



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

2024 Advertising and Marketing Program

Bahamas | 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 2024 Plan

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

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 Bahamas.

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 brand.

**LET'S DO
GREAT THINGS TOGETHER**

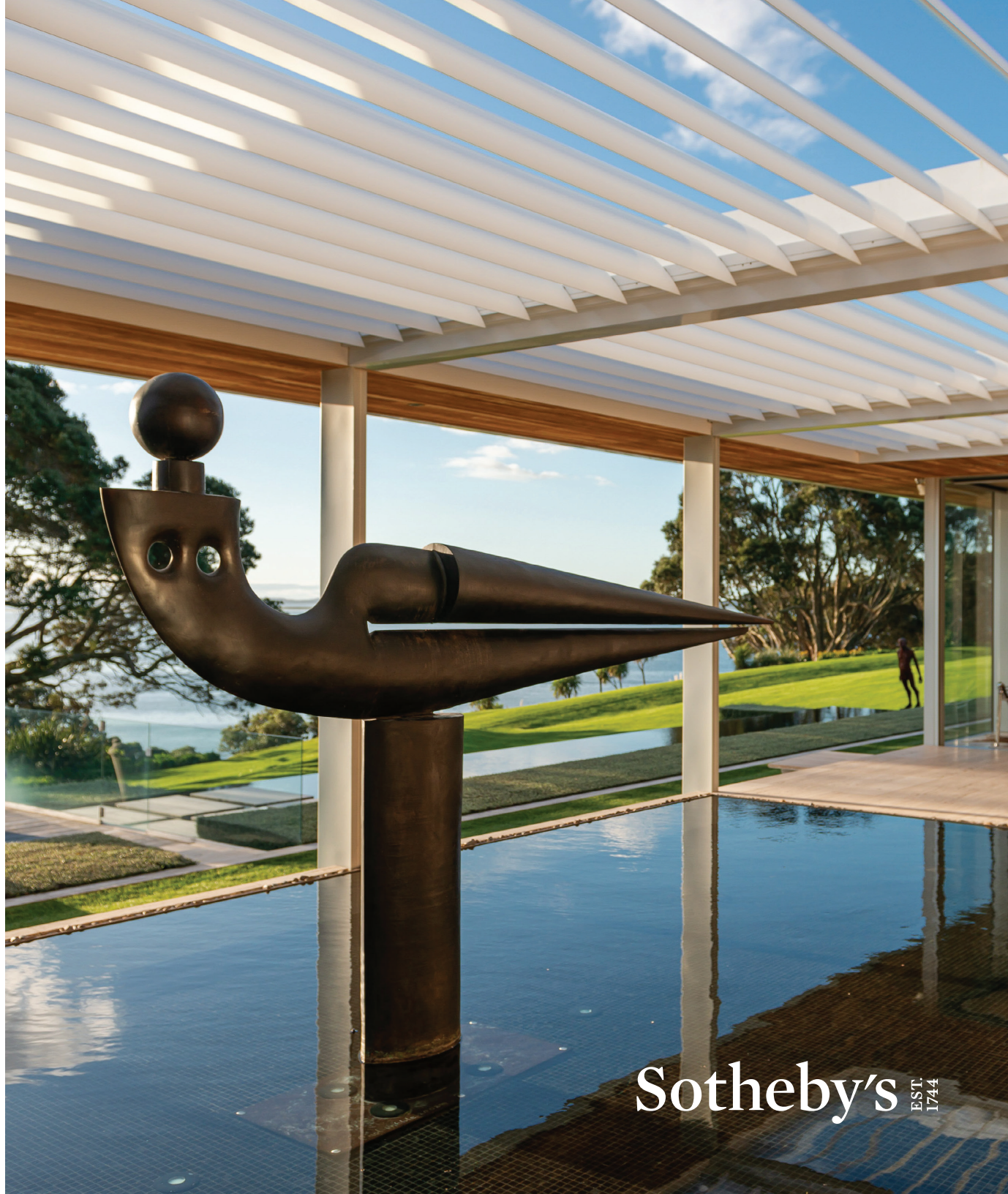
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Sotheby's
Auction House
Offerings




Sotheby's
EST. 1744

DIGITAL

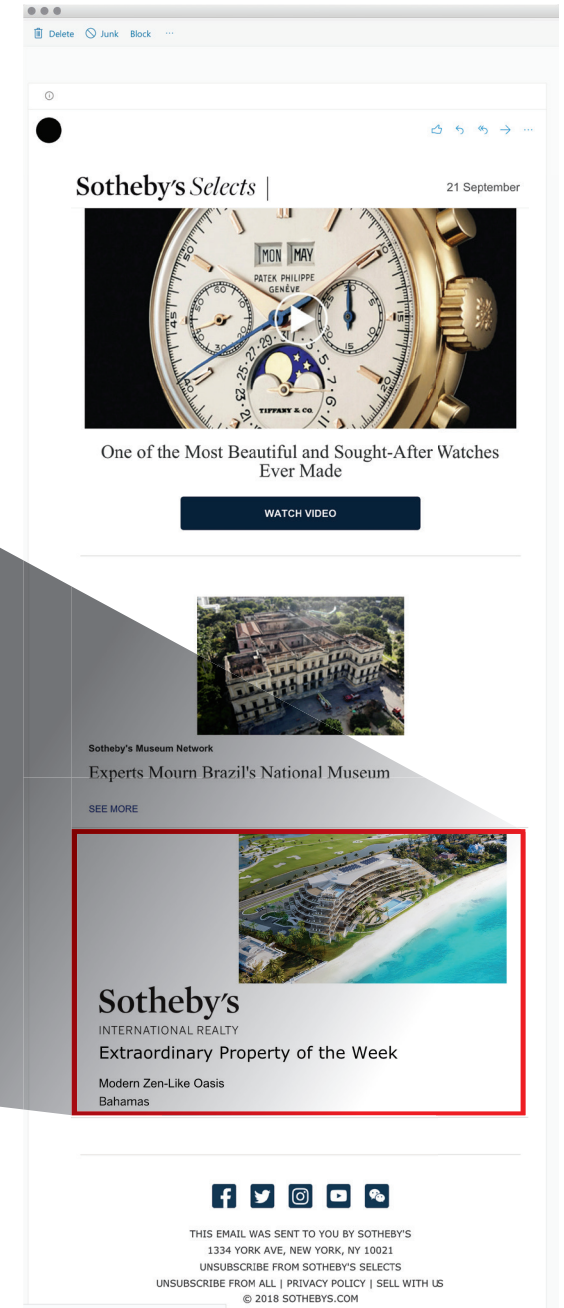
SOTHEBY'S SELECTS
E-NEWSLETTERS

- Every Friday
- 52x Year
- Highlights upcoming auction events
- 700,000+ recipients
- 34% average open rate


PRICE: \$2,585



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

[f](#) [t](#) [@](#) [v](#) [m](#)

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](#)
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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

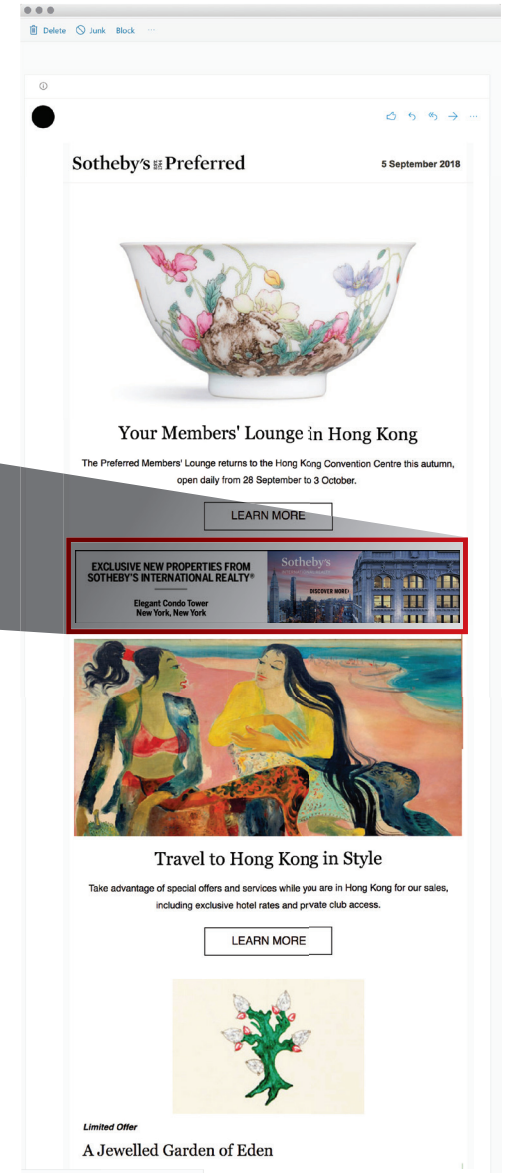


EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®


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: **2024 Plan**
- Flight Dates: **February 2024 - January 2025**
- Impressions: **10,500,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



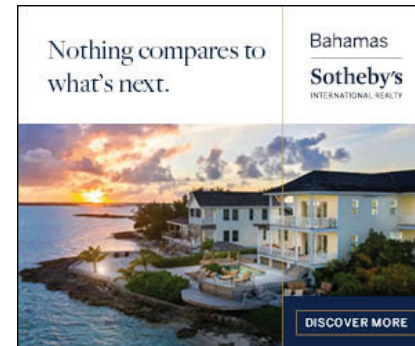
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

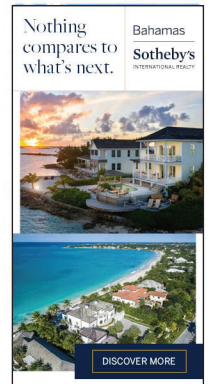
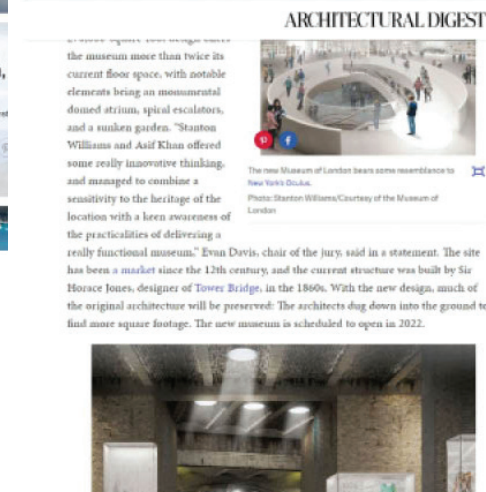
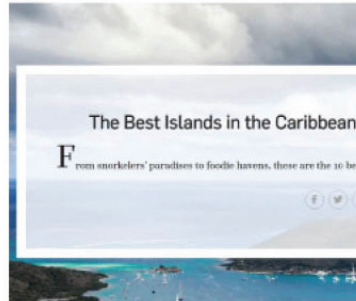
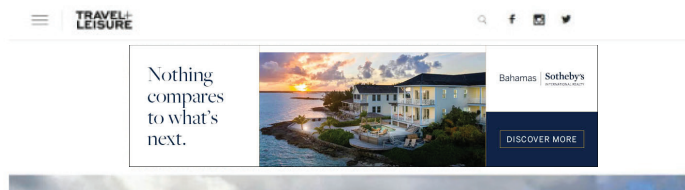
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

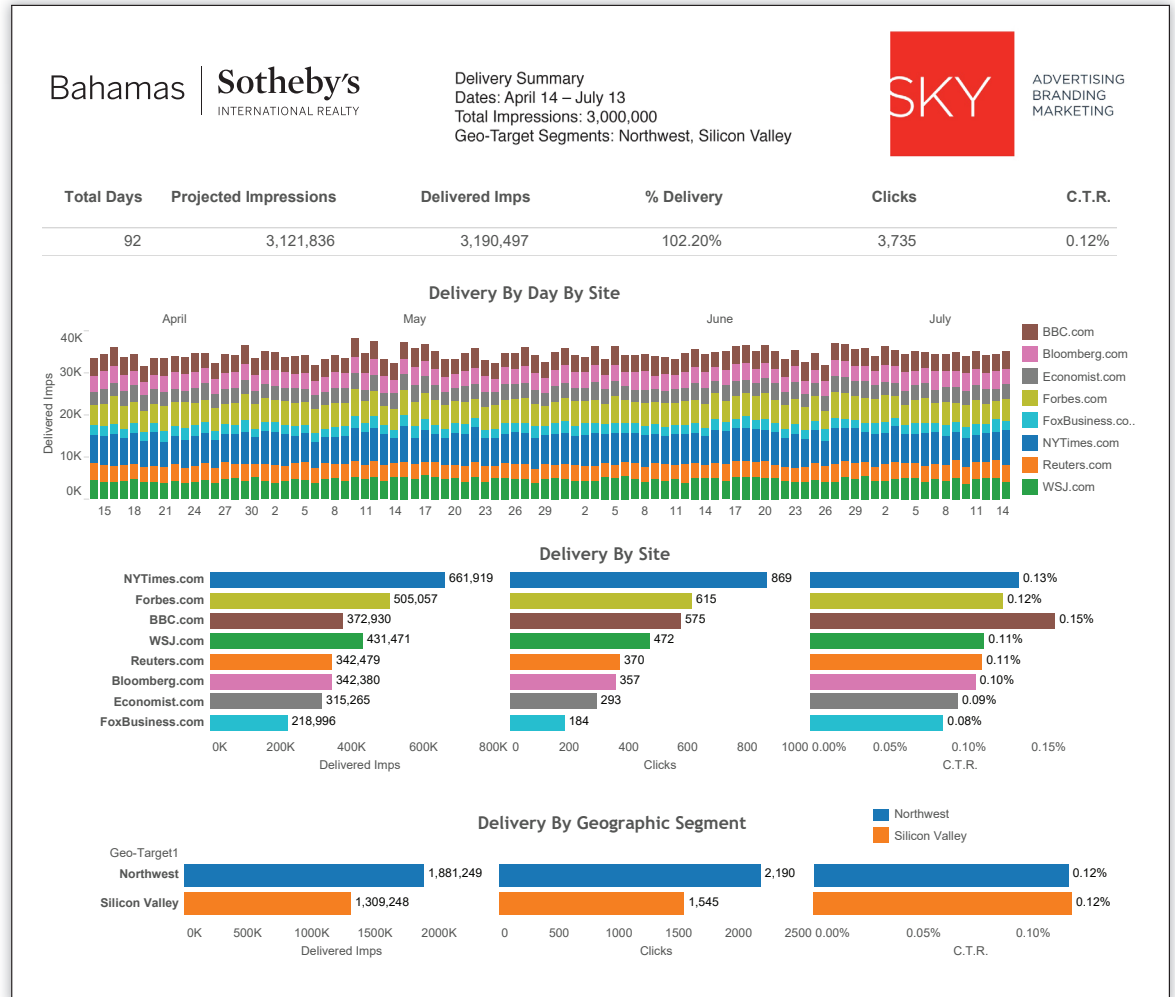


Comprehensive Reporting For Your Customized Campaign

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it.

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks, and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

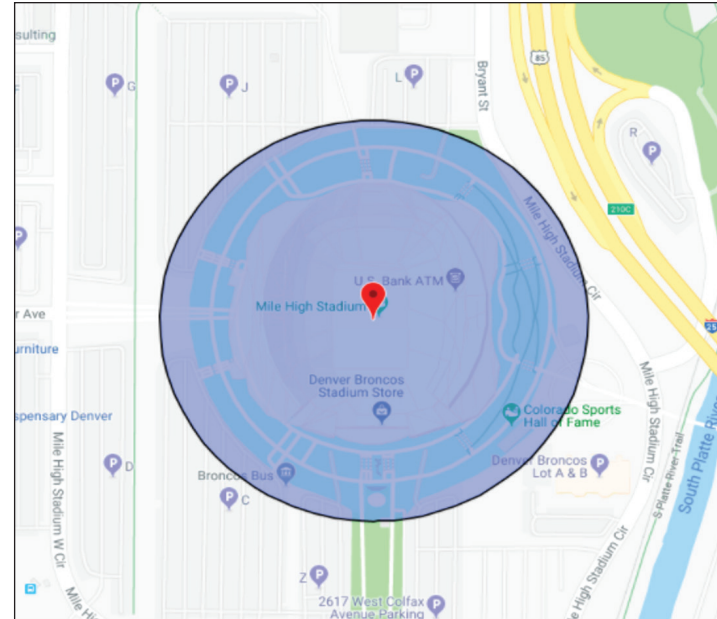
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

- From \$1,500/month
Up to 3 Geo-fences - 60,000 impressions

Comprehensive Digital

OTT/VIDEO PREROLL

OTT or Over The Top is video programming transmitted via the Internet, not on traditional cable or broadcast. It reaches any type of internet connected device including Roku, Connected TV/SmartTVs, Fire TV Sticks, XBOX, PlayStation, Apple TV, Chromecast, and more.

Our OTT gets you to thousands of publishers and streaming exchanges on stations like: Sling TV, FuboTV, Pluto.TV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

OTT can extend the reach of a business that is currently doing broadcast TV or cable because OTT reaches audiences that have cut the cord to cable (cord-cutters), or those that have never had cable (cord-nevers) and you are able to reach a more targeted audience with OTT.

eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.

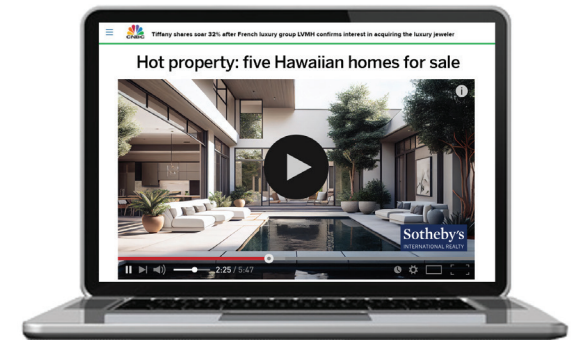


YouTube Video Pre-Roll Ads

WHY OTT?

Our OTT runs on Set Top Boxes, Game Consoles, and Smart TVs like Fire TV Sticks, XBOX, PlayStation, 4K FireTV, SmartTV, AppleTV, ChromeCast, Roku, and more. 100% of our impressions are served on Connected TVs.

We have direct inventory on hundreds of Apps and Providers. These cover a variety of content such as News, Sports, Entertainment, Lifestyle, Gaming, Health, Technology, and many more, depending on the targeting categories selected for your campaign. We have over 100,000 targeting categories to choose from and we can also use Artificial Intelligence to find the optimal audience. We have direct deals with large publishers and devices like Samsung TV, DIRECTV, NHL, Fox, local news stations,



Disney/ABC, AMC Networks, NBC Universal, National Geography, A+E Networks, Bloomberg, Discovery, the CW, and MLB to serve ads through direct connections. We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

With Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

PRICE: FROM \$1,500/MONTH 50,000 IMPRESSIONS

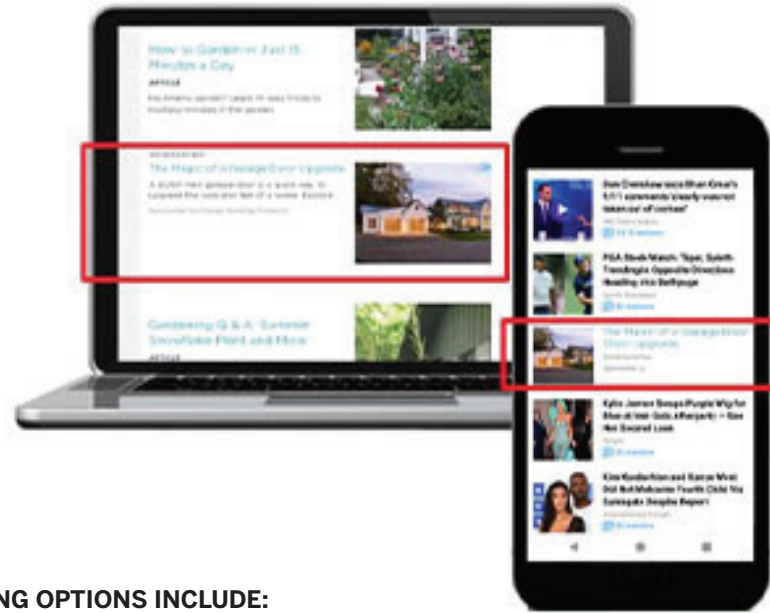
Comprehensive Digital

NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



TARGETING OPTIONS INCLUDE:

- **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 Native ads on the web pages where they appear A.I.
- **Targeting** – 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.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
- **Cross Platform Targeting** available from Mobile Conquesting.

- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.

Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

PRICE: FROM \$1,500/MONTH 150,000 IMPRESSIONS

Comprehensive Digital

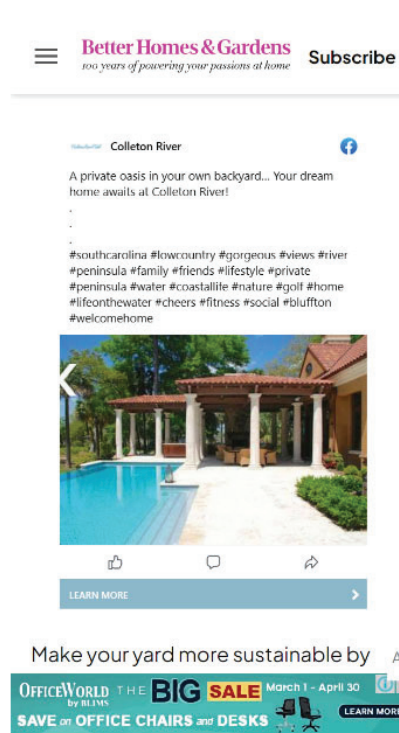
SOCIAL MIRROR ADS

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.

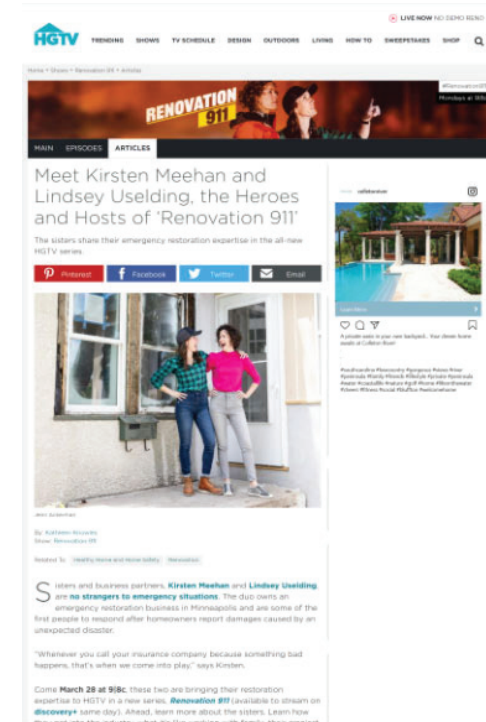
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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 100,000 IMPRESSIONS

Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing or website.

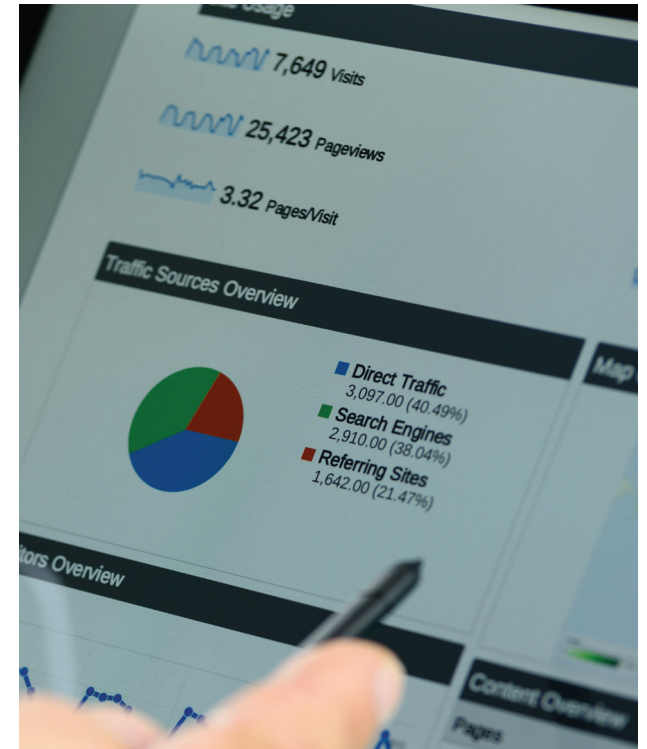


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

PRICE: \$750 CAMPAIGN SET UP
STARTING AT \$850/MONTH





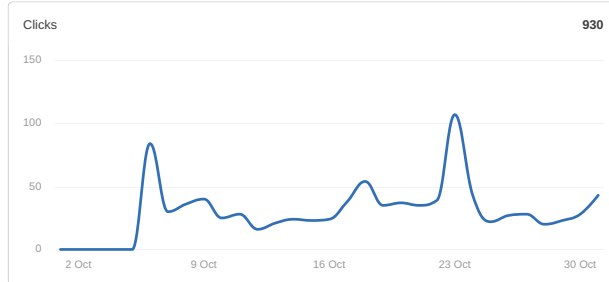
Google AdWords

CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.

SIR Bahamas

Google Ads Impressions	Google Ads Clicks	Google Ads CTR	Google Ads Phone Calls	Average Cost-Per-Click	Google Ads Interaction R...
85,229	930	1.09%	9	\$1.52	1.14%



Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"home for sale boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
SKY - SMART	459	\$312.71	\$39.09	74,095
SKY - PMAX	290	\$359.88	\$179.94	8,209
SKY - General	75	\$278.65	\$0.00	1,432
SKY - Boulder	53	\$293.25	\$293.25	1,145
SKY - Trademark	38	\$134.26	\$134.26	259
SKY - Niwot	11	\$33.94	\$0.00	69
SKY - Longmont	4	\$19.24	\$0.00	16
SKY - Golden	0	\$0.00	\$0.00	3
SKY - Superior	0	\$0.00	\$0.00	1

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

Google AdWords

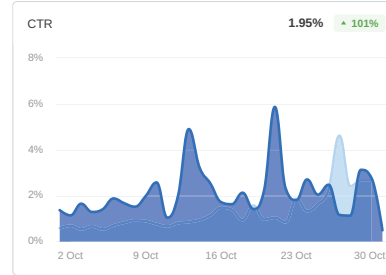
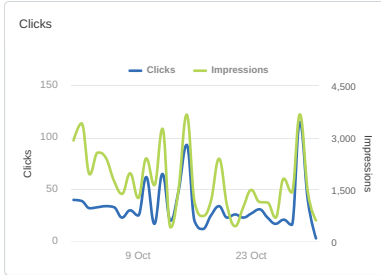
MONTHLY REPORTING

Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



October 2023

October KPI's



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$0.94

Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

Keywords

Showing 23 of 23 Rows

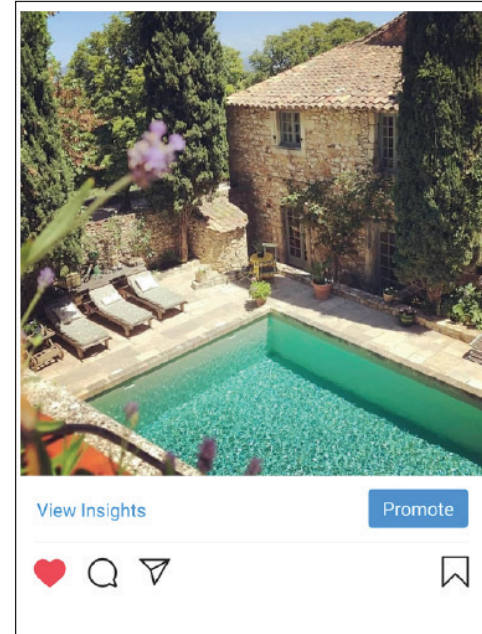
KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean realty	1	1	1

Conde Nast UK

INSTAGRAM @CONDENASTPROPERTY

Ready to jump into action on instagram, @condenastproperty is the fastest growing account at Conde Nast Britain and consistently comes in at No 1 each week on growth and engagement. @condenastproperty has grown organically in 3 years and now has 215K followers.

INSTAGRAM POST: \$ 2,750



Cottages & Garden

Delivering the finest luxury design and architecture content to residents of America's most affluent communities.

- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

TOP 10 MARKETS

- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950

DAILY DEEDS

E-NEWSLETTER SENT 4X PER WEEK:
\$3,000 FOR TWO WEEKS; \$5,000 PER MONTH



Country Life

Country Life is the world's most celebrated magazine of the British way of life, its countryside, properties, and gardens

Three core audience pillars:

Traditional country champions – wealthy empty nesters enjoying their retirement in the countryside.

Custodians of the land – country dwellers with a deep emotional connection to the countryside.

Discerning Country – a quietly refined group, the most affluent, and willing to spend on the brands that reflect their discerning taste.

- 1.68M Global page views per month
- 352K Social Followers
- 81% Targeted HNWI Audience

WEEKLY E-NEWSLETTER

Published Wednesdays & Saturdays

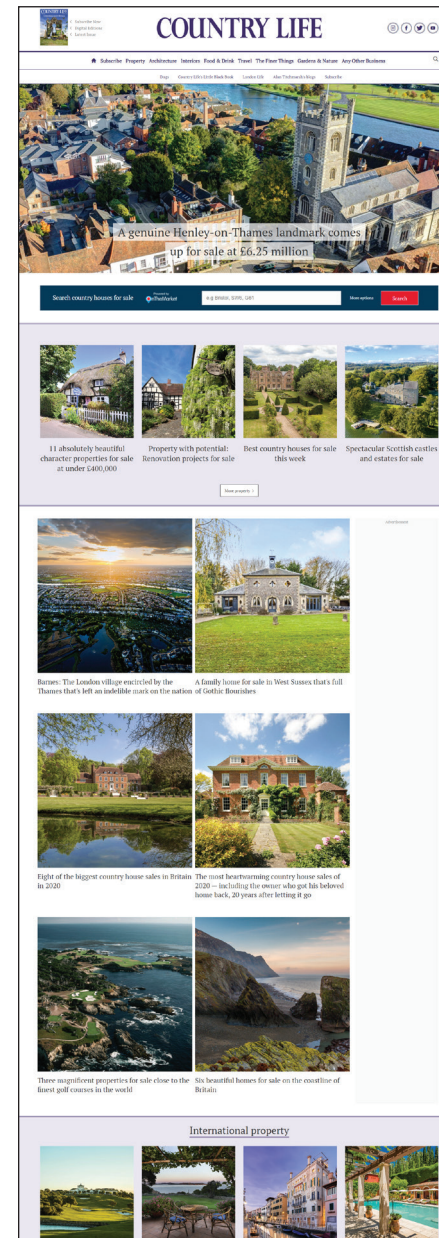
Reach 25,000 loyal readers who are infatuated with property, architecture, the arts, gardening, the countryside, schools and wildlife.

PRICE: \$1,950

INTERNATIONAL PROPERTY LISTING

Property listings live forever on the Country Life site until you remove the URL.

PRICE:
\$400/LISTING
\$2,500 UNLIMITED LISTINGS



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.

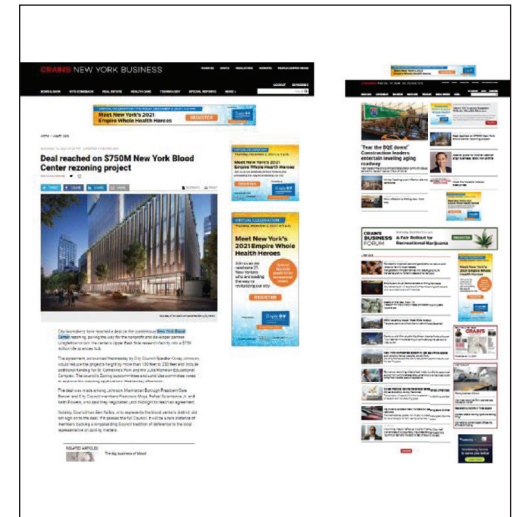
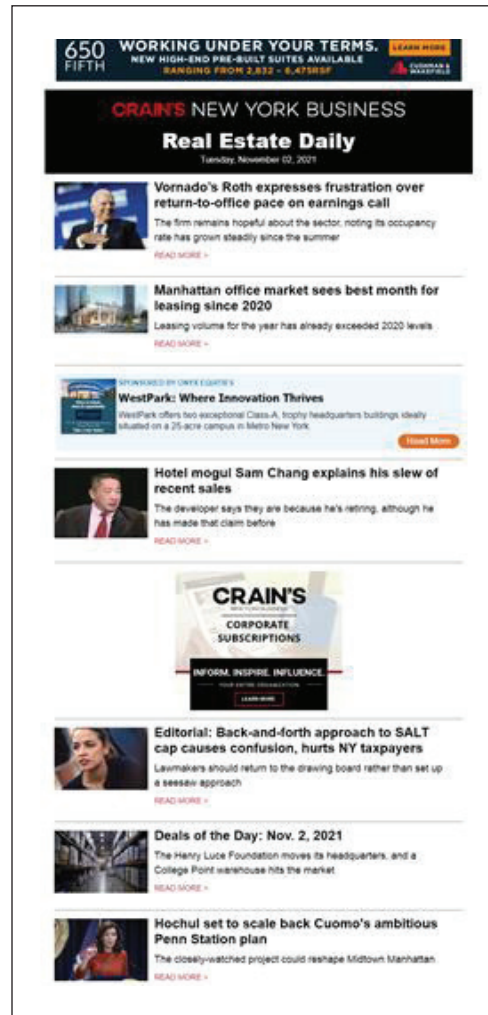
CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **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)



DIGITAL

Dezeen

Dezeen is a popular and influential architecture, interiors and design magazine, with three million monthly readers and seven million social media followers.

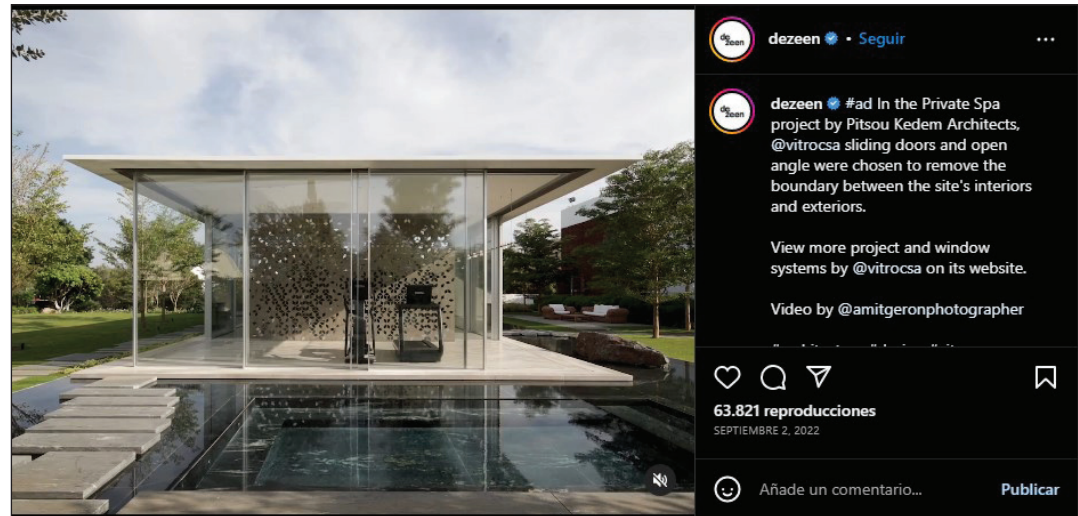
Dezeen's reach is global, with readers on every continent.

Their biggest audience is in the USA, followed by the UK, India, Canada, Australia, and Germany.

SOCIAL MEDIA POST

INSTAGRAM GRID POST: \$5,650

INSTAGRAM TARGETED POST: \$2,950

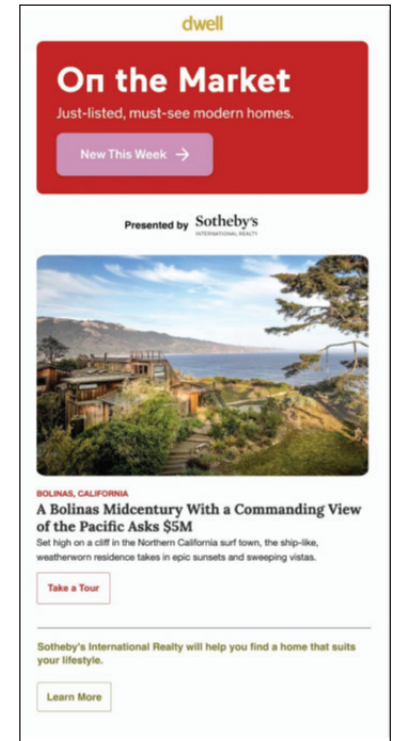
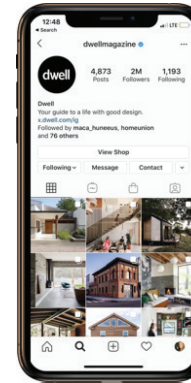
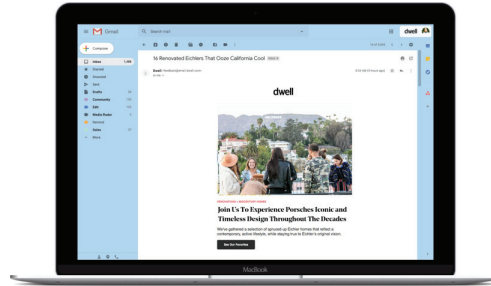


Dwell Real Estate

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.
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year.



CUSTOM REAL ESTATE ARTICLE

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

- Promotion on Dwell.com Homepage through a promo tile.
- Promotion in the Dwell Email Newsletter.
- Promotion on the Dwell Facebook.

PRICE: \$6,000

Elite Traveler

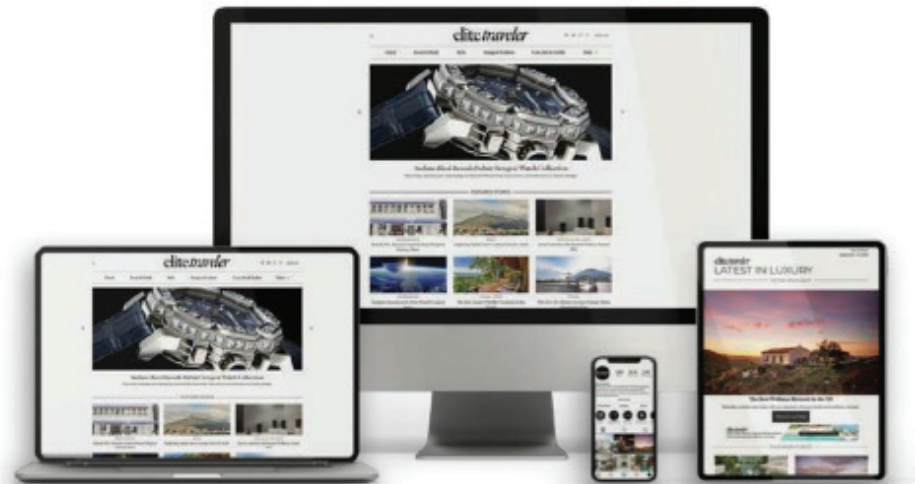
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

E-NEWSLETTER: \$2,500/WEEK



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.

FEATURED LISTING: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'About', 'USD', 'Sign in / Register', and 'Become a Seller'. Below that, a search bar and category filters for 'Cars', 'Real Estate', 'Yachts', 'Watches', 'Jewelry', 'Heliports', and 'Extravagance'. A large banner image of a yacht is accompanied by the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, a text box states: 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.'

The 'MOST POPULAR' section features a grid of luxury items: Ferrari 488 GTB (\$71,999), Chevrolet Corvette (\$4,785,907), Shannan Villa Over... (\$45,999), and Ram 2500 (\$45,999). Below this, another row includes Rio 109 - Luxury pe... (\$4,563,559), Audi S7 (\$34,999), McLaren 550S (\$199,999), and Ferrari California (\$114,999).

The 'JAMES SPOTTING' section shows a 'Two Level Duplex On Pristine Ponds' listing. The 'RICH LIST' section features a 'DOUBLE DOWN 214 Codecasa 2010/20...' listing for \$38,000,000, with a sub-headline 'Don't miss 5 most viewed Ferrari listings on JamesEdition: cars our readers will be driving in the Near Future'. Below this are links for 'Real modern masterpieces you could buy on JamesEdition for the price of that self-destructing Bankay network', 'The 10 Most Sought-After Properties and Attractive Locations', and '308 lovers: The most amazing and luxurious things you can find on JamesEdition where 3 is the magic number'.

The 'LATEST STORIES' section features an orange McLaren sports car and a text box: 'Luxury garages: Unique cars of tech billionaires, old-school magnates and Gen-Z doos. JamesEdition is covering the car-buying habits of wealthy petroheads. From the classic 911 to the latest Bugatti and Pagani models, you can find... Read More'. Below this are links for 'Most exclusive neighborhoods of Hong Kong', 'The Bahamas: Inside the most exclusive gated communities', 'Perfectly turned Lamborghini Murcielago: I wanted to transform it into more aggressive and forceful version!', and 'Trending: Golf property in the Golden Triangle' area of Algarve, Portugal'.

The 'Featured Agent' section introduces Nick Swinburne, an established licensed REALTOR® with over a decade of real estate experience.

The screenshot shows the 'Find luxury real estate and homes for sale' page. It features a search bar with 'Type location' and a 'Search' button. Below the search bar, a text box states: 'JamesEdition is the premier international marketplace to find luxury real estate and homes for sale. Search and browse more than 40,000 luxury homes for sale in over 50 countries. The most exclusive properties in the most desirable locations are offered by luxury real estate and homes specialists and private sellers worldwide, displayed with large, high-quality images. Whether you're buying a primary or second home, a pied-a-terre or vacation property you'll find thousands of the finest international properties including condominiums, penthouses, homes, estates and resort hotel ownership options.'

The 'Featured luxury properties' section displays a grid of property listings with images and brief descriptions: '5 Bedrooms - Pent...', 'Stunning Sherwoo...', 'Enviable Estate by...', 'Modern Apartment...', 'Elegant French Styl...', 'Playa Nix', 'Koninghof', 'Magnificent Seclu...', 'Extraordinary Ocea...', 'Maimok Paradise ...', 'Kiltreagh House', and '7+/- Acres for pote...'. Each listing includes a price and location.

The 'News about luxury real estate' section features three articles: 'Most exclusive neighborhoods of Hong Kong', 'The Bahamas: Inside the most exclusive gated communities', and 'Trending: Golf property in the Golden Triangle' area of Algarve, Portugal'. Each article includes a small image and a 'Read more' link.

The bottom of the page has a footer with '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.

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

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

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

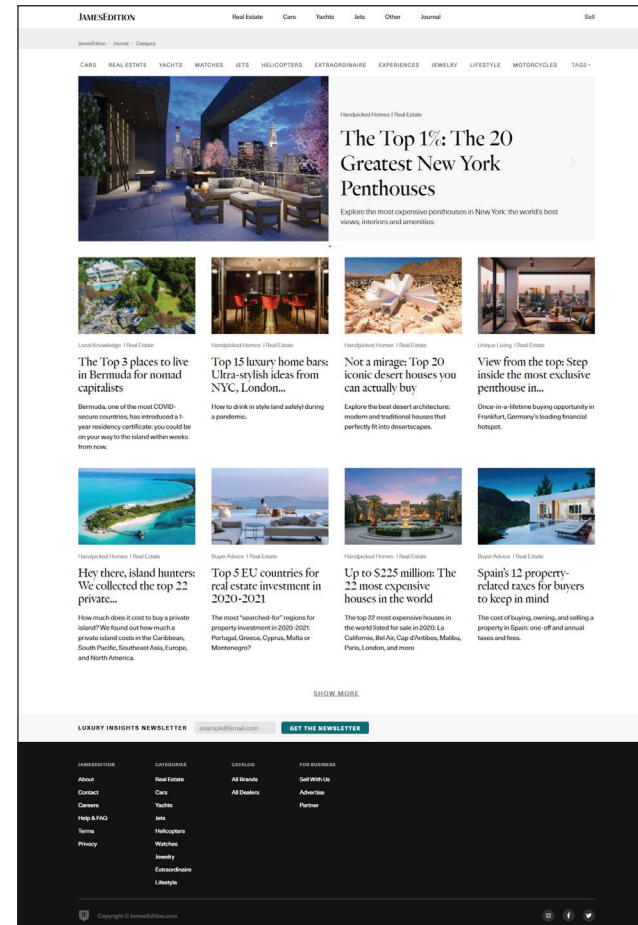
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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 & JOURNAL ARTICLE

\$3,300 NEWSLETTER TRENDING & JOURNAL ARTICLE



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

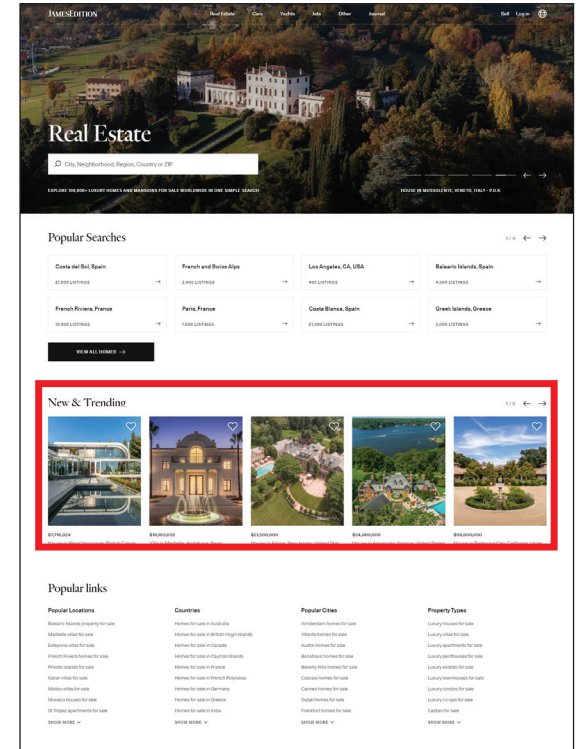
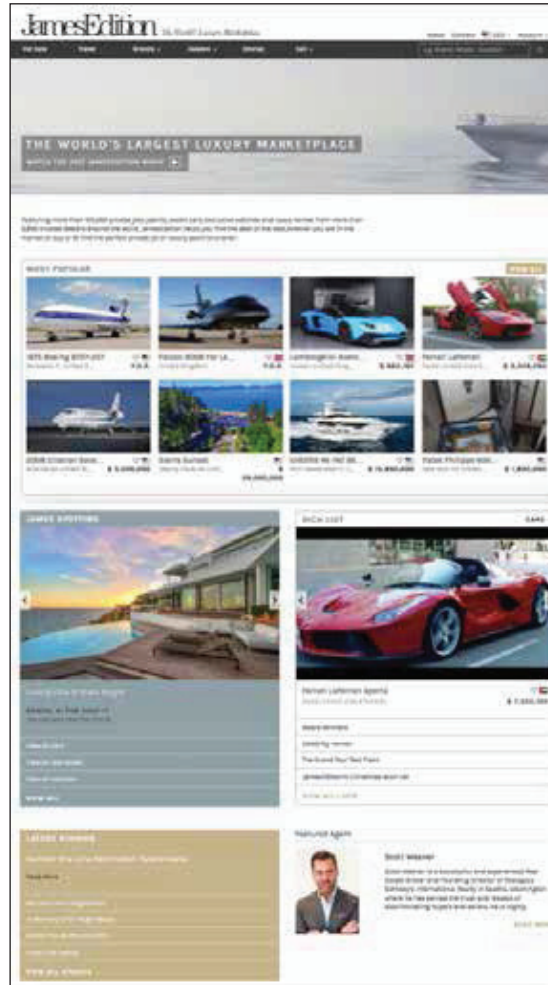
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

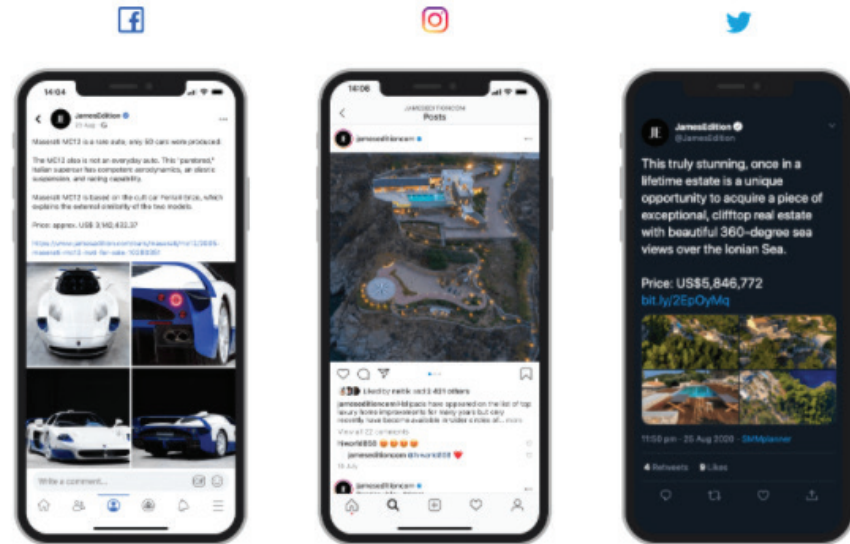
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

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

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

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



PHOTO

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

PHOTO: \$500

PHOTO PLUS

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

PHOTO PLUS: \$1,000 PHOTO PLUS

VIDEO

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

VIDEO: \$1,800

JetSet

12 MONTH GLOBAL DIGITAL CAMPAIGN

EMAIL

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through a banner insertion in the Jetset Magazine weekly newsletter that provides timely news about our readers' passions.

Subscriber Profile

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

12 month Web Feature

- 1 Million monthly page views
- 170K unique visitors

PRICE \$2,500/YEAR

2 shared email blasts plus 12 month web feature (\$10,000 value)

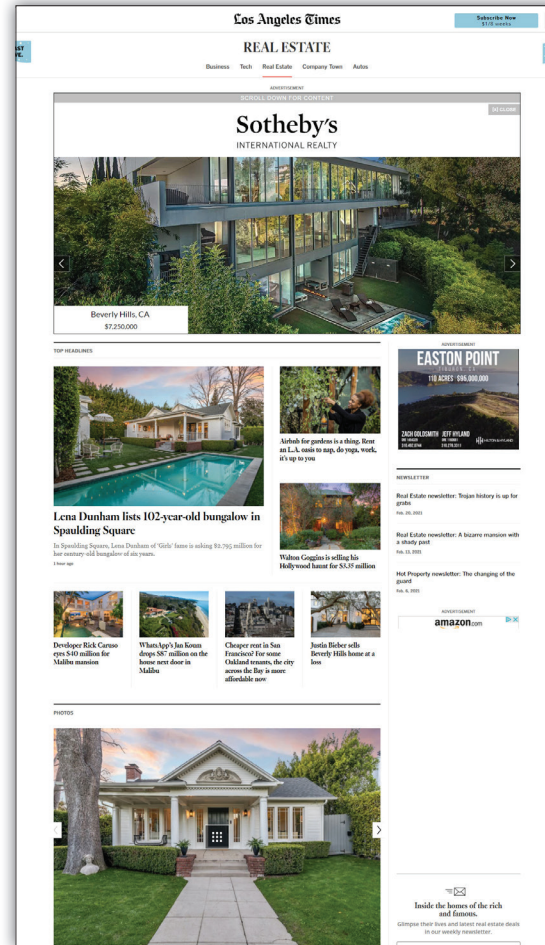
The screenshot shows a news article on the Track Record website. The article is titled "Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun". The author is identified as "Rosario Cabo San Lucas" and the date is "October 23, 2012". The article features several paragraphs of text, a large aerial photograph of the resort, and a small inset image of a golf course hole. The article is shared on social media, with a "SHARE ON" section showing Facebook, Twitter, and Email icons. Below the article, there is an "ABOUT THE AUTHOR" section for "Diamante Cabo San Lucas" and a "RELATED POSTS" section with two other articles: "The Unbelievable Journey" and "Web Resorts Cabo San Lucas: Delighting Vacation Package". On the right side of the page, there is a "TRACK RECORD" logo, a "Jetset" logo with a "START YOUR SUBSCRIPTION TODAY" button, and a "Jetset Magazine" logo with a "View on Facebook" link.

LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH



Le Figaro

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

PROPRIÉTÉS LE FIGARO.COM – FRANCE

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

PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

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

HEADLINE SEARCH

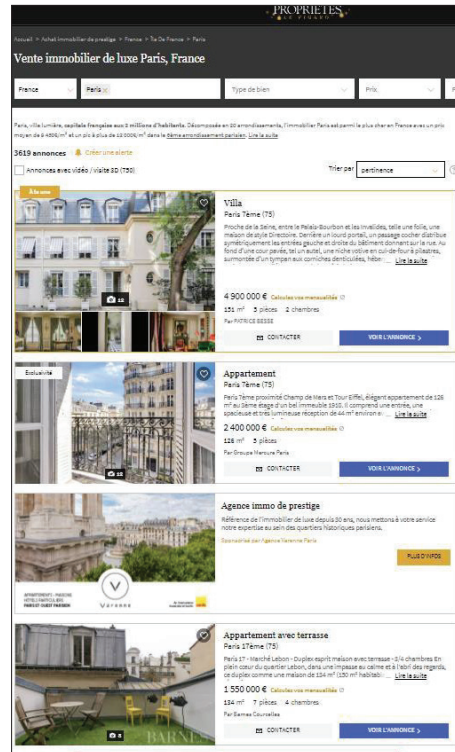
Position your property at the very top of the results page.

FEATURED CITY: \$795/MONTH

NATIVE AD

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

NATIVE PLACEMENT BY CITY: \$500/MONTH



Luxury Estate

LUXURY ESTATE

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

With its website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- **1,900,000** visitors per month
- **18,000,000** page views per month
- **3,000,000** euro average buyer inquiry

SHOWCASE LISTING + ELITE LISTING PACKAGES:
\$8,000/YEAR



NYTimes.com

FEATURED PROPERTY MODULE


Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.

- Average CTR is between 0.36-0.55%

PRICE: \$3,000/2WEEK
4X MINIMUM PURCHASE

FEATURED PROPERTIES

ADVERTISEMENT



Una
Residences
BRICKELL WATERFRONT
From \$2 million
175 SE 25th Rd. Miami, FL
2-5 BR | 2-6.5 BA | Luxury
Condos

Una Residences
info@unaresidences.com

Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.



ENEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, oceanview, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience putting your message right in their inbox as a partner in our monthly eNewsletter.

- 22,000+ Opt-in subscribers
- 19% Open Rate
- 15% Click through rate

PRICE: STARTING AT \$750 PER MONTH

OCEAN HOME MAGAZINE MONTHLY ENEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, ocean view, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience of 22,000+ opt-ins putting your message right in their inbox as a partner in our monthly eNewsletter.

PRICE AND SPECS

- **DISPLAY AD:** \$500 per 300 x 250 block plus link
- **FEATURED AD:** \$700 per first position, larger image, headline (30 characters) + text (40 words) & two links
- **SHARED AD:** \$500 per image, headline (30 characters) + text (40 words) & two links

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

2022 RELEASE DATES

• Feb 16	• June 22	• Sept 21
• March 16	• July 13	• Oct 19
• April 20	• Aug 17	• Nov 16
• May 18		

Limited inventory. Reservations are first come, deadline 1 week prior.

22,000 OPT-IN SUBSCRIBERS **19%** OPEN RATE **15%** CLICK THROUGH RATE

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910 **RMS**

The Ocean Home digital team is committed to bringing your brand's vision to life through original, well designed and engineered digital experiences. Contact us to reach the wealthiest consumers in the world who can easily afford multiple vacation homes and products for their coastal lifestyle.

Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

EXCLUSIVE EMAIL

Sent weekly on Wednesday and Sundays to Ocean Home’s discerning audience of high net worth coastal home owners and elite industry professionals.

PRICE: \$2,750/WEEK



SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

INSTAGRAM: \$800
 FACEBOOK: \$675
 FACEBOOK/INSTAGRAM AD:
 \$1,400/MONTH

OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500. per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

FROM A PENTHOUSE YOU CAN SEE FOREVER

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Weaster-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA
 Deluxe Suites to 3 Bedroom Villas
 From \$125,000 to over \$10 Million

RMS

RobbReport.com

FEATURED LISTING

CAROUSEL 1 PROPERTY: \$1,350/MONTH

LUXURY PROPERTY LISTINGS

MANUAL 1 LISTING: \$450/MONTH

MANUAL UP TO 10 LISTINGS: \$1,135/MONTH

MANUAL UP TO 25 LISTINGS: \$1,770/MONTH

MANUAL UP TO 50 LISTINGS: \$2,065/MONTH

MANUAL UP TO 100 LISTINGS: \$2,653/MONTH

FEED SOURCED UP TO 100 LISTINGS: \$1,185/MONTH

FEED SOURCED UP TO 1000 LISTINGS: \$1,750/MONTH

f t i p v

Robb Report

SUBSCRIBE // RRL

CARS AVIATION MARINE TRAVEL WATCH COLLECTOR STYLE SHELTER FOOD & DRINK

REAL ESTATE

ART & COLLECTIBLES VACATION HOMES CELEBRITY HOMES NEW CONSTRUCTION SPACES HOME DESIGN

LUXURY REAL ESTATE PROMOTIONS

One Of The Most Beautiful Estates In Atlanta
Atlanta, Georgia \$1,900,000

There are 69,637 properties available.

COUNTRY: Any	BEDROOMS: Any	BATHROOMS: Any	1/4 BATHROOMS: Any
HALF BATHROOMS: Any	ARCHITECTURAL STYLE: Any	PROPERTY TYPE: Any	PROPERTY SUBTYPE: Any
CITY: 	STREET ADDRESS: 	ZIP / POSTAL CODE: 	PRICE: Any

MODA OPERANDI
MODA OPERANDI Man,
FOR GUYS WHO KNOW
fashion.
SHOP NOW

RobbReport.com

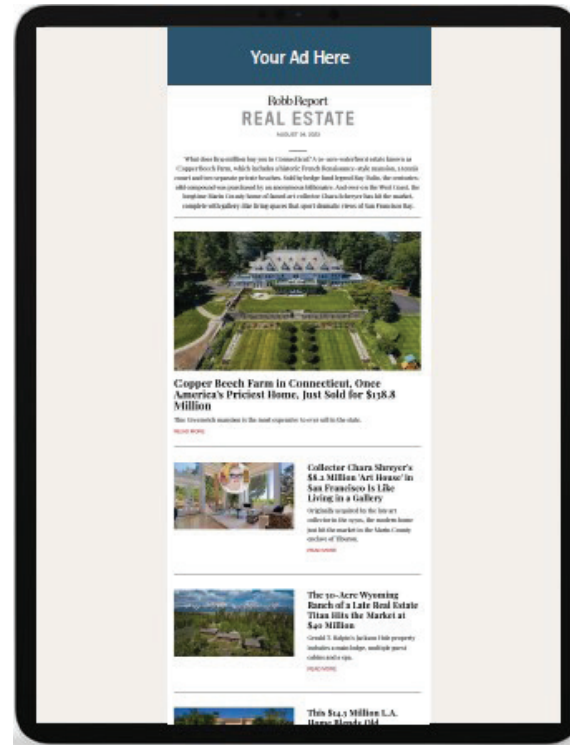
REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

- Open Rate – 18.5%
- Email is exclusive
- Partner own both banner positions: (2) 970x250
- Rate: \$3,100 for 1 week (3 deployments)

PRICE: \$3,750-\$5,000/WEEK



The Wall Street Journal Online (WSJ.com)

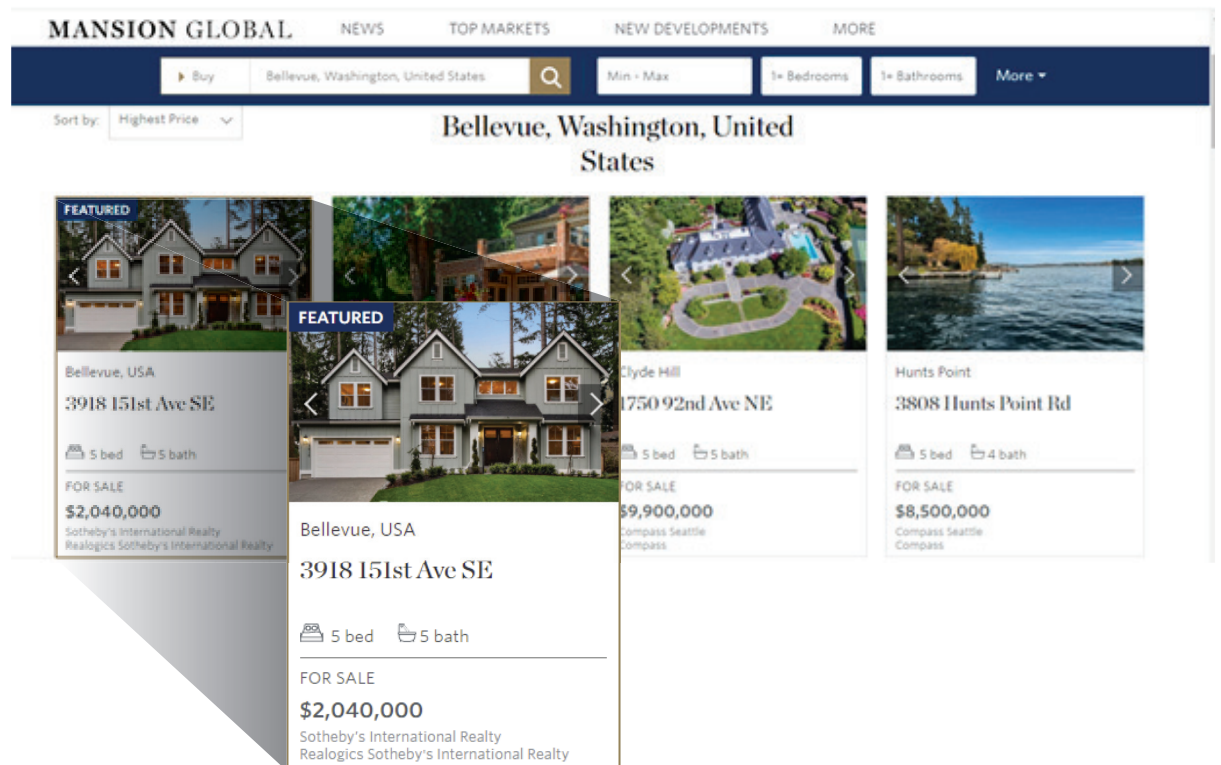
FEATURED PROPERTY UPGRADES

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

Bonus 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



The Wall Street Journal Online (WSJ.com)

MANSSION GLOBAL DAILY (M-F) E NEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **17,000** Opt in subscribers

PRICE: \$3,680

View in your browser

Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.



Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?
A snapshot and look at where prices are going. [Read More](#)

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLaugh, Toronto, ON	\$12,900,000
10. 489 Sandrine Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,900,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,378,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

TRENDING TODAY

Architectural Digest @ArchDigest Following

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

Powered by iStockPhoto AllChives

The Wall Street Journal Online (WSJ.com)

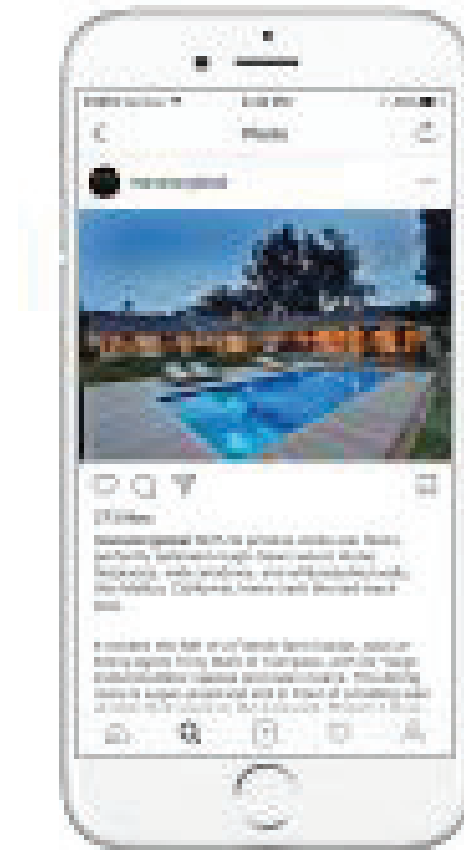
@MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

MANSION GLOBAL INSTAGRAM: \$1,775

MANSION GLOBAL INSTAGRAM + BOOST: \$7,000

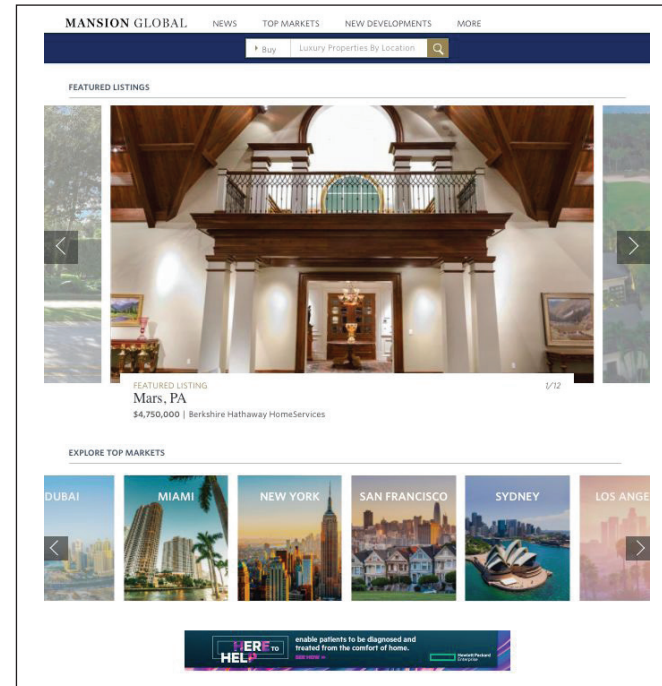


The Wall Street Journal Online (WSJ.com)

THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

PRICE: \$1,275/MONTH



Boat International e-Newsletter

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

PRICE: \$750



The image is a screenshot of the Boat International website's e-newsletter content. At the top, there is a black header with the word 'BOAT' in white and the text 'No Images? Click here'. Below the header is a large image of a yacht's steering wheel with the text 'BOAT BRIEFING' overlaid. The main content area is white and features several sections: 'DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS' with an Inmarsat logo; 'LATEST BROKERAGE NEWS' with four small images of yachts and their respective headlines: 'Benetti Harmony III listed for sale with Fraser', 'Benetti Rutil E now for sale with Northrop & Johnson and Denison', 'C2M price drop on Codecasa Regina d'Italia II with Edmiston & Company', and '\$1M price cut on 50 metre Trinity La Dea II with IYC'; and 'LATEST YACHT NEWS' with three small images of yachts and their respective headlines: 'New 60 metre Amels 200 motor yacht sold', 'Lürssen's 130 metre+ Project Lightning pictured on sea trials', and 'Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus'. Each headline is followed by a 'READ MORE' button.

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**

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THE WALL STREET JOURNAL.
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What's News
Business & Finance
 The Fed unveiled an emergency half-percent rate cut and more than 100 banks announced new lending programs. The Fed's move is the first since the 2008 financial crisis. Most banks had already lowered rates before the Fed's move. The Fed's move is the first since the 2008 financial crisis. Most banks had already lowered rates before the Fed's move.

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

Tennessee Twisters Kill at Least 25
 A line of twisters began barreling across Tennessee on Tuesday, killing at least 25 people in the rural state while many residents fled, according to the National Weather Service. The twisters, which are a mix of tornadoes and twisters, hit parts of the state, including some fatalities, such as in Putnam County, about 80 miles east of Nashville, and some in parks and schools.

Biden Picks Up String of Victories, Sanders Logs Big Win in California
 Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.

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Mansion Global Experience Luxury is partnering with WSJ. Magazine to bring you a first-to-market opportunity launching with this year's May Culture & Design issue, and featuring the most cutting-edge trends and designs in fashion, travel and luxury.

Showcase your brand or listings to provide readers a sense of discovery as they explore global properties that represent their style.

- Reach a UHNW audience in **London, Europe, Gulf Region and Asia Pacific**
- Circulation: **115,192**
- Average HHNW: **\$1,986,537**
- **London, Paris, Milan, Geneva, Dubai, Singapore, Tokyo, Hong Kong, Seoul**

PRICE: \$980/FULL PAGE



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/LISTING

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"All the News That's Fit to Print"

The New York Times

Vol. CLXVIII No. 38,137

NEW YORK, MONDAY, NOVEMBER 5, 2018

Late Edition
Today, don't forget to vote and don't miss the Thanksgiving Eve special. We'll have a live broadcast, check out our special Thanksgiving Eve special with High 100, the Weather report, High 100

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

On Wednesday, members after the Web's Far Right, a group of conservative websites, were heard cheering as President Trump spoke at a campaign event in New York. The group, which includes Breitbart News, InfoWars and others, were seen cheering and shouting as Trump spoke. The group's members were seen cheering and shouting as Trump spoke. The group's members were seen cheering and shouting as Trump spoke.

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

Democrats seemed poised to win the House in the 2018 election. But now, with the House race in the final stretch, the odds are that the Democrats will not win the House. The odds are that the Democrats will not win the House. The odds are that the Democrats will not win the House.

It's Not Heaven, It's Brooklyn
The 40,000 racers in this year's New York City Marathon enjoyed blue skies, overcast conditions and a fast course. Pages F7-F22.

Spending Millions in a Bid to Avoid Sanctions
By BENJAMIN SVETKEY

The U.S. Treasury is looking for ways to avoid sanctions on Russia. The U.S. Treasury is looking for ways to avoid sanctions on Russia. The U.S. Treasury is looking for ways to avoid sanctions on Russia.

Partisan Rhetoric Of New Query On The Census
By MICHAEL WIND

The Census Bureau is facing a new query on the census. The Census Bureau is facing a new query on the census. The Census Bureau is facing a new query on the census.

Called to Serve, Utah Mayor Always Answered
By JEFF TREMPER



























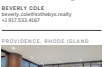



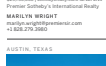









Utah Mayor James Beall has been called to serve. Utah Mayor James Beall has been called to serve. Utah Mayor James Beall has been called to serve.

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

A Russian rival of a Georgia politician has accused the politician of a 'hack'. A Russian rival of a Georgia politician has accused the politician of a 'hack'. A Russian rival of a Georgia politician has accused the politician of a 'hack'.

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The New York Times

THE SUNDAY REAL ESTATE

Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- Circulation: **403,748**
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- Median HHI: **\$193,586**
- Average HHI: **\$359,826**
- Median Age: **50**


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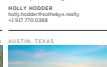
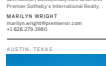




The Hudson Valley is starting to resemble that stretch of Long Island.

By JILL SACKIN
For weeks, the Hudson Valley was expected to be the next hot real estate market. And it is. The region's real estate market is heating up, with many buyers looking for a second home or investment property. The area is also seeing a resurgence in luxury homes, with many buyers looking for a second home or investment property. The area is also seeing a resurgence in luxury homes, with many buyers looking for a second home or investment property.

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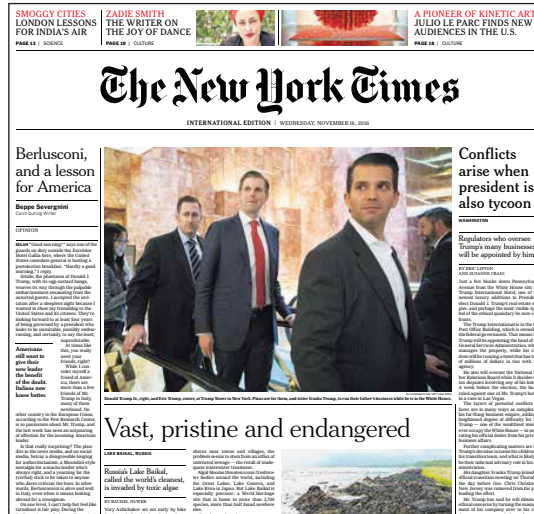
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The New York Times International Edition is a sophisticated and comprehensive daily report for opinion leaders and decision makers around the world. The mission of the New York Times International Edition is to enhance the global community by creating, collecting and distributing high-quality news and entertainment. Its readers have levels of income and investment that can hardly be described as average; much like the newspaper they enjoy reading, these levels reflect their highly mobile and affluent status. New York Times International Edition readers are people whose tastes tend toward the deluxe, leading active and upscale lifestyles.

- Circulation: **214,775**
- Geographic distribution: **Europe, Asia, Pacific, Middle East, N. Africa, Americas**
- Readership: **421,373**
- Male / Female ratio: **76% / 24%**
- Average household income: **\$367,700**
- Median age: **55**


PRICE: \$650 PROPERTY SPOT

Global




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\$9,750,000 | DanielGale.com/listing/dgid584848
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- Distribution: **NYC Metro Area**

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6 502.632.2710
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72 Post Road
9 BR | 6 BA | 15.54 ACRES
\$4,800,000

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

Danielle Gale / **AGENT/DOBRA RUSSELL**

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Sandbanks
Exuma, The Bahamas

Jacqueline Lighthorn
Estate Agent
+1 242 269 2225
260 Seaview Light House
#JL@bahamas.com

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

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

SIREBAHAMAS.COM/ID/V29V67

Bahamas | **Sotheby's**
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5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
Sales Associate
858.334.3557
eric@ericsantorinorealty.com
DRE#02156001

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

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

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INTERNATIONAL REALTY

Billionaire Magazine

Billionaire is a sophisticated, extremely high-end luxury publication curated for a controlled and selected subscriber list of UHNWIs globally. The core values of the publication consist of Philanthropy, Sustainability, The Finest Artists and Craftspeople, Investments, as well as exploring unique travel experiences and high-end luxury products globally for our readers. Billionaire provides indepth articles on meaningful projects, initiatives, and peer-to-peer conversations on UHNW-relevant issues.

- Circulation: **14,791**
 - **10,791** mailed to individuals that have a minimum net worth of **\$39 million**
 - **238** Royal Families receive the Magazine globally
 - **4,000** Copies are distributed exclusively to top fine Art Galleries, private Banks, Yacht Clubs, Polo clubs, private Jet Terminals all over the world
- Average Household Net Worth: **\$106,000,000**

FULL PAGE, COLOR: \$8,125

Global



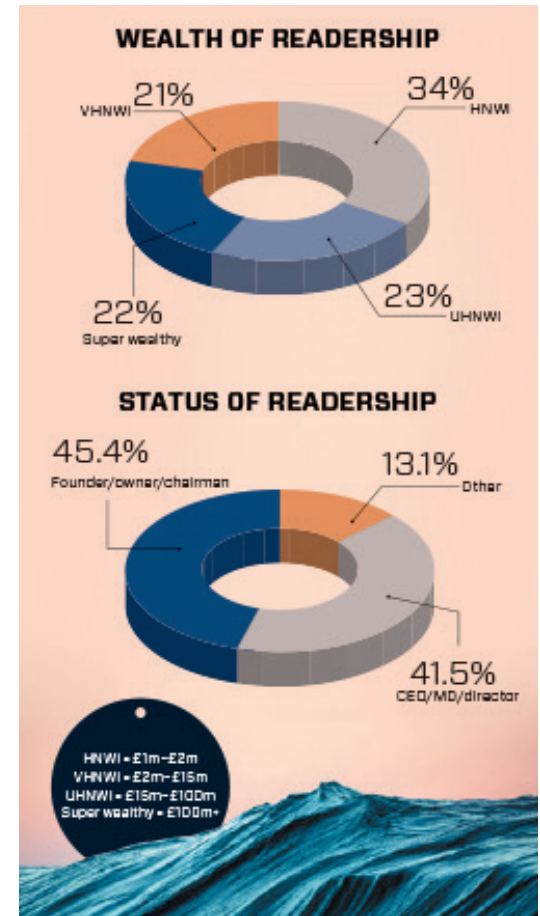
Boat International

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

FULL PAGE + E-NEWSLETTER:
\$5,100



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- Circulation: **150,000+**

FULL PAGE: \$725
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FULL PAGE, COLOR

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Country Life International offers beautiful advertising pages showcasing the latest properties for sale. Not only this, its dedicated editorial team provides opinion and thought-provoking content and stunning photography that is critical to anyone seriously interested in realising their dream of living in a beautiful home abroad. Its content is fresh and relevant, ensuring readers return to the magazine time and time again. Buyers can find the best new villas and luxury houses for sale in Europe, North America, the Caribbean and beyond.

- Circulation: **41,000**
- Male/Female: **50/50**
- Average Age: **55**
- HNW Audience: **85%**

SPOT: \$525

FULL PAGE: \$3,300

DOUBLE PAGE SPREAD: \$6,400

FULL PAGE ADVERTORIAL: \$4,500

DOUBLE PAGE ADVERTORIAL: \$8,900



Dwell

MODERN MARKET

Dwell is the marketplace to living with good design. A trusted authority for 20 years, connecting consumers and design professionals with inspiration, products, and the tools they need to achieve their goals. Published six times a year, each issue of Dwell Magazine includes exclusive stories on the most innovative leaders in architecture and design, presenting modern homes that encapsulate the concept of good design.

- Circulation: **200,000**
- Total Reach: **778,000**
- Female / Male Ratio: **60% / 40%**
- Median Age: **44.4**
- Median HHI: **\$130,000**
- Source: **Google Analytics, Quantcast, and Sprout Social 2019**

MEDIUM HORIZONTAL: \$4,200

SMALL: \$1,800



Elite Traveler

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

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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: STARTING AT \$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**

PRICE: \$750 PROPERTY SPOT

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House & Home

FTWeekend

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 BY ANNE BRADY

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 BY HENRIETTA PAVANIS

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 BY JESSICA PAGE

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









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Sarah Jessica Parker

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

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

6 BEDROOMS | 6.5+ BATHS | 4,900SQ FT | \$11,000,000
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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**

PRICE: FULL PAGE: \$660
 INSIDE FRONT COVER: \$1,500
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72 Post Road, Old Westbury, NY

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72 Post Road
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 estate on nearly two acres, 10 beds, 13.5 acre equestrian cottage, and two garage with large workshop and more. The property is a true gem waiting to be discovered.

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Take a peek at what's next.

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Water Mill, New York

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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**



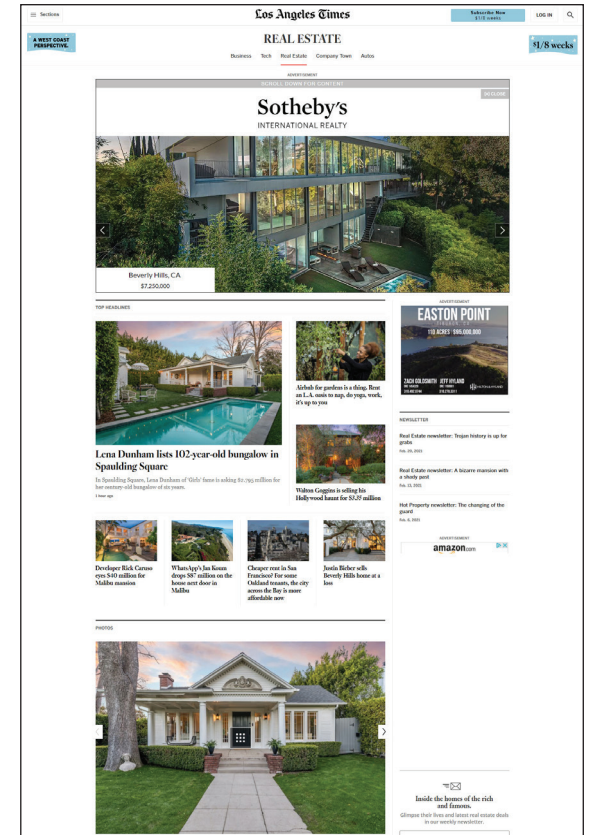
LA TIMES DIGITAL LIGHTHOUSE

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

Full color with 30 day Lighthouse Placement



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THE LUXURY COASTAL LIFESTYLE PUBLICATION

Ocean Home is an award-winning coastal lifestyle magazine dedicated to inspiring and educating readers with in-depth articles on exclusive homes and designers, insightful, first-person reports on luxurious resorts and informative stories on must-have products and accessories.

Every issue of Ocean Home inspires and educates highly affluent readers about the world's most exceptional oceanfront architecture, interior design, exclusive resorts and luxury lifestyle.

- High Net Worth Coastal Homeowners
- Luxury Hotels & Resorts
- Private Jets & Luxury Aircraft

Demographics

- Distribution: **50,000**
- Total Audience: **135,000**
- Geographic breakdown: **United States coastal areas, Canada, Caribbean**
- Average age: **51**
- Male / Female: **49% / 51%**
- Average HHI: **\$2,400,000**
- Net Worth: **\$9,600,000**
- Primary Residence value: **\$4,900,000**

FULL PAGE: \$2,850

FULL PAGE E-NEWSLETTER SPOT: \$3,250

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OCEAN HOME

The Luxury Coastal Lifestyle Magazine
ISSUE 1 - 2019/2020

TOP HOMES


THE MOST EXCLUSIVE COASTAL HOMES ON THE MARKET IN 2019



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MALIBU MODERN BY DOUG BURDGE,
CLASSIC LUXURY IN MONTECITO

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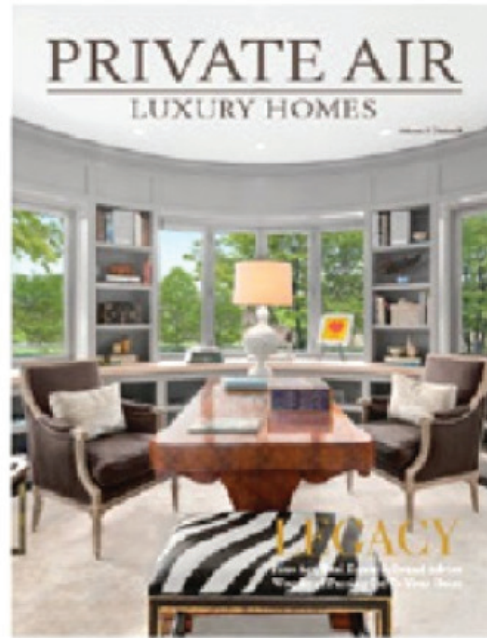
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The readers of Private Air Luxury Homes Magazine are some of the world's wealthiest individuals. They come from all over the globe and typically have a collection of homes, an extensive portfolio, a sophisticated interest in arts and culture, as well as a passion for luxury products and travel. This world-class publication caters to their wants with a unique perspective and a genuine grasp of what interests its reader - the world's most exclusive real estate, investments, fine art, and collectibles.



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Water Mill South on Reserve, Pool & Tennis
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6 BEDROOMS | 6.5+ BATHS | 4,900SQ.FT. | \$11,000,000
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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.



DANIELEGALE.COM/AGENT/DEBRA-RUSSELL

Sandbanks Exuma, The Bahamas



Jacqueline Lightburn
 Estate Agent
 +1 242 269 2225
 260 Sandbanks Lightburn
 #JL@bahamas.com

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

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5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorbo
 Sales Associate
 858.334.3557
 eric@ericcarlsbad.com
 DRE#02156201

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

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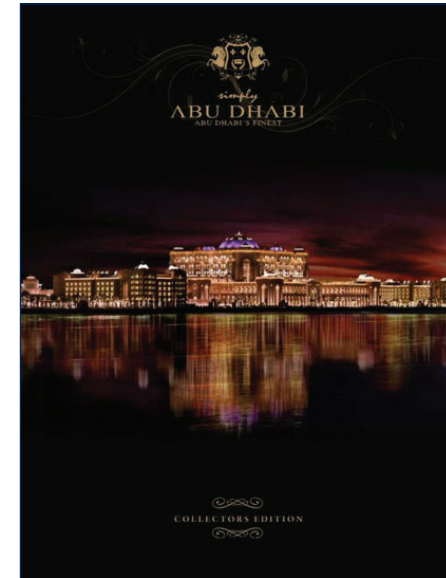
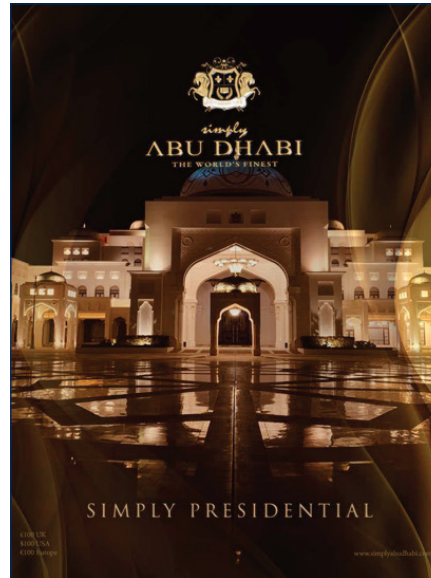
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Simply Abu Dhabi

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- Middle East/GCC Distribution: **5,800**
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Schedule, Pricing & Reach



Sotheby's
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SCHEDULE AND PRICING

Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	February	March	April	May	June	July	August	September	October	November	December	January	Media Total	Reach
Sotheby's Auction House: Print															
Sotheby's Magazine	Full Page					\$ 3,640.00			\$ 3,640.00			\$ 3,640.00		\$ 10,920.00	60,000
Sotheby's Auction House: Digital															
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00	\$ 2,585.00		\$ 2,585.00	\$ 2,585.00				\$ 2,585.00	\$ 2,585.00	\$ 2,585.00		\$ 18,095.00	4,900,000
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter			\$ 3,000.00										\$ 3,000.00	7,500
Digital															
Million Impressions*															
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 26,925.00	10,500,000
Million Impressions	Targeting - Bahamas Feder markets														
Google Adwords															
Google Adwords	Digital PPC program	\$ 2,750.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 24,750.00	
Comprehensive Digital															
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 15,000.00	1,000,000
Native Display	Native Ad	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00									\$ 6,000.00	600,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00									\$ 12,000.00	400,000
Geofencing - Event and Location															
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00				\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 13,500.00	540,000
Conde Nast UK															
Conde Nast UK	Instagram Post	\$ 2,750.00	\$ 2,750.00	\$ 2,750.00									\$ 2,750.00	\$ 13,750.00	1,000,000
Cottages & Garden															
Sooflight + Property of Note	Rotating Gallery	\$ 2,950.00										\$ 2,950.00		\$ 5,900.00	
Daily Deals	E-Newsletter sent 4X per week	\$ 3,000.00	\$ 3,000.00									\$ 3,000.00	\$ 3,000.00	\$ 12,000.00	240,000
Country Life															
Country Life	Weekly E-Newsletter	\$ 1,950.00	\$ 1,950.00								\$ 1,950.00	\$ 1,950.00	\$ 1,950.00	\$ 9,750.00	125,000
Country Life	International Property Listings							\$ 2,500						\$ 2,500.00	
Crain's New York Business															
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00	\$ 3,150.00									\$ 3,150.00	\$ 3,150.00	\$ 12,600.00	60,000
Dezeen															
Instagram Grid Post		\$ 5,650.00										\$ 5,650.00		\$ 11,300.00	6,000,000
Instagram Targeted Post			\$ 2,950.00											\$ 2,950.00	
Dwell.com															
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & IX on FB		\$ 6,000.00									\$ 6,000.00		\$ 12,000.00	3,500,000
Elite Traveler															
Elite Online Real Estate Showcase	Online Real Estate Showcase							\$ 2,500						\$ 2,500.00	100,000
Elite E-Newsletter	E-Newsletter	\$ 2,500.00										\$ 2,500.00	\$ 2,500.00	\$ 7,500.00	36,000
Nob Hill Gazette															
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM on the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 6,000.00	78,000
JamesEdition															
Main Home Page Rotating Gallery	Featured Banner	\$ 2,000.00									\$ 2,000.00		\$ 2,000.00	\$ 6,000.00	2,250,000
Real Estate Rotating Gallery	Featured Banner		\$ 1,600.00		\$ 1,600.00					\$ 1,600.00		\$ 1,600.00		\$ 6,400.00	3,000,000
New & Trending Home Page Position	Featured Spot			\$ 1,200.00										\$ 1,200.00	
New & Trending Real Estate Position	Featured Spot													\$ 1,000.00	\$ 1,000.00
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article										\$ 5,500.00			\$ 5,500.00	
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00											\$ 1,500.00	294,000
Social Media	Listing Feature	\$ 1,000.00		\$ 1,000.00		\$ 1,000.00				\$ 1,000.00		\$ 1,000.00		\$ 5,000.00	740,000
JetSet Magazine															
JetSet Magazine	Annual Global Campaign							\$ 2,500						\$ 2,500.00	2,140,000
LA Times															
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus	\$ 325.00	Bonus	\$ 325.00	Bonus	\$ 325.00		Bonus	\$ 325.00	Bonus	\$ 325.00	\$ 1,950.00	2,550,000
Le Figaro															
Headline Search	Featured City	\$ 795.00		\$ 795.00						\$ 795.00		\$ 795.00		\$ 3,180.00	
Native Ad	Native placement by City		\$ 500.00		\$ 500.00						\$ 500.00		\$ 500.00	\$ 2,000.00	
Luxury Estate															
Luxury Estate	Showcase Listing + Elite Listing Packages- 1 Year							\$ 8,000						\$ 8,000.00	
NYTimes.com															
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00	\$ 3,000.00								\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 15,000.00	278,015
Ocean Home															
E-Newsletter	E-Newsletter	\$ 750.00											\$ 750.00	\$ 1,500.00	44,000
Custom E-Mail	Custom E-Mail										\$ 2,750.00			\$ 2,750.00	22,000
Facebook Post	Facebook Post		\$ 675.00											\$ 675.00	21,600
Instagram Post	Instagram Post		\$ 800.00											\$ 800.00	21,800
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00											\$ 1,400.00	\$ 2,800.00	86,800
RobbReport.com															
RobbReport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00					\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 10,800.00	48,000
RobbReport.com	Real Estate Newsletter - 3 Sends	\$ 3,750.00	\$ 3,750.00							\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 18,750.00	200,000
RobbReport.com	Luxury Property Listings - Manual up to 10 Listings	\$ 1,135.00	\$ 1,135.00	\$ 1,135.00	\$ 1,135.00					\$ 1,135.00	\$ 1,135.00	\$ 1,135.00	\$ 1,135.00	\$ 9,080.00	
WSJ.com															
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00						\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 2,150.00	\$ 15,050.00	1,148,000
Mansion Global e-Newsletter	Daily Monday-Friday									\$ 3,680.00		\$ 3,680.00		\$ 7,360.00	34,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus	\$ -	
Property Upgrades	25 Featured Property Upgrades							\$ 2,070						\$ 2,070.00	
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module				\$ 1,275.00	\$ 1,275.00								\$ 2,550.00	
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00											\$ 1,775.00	76,200
Mansion Global Instagram + Boost	Mansion Global Instagram + Boost	\$ 7,000.00												\$ 7,000.00	
Yachting E-Newsletter															
Boat International	Boat International	\$ 750.00	\$ 750.00	\$ 750.00						\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 5,250.00	179,200

Proposed Schedule, Pricing & Reach 2024

Print															
Billionaire Magazine															
Billionaire Magazine	Full Page		\$ 8,125.00						\$ 825.00		\$ 8,950.00			29,582	
Boat International															
US National Issue	Full Page + E-Newsletter								\$ 5,100.00		\$ 5,100.00				
International Issue	Full Page + E-Newsletter								\$ 5,100.00		\$ 5,100.00				
Chicago Tribune															
Chicago Tribune	Takeover - Inside Back Cover				\$ 975.00								\$ 975.00		
Chicago Tribune	Takeover - Back Cover		\$ 1,300.00								\$ 1,300.00			\$ 2,600.00	
Conde Nast Magazines Regional Pages															
Architectural Digest - South Florida	Full Page										\$ 2,920.00		\$ 2,920.00	15,000	
Architectural Digest - Manhattan	Full Page									\$ 2,510.00			\$ 2,510.00	13,000	
Country Life															
Country Life	Spot	\$ 525.00		\$ 525.00	\$ 525.00		\$ 525.00	\$ 525.00		\$ 525.00			\$ 2,625.00	200,000	
Country Life	Full Page	\$ 3,300.00								\$ 3,300.00			\$ 6,600.00		
Dwell															
Dwell	Modern Market			\$ 1,800.00						\$ 4,200.00		\$ 4,200.00	\$ 10,200.00	618,000	
Elite Traveler															
Elite Traveler	Luxury Homes Feature			\$ 4,500.00						\$ 4,500.00			\$ 9,000.00		
Financial Times															
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00		\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 7,500.00	2,104,570	
The Los Angeles Times															
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00			\$ 425.00		\$ 425.00		\$ 425.00		\$ 425.00		\$ 2,125.00	1,103,900	
The Los Angeles Times	Takeover - Full Page	\$ 660.00	\$ 660.00		\$ 660.00				\$ 660.00				\$ 2,640.00		
Le Figaro															
Le Figaro	Full Page			\$ 2,500.00						\$ 2,500.00		\$ 2,500.00	\$ 7,500.00	150,000	
The New York Times															
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00		\$ 760.00		\$ 760.00		\$ 760.00		\$ 760.00		\$ 4,560.00	2,538,666	
The New York Times	Property Spot - Sunday			\$ 760.00						\$ 760.00			\$ 1,520.00	762,536	
The New York Times Takeover	Full Page w/ Digital promotion			\$ 750.00	\$ 750.00			\$ 750.00					\$ 2,250.00	495,000	
The New York Times Takeover	Inside Back Cover	\$ 1,150.00	\$ 1,150.00										\$ 2,300.00	330,000	
The New York Times Takeover	Back Cover							\$ 1,500.00	\$ 1,500.00				\$ 3,000.00	330,000	
The New York Times International Edition															
The New York Times International Edition	Property Spot	\$ 650.00	\$ 650.00					\$ 650.00	\$ 650.00		\$ 650.00		\$ 3,250.00	521,505	
Ocean Home															
Ocean Home	Full Page E-Newsletter Spot			\$ 3,250.00						\$ 3,250.00			\$ 6,500.00	140,000	
Private Air Luxury Homes															
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Estate Showcase Editorials)			\$ 1,550.00						\$ 1,550.00		\$ 1,550.00	\$ 4,650.00	75,000	
Robb Report															
Robb Report	Robb Report Luxury Property Guide									\$ 3,500.00			\$ 3,500.00	107,000	
San Francisco															
San Francisco	Takeover - Back Cover	\$ 1,475.00								\$ 1,475.00			\$ 2,950.00	73,000	
Simply Abu Dhabi															
Simply Abu Dhabi	Double Page Spread, 4-Page Editorial Feature + 2 Instagram Posts										\$ 10,625.00		\$ 10,625.00	10,000	
The Wall Street Journal															
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 3,180.00	\$ 3,180.00	\$ 1,590.00	\$ 1,590.00	\$ 795.00	\$ 795.00	\$ 795.00	\$ 795.00	\$ 1,590.00	\$ 3,180.00	\$ 3,180.00	\$ 3,180.00	\$ 23,850.00	7,733,088
The Wall Street Journal															
Mansion Global Experience Luxury	Weekend Property Insert						\$ 980.00				\$ 980.00		\$ 1,960.00	200,000	
TOTAL													\$ 523,640.00	60,429,962	

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