



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# The Cliffs Advertising and Marketing Program

TTR | **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 The Cliffs

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

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 McLean, VA.

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

**LET'S DO  
GREAT THINGS TOGETHER**

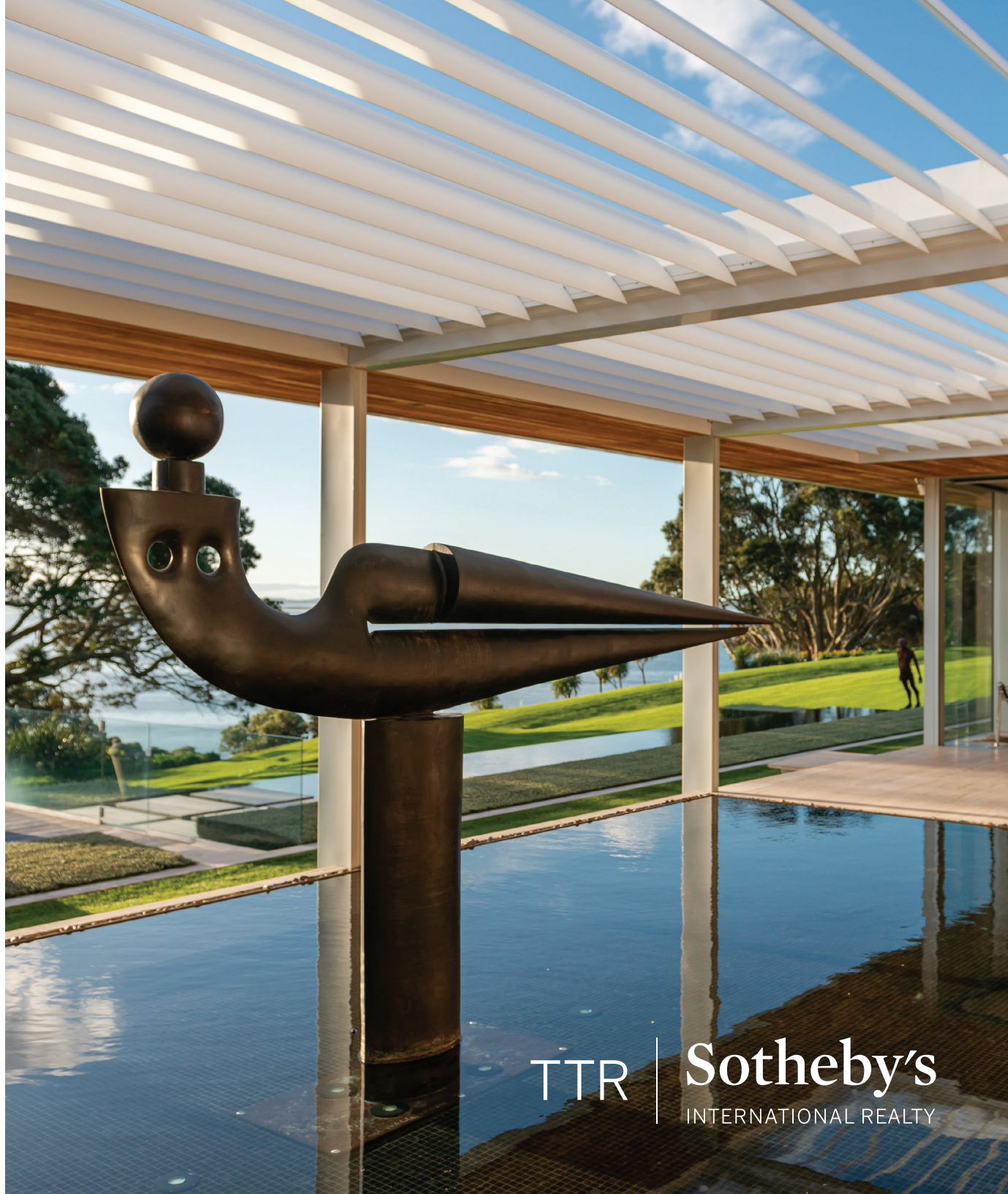
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# Sotheby's Auction House Offerings





# Sotheby's 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**

QUARTER PAGE: \$910

HALF PAGE: \$1,820

FULL PAGE: \$3,640



**Sotheby's**  
INTERNATIONAL REALTY

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

**Buildings Management to retail's needs.**  
Expensive maintenance collections of buildings business.

**Home**

**1 Central Park West 44/F/4C**  
This magnificent, landmarked, ultra-luxury, 44-story, 4C penthouse is a masterpiece of modern architecture. It features a private elevator, a private terrace, a private parking space, and a private storage room. The penthouse is located in the heart of Manhattan, just steps away from Central Park and the United Nations Secretariat Building. The penthouse is a true masterpiece of modern architecture and is a must-see for anyone looking for a luxury home in the heart of Manhattan. **\$65,000,000**

**550 Park Avenue, 9F/9B**  
This residence is the epitome of luxury. It features a private elevator, a private terrace, a private parking space, and a private storage room. The residence is located in the heart of Manhattan, just steps away from Central Park and the United Nations Secretariat Building. The residence is a true masterpiece of modern architecture and is a must-see for anyone looking for a luxury home in the heart of Manhattan. **\$22,000,000**

**Four Seasons Private Residences**  
This apartment is a true masterpiece of modern architecture. It features a private elevator, a private terrace, a private parking space, and a private storage room. The apartment is located in the heart of Manhattan, just steps away from Central Park and the United Nations Secretariat Building. The apartment is a true masterpiece of modern architecture and is a must-see for anyone looking for a luxury home in the heart of Manhattan. **\$22,000,000**

**Four Seasons Private Residences**  
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**88**

## DIGITAL

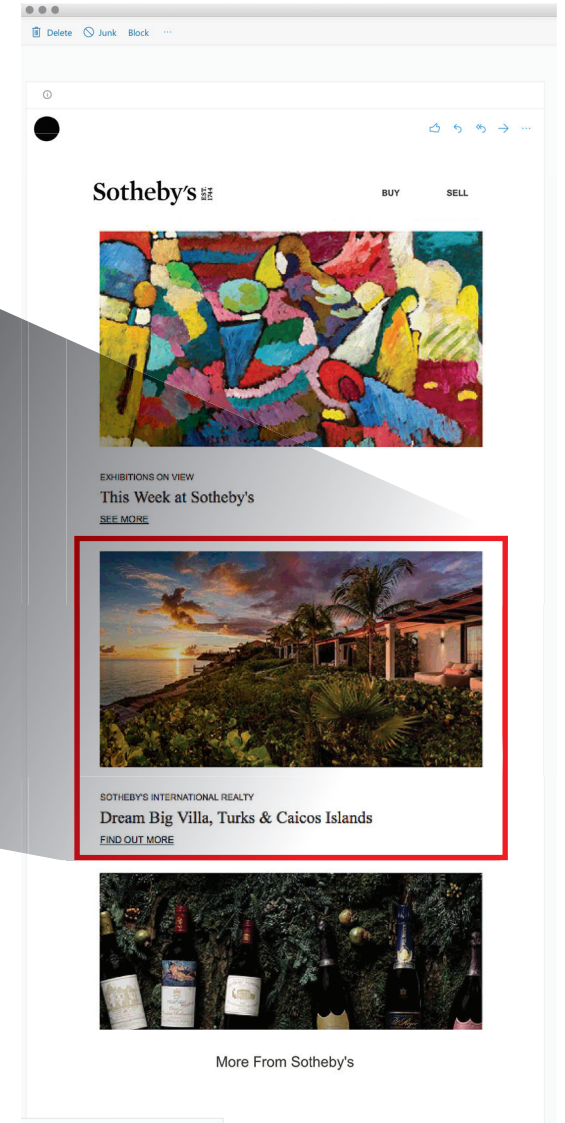
### SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

- 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

Saudi Arabia, UAE, Qatar, Washington DC, Virginia

PRICE: \$2,500/DEPLOYMENT




DIGITAL

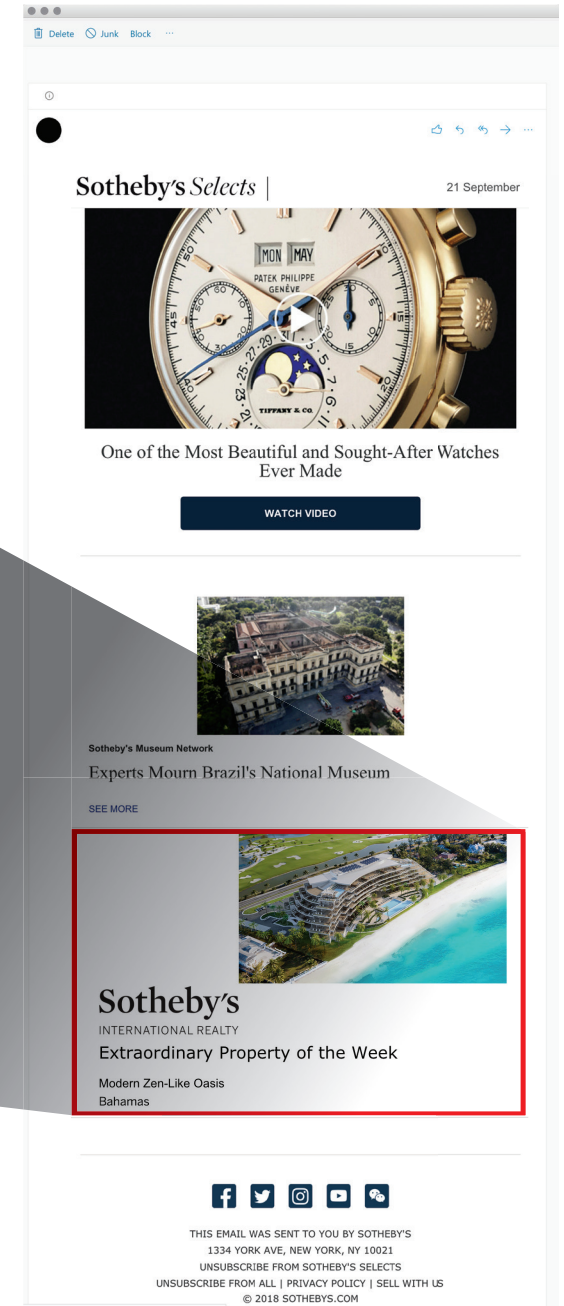
SOTHEBY'S SELECTS  
E-NEWSLETTERS

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


PRICE: \$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





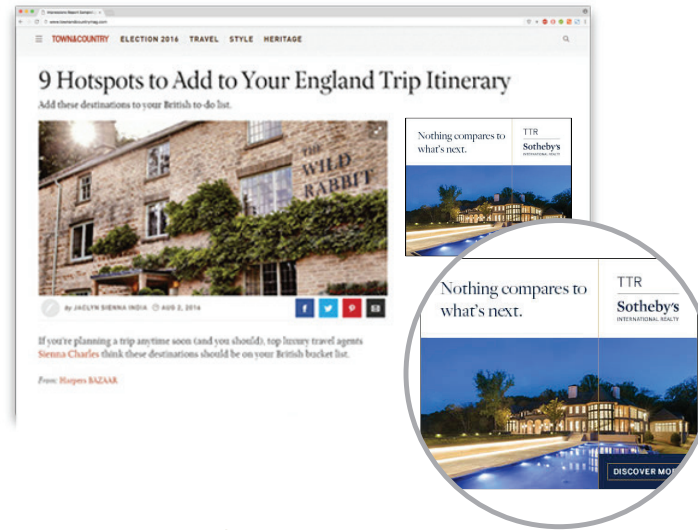
# Impressions Campaign

**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: **The Cliffs**
- Flight Dates: **March 2024 - May 2024**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment



# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

FOX BUSINESS

GULF NEWS

THE WALL STREET JOURNAL.



Forbes

Bloomberg  
Markets



The Washington Post



Gulf Business



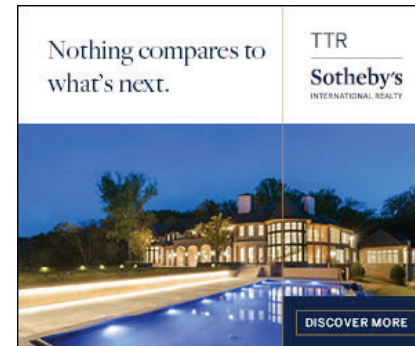
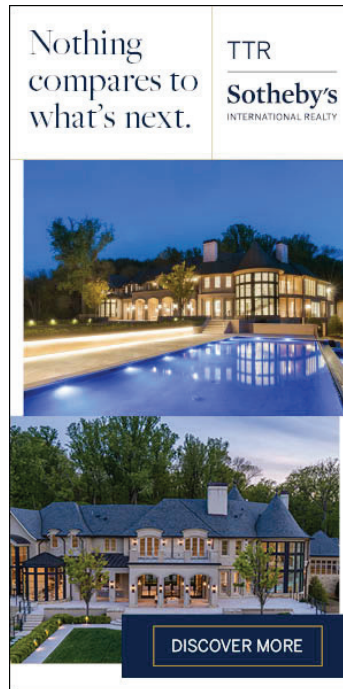
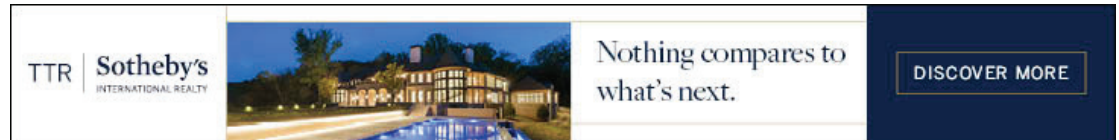
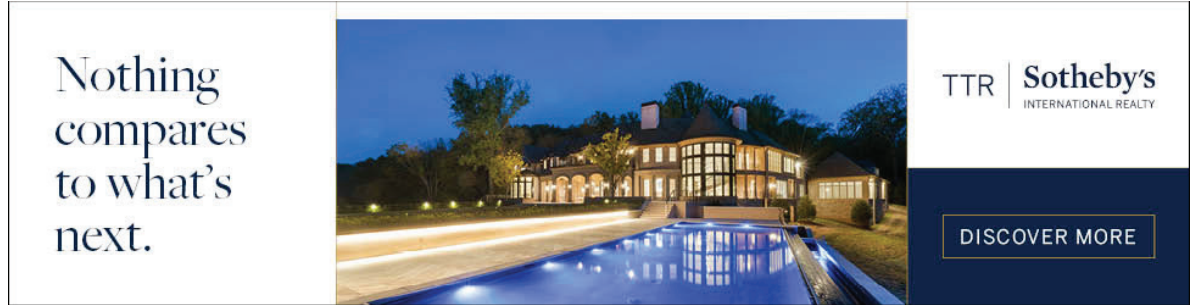
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

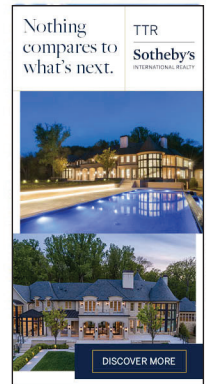
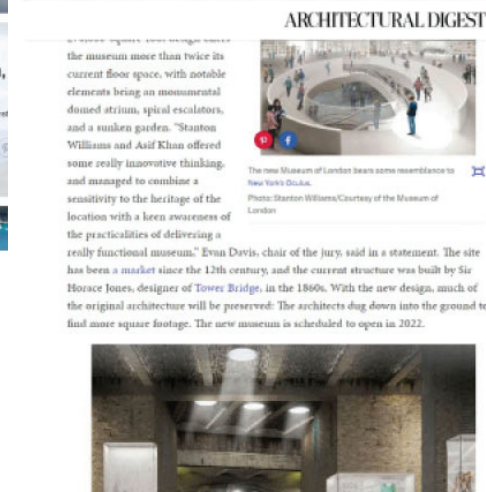
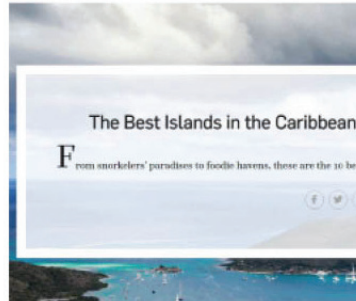
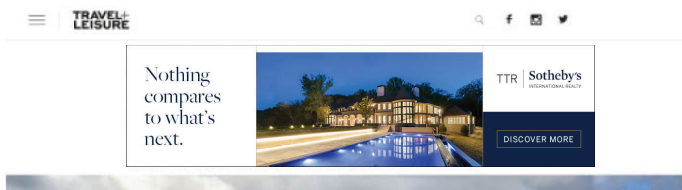
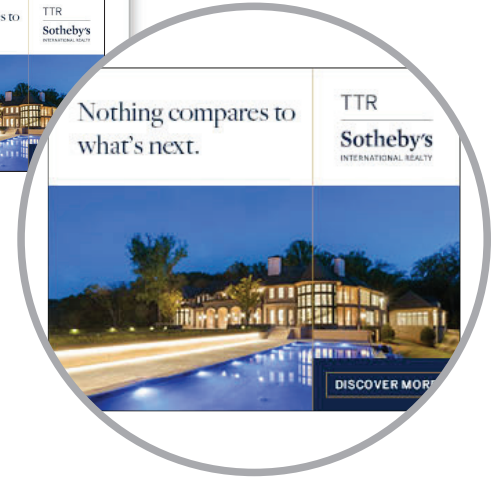
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

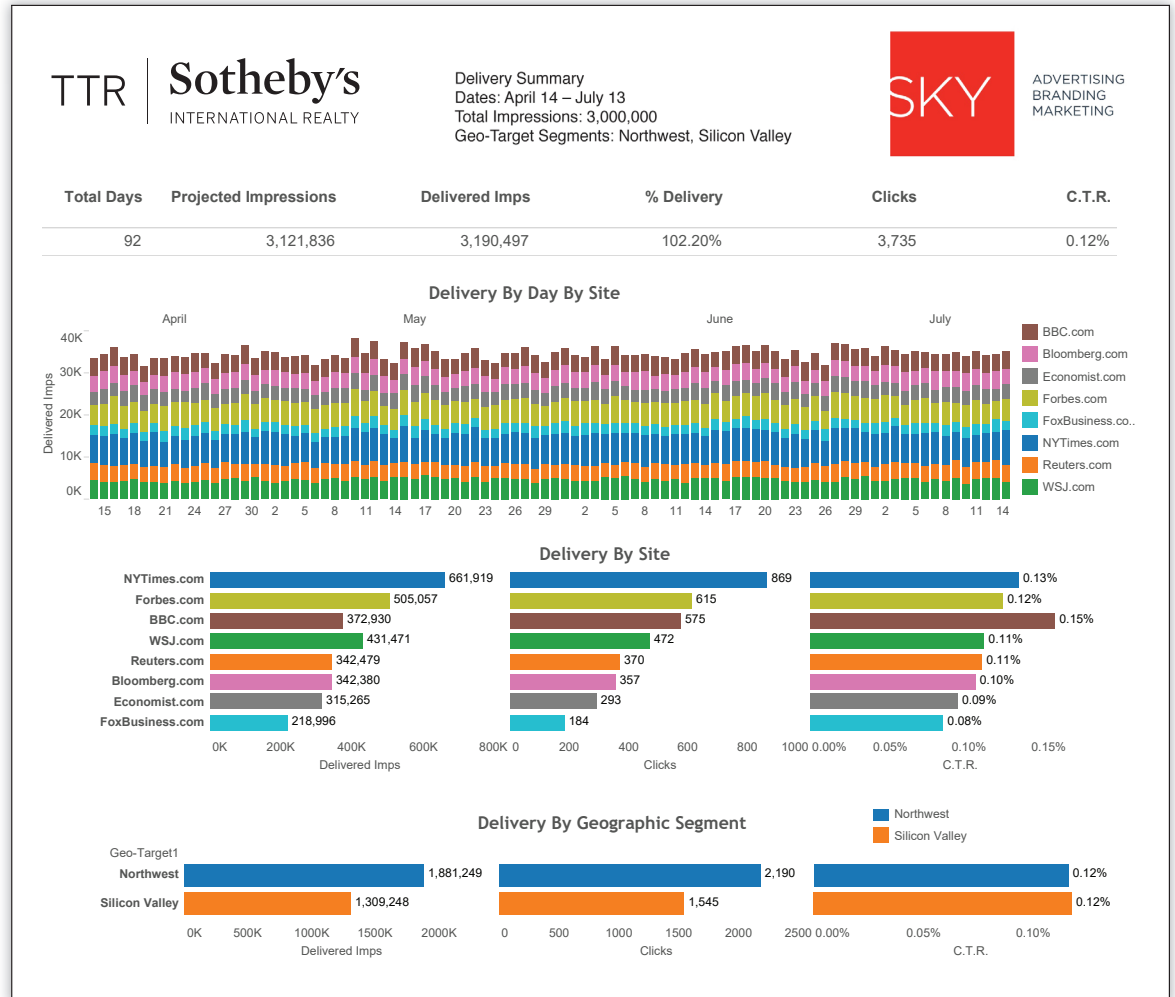


# Comprehensive Reporting For Your Customized Campaign

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 NYC & Wealthy New York Metro, LA & Wealthy LA Metro, Washington DC, McLean VA, Austin, Silicon Valley, Chicago, Saudi Arabia, Qatar, and UAE (Abu Dhabi, Dubai).

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

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in NYC & Wealthy New York Metro, LA & Wealthy LA Metro, Washington DC, McLean VA, Austin, Silicon Valley, Chicago, Saudi Arabia, Qatar, UAE, and (Abu Dhabi, Dubai) in top global business and finance sites.
- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in NYC & Wealthy New York Metro, LA & Wealthy LA Metro, Washington DC, McLean VA, Austin, Silicon Valley, Chicago, Saudi Arabia, Qatar, UAE, and (Abu Dhabi, Dubai) on top new sites.
- A Custom Intent segment that will allow us to show banners to adults actively searching for Washington DC area real estate and living in NYC & Wealthy New York Metro, LA & Wealthy LA Metro, Austin, Silicon Valley, Chicago, Saudi Arabia, Qatar, and UAE (Abu Dhabi, Dubai).

## SITE SPECIFIC

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

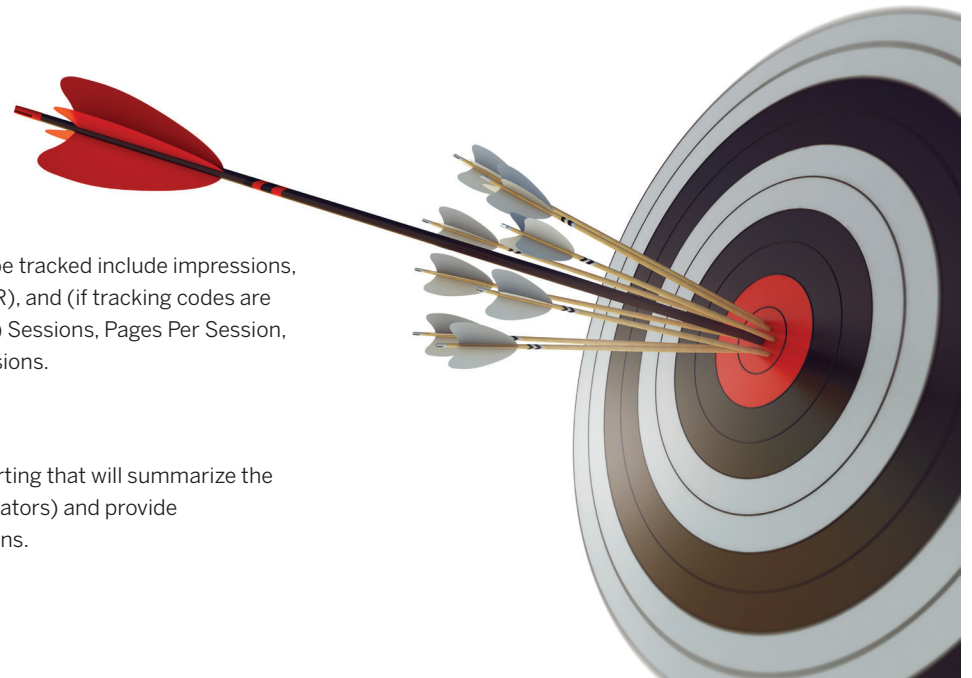
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

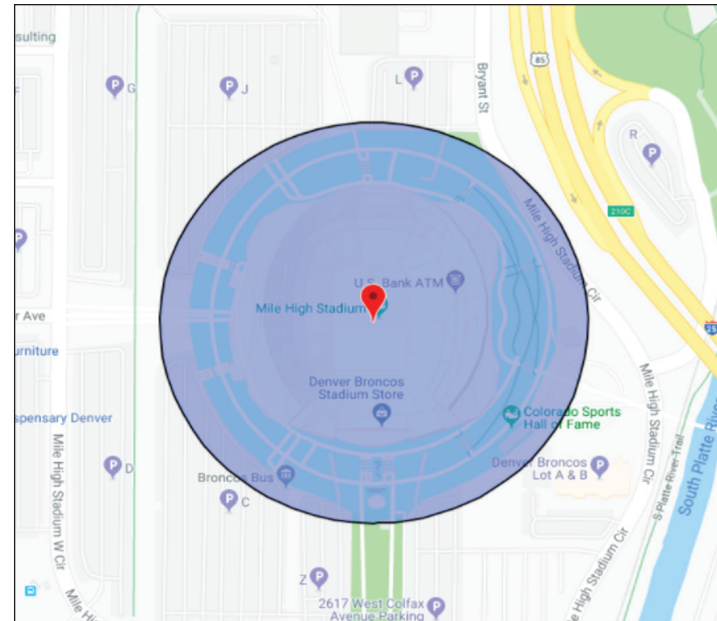
		TTR SIR - The Cliffs													
Media	Geo-Target	March				April				May				Impressions	
		01	08	15	22	29	05	12	19	29	05	12	19		26
Bloomberg.com	NYC & Wealthy New York Metro, LA & Wealthy LA Metro, Washington DC, McLean VA, Austin, Silicon Valley, Chicago, Saudi Arabia, Quatar, UAE (Abu Dhabi, Dubai )														650,000
Forbes.com															
FoxBusiness.com															
Reuters.com															
CNBC.com															
WSJ.com															
WashingtonPost.com	Saudi Arabia, Quatar, UAE (Abu Dhabi, Dubai )														400,000
NYTimes.com															
GulfNews.com															
GulfBusiness.com															
okaz.com.sa															
TheNationalNews.com															
Al-Sharq.com															
WashingtonPost.com	NYC & Wealthy New York Metro, LA & Wealthy LA Metro, Austin, Silicon Valley, Chicago														312,500
NYTimes.com															
Custom Intent - Washington DC area Real Estate	NYC & Wealthy New York Metro, LA & Wealthy LA Metro, Austin, Silicon Valley, Chicago, Saudi Arabia, Quatar, UAE (Abu Dhabi, Dubai )														137,500
<b>Total Digital</b>														<b>1,500,000</b>	



# 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: **STARTING AT \$1,500/MONTH**

# Comprehensive Digital

## OTT/VIDEO PREROLL

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

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

## HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

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

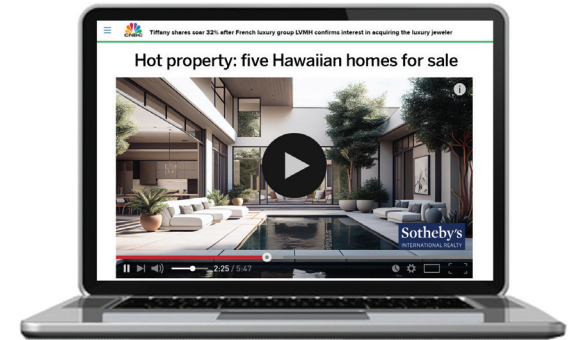
eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.



## WHY OTT?

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

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



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

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

**PRICE: STARTING AT \$1,500 PER MONTH**



# Comprehensive Digital

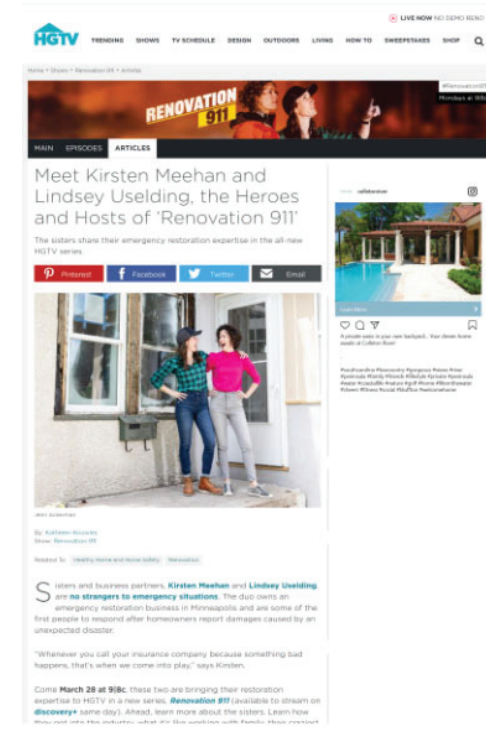
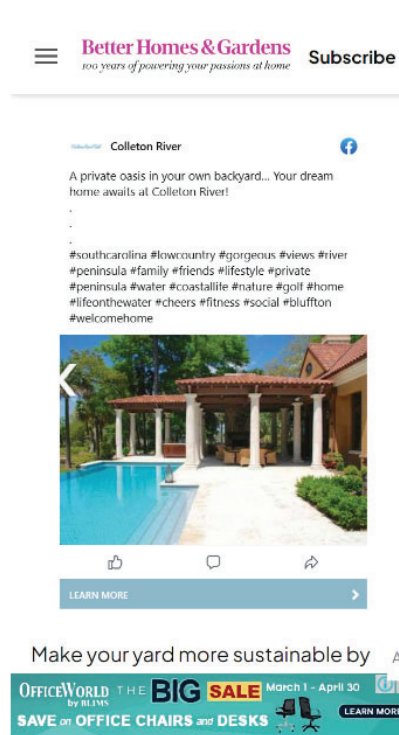
## SOCIAL MIRROR ADS

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

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

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

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



## TARGETING ABILITIES:

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

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

PRICE: STARTING AT \$1,500 PER MONTH

# Comprehensive Digital

## Digital Campaign Planner

Date Created: 10/31/2023

Client: TTR Sotheby's International Realty



GEOGRAPHIC TARGET:

Saudi Arabia; Qatar; UAE

Campaign Duration: 11/15/2023-02/15/2024	Mar-24	Apr-24	May-24	Total
<b>OVER THE TOP VIDEO (OTT)</b>				
Retargeting				
Behavioral Targeting: Billionaires; World's Billionaires; High Net Worth; Wealthy <b>AND</b> Home Buyers; Plans to Buy Second Home; Real Estate - Intent				
AI Targeting				
<b>Total Potential Impressions</b>	37,500	37,500	37,500	112,500
<b>Cost Per Thousand</b>	\$40.00	\$40.00	\$40.00	\$40.00
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>SOCIAL MIRROR ADS</b>				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: Billionaires; World's Billionaires; High Net Worth; Wealthy <b>AND</b> Home Buyers; Plans to Buy Second Home; Real Estate - Intent				
AI Targeting				
Keyword Targeting				
<b>Total Potential Impressions</b>	100,000	100,000	100,000	300,000
<b>Cost Per Thousand</b>	\$15.00	\$15.00	\$15.00	\$15.00
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	137,500	137,500	137,500	412,500
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

OTT Available Monthly Impressions Estimate:	68,429
Percentage of Targeted OTT inventory purchased with this campaign:	54.80%
Social Mirror Ads Available Monthly Impressions Estimate:	572,991
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	17.45%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

# Comprehensive Digital

## Digital Campaign Planner

Date Created: 10/31/2023

Client: TTR Sotheby's International Realty



**GEOGRAPHIC TARGET:**

New York, NY; Greenwich, CT;  
McLean, VA; Los Angeles, CA;  
Austin, TX; Chicago, IL;  
Washington, DC

Campaign Duration: 11/15/2023-02/15/2024	Mar-24	Apr-24	Mat-24	Total
<b>OVER THE TOP VIDEO (OTT)</b>				
Retargeting				
Behavioral Targeting: Billionaires; Multi-Millionaires; High Net Worth; Wealthy <b>AND</b> Home Buyers; Plans to Buy Second Home; Real Estate - Intent				
AI Targeting				
<b>Total Potential Impressions</b>	37,500	37,500	37,500	112,500
<b>Cost Per Thousand</b>	\$40.00	\$40.00	\$40.00	\$40.00
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>SOCIAL MIRROR ADS</b>				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: Billionaires; Multi-Millionaires; High Net Worth; Wealthy <b>AND</b> Home Buyers; Plans to Buy Second Home; Real Estate - Intent				
AI Targeting				
Keyword Targeting				
<b>Total Potential Impressions</b>	100,000	100,000	100,000	300,000
<b>Cost Per Thousand</b>	\$15.00	\$15.00	\$15.00	\$15.00
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	137,500	137,500	137,500	412,500
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

OTT Available Monthly Impressions Estimate:	819,340
Percentage of Targeted OTT inventory purchased with this campaign:	4.58%
Social Mirror Ads Available Monthly Impressions Estimate:	2,069,760
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	4.83%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

# Billionaire Magazine

Billionaire is an award-winning luxury publication distributed to a curated list of Ultra High Net Worth (UHNW) readers, globally.

## DIGITAL AUDIENCE

- **29% Millionaires**

### Readership stats

- Total Print Readership – **32,000**
- Online Monthly Unique Audience – **120,000**
- Online Monthly Page Views – **240,000**
- Social Media Reach – **110,000**
- Newsletter Database – **25,000**

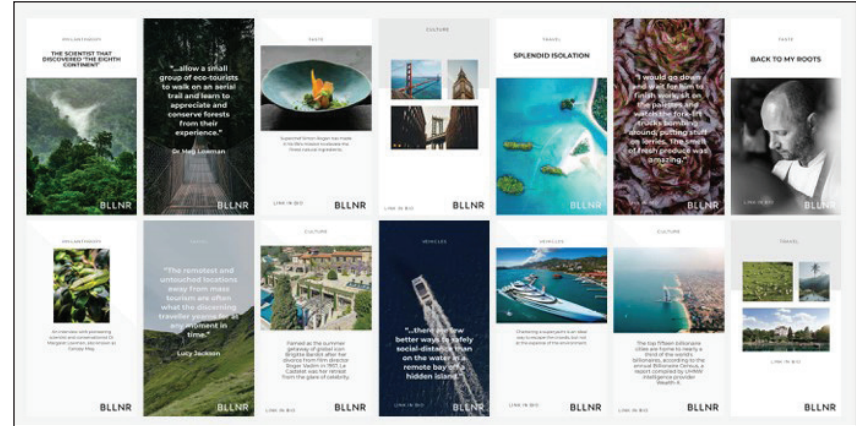
1x Online content piece - will sit on the site indefinitely and pick up organic views

1x Newsletter inclusion (25k subscribers) - drive content piece via newsletter

1x hyper-targeted social media campaign (4 weeks) - target UHNW's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

CUSTOM CONTENT + ENEWSLETTER: \$4,500

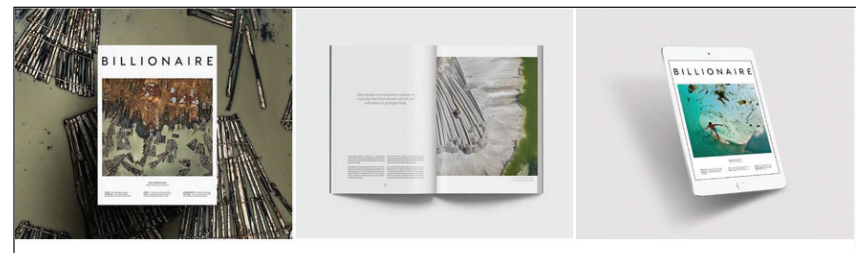
CUSTOM CONTENT + SOCIAL CAMPAIGN: \$6,000



**PRODUCT (ONLINE) PORTFOLIO**

- Online Branded Content
- Social Media Campaigns
- HNWI Hotspots Geo-Targeted Campaigns
- Newsletter Campaigns
- FULL PR Package

Reach our affluent and extensive member database through impactful advertising, content partnerships and directly in their inbox.



# Elite Traveler

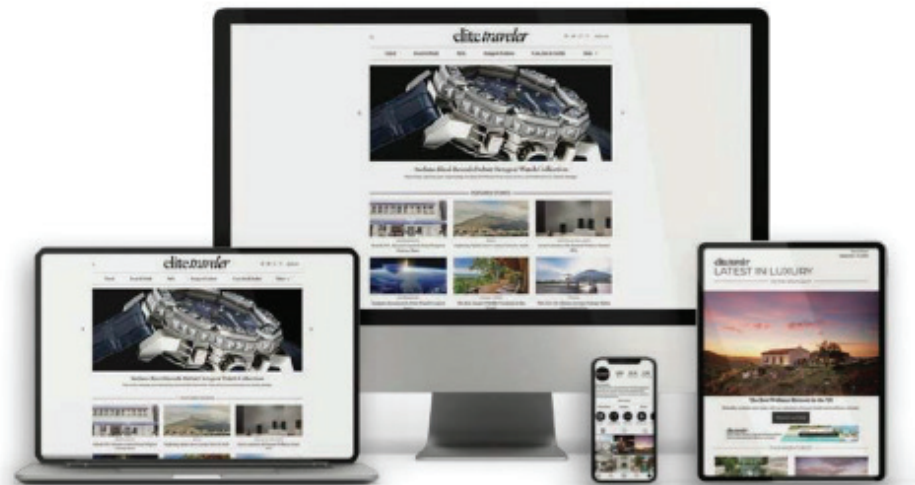
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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



## 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

---

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 and Homes for sale' page. 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 brief description of the platform. Below this, there's a 'Featured luxury properties' section with a grid of property listings, each with a thumbnail image and key details like '5 Bedrooms - Pent...', 'Stunning Sherwood...', 'Envious Estate by...', and 'Modern Apartment...'. At the bottom, there's a 'News about luxury real estate' section with several article teasers, including 'Most exclusive neighborhoods of Hong Kong', 'The Bahamas: Inside the most exclusive gated communities', 'Trending: Golf property in the "Golden Triangle" area of Algarve, Portugal', and 'Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring'.

# jamesedition.com

## ROTATING GALLERY

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

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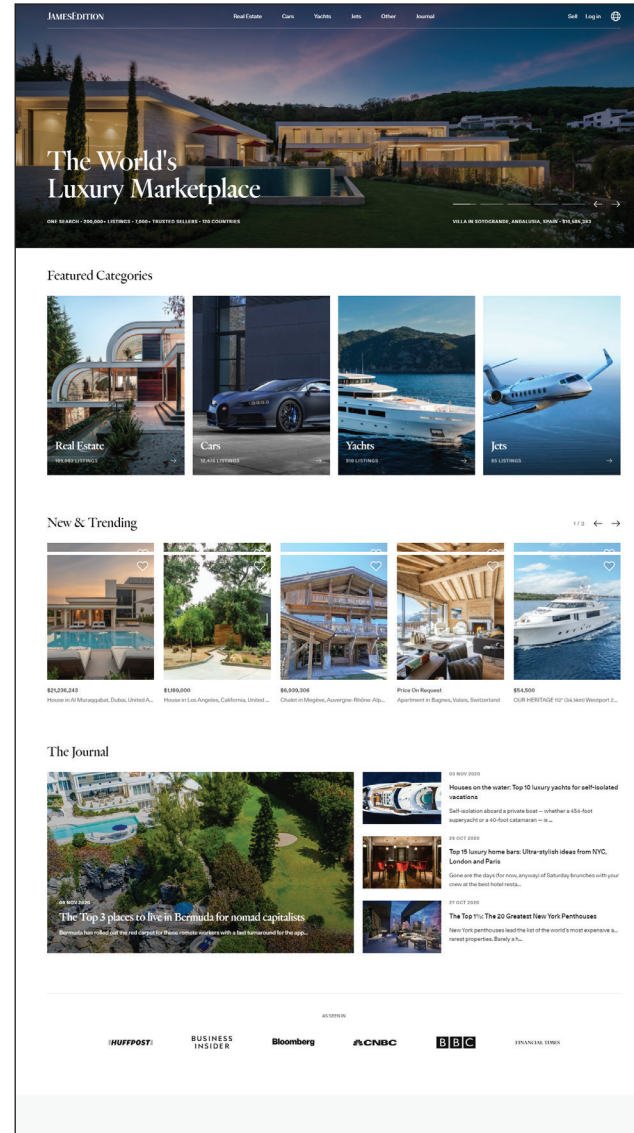
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600





# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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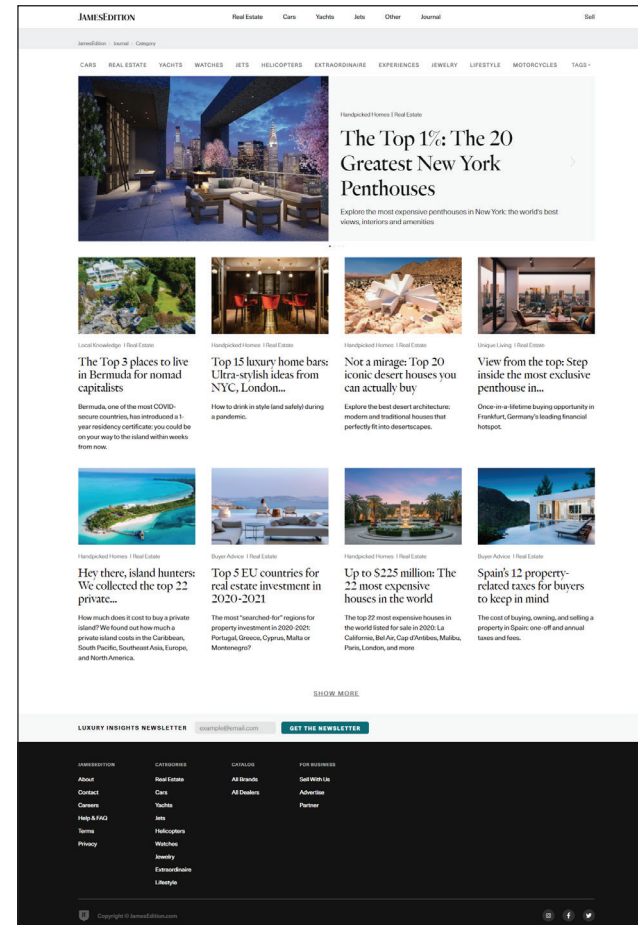
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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.

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



# jamesedition.com

## SOCIAL MEDIA POST

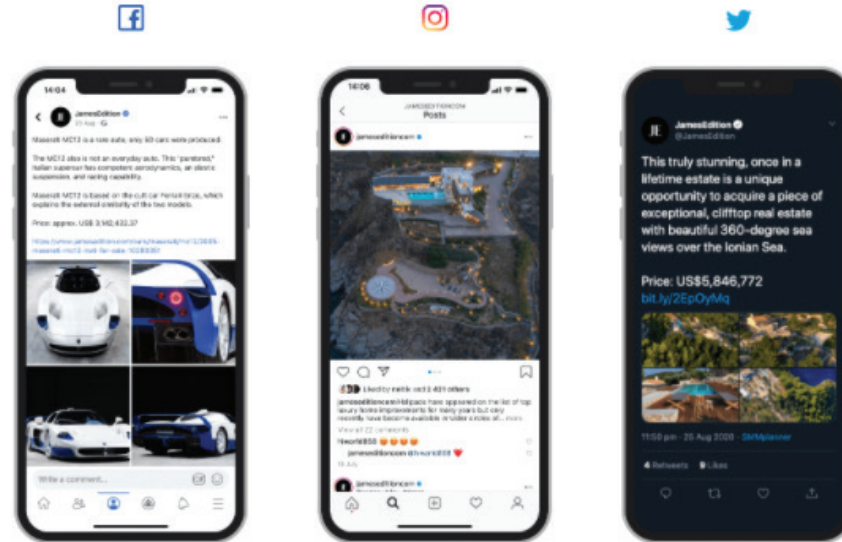
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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: \$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

The screenshot shows a news article on a website. The article title is "Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun". The author is "Bianca Caba San Lucas" and the date is "October 23, 2017". The article features several paragraphs of text, a large aerial photograph of the Diamante resort complex, and a small inset image of a golf course hole. The article is accompanied by social media sharing buttons for Facebook, Twitter, and Email. Below the article, there is a section for "ABOUT THE AUTHOR" and a "RELATED POSTS" section with two additional article thumbnails. On the right side of the page, there is a sidebar with a "TRACK RECORD" banner, a "Jetset" logo with a "START YOUR SUBSCRIPTION TODAY" button, and a "Jetset Magazine" logo with a "View on Facebook" button.

# Luxury Estate

## LUXURY ESTATE

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

With 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.



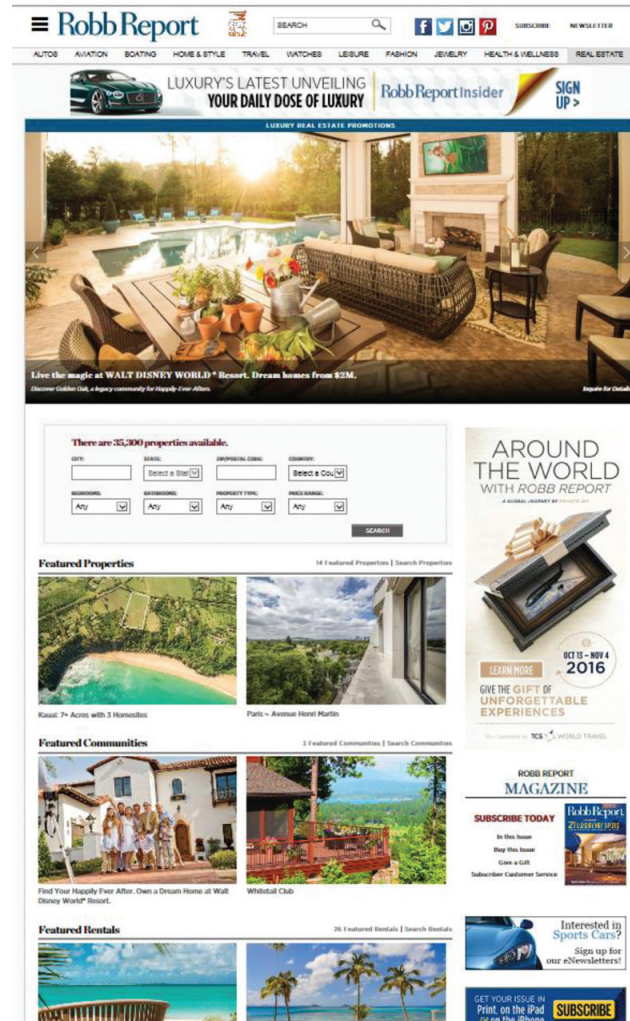
# RobbReport.com

## 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.





# Simply Abu Dhabi

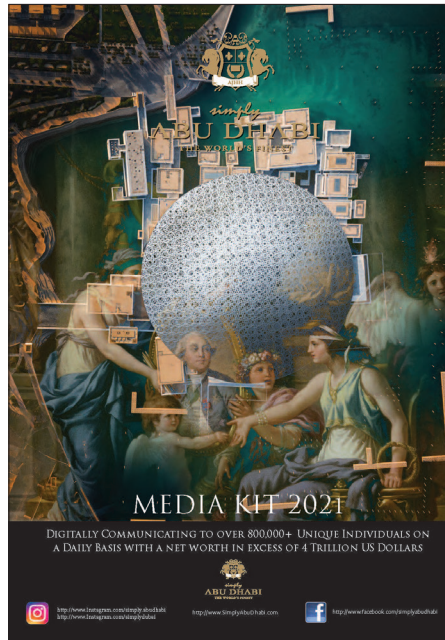
Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

## INSTAGRAM POST

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally

- A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.
- Conservative estimates would easily value our 7,800 'By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.
- Instagram: We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following: 95,000 followers on @AmazingAbuDhabi 101,000 followers on @SimplyDubai

PRICE: \$1,375 PER POST



# The Wall Street Journal Online (WSJ.Com)

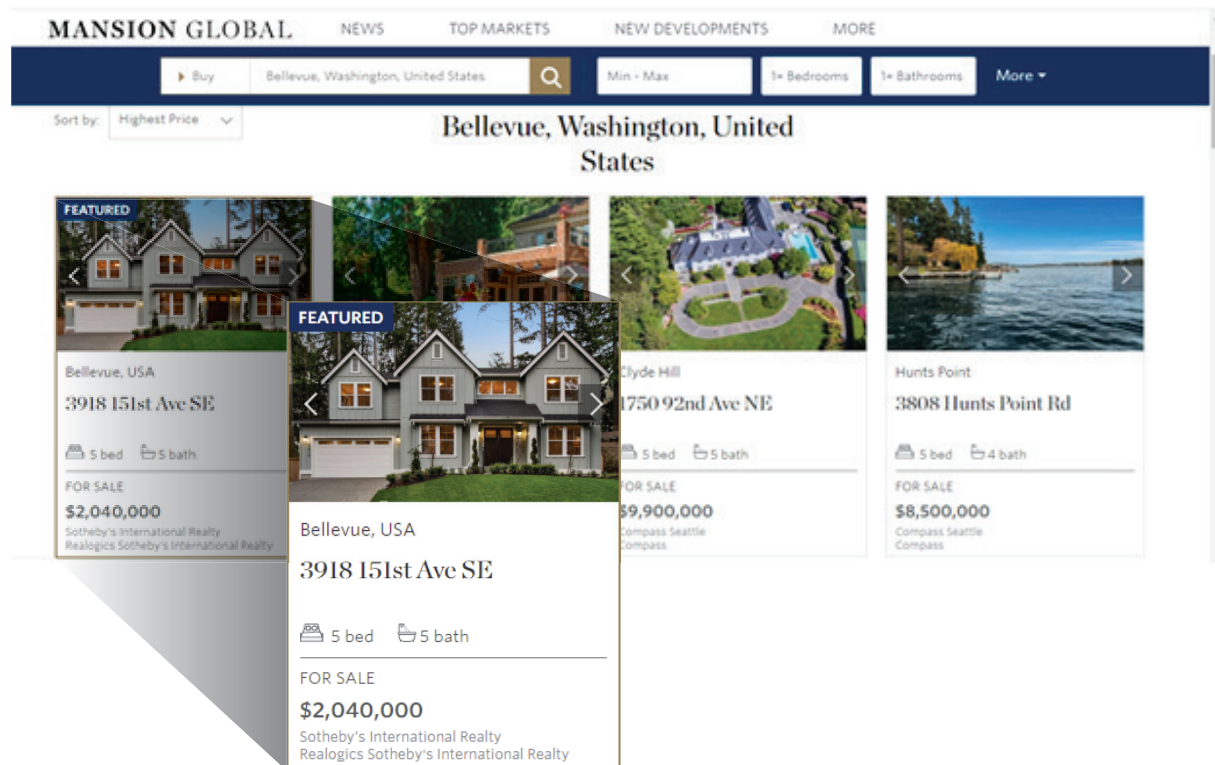
## FEATURED PROPERTY UPGRADES

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

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

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

**Included with print placement**



# The Wall Street Journal Online (WSJ.Com)

## MANSION GLOBAL HOMEPAGE HERO

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

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

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





# The Wall Street Journal Online (WSJ.Com)

## MANSSION GLOBAL DAILY (M-F) ENEWSLETTER

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

PRICE: \$3,680

View in your browser

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



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

**BY THE NUMBERS**

**The Most Expensive Homes for Sale in Canada**

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

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,900,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmont	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

**TRENDING TODAY**

**Architectural Digest** @ArchDigest Following

We found the most iconic building in every state in America: [archdg.co/8hz6SKy](http://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

**#AloneTogether** **ed**

**Staying home saves lives.**

For more info visit [coronavirus.gov](http://coronavirus.gov)

Powered by **COVIDment** AllChives

# The Wall Street Journal Online (WSJ.Com)

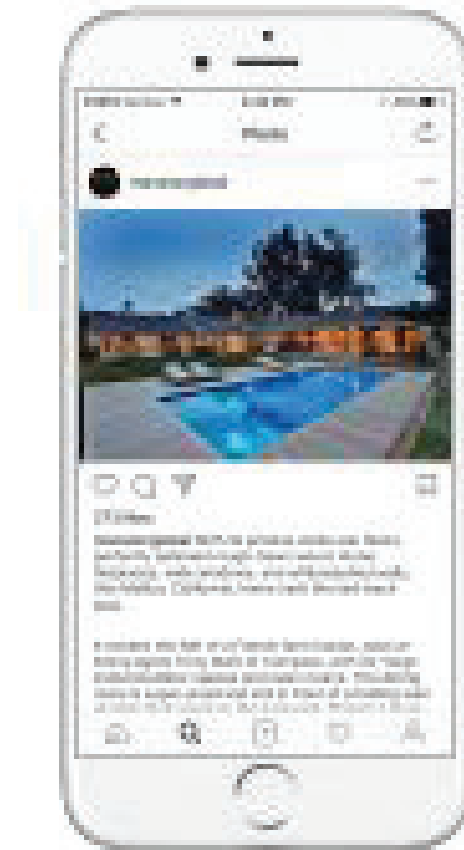
## @MANSIONGLOBAL INSTAGRAM

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

- Followers: **76.2K**

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PRICE: \$1,775

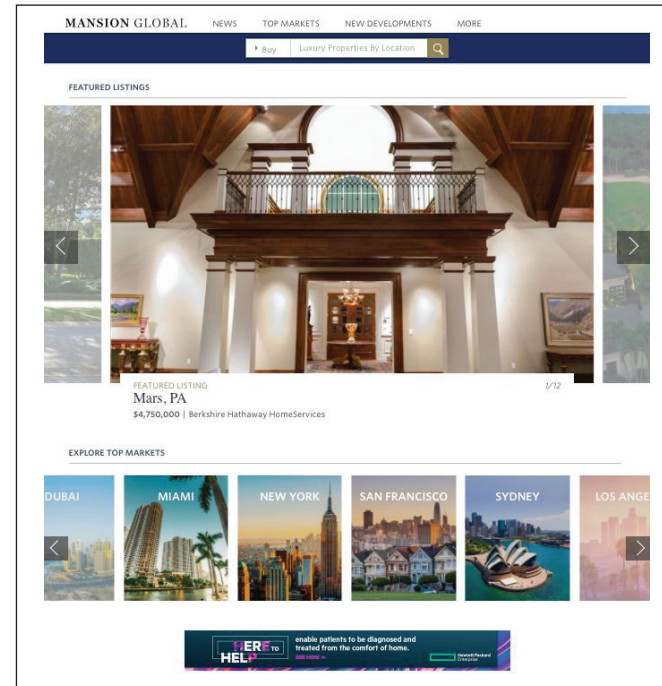


# The Wall Street Journal Online (WSJ.Com)

## THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH





# Print Offerings







# The New York Times

## IN THE FRIDAY MAIN NEWS SECTION

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

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

PRICE: \$760/SINGLE SPOT, COLOR

EXUMA, THE BAHAMAS



Leaf Cay  
\$19,995,000 USD | sirbahamas.com/id/46931

Bahamas Sotheby's International Realty  
**GEORGE DAMIANOS**  
george.damianos@sirbahamas.com  
+1 242.424.9699

"All the News That's Fit to Print"

The New York Times

Vol. CLXVIII No. 38,137

NEW YORK, MONDAY, NOVEMBER 5, 2018

Today, don't forget to vote and don't miss the Thanksgiving Eve special. **62.2%** of Americans check, meaning 100 million people are watching with high TV. **483,701** copies.

**Web's Far Right Can Hear Itself As Trump Talks**

*Chearing the Spread of Once-Fringe Views*

By KEVIN WOOD and JILL MONTGOMERY

On Wednesday, as news about the Trump administration's latest attempt at a "Muslim ban" spread, a far-right website called "The Daily Stormer" published an article with the headline "The Daily Stormer Celebrates the Spread of Once-Fringe Views." The article, written by a self-proclaimed "patriot," celebrated the site's growth and its role in spreading "patriotic" views. It also mentioned the site's recent acquisition of a new domain name, "The Daily Stormer News," and its plans to expand its reach.

**Edge in Polls Might Not Tip House Seats**

*Outcomes Hang on a Handful of States*

By NATE GREEN

Democrats expect to gain the House of Representatives in the November 6 election, but that does not mean they will win the White House. The outcome of the presidential election will depend on the results in just a handful of swing states, including Florida, North Carolina, and Ohio. These states, which represent about 30 percent of the total electoral college votes, will be the focus of intense campaigning in the weeks leading up to the election.

**It's Not Heaven, It's Brooklyn**

The 2018 season in this year's New York City Marathon enjoyed blue skies, record-high conditions and a fast course. Pages F7-D2.

**Spending Millions in a Bid to Avoid Sanctions**

By BENJAMIN SVETKEY

The U.S. Treasury is pushing back against a Russian law that would require U.S. companies to divest of their Russian assets. The Treasury is concerned that the law would force U.S. companies to divest of their Russian assets, which could harm the U.S. economy. The Treasury is working to block the law, but the Russian government is determined to pass it.

**Called to Serve, Utah Mayor Always Answered**

By JEFF TREMPER

INSTEAD OF GOING TO WORK, the 68-year-old mayor of Salt Lake City, Utah, has been called to serve in the U.S. House of Representatives. Mayor Will Alshuler has been elected to represent Utah in Congress, a position he has held for several years. He is the first Utah mayor to be elected to Congress.









































**Offering Little Pool, Russian Accuses Georgia Rival of 'Hack'**

By RICHARD HENNET

ATLANTA — For weeks, from the White House to the State Department, the Russian government has accused Georgia of being a "hack" in the 2016 U.S. presidential election. The accusation is based on a claim that a Russian intelligence operative, known as "Kevin" or "Kevin D.", was involved in the election. The Russian government has provided little evidence to support its claim, and the U.S. government has repeatedly denied the accusation.

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INTERNATIONAL REALTY

Nothing compares to what's next.

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<p><b>PALO ALTO, CALIFORNIA</b></p>  <p>11270 Sycamore Way \$12,700,000   sirbahamas.com/id/46936</p> <p><b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.858.2874</p>	<p><b>PALO ALTO, CALIFORNIA</b></p>  <p>3011 Hampshire Road \$10,000,000   sirbahamas.com/id/46937</p> <p><b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.858.2874</p>	<p><b>POLO, CALIFORNIA</b></p>  <p>2715 Poplar Hill \$10,000,000   sirbahamas.com/id/46938</p> <p><b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.858.2874</p>	<p><b>SAN DIEGO, CALIFORNIA</b></p>  <p>2710 A Street \$10,000,000   sirbahamas.com/id/46939</p> <p><b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.858.2874</p>	<p><b>SAN FRANCISCO, CALIFORNIA</b></p>  <p>10418 Divisadero \$10,000,000   sirbahamas.com/id/46940</p> <p><b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.858.2874</p>
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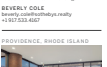



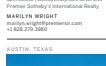









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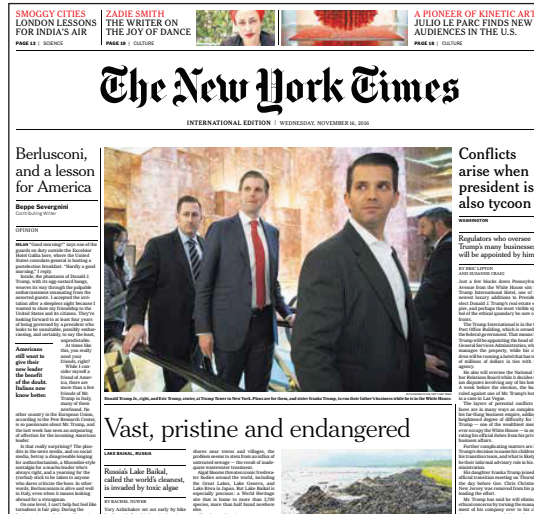
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6 BR | 7.5 BA  
\$2,900,000

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

SIBAHAMAS.COM/ID/X295.67

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorbo  
Elite Agent  
858.334.3557  
eric@ericrealestate.com  
DRE#02156001

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

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

SOTHEBYSREALTY.COM/ID/THE44

# Billionaire Magazine

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

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

FULL PAGE, COLOR: \$8,125



# Boat International

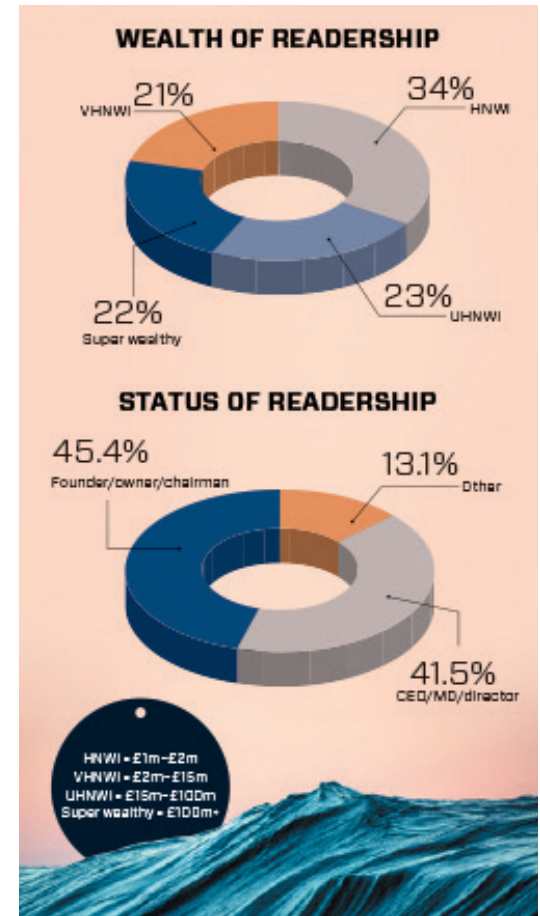
For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

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

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

US NATIONAL ISSUE  
FULL PAGE: \$4,650

INTERNATIONAL ISSUE  
FULL PAGE: \$4,650





# Elite Traveler

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

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**

LUXURY HOMES FEATURE: \$4,500






# Financial Times

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

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

**\$3,000 QUADRUPLE SPOT, COLOR**  
**\$750 PROPERTY SPOT, COLOR**

**EXUMA, THE BAHAMAS**



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

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

## House & Home

FTWeekend

**Never too late!** Will know the best time to buy a house. Sign of the Times: South Korea's real estate market is on the rise. Study in style: Homeowners in the UK are looking for more space.

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

Follow us on Twitter @FTProperty



### FT Weekend

US Edition

**Food and drink festive special**  
 Tips from top global chefs

**Lunch with the FT**  
 Ft chief Bernie Ecclestone: 'I break the rules'

**Schulz reversal raises Merkel's survival hopes**  
 SPD chief ready to join coalition talks

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

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

**Adventures on two wheels**

Sarah Jessica Parker

**Sotheby's INTERNATIONAL REALTY**

Nothing compares to what's next.

<b>EXUMA, THE BAHAMAS</b> Leaf Cay \$19,995,000 USD   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>GEORGE DAMIANOS</b> george.damianos@sirbahamas.com +1 242.424.9699	<b>BRIDGE VALLEY, ARIZONA</b> 4129 East Sandy Mountain Road \$1,000,000   sirbahamas.com/id/46932 Bahamas Sotheby's International Realty <b>FRANK AZAMI</b> frank.azami@sirbahamas.com +1 408.288.0280	<b>SCOTTSDALE, ARIZONA</b> 9779 East Bismarck Drive \$4,000,000   sirbahamas.com/id/46933 Bahamas Sotheby's International Realty <b>FRANK AZAMI</b> frank.azami@sirbahamas.com +1 408.288.0280	<b>SCOTTSDALE, ARIZONA</b> 12801 North Church Road \$2,000,000   sirbahamas.com/id/46934 Bahamas Sotheby's International Realty <b>FRANK AZAMI</b> frank.azami@sirbahamas.com +1 408.288.0280	<b>ATHLETON, CALIFORNIA</b> 451 Cypress Road \$6,700,000   sirbahamas.com/id/46935 Bahamas Sotheby's International Realty <b>MICHAEL DEYFUS</b> michael.deyfus@sirbahamas.com +1 408.288.0280
<b>PALO ALTO, CALIFORNIA</b> 1527H Aveleya.com \$4,000,000 Golden Gate Sotheby's International Realty <b>MICHAEL DEYFUS</b> michael.deyfus@sirbahamas.com +1 408.481.4776	<b>PUEBLO, CALIFORNIA</b> 3913 Hampton Road.com \$4,000,000 Golden Gate Sotheby's International Realty <b>MICHAEL DEYFUS</b> michael.deyfus@sirbahamas.com +1 408.481.4776	<b>ROSE, CALIFORNIA</b> 2715 Poplar.com \$4,000,000 Golden Gate Sotheby's International Realty <b>MICHAEL DEYFUS</b> michael.deyfus@sirbahamas.com +1 408.481.4776	<b>SAN DIEGO, CALIFORNIA</b> 2716 N Ocean Street \$1,000,000   sirbahamas.com/id/46936 Pacific Sotheby's International Realty <b>REN KOCY</b> ren.kocy@sirbahamas.com +1 760.213.1218	<b>SAN FRANCISCO, CALIFORNIA</b> Nob Hill Lane.com \$2,000,000 San Francisco Sotheby's International Realty <b>WENDY STOKER</b> wendy.stoker@sirbahamas.com +1 415.778.1889
<b>BIRMINGHAM, CONNECTICUT</b> 1000 Park Drive.com \$1,000,000 Matt Bernard matt.bernard@sirbahamas.com +1 203.373.2883	<b>WESTON, CONNECTICUT</b> 1000 Park Drive.com \$1,000,000 Krisz Blak krisz.blak@sirbahamas.com +1 203.373.2883	<b>APTARADO, FLORIDA</b> 11100000 Island Drive \$1,000,000   sirbahamas.com/id/46937 Golden Gate Sotheby's International Realty <b>RUSSELL POST</b> russell.post@sirbahamas.com +1 305.552.7700	<b>APTARADO, FLORIDA</b> 11100000 Island Drive \$1,000,000   sirbahamas.com/id/46938 Golden Gate Sotheby's International Realty <b>SUSAN BRYAN   KARYN THULE</b> susan.bryan@sirbahamas.com +1 305.552.7700	<b>MIAMI BEACH, FLORIDA</b> 11100000 Island Drive \$1,000,000   sirbahamas.com/id/46939 Golden Gate Sotheby's International Realty <b>CODY D'ABATE   MAZIE REGAN</b> cody.dabate@sirbahamas.com +1 772.721.3889
<b>ALFORD, MASSACHUSETTS</b> 1000 Park Drive.com \$1,000,000 Matt Bernard matt.bernard@sirbahamas.com +1 203.373.2883	<b>BOSTON, MASSACHUSETTS</b> 1000 Park Drive.com \$1,000,000 Krisz Blak krisz.blak@sirbahamas.com +1 203.373.2883	<b>LEOLA, MASSACHUSETTS</b> 1000 Park Drive.com \$1,000,000   sirbahamas.com/id/46940 Golden Gate Sotheby's International Realty <b>GEORGE CAIN</b> george.cain@sirbahamas.com +1 978.861.8855	<b>ROSELLE TOWNSHIP, NEW JERSEY</b> 1000 Park Drive.com \$1,000,000   sirbahamas.com/id/46941 Golden Gate Sotheby's International Realty <b>JORDAN HENDERSON</b> jordan.henderson@sirbahamas.com +1 409.941.2050	<b>PANICHTON, NEW JERSEY</b> 1000 Park Drive.com \$1,000,000   sirbahamas.com/id/46942 Golden Gate Sotheby's International Realty <b>JORDAN HENDERSON</b> jordan.henderson@sirbahamas.com +1 409.941.2050
<b>NEW YORK, NEW YORK</b> 1000 Park Drive.com \$1,000,000 Matt Bernard matt.bernard@sirbahamas.com +1 203.373.2883	<b>NEW YORK, NEW YORK</b> 1000 Park Drive.com \$1,000,000   sirbahamas.com/id/46943 Golden Gate Sotheby's International Realty <b>LOUIS KUNIN   JEFF SIMONIAN</b> loUIS.kunin@sirbahamas.com +1 412.947.1105	<b>NEW YORK, NEW YORK</b> 1000 Park Drive.com \$1,000,000   sirbahamas.com/id/46944 Golden Gate Sotheby's International Realty <b>GEORGE CAIN</b> george.cain@sirbahamas.com +1 978.861.8855	<b>NEW YORK, NEW YORK</b> 1000 Park Drive.com \$1,000,000   sirbahamas.com/id/46945 Golden Gate Sotheby's International Realty <b>JORDAN HENDERSON</b> jordan.henderson@sirbahamas.com +1 409.941.2050	<b>SCOTTSDALE, NEW YORK</b> 1000 Park Drive.com \$1,000,000   sirbahamas.com/id/46946 Golden Gate Sotheby's International Realty <b>JORDAN HENDERSON</b> jordan.henderson@sirbahamas.com +1 409.941.2050
<b>UNWILLE, NORTH CAROLINA</b> 1000 Park Drive.com \$1,000,000   sirbahamas.com/id/46947 Golden Gate Sotheby's International Realty <b>MARVIN WISLEY</b> marvin.wisley@sirbahamas.com +1 813.791.4000	<b>PROVIDENCE, RHODE ISLAND</b> 1000 Park Drive.com \$1,000,000   sirbahamas.com/id/46948 Golden Gate Sotheby's International Realty <b>THE MCKENNEY GOLD GROUP</b> the.mckenneygoldgroup@sirbahamas.com +1 813.791.4000	<b>CHARLESTON, SOUTH CAROLINA</b> 1000 Park Drive.com \$1,000,000   sirbahamas.com/id/46949 Golden Gate Sotheby's International Realty <b>MARVIN WISLEY</b> marvin.wisley@sirbahamas.com +1 813.791.4000	<b>STATE OF PAINE, SOUTH CAROLINA</b> 1000 Park Drive.com \$1,000,000   sirbahamas.com/id/46950 Golden Gate Sotheby's International Realty <b>THE TEMPLETON GROUP</b> the.templetongroup@sirbahamas.com +1 813.791.4000	<b>AUSTIN, TEXAS</b> 1000 Park Drive.com \$1,000,000   sirbahamas.com/id/46951 Golden Gate Sotheby's International Realty <b>AGNAR WILCOX</b> agnar.wilcox@sirbahamas.com +1 817.452.8000
<b>AUSTIN, TEXAS</b> 1000 Park Drive.com \$1,000,000   sirbahamas.com/id/46952 Golden Gate Sotheby's International Realty <b>KUMARA WILCOX</b> kumara.wilcox@sirbahamas.com +1 512.423.0035	<b>HOUSTON, TEXAS</b> 1000 Park Drive.com \$1,000,000   sirbahamas.com/id/46953 Golden Gate Sotheby's International Realty <b>VICTORIA HINTON</b> victoria.hinton@sirbahamas.com +1 713.208.4932	<b>WIMBERLEY, TEXAS</b> 1000 Park Drive.com \$1,000,000   sirbahamas.com/id/46954 Golden Gate Sotheby's International Realty <b>GARY ADAMS</b> gary.adams@sirbahamas.com +1 512.782.8887	<b>KANAS, UTAH</b> 1000 Park Drive.com \$1,000,000   sirbahamas.com/id/46955 Golden Gate Sotheby's International Realty <b>CHRIS SIMONS</b> chris.simons@sirbahamas.com +1 435.532.0246	<b>KANAS, UTAH</b> 1000 Park Drive.com \$1,000,000   sirbahamas.com/id/46956 Golden Gate Sotheby's International Realty <b>CHRIS SIMONS</b> chris.simons@sirbahamas.com +1 435.532.0246

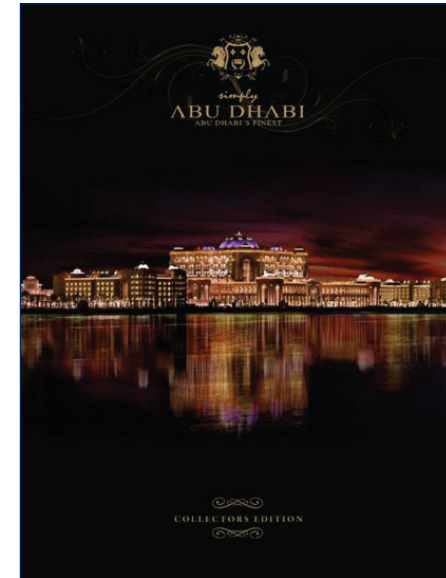
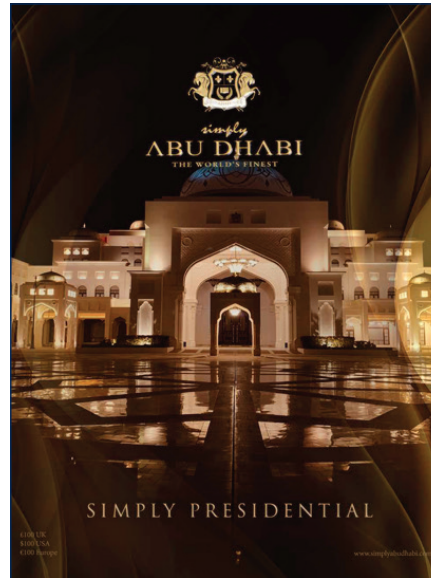
# Simply Abu Dhabi

Simply Abu Dhabi is a luxury lifestyle publication that is only available by invitation to the highest echelon of society. Simply Abu Dhabi, primarily targets the elite and affluent globally. It showcases products and services available, from the most prestigious luxury brands around the globe, and it also provides detailed insight into a range of editorial subjects, including coveted destinations, wealth management, yachts, high-profile architecture, real estate, travel and more.

- **Global Distribution:** Ultra HNW audience in London, Paris, Milan, Monaco, Moscow, New York, Los Angeles, Singapore, Shanghai, Hong Kong, Mumbai & Delhi.
- **Prestigious Distribution Includes:** Royalty/Palaces/Private Royal Offices, Dignitaries & Politicians/Ministries, All Official Embassies in the UAE.
- **Private Residence Distribution Includes:** Abu Dhabi, Al Ain, Dubai: Emirates Hills, Downtown Area, The Lakes, The Palm, Jumeirah Beach Area.

- Circulation: **Print and Digital**
- Printed Copies per issue: **7,800**
- Digital: **500,000+** Subscribers
- Middle East/GCC Distribution: **5,800**
- Global Distribution: **2,000**
- Readership: **28,000**

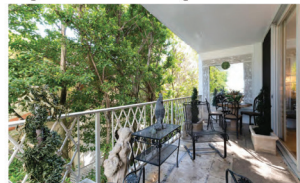
PRICE: \$7,500 DOUBLE PAGE SPREAD  
+ 2 INSTAGRAM POSTS



## Nothing compares to what's next

### Exquisite Palm Beach Properties

Presented by *Sonja Stevens*



**ELIOT HOUSE**  
In Town boutique building, steps from Worth Avenue world-class shopping and restaurants. 2 bedrooms, 2 baths, with very private terrace. Full-service building with pool. West end of street are the Town yacht docks, boutique shops, steps to Worth Avenue and two minute walk to The Society of The Four Arts. Perfect Location!  
Offered at \$2,500,000 | [EliotHouse28.com](#)



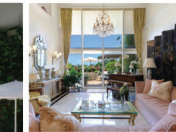
**RAPALLO - WEST PALM BEACH**  
Beautifully appointed 2 bedrooms, 2 bath, updated kitchen and baths, with great balcony! Water views from all rooms, plantation shutters throughout, gym, function room with kitchen, library, storage, bike storage, full time door man. Management on site. Steps from Palm Beach and World Class shopping.  
Offered at \$1,640,000 | [Rapallo803.com](#)



**SONJA STEVENS**  
Senior Global Real Estate Advisor  
561.573.3198 | [sonjastevens.com](#)  
[sonja.stevens@sothebys.realty](#)

### Outstanding Properties

Presented by *Andrew Thomka-Gazdik*



**The Plaza of The Palm Beaches T114G**  
Stunning duplex townhouse with water views. Three bedrooms, three and half bathrooms. Extraordinary garden terrace perfect for entertaining, updated kitchen and baths and ready to move in. Lives like a house with all the amenities of a condo. Don't miss. Easy to show.  
Offered at \$3,500,000 | [PlazaT114G.com](#)



**2999 South Ocean Blvd**  
A stunning two-acre direct oceanfront estate with 200 feet of ocean frontage. Over 11,000 total sq ft. Offered at \$350,000/Yearly  
[2999SouthOcean.com](#)

**Charming Home On Cal de Sae**  
\$995,000 | [3AlfordCourt.com](#)

**Stunning Golf Course Views**  
\$955,000 | [1900CrownJulesPlace303.com](#)



**ANDREW THOMKA-GAZDIK**  
Senior Global Real Estate Advisor  
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FOR MORE INFORMATION LOG ON TO [ANDREWTHOMKA-GAZDIK.COM](#)  
PALM BEACH BROKERAGE | 340 ROYAL PONCIANA WAY, PALM BEACH, FL 33480 | 561.659.3555 | [SOTHEBYSREALTY.COM/PALMBEACH](#)



# Schedule, Pricing & Reach



# Proposed Schedule, Pricing & Reach 2024

Plan 1	Ad Description	March	April	May	Media Total	Reach
<b>Media</b>						
<b>Sotheby's Auction House: Print</b>						
Sotheby's Magazine	Full Page	\$ 3,640.00			\$ 3,640.00	20,000
<b>Sotheby's Auction House: Digital</b>						
Sotheby's Bespoke Geo-Targeted Emails	Email					
Sotheby's Bespoke Geo-Targeted Emails	Saudi Arabia, UAE, Qatar, Washington DC, Virginia	\$ 2,500.00			\$ 2,500.00	25,000
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter		\$ 2,585.00		\$ 2,585.00	488,357
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 - Middle East, Washington DC metro					
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	112,500
OTT Video	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
<b>Geofencing - Event and Location</b>						
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00		\$ 1,500.00	60,000
<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		\$ 1,000.00	13,000
<b>JamesEdition</b>						
Rotating Gallery Home Page	Featured Banner	\$ 2,000.00			\$ 2,000.00	750,000
Rotating Gallery Real Estate Page	Featured Banner		\$ 1,600.00		\$ 1,600.00	750,000
Featured Article and e-Newsletter promotion	e-Newsletter	\$ 5,500.00			\$ 5,500.00	294,000
e-Newsletter	e-Newsletter			\$ 1,500.00	\$ 1,500.00	294,000
Social Media	Listing Feature		\$ 1,000.00		\$ 1,000.00	148,000
<b>JetSet Magazine</b>						
JetSet Magazine	Annual Global Campaign		\$2,500		\$ 2,500.00	2,140,000
<b>Robbreport.com</b>						
Robbreport.com	Featured Listing Carousel	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 4,050.00	18,000
<b>Simply Abu Dhabi</b>						
Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00	\$ 1,375.00	\$ 4,125.00	76,800
<b>WSJ.com</b>						
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$ 2,150.00	164,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00	17,000
Property upgrades	Property upgrades		Bonus		\$ -	
Mansion Global Homepage	Featured Listing Module			\$ 1,275.00	\$ 1,275.00	164,000
Mansion Global Instagram	Mansion Global Instagram			\$ 1,775.00	\$ 1,775.00	76,200
<b>Billionaire</b>						
Custom Content + Social Campaign	Custom Content + Social Campaign		\$ 6,000.00		\$ 6,000.00	25,600
<b>Luxury Estate</b>						
Luxury Estate	Showcase Listing + Elite Listing Packages		\$3,250		\$ 3,250.00	
<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	644,424
<b>The New York Times</b>						
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00			\$ 760.00	423,111
The New York Times	Property Spot - Sunday		\$ 760.00		\$ 760.00	381,268
The New York Times Takeover	Full page w/ Digital promotion			\$ 750.00	\$ 750.00	168,000
<b>The New York Times International Edition</b>						
The New York Times International Edition	Double Property Spot		\$ 1,300.00		\$ 1,300.00	104,301
<b>Billionaire Magazine</b>						
Billionaire Magazine	Full Page	\$ 8,125.00			\$ 8,125.00	14,791
<b>Boat International</b>						
International issue	Full Page			\$ 4,650.00	\$ 4,650.00	12,925
<b>Elite Traveler</b>						
Elite Traveler	Luxury Homes Feature - June			\$ 4,500.00	\$ 4,500.00	
<b>Financial Times</b>						
Financial Times	Quadruple Property Spot		\$ 3,000.00		\$ 3,000.00	210,457
<b>Simply Abu Dhabi</b>						
Simply Abu Dhabi	Spread + 2 Instagram posts	\$ 7,500.00			\$ 7,500.00	7,800
TOTAL - Does not include Out of Home					\$ 103,145.00	9,511,034
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy						
Pricing Subject to Change						



# Proposed Schedule, Pricing & Reach 2024

Plan 2	Ad Description	March	April	May	Media Total	Reach
<b>Media</b>						
<b>Sotheby's Auction House: Print</b>						
Sotheby's Magazine	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	Saudi Arabia, UAE, Qatar, Washington DC, Virginia	\$ 2,500.00			\$ 2,500.00	25,000
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter			\$ 3,000.00	\$ 3,000.00	7,500
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 4,875.00	1,500,000
Million Impressions	Targeting - Middle East, Washington DC metro					
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	112,500
OTT Video	Behavioral Custom program	\$ 1,500.00			\$ 1,500.00	100,000
<b>Geofencing - Event and Location</b>						
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00		\$ 1,500.00	60,000
<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		\$ 1,000.00	13,000
<b>JamesEdition</b>						
Rotating Gallery Home Page	Featured Banner	\$ 2,000.00			\$ 2,000.00	750,000
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
e-Newsletter	e-Newsletter			\$ 1,500.00	\$ 1,500.00	294,000
Social Media	Listing Feature		\$ 1,000.00		\$ 1,000.00	148,000
<b>JetSet Magazine</b>						
JetSet Magazine	Annual Global Campaign		\$2,500		\$ 2,500.00	2,140,000
<b>Robbreport.com</b>						
Robbreport.com	Featured Listing Carousel	\$ 1,350.00		\$ 1,350.00	\$ 2,700.00	12,000
<b>Simply Abu Dhabi</b>						
Instagram Post	Instagram Post	\$ 1,375.00		\$ 1,375.00	\$ 2,750.00	51,200
<b>WSJ.com</b>						
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$ 2,150.00	164,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00	17,000
Property upgrades	Property upgrades		Bonus		\$ -	
Mansion Global Homepage	Featured Listing Module			\$ 1,275.00	\$ 1,275.00	164,000
Mansion Global Instagram	Mansion Global Instagram			\$ 1,775.00	\$ 1,775.00	76,200
<b>Billionaire</b>						
Custom Content + Social Campaign	Custom Content + Social Campaign		\$ 6,000.00		\$ 6,000.00	25,600
<b>Luxury Estate</b>						
Luxury Estate	Showcase Listing + Elite Listing Packages		\$3,250		\$ 3,250.00	
<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	644,424
<b>The New York Times</b>						
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00			\$ 760.00	423,111
The New York Times	Property Spot - Sunday		\$ 760.00		\$ 760.00	381,268
The New York Times Takeover	Full page w/ Digital promotion			\$ 750.00	\$ 750.00	168,000
<b>The New York Times International Edition</b>						
The New York Times International Edition	Double Property Spot		\$ 1,300.00		\$ 1,300.00	104,301
<b>Billionaire Magazine</b>						
Billionaire Magazine	Full Page	\$ 8,125.00			\$ 8,125.00	14,791
<b>Financial Times</b>						
Financial Times	Quadruple Property Spot		\$ 2,190.00		\$ 2,190.00	210,457
<b>Simply Abu Dhabi</b>						
Simply Abu Dhabi	Spread + 2 Instagram posts			\$ 7,500.00	\$ 7,500.00	7,800
TOTAL - Does not include Out of Home					\$ 80,855.00	8,778,152
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change						

# Proposed Schedule, Pricing & Reach 2024

Plan 3	Ad Description	March	April	May	Media Total	Reach
<b>Media</b>						
<b>Sotheby's Auction House: Print</b>						
Sotheby's Magazine	Half Page	\$ 1,820.00			\$ 1,820.00	20,000
<b>Sotheby's Auction House: Digital</b>						
Sotheby's Bespoke Geo-Targeted Emails	Email			\$ 3,000.00	\$ 3,000.00	7,500
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter					
<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 - Middle East, Washington DC metro					
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	75,000
OTT Video	Behavioral Custom program	\$ 1,500.00			\$ 1,500.00	100,000
<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		\$ 1,000.00	13,000
<b>JamesEdition</b>						
Rotating Gallery Real Estate Page	Featured Banner		\$ 1,600.00		\$ 1,600.00	750,000
e-Newsletter	e-Newsletter			\$ 1,500.00	\$ 1,500.00	294,000
Social Media	Listing Feature		\$ 1,000.00		\$ 1,000.00	148,000
<b>Robbreport.com</b>						
Robbreport.com	Featured Listing Carousel	\$ 1,350.00		\$ 1,350.00	\$ 2,700.00	12,000
<b>Simply Abu Dhabi</b>						
Instagram Post	Instagram Post	\$ 1,375.00		\$ 1,375.00	\$ 2,750.00	51,200
<b>WSJ.com</b>						
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00			\$ 2,150.00	164,000
Property upgrades	Property upgrades		Bonus		\$ -	
Mansion Global Homepage	Featured Listing Module			\$ 1,275.00	\$ 1,275.00	164,000
<b>Luxury Estate</b>						
Luxury Estate	Showcase Listing + Elite Listing Packages		\$3,250		\$ 3,250.00	
<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	644,424
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<b>The New York Times International Edition</b>						
The New York Times International Edition	Property Spot		\$ 650.00		\$ 650.00	104,301
<b>Financial Times</b>						
Financial Times	Quadruple Property Spot		\$ 2,190.00		\$ 2,190.00	210,457
TOTAL - Does not include Out of Home					\$ 38,535.00	4,580,261
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy						
Pricing Subject to Change						