



ADVERTISING
BRANDING
MARKETING

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477 Madison Ave
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SKYAD.COM

Villa Papillon Advertising and Marketing Program

Antigua
& Barbuda | 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
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National & Global Exposure Villa Papillon

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

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 Reeds Pt, St Marys, Jolly Harbour, St Johns, Antigua & Barbuda.

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

**LET'S DO
GREAT THINGS TOGETHER**

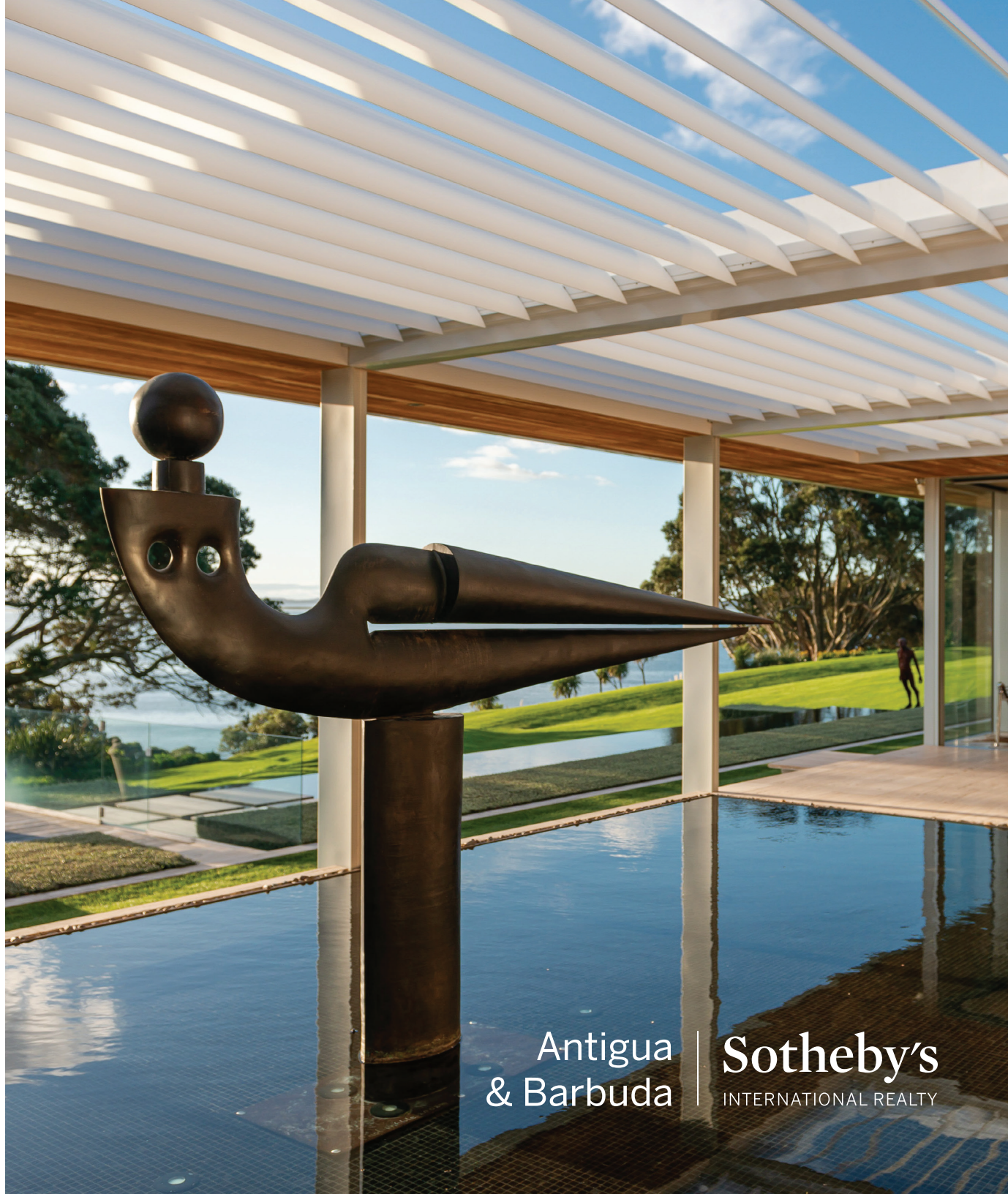
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

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

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

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

Sotheby's Auction House Offerings



Antigua
& Barbuda

Sotheby's
INTERNATIONAL REALTY

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

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



Sotheby's
INTERNATIONAL REALTY

Real Estate
Auction
Art
Interior Design
Architecture
Landscape Architecture
Golf Courses
Horse Properties
Estate Planning
Investment Services
Private Banking

Build, Buy, Manage or Sell
Sotheby's International Realty® is the world's largest real estate company.

Home

1 Central Park West 44/F/4C
This magnificent, landmarked, ultra-luxury apartment is a masterpiece of modern architecture. It features a private terrace, a full kitchen, a living area with a fireplace, a master bedroom with a walk-in closet, and a private parking space. Call Sotheby's International Realty at 212 850 7772 or visit sothebysrealty.com \$8,500,000

550 Park Avenue, 9F/9B
This residence in the city offers 2,200 sq. ft. of modern living space with a full kitchen, a living area with a fireplace, a master bedroom with a walk-in closet, and a private parking space. Call Sotheby's International Realty at 212 850 7772 or visit sothebysrealty.com \$2,200,000

Four Seasons Private Residences
This apartment is a masterpiece of modern architecture. It features a private terrace, a full kitchen, a living area with a fireplace, a master bedroom with a walk-in closet, and a private parking space. Call Sotheby's International Realty at 212 850 7772 or visit sothebysrealty.com \$2,200,000

Four Seasons Private Residences
This apartment is a masterpiece of modern architecture. It features a private terrace, a full kitchen, a living area with a fireplace, a master bedroom with a walk-in closet, and a private parking space. Call Sotheby's International Realty at 212 850 7772 or visit sothebysrealty.com \$2,200,000

88

DIGITAL

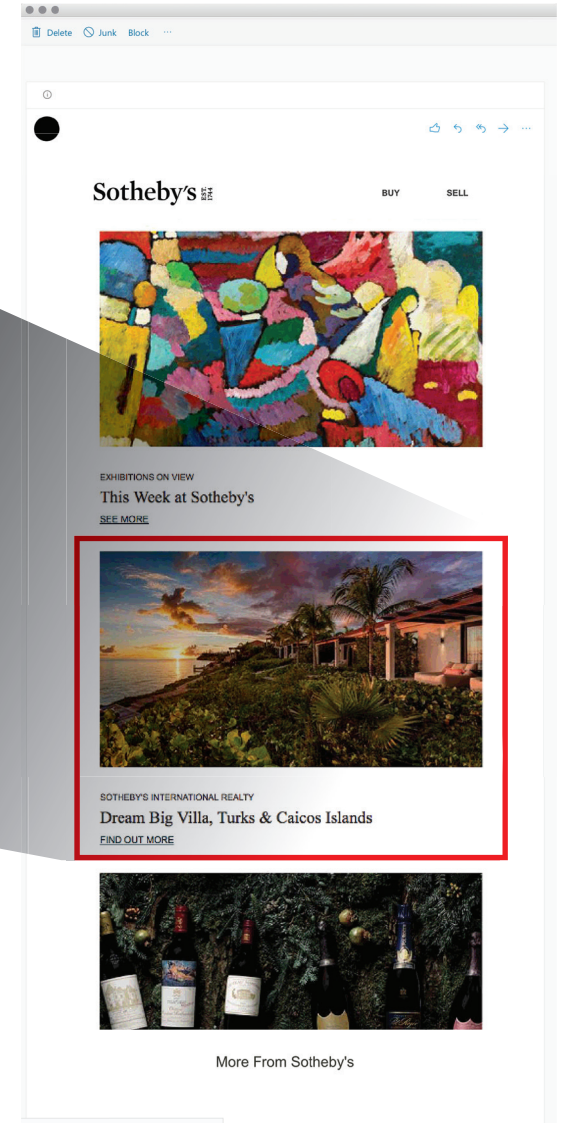
SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

- 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

New York, Tennessee, France, Italy, Spain

PRICE: \$2,500/DEPLOYMENT




DIGITAL

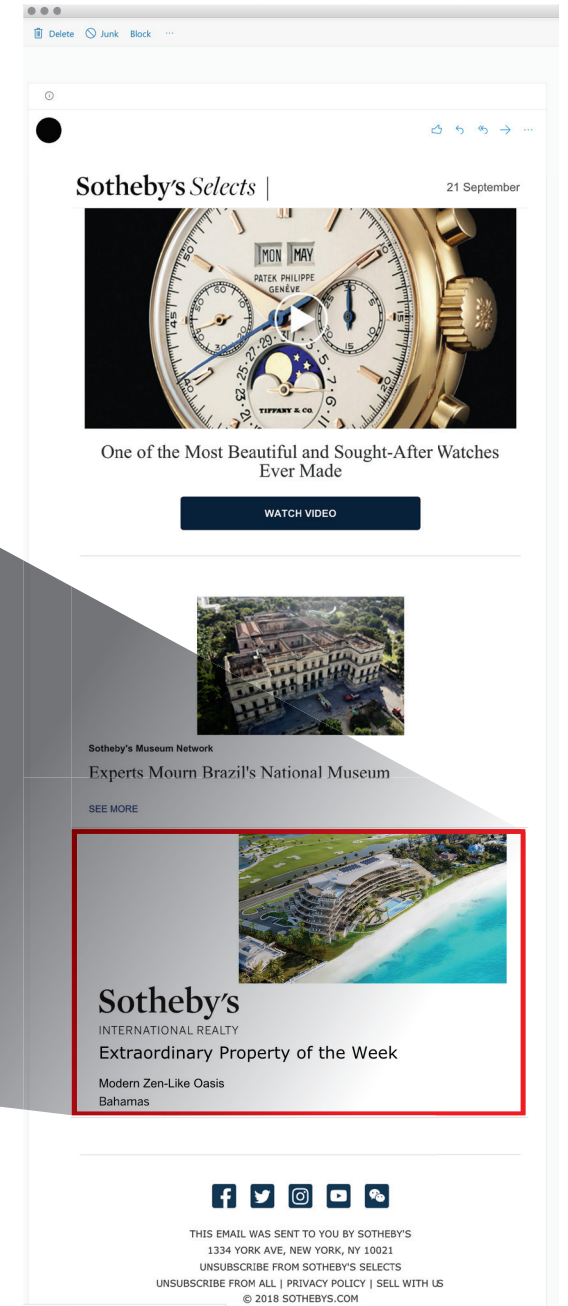
SOTHEBY'S SELECTS E-NEWSLETTERS

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


PRICE: \$2,585/DEPLOYMENT



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](#)
© 2018 SOTHEBYS.COM

DIGITAL

SOTHEBY'S PREFERRED E-NEWSLETTERS

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

PRICE: \$3,000

EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®

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®

DISCOVER MORE!

Elegant Condo Tower
New York, New York

Travel to Hong Kong in Style

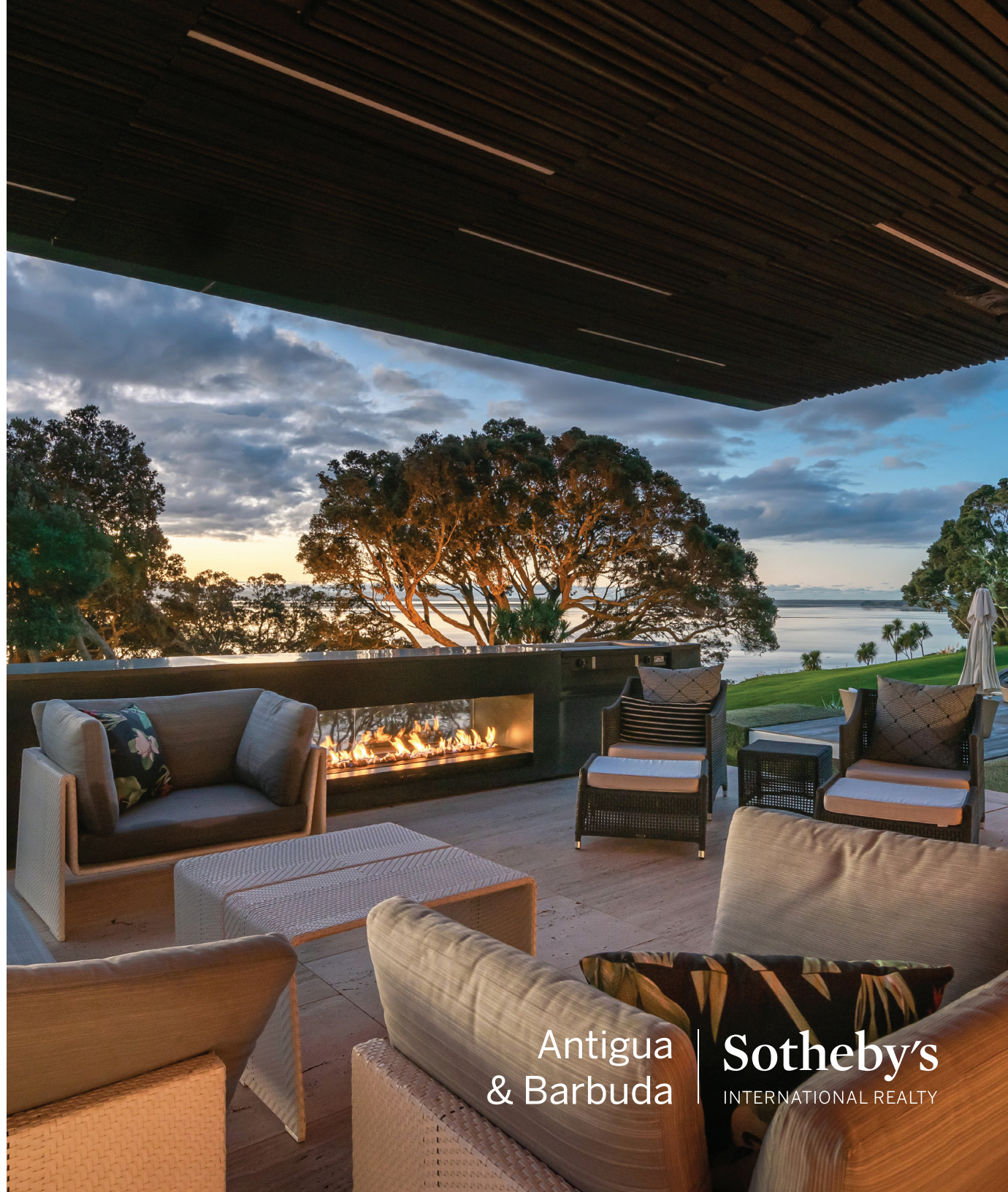
Take advantage of special offers and services while you are in Hong Kong for our sales, including exclusive hotel rates and private club access.

LEARN MORE

Limited Offer

A Jewelled Garden of Eden

Digital Offerings



Antigua
& Barbuda

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: **Villa Papillon**
- Flight Dates: **February 2024 - April 2024**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



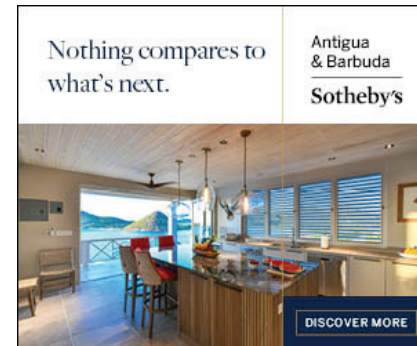
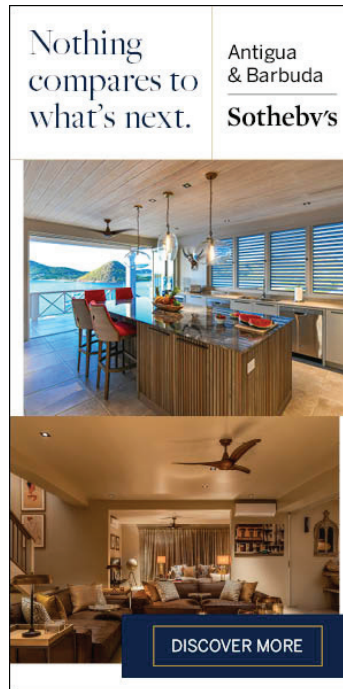
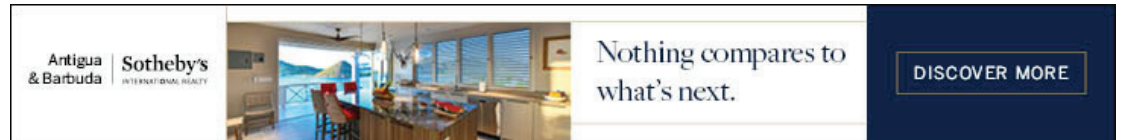
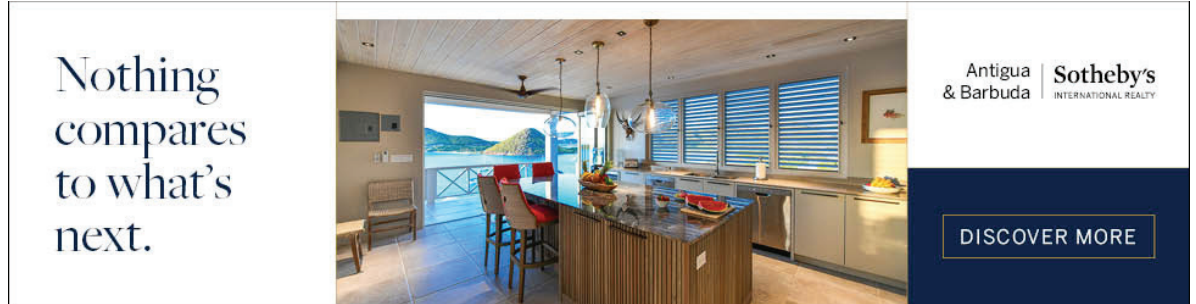
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

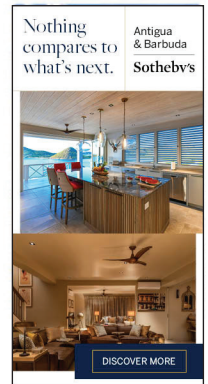
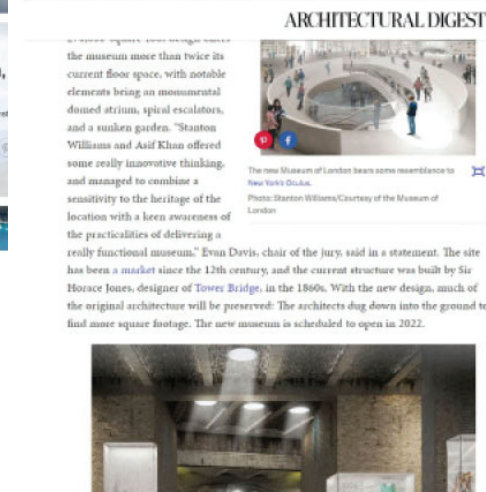
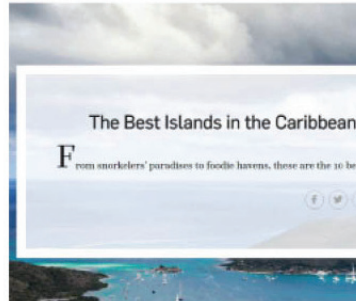
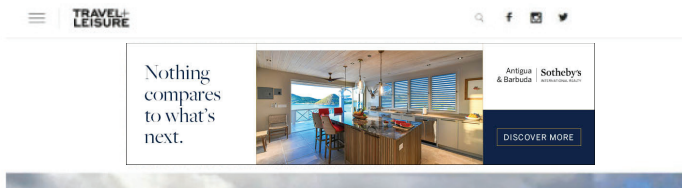
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

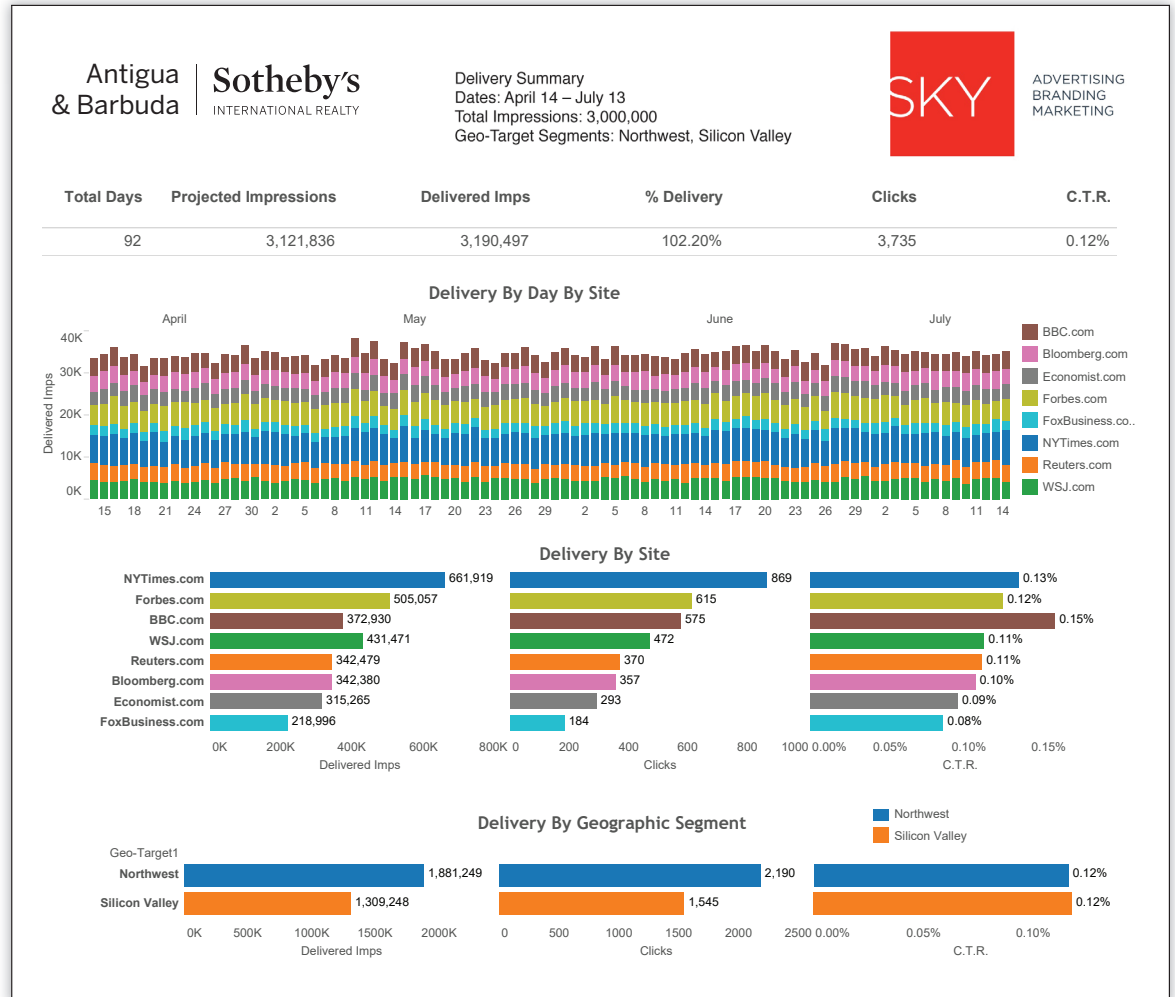


Comprehensive Reporting For Your Customized Campaign

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

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

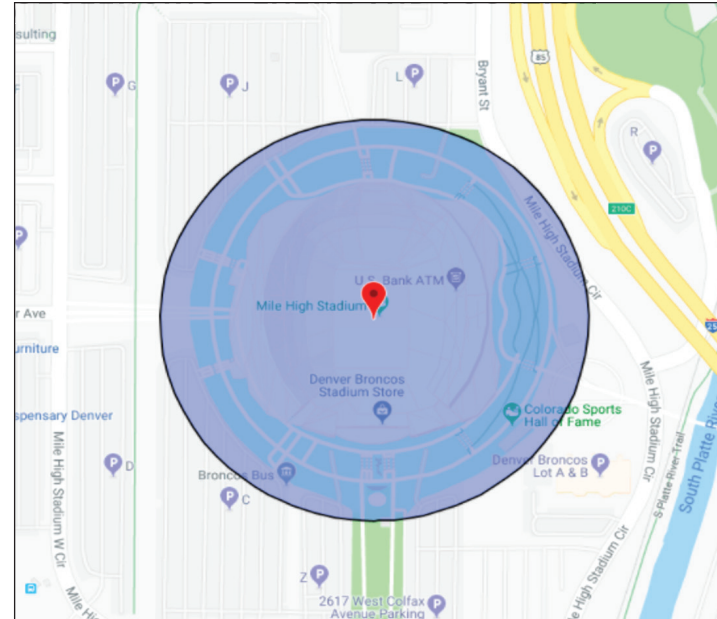
IMPRESSIONS PROGRAM SAMPLE REPORT



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

- PRICE: **FROM \$1,500/MONTH**
100,000 impressions

Comprehensive Digital

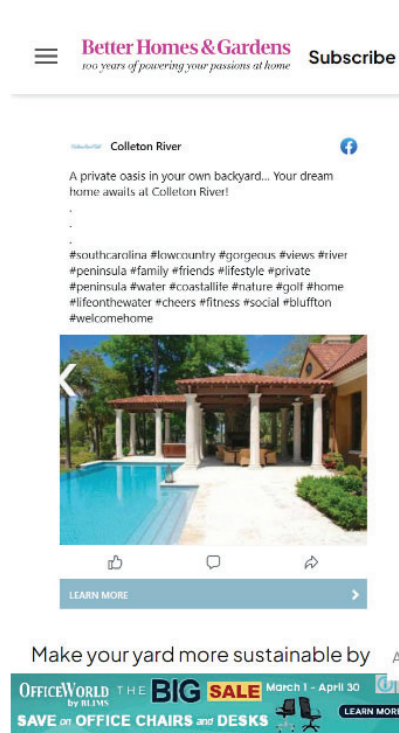
SOCIAL MIRROR ADS

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.

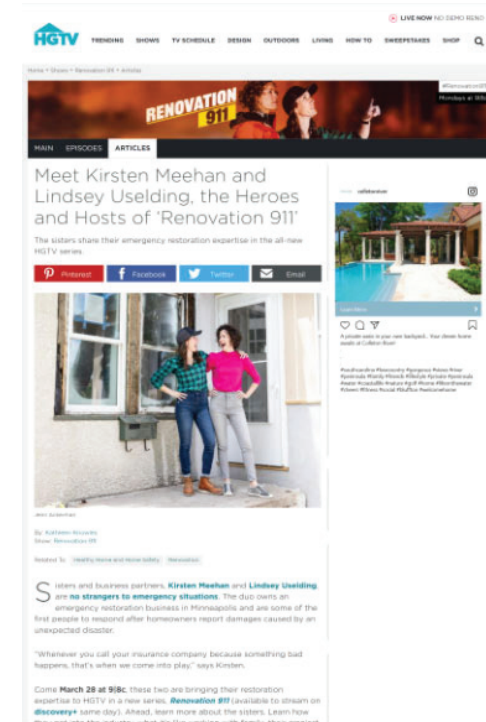
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.
- **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

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.

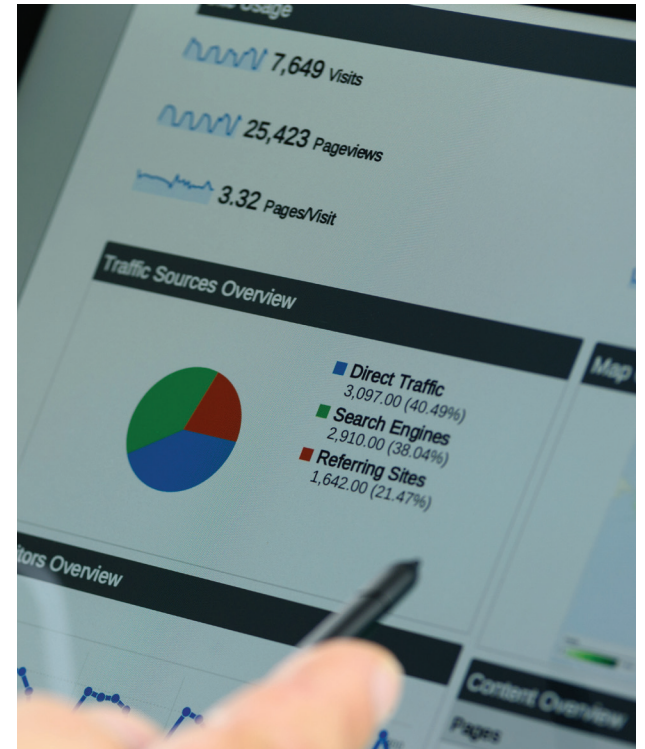


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

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



Elite Traveler

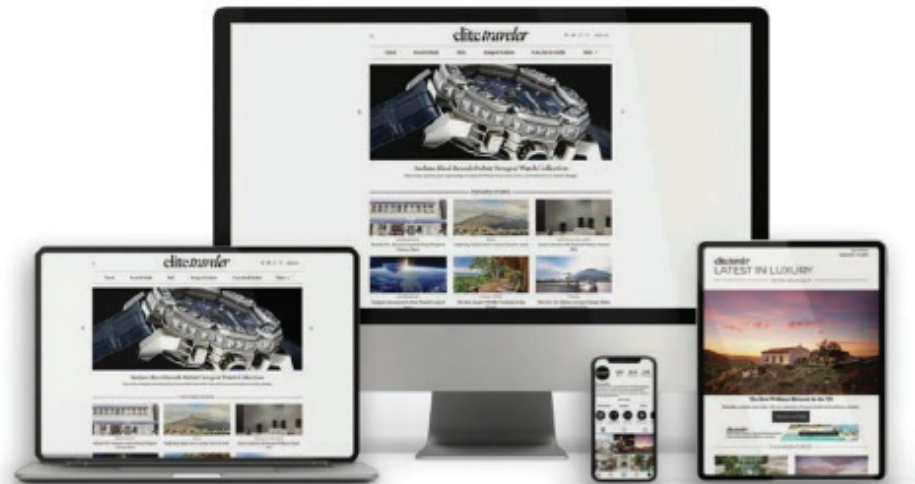
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

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

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

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

Half price with full page print purchase



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.

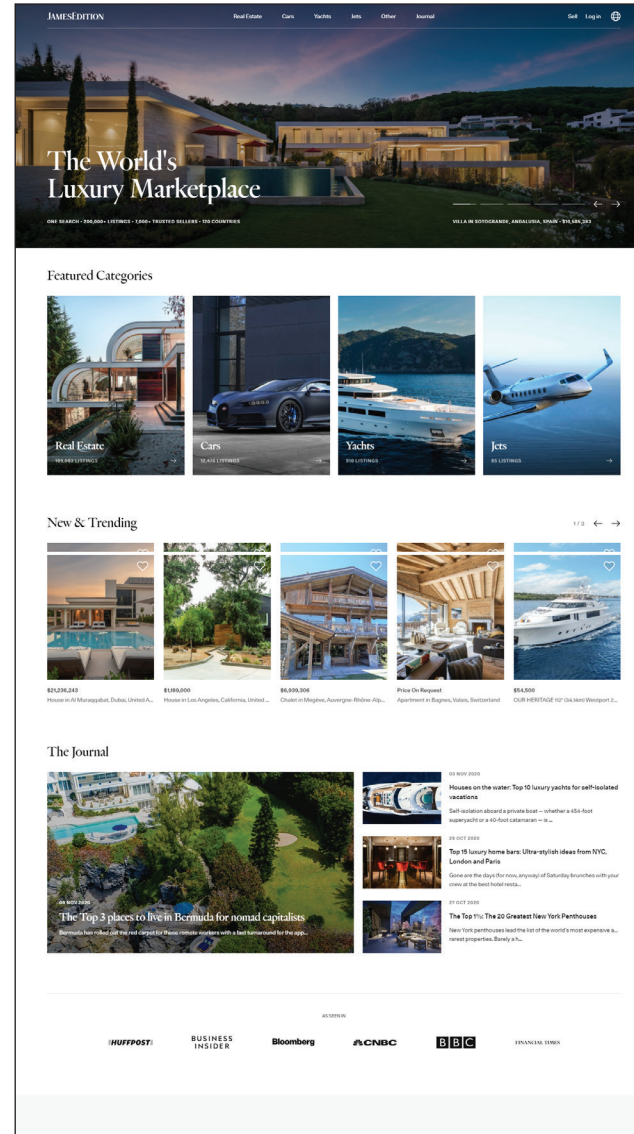
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000/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.

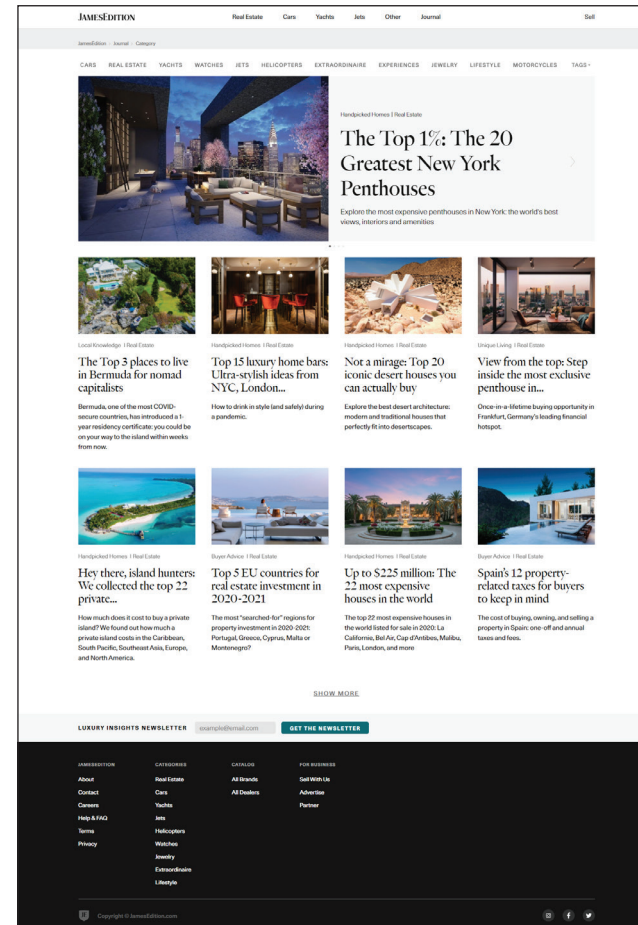
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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 & ARTICLE
\$3,300 NEWSLETTER TRENDING & ARTICLE



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

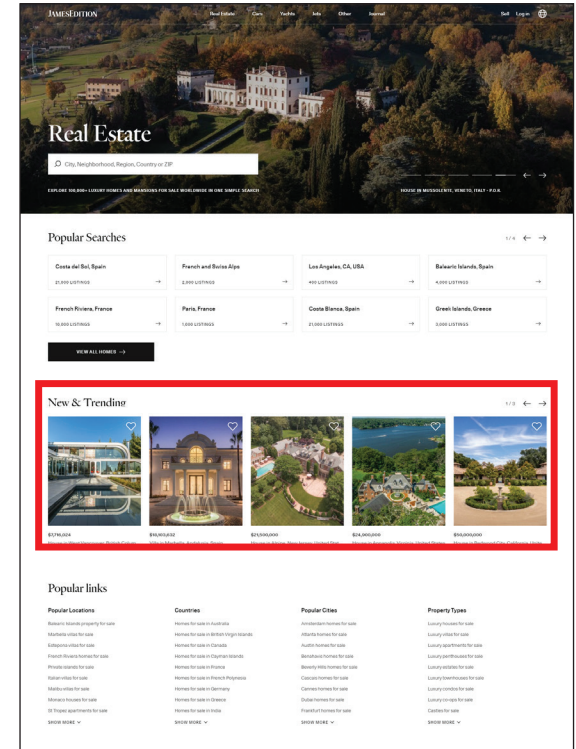
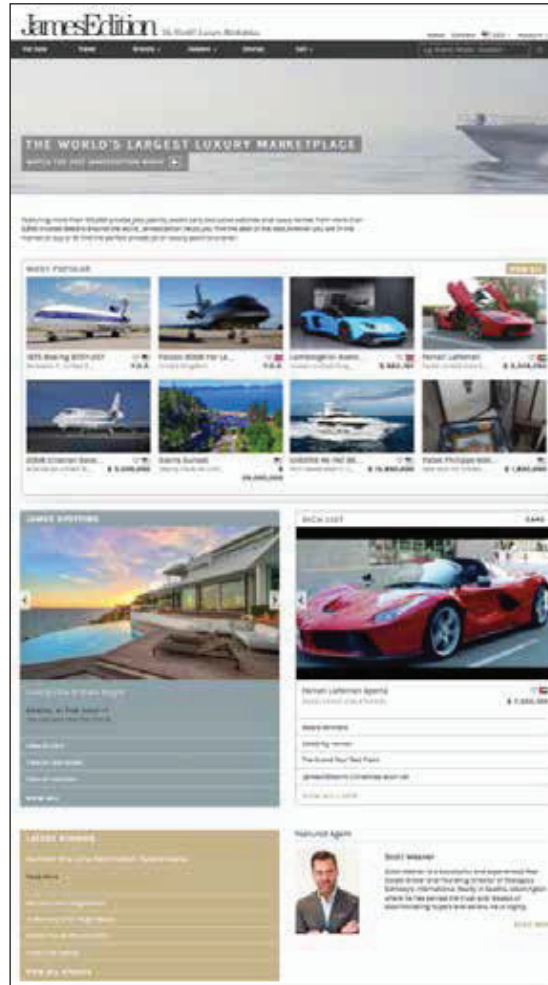
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

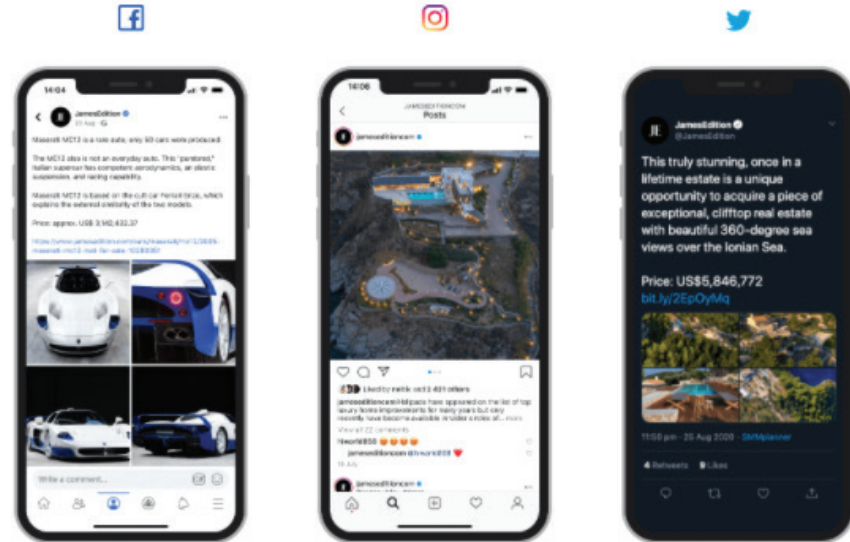
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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: \$800

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)

Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun

Diamante Cabo San Lucas • October 23, 2012 • Sports

TRACK RECORD
Tailored coaching. Your call, your track, and your schedule.
TRACKRECORD.COM

JetSet
START YOUR SUBSCRIPTION TODAY

JetSet Magazine
Lose the Sunday night yawn—no more. What's on your wish list this year? #PhotoHolidays #LuxuryIdentify #JetSet

JetSet Magazine
View on Facebook • Share

JetSet Magazine
Enginemed to travel off the beaten track in total safety and the star comfort. Heerec 14700 has announced the launch of its new bluewater cruiser—007. Where would you go in the States? #HighMagazine #LuxuryIdentify

JetSet Magazine
View on Facebook • Share

SHARE ON: Facebook, Twitter, Email

ABOUT THE AUTHOR
Diamante Cabo San Lucas

RELATED POSTS

No Unbelievable Experiences
• Tom Sallis • October 2, 2012

Web Resorts Cabo San Lucas: Delicous Vacation Package
• Traveling Partners • October 10, 2012

Le Figaro

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

PROPRIÉTÉS LE FIGARO.COM – FRANCE

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

PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

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

HEADLINE SEARCH

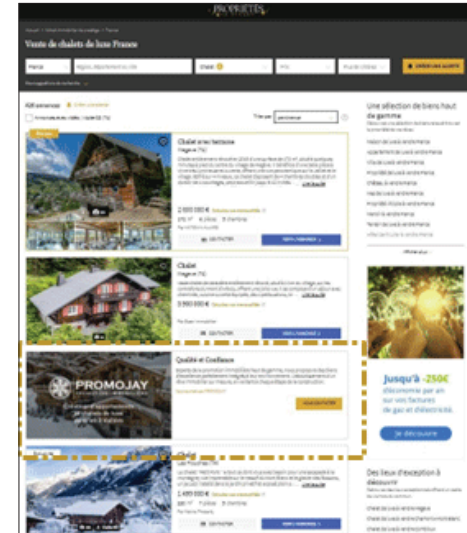
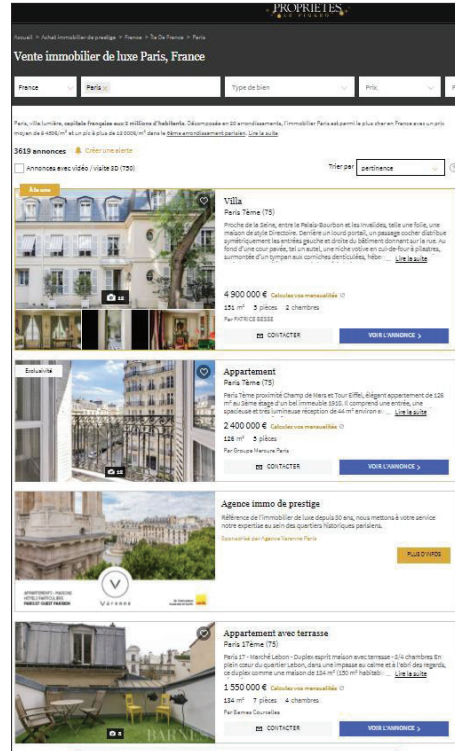
Position your property at the very top of the results page.

FEATURED CITY: \$795/CITY/MONTH

NATIVE AD

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

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



Luxury Estate

LUXURY ESTATE

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

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

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

SHOWCASE LISTING + ELITE LISTING PACKAGES

PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



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

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

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 PER 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 PER POST

FACEBOOK: \$675 PER POST

FACEBOOK/INSTAGRAM AD: \$1,400 PER MONTH

OCEAN HOME 2021 MAGAZINE

OCEANHOME EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA

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

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

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OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

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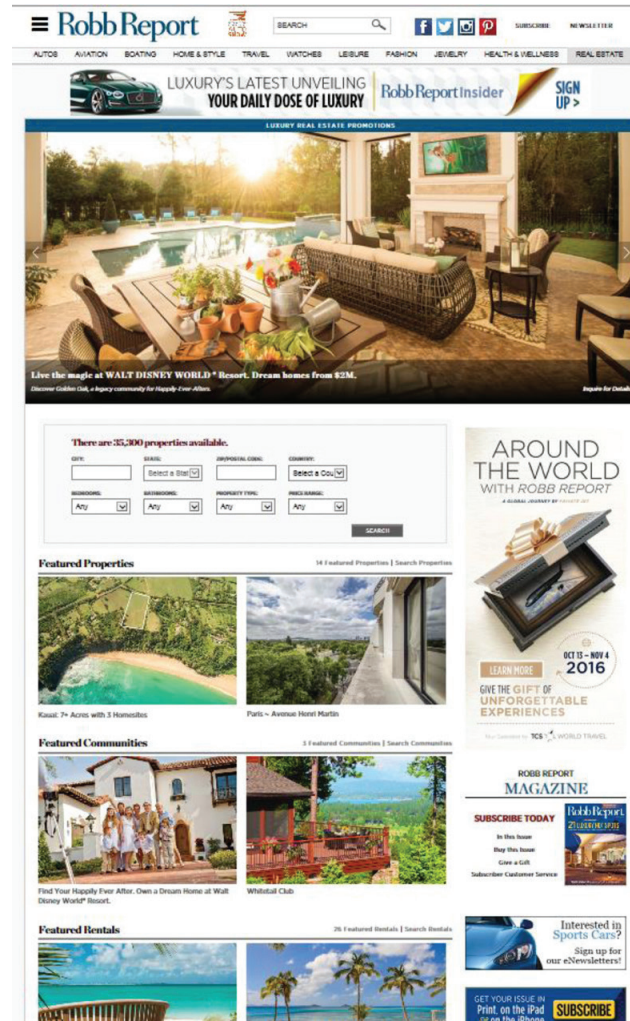
RobbReport.com

FEATURED LISTING CAROUSEL

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Circulation: 107,000+
- Average Age: 43
- Male / Female Ratio: 77% / 23%
- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

PRICE: \$1,350 PER MONTH



RobbReport.com

LUXURY PROPERTY LISTING

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Circulation: 107,000+
- Average Age: 43
- Male / Female Ratio: 77% / 23%
- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

MANUAL 1 LISTING: \$450/MONTH
 MANUAL UP TO 10 LISTINGS: \$1,135/MONTH


RR1
Robb Report
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40737 properties available.

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59 Lascelles Blvd, Toronto, ON M5P2C9, CAN

\$5,399,999

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land




Sierra Madre Mountain Retreat, Encampment, Wyoming 82325

\$995,000

Bed: N/A SQFT: N/A
Bath: N/A

Homes & Land




1241 N Rio Vista Blvd, Fort Lauderdale, Florida 33301

\$5,970,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land




2965 Outlook Way, Naramata, BC V0H 1N0, CAN

\$2,199,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land




1709 Pope Court, Wilmington, North Carolina 28405

\$1,100,000

Bed: 4 SQFT: N/A
Bath: 4

Homes & Land




419 S Front Street, Wilmington, North Carolina 28401

\$848,000

Bed: 3 SQFT: N/A
Bath: 2

Homes & Land




2236 Acacia Drive, Wilmington, North Carolina 28403

\$1,041,700

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land




10430 E ACOMA Drive, Scottsdale, Arizona 85255

\$949,000

Bed: 4 SQFT: 2797
Bath: 3

Homes & Land




6097 N Paradise View Drive, Paradise Valley, Arizona 85253

\$3,295,000

Bed: 4 SQFT: 4605
Bath: 4

Homes & Land




33799 N 84TH Street, Scottsdale, Arizona 85266

\$3,375,000

Bed: 4 SQFT: 4985
Bath: 4

Homes & Land




1000 Curisha Point S, St Helena Island, South Carolina 29920

\$980,000

Bed: 3 SQFT: 2524
Bath: 3

Homes & Land



20012 Tavernier DR, Estero, Florida 33928

\$895,000

Bed: 3 SQFT: 2488
Bath: 3

Homes & Land

The Wall Street Journal Online (WSJ.com)

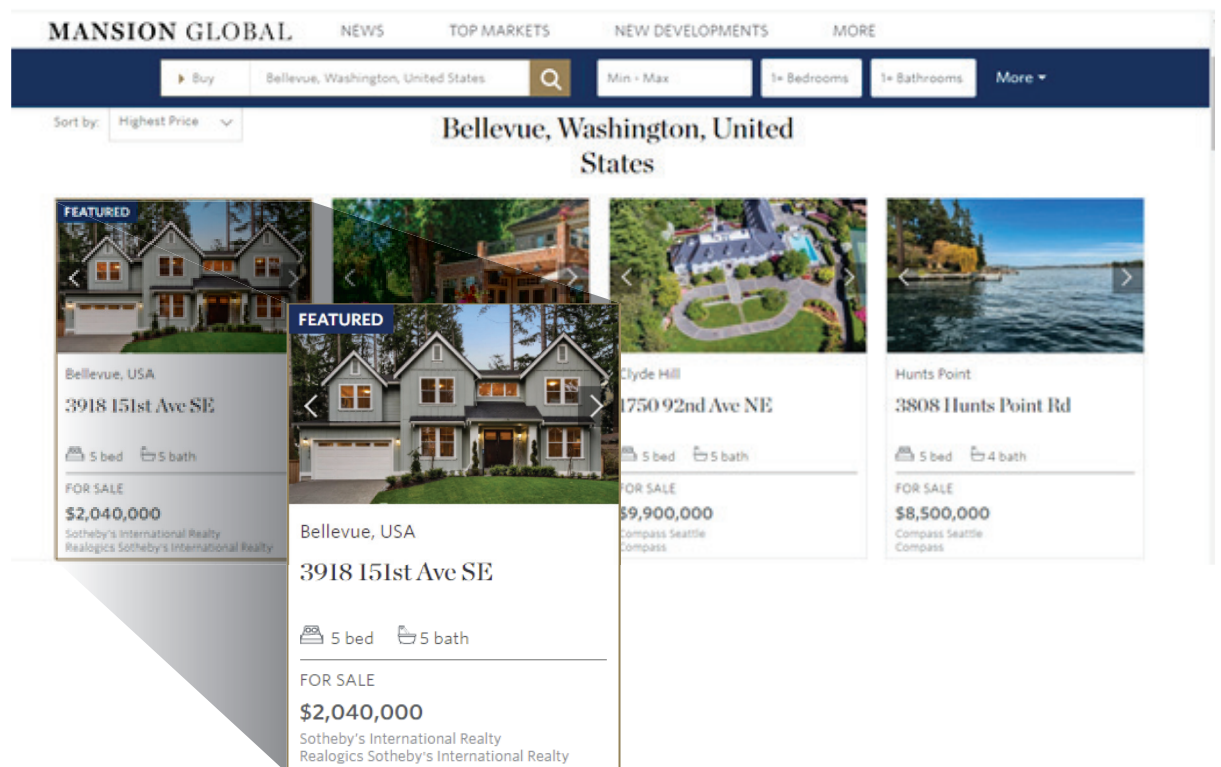
FEATURED PROPERTY UPGRADES

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

Shared with 5 properties



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 screenshot shows the 'BOAT BRIEFING' section of the Boat International website. At the top, there's a navigation bar with the 'BOAT' logo and a link 'No Images? Click here'. Below the navigation bar is a large image of a yacht's steering wheel with the text 'BOAT BRIEFING' overlaid. Underneath, there's a section titled 'DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS' with an 'Inmarsat' logo. The main content area is titled 'LATEST BROKERAGE NEWS' and features four articles, each with a small image of a yacht and a 'READ MORE' button. The articles are: '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'. Below this is another section titled 'LATEST YACHT NEWS' with two articles: 'New 60 metre Amels 200 motor yacht sold' and 'Lürssen's 130 metre+ Project Lightning pictured on sea trials'. At the bottom, there's another 'DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS' section with an 'Inmarsat' logo and a 'READ MORE' button.

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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
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What's News

Business & Finance

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

By Nick Timiraos

NEW YORK (WSJ)—The Federal Reserve announced an emergency rate-cutting package on Tuesday that sent stocks and bond yields surging. The central bank's move was the most aggressive since the 2008 financial crisis. Stock prices fell sharply, while bond yields rose. The Fed's move was seen as a sign of its commitment to supporting the economy during the crisis.

Shaky Ground

By Tom Ichniowski

NEW YORK (WSJ)—The Federal Reserve's move to cut rates and buy Treasury bills was seen as a sign of its commitment to supporting the economy during the crisis. The move was seen as a sign of its commitment to supporting the economy during the crisis.

Tennessee Twisters Kill at Least 25

By Anne Cooper-Peters

MEMPHIS (WSJ)—A deadly outbreak of a rare virus in Tennessee has killed at least 25 people. The virus is highly contagious and has spread to several other states. The outbreak is seen as a sign of the virus's ability to spread quickly.

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

By Matt Ruff

WASHINGTON (WSJ)—Joe Biden picked up a string of victories in Tuesday's primary elections, while Bernie Sanders won a big win in California. Biden's victories were seen as a sign of his momentum in the race.


World-Wide

By Matt Ruff


WASHINGTON (WSJ)—The world's major economies are expected to experience a sharp decline in growth this year. The decline is seen as a result of the global economic crisis.

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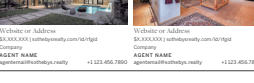
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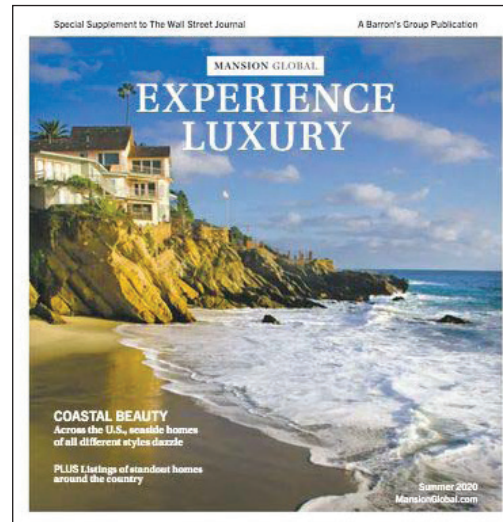
The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- Distribution: **100,000** Wall Street Journal print subscribers of the Weekend Journal
- Top zip codes in: **New York, Los Angeles, San Francisco, Chicago, Denver, Seattle, Phoenix, Boston, Dallas and Austin.**

PRICE: \$980/FULL PAGE

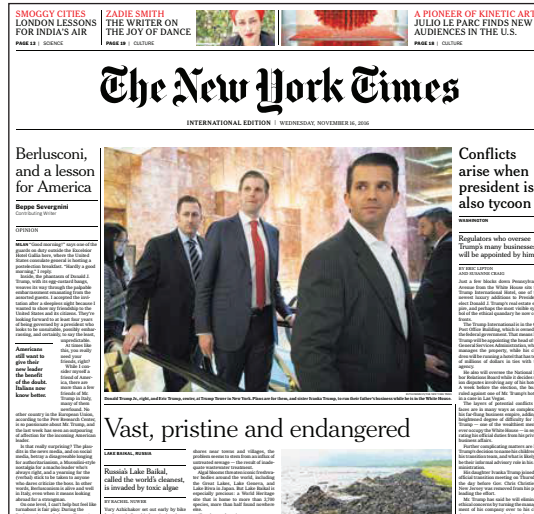


The New York Times International Edition

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**

PROPERTY SPOT: \$650




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357 Centre Island Road
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- Circulation: **160,000**
- Distribution: **NYC Metro Area**

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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 five 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 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 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 sweeping pool deck and a classic infinity pool. Like a luxury spa, directly visible to the ocean for water sports.

SIREBAHAMAS.COM/ID/V29V.67



5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorino
Sales Associate
858.334.3557
eric@ericsantorino.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.



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Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

\$750 PROPERTY SPOT, COLOR

EXUMA, THE BAHAMAS



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BROOKHAVEN, CONNECTICUT 3000 Park Drive.com \$4,000,000 East Greenwich Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.373.2883	WESTON, CONNECTICUT 1110 Westford Ridge.com \$4,000,000 East Greenwich Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.358.2742	WILMINGTON, CONNECTICUT 1110 Westford Ridge.com \$4,000,000 East Greenwich Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.358.2742	WILMINGTON, CONNECTICUT 1110 Westford Ridge.com \$4,000,000 East Greenwich Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.358.2742	WESTON, CONNECTICUT 1110 Westford Ridge.com \$4,000,000 East Greenwich Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.358.2742
ALFORD, MASSACHUSETTS 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599	BOSTON, MASSACHUSETTS 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599	LENOX, MASSACHUSETTS 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599	ROSELAND TOWNSHIP, NEW JERSEY 51 West Nelly Road \$1,700,000 sirbahamas.com/id/46937 Chelsea Sotheby's International Realty JORDAN HENDERSON jordan.henderson@sirbahamas.com +1 409.941.2050	PRINCETON, NEW JERSEY 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599
NEW YORK, NEW YORK 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599	NEW YORK, NEW YORK 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599	NEW YORK, NEW YORK 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599	NEW YORK, NEW YORK 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599	SCOTTSDALE, NEW YORK 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599
UNWILDE, NORTH CAROLINA 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599	PROVIDENCE, RHODE ISLAND 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599	CHARLESTON, SOUTH CAROLINA 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599	STATE OF PAINE, SOUTH CAROLINA 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599	AUSTIN, TEXAS 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599
AUSTIN, TEXAS 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599	HOUSTON, TEXAS 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599	WIMBERLEY, TEXAS 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599	KANAS, UTAH 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599	KANAS, UTAH 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599
UTAH, UTAH 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599	UTAH, UTAH 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599	UTAH, UTAH 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599	UTAH, UTAH 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599	UTAH, UTAH 1022 Main Street.com \$4,000,000 Boston Sotheby's International Realty MARTHA JUDER martha.juder@sirbahamas.com +1 413.627.4599

Private Air Luxury Homes Magazine

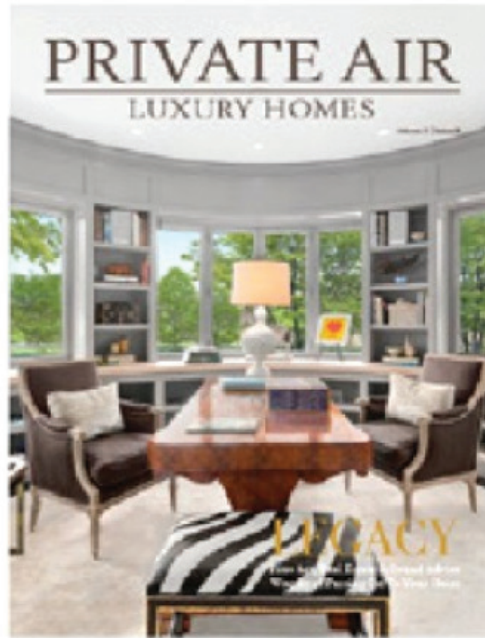
Private Air Luxury Homes Magazine is published exclusively for the world's most discerning travelers. Distributed through Private Jet Terminals throughout the world, our readers include C-Level executives, royalty, heads of state, celebrities, captains of industry, and private aircraft owners; all of whom expect the highest standards of excellence.

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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Schedule, Pricing & Reach



Antigua
& Barbuda

Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	February	March	April	May	June	Media Total	Reach
Sotheby's Auction House: Print								
Sotheby's Magazine	Quarter Page					\$ 910.00	\$ 910.00	20,000
Sotheby's Auction House: Digital								
Sotheby's Bespoke Geo-Targeted Emails	New York, Tennessee, France, Italy, Spain	\$ 2,500.00					\$ 2,500.00	25,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter		\$ 2,585.00				\$ 2,585.00	488,357
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00	750,000
Million Impressions	Targeting - NY, LA, The Hamptons, TN, Europe (select countries)							
Google Adwords								
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00	
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	300,000
Geofencing - Event and Location								
Mobile Conquesting	Target specific events and locations		\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
Elite Traveler								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00	100,000
JamesEdition								
Real Estate Rotating Gallery	Featured Banner	\$ 1,600.00					\$ 1,600.00	750,000
New & Trending Home Page Position	Featured Spot			\$ 1,200.00			\$ 1,200.00	
Featured Article and E-Newsletter promotion	Newsletter Trending & Journal Article		\$ 3,300.00				\$ 3,300.00	294,000
Social Media	Listing Feature	\$ 1,000.00					\$ 1,000.00	148,000
JetSet Magazine								
JetSet Magazine	Annual Global Campaign			\$2,500			\$ 2,500.00	2,140,000
Le Figaro								
Headline Search	Featured City	\$ 795.00		\$ 795.00			\$ 1,590.00	
Native Ad	Native placement by City		\$ 500.00				\$ 500.00	
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00					\$ 1,100.00	
Ocean Home								
E-Newsletter	E-Newsletter		\$ 750.00				\$ 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	43,400
Robbreport.com								
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00						
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00	\$ 450.00					
WSJ.com								
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00					\$ 2,150.00	164,000
Mansion Global Homepage Hero	Shared Banner Homepage Hero (5 properties)		\$ 650.00	\$ 650.00			\$ 1,300.00	328,000
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus			\$ -	
Yachting E-Newsletter								
Boat International	Boat International		\$ 750.00				\$ 750.00	25,600

Proposed Schedule, Pricing & Reach 2024

Print					
Financial Times					
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 1,500.00	420,914
The New York Times					
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00		\$ 760.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 1,500.00	336,000
The New York Times International Edition					
The New York Times International Edition	Property Spot		\$ 650.00	\$ 650.00	104,301
Private Air Luxury Homes					
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00	\$ 1,925.00
The Wall Street Journal					
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 1,590.00	1,288,848
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
TOTAL				\$ 52,400.00	8,514,931
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change					