



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Seawinds Estate Advertising and Marketing Program

LIV | 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 Seawinds Estate

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 Seawinds Estate.

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 Coos Bay, OR.

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

## 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, Illinois

PRICE: \$2,500/DEPLOYMENT




DIGITAL

SOTHEBY'S SELECTS  
E-NEWSLETTERS

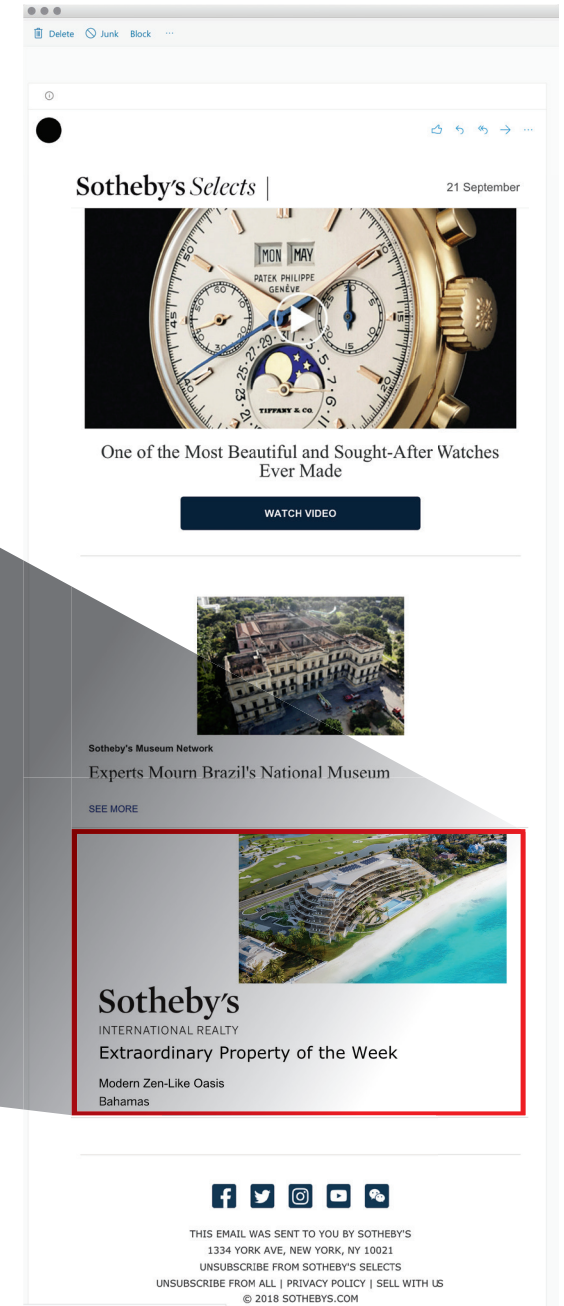
- Every Friday
- 52x Year
- Highlights upcoming auction events
- 488,357+ recipients
- 34% average open rate

PRICE: TBD


\*Limited Availability



**Sotheby's**  
INTERNATIONAL REALTY  
Extraordinary Property of the Week  
Modern Zen-Like Oasis  
Bahamas  
[SEE MORE](#)



Sotheby's Selects | 21 September



One of the Most Beautiful and Sought-After Watches Ever Made

[WATCH VIDEO](#)

Sotheby's Museum Network  
Experts Mourn Brazil's National Museum  
[SEE MORE](#)

**Sotheby's**  
INTERNATIONAL REALTY  
Extraordinary Property of the Week  
Modern Zen-Like Oasis  
Bahamas

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THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S  
1334 YORK AVE, NEW YORK, NY 10021  
UNSUBSCRIBE FROM SOTHEBY'S SELECTS  
UNSUBSCRIBE FROM ALL | PRIVACY POLICY | SELL WITH US  
© 2018 SOTHEBYS.COM

## DIGITAL

### 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



**EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®**


Sotheby's INTERNATIONAL REALTY

DISCOVER MORE!

Elegant Condo Tower  
New York, New York



Sotheby's Preferred 5 September 2018



**Your Members' Lounge in Hong Kong**

The Preferred Members' Lounge returns to the Hong Kong Convention Centre this autumn, open daily from 28 September to 3 October.

LEARN MORE



**EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®**

Sotheby's INTERNATIONAL REALTY

DISCOVER MORE!


Elegant Condo Tower  
New York, New York



**Travel to Hong Kong in Style**

Take advantage of special offers and services while you are in Hong Kong for our sales, including exclusive hotel rates and private club access.

LEARN MORE



*Limited Offer*

**A Jewelled Garden of Eden**

# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



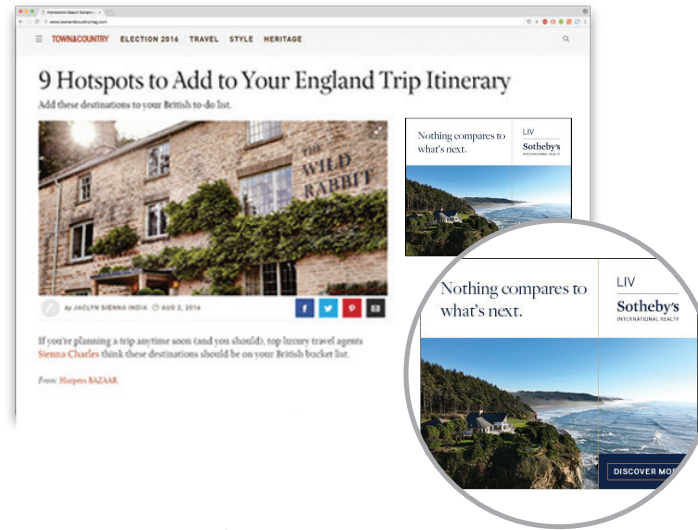
# Impressions Campaign

**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: **Seawinds Estate**
- 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



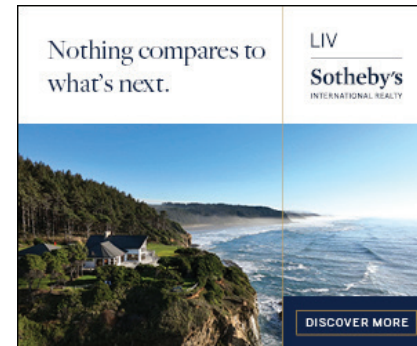
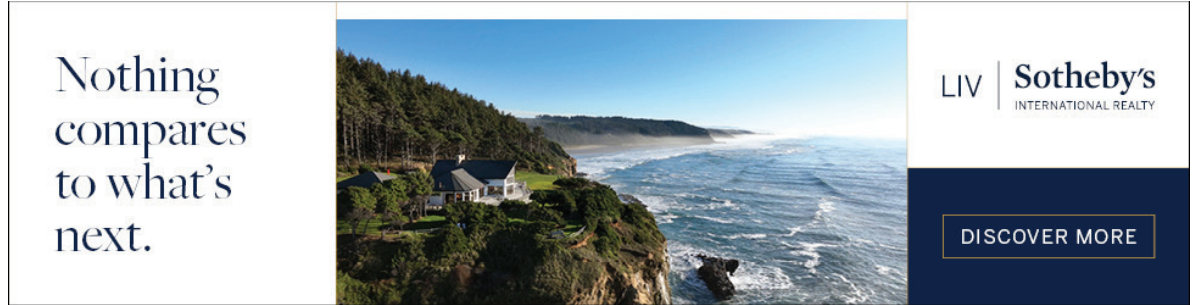
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

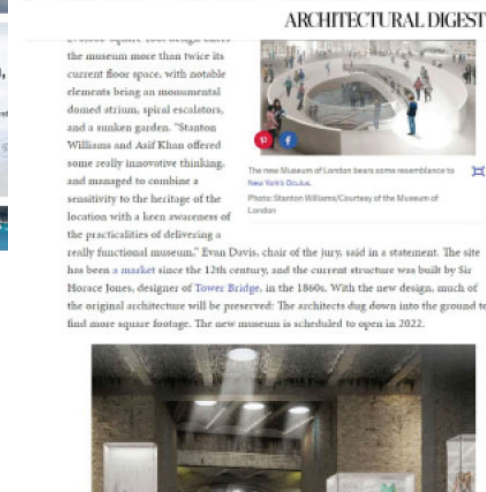
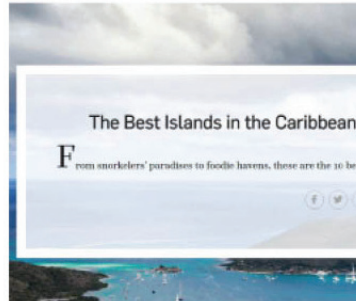
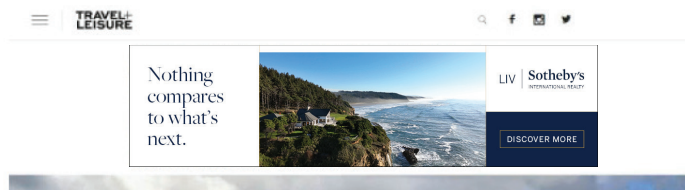
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

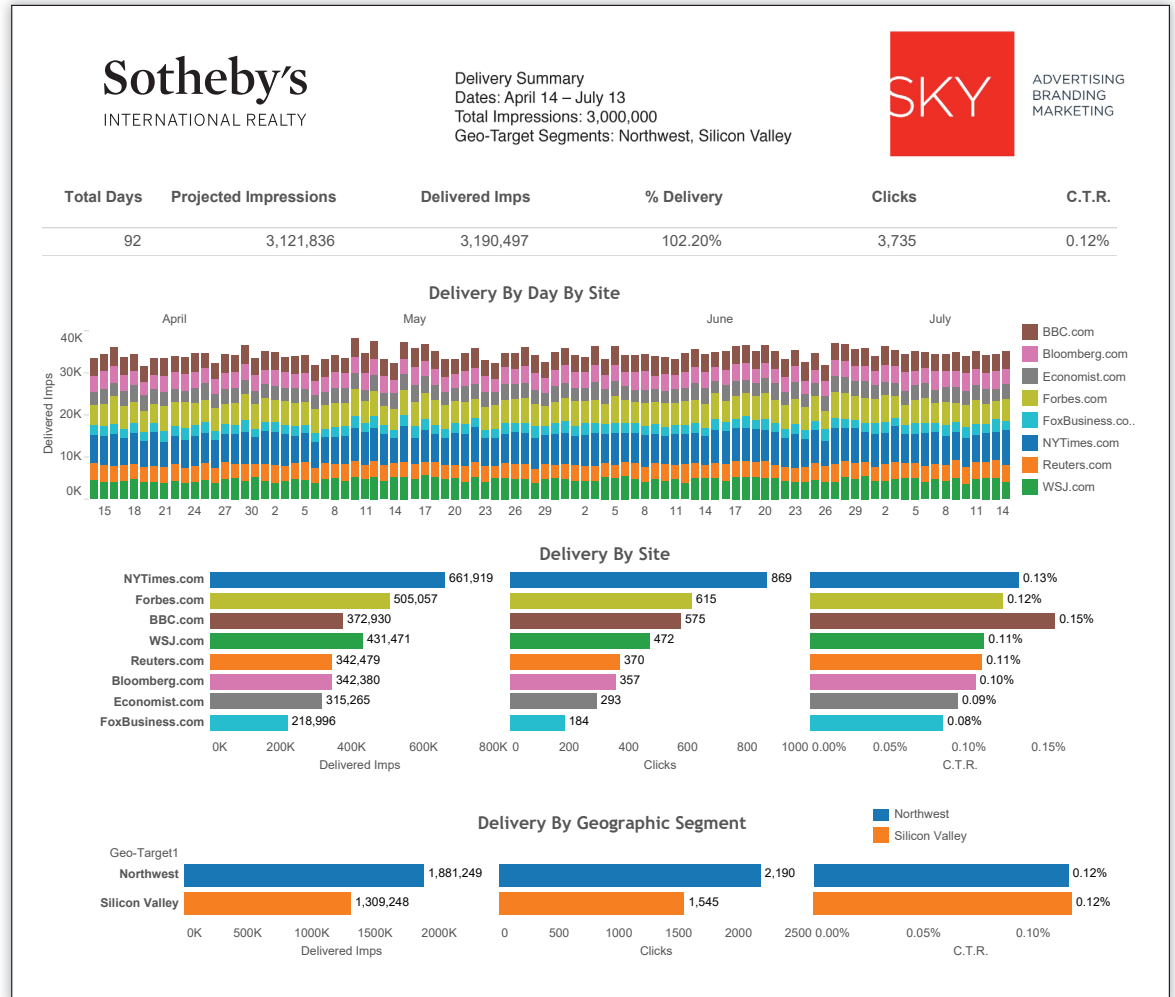


# Comprehensive Reporting For Your Customized Campaign

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.

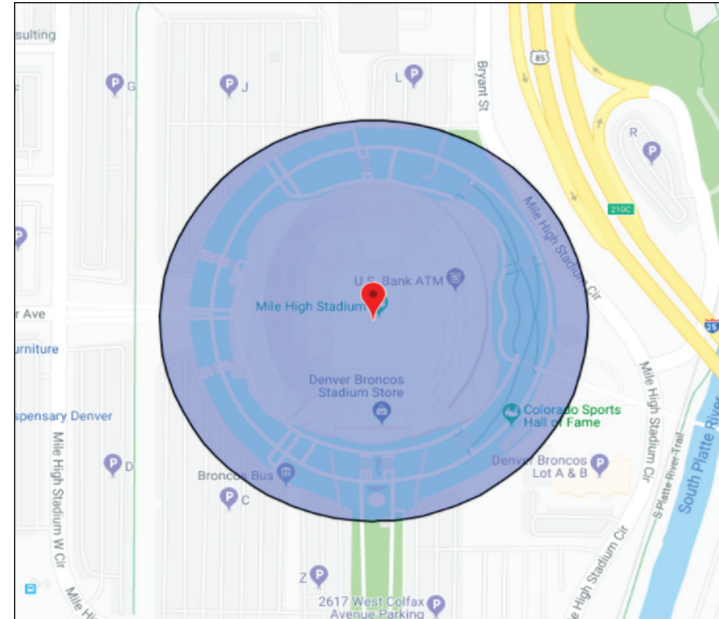
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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

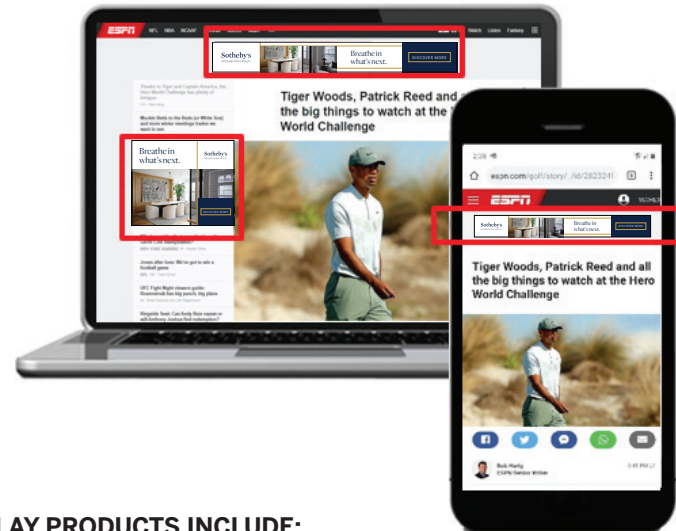
### TARGET SPECIFIC EVENTS AND LOCATIONS

- From **\$1,500/month**

# Comprehensive Digital

## 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

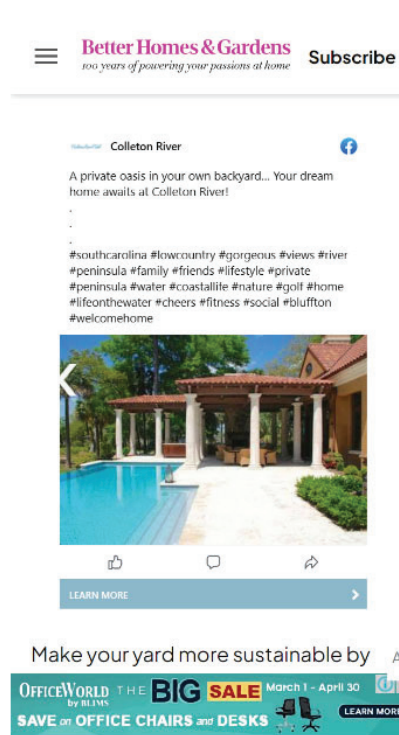
## SOCIAL MIRROR ADS

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.

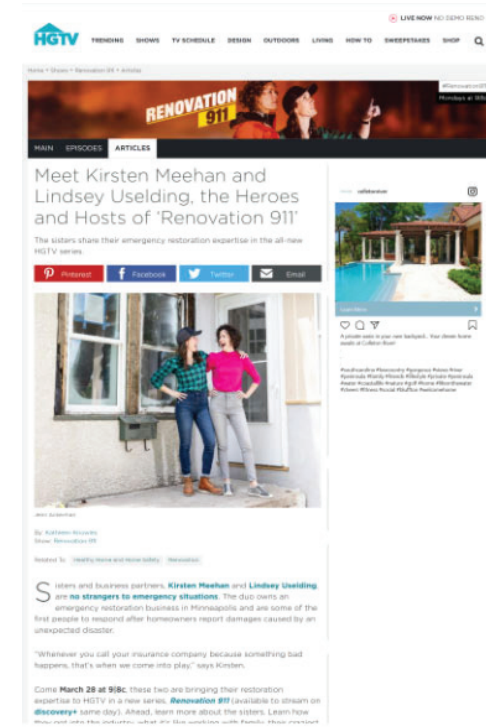
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.



PRICE: FROM \$1,500/MONTH



# Chicago Tribune

The Chicago Tribune helps Chicagoans, and those that love Chicago, stay connected to the stories and topics that affect this great city. Its award-winning stories range from an array of topics that matter most; including breaking news, politics, sports, culture, suburban coverage and engaging interactive features.

- Average Monthly Page Views: 36.6M
- Unique Monthly Visitors: 11.7M

## CUSTOM EMAIL

Email deployment to target audience featuring dedicated content.

Targeting options can include:

- Geography (zip code, DMA)
- Demographic (Age, Household Income, Interest)
- Home Intenders
- First Time Homeowner
- Homeowner / Renter
- Property Type
- Home Value

CUSTOM EMAIL 50K: \$1,200

CUSTOM EMAIL 100K: \$1,950

CUSTOM EMAIL 150K: \$2,375

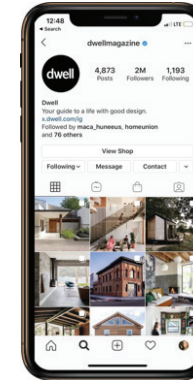
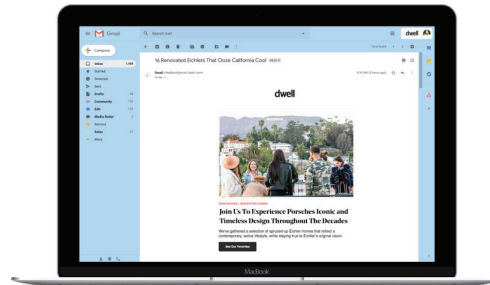


# Dwell Real Estate

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.

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PRICE: \$6,000

# Elite Traveler

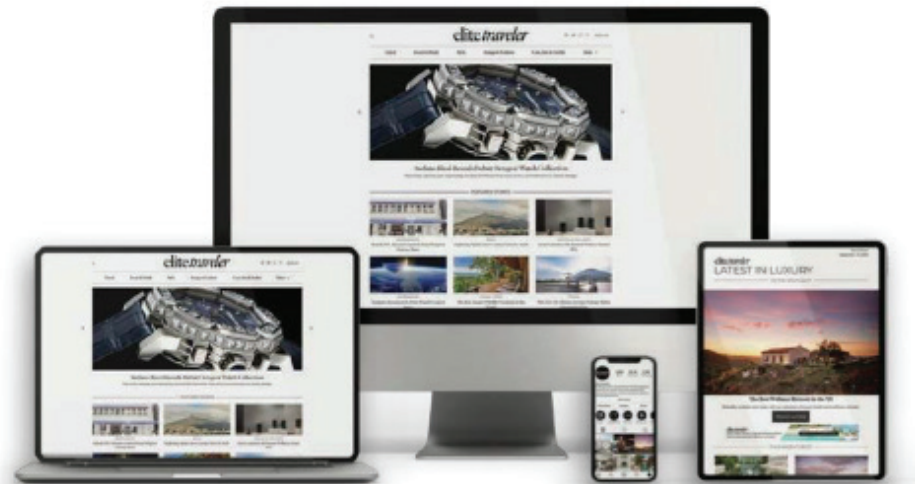
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

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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.

---

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'. Below this is a search bar and a category menu with icons for Cars, Real Estate, Yachts, Watches, Jets, Helicopters, and Entertainment. The main banner features a luxury yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, there's a section for 'MOST POPULAR' items, including a Ferrari 488 GTB, Chevrolet Corvette, Shannan Villa, and Ram 2500. There are also sections for 'JAMES SPOTTING' (a duplex), 'RICH LIST' (a yacht), and 'LATEST STORIES' (a red sports car). The bottom of the page has a 'VIEW ALL STORES' link.

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, there's a grid of property listings with images and brief descriptions. A 'Featured luxury properties' section highlights several high-end homes. At the bottom, there's a 'News about luxury real estate' section with articles about Hong Kong, the Bahamas, and Algarve, Portugal. The footer includes 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

# 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.

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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

## SOCIAL MEDIA POST

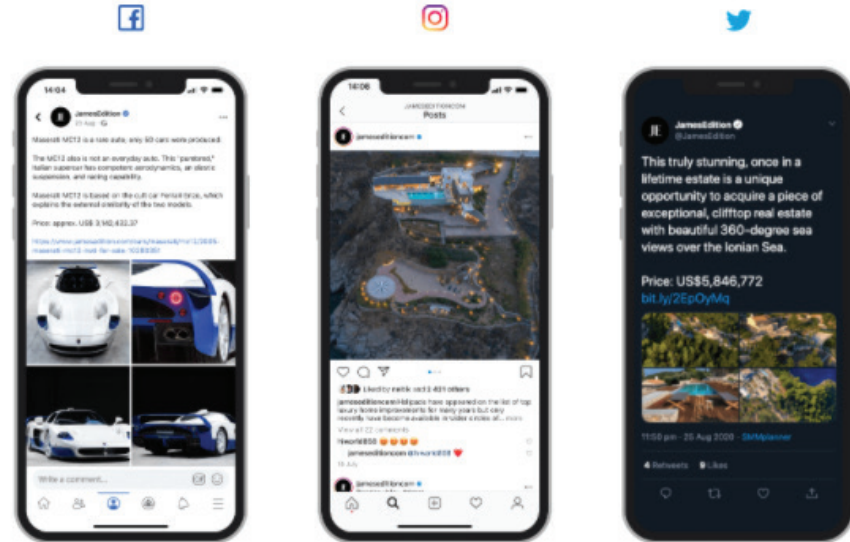
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The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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

# Land.com

The Land.com Network is the largest online marketplace for discovering, buying and selling rural real estate.

## LANDS OF AMERICA

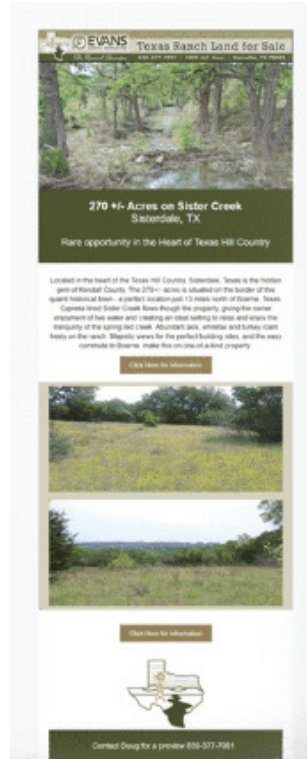
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

## LAND AND FARM

A top-tier rural property marketplace, Land And Farm receives more than 2 million visits and 16 million page views monthly.

## LAND WATCH

LandWatch is an online leader in rural properties and land for sale, including home sites for vacation, recreation or investment.



## SIGNATURE LISTINGS

10Xs more Exposure

- \$125/ONE LISTING
- \$330/3 LISTINGS
- \$1200/12 LISTINGS

## PLATINUM FEATURED PROPERTY

PRICE: \$750  
Featured on all 3 Land.com sites

## DEDICATED EMAILS

Create a custom message dedicated to your target customers that highlights your properties and business.

Drive demand and call the most-relevant prospects to action.

PRICE: \$1,500 FOR 5,000 RECIPIENTS



# Land Report

TheLandReport.com is the official Web site for The Land Report Magazine and serves as a daily guidebook for American landowners, featuring a database full of credible and relevant stories gathered daily from media outlets around the country. The daily headlines are a must-read for landowners who want to stay up-to-date on topics that matter most to them.

- Net Worth: **\$9.3M**
- Household Income: **\$9.2M**

**Top In-Bound Markets:**

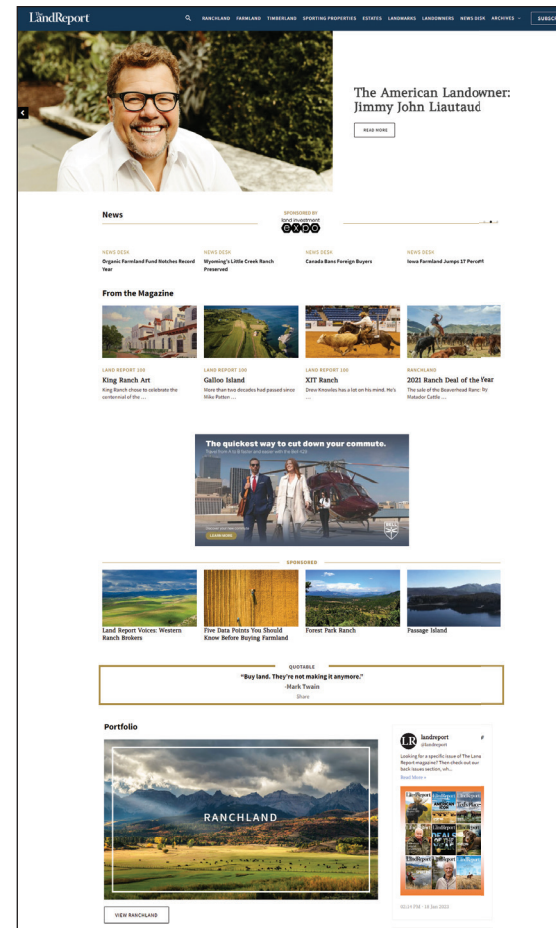
- Texas
- California
- Florida
- Colorado
- New York
- Illinois
- Georgia
- North Carolina
- Pennsylvania
- South Carolina

**FEATURED LISTING**

Maximize visibility for your top listings through the Featured Listing panel. This fully interactive digital ad is served to over 18,000 unique visitors per month in a prime, centralized location on the homepage. Featured Listings is the perfect venue to debut new listings, drone videos, or photo galleries.

PRICE: \$3,000

BUY ALL 3: \$5,000



**SOCIAL MEDIA POSTS**  
BANNERS: \$1,125/ALL CHANNELS

**NEWSLETTER PROMOTION**

Premium Listing

PRICE: \$2,500/MONTH

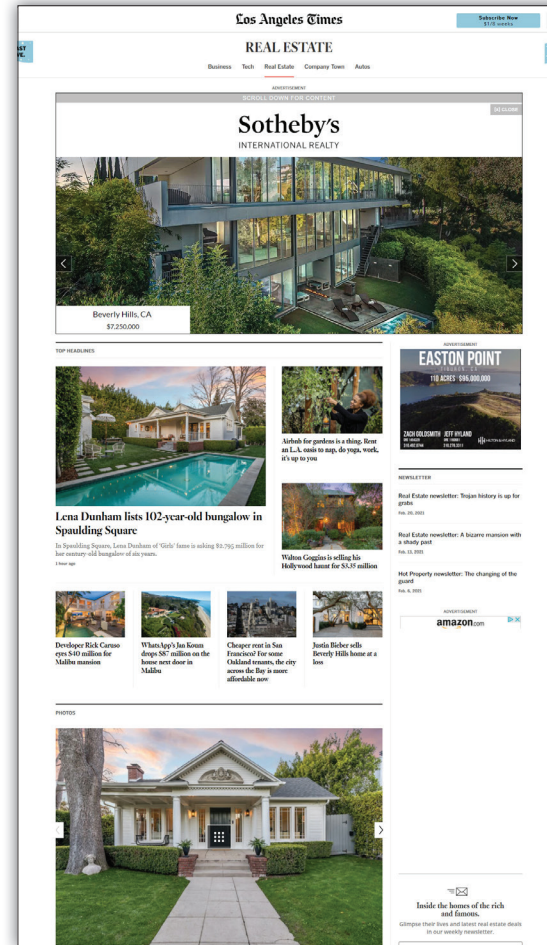
# LA Times

## 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



# 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

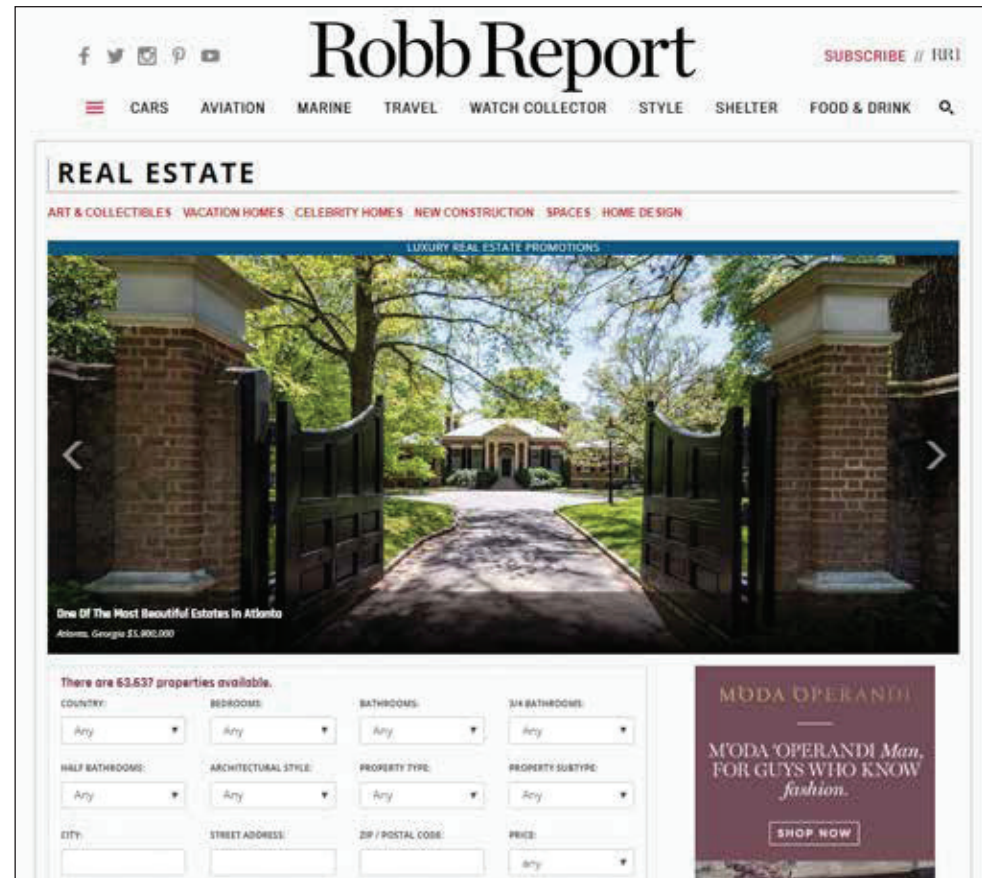
## REAL ESTATE MEDIA BAR

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)

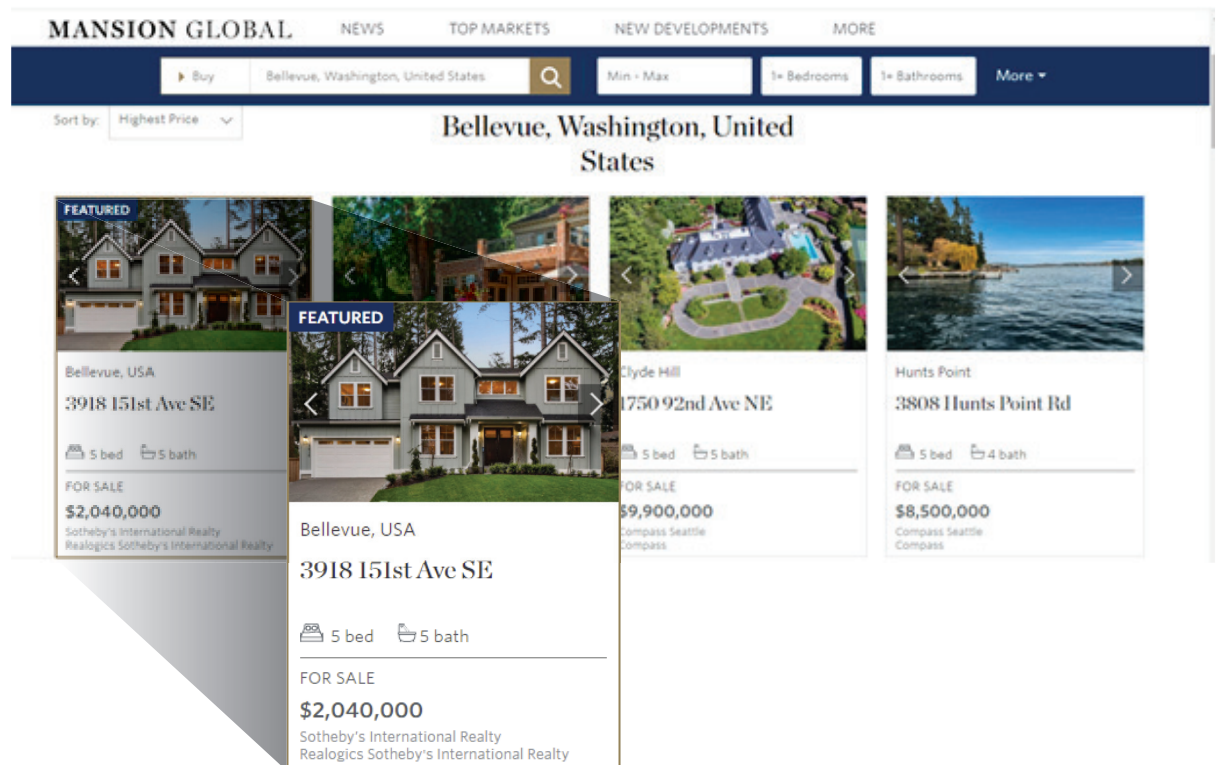
## FEATURED PROPERTY UPGRADES

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

**Included with print placement**



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer.

- **164,000** Unique Visitors
- **1.75%** Click-Through Rate
- **2.5%** Share of Voice
- Can rotate up to **5** properties

PRICE: \$2,150/MONTH OR \$2,650 W/VIDEO

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

Shared with 5 properties



# Print Offerings



Sotheby's  
INTERNATIONAL REALTY

# The Wall Street Journal

The Wall Street Journal represents credibility and influence and continues to be the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience. With new and exciting content alignment opportunities in "Mansion" WSJ's luxury real estate section, we are able to further strengthen our brand, expand visibility and deliver our message with more resounding results than ever before.

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

PRICE: \$795 SINGLE SPOT, COLOR

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**THE WALL STREET JOURNAL.**  
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • MSJ.com • \$4.00  
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**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 goods is being disrupted by the coronavirus, which is causing a sharp drop in demand and shipping, without necessarily affecting the public health situation and other government operations.

**Tennessee Twisters Kill at Least 25**  
 Twisters ripped through Tennessee on Tuesday, killing at least 25 people as the weather service warned of dangerous conditions.


**Biden Picks Up String of Victories, Sanders Logs Big Win in California**  
 Former Vice President Joe Biden picked up a string of major Tuesday victories, while Sen. Bernie Sanders won delegates in California, as the year broke away from the Democratic presidential nomination.

**World-Wide**  
 Biden reached a string of major Tuesday victories as he picked up delegates in several states, including California, as the year broke away from the Democratic presidential nomination.



**World-Wide**  
 Biden reached a string of major Tuesday victories as he picked up delegates in several states, including California, as the year broke away from the Democratic presidential nomination.

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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  
On Wednesday, members of the far right gathered in a city center for a rally to celebrate the inauguration of Donald Trump. The rally was held in the city center of Washington, D.C., and was one of the largest such events in the city since the inauguration of Barack Obama in 2009. The rally was held in the city center of Washington, D.C., and was one of the largest such events in the city since the inauguration of Barack Obama in 2009.

**Edge in Polls Might Not Tip House Seats**  
*Outcomes Hang on a Handful of States*  
By NATE CIVIL  
Democrats expect to gain control of the House of Representatives in the 2018 midterm elections. But the party's success in the House will depend on the results of a handful of key states. The party's success in the House will depend on the results of a handful of key states.

**It's Not Heaven, It's Brooklyn**  
The 2018 season in this year's New York City Marathon enjoyed blue skies, record-high conditions and a fast course. Pages 73-75.

**Spending Millions in a Bid to Avoid Sanctions**  
By BENJAMIN SVETKEY  
The U.S. Treasury Department is spending millions of dollars to help companies in the Middle East avoid sanctions. The U.S. Treasury Department is spending millions of dollars to help companies in the Middle East avoid sanctions.

**Partisan Rhetoric Of New Query On the Census**  
By MICHAEL WIND  
The U.S. Census Bureau is facing a new query from Congress. The U.S. Census Bureau is facing a new query from Congress.

**Called to Serve, Utah Mayor Always Answered**  
By JEFF TREMPER  
NORTH OGDEN, Utah — The 100th anniversary of the Utah National Guard is being celebrated in North Ogden. The 100th anniversary of the Utah National Guard is being celebrated in North Ogden.

**Offering Little Pool, Pizzicotto Accuses Georgia Rival of 'Hack'**  
By RICHARD HENNET  
ATLANTA — For weeks, from the time he was elected to the Georgia House of Representatives, Pizzicotto has been accused of being a "hack" by his rival, Pizzicotto.

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**Jacqueline Lightburn**  
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**Eric Santorino**  
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# 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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## House & Home

FTWeekend

**Never too Will!** Will Knafo discusses the expenses of the knowledge of a home. **Sign of the Times** South Korea's real estate market is on the rise. **Study in style** Homeowners in the UK are looking for a change.

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# FTWeekend

US Edition

**Food and drink festive special** Tips from top global chefs. **Lunch with the FT** FT chief Bernie Ecclestone: 'I break the rules'.

**Schulz reversal raises Merkel's survival hopes** SPD chief ready to join coalition talks. **Rare bout of German unsees recedes**.

**Alzheimer's Afflicted Monty Python star helps launch FT Seasonal Appeal**

**Uber and the cost of the Katana Problem**

**Adventures on two wheels**

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<b>PALO ALTO, CALIFORNIA</b> 1527H Aveleya.com \$4,000,000 Golden Gate Sotheby's International Realty <b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 408.882.2626	<b>PESQUIM, CALIFORNIA</b> 3913 Hampton Road.com \$4,000,000 Golden Gate Sotheby's International Realty <b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 408.882.2626	<b>ROSE, CALIFORNIA</b> 2715 Poplar.com \$2,700,000 Golden Gate Sotheby's International Realty <b>FRANK AZAMI</b> <a href="mailto:frank.azami@sirbahamas.com">frank.azami@sirbahamas.com</a> +1 480.268.2280	<b>SAN DIEGO, CALIFORNIA</b> 2716 N Coast Street \$1,000,000 USD   <a href="http://www.sirbahamas.com/id/46931">www.sirbahamas.com/id/46931</a> Pacific Sotheby's International Realty <b>FRANK AZAMI</b> <a href="mailto:frank.azami@sirbahamas.com">frank.azami@sirbahamas.com</a> +1 760.213.1218	<b>SAN FRANCISCO, CALIFORNIA</b> Nob Hill.com \$2,000,000 San Francisco Sotheby's International Realty <b>WENDY STOKER</b> <a href="mailto:wendy.stoker@sirbahamas.com">wendy.stoker@sirbahamas.com</a> +1 415.774.8899
<b>BROOKHAVEN, CONNECTICUT</b> 1000 Brookhaven.com \$1,000,000 Matt Bernard <a href="mailto:matt.bernard@sirbahamas.com">matt.bernard@sirbahamas.com</a> +1 203.373.2883	<b>WESTON, CONNECTICUT</b> 1000 Brookhaven.com \$1,000,000 Krisz Blak <a href="mailto:krisz.blak@sirbahamas.com">krisz.blak@sirbahamas.com</a> +1 203.373.2883	<b>WILMINGTON, CONNECTICUT</b> 1000 Brookhaven.com \$1,000,000 Russell Post   Molly Taylor <a href="mailto:russell.post@sirbahamas.com">russell.post@sirbahamas.com</a> +1 203.373.2883	<b>WYLAND, CONNECTICUT</b> 1000 Brookhaven.com \$1,000,000 Susan Bryan   Karly Thiele <a href="mailto:susan.bryan@sirbahamas.com">susan.bryan@sirbahamas.com</a> +1 203.373.2883	<b>WESTON, CONNECTICUT</b> 1000 Brookhaven.com \$1,000,000 Cody D'Arcy   Mazie Regan <a href="mailto:cody.darcy@sirbahamas.com">cody.darcy@sirbahamas.com</a> +1 203.373.2883
<b>ALFORD, MASSACHUSETTS</b> 1000 Brookhaven.com \$1,000,000 Marta Piper <a href="mailto:marta.piper@sirbahamas.com">marta.piper@sirbahamas.com</a> +1 413.627.4999	<b>BOSTON, MASSACHUSETTS</b> 1000 Brookhaven.com \$1,000,000 Logi Kujan   Jeff Simonian <a href="mailto:logi.kujan@sirbahamas.com">logi.kujan@sirbahamas.com</a> +1 413.627.4999	<b>LEDA, MASSACHUSETTS</b> 1000 Brookhaven.com \$1,000,000 George Cain <a href="mailto:george.cain@sirbahamas.com">george.cain@sirbahamas.com</a> +1 978.363.8888	<b>ROSELAND TOWNSHIP, NEW JERSEY</b> 1000 Brookhaven.com \$1,000,000 Jordan Henderson <a href="mailto:jordan.henderson@sirbahamas.com">jordan.henderson@sirbahamas.com</a> +1 908.941.2020	<b>PATERSON, NEW JERSEY</b> 1000 Brookhaven.com \$1,000,000 Jordan Henderson <a href="mailto:jordan.henderson@sirbahamas.com">jordan.henderson@sirbahamas.com</a> +1 908.941.2020
<b>NEW YORK, NEW YORK</b> 1000 Brookhaven.com \$1,000,000 East Side Manhattan Brokerage <b>HEIDI FINE</b>   <b>SEENA BROADBENT</b> <a href="mailto:heidi.fine@sirbahamas.com">heidi.fine@sirbahamas.com</a> +1 212.693.8888	<b>NEW YORK, NEW YORK</b> 1000 Brookhaven.com \$1,000,000 East Side Manhattan Brokerage <b>HEIDI FINE</b>   <b>SEENA BROADBENT</b> <a href="mailto:heidi.fine@sirbahamas.com">heidi.fine@sirbahamas.com</a> +1 212.693.8888	<b>NEW YORK, NEW YORK</b> 1000 Brookhaven.com \$1,000,000 Downtown Manhattan Brokerage <b>MARIE FINE</b>   <b>ALAN BLUM</b>   <b>NIKAI FELD</b> <a href="mailto:marie.fine@sirbahamas.com">marie.fine@sirbahamas.com</a> +1 212.693.8888	<b>NEW YORK, NEW YORK</b> 1000 Brookhaven.com \$1,000,000 Downtown Manhattan Brokerage <b>MARIE FINE</b>   <b>ALAN BLUM</b>   <b>NIKAI FELD</b> <a href="mailto:marie.fine@sirbahamas.com">marie.fine@sirbahamas.com</a> +1 212.693.8888	<b>SCOTTSDALE, NEW YORK</b> 1000 Brookhaven.com \$1,000,000 Scottsdale Manhattan Brokerage <b>HEIDI FINE</b>   <b>SEENA BROADBENT</b> <a href="mailto:heidi.fine@sirbahamas.com">heidi.fine@sirbahamas.com</a> +1 212.693.8888
<b>UNWILDE, NORTH CAROLINA</b> 1000 Brookhaven.com \$1,000,000 1907 Farming Chalk Drive \$1,000,000 USD   <a href="http://www.sirbahamas.com/id/46931">www.sirbahamas.com/id/46931</a> <b>MARILYN WISLEY</b> <a href="mailto:marilyn.wisley@sirbahamas.com">marilyn.wisley@sirbahamas.com</a> +1 813.791.2888	<b>PROVIDENCE, RHODE ISLAND</b> 1000 Brookhaven.com \$1,000,000 131 Congdon Street \$1,000,000 USD   <a href="http://www.sirbahamas.com/id/46931">www.sirbahamas.com/id/46931</a> <b>THE MCKENNEY GOLD GROUP</b> <a href="mailto:the.mckennegoldgroup@sirbahamas.com">the.mckennegoldgroup@sirbahamas.com</a> +1 813.791.2888	<b>CHARLESTON, SOUTH CAROLINA</b> 1000 Brookhaven.com \$1,000,000 706 S.com \$1,000,000 USD   <a href="http://www.sirbahamas.com/id/46931">www.sirbahamas.com/id/46931</a> <b>THE MCKENNEY GOLD GROUP</b> <a href="mailto:the.mckennegoldgroup@sirbahamas.com">the.mckennegoldgroup@sirbahamas.com</a> +1 813.791.2888	<b>SEASIDE, SOUTH CAROLINA</b> 1000 Brookhaven.com \$1,000,000 11300 Seaside Island.com \$1,000,000 USD   <a href="http://www.sirbahamas.com/id/46931">www.sirbahamas.com/id/46931</a> <b>THE MCKENNEY GOLD GROUP</b> <a href="mailto:the.mckennegoldgroup@sirbahamas.com">the.mckennegoldgroup@sirbahamas.com</a> +1 813.791.2888	<b>AUSTIN, TEXAS</b> 1000 Brookhaven.com \$1,000,000 801 Madison.com \$1,000,000 USD   <a href="http://www.sirbahamas.com/id/46931">www.sirbahamas.com/id/46931</a> <b>KEVIN SMITH</b> <a href="mailto:kevin.smith@sirbahamas.com">kevin.smith@sirbahamas.com</a> +1 409.941.2020
<b>AUSTIN, TEXAS</b> 1000 Brookhaven.com \$1,000,000 1000 Brookhaven.com \$1,000,000 USD   <a href="http://www.sirbahamas.com/id/46931">www.sirbahamas.com/id/46931</a> <b>KUMARA WILCOXON</b> <a href="mailto:kumara.wilcoxon@sirbahamas.com">kumara.wilcoxon@sirbahamas.com</a> +1 512.423.2020	<b>HOUSTON, TEXAS</b> 1000 Brookhaven.com \$1,000,000 1000 Brookhaven.com \$1,000,000 USD   <a href="http://www.sirbahamas.com/id/46931">www.sirbahamas.com/id/46931</a> <b>VICTORIA HINTON</b> <a href="mailto:victoria.hinton@sirbahamas.com">victoria.hinton@sirbahamas.com</a> +1 713.268.4932	<b>WIMBERLEY, TEXAS</b> 1000 Brookhaven.com \$1,000,000 1000 Brookhaven.com \$1,000,000 USD   <a href="http://www.sirbahamas.com/id/46931">www.sirbahamas.com/id/46931</a> <b>GARY ADAMS</b> <a href="mailto:gary.adams@sirbahamas.com">gary.adams@sirbahamas.com</a> +1 512.762.8887	<b>KANAS, UTAH</b> 1000 Brookhaven.com \$1,000,000 1000 Brookhaven.com \$1,000,000 USD   <a href="http://www.sirbahamas.com/id/46931">www.sirbahamas.com/id/46931</a> <b>CHRIS SIMONS</b> <a href="mailto:chris.simons@sirbahamas.com">chris.simons@sirbahamas.com</a> +1 408.532.0246	<b>KANAS, UTAH</b> 1000 Brookhaven.com \$1,000,000 1000 Brookhaven.com \$1,000,000 USD   <a href="http://www.sirbahamas.com/id/46931">www.sirbahamas.com/id/46931</a> <b>CHRIS SIMONS</b> <a href="mailto:chris.simons@sirbahamas.com">chris.simons@sirbahamas.com</a> +1 408.532.0246

# 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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Photos provided by James Lanza | STYLING: JANE 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 estate 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 single-family estate, a country house, 10 barns, 13 three-car garages, a pool, a tennis court, a large garage with large workshop and more. This property is a true gem waiting to be discovered.

DANIEL GALE, COMPAGENT/DOBRA, RUSSELL

Sotheby's INTERNATIONAL REALTY

SOTHEBYSREALTY.COM

Open the door to what's next.

The Rosewood Farm Estate  
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,900,000  
ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

SOTHEBYSREALTY.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

# 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**



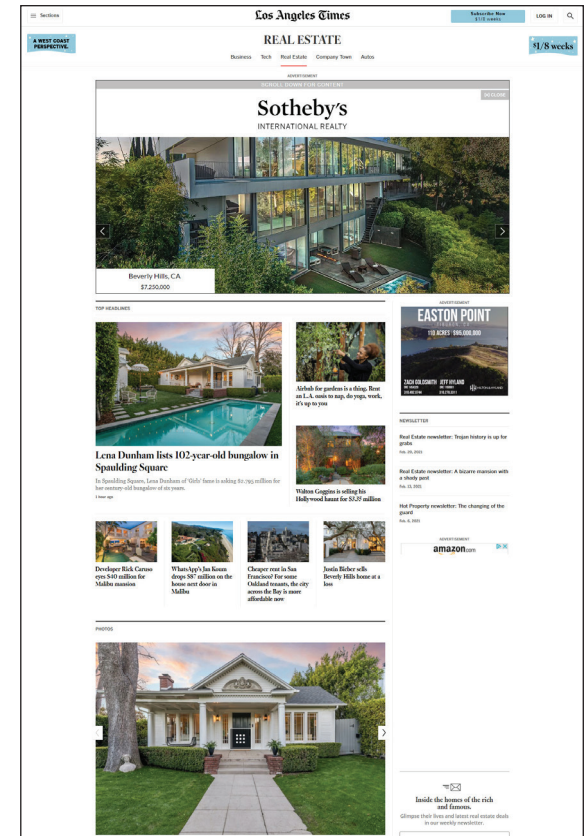
## LA TIMES DIGITAL LIGHTHOUSE

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

Full color with 30 day Lighthouse Placement



# 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: **Jeannette Babin** MRE, PLS.

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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 beachside 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  
858.334.3537  
eric@ericsantorino.com  
DRE#02156501

5305 Carlsbad Boulevard  
5 BR | 8.0 BA | 10,039 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.



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
<b>Media</b>						
<b>Sotheby's Auction House: Print</b>						
Sotheby's Magazine	Half Page	\$ 1,820.00			\$ 1,820.00	20,000
<b>Sotheby's Auction House: Digital</b>						
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
<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 - San Francisco, Napa Valley, Los Angeles, New York, Palo Alto/Atherton					
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Display	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
<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	\$ 500.00	\$ 1,500.00	19,500
<b>JamesEdition</b>						
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
<b>LA Times</b>						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00		Bonus	\$ 325.00	425,000
<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>Crain's New York Business</b>						
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00			\$ 3,150.00	15,000
<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	\$ 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
<b>San Francisco Takeover</b>						
San Francisco Takeover	Full page w/ Digital promotion	\$ 725.00			\$ 725.00	36,500
<b>Conde Nast Magazines</b>						
Architectural Digest - San Francisco Metro	Full Page		\$ 6,330.00		\$ 6,330.00	26,000
<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	\$ 750.00	\$ 2,250.00	631,371
<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		\$ 1,320.00	441,560
<b>TOTAL</b>					\$ 70,475.00	9,673,816

\*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
<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	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
<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 - San Francisco, Napa Valley, Los Angeles, New York, Palo Alto/Atherton					
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
<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	\$ 500.00	\$ 1,500.00	19,500
<b>JamesEdition</b>						
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
<b>LA Times</b>						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00		Bonus	\$ 325.00	425,000
<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>Crain's New York Business</b>						
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00			\$ 3,150.00	15,000
<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	\$ 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
<b>San Francisco Takeover</b>						
San Francisco Takeover	Full page w/ Digital promotion	\$ 725.00			\$ 725.00	36,500
<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	\$ 750.00	\$ 2,250.00	631,371
<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		\$ 1,320.00	441,560
<b>TOTAL</b>					\$ 51,790.00	8,774,705

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