



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

431 E Strawberry Drive Advertising and Marketing Program

Golden
Gate

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 431 E Strawberry Drive

SKY Advertising is excited to present to Golden Gate Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 431 E Strawberry Drive.

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 Mill Valley,CA.

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**

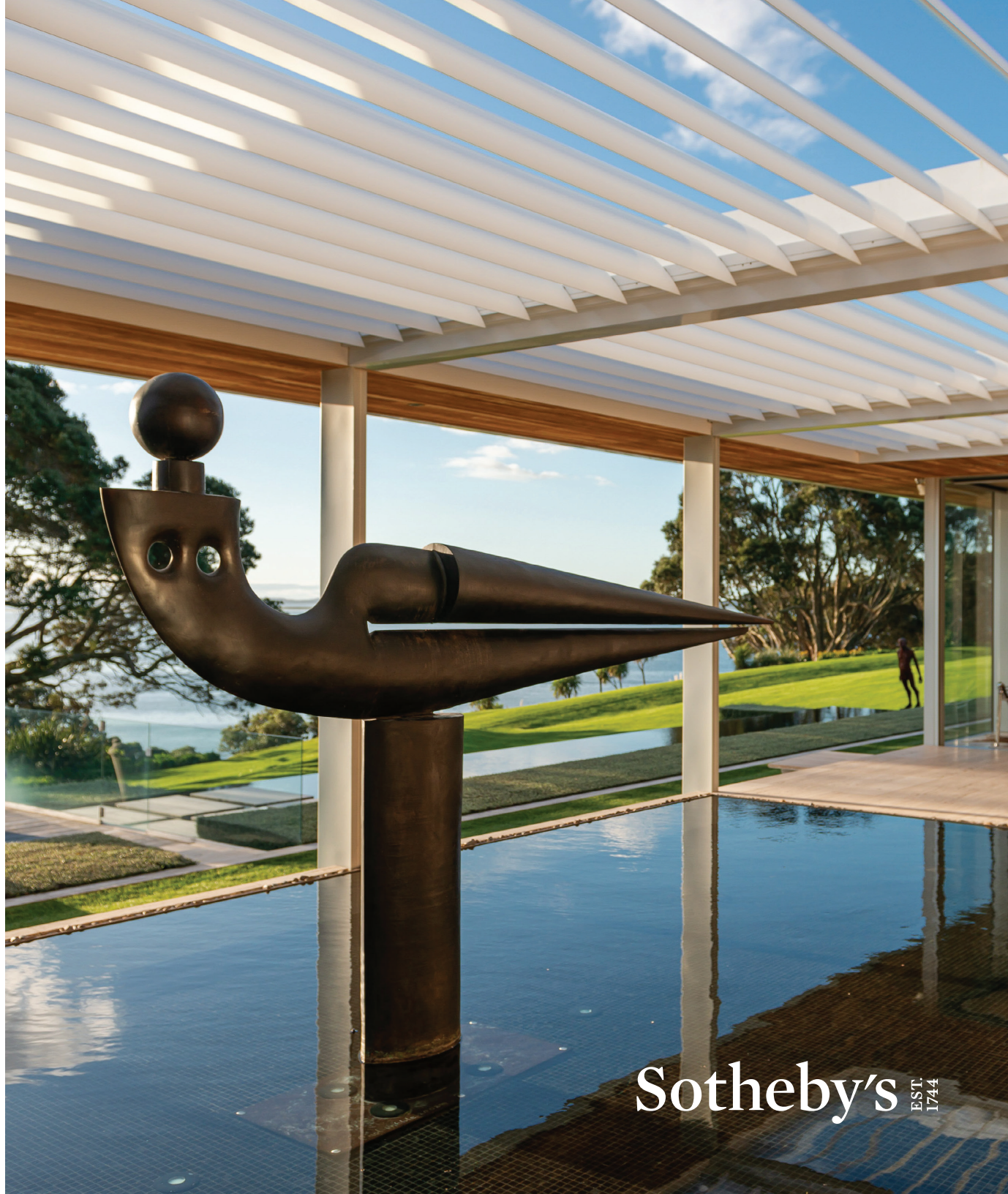
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

CHLOE STEELY
Account Executive
212-677-2557
chloe@skyad.com

Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

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

Global



Sotheby's
INTERNATIONAL REALTY

Real Estate
• Residential
• Commercial
• Investment
• Auction
• Relocation
• Global

Build, Buy, Manage or Sell
Experience our diverse collection of Real Estate Services.

Home

1 Central Park West 44/F/4C
This magnificent, landmarked, ultra-luxury residence is a true masterpiece of modern architecture. Every square foot is meticulously designed and finished with the highest quality materials. The building's iconic architecture and prime location make this a truly exceptional opportunity. Contact your Sotheby's International Realty agent for more information.

550 Park Avenue, 9F/9B
This residence is the epitome of luxury and elegance. Located in the heart of Midtown Manhattan, it offers unparalleled views of the city. The building's iconic architecture and prime location make this a truly exceptional opportunity. Contact your Sotheby's International Realty agent for more information.

Real Estate
• Residential
• Commercial
• Investment
• Auction
• Relocation
• Global

Five Seasons Private Residences
This exceptional 3,311 sq. ft. penthouse is a true masterpiece of modern architecture. Every square foot is meticulously designed and finished with the highest quality materials. The building's iconic architecture and prime location make this a truly exceptional opportunity. Contact your Sotheby's International Realty agent for more information.

Real Estate
• Residential
• Commercial
• Investment
• Auction
• Relocation
• Global

DIGITAL

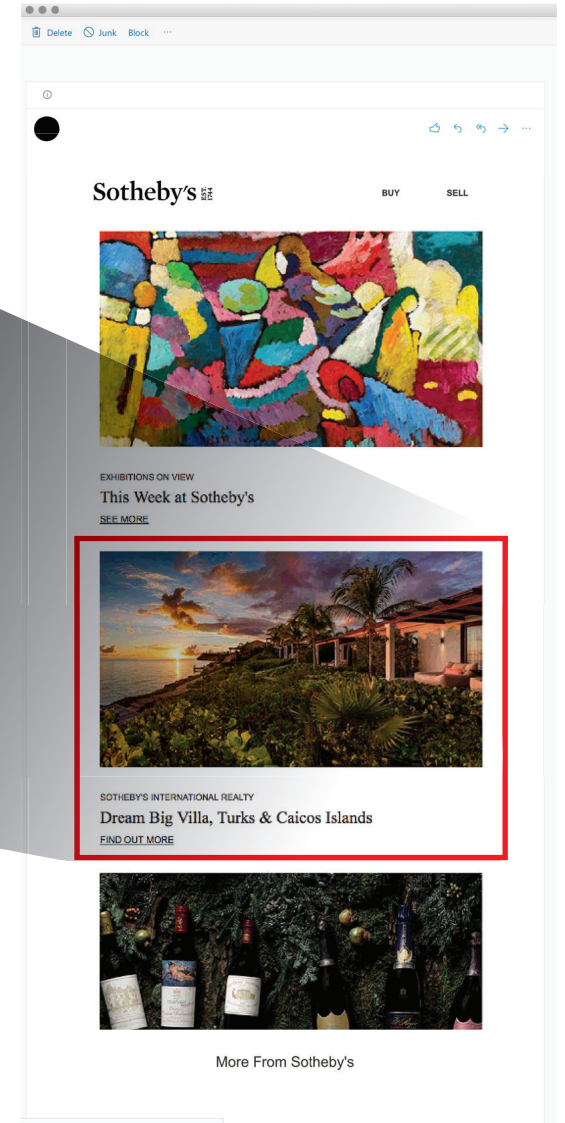
SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

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

TARGETED AREAS

California, New York

PRICE: \$2,500/DEPLOYMENT

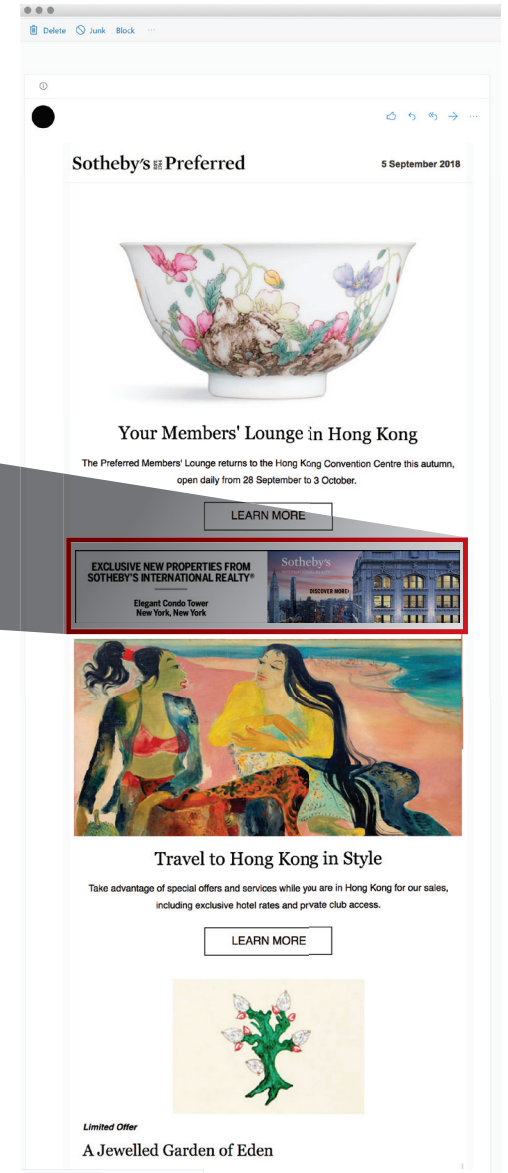


DIGITAL

SOTHEBY'S PREFERRED
E-NEWSLETTERS

- 11x Year
- Highlights auction dates and invitations
- 4,500 top Sotheby's clients (Preferred)
- 43.7% open rate

PRICE: \$3,000



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

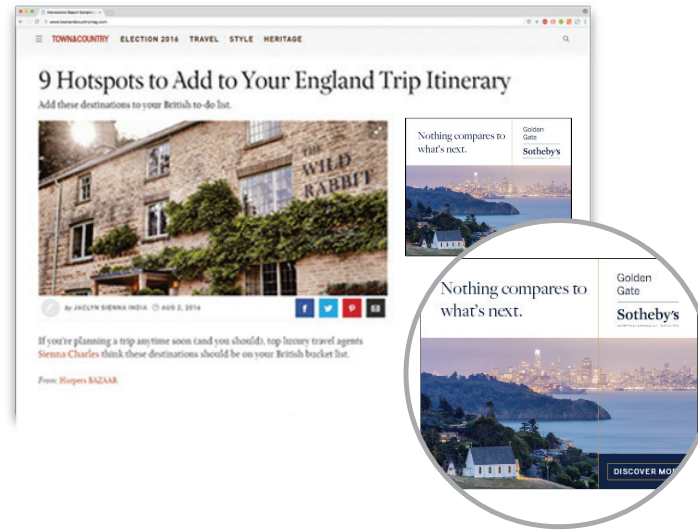
Impressions Campaign

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: **431 E Strawberry Drive**
- Flight Dates: **March 2024 - May 2024**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



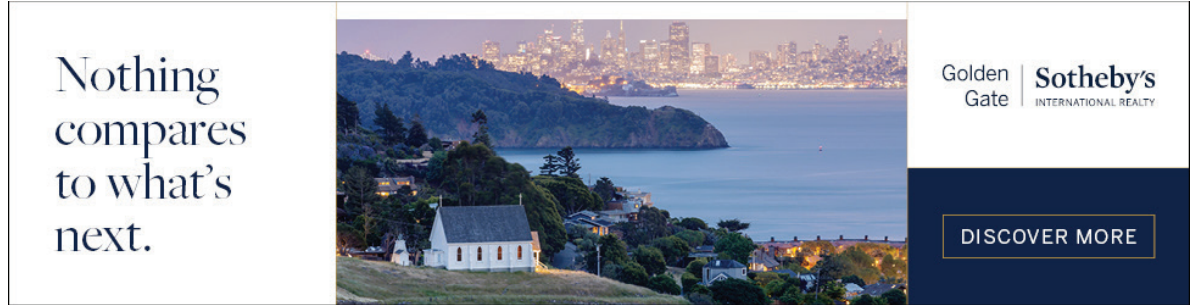
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

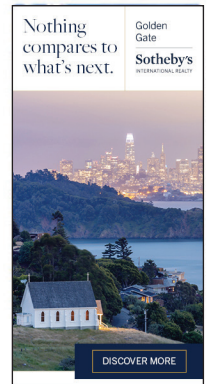
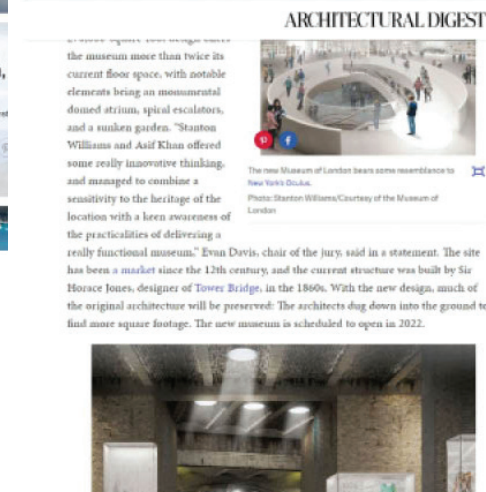
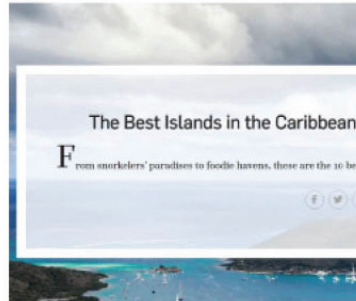
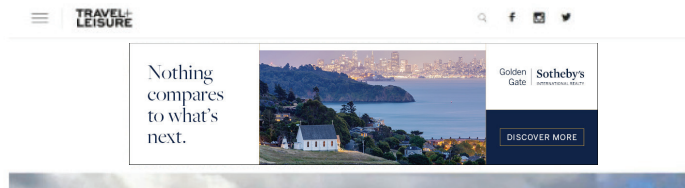
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

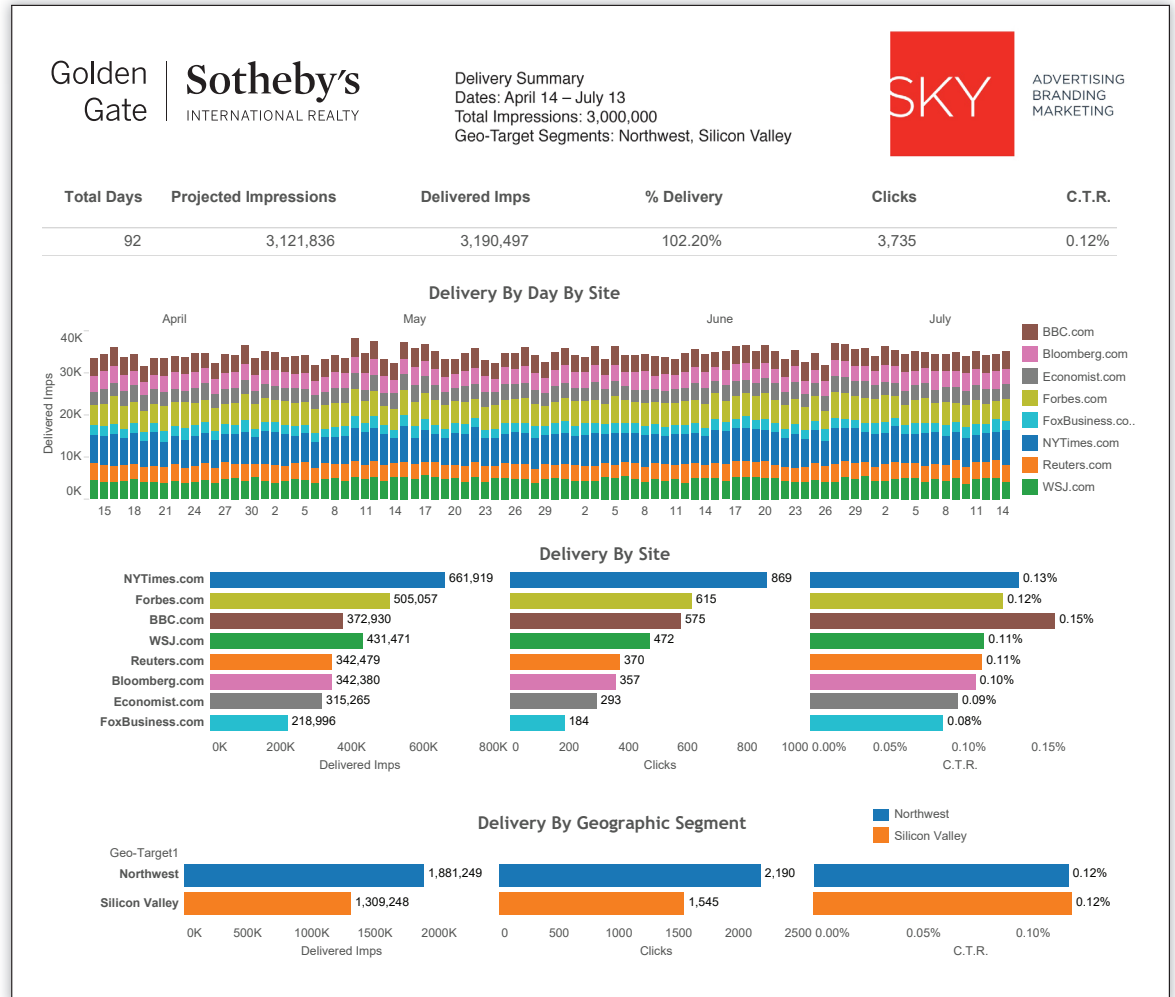


Comprehensive Reporting For Your Customized Campaign

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.

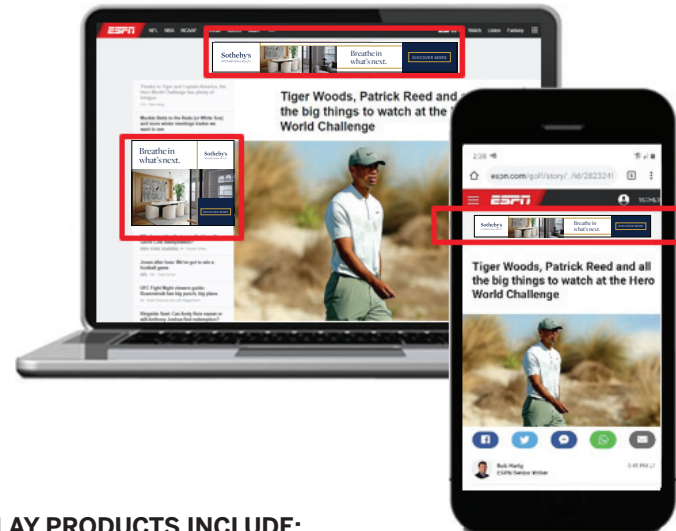
IMPRESSIONS PROGRAM SAMPLE REPORT



Comprehensive Digital

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

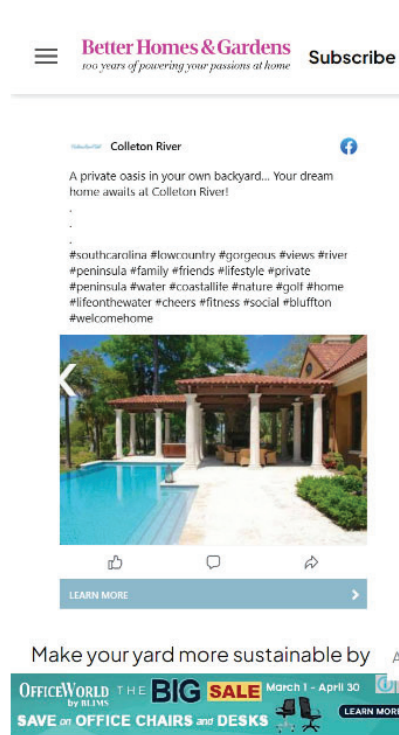
SOCIAL MIRROR ADS

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.

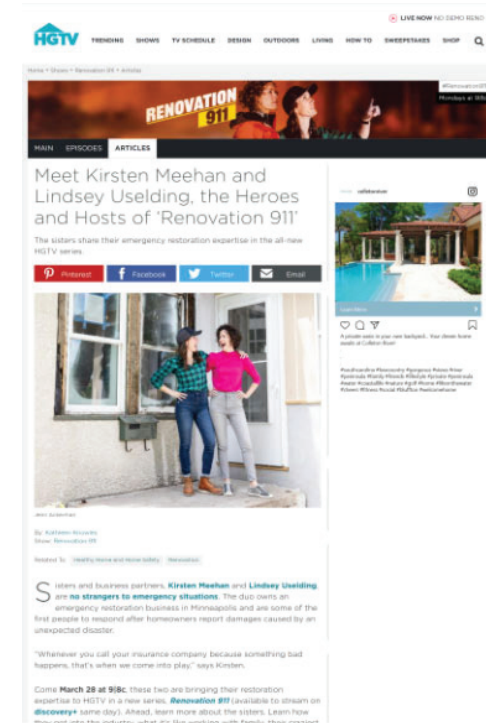
Ads can be display, video, OTT across connected TVs or carousel.



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



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.

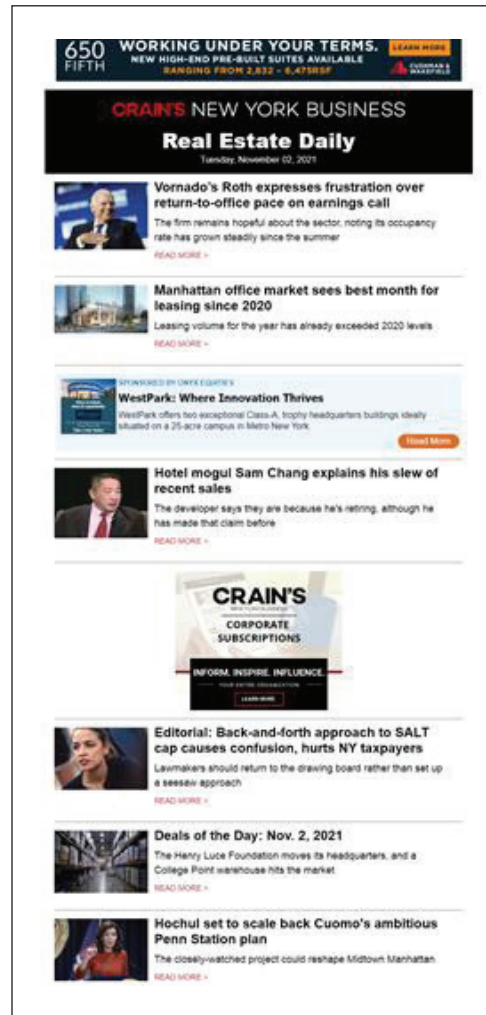
CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **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)

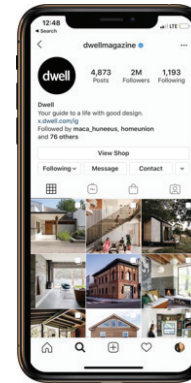
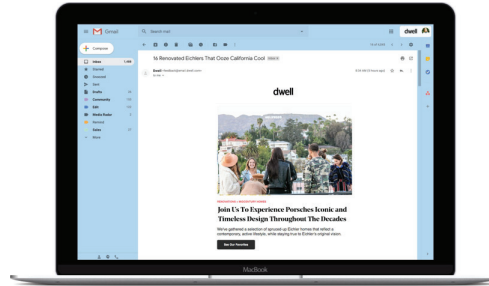


Dwell Real Estate

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

Elite Traveler

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

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9m**
- Average Net Worth **\$32m**
- **318,661** Unique Browsers

ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR

Half price with full page print purchase



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 featured section titled 'MOST POPULAR' displays various luxury items like a Ferrari 488 GTB, Chevrolet Corvette, and a McLaren 550C. Below this is a 'JAMES SPOTTING' section with a photo of a duplex and a 'RICH LIST' section featuring a yacht. A 'Featured Agent' section highlights Nick Swinburne. At the bottom, there's a 'LATEST STORIES' section with an image of a red sports car and several article teasers.

The screenshot shows a search results page for 'Find luxury Real Estate and Homes for sale'. It features a large image of a modern interior and a search bar. Below the search bar is a grid of featured luxury properties, each with a thumbnail image and key details like price and location. A 'News about luxury real estate' section is also visible, with several article teasers. The bottom of the page has a footer with 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

jamesedition.com

ROTATING GALLERY

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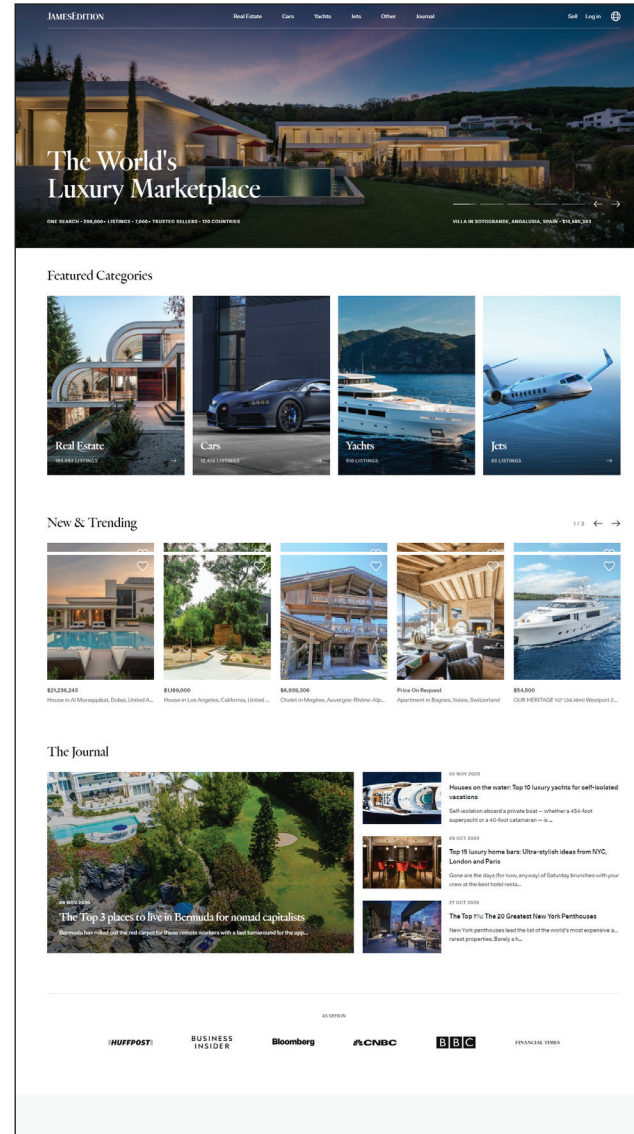
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

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.

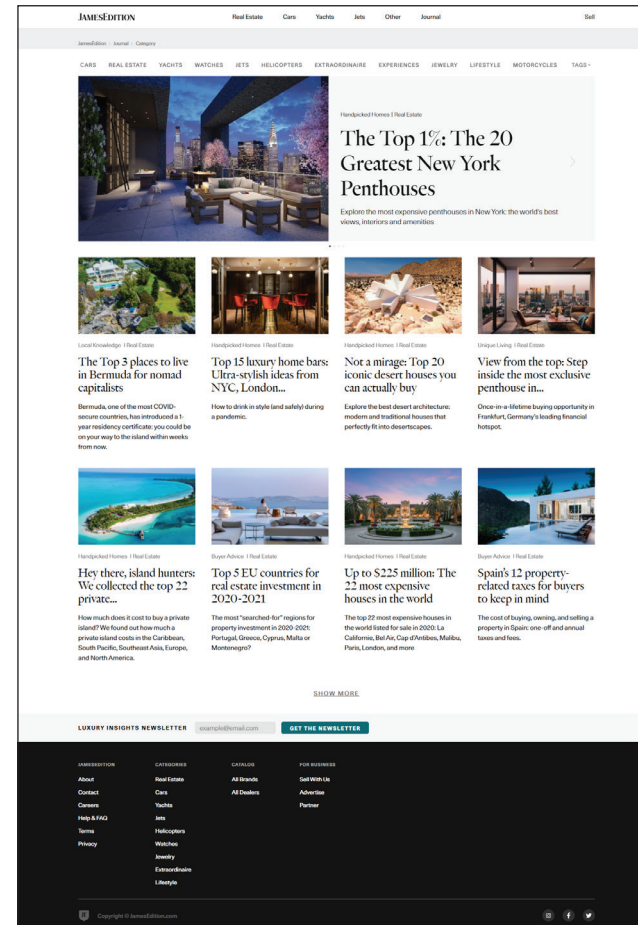
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

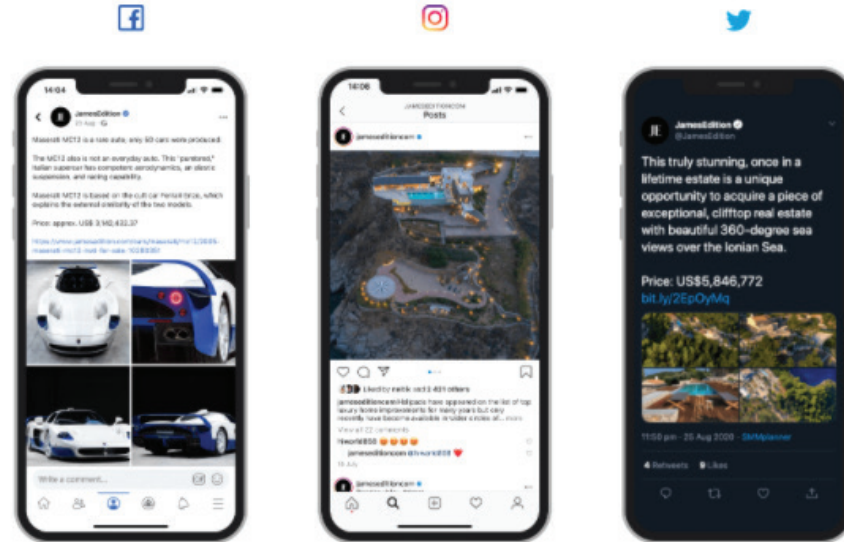
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

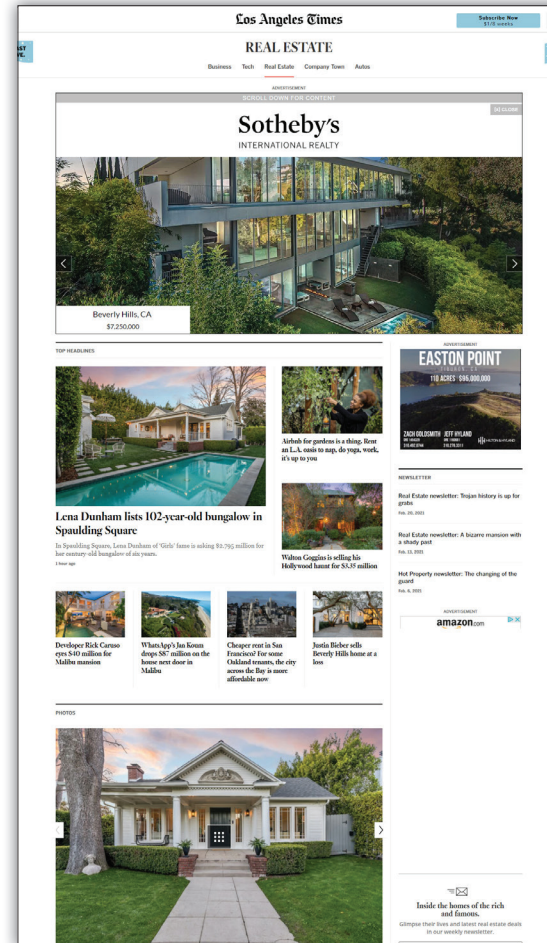
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

Maximum 30 featured properties
Included with the Hot Property Print Placement



Luxe Magazine

DESIGN WHERE YOU LIVE.

Luxe champions the art of elevated living and inspires you to connect with those who create it.

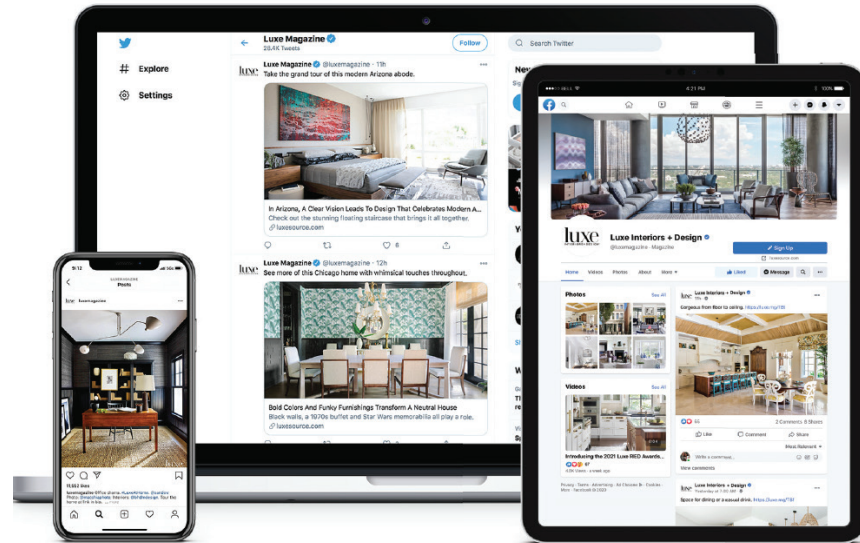
Tell your stories, spark conversations and build relationships with fellow design lovers through a Luxe Interiors + Design social media program.

The Luxe audience

- 94% Own a Home Valued at \$1 Million or Greater
- 72% Have a Net Worth of \$5 Million or More
- 35% Have a Net Worth of \$10 Million or More
- 1.5 Million Audience
- 3.3 Million Global Digital Audience

@LuxeMagazine on Instagram

- 12M+ monthly reach
- 1.7M+ followers
- @LuxeMagazine on Facebook
- 2M+ monthly reach
- 970K followers



SPONSORED AD

The Luxe Audience

- Instagram and Facebook
- Sponsored Ad (1x): Choose clicks or impressions.
- 14-day minimum duration
- Image Ad
- Video Ad
- 500 clicks or 250K impressions

PRICE: \$3,000

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



The Real Deal

For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell’s)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

A Targeted Digital Reach Source

Site Stats:

- Unique visitors: **2M+**
- Total visitors: **3M+**
- Page views: **10M+**
- Mobile visits: **60%**

Demographics:

- Male/Female Ratio: **60% / 40%**
- Ages 25-54: **70%**
- Earn over \$150K per year: **10M+**

SOCIAL PROMOTION

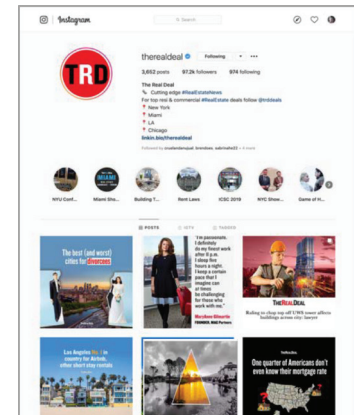
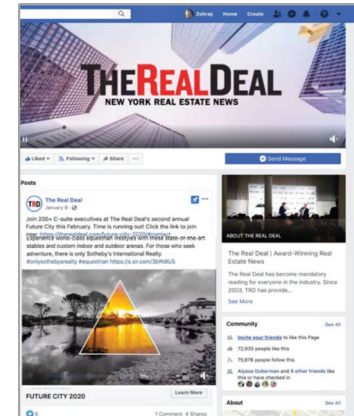
OPPORTUNITIES INCLUDE:

- Instagram stories
- Sponsored social posts
- Posts & stories directly targeted to Sotheby’s International Realty desired audience

Facebook: **110K+**

Instagram: **120K+**

COST: \$1,250 PER POST



The Wall Street Journal Online (WSJ.com)

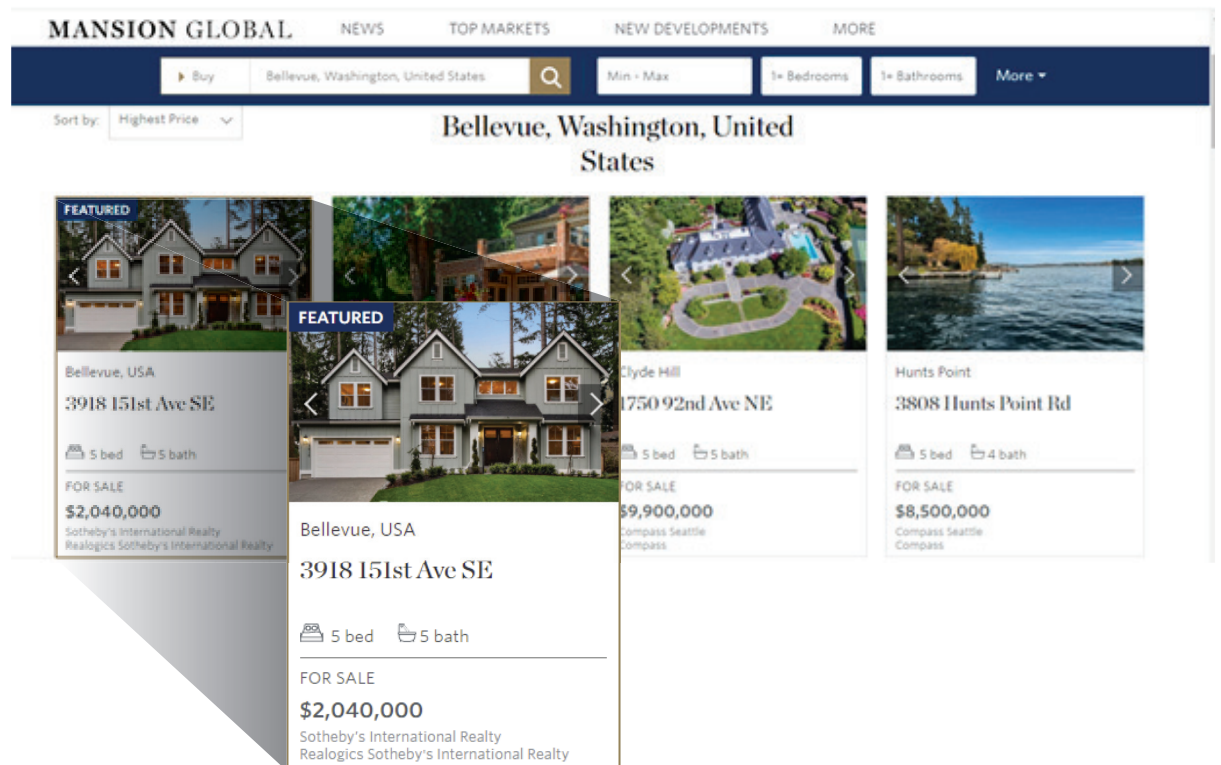
FEATURED PROPERTY UPGRADES

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

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



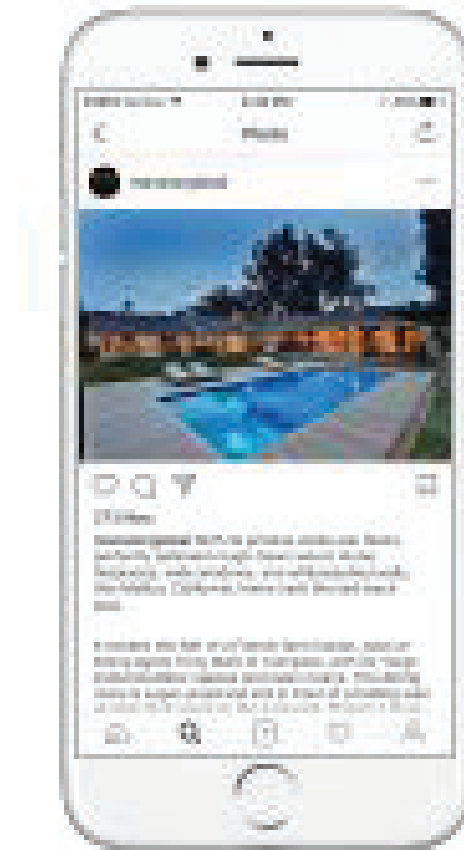
The Wall Street Journal Online (WSJ.com)

@MANSIONGLOBAL INSTAGRAM

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

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What's News

Business & Finance

The Fed unveiled an emergency half percent rate cut and more... **Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis**... **By Nick Timonen**

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Fed Cuts Rates Amid Virus Fears

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Shaky Ground

More opens theory of how to fix the bond market... **By Nick Timonen**

The Fed unveiled an emergency half percent rate cut and more... **Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis**... **By Nick Timonen**

World-Wide

Biden outlined a string of... **Former Vice President Joe Biden outlined a string of major legislative priorities**... **By Nick Timonen**

The first deaths linked to the coronavirus... **U.S. reported first two deaths from the disease**... **By Nick Timonen**

Tennessee Twisters Kill at Least 25

Violent storms ripped through Tennessee on Tuesday, killing at least 25 people as the weather service warned of deadly tornadoes and hail... **By Anne Cooper-Petersen**

Violent storms ripped through Tennessee on Tuesday, killing at least 25 people as the weather service warned of deadly tornadoes and hail... **By Anne Cooper-Petersen**

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

Former Vice President Joe Biden picked up a string of major legislative priorities... **By Nick Timonen**

The first deaths linked to the coronavirus... **U.S. reported first two deaths from the disease**... **By Nick Timonen**

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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/SINGLE SPOT, COLOR

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

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

It's Not Heaven, It's Brooklyn
The 40,000 residents in this year's New York City Marathon enjoyed blue skies, overcast conditions and a fast course. Pages F7-22.

Spending Millions in a Bid to Avoid Sanctions
By BENJAMIN SVETKEY
The U.S. is pushing each country to pressure China to stop its military and intelligence activities in the South China Sea. Washington will spend millions to pressure China to stop its military and intelligence activities in the South China Sea. Washington will spend millions to pressure China to stop its military and intelligence activities in the South China Sea.

Partisan Rerun Of New Query On The Census
By MICHAEL WIND

Called to Serve, Utah Mayor Always Answered
By JEFF TREMPER

Offering Little Pool, Pesticid Accuses Georgia Rival of 'Hack'
By RICHARD HENNET

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Sandbanks
Exuma, The Bahamas

Jacqueline Lightburn
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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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UNWILLE, NORTH CAROLINA 1000 Park Drive.com \$1,000,000 1907 Farming Chalk Drive \$1,000,000 www.sirbahamas.com/id/46940 Bahamas Sotheby's International Realty MARILYN WISKEY marilyn.wiskey@sirbahamas.com +1 813.774.2880	PROVIDENCE, RHODE ISLAND 1000 Park Drive.com \$1,000,000 101 Congdon Street \$1,000,000 www.sirbahamas.com/id/46941 Bahamas Sotheby's International Realty THE MCKENNEY GOLD GROUP the.mckenneygoldgroup@sothebysrealty.com +1 401.274.4000	CHARLESTON, SOUTH CAROLINA 1000 Park Drive.com \$1,000,000 706 6.com \$1,000,000 www.sirbahamas.com/id/46942 Bahamas Sotheby's International Realty MARILYN WISKEY marilyn.wiskey@sirbahamas.com +1 813.774.2880	STATE OF PAINE, SOUTH CAROLINA 1000 Park Drive.com \$1,000,000 11000000 Island.com \$1,000,000 www.sirbahamas.com/id/46943 Bahamas Sotheby's International Realty THE TEMPLETON GROUP the.templetongroup@sothebysrealty.com +1 843.452.8000	AUSTIN, TEXAS 1000 Park Drive.com \$1,000,000 801 Madison.com \$1,000,000 www.sirbahamas.com/id/46944 Bahamas Sotheby's International Realty ANNE BEAR anne.bear@sirbahamas.com +1 409.941.2000
AUSTIN, TEXAS 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46945 Bahamas Sotheby's International Realty KUMARA WILCOXON kumara.wilcoxon@sirbahamas.com +1 512.423.2035	HOUSTON, TEXAS 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46946 Bahamas Sotheby's International Realty VICTORIA HINTON victoria.hinton@sirbahamas.com +1 713.208.4932	WIMBERLEY, TEXAS 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46947 Bahamas Sotheby's International Realty GARY ADAMS gary.adams@sirbahamas.com +1 512.782.8887	KANAS, UTAH 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46948 Bahamas Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 435.532.0246	KANAS, UTAH 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000 www.sirbahamas.com/id/46949 Bahamas Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 435.532.0246

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

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Your next move can be next level.

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MALIBU CALIFORNIA

Photos provided by James Lanza | STYLING: JANE WELDON

72 Post Road, Old Westbury, NY

Extra Rare! Real Estate Colossus. 9 BR | 6 BA | 10.54 ACRES \$4,400,000

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 cottage, a country house, 100 year old three bedroom cottage, a two story 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

SOTHEBYREALTY.COM

Open the door to what's next.

The Rosewood Farm Estate
Southampton, New York

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

Sotheby's INTERNATIONAL REALTY

Harald Grant
Executive Broker
914.223.1234
harald@sothebysrealty.com

Bruce Grant
Executive Broker
914.223.1234
bruce@sothebysrealty.com

SOTHEBYREALTY.COM

Take a peek at what's next.

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

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ. FT. | \$11,000,000
\$42MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY

Rosie V. Moore
Executive Broker
914.223.1234
rosie@sothebysrealty.com

Vanessa Moore
Executive Broker
914.223.1234
vanessa@sothebysrealty.com

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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Represented by: Sarah Malhotra MRE, SLS

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

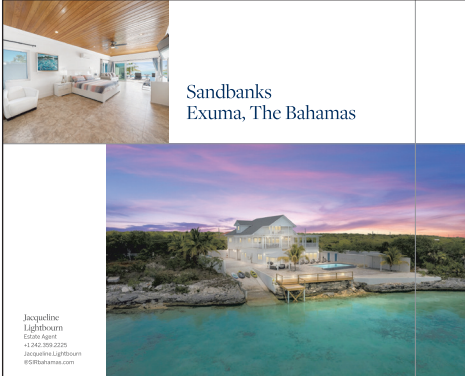
Located on 15.54 acres directly adjacent to the 230-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage 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/V295,67

Bahamas | **Sotheby's**
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorino
Elite Agent
858.334.3537
eric@ericsantorinorealty.com
DRE#02156503

5305 Carlsbad Boulevard
5 BR | 8.0 BA | 10,039 SQ FT
\$25,000,000

Stunning single story 11.5 acre 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.



SOTHEBYREALTY.COM/ID/THE44

Pacific | **Sotheby's**
INTERNATIONAL REALTY

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Plan 1	Ad Description	March	April	May	Media Total	Reach
Media						
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	California, New York	\$ 2,500.00			\$ 2,500.00	25,000
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter		\$ 3,000.00		\$ 3,000.00	7,500
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - San Francisco, Napa Valley, Los Angeles, New York, Palo Alto/Atherton					
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
Dwell.com						
Real Estate Package 1	Custom Article with Homepage and eNewsletter promo	\$ 6,000.00			\$ 6,000.00	110,000
Elite Traveler						
Online Real Estate Showcase	Online Real Estate Showcase		\$ 2,500		\$ 2,500.00	100,000
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	\$ 2,000.00	296,000
LA Times						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00		Bonus	\$ 325.00	425,000
Luxe Interiors + Design						
Instagram and Facebook	Sponsoed ads	\$ 3,000.00			\$ 3,000.00	166,000
WSJ.com						
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	\$ -	
Mansion Global Instagram	Social Post	\$ 1,775.00			\$ 1,775.00	130,000
Luxury Estate						
Luxury Estate	Showcase Listing + Elite Listing Packages	\$ 1,100.00			\$ 1,100.00	
Crain's New York Business						
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00			\$ 3,150.00	15,000
The Real Deal						
Facebook	Social Post	\$ 1,250.00			\$ 1,250.00	10,000
Instagram	Social Post		\$ 1,250.00		\$ 1,250.00	120,000
Print						
The Wall Street Journal						
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
The New York Times						
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00	\$ 760.00	\$ 2,280.00	1,269,333
The New York Times Takeover	Full page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00	504,000
San Francisco Takeover						
San Francisco Takeover	Full page w/ Digital promotion	\$ 725.00			\$ 725.00	36,500
Conde Nast Magazines						
Architectural Digest - San Francisco Metro	Full Page		\$ 6,330.00		\$ 6,330.00	26,000
Elite Traveler						
Elite Traveler	Luxury Homes Feature	\$ 4,500.00			\$ 4,500.00	557,000
Financial Times						
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00	631,371
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		\$ 1,320.00	441,560
TOTAL					\$ 77,750.00	10,099,816

*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
Media						
Sotheby's Auction House: Print						
Sotheby's Magazine	Quarter Page	\$ 910.00			\$ 910.00	20,000
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Emails	Email					
Sotheby's Bespoke Geo-Targeted Emails	California, New York	\$ 2,500.00			\$ 2,500.00	25,000
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter		\$ 3,000.00		\$ 3,000.00	7,500
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - San Francisco, Napa Valley, Los Angeles, New York, Palo Alto/Atherton					
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Dwell.com						
Real Estate Package 1	Custom Article with Homepage and eNewsletter promo	\$ 6,000.00			\$ 6,000.00	110,000
Elite Traveler						
Online Real Estate Showcase	Online Real Estate Showcase		\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00	19,500
JamesEdition						
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00			\$ 1,600.00	750,000
e-Newsletter	e-Newsletter		\$ 1,500.00		\$ 1,500.00	294,000
Social Media	Listing Feature	\$ 1,000.00		\$ 500.00	\$ 1,500.00	296,000
LA Times						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00		Bonus	\$ 325.00	425,000
Luxe Interiors + Design						
Instagram and Facebook	Sponsoed ads	\$ 3,000.00			\$ 3,000.00	166,000
WSJ.com						
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	\$ -	
Mansion Global Instagram	Social Post	\$ 1,775.00			\$ 1,775.00	130,000
Luxury Estate						
Luxury Estate	Showcase Listing + Elite Listing Packages	\$ 1,100.00			\$ 1,100.00	
Crain's New York Business						
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00			\$ 3,150.00	15,000
The Real Deal						
Facebook	Social Post	\$ 1,250.00			\$ 1,250.00	10,000
Instagram	Social Post		\$ 1,250.00		\$ 1,250.00	120,000
Print						
The Wall Street Journal						
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
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	\$ 750.00	\$ 2,250.00	504,000
San Francisco Takeover						
San Francisco Takeover	Full page w/ Digital promotion	\$ 725.00			\$ 725.00	36,500
Elite Traveler						
Elite Traveler	Luxury Homes Feature	\$ 4,500.00			\$ 4,500.00	557,000
Financial Times						
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00	631,371
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		\$ 1,320.00	441,560
TOTAL					\$ 59,065.00	9,200,705

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