
For some, the Hudson Valley was supposed to be a quiet retreat. Instead, it has become a hotbed for the ultra-rich, including one of the nation's wealthiest couples looking for a second home. To take on the search for a second home, they are turning to the real estate industry. In the Hamptons, the search for a second home is a competitive one. The Hudson Valley is starting to resemble that stretch of Long Island.

**By JILL SACKIN**  
For some, the Hudson Valley was supposed to be a quiet retreat. Instead, it has become a hotbed for the ultra-rich, including one of the nation's wealthiest couples looking for a second home. To take on the search for a second home, they are turning to the real estate industry. In the Hamptons, the search for a second home is a competitive one. The Hudson Valley is starting to resemble that stretch of Long Island.

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

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- Median Age: **54**
- Male / Female: **46% / 54%**

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Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

## ELITE TRAVELER AUDIENCE

- Total Readership: **557,000**
- Average Age: **45**
- Male/Female Ratio: **69% / 31%**
- Average HHI: **\$7.9M**
- Average Net Worth: **\$32M**

LUXURY HOMES FEATURE: \$4,500



# 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**

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<b>10000000.com</b> \$4,000,000 Austin Sotheby's International Realty <b>KUMARA WILCOX</b> kumara.wilcox@sirbahamas.com +1 512.452.3035	<b>HOUSTON, TEXAS</b> 111100000.com \$4,000,000 Houston Sotheby's International Realty <b>VICTORIA HINTON</b> victoria.hinton@sirbahamas.com +1 713.266.4932	<b>WIMBERLEY, TEXAS</b> 10000000.com \$4,000,000 Houston Sotheby's International Realty <b>GARY ADAMS</b> gary.adams@sirbahamas.com +1 512.762.8387	<b>SEASIDE, SOUTH CAROLINA</b> 113 W. 11th Street.com \$4,000,000 South Charleston Sotheby's International Realty <b>THE MCKENNEY GOLD GROUP</b> the.mckennegoldgroup@sirbahamas.com +1 813.791.2880	<b>KANAS, UTAH</b> 10000000.com \$4,000,000 Kanab Sotheby's International Realty <b>CHRIS SIMONS</b> chris.simons@sirbahamas.com +1 435.532.0246

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# Propriétés Le Figaro

Propriétés Le Figaro is the finest selection of luxury properties to buy and to rent in France and around the world- in print and online. Propriétés Le Figaro embodies the essence of the French way of life, with a property magazine published bi-monthly. Your properties will be seen by the wealthiest people in France, executives of CAC 40 companies, and executives from the Top Management network. In addition to print, there is an online edition and mobile app.

- Readers: **1.4 million**
- Web Visitors: **93,000 per month**
- Page Views: **890,000 per month**
- Distribution: **U.S.A. 32%, U.K. 19%, France 12%, Canada 3%, Australia 3%**

PRICE: \$2,500 FULL PAGE

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Harald.Grant@SothebysRealty  
HaraldGrant@SothebysRealty.com

**Bruce Grant**  
Licensed Salesperson  
914.640.7838  
Bruce.Grant@SothebysRealty.com

The Rosewood Farm Estate  
Southampton, New York

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

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914.527.7878  
Beate.Moore@SothebysRealty  
BeateMoore.com

**Vanessa Moore**  
Licensed Salesperson  
917.770.6078  
Vanessa.Moore@SothebysRealty.com

Water Mill South on Reserve, Pool & Tennis  
Water Mill, New York

6 BEDROOMS | 6.5+ BATHS | 4,900SQ FT | \$11,000,000  
542MECOVROAD.COM

Sotheby's  
INTERNATIONAL REALTY

# Los Angeles Times Takeover

The Los Angeles Times takeover is an exclusive, full-color Sotheby's International Realty outsert that is placed on top of the Los Angeles times on select Saturdays to coincide with the weekly Hot Properties section.

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
  - **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
  - **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
  - **32%** of readers are more likely to own a second home or real estate property.
- 
- Full Page color ad using Sotheby's International Realty Design Vault template
  - Western Los Angeles coverage
  - Saturday Print Circulation: **56,000**
  - Saturday e-edition subscribers: **164,780**

FULL PAGE: \$660

Sotheby's INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.  
SOTHEBYREALTY.COM

MALIBU CALIFORNIA

Photos provided by James Smith | STOTTUS/ALYSON WELDON

72 Post Road, Old Westbury, NY

Extra Rare! Real Estate Colossus. Spectacular Old Westbury. \$4,900,000

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

Headquartered in an owner directly adjacent to the 220-acre Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom 1920's style estate on nearly two acres, 11 beds, 13.5 acre suburban cottage, an 1800s garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE | AGENT | DOBRA RUSSELL

Sotheby's INTERNATIONAL REALTY

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Open the door to what's next.

Harald Grant  
Executive Broker  
908.222.1234  
harald@sothebysrealty.com

Bruce Grant  
Executive Broker  
908.222.1234  
bruce@sothebysrealty.com

The Rosewood Farm Estate  
Southampton, New York  
10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000  
ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Take a peek at what's next.

Rosie V. Moore  
Executive Broker  
914.271.1234  
rosie@sothebysrealty.com

Vanessa Moore  
Executive Broker  
914.271.1234  
vanessa@sothebysrealty.com

Water Mill South on Reserve, Pool & Tennis  
Water Mill, New York  
6 BEDROOMS | 6.5+ BATHS | 4,800 SQ. FT. | \$11,000,000  
\$42MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY

# Los Angeles Times Hot Property And Digital Lighthouse

## LOS ANGELES TIMES HOT PROPERTY

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**

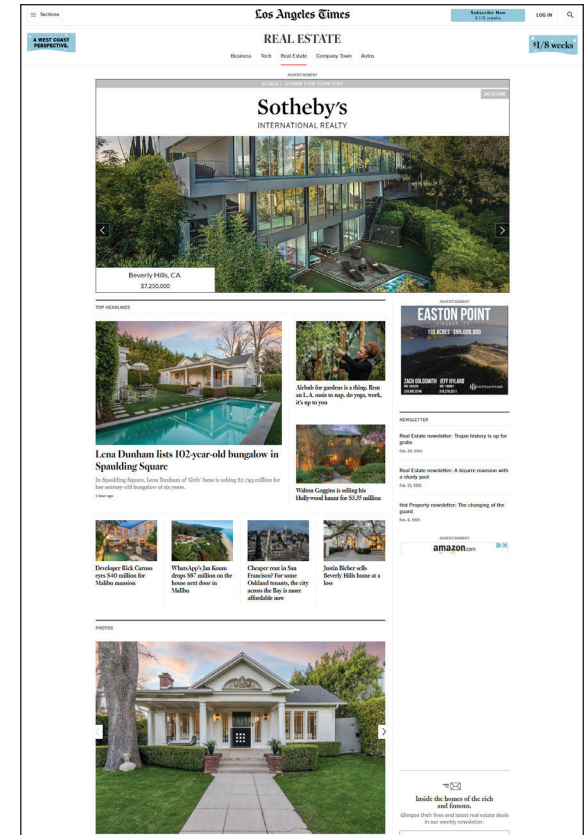


## LA TIMES DIGITAL LIGHTHOUSE

The Sotheby's International Realty LA Times Digital Lighthouse showcases 27-30 properties monthly and owns 100% SOV at the top of the LA Times Real Estate section.

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425/SPOT



# Schedule, Pricing & Reach



# Proposed Schedule, Pricing & Reach 2024

Plan 1	Ad Description	March	April	May	Media Total	Reach
<b>Media</b>						
<b>Sotheby's Auction House: Print</b>						
Sotheby's Magazine	Quarter Page	\$ 910.00			\$ 910.00	20,000
<b>Sotheby's Auction House: Digital</b>						
Sotheby's Bespoke Geo-Targeted Emails	Email					
Sotheby's Bespoke Geo-Targeted Emails	France, Germany, Colorado, Texas, California	\$ 2,500.00			\$ 2,500.00	25,000
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 4,875.00	1,500,000
Million Impressions	Targeting - South of France/Marseille, Monaco, Berlin, LA, Denver, Aspen, Houston, NY					
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
<b>Geofencing - Event and Location</b>						
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00			\$ 1,500.00	60,000
<b>Circa Old Houses</b>						
Circa Old Houses	Social Media Post	\$ 270.00			\$ 270.00	
<b>Dwell.com</b>						
Real Estate Package 1	Custom Article with Homepage and eNewsletter promo	\$ 6,000.00			\$ 6,000.00	110,000
<b>Elite Traveler</b>						
Online Real Estate Showcase	Online Real Estate Showcase		\$2,500		\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>						
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00		\$ 1,000.00	13,000
<b>JamesEdition</b>						
Rotating Gallery Home Page	Featured Banner	\$ 2,000.00			\$ 2,000.00	750,000
Featured Gallery 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
<b>LA Times</b>						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page			Bonus	\$ -	425,000
<b>Le Figaro</b>						
Headline Search	Featured City	\$ 795.00		\$ 795.00	\$ 1,590.00	
Native Ad	Native placement by City		\$ 500.00		\$ 500.00	
<b>Robbreport.com</b>						
Robbreport.com	Real Estate media bar	\$ 1,350.00			\$ 1,350.00	6,000
<b>WSJ.com</b>						
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$ 2,150.00	164,000
Mansion Global Homepage	Shared Banner - Co-op		\$ 650.00	\$ 650.00	\$ 1,300.00	328,000
Property upgrades	Property upgrades	Bonus	Bonus	bonus	\$ -	
<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	\$ 3,180.00	\$ 1,590.00	\$ 795.00	\$ 5,565.00	1,933,272
<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		\$ 1,500.00	336,000
<b>Conde Nast Magazines</b>						
Architectural Digest - Denver	Full Page			\$ 2,340.00	\$ 2,340.00	9,000
<b>Elite Traveler</b>						
Elite Traveler	Luxury Homes Feature	\$ 4,500.00			\$ 4,500.00	557,000
<b>Financial Times</b>						
Financial Times	Property Spot	\$ 750.00	\$ 750.00		\$ 1,500.00	420,914
<b>The Los Angeles Times</b>						
The Los Angeles Times	Hot Property - listing + digital lighthouse			\$ 425.00	\$ 425.00	220,780
The Los Angeles Times	Takeover	\$ 660.00			\$ 660.00	220,780
<b>Le Figaro</b>						
Full Page	Full Page	\$ 2,500.00			\$ 2,500.00	50,000
<b>TOTAL</b>					\$ 58,095.00	8,413,857

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

# Proposed Schedule, Pricing & Reach 2024

Plan 2	Ad Description	March	April	May	Media Total	Reach
<b>Media</b>						
<b>Sotheby's Auction House: Digital</b>						
Sotheby's Bespoke Geo-Targeted Emails	Email					
Sotheby's Bespoke Geo-Targeted Emails	France, Germany, Colorado, Texas, California	\$ 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 - South of France/Marseille, Monaco, Berlin, LA, Denver, Aspen, Houston, NY					
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
<b>Geofencing - Event and Location</b>						
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00			\$ 1,500.00	60,000
<b>Circa Old Houses</b>						
Circa Old Houses	Social Media Post	\$ 270.00			\$ 270.00	
<b>Elite Traveler</b>						
Online Real Estate Showcase	Online Real Estate Showcase		\$2,500		\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>						
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00		\$ 1,000.00	13,000
<b>JamesEdition</b>						
Rotating Gallery Home Page	Featured Banner	\$ 2,000.00			\$ 2,000.00	750,000
Social Media	Listing Feature		\$ 1,000.00		\$ 1,000.00	148,000
<b>LA Times</b>						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page			Bonus	\$ -	425,000
<b>Le Figaro</b>						
Headline Search	Featured City	\$ 795.00		\$ 795.00	\$ 1,590.00	
Native Ad	Native placement by City		\$ 500.00		\$ 500.00	
<b>Robbreport.com</b>						
Robbreport.com	Real Estate media bar	\$ 1,350.00			\$ 1,350.00	6,000
<b>WSJ.com</b>						
Mansion Global Homepage	Shared Banner - Co-op	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	492,000
Property upgrades	Property upgrades	Bonus	Bonus	bonus	\$ -	
<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	\$ 1,590.00	\$ 795.00	\$ 795.00	\$ 3,180.00	1,933,272
<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		\$ 1,500.00	336,000
<b>Financial Times</b>						
Financial Times	Property Spot	\$ 750.00	\$ 750.00		\$ 1,500.00	420,914
<b>The Los Angeles Times</b>						
The Los Angeles Times	Hot Property - listing + digital lighthouse			\$ 425.00	\$ 425.00	220,780
The Los Angeles Times	Takeover	\$ 660.00			\$ 660.00	220,780
<b>Le Figaro</b>						
Full Page	Full Page	\$ 2,500.00			\$ 2,500.00	50,000
TOTAL					\$ 35,870.00	6,673,857
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change						