



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

301G Saint Moritz Advertising and Marketing Program

Peninsula | 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 301G Saint Moritz

SKY Advertising is excited to present to Peninsula Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 301G Saint Moritz.

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 Melbourne, Australia.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to this unique and exciting property.

**LET'S DO
GREAT THINGS TOGETHER**

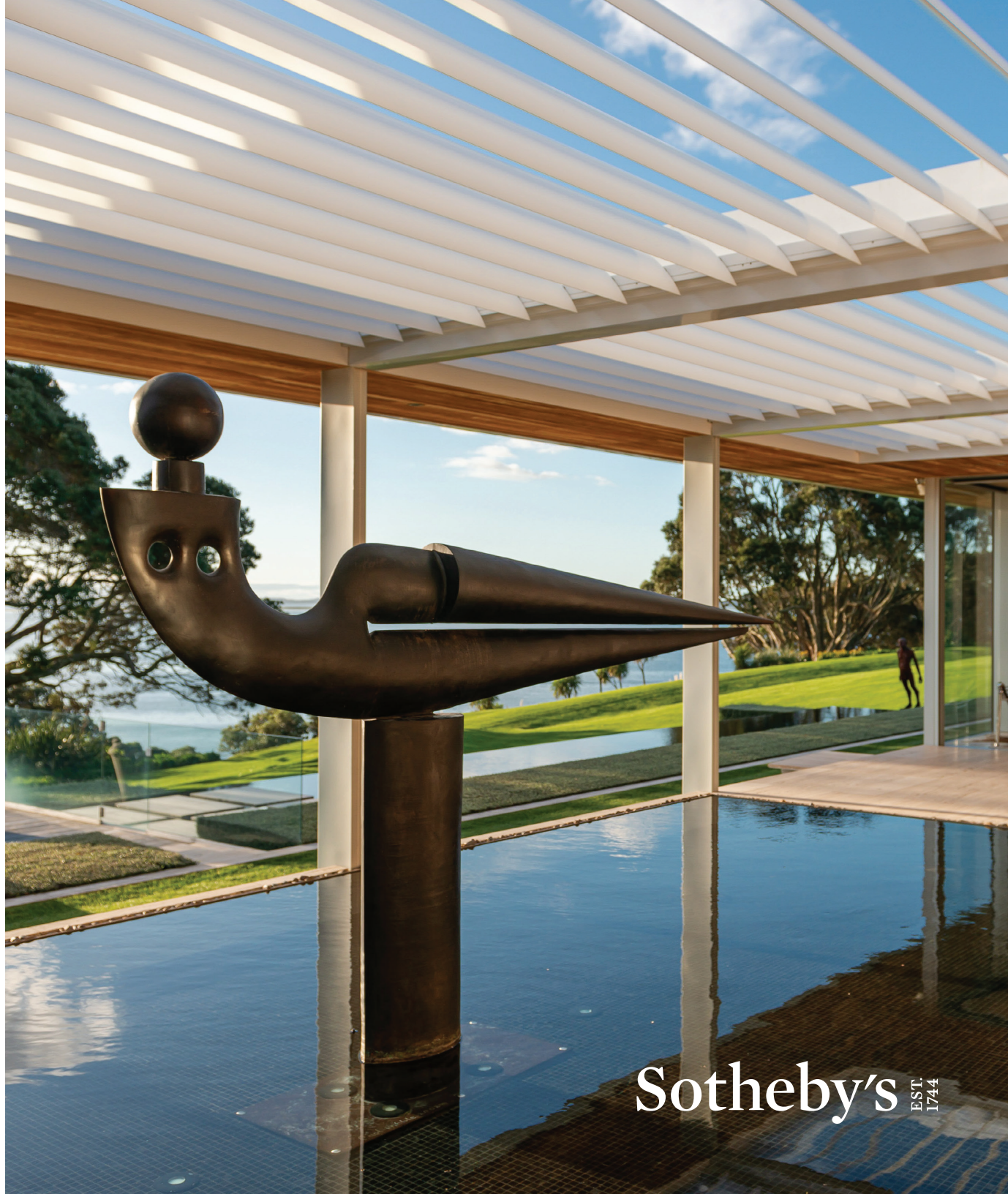
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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

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

Global



Sotheby's
INTERNATIONAL REALTY

Build ing Management to what's next.
Experience our exclusive collection of Singleplex Homes.



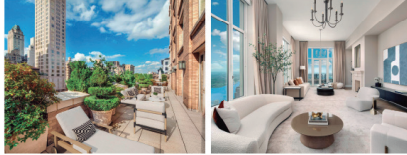
1000 Park West 44/100
This magnificent, luxury home is a true masterpiece of modern architecture. It features a spacious layout, high-end finishes, and a stunning view of the city. The property is located in a prime location, offering easy access to all amenities. Call today to schedule your private showing. \$1,200,000

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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

Singapore, China, Hong King, Macau, Japan

PRICE: \$2,500




DIGITAL

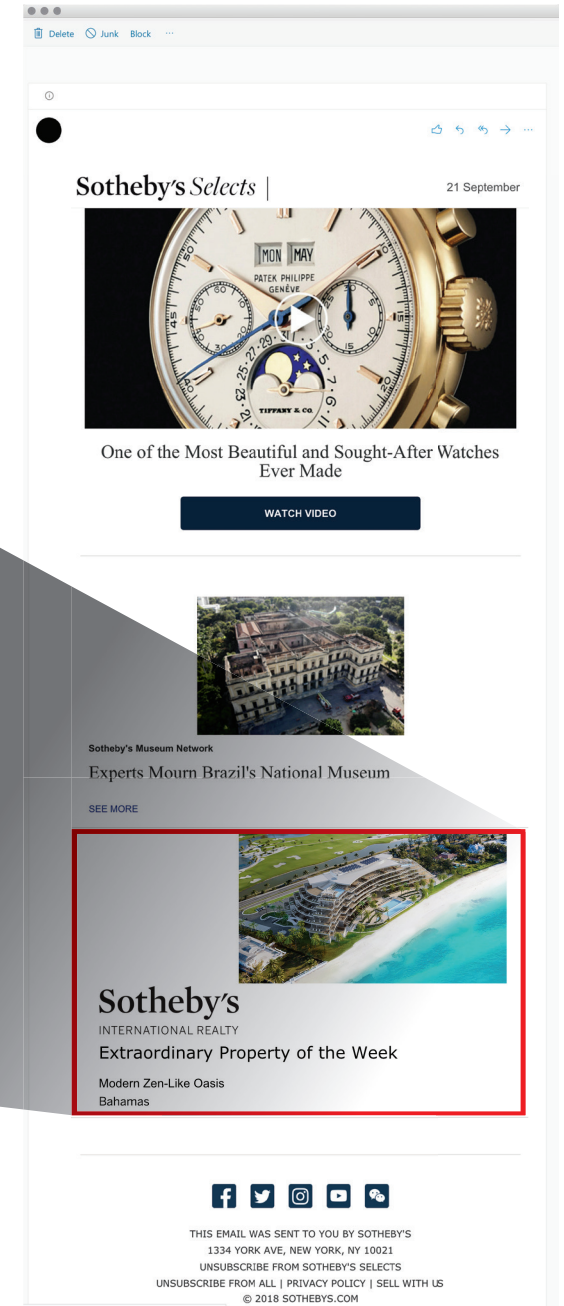
SOTHEBY'S SELECTS
E-NEWSLETTERS

- 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](#) [w](#)

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 Offerings



Sotheby's
INTERNATIONAL REALTY

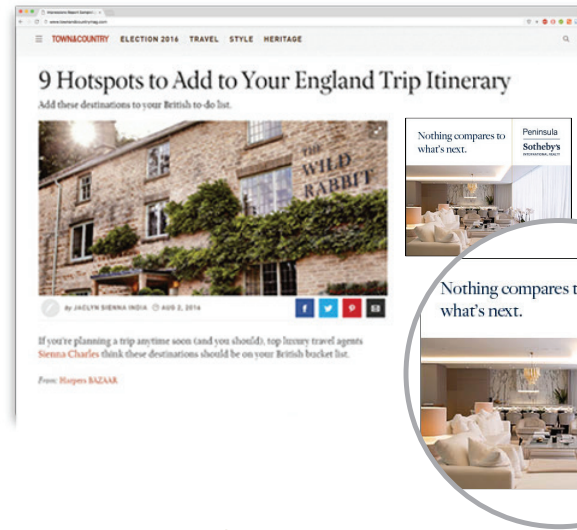
Impressions Campaign

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: **301G Saint Moritz**
- Flight Dates: **February 15, 2024 - May 15, 2024**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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



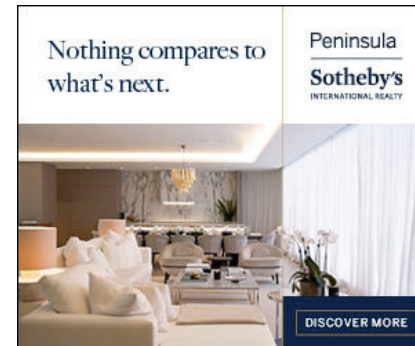
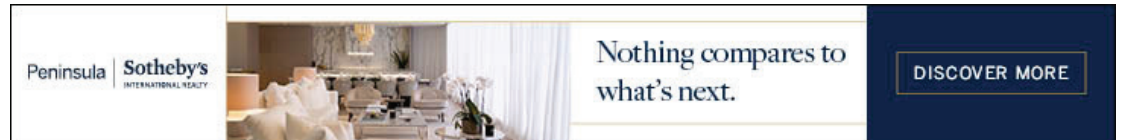
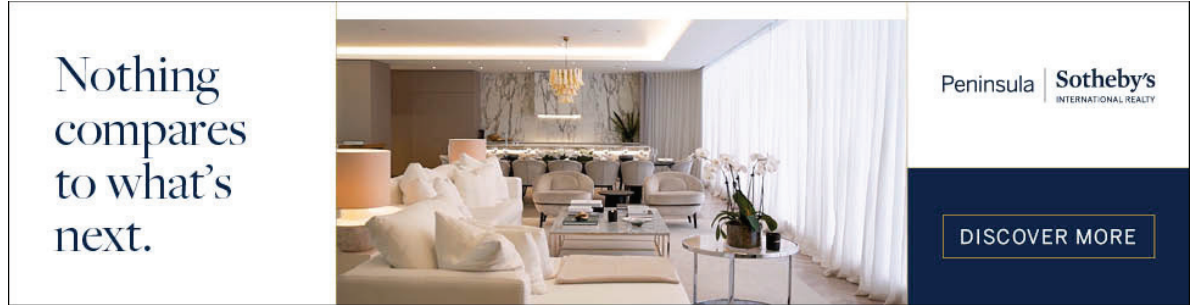
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

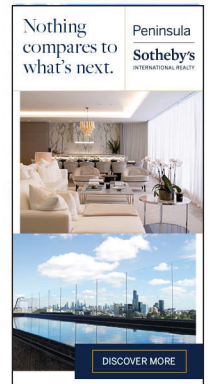
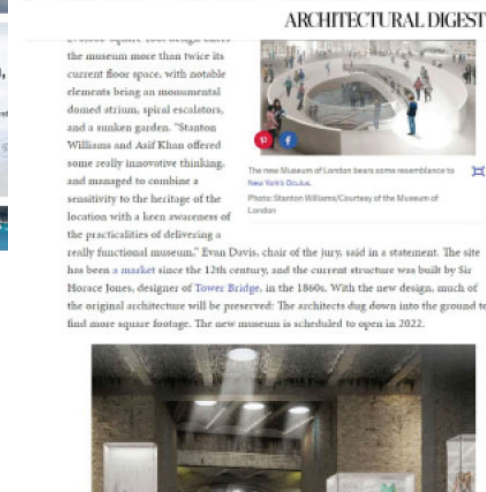
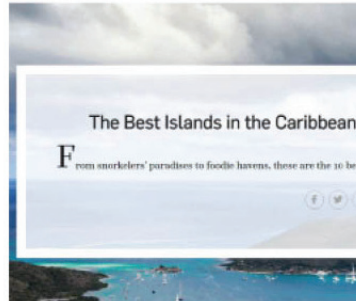
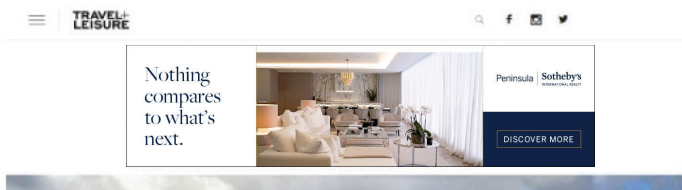
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

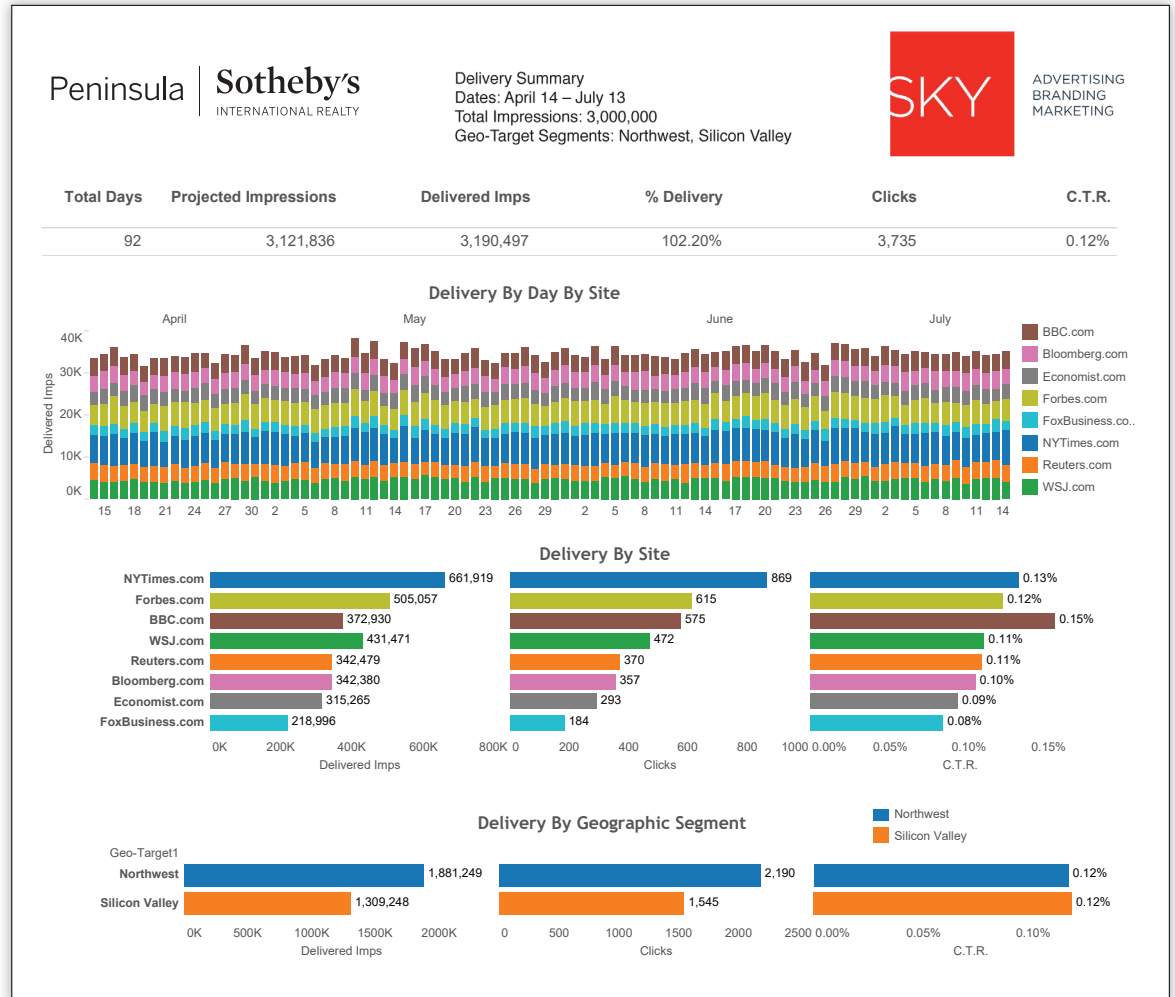


Comprehensive Reporting For Your Customized Campaign

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



Impressions Scheduling

After researching, we have put together an integrated program that targets a high-net-worth audience across Singapore, China, Hong King, Macau, and Japan.

The program, with a projected start date of February 15th and will run for three months delivering an estimated 1,500,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience, living in Singapore, China, Hong King, Macau, and Japan on global and regional leading business and finance and news websites.
- A custom intent segment that will allow us to show banners to adults actively searching for Melbourne area Real Estate and living in Singapore, China, Hong King, Macau, and Japan.

SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, SCMP.com, AFR.com, and more to extend the overall reach of the program.

BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). Since this segment targets behavior first, the banners could end up showing on any site across the web.

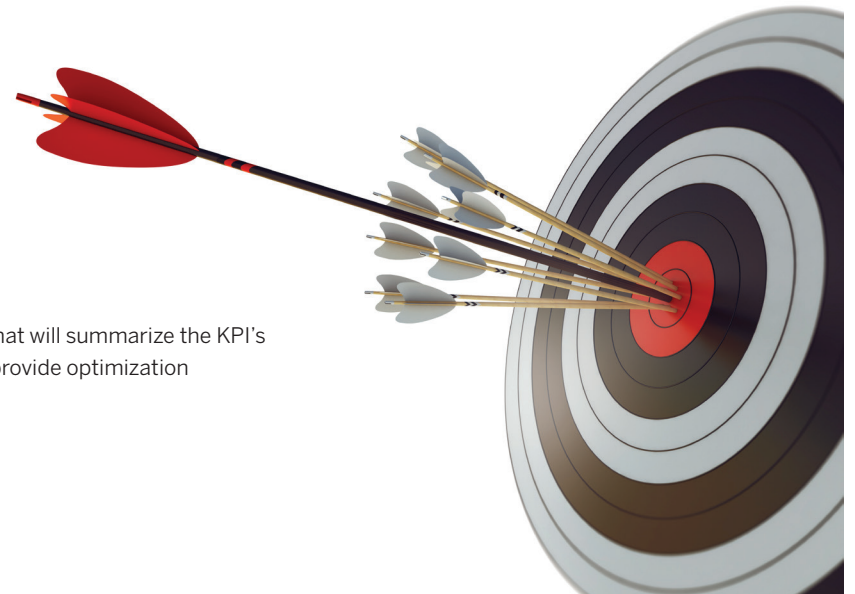
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech sites.

MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions

REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.



Impressions Scheduling

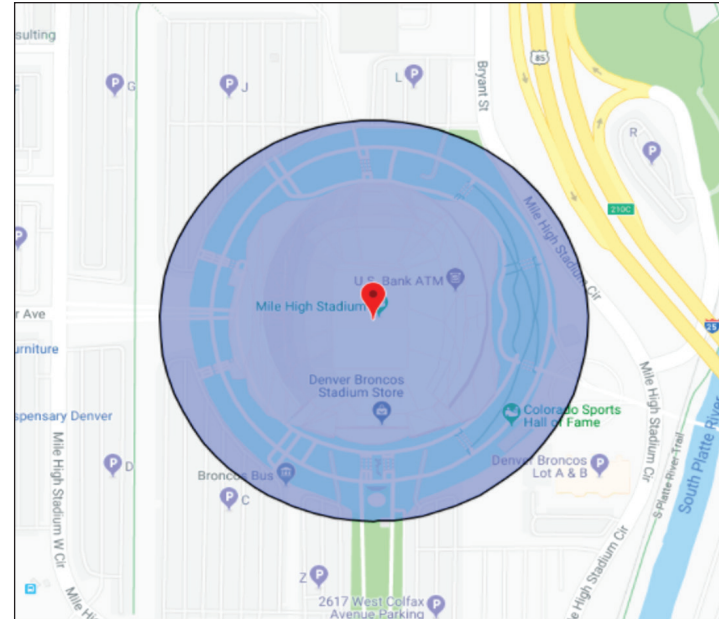
Peninsula SIR - 3015 St Moritz

Media	Geo-Target	February				March				April				May				Impressions	
		01	08	15	22	29	07	14	21	28	04	11	18	25	02	09	16		23
smh.com.au	Singapore, China, Hong King, Macau, Japan																		
Asahi.com																			
SCMP.com																			
StraitsTimes.com																			
AFR.com	Singapore, China, Hong King, Macau, Japan																		
asahi.com/ajw/business/																			
businesstimes.com.sg																			
HKET.com																			
WSJ.com																			
Reuters.com																			
Forbes.com																			
FoxBusiness.com																			
CNBC.com																			
Custom Intent - Melbourne Area Real Estate	Singapore, China, Hong King, Macau, Japan																		
Total Digital																		1,500,000	

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

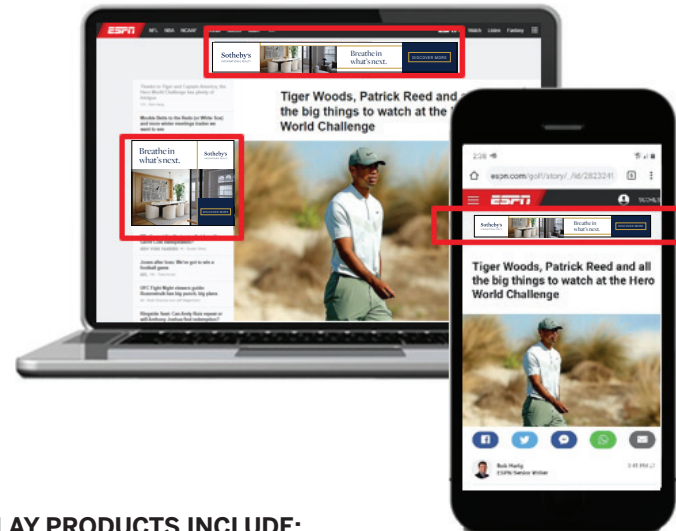
TARGET SPECIFIC EVENTS AND LOCATIONS

- Investment: **\$1,500/Month**
- Impressions: **100,000/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: \$1,500/MONTH
150,000 IMPRESSIONS/MONTH

Comprehensive Digital

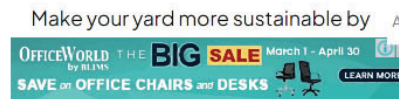
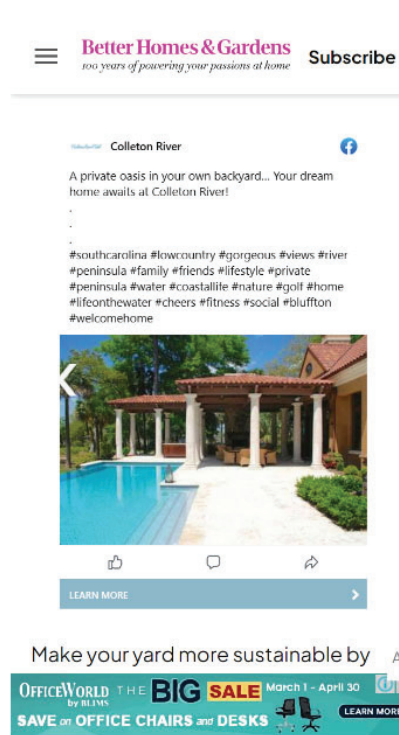
SOCIAL MIRROR ADS

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

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

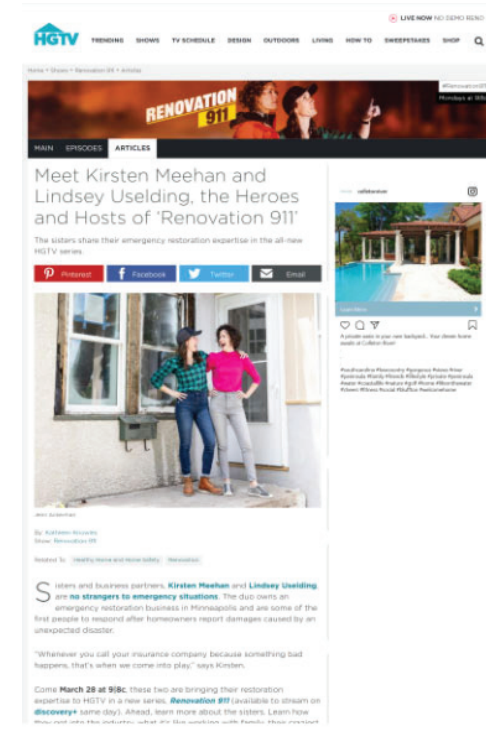
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



TARGETING ABILITIES:

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



- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH
100,000 IMPRESSIONS/MONTH

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.

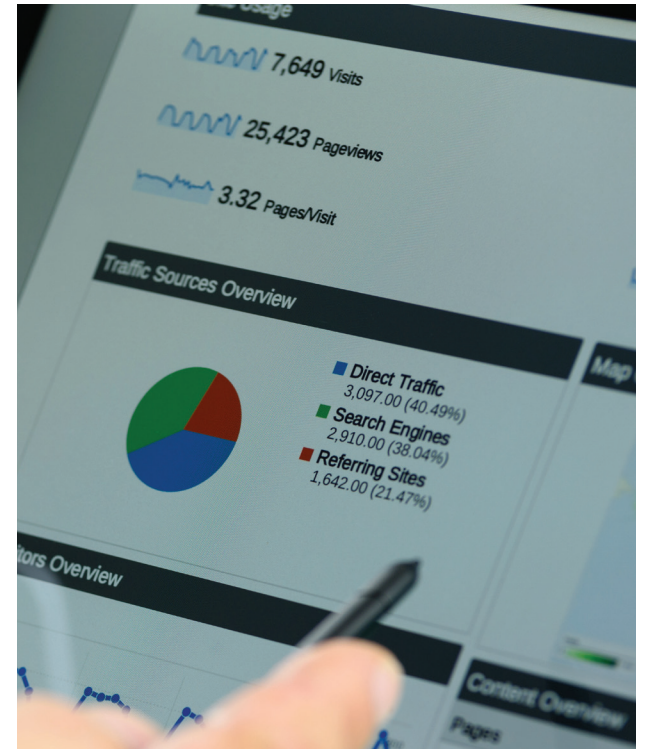


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

GEOTARGETING

- Singapore
- Shanghai
- Hong Kong
- Beijing
- Macau
- Tokyo
- Sydney
- Melbourne

AUDIENCES & DEMOGRAPHICS

Which can include:

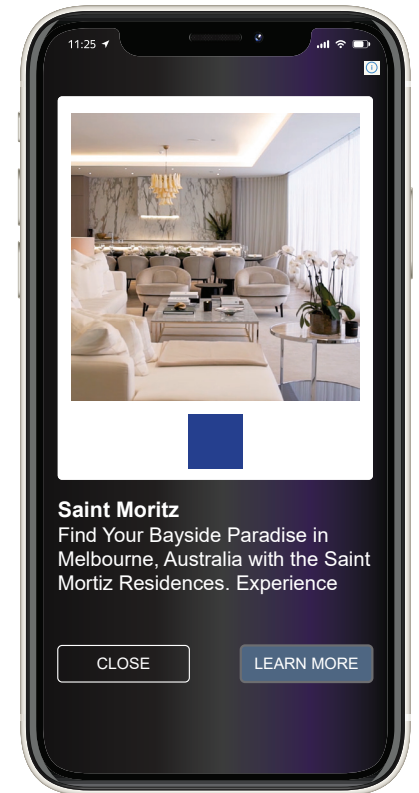
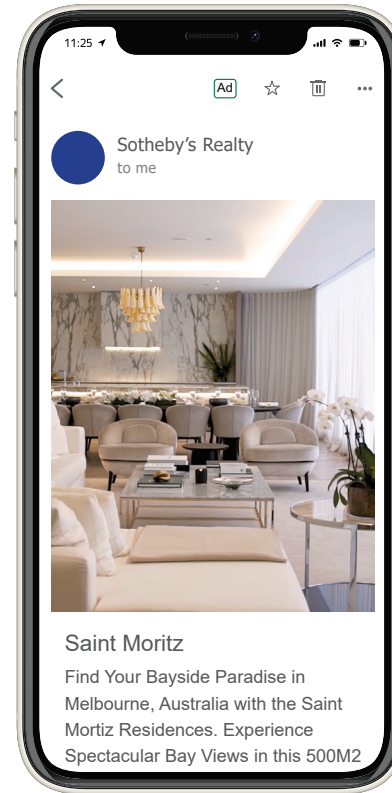
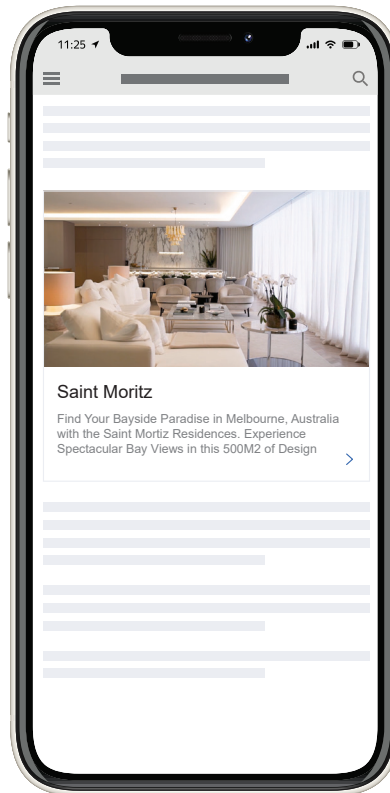
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting
- Luxury Vehicle Enthusiasts

DESCRIPTIONS/LONG HEADLINES

- Saint Moritz
- Melbourne's Finest Residences
- Find Your Dream Home
- Sotheby's International Realty
- Contact Us Today

SHORT HEADLINES

- Find Your Bayside Paradise in Melbourne, Australia with the Saint Mortiz Residences. Experience Spectacular Bay Views in this 500M2 of Design Excellence.
- Elevate Your Lifestyle in Melbourne with the Saint Mortiz Residences. Discover Impeccable Italian Stone, Marble Finishes, and Soaring 6M High Ceilings When You call Saint Moritz Home.
- Melbourne's Finest Luxury Residences: Elevate Your Lifestyle in this 500M2 Oasis with Bay Views. Contact Us to Learn More.



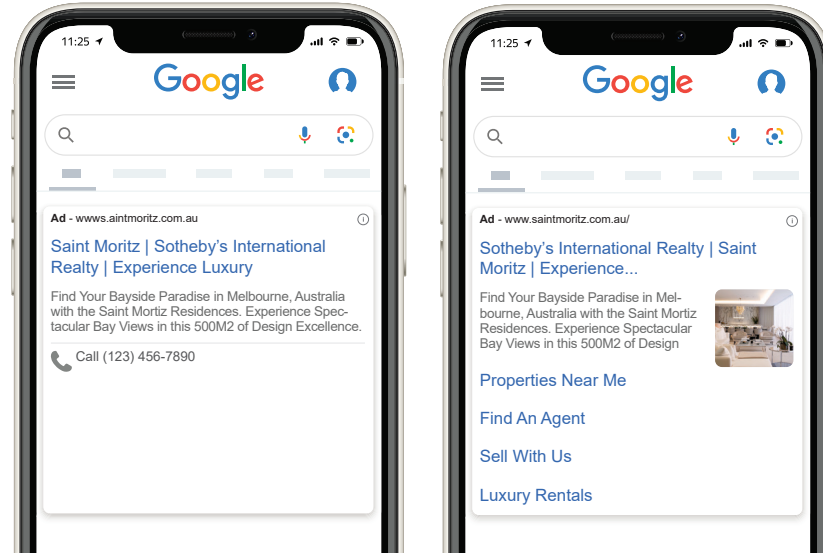
Google AdWords

ESTIMATED MONTHLY SEARCHES:

- 20,200

KEYWORD SAMPLE:

- "luxury home for sale melbourne"
- "Melbourne luxury house for sale"
- "high end home for sale melbourne"
- "melbourne luxury real estate"



Saint Moritz

Ad Find Your Bayside Paradise in Mel-
saintmoritz.com.au

Learn more

Ad - www.saintmoritz.com.au/ (123) 456-7890

Sotheby's International Realty | Saint Moritz

Find Your Bayside Paradise in Melbourne, Australia with the Saint Moritz Residences. Experience Spectacular Bay Views in this 500M2 of Design Excellence.

Properties Near Me
Homes for Sale in Your Area
Listings From Brokers Near You

Sell With Us
List Your Home
Be Where the World is Looking

Find An Agent
Worldwide Agents
Local Experts

Luxury Rentals
Homes for Rent in Your Area
Exclusive Listings



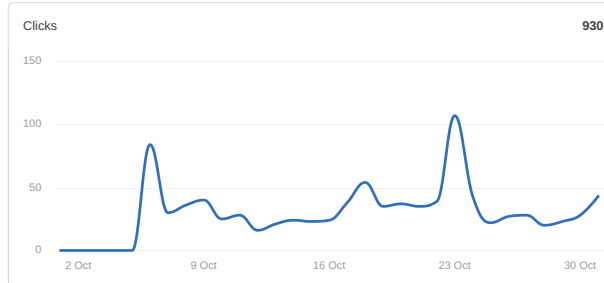
Google AdWords

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.

Sotheby's International Realty Peninsula

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 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

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

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

CTR 1.95% ▲ 101%

Google Ads Phone Calls 12 ▲ 71%

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

Keywords

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

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

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.

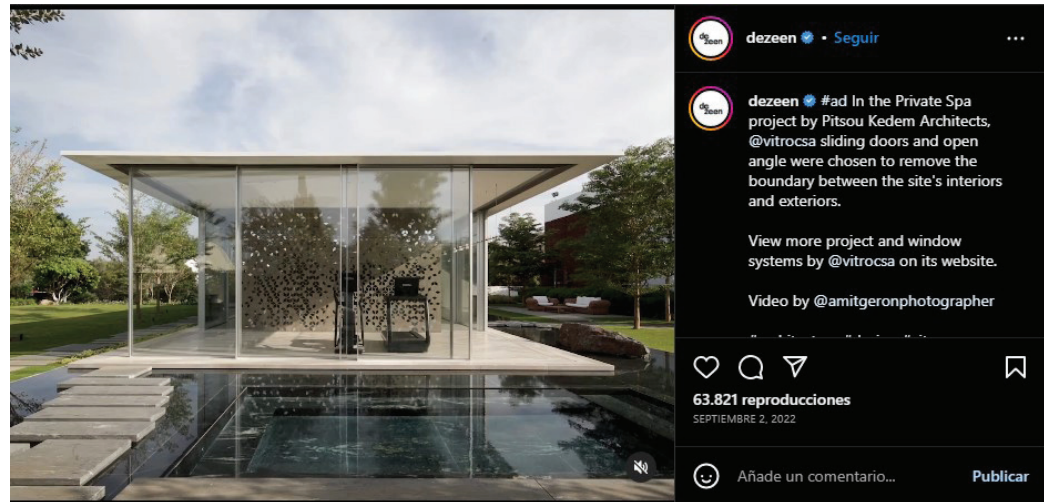
Their biggest audience is in the USA, followed by the UK, India, Canada, Australia, and Germany.

SOCIAL MEDIA POST

PRICE:

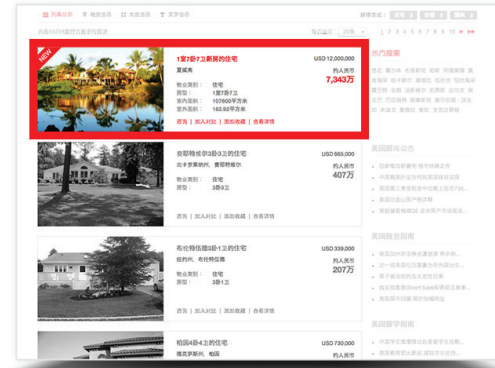
\$5,650 INSTAGRAM GRID POST

\$2,950 INSTAGRAM TARGETED POST



juwai.com

Juwai.com is where Chinese find international properties. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global properties in Chinese, with over 2.5 million property listings spanning 89 countries.



HOT PROPERTY UPGRADE

With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

PRICE: \$425 FOR 30 DAYS.

FEATURED PLACEMENT PROPERTY LISTING

- Juwai Luxe Channel
- Connects you to UHNW (Ultra High Net Worth) Chinese consumers.

PRICE: \$425 FOR 6 MONTHS

juwai.com

CREATIVE EDITORIAL & SOCIAL MEDIA POSTING

Professionally crafted content written in close conjunction with your marketing team.

Appears on the Juwai Home Page, and relevant country pages

Boosted on Juwai Social Media Accounts including Wechat and Weibo

PRICE: \$2,355 PER ARTICLE AND POSTING

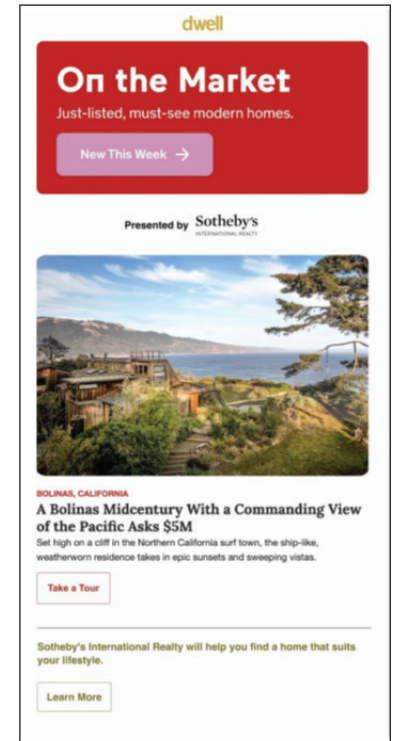
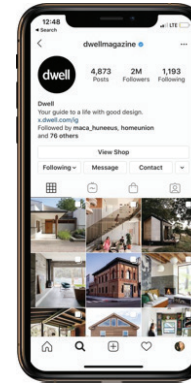
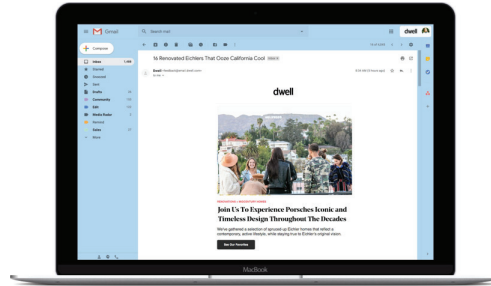


Dwell Real Estate

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).



REAL ESTATE PACKAGE

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

Nikkei Business Publications

Nikkei Business Publications Inc. (NikkeiBP) is one of the largest magazine publishing group and content provider in Japan. They publish the no. 1 business magazine, Nikkei Business and among other B2B and consumer magazines such as lifestyle, computer, electronics, and trade as well. They have a database collection of all their website members, magazine readers, magazine subscribers, visitors to seminar/ trade shows (organized by NikkeiBP). They are either business executives, corporate level managers, doctors, IT decision makers or engineers – all with high level income.

EMAIL MARKETING:

NikkeiBP offers **active targeting mail** service (similar to email list rental service). An email newsletter blast to target specific audience with interest in real estate.

PRICE: \$3,750



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.

PRICE: \$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' (showing a duplex), 'RICH LIST' (showing a yacht), and 'LATEST STORIES' (showing 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 large image of a modern interior with the text 'THE PENTHOUSES AT GOLDEN PEAK \$23,900,000'. To the right, there's a text block describing JamesEdition as the premier international marketplace for luxury real estate. Below this, there's a 'Featured luxury properties' section with a grid of property listings, each with a thumbnail image and key details like '5 Bedrooms - Pent...', 'Stunning Sherwood...', 'Enviably Estate by...', and 'Modern Apartment...'. At the bottom, there's a 'News about luxury real estate' section with several articles, including 'Most exclusive neighborhoods of Hong Kong', 'The Bahamas: Inside the most exclusive gated communities', 'Trending: Golf property in the "Golden Triangle" area of Algarve, Portugal', and 'Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring'.

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/MONTH

REAL ESTATE PAGE

FEATURED BANNER: \$1,600/MONTH



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

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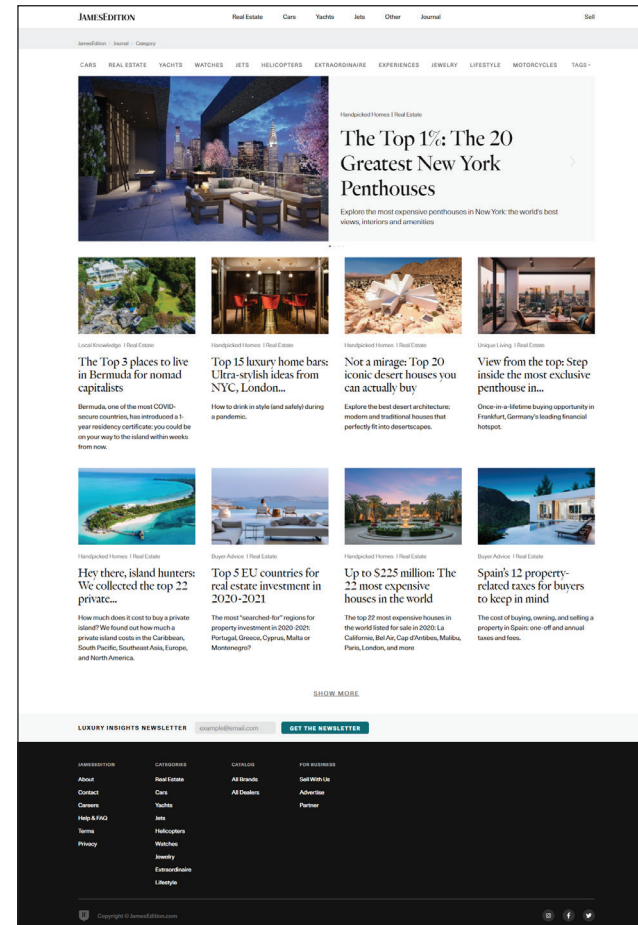
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

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

\$5,500 NEWSLETTER TOP & JOURNAL ARTICLE

\$3,300 NEWSLETTER TRENDING & JOURNAL ARTICLE



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

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.

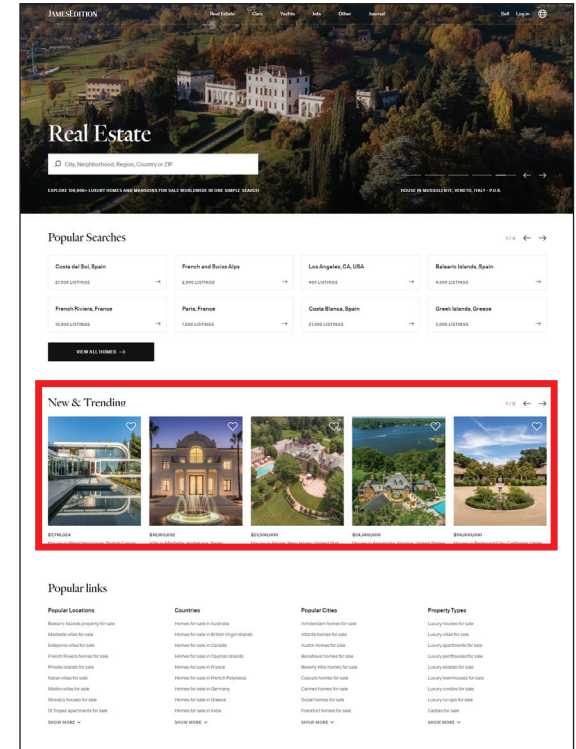
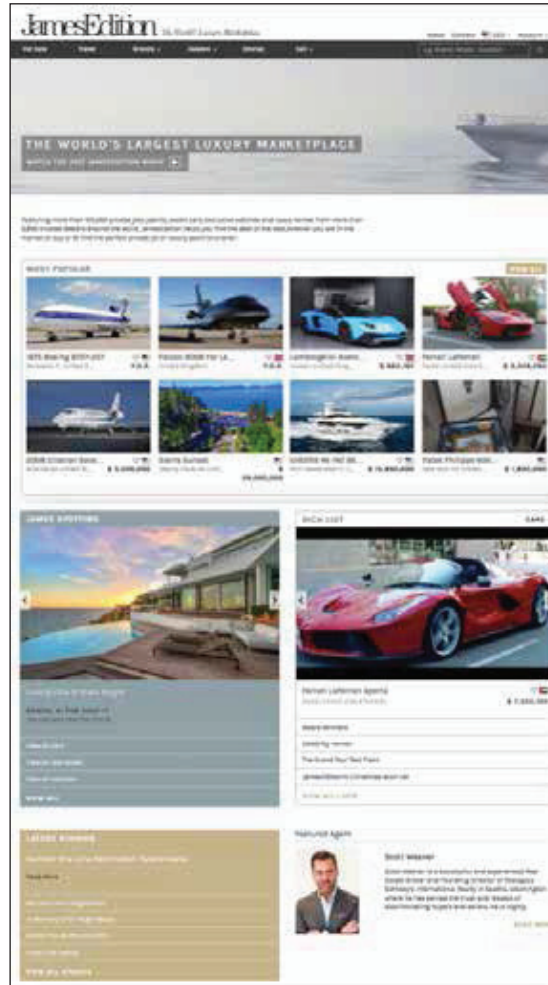
Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE

FEATURED SPOT: \$1,200

REAL ESTATE

FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

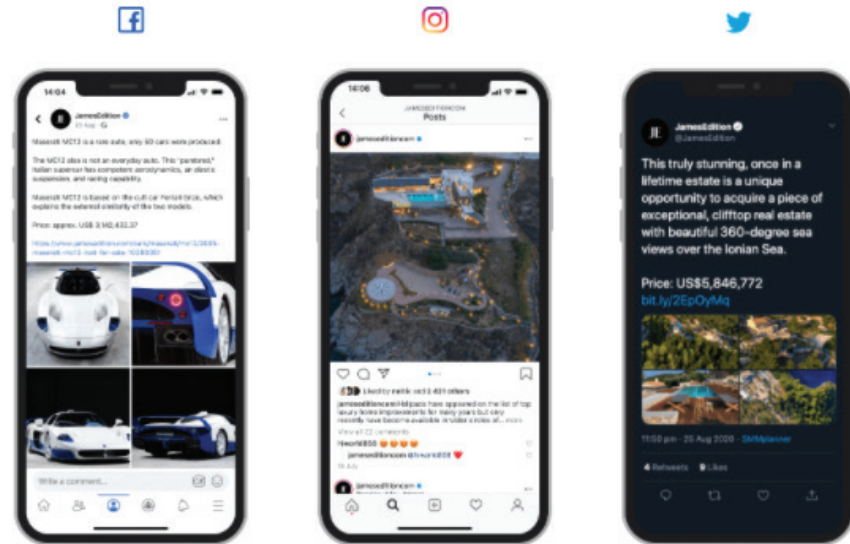
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

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.

PRICE: \$3,250/3 MONTHS

Showcase Listing + Elite Listing Packages

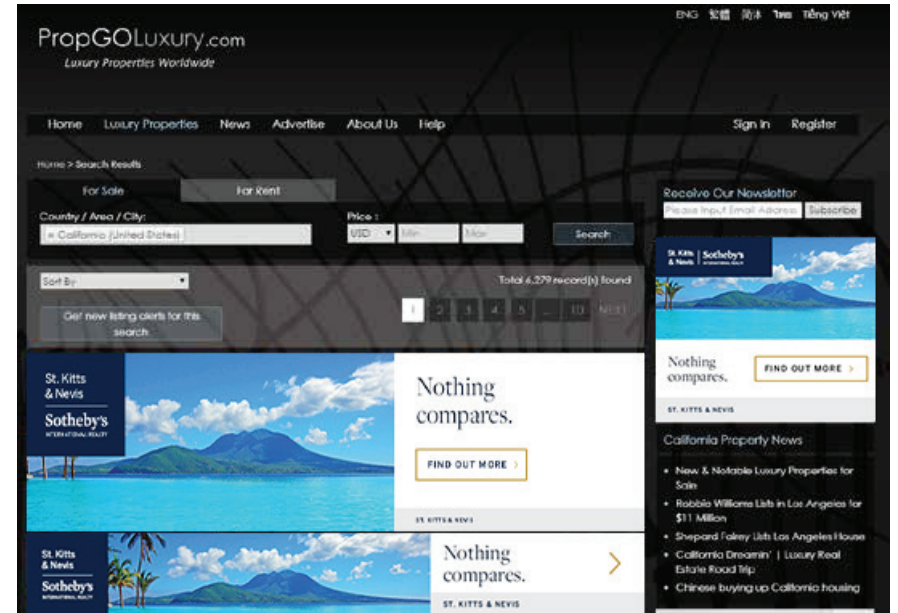


PropGoLuxury.com

PropGoLuxury.com is the leading global luxury real estate site serving affluent English and Chinese audiences that allows users to search for luxury homes based on price and location. It offers the most effective way to reach luxury property buyers, including China's large and rapidly growing international property buyer demographic. The banner display ad for your listing receives 125,000 impressions on the homepage or the search results page.

PRICE: \$700/30 DAYS

Featured Listing & Regional Showcase



RobbReport.com

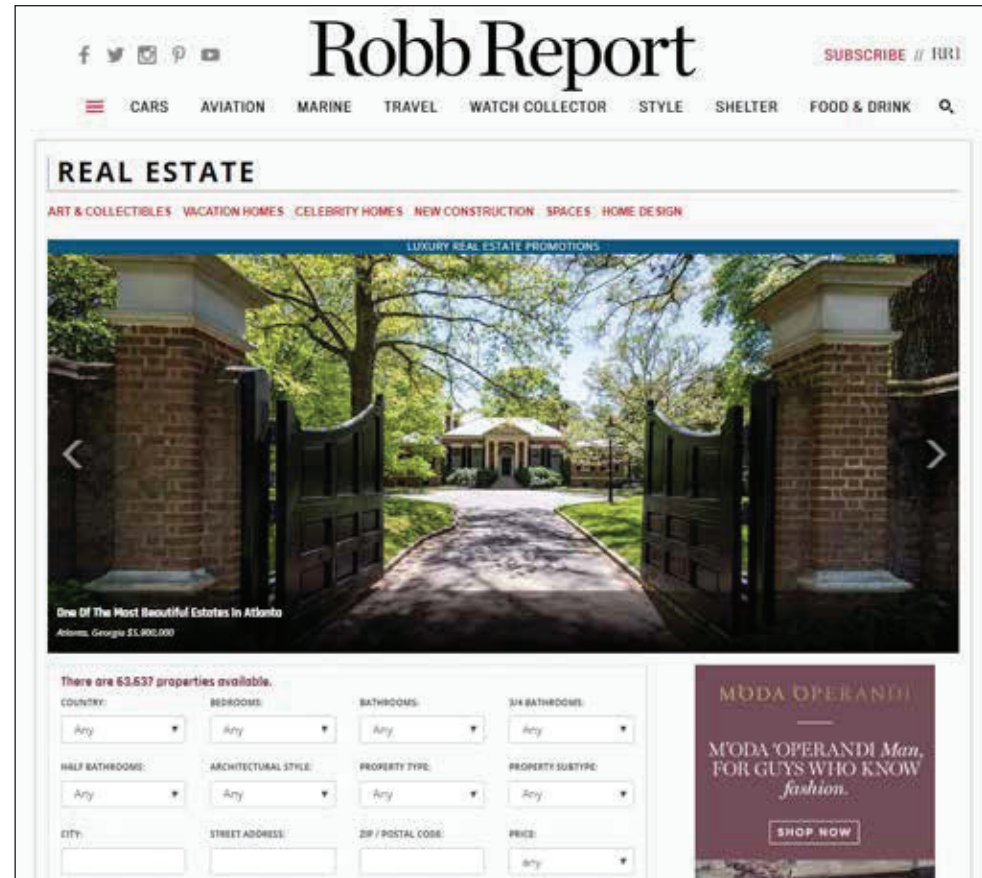
REAL ESTATE MEDIA BAR

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



RobbReport.com

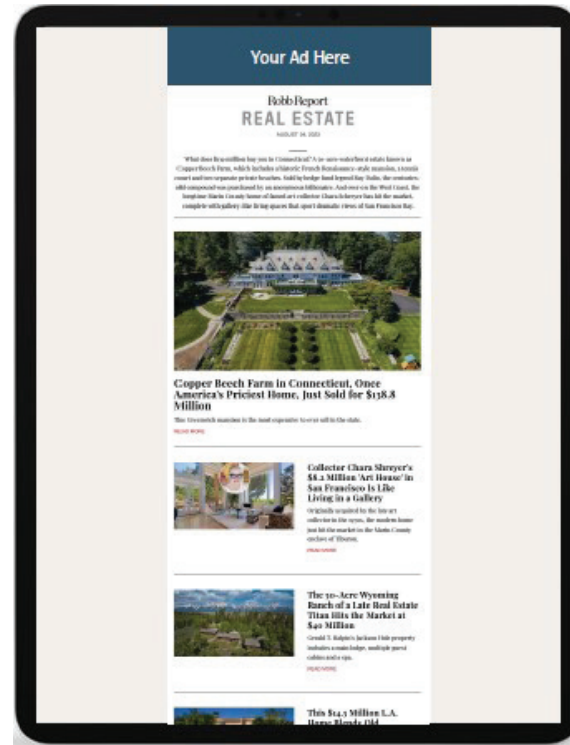
REAL ESTATE NEWSLETTER

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



Asia Tatler

The all-encompassing luxury-lifestyle platform and digital brand extension of the prestigious Asia Tatler magazines produces exclusive online content and provides daily updates on the latest events, important lifestyle trends, high-end fashion and fine dining in each market Multi-media packages are presented in an exclusive curated space for luxury brands and accessible via mobile, tablet or desktop, and include:

- Targeted display advertising
- Email marketing
- Advertorials
- Social Media

ADVERTORIAL LINK: \$2,950 PER REGION
ADVERTORIAL PAGE: \$3,200 PER REGION

ASIA TATLER

POWER & PURPOSE

Tatler Ball 2022: Betty Chen Is Honoured With The Tatler Diamond Award





Photo: Courtesy of Tatler, Photo by Tatler

Passionate, regal and utterly legendary philanthropist Betty Chen, our October cover star, takes home the Tatler Diamond Award.


Betty Chen served as president of CMB in 1980, serving for 20 years until 2000. Under her leadership, CMB raised millions of dollars for organizations and social causes, including the St. Andrew's Mission Hospital, NTUC Eldersave and National Museum of Singapore.


For her lifelong dedication to serving the community and commitment to philanthropy, Tatler Singapore is proud to present the devoted lady woman with the Tatler Diamond Award tonight at our annual Tatler Ball.


[Learn more about Betty Chen's philanthropy](#)




MORE FROM POWER & PURPOSE

[Asia's Most Influential Paralympic Athlete Can 'Teach a Thing or Two About Sportsmanship'](#) 

[Banking on the Future With HSBC's Steve Meng Tan and Maggie Ng](#) 

[Women Rights Day: Celebrating Asian Activists Who Are Fighting for Dignity and Equality](#) 




Arachan stood up to the ball in a dazzling ensemble by Yohann Sakin. Photo by Tatler

Bluhm Arachan believes in the power of fashion – that the way one dresses can inspire confidence, transform our mood and express to the world who you are. And tonight, she took home the Tatler Style Award 2022.


We couldn't wait to see what she would wear to the Tatler Ball, and she certainly didn't disappoint. Arachan rocked up to the ball in a dazzling ensemble by Yohann Sakin, covered head-to-toe with sequins with a veil-like headpiece to match.


When she went on stage to accept the Tatler Style Award 2022, Arachan made a heartfelt speech about how Covid-19, while 'tricky', inspired many positive changes in our lives.


[Read about her heartfelt speech at the Tatler Ball 2022](#)



MORE FROM STYLE


[Celebrate 'Resilient and Lovable' Model as one of a class much richer than on the cat in the luxury store's all-star ahead shed by Anris Lebowitz](#) 

[Witchlock and Adler Flaw reveal Limited Edition Timeless embodying Chinese heritage, love for the study of time, and new beginnings](#) 

[4 unique menswear designs to try for Winter 2022: Inspired by Mark's Camp-inspired suits, Barbecues and blurred sans designs](#) 

TOGETHER WITH VILLA LUCCA

Taking Mansion Living To The Next Level



Villa Lucca Mansion: Photo by Villa Lucca

A new city escape with luxury facilities and luscious views of Plover Cove Reservoir surrounded by stunning, tranquil landscapes, offering both mountain and sea views

What is it? Developed jointly by Hysan Development and HKR International, Villa Lucca offers 262 houses and apartments alongside a clubhouse of about 34,000 sq ft: Club Lucca.

Where is it? With a total site area of approximately 340,000 sq ft, Villa Lucca is surrounded by stunning, tranquil landscapes, offering mountain and sea views that span from Pat Sin Leng mountain range and Plover Cove Reservoir to Tolo Harbour—offering residents respite from the hustle of city life.

How big? The new residences include two- to four-bedroom apartments that range from 1,078 sq ft to 2,526 sq ft; 66 penthouse apartments and garden flats; and 36 houses starting at 3,245 sq ft with a range of layouts to fit different families' needs.

[Learn more about this Villa Lucca](#)

The Wall Street Journal Online (WSJ.com)

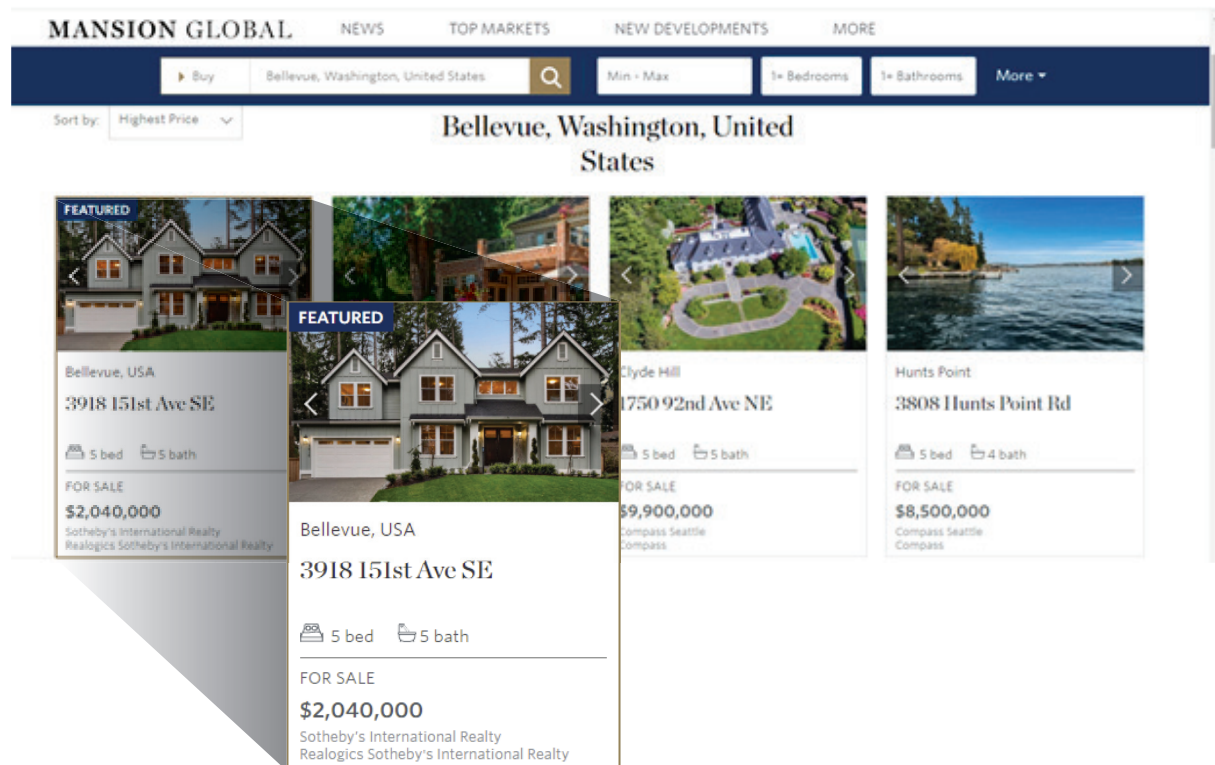
FEATURED PROPERTY UPGRADES

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



The Wall Street Journal Online (WSJ.com)

WEEKLY ENEWSLETTER

- Out on Wednesdays and Fridays
- **100%** SOV
- **50,000** Opt in subscribers

PRICE: \$3,500

[Trouble viewing this email? View in web browser.](#)

THE WALL STREET JOURNAL.



REAL ESTATE

Coronavirus is baring its teeth to the spring real-estate market. [Mansion's Katherine Clarke reports](#) that new home listings dropped a staggering 27% in late March and early April. For perspective, new listings increased by an average of about 50% between March 1 and April 5 in both 2018 and 2019.

It's a harsh reality for homesellers who had their hopes up, and agents who were looking forward to what's normally a busy season for the industry. "People are definitely holding back until people can physically come and see the space," Douglas Elliman's Frances Katzen told our reporter. "They want to see a return to normalcy again before they list."

The pandemic is also threatening to rock a shaky condo market in New York. Oversupply and retreating foreign buyers already loomed large over condo developers. Now, halting construction has thrown project timelines into disarray, forcing developers to renegotiate maturing loans and source cash to recapitalize their buildings and buy more time. [Read more here.](#)

Do air purifiers and filters kill viruses?

In Houston, a [high-stakes divorce battle](#) between Ed Bosarge and his wife, Marie Bosarge, provides a rare glimpse into the secretive and complex mechanisms ultrahigh-net-worth individuals use to buy real estate and move their money around the globe. Mrs. Bosarge is accusing her billionaire husband of using a complex web of trusts and limited liability companies to prevent her from accessing cash and the 13 homes they acquired together.

Finally, we look at how [security personnel have come to feel like part of the family](#) in gated communities. "It's more hospitality-driven than policing," one homeowner told us.

And remember: Keep sending your real estate-related questions by replying to this email. 📧

Happy reading!

-Kerry Berger, digital editor of Mansion

Coronavirus Batters Spring Home-Selling Season, as New Listings Drop 27%



JIM BARTISCH

[By comparison](#), new listings rose by an average of about 50% between March 1 and April 5 in 2018 and 2019.

Coronavirus Forces New York Condo Developers Into a Race Against Time



MICHAEL NAGEL/REUTERS/NEWS

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

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	\$7,900,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,900,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7512 7512 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLean, 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
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	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  AllChives 

Yellowtrace

Yellowtrace is an influential and award-winning online design publication with a loyal following amongst the local and global design community, and those passionate about design in all its forms. The site is updated daily, Monday through Friday, with carefully curated, cutting-edge, and highly researched content in the areas of Interior Design, Architecture, Art, Photography, Travel & Design Culture.

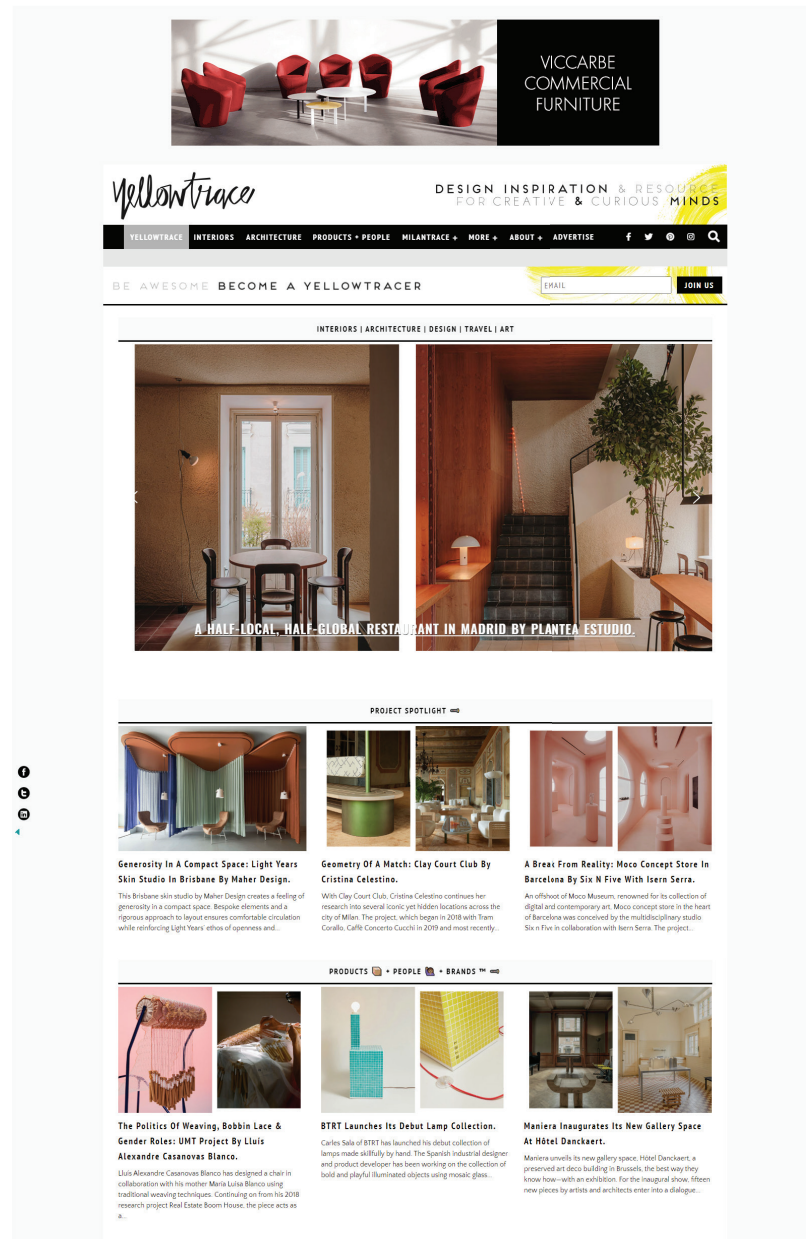
Yellowtrace readers are the opinion leaders, influencers and “crème de la crème” of the architecture and design world. They are educated, affluent, well-traveled, creative professionals, passionate about the best in design. They are time poor and have extremely high standards—and they trust YT daily with their precious time across multiple channels.

DEDICATED E-NEWSLETTER

PRICE: \$1,750 LISTING PLACEMENT

SOCIAL MEDIA POST

PRICE: \$3,450 1 IG POST + 1 IG STORY



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

Includes Bonus 30 Day Digital - Featured Property Upgrade

THE WALL STREET JOURNAL.
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • MSJ.com • \$4.00
 DAA 292724 • 7:55:12 PM • NASDAQ 100:109.9 • S&P 500: 3162.1 • NY TICKETS: 4.25 • 10-YR TREAS: 4.25 • 30-YR TREAS: 4.50 • 90-DAY T-BILL: 4.50 • 100-DAY T-BILL: 4.50 • 180-DAY T-BILL: 4.50 • 1-YEAR T-BILL: 4.50 • 5-YEAR T-BILL: 4.50 • 10-YEAR T-BILL: 4.50 • 30-YEAR T-BILL: 4.50

Fed Cuts Rates Amid Virus Fears

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

By Nick Timiraos

The Federal Reserve announced an emergency rate cut and other measures to support the economy on Wednesday, the first time it has lowered its benchmark rate since 2008. The central bank also announced a \$200-billion increase in its credit facilities, the largest expansion of its lending program since the 2008 financial crisis. The Fed's actions were aimed at preventing a sharp decline in the stock market and supporting the economy as the coronavirus outbreak spreads.

The market's reaction was swift. The S&P 500 index fell 7.0% to 3,162.1, and the Dow Jones Industrial Average fell 1,000.00 points to 26,000.00. The 10-year Treasury yield fell 12 basis points to 4.25%, and the 30-year Treasury yield fell 15 basis points to 4.50%.

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Tennessee Twisters Kill at Least 25

By Anne Cooper-Petersen

Violent twisters ripped through Tennessee on Tuesday, killing at least 25 people and destroying hundreds of homes. The twisters, which are a type of severe weather, were reported in several counties in the state, including in the Nashville area.

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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.


Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests. Biden's wins in California, New York, and other states were seen as a major boost for his campaign. Sanders' win in California was also a significant victory for his campaign.

Sotheby's
INTERNATIONAL REALTY


Nothing compares to what's next.



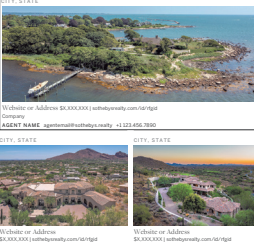
City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7890



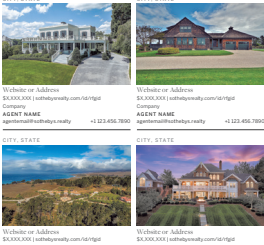
City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7890



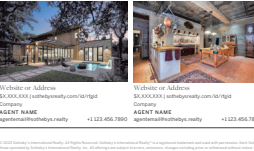
City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7890




City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7890



City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7890



City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7890



City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7890

The New York Times International Edition

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
\$1,300 DOUBLE PROPERTY SPOT



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LYFORD CAY, THE BAHAMAS
 Canal House
 Price Upon Request
 SIRbahamas.com/id/DL4XDR
 Bahamas Sotheby's International Realty
NICK DAMIANOS
 nick.damianos@sirbahamas.com
 +1 242.376.1841

GREENWICH, CONNECTICUT

CopperBeechFarmCT.com
 \$150,000,000
 Greenwich Brokerage
LESLIE MCELWREATH | JOSEPH BARBIERI
 leslie.mcelwreath@sothebys.realty +1 917.539.3654

CENTRE ISLAND, NEW YORK

357 Centre Island Road
 \$9,750,000 | DanielGale.com/listing/dgid584848
 Daniel Gale Sotheby's International Realty
KATIE CUDEBACK
 katiecudack@danielgale.com +1 516.238.9919

NEW YORK, NEW YORK

840ParkAve.com
 \$11,500,000
 East Side Manhattan Brokerage
JEANNE H. BUCKNAM | NIKKI FIELD
 jeanne.bucknam@sothebys.realty +1 212.606.7717

SHELTER ISLAND, NEW YORK

29 Winthrop Road
 \$9,499,000 | DanielGale.com/listing/dgid786671
 Daniel Gale Sotheby's International Realty
DEBORAH PIRRO
 deborahpirro@danielgale.com +1 516.637.5786

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The New York Times Takeover

Promote your brand and properties in style with this 96 page tabloid insert devoted to Sotheby's International Realty and Delivered high-net worth zip codes. Generous, full-page ad space on heavy, bright white paper ensures an elegant presentation and shelf life.

- Circulation: **160,000**
- Distribution: **NYC Metro Area**

PRICE: \$750 FULL PAGE, COLOR

Includes Digital promotion and Digital Flipbook

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GREENWICH CONNECTICUT

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Represented by: **Jeannette Babin** MRE, SLS

72 Post Road, Old Westbury, NY

Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 502.602.2710
c. 505.660.5400

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.

Danielle Gale / AGENT / OEBRA-RUSSELL

Sotheby's
INTERNATIONAL REALTY

Sandbanks
Exuma, The Bahamas

Jacqueline Lightburn
Elite Agent
+1 242 269 2225
260 Sandbanks Lightburn
JL@Sandbanks.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 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. (aka a beach) area directly visible from the water sports.

SIREBHAMAS.COM/ID/X295.67

Bahamas | **Sotheby's**
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
Elite Agent
858.334.3557
eric@ericcarlsbad.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 acres 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.

SOTHEBYSREALTY.COM/ID/THE44

Pacific | **Sotheby's**
INTERNATIONAL REALTY

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**

PRICE: \$1,800 SMALL



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, COLOR
\$3,000 QUADRUPLE PROPERTY SPOT, COLOR

EXUMA, THE BAHAMAS



Leaf Cay
 \$19,995,000 USD | sirbahamas.com/id/46931
 Bahamas Sotheby's International Realty
GEORGE DAMIANOS
 george.damianos@sirbahamas.com
 +1 242.424.9699

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FTWeekend

Never too late! Will know the best time to buy a house. Sign of the Times: South Korea's real estate market is on the rise. Study in style: Harrods is no chort.

The home of prime property: [propertyfindings.com](#)

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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

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

Uber and the cost of the Katana Problem

Adventures on two wheels

Sarah Jessica Parker

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EXUMA, THE BAHAMAS Leaf Cay \$19,995,000 USD sirbahamas.com/id/46931 Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@sirbahamas.com +1 242.424.9699	BRIDGE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,000,000 sirbahamas.com/id/46932 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.286.0280	SCOTTSDALE, ARIZONA 9779 East Bismarck Drive \$4,000,000 sirbahamas.com/id/46933 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.286.0280	SCOTTSDALE, ARIZONA 12887 North Church Road \$2,000,000 sirbahamas.com/id/46934 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.286.0280	ATHLETON, CALIFORNIA 451 Cypress Road \$6,700,000 sirbahamas.com/id/46935 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.286.0280
PALO ALTO, CALIFORNIA 1527H Aveleya.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.481.4776	PUEBLO, CALIFORNIA 3917 Hampton Road.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS VAN HEUTEN CANG michael.deyfus@sirbahamas.com +1 408.481.4776	ROSE, CALIFORNIA 2715 Poplar.com \$4,000,000 Golden Gate Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.286.0280	SAN DIEGO, CALIFORNIA 2716 N Ocean Street \$1,000,000 sirbahamas.com/id/46936 Pacific Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 760.512.5128	SAN FRANCISCO, CALIFORNIA North Hill Lane.com \$2,000,000 San Francisco Sotheby's International Realty WENDY STOKER wendy.stoker@sirbahamas.com +1 415.761.8070
BROOKHAVEN, CONNECTICUT 1000 Brookhaven Drive \$1,000,000 Matt Bernard matt.bernard@sirbahamas.com +1 203.373.2883	WESTON, CONNECTICUT 1000 Weston Ridge.com \$4,000,000 Krissey Blake krissey.blake@sirbahamas.com +1 203.358.2742	APTARADO, FLORIDA 11100000 Island Drive \$1,000,000 sirbahamas.com/id/46937 Golden Gate Sotheby's International Realty RUSSELL POST MOLLY TAYLOR russell.post@sirbahamas.com +1 305.552.4633	KEY LARGO, FLORIDA 11100000 Island Drive \$1,000,000 sirbahamas.com/id/46938 Golden Gate Sotheby's International Realty SUSAN BYRAN KARYN THULE susan.byran@sirbahamas.com +1 305.552.7700	WEST PALM BEACH, FLORIDA 11100000 Island Drive \$1,000,000 sirbahamas.com/id/46939 Golden Gate Sotheby's International Realty CODY D'ABATE MAZIE REGAN cody.dabate@sirbahamas.com +1 772.781.3889
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NEW YORK, NEW YORK 10000000 Island Drive \$1,000,000 East Side Manhattan Brokerage HEIDI FYE SMITH SEDRA BROADBENT heidi.fye-smith@sirbahamas.com +1 212.693.8428	NEW YORK, NEW YORK 10000000 Island Drive \$1,000,000 East Side Manhattan Brokerage HEIDI FYE SMITH SEDRA BROADBENT heidi.fye-smith@sirbahamas.com +1 212.693.8428	NEW YORK, NEW YORK 10000000 Island Drive \$1,000,000 Downtown Manhattan Brokerage MARIE-FRANÇOISE BLUM MIKAL FELD marie-francoise.blum@sirbahamas.com +1 212.693.8428	NEW YORK, NEW YORK 10000000 Island Drive \$1,000,000 Downtown Manhattan Brokerage MARIE-FRANÇOISE BLUM MIKAL FELD marie-francoise.blum@sirbahamas.com +1 212.693.8428	SCOTTSDALE, NEW YORK 10000000 Island Drive \$1,000,000 Scottsdale Manhattan Brokerage HEIDI FYE SMITH SEDRA BROADBENT heidi.fye-smith@sirbahamas.com +1 212.693.8428
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AUSTIN, TEXAS 10000000 Island Drive \$1,000,000 East Side Manhattan Brokerage HEIDI FYE SMITH SEDRA BROADBENT heidi.fye-smith@sirbahamas.com +1 212.693.8428	HOUSTON, TEXAS 10000000 Island Drive \$1,000,000 East Side Manhattan Brokerage HEIDI FYE SMITH SEDRA BROADBENT heidi.fye-smith@sirbahamas.com +1 212.693.8428	WIMBERLEY, TEXAS 10000000 Island Drive \$1,000,000 East Side Manhattan Brokerage HEIDI FYE SMITH SEDRA BROADBENT heidi.fye-smith@sirbahamas.com +1 212.693.8428	KANAS, UTAH 10000000 Island Drive \$1,000,000 East Side Manhattan Brokerage HEIDI FYE SMITH SEDRA BROADBENT heidi.fye-smith@sirbahamas.com +1 212.693.8428	KANAS, UTAH 10000000 Island Drive \$1,000,000 East Side Manhattan Brokerage HEIDI FYE SMITH SEDRA BROADBENT heidi.fye-smith@sirbahamas.com +1 212.693.8428
PHOENIX, ARIZONA 10000000 Island Drive \$1,000,000 East Side Manhattan Brokerage HEIDI FYE SMITH SEDRA BROADBENT heidi.fye-smith@sirbahamas.com +1 212.693.8428	PHOENIX, ARIZONA 10000000 Island Drive \$1,000,000 East Side Manhattan Brokerage HEIDI FYE SMITH SEDRA BROADBENT heidi.fye-smith@sirbahamas.com +1 212.693.8428	PHOENIX, ARIZONA 10000000 Island Drive \$1,000,000 East Side Manhattan Brokerage HEIDI FYE SMITH SEDRA BROADBENT heidi.fye-smith@sirbahamas.com +1 212.693.8428	PHOENIX, ARIZONA 10000000 Island Drive \$1,000,000 East Side Manhattan Brokerage HEIDI FYE SMITH SEDRA BROADBENT heidi.fye-smith@sirbahamas.com +1 212.693.8428	PHOENIX, ARIZONA 10000000 Island Drive \$1,000,000 East Side Manhattan Brokerage HEIDI FYE SMITH SEDRA BROADBENT heidi.fye-smith@sirbahamas.com +1 212.693.8428

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:
\$660 FULL PAGE, COLOR
\$1,500 INSIDE FRONT COVER, COLOR
\$1,500 INSIDE BACK COVER, COLOR
\$1,600 BACK COVER, COLOR

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MALIBU CALIFORNIA

Photos provided by James Lanza | JLANZA@SIR.COM

72 Post Road, Old Westbury, NY

Extra Rare! Real Estate Colossus
 Spectacular Old Westbury
 • 4,821 SQ. FT. OF FINISHED SPACE
 • 6,000 SQ. YD. OF LAND

72 Post Road
 9 BR | 6 BA | 10.54 ACRES
 \$4,400,000

Headquartered in the center 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 and 2 1/2-bath in-law house, 100-year-old three-story main cottage, and a two-garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE | DANIELGALE@SIR.COM

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Open the door to what's next.

Harold Grant
 Associate Broker
 631.437.1234
 harold@sothebysrealty.com

The Rosewood Farm Estate
 Southampton, New York

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

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Take a peek at what's next.

Rosie V. Moore
 Associate Broker
 914.233.7878
 rosie@sothebysrealty.com

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

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ. FT. | \$11,000,000
 342MEADOWROAD.COM

Vanessa Moore
 Associate Broker
 914.233.7878
 vanessa@sothebysrealty.com

Sotheby's INTERNATIONAL REALTY

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.

PRICE:

- \$725 FULL PAGE, COLOR
- \$1,125 INSIDE FRONT COVER, COLOR
- \$1,125 INSIDE BACK COVER, COLOR
- \$1,475 BACK COVER, COLOR



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Represented by: Sarah Malhotra MRE, SLS

72 Post Road, Old Westbury, NY




Debra 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.



DANIELGALÉ.COM/AGENT/DEBRA-RUSSELL

Sandbanks Exuma, The Bahamas



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

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

Sandbanks is a truly spectacular 6 bedroom, 7 1/2 bath and 11 1/2 car oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a swimming pool deck and a classic infinity pool. Like a luxury spa, directly visible to the ocean for water sports.

SIREBAHAMAS.COM/ID/V29,67



5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorino
Elite Agent
858.334.3557
eric@ericsantorino.com
DRE#02156201

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 acres 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



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Plan 1	Ad Description	February	March	April	May	June	Media Total	Reach
Media								
Sotheby's Auction House: Print								
Sotheby's Magazine	Half Page					\$ 1,820.00	\$ 1,820.00	20,000
Sotheby's Auction House: Digital								
Sotheby's Bespoke Geo-Targeted Emails	Email							
Sotheby's Bespoke Geo-Targeted Emails	Singapore, China, Hong King, Macau, Japan	\$ 2,500.00		\$ 2,500.00			\$ 5,000.00	50,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter		\$ 2,585.00				\$ 2,585.00	700,000
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00			\$ 4,875.00	1,500,000
Million Impressions	Targeting - Singapore, China, Hong King, Macau, Japan							
Google Adwords								
Google Adwords	Digital PPC program	\$2,000	\$ 1,250.00	\$ 1,250.00			\$ 4,500.00	60,600
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00			\$ 6,000.00	450,000
Display	Digital Banner Program	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00			\$ 6,000.00	675,000
Geofencing - Event and Location								
Mobile Conquesting	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	300,000
Dezeen								
Instagram Grid Post		\$ 5,650.00					\$ 5,650.00	3,300,000
Instagram Targeted Post			\$ 2,950.00				\$ 2,950.00	
Dwell.com								
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00				\$ 6,000.00	1,750,000
JamesEdition								
Real Estate Rotating Gallery	Featured Banner	\$ 1,600.00					\$ 1,600.00	750,000
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	
Social Media	Listing Feature	\$ 1,000.00		\$ 1,000.00			\$ 2,000.00	296,000
Juwal.com								
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00	\$ 425.00	\$ 425.00			\$ 1,275.00	6,900,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		\$425				\$ 425.00	2,300,000
Creative Editorial & Social Media Posting	Article and posts	\$ 2,355.00					\$ 2,355.00	2,300,000
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250				\$ 3,250.00	
Nikkei Active Targeting Email								
Nikkei Active Targeting Email	Email		\$ 3,750.00				\$ 3,750.00	7,500
PropGo Luxury								
PropGo Luxury	Featured Listing & Regional Showcase	\$ 700.00	\$ 700.00	\$ 700.00			\$ 2,100.00	300,000
Robbreport.com								
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00					\$ 1,350.00	
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 5,000.00				\$ 5,000.00	
Tatler Asia								
E-Newsletter	Advertorial Link		\$ 2,950.00				\$ 2,950.00	25,600
Advertorial	Advertorial Page		\$ 3,200.00				\$ 3,200.00	50,000
WSJ.com								
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,650.00					\$ 2,650.00	164,000
WSJ.com E-Newsletter	Weekly E-Newsletter (Wed/Fri)		\$ 3,500.00				\$ 3,500.00	17,000
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00			\$ 3,680.00	17,000
Property Upgrades	30 day Featured Property Upgrades	Bonus	Bonus	Bonus			\$ -	
Yellowtrace								
Dedicated Newsletter Listing	Listing Placement	\$ 1,750.00					\$ 1,750.00	37,200
Instagram Post Bundle	1 IG Post + 1 IG Story	\$ 3,450.00					\$ 3,450.00	541,000
Print								
Dwell								
Dwell	Modern Market				\$ 1,800.00		\$ 1,800.00	206,000
Financial Times								
Financial Times	Quadruple Property Spot	\$ 3,000.00					\$ 3,000.00	210,457
Financial Times	Property Spot		\$ 750.00	\$ 750.00			\$ 1,500.00	420,914
The Los Angeles Times								
The Los Angeles Times	Takeover - Full Page	\$ 660.00					\$ 660.00	384,000
The New York Times								
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00				\$ 1,500.00	330,000
The New York Times International Edition								
The New York Times International Edition	Double Property Spot	\$ 1,300.00	\$ 1,300.00				\$ 2,600.00	208,602
San Francisco & Silicon Valley Takeover								
San Francisco & Silicon Valley Takeover	Takeover - Full Page		\$ 725.00				\$ 725.00	36,500
The Wall Street Journal								
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00			\$ 2,385.00	1,933,272
TOTAL							\$ 114,835.00	26,240,645

*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	February	March	April	May	June	Media Total	Reach
Media								
Sotheby's Auction House: Print						\$ 1,820.00	\$ 1,820.00	20,000
Sotheby's Magazine	Half Page							
Sotheby's Auction House: Digital								
Sotheby's Bespoke Geo-Targeted Emails	Email							
Sotheby's Bespoke Geo-Targeted Emails	Singapore, China, Hong King, Macau, Japan	\$ 2,500.00					\$ 2,500.00	25,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter		\$ 2,585.00				\$ 2,585.00	700,000
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00			\$ 4,875.00	1,500,000
Million Impressions	Targeting - Singapore, China, Hong King, Macau, Japan							
Google Adwords								
Google Adwords	Digital PPC program	\$2,000	\$ 1,250.00	\$ 1,250.00			\$ 4,500.00	60,600
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00				\$ 4,000.00	300,000
Display	Digital Banner Program		\$ 2,000.00	\$ 2,000.00			\$ 4,000.00	450,000
Geo-fencing - Event and Location								
Mobile Conquesting	Target specific events and locations	\$ 1,500.00	\$ 1,500.00				\$ 3,000.00	200,000
Dezeen								
Instagram Targeted Post			\$ 2,950.00				\$ 2,950.00	
JamesEdition								
Real Estate Rotating Gallery	Featured Banner	\$ 1,600.00					\$ 1,600.00	750,000
New & Trending Real Estate Position	Featured Spot			\$ 1,000.00			\$ 1,000.00	
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article		\$ 3,300.00				\$ 3,300.00	
Social Media	Listing Feature	\$ 500.00		\$ 500.00			\$ 1,000.00	296,000
Juwal.com								
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00	\$ 425.00	\$ 425.00			\$ 1,275.00	6,900,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		\$425				\$ 425.00	2,300,000
Creative Editorial & Social Media Posting	Article and posts	\$ 2,355.00					\$ 2,355.00	2,300,000
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250				\$ 3,250.00	
Nikkel Active Targeting Email								
Nikkel Active Targeting Email	Email		\$ 3,750.00				\$ 3,750.00	7,500
PropGo Luxury								
PropGo Luxury	Featured Listing & Regional Showcase	\$ 700.00	\$ 700.00	\$ 700.00			\$ 2,100.00	300,000
Robbreport.com								
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00					\$ 1,350.00	
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 5,000.00				\$ 5,000.00	
Tatler Asia								
E-Newsletter	Advertorial Link		\$ 2,950.00				\$ 2,950.00	25,600
Advertorial	Advertorial Page		\$ 3,200.00				\$ 3,200.00	50,000
WSJ.com								
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,650.00					\$ 2,650.00	164,000
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00			\$ 3,680.00	17,000
Property Upgrades	30 day Featured Property Upgrades	Bonus	Bonus	Bonus			\$ -	
Yellowtrace								
Dedicated Newsletter Listing	Listing Placement	\$ 1,750.00					\$ 1,750.00	37,200
Print								
Dwell								
Dwell	Modern Market				\$ 1,800.00		\$ 1,800.00	206,000
Financial Times								
Financial Times	Double Property Spot	\$ 1,500.00					\$ 1,500.00	210,457
Financial Times	Property Spot		\$ 750.00	\$ 750.00			\$ 1,500.00	420,914
The Los Angeles Times								
The Los Angeles Times	Takeover - Full Page	\$ 660.00					\$ 660.00	384,000
The New York Times								
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00				\$ 1,500.00	330,000
The New York Times International Edition								
The New York Times International Edition	Property Spot	\$ 650.00	\$ 650.00				\$ 1,300.00	208,602
San Francisco & Silicon Valley Takeover								
San Francisco & Silicon Valley Takeover	Takeover - Full Page		\$ 725.00				\$ 725.00	36,500
The Wall Street Journal								
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00			\$ 2,385.00	1,933,272
TOTAL							\$ 82,235.00	20,132,645

*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 3		February	March	April	May	June	Media Total	Reach
Media	Ad Description							
Sotheby's Auction House: Print								
Sotheby's Magazine	Quarter Page					\$ 910.00	\$ 910.00	20,000
Sotheby's Auction House: Digital								
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter		\$ 2,585.00				\$ 2,585.00	700,000
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00			\$ 4,875.00	1,500,000
Million Impressions	Targeting - Singapore, China, Hong King, Macau, Japan							
Google Adwords								
Google Adwords	Digital PPC program	\$1,750	\$ 1,000.00	\$ 1,000.00			\$ 3,750.00	60,600
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00				\$ 4,000.00	300,000
Dezeen								
Instagram Targeted Post			\$ 2,950.00				\$ 2,950.00	
JamesEdition								
Real Estate Rotating Gallery	Featured Banner	\$ 1,600.00					\$ 1,600.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00				\$ 1,500.00	294,000
Social Media	Listing Feature	\$ 500.00		\$ 500.00			\$ 1,000.00	296,000
Juwal.com								
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00	\$ 425.00	\$ 425.00			\$ 1,275.00	6,900,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		\$425				\$ 425.00	2,300,000
Creative Editorial & Social Media Posting	Article and posts	\$ 2,355.00					\$ 2,355.00	2,300,000
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$1,100					\$ 1,100.00	
Nikkei Active Targeting Email								
Nikkei Active Targeting Email	Email		\$ 3,750.00				\$ 3,750.00	7,500
PropGo Luxury								
PropGo Luxury	Featured Listing & Regional Showcase	\$ 700.00	\$ 700.00	\$ 700.00			\$ 2,100.00	300,000
Robbreport.com								
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00					\$ 1,350.00	
Tatler Asia								
E-Newsletter	Advertorial Link		\$ 2,950.00				\$ 2,950.00	25,600
Advertorial	Advertorial Page		\$ 3,200.00				\$ 3,200.00	50,000
WSJ.com								
Mansion Global e-Newsletter	Daily Monday-Friday				\$ 3,680.00		\$ 3,680.00	17,000
Property Upgrades	30 day Featured Property Upgrades	Bonus	Bonus	Bonus			\$ -	
Yellowtrace								
Dedicated Newsletter Listing	Listing Placement	\$ 1,750.00					\$ 1,750.00	37,200
Print								
Financial Times								
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 750.00			\$ 2,250.00	631,371
The Los Angeles Times								
The Los Angeles Times	Takeover - Full Page	\$ 660.00					\$ 660.00	384,000
The New York Times								
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00				\$ 1,500.00	330,000
The New York Times International Edition								
The New York Times International Edition	Property Spot	\$ 650.00	\$ 650.00				\$ 1,300.00	208,602
San Francisco & Silicon Valley Takeover								
San Francisco & Silicon Valley Takeover	Takeover - Full Page		\$ 725.00				\$ 725.00	36,500
The Wall Street Journal								
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00			\$ 2,385.00	1,933,272
TOTAL							\$ 55,925.00	19,381,645

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