



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

1121 & 1131  
Garnet Rock Trail  
Advertising and  
Marketing Program

Highlands | 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 1121 & 1131 Garnet Rock Trail

SKY Advertising is excited to present to Highlands Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 1121 & 1131 Garnet Rock Trail.

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 Highlands, NC.

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](mailto:janine@skyad.com)

**PAULA DAVIDSON**  
*Senior Account Executive*  
**212-677-2671**  
[paula@skyad.com](mailto:paula@skyad.com)

**SARA HELENI**  
*Account Executive*  
**212-674-2402**  
[sara@skyad.com](mailto:sara@skyad.com)

**CHLOE STEELY**  
*Account Executive*  
**212-677-2557**  
[chloe@skyad.com](mailto:chloe@skyad.com)

Sotheby's  
Auction House  
Offerings



Sotheby's  
EST. 1744

# Sotheby's Auction Magazine

## SOTHEBY'S MAGAZINE

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

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

PRICE: FULL PAGE \$3,640

HALF PAGE \$1,820

QUARTER PAGE \$910

Global



**Sotheby's**  
INTERNATIONAL REALTY

Buildings Management is what's next.  
Experience our exclusive collection of buildings in London.

Home

**1 Central Park West 44/F/4C**  
This magnificent, landmarked...  
\$65,000,000

**550 Park Avenue, 9F/9B**  
This residence in the city offers 2,200...  
\$22,000,000

**Four Seasons Private Residences**  
This apartment is 2,111 sq. ft. complete...  
\$22,000,000

**Four Seasons Private Residences**  
This apartment is 2,111 sq. ft. complete...  
\$22,000,000

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

Georgia, Florida, California, New York, Connecticut

PRICE: \$2,500/DEPLOYMENT




DIGITAL

SOTHEBY'S SELECTS  
E-NEWSLETTERS

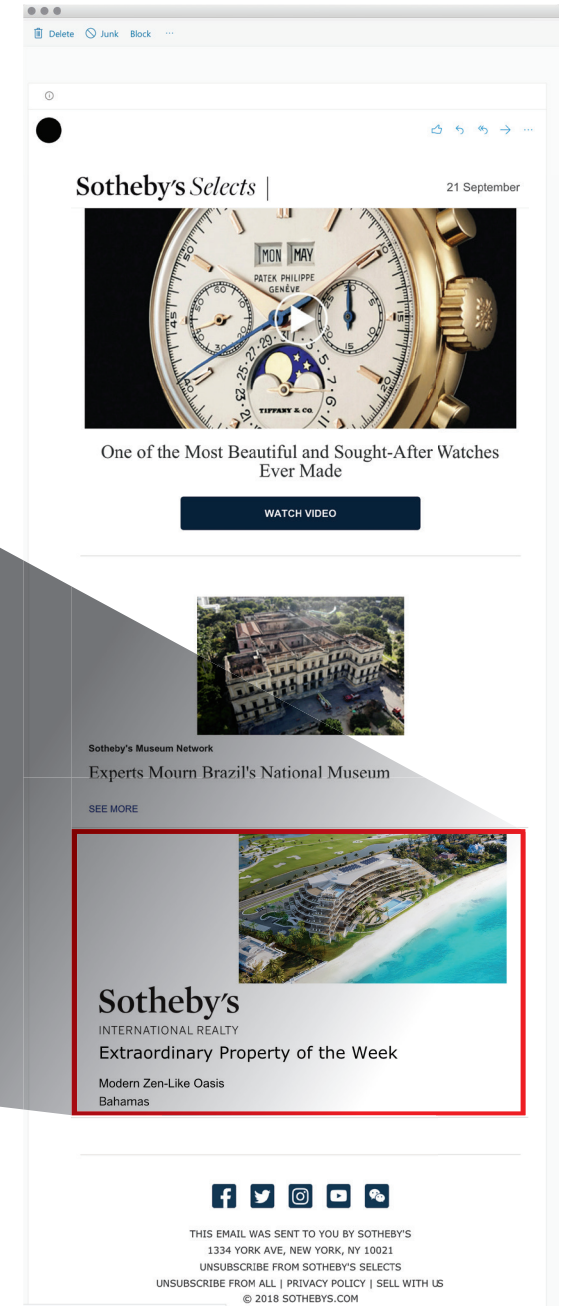
- Every Friday
- 52x Year
- Highlights upcoming auction events
- 700,000+ recipients
- 34% average open rate

PRICE: \$2,585/DEPLOYMENT


\*Limited Availability



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




Sotheby's Selects | 21 September



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

[WATCH VIDEO](#)

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



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

[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



**Sotheby's**  
INTERNATIONAL REALTY

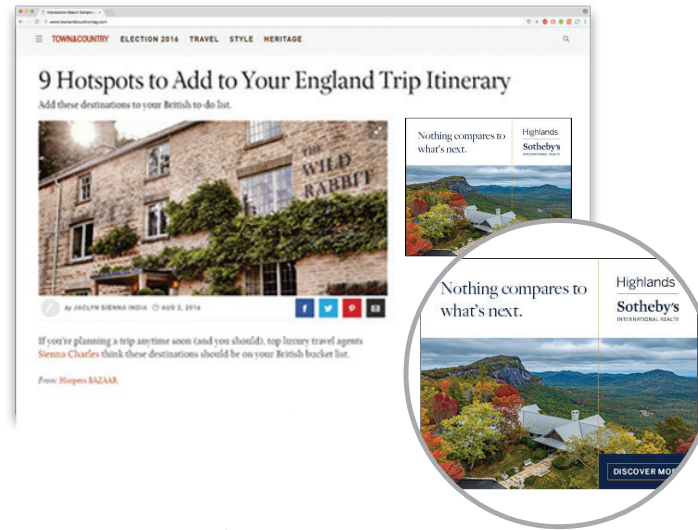
# Impressions Campaign

**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: **1121 & 1131 Garnet Rock Trail**
- Flight Dates: **March 2024 - May 2024**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

# Impressions Program Targeting Sites

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

## GEO TARGETING

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

**BloombergMarkets**

THE WALL STREET JOURNAL



INVESTOR'S BUSINESS DAILY®



**Forbes**

**FOX BUSINESS**



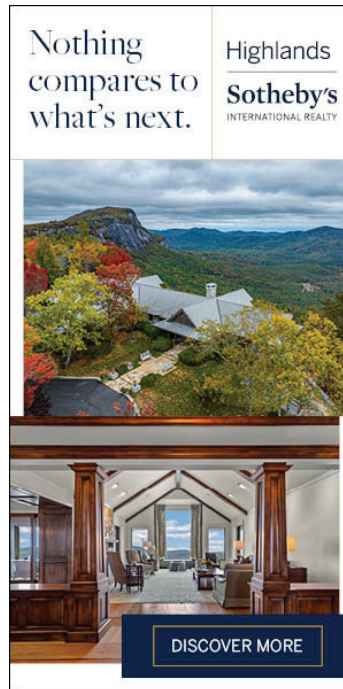
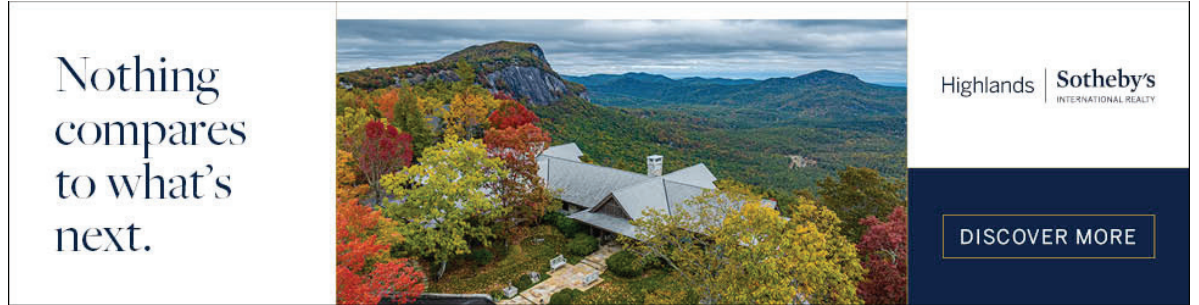
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

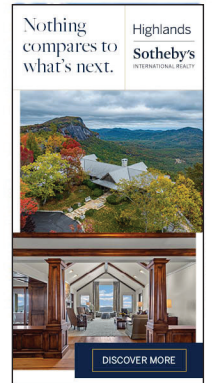
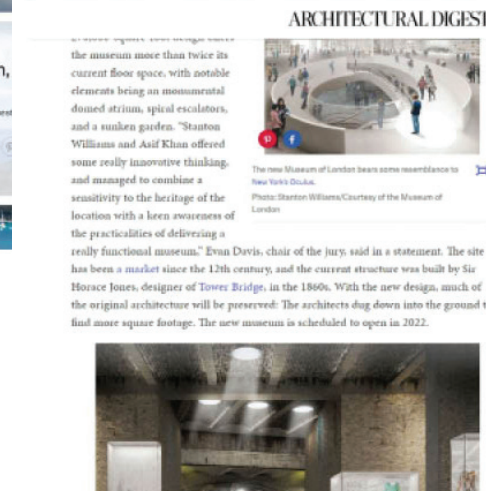
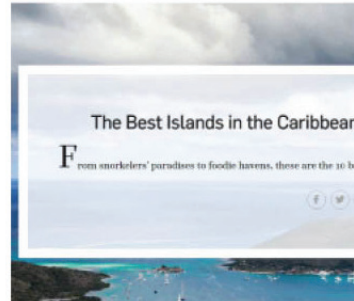
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

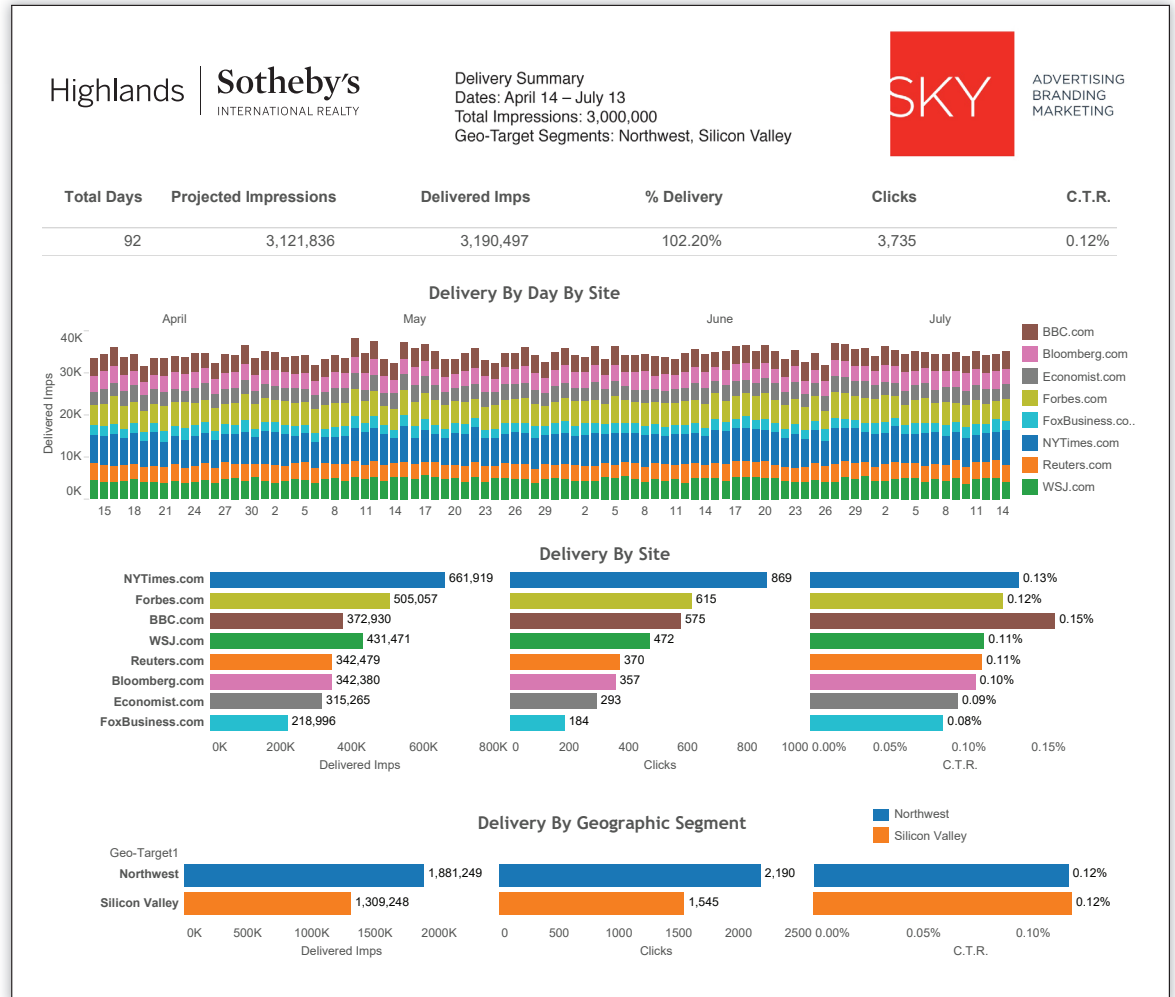


# Comprehensive Reporting For Your Customized Campaign

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 Atlanta, Florida, New York, Los Angeles, San Francisco and Silicon Valley.

The program is scheduled to start on March 1st, run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A site-specific segment of Global leading business/finance websites.
- A custom intent segment, that will allow us to show banners to adults who are actively looking for North Carolina Real Estate and living in Naples, Florida, Chicago metro area, Connecticut and Atlanta, GA..

## SITE SPECIFIC

This segment consists of premium global business, finance websites such as WSJ.com, FoxBusiness.com,

Forbes.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.

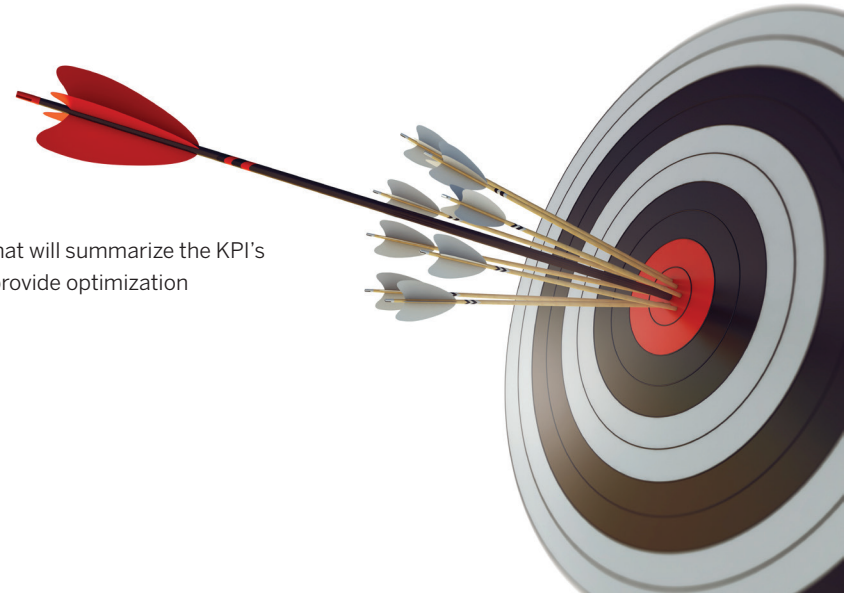
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

**Highlands Sotheby's International Realty - 1121 & 1131 Garnet Rock Trail**

Media	Geo-Target	March					April				May				Impressions
		01	08	15	22	29	06	13	20	27	03	10	17	24	
Bloomberg.com	Atlanta, Florida, New York, Los Angles, San Francisco, Silicon Valley														650,000
WSJ.com															
Barrons.com															
Investors.com															
Reuters.com															
Forbes.com															
FoxBusiness.com															
CNBC.com															
Custom Intent - North Carolina Real Estate	Atlanta, Florida, New York, Los Angles, San Francisco, Silicon Valle														400,000
Behavioral - Golf Enthusiasts	Naples, Florida, Chicago metro area, Connecticut, Atlanta, GA														450,000
<b>Total Digital</b>															<b>1,500,000</b>



# Comprehensive Digital

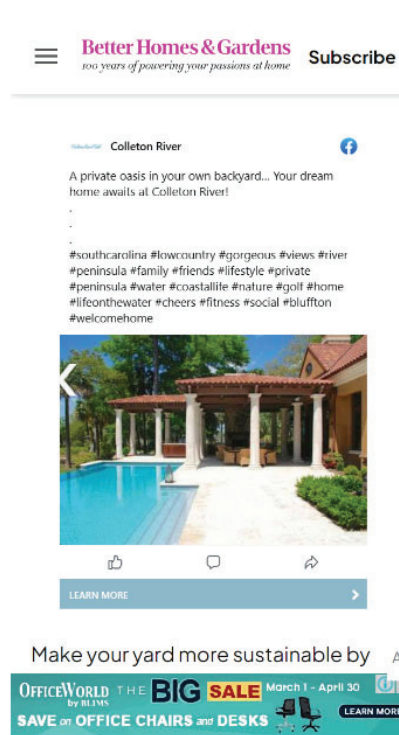
## SOCIAL MIRROR ADS

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.

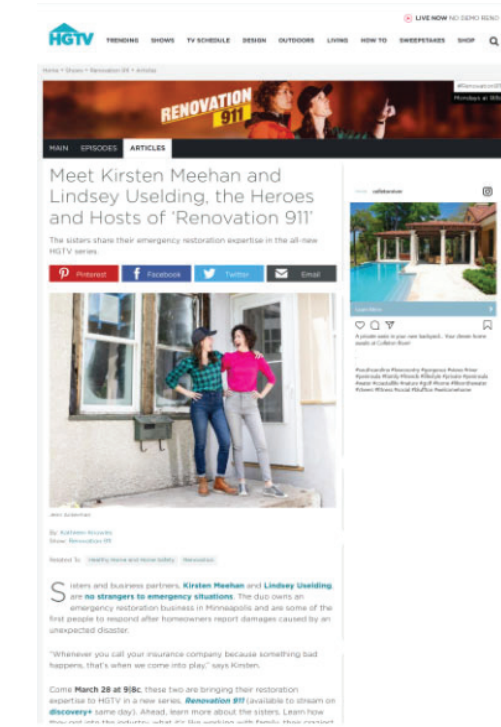
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

# Elite Traveler

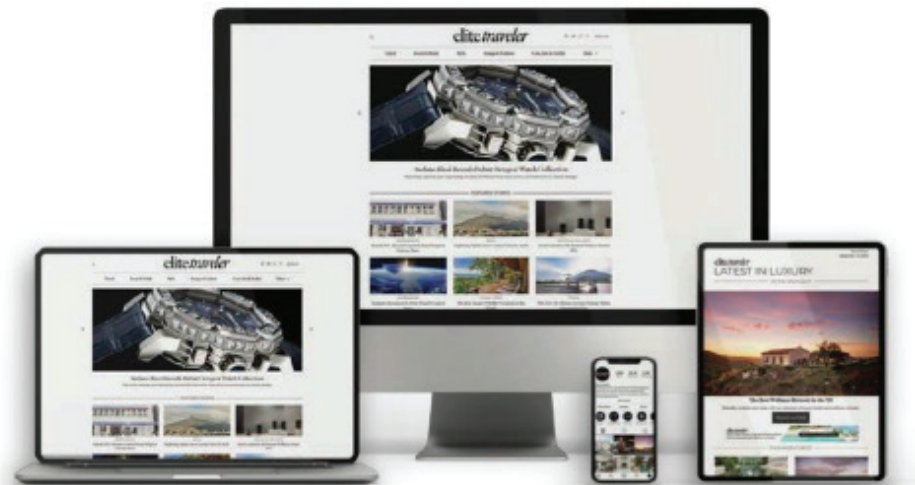
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

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



## DIGITAL

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# Nob Hill Gazette

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

## E-NEWSLETTER

### ON THE MARKET

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An exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

---

PRICE: \$500 PER LISTING

**San Francisco, Peninsula, and Silicon Valley**



# jamesedition.com

## E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stores', and 'Sell'. Below this is a search bar and a category menu with icons for Cars, Real Estate, Yachts, Watches, Jets, Helicopters, and Entertainment. The main banner features a luxury yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, there's a section for 'MOST POPULAR' items, including a Ferrari 488 GTB, Chevrolet Corvette, Shannan Villa, and Ram 2500. There are also sections for 'JAMES SPOTTING' (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 'Find luxury real estate' page on JamesEdition.com. It features a search bar with 'Type location' and a 'Search' button. 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 section titled 'Find luxury Real Estate and Homes for sale' with a sub-section 'VIEW ALL HOMES SPAIN | NEW YORK | PARIS'. Below this, there's a grid of featured luxury properties, each with a small image and a title. The properties include '5 Bedrooms - Pent...', 'Stunning Sherwood...', 'Envious Estate by...', 'Modern Apartment...', 'Elegant French Styl...', 'Playa Nix', 'Koninghof', 'Magnificent Seclu...', 'Extraordinary Ocea...', 'Maimok Paradise ...', 'Kiltreagh House', and '7+/- Acres for pote...'. 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'. The footer contains 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

# jamesedition.com

## ROTATING GALLERY

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

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

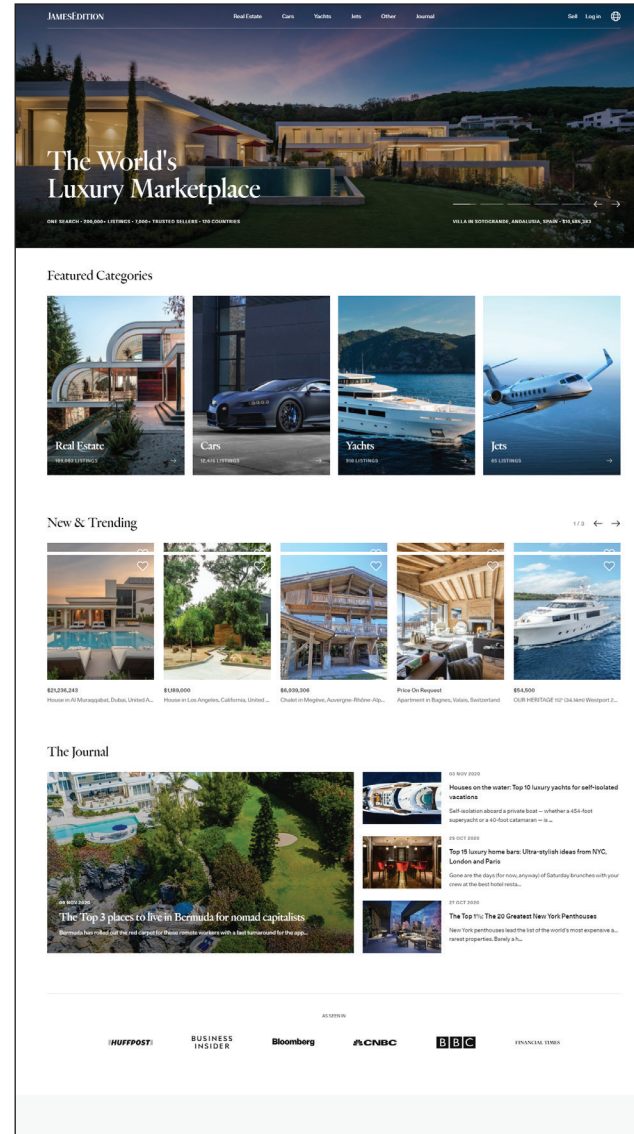
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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.

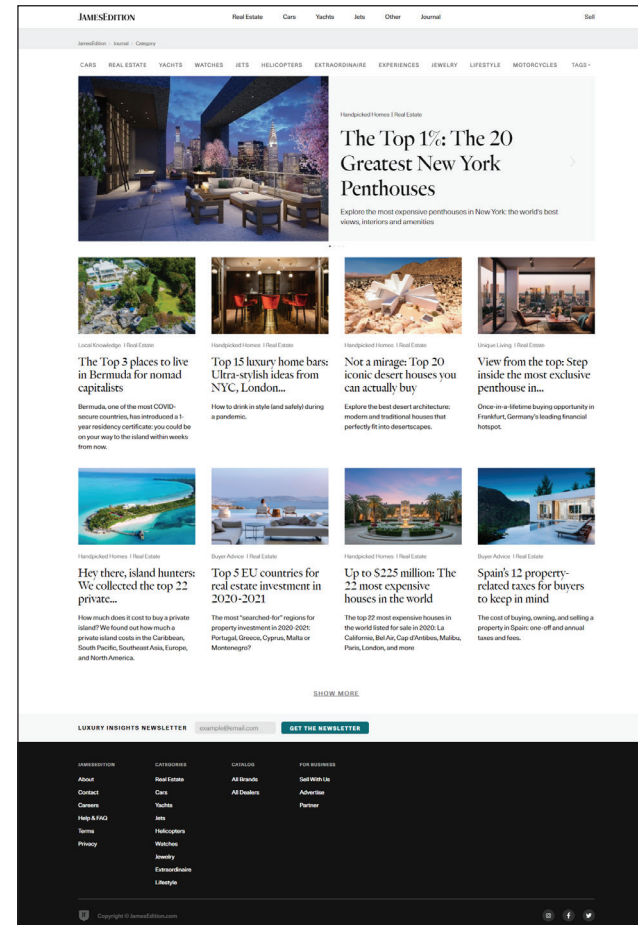
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

**\$5,500 NEWSLETTER TOP & ARTICLE**  
**\$3,300 NEWSLETTER TRENDING & ARTICLE**



# jamesedition.com

## SOCIAL MEDIA POST

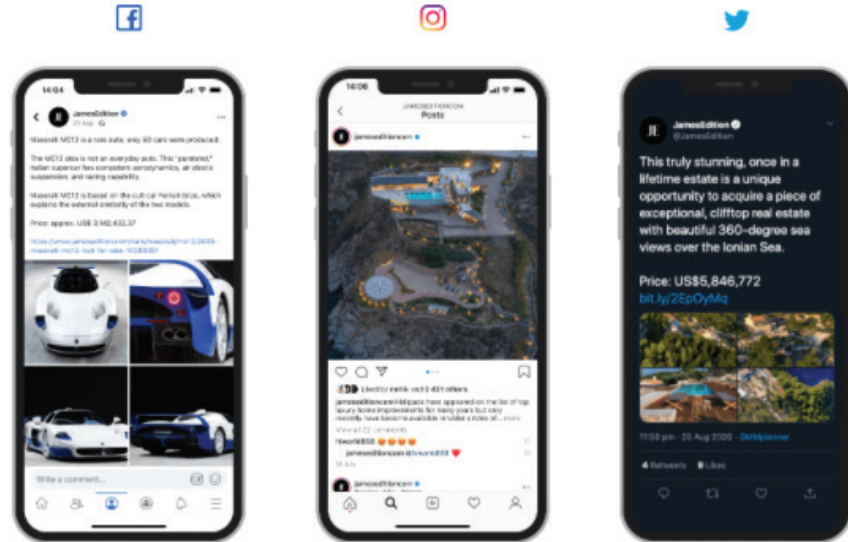
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

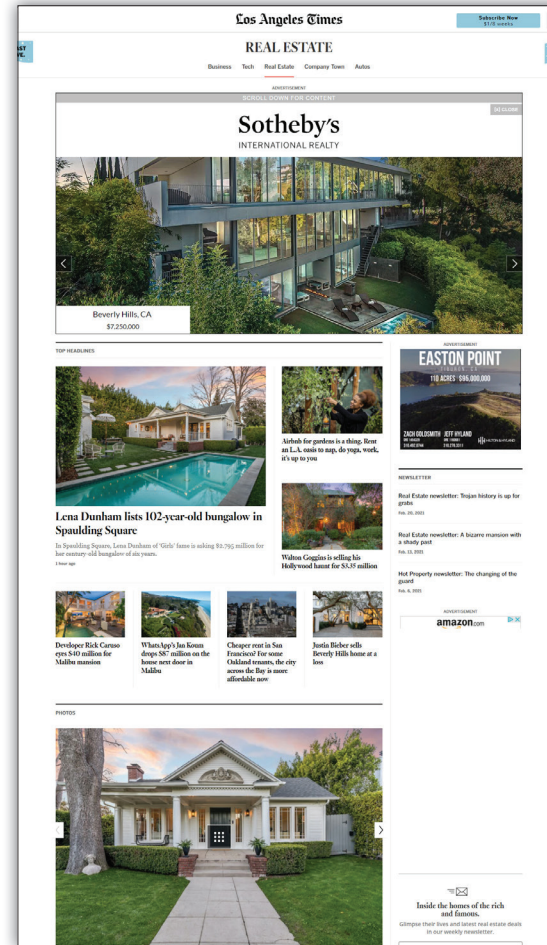
# LA Times

## LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

Maximum 30 featured properties  
Included with the Hot Property Print Placement





# Luxury Estate

## LUXURY ESTATE

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

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

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

### SHOWCASE LISTING + ELITE LISTING PACKAGES

#### PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



# RobbReport.com

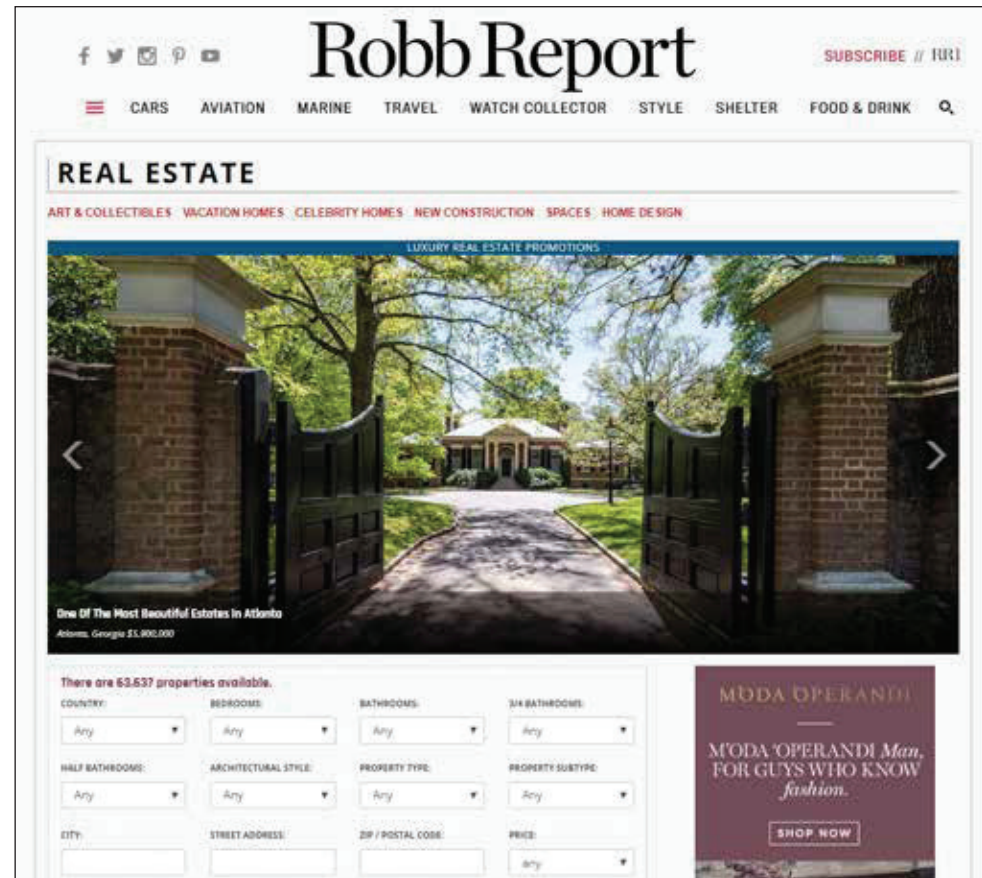
## REAL ESTATE MEDIA BAR

Placement on the Real Estate Media Bar provides outstanding visibility and click-through for high impact awareness.

Limited Space available: only 10 properties per month are permitted

- Above average click through rate
- Can click directly to provided url or landing page (built by robbreport.com)
- Property is live within 24-48 hours of receiving materials.

PRICE: \$1,350



# The Wall Street Journal Online (WSJ.com)

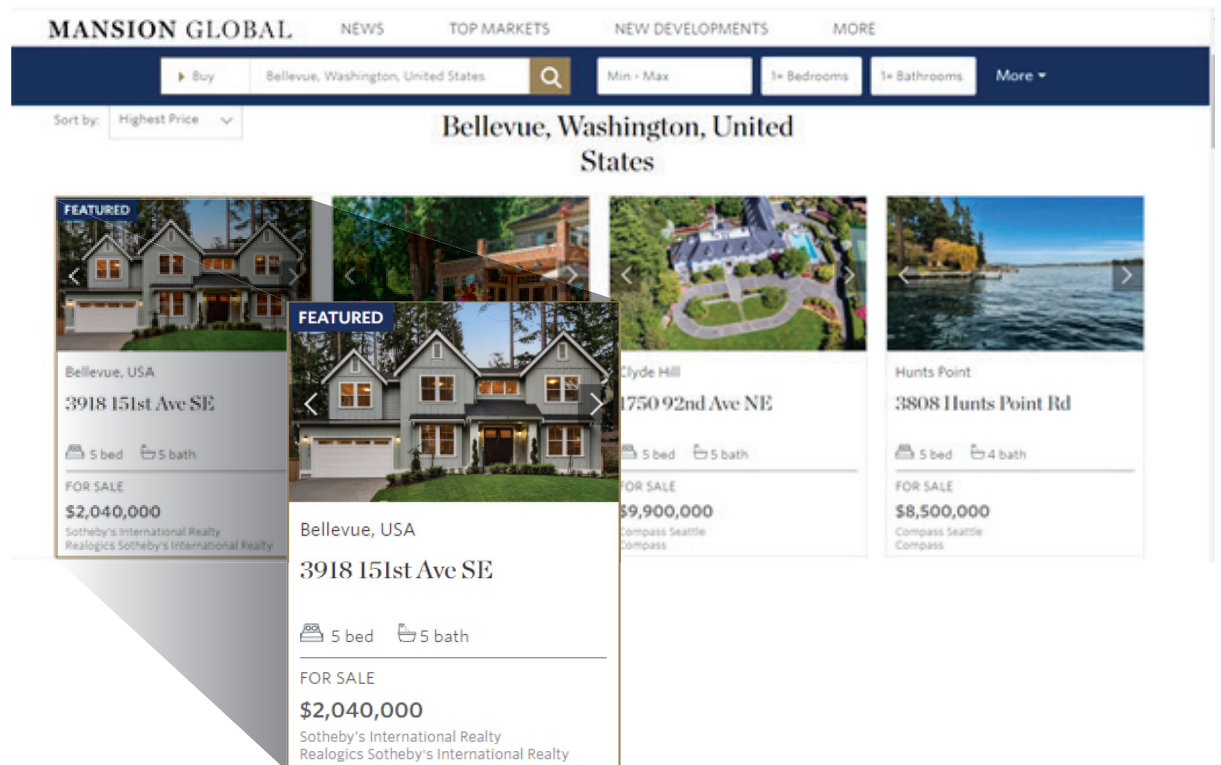
## FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

- 10 PROPERTIES: \$1,200
- 25 PROPERTIES: \$2,070
- 100 PROPERTIES: \$5,500

**Included with print placement**



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

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

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

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

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

Shared with 5 properties



# Print Offerings



Sotheby's  
INTERNATIONAL REALTY

# The Wall Street Journal

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

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

PRICE: \$795 SINGLE SPOT, COLOR

**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

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

**Shaky Ground**  
 A major supply chain is being disrupted by the virus, raising fears of a global health emergency

**Tennessee Twisters Kill at Least 25**  
 A line of twisters began barreling across Tennessee on Tuesday, killing at least 25 people in the worst twister outbreak in the state since 1954


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

**World-Wide**  
 Biden reached a string of major Tuesday primary victories and Sanders won delegates in California as the year broke away from the Democratic presidential nomination



**World-Wide**  
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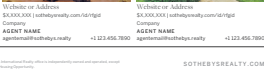
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# The New York Times

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The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

PRICE: \$760/SINGLE SPOT, COLOR

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Cheering the Spread of Once-Fringe Views  
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Outcome Hinges on a Handful of States  
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The 40,000 racers in this year's New York City Marathon...  
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By BENJAMIN SVETKEY  
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**Partisan Reruns Of New Query On The Census**  
By MICHAEL WIND  
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**Called to Serve, Utah Mayor Always Answered**  
By PETER TREMPER  
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Sandbanks  
Exuma, The Bahamas

**Jacqueline Lightburn**  
Elite Agent  
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Sandbanks | Exuma  
6 BR | 7.5 BA  
\$2,900,000

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Elite Agent  
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5 BR | 3.0 BA | 3029 SQ FT  
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As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

## ELITE TRAVELER AUDIENCE

- Total Readership: **557,000**
- Average Age: **45**
- Male/Female Ratio: **69% / 31%**
- Average HHI: **\$7.9M**
- Average Net Worth: **\$32M**

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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**

TRIPLE SPOT, COLOR: \$2,250  
PROPERTY SPOT, COLOR: \$750  
**Global**

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BY HENRIETTA PAVAN-LAY

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<b>NEW YORK, NEW YORK</b> 1000 Park Drive.com \$1,000,000 East Side Manhattan Brokerage <b>HEIDI FINE</b>   <b>SEENA BROADBENT</b> <a href="mailto:heidi.fine@sirbahamas.com">heidi.fine@sirbahamas.com</a> +1 212.605.8223	<b>NEW YORK, NEW YORK</b> 1000 Park Drive.com \$1,000,000 East Side Manhattan Brokerage <b>HEIDI FINE</b>   <b>SEENA BROADBENT</b> <a href="mailto:heidi.fine@sirbahamas.com">heidi.fine@sirbahamas.com</a> +1 212.605.8223	<b>NEW YORK, NEW YORK</b> 1000 Park Drive.com \$1,000,000 Downtown Manhattan Brokerage <b>MARIE FINE</b>   <b>ALAN BLOOM</b>   <b>NIKAI FELD</b> <a href="mailto:marie.fine@sirbahamas.com">marie.fine@sirbahamas.com</a> +1 212.605.8223	<b>NEW YORK, NEW YORK</b> 1000 Park Drive.com \$1,000,000 Downtown Manhattan Brokerage <b>MARIE FINE</b>   <b>ALAN BLOOM</b>   <b>NIKAI FELD</b> <a href="mailto:marie.fine@sirbahamas.com">marie.fine@sirbahamas.com</a> +1 212.605.8223	<b>SCOTTSDALE, NEW YORK</b> 1000 Park Drive.com \$1,000,000 Scottsdale Manhattan Brokerage <b>MARIE FINE</b>   <b>ALAN BLOOM</b>   <b>NIKAI FELD</b> <a href="mailto:marie.fine@sirbahamas.com">marie.fine@sirbahamas.com</a> +1 212.605.8223
<b>UNWILLE, NORTH CAROLINA</b> 1000 Park Drive.com \$1,000,000 1007 Farming Chalk Drive \$1,000,000   <a href="http://www.sirbahamas.com/id/46939">www.sirbahamas.com/id/46939</a> Karin Winkler <a href="mailto:karin.winkler@sirbahamas.com">karin.winkler@sirbahamas.com</a> +1 813.791.2880	<b>PROVIDENCE, RHODE ISLAND</b> 1000 Park Drive.com \$1,000,000 101 Congdon Street \$1,000,000   <a href="http://www.sirbahamas.com/id/46940">www.sirbahamas.com/id/46940</a> The Mackney Gold Group <a href="mailto:the.mackneygoldgroup@sirbahamas.com">the.mackneygoldgroup@sirbahamas.com</a> +1 813.791.2880	<b>CHARLESTON, SOUTH CAROLINA</b> 1000 Park Drive.com \$1,000,000 706 S.com \$1,000,000   <a href="http://www.sirbahamas.com/id/46941">www.sirbahamas.com/id/46941</a> The Mackney Gold Group <a href="mailto:the.mackneygoldgroup@sirbahamas.com">the.mackneygoldgroup@sirbahamas.com</a> +1 813.791.2880	<b>STATE OF PAINE, SOUTH CAROLINA</b> 1000 Park Drive.com \$1,000,000 11000 Park Drive.com \$1,000,000   <a href="http://www.sirbahamas.com/id/46942">www.sirbahamas.com/id/46942</a> The Mackney Gold Group <a href="mailto:the.mackneygoldgroup@sirbahamas.com">the.mackneygoldgroup@sirbahamas.com</a> +1 813.791.2880	<b>AUSTIN, TEXAS</b> 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000   <a href="http://www.sirbahamas.com/id/46943">www.sirbahamas.com/id/46943</a> Karin Winkler <a href="mailto:karin.winkler@sirbahamas.com">karin.winkler@sirbahamas.com</a> +1 813.791.2880
<b>AUSTIN, TEXAS</b> 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000   <a href="http://www.sirbahamas.com/id/46944">www.sirbahamas.com/id/46944</a> Karin Winkler <a href="mailto:karin.winkler@sirbahamas.com">karin.winkler@sirbahamas.com</a> +1 813.791.2880	<b>HOUSTON, TEXAS</b> 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000   <a href="http://www.sirbahamas.com/id/46945">www.sirbahamas.com/id/46945</a> Victoria Hinton <a href="mailto:victoria.hinton@sirbahamas.com">victoria.hinton@sirbahamas.com</a> +1 713.266.4932	<b>WIMBERLEY, TEXAS</b> 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000   <a href="http://www.sirbahamas.com/id/46946">www.sirbahamas.com/id/46946</a> Gary Adams <a href="mailto:gary.adams@sirbahamas.com">gary.adams@sirbahamas.com</a> +1 512.782.8887	<b>KANAS, UTAH</b> 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000   <a href="http://www.sirbahamas.com/id/46947">www.sirbahamas.com/id/46947</a> Chris Simons <a href="mailto:chris.simons@sirbahamas.com">chris.simons@sirbahamas.com</a> +1 405.522.0246	<b>KANAS, UTAH</b> 1000 Park Drive.com \$1,000,000 1000 Park Drive.com \$1,000,000   <a href="http://www.sirbahamas.com/id/46948">www.sirbahamas.com/id/46948</a> Chris Simons <a href="mailto:chris.simons@sirbahamas.com">chris.simons@sirbahamas.com</a> +1 405.522.0246

# Los Angeles Times Takeover

The Los Angeles Times takeover is an exclusive, full-color Sotheby's International Realty outsert that is placed on top of the Los Angeles times on select Saturdays to coincide with the weekly Hot Properties section.

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.

- Full Page color ad using Sotheby's International Realty Design Vault template
- Western Los Angeles coverage
- Saturday Print Circulation: **56,000**
- Saturday e-edition subscribers: **164,780**

PRICE: FULL PAGE \$660

Sotheby's INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.  
SOTHEBYSREALTY.COM

MALIBU CALIFORNIA

Photos provided by James Lanza | STOTTUS/ALYSON

72 Post Road, Old Westbury, NY

Extra Rare! Real Estate Colossus. Spectacular Old Westbury. \$4,900,000. 9 BR | 6 BA | 10.54 ACRES. Features include: 1200 sq ft Old Westbury Garden, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom 1800 sq ft studio in country house, 100 year 13,000 sq ft main cottage, 100 year garage with large workshop and more. This property is a true gem waiting to be discovered.

DANIEL GALE.COM | AGENT/DEBRA RUSSELL

Sotheby's INTERNATIONAL REALTY

SOTHEBYSREALTY.COM

Open the door to what's next.

The Rosewood Farm Estate Southampton, New York. 10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000. ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

SOTHEBYSREALTY.COM

Take a peek at what's next.

Water Mill South on Reserve, Pool & Tennis Water Mill, New York. 6 BEDROOMS | 6.5+ BATHS | 4,800 SQ FT | \$11,000,000. \$42MEADOWROAD.COM

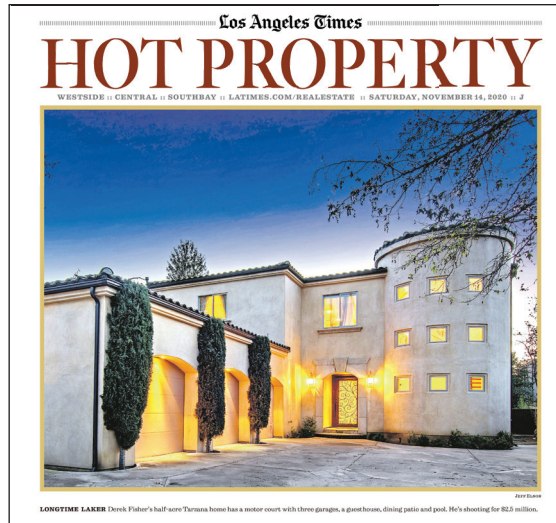
Sotheby's INTERNATIONAL REALTY

# Los Angeles Times Hot Property And Digital Lighthouse

## LOS ANGELES TIMES HOT PROPERTY

The Los Angeles Times weekly Hot Property section features the most up-to-date real estate news — including Hot Property (celebrity transactions), neighborhood spotlights, buying/selling tips, home décor and improvement trends.

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



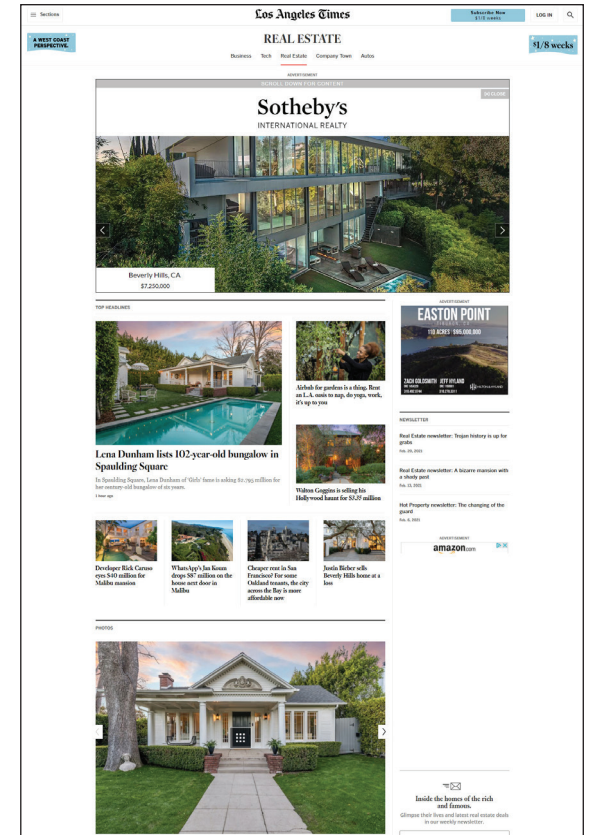
## LA TIMES DIGITAL LIGHTHOUSE

The Sotheby's International Realty LA Times Digital Lighthouse showcases 27-30 properties monthly and owns 100% SOV at the top of the LA Times Real Estate section.

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425/SPOT

Full color with 30 day Lighthouse Placement



# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2024

Plan 1								
Media	Ad Description	March	April	May	June	Media Total	Reach	
<b>Sotheby's Auction House: Print</b>								
Sotheby's Magazine	Half Page				\$ 1,820.00	\$ 1,820.00	20,000	
<b>Sotheby's Auction House: Digital</b>								
Sotheby's Bespoke Geo-Targeted Emails	Email							
Sotheby's Bespoke Geo-Targeted Emails	Georgia, Florida, California, New York, Connecticut	\$ 2,500.00				\$ 2,500.00	25,000	
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter			\$ 2,585.00		\$ 2,585.00	700,000	
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter		\$ 3,000.00			\$ 3,000.00	7,500	
<b>Digital</b>								
<b>Million Impressions*</b>								
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000	
Million Impressions	Targeting - Atlanta, Florida, California, NYC Metro							
<b>Comprehensive Digital</b>								
Social Mirror	Digital Behavioral Campaign	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000	
<b>Elite Traveler</b>								
Online Real Estate Showcase	Online Real Estate Showcase			\$ 2,500.00		\$ 2,500.00	100,000	
<b>Nob Hill Gazette</b>								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500	
<b>JamesEdition</b>								
Rotating Gallery Real Estate Page	Featured Banner			\$ 1,600.00		\$ 1,600.00	750,000	
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 3,300.00				\$ 3,300.00	294,000	
Social Media	Listing Feature		\$ 500.00			\$ 500.00	148,000	
<b>LA Times</b>								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00		Bonus		\$ 325.00	425,000	
<b>Robbreport.com</b>								
Robbreport.com	Featured Listing Carousel		\$ 1,350.00			\$ 1,350.00	6,000	
<b>WSJ.com</b>								
Mansion Global Homepage	Shared Banner Listing (5 listings)	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	492,000	
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -		
<b>Luxury Estate</b>								
Luxury Estate	Showcase Listing + Elite Listing Packages	\$ 1,100.00				\$ 1,100.00		
<b>Print</b>								
<b>The Wall Street Journal</b>								
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 1,590.00	\$ 795.00	\$ 795.00		\$ 3,180.00	1,933,272	
<b>The New York Times</b>								
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00		\$ 760.00		\$ 1,520.00	846,222	
The New York Times Takeover	Full page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	504,000	
<b>Elite Traveler</b>								
Elite Traveler	Luxury Homes Feature			\$ 4,500.00		\$ 4,500.00	111,400	
<b>Financial Times</b>								
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	580,011	
<b>The Los Angeles Times</b>								
The Los Angeles Times	Hot Property - listing + digital lighthouse			\$ 425.00		\$ 425.00	220,780	
The Los Angeles Times	Takeover	\$ 660.00				\$ 660.00	220,780	
TOTAL						\$ 48,190.00	9,203,465	

\*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 1	Ad Description	March	April	May	June	Media Total	Reach
<b>Media</b>							
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter			\$ 2,585.00		\$ 2,585.00	700,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - Atlanta, Florida, California, NYC Metro						
<b>Comprehensive Digital</b>							
Social Mirror	Digital Behavioral Campaign	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
<b>Elite Traveler</b>							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
<b>JamesEdition</b>							
e-Newsletter	e-Newsletter	\$ 1,500.00				\$ 1,500.00	294,000
Social Media	Listing Feature		\$ 500.00			\$ 500.00	148,000
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00		Bonus		\$ 325.00	425,000
<b>Robbreport.com</b>							
Robbreport.com	Featured Listing Carousel		\$ 1,350.00			\$ 1,350.00	6,000
<b>WSJ.com</b>							
Mansion Global Homepage	Shared Banner Listing (5 listings)	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	492,000
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -	
<b>Luxury Estate</b>							
Luxury Estate	Showcase Listing + Elite Listing Packages	\$1,100				\$ 1,100.00	
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00		\$ 2,385.00	1,933,272
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00		\$ 760.00		\$ 1,520.00	846,222
The New York Times Takeover	Full page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	504,000
<b>Financial Times</b>							
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	580,011
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + digital lighthouse			\$ 425.00		\$ 425.00	220,780
The Los Angeles Times	Takeover	\$ 660.00				\$ 660.00	220,780
TOTAL						\$ 29,385.00	7,439,565
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							