



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Advertising and Marketing Program

Cashiers | **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

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

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 North Carolina.

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

**LET'S DO
GREAT THINGS TOGETHER**

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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

FULL PAGE
HALF PAGE
QUARTER PAGE

Global



Sotheby's
INTERNATIONAL REALTY

Buildings Management is what's next.
Experience our exclusive collection of buildings around the world.

Home

1 Central Park West 64W/6C
This magnificent, landmarked view of Central Park is a rare opportunity to own a piece of New York City's most iconic address. Located in the heart of the Upper East Side, this exclusive residence offers unparalleled views and amenities. Contact us for more information.

550 Park Avenue, 9A/9B
This residence is the epitome of luxury living in New York City. Located in the heart of Midtown East, this exclusive residence offers unparalleled views and amenities. Contact us for more information.

Four Seasons Private Residences
This residence is the epitome of luxury living in New York City. Located in the heart of Midtown East, this exclusive residence offers unparalleled views and amenities. Contact us for more information.

Four Seasons Private Residences
This residence is the epitome of luxury living in New York City. Located in the heart of Midtown East, this exclusive residence offers unparalleled views and amenities. Contact us for more information.

DIGITAL

SOTHEBY'S BESPOKE EMAIL


- Every Week
- 52x/Year
- Custom content
- 35% open rate
- 500,000+ recipients



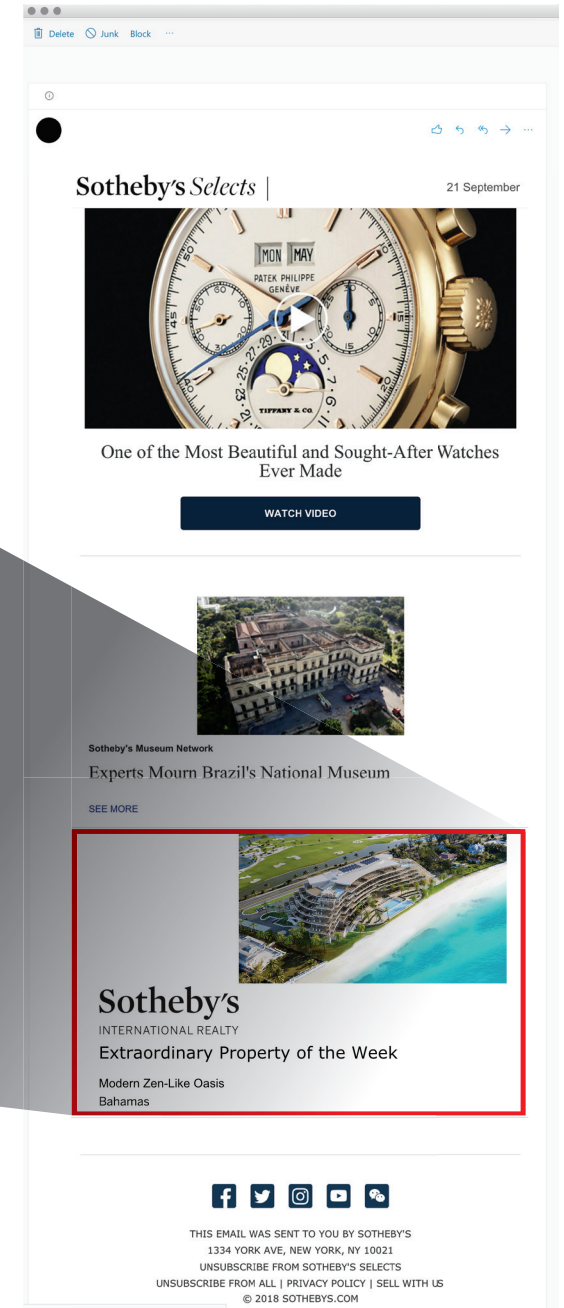
DIGITAL

SOTHEBY'S SELECTS
E-NEWSLETTERS

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




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



Delete Junk Block ...


Sotheby's Selects | 21 September



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

[WATCH VIDEO](#)

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



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

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

THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S
1334 YORK AVE, NEW YORK, NY 10021
UNSUBSCRIBE FROM SOTHEBY'S SELECTS
UNSUBSCRIBE FROM ALL | [PRIVACY POLICY](#) | [SELL WITH US](#)
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Digital Offerings



Sotheby's
INTERNATIONAL REALTY

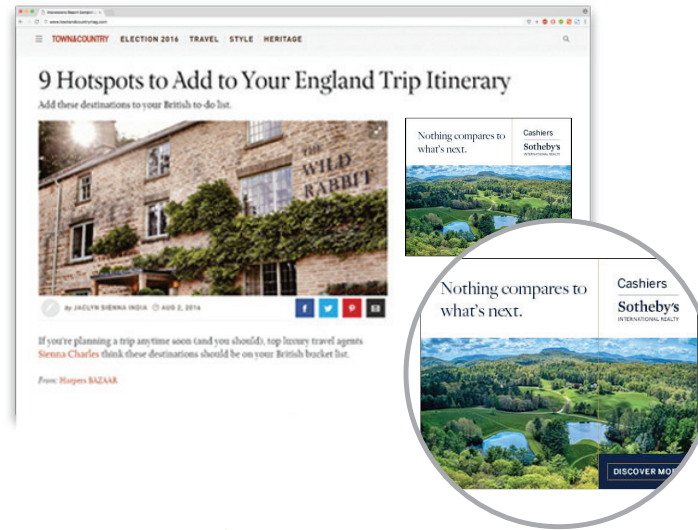
Impressions Campaign

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: **Luxury property promotion**
- Flight Dates: **Three months**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

250K Impressions per month
500K Impressions per month
1 Million Impressions per month
Three Month Minimum



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



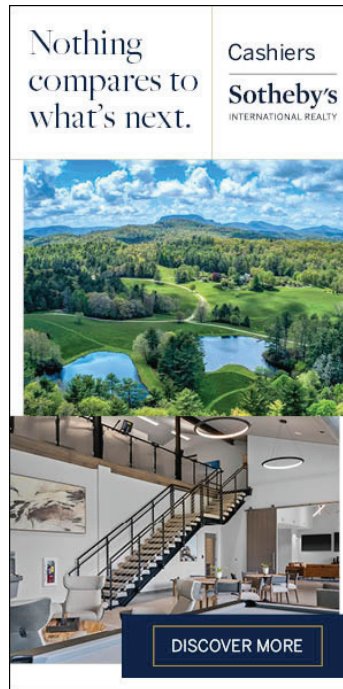
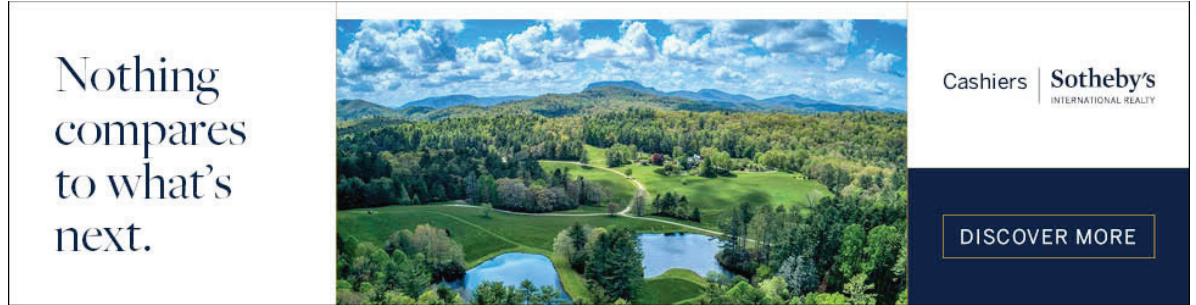
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

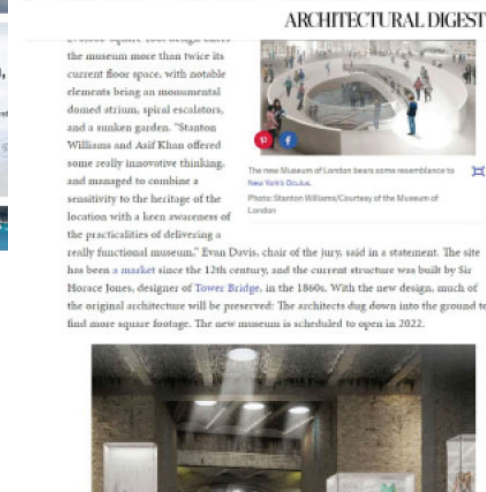
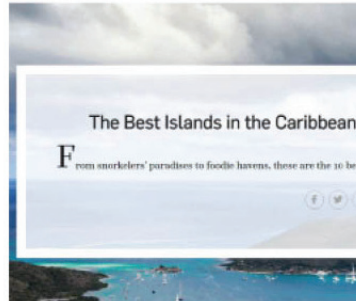
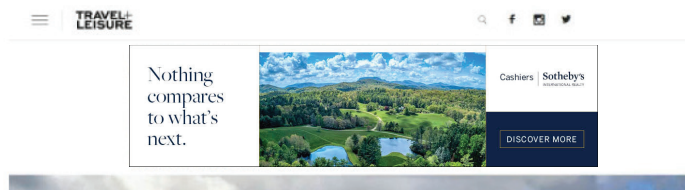
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

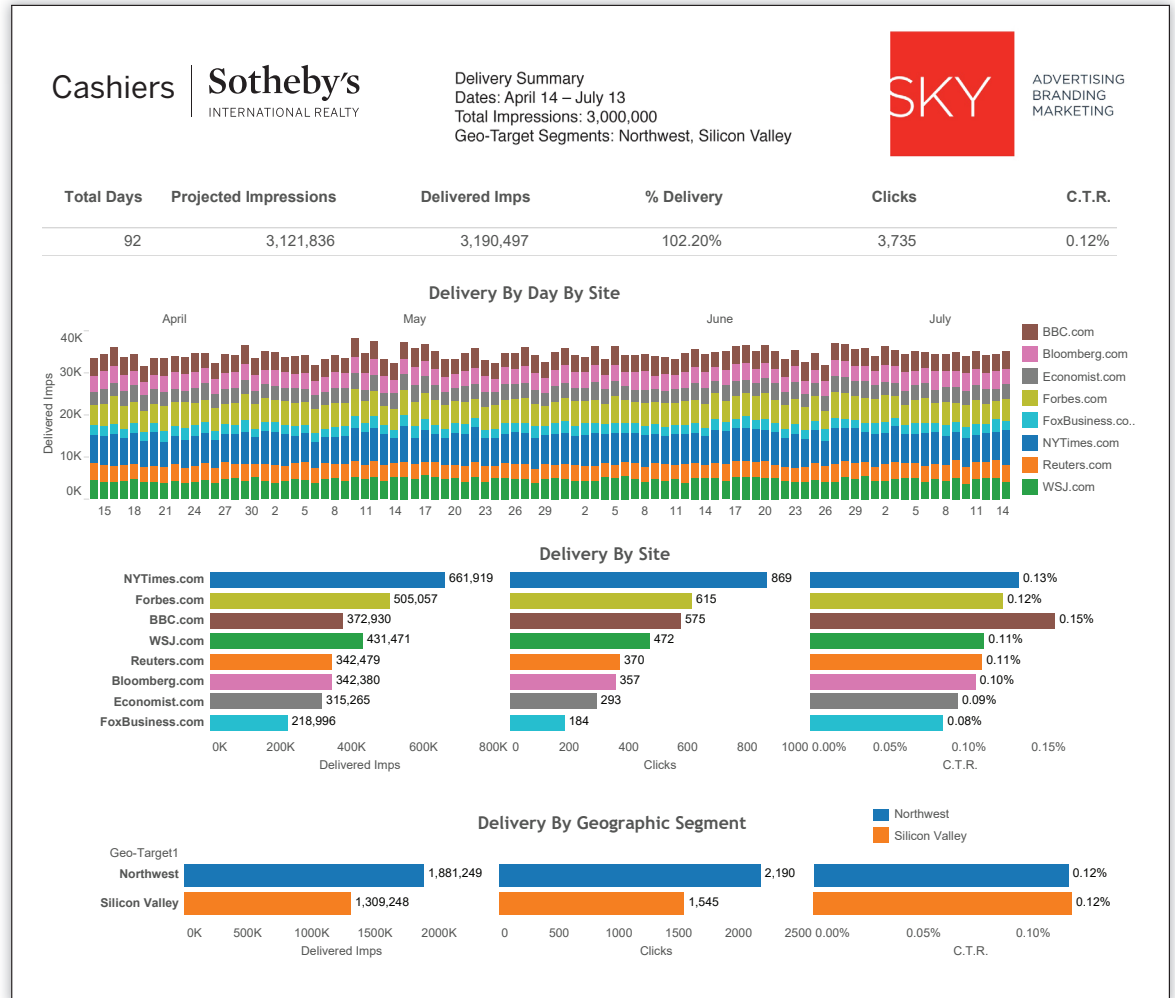


Comprehensive Reporting For Your Customized Campaign

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

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

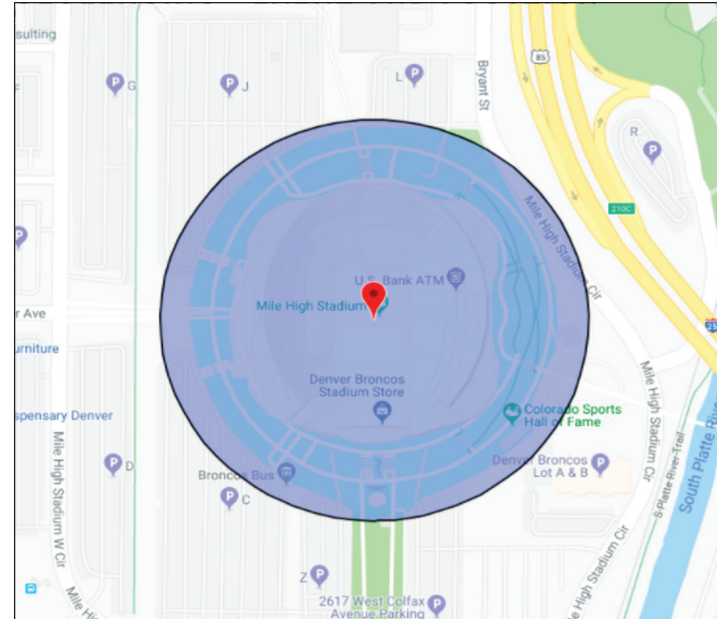
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

- Up **3 Geo-fences**
- Monthly Impressions: **60,000**

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, Fubo.TV, Pluto.TV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

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

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

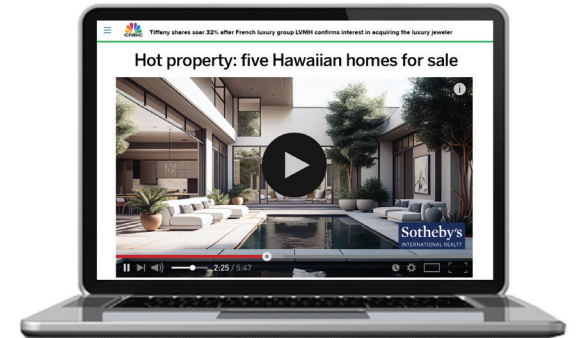


YouTube Video Pre-Roll Ads

WHY OTT?

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

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



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

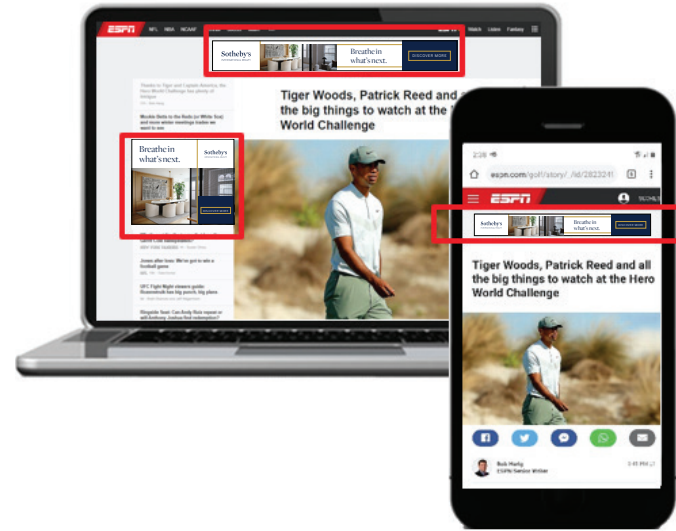
And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

50,000 impressions /month

Comprehensive Digital

DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences- target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

150,000 impressions /month

Comprehensive Digital

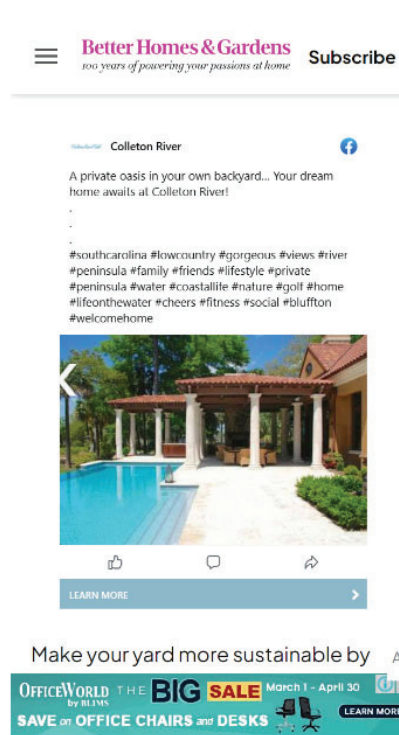
SOCIAL MIRROR ADS

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

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

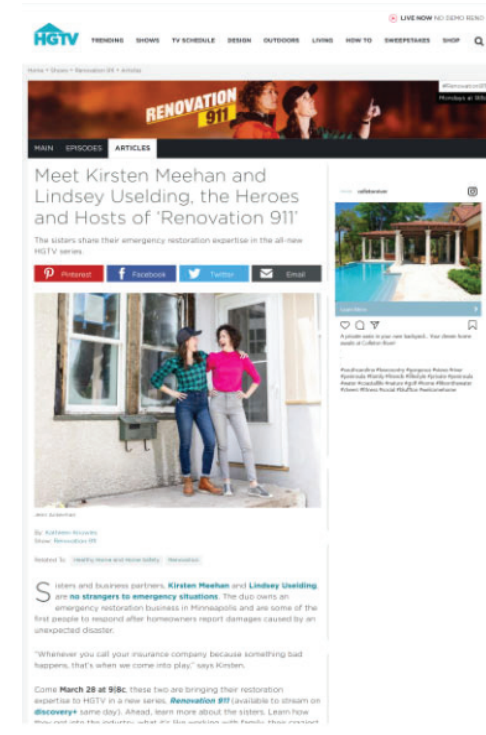
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



TARGETING ABILITIES:

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



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

100,000 impressions /month

Google AdWords

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

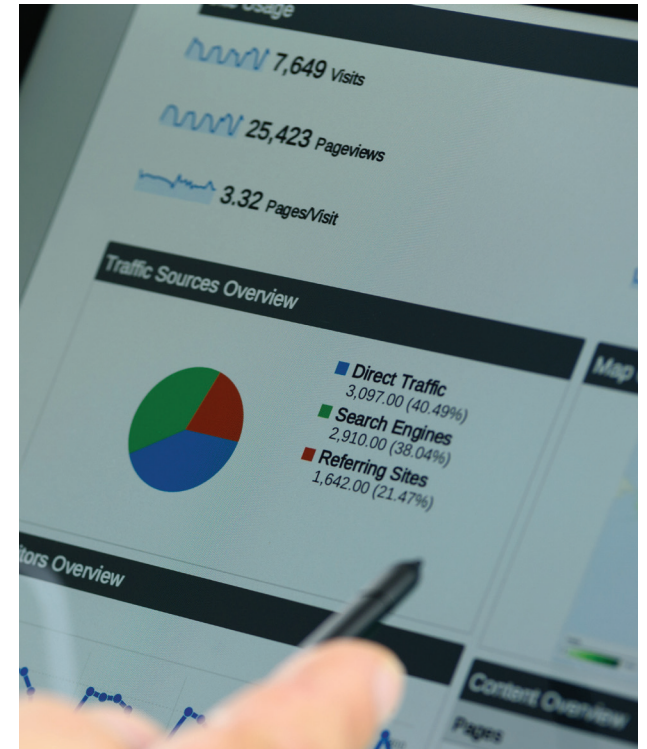
No other medium can target as effectively. Pay only when people click through to your listing or website.



CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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





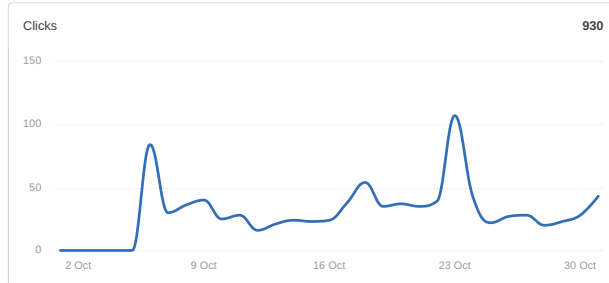
Google AdWords

CLIENT DASHBOARD

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

Cashiers SIR

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

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

Showing 50 of 89 Rows

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

Cities

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

Google AdWords

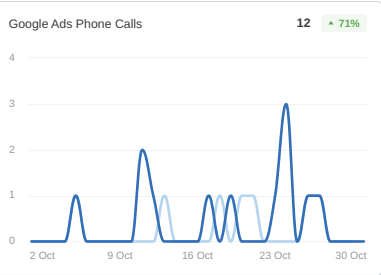
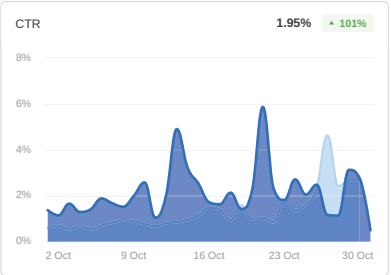
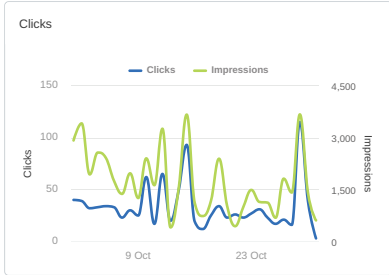
MONTHLY REPORTING

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



Cashiers SIR

October KPI's



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$0.94

Cities and Regions

Showing 50 of 540 Rows

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

Keywords

Showing 23 of 23 Rows

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

Dwell Real Estate

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

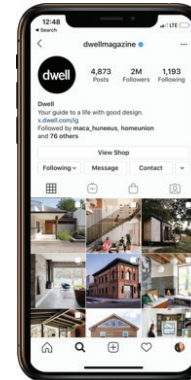
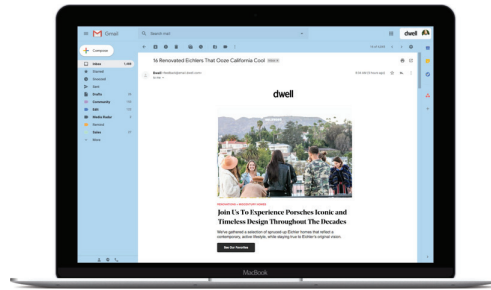
Dwell Audience Real Estate Metrics

- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

CUSTOM REAL ESTATE ARTICLE.

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

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



A promotional tile for "On the Market" by Sotheby's International Realty. The top section has a red background with the text "On the Market" and "Just-listed, must-see modern homes." Below this is a button that says "New This Week". The main image shows a scenic view of a house on a cliff overlooking the ocean. The text below the image reads "A Bolinas Midcentury With a Commanding View of the Pacific Asks \$5M" and "Set high on a cliff in the Northern California surf town, the ship-like, weatherworn residence takes in epic sunsets and sweeping vistas." There are two buttons: "Take a Tour" and "Learn More".

Elite Traveler

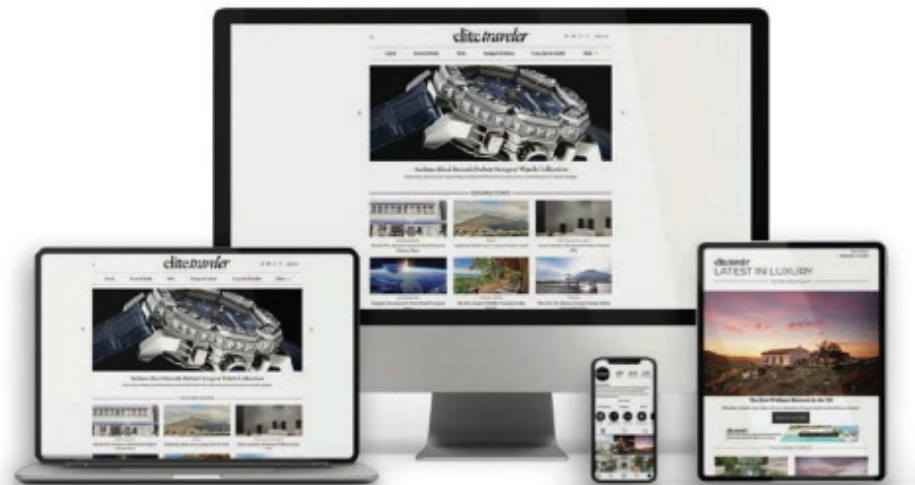
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

Half price with full page print purchase



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

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 LISTINGS' button and a 'Featured Agent' section for Nick Swinburne.

The screenshot shows the JamesEdition.com real estate section. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. Below the search bar, there's a large image of a modern interior with the text 'THE PENTHOUSES AT GOLDEN PEAK \$23,900,000'. To the right, there's a 'Nothing compares.' advertisement for Sotheby's. The main content area is titled 'Featured luxury properties' and displays a grid of property listings with images and prices, such as '5 Bedrooms - Pent...' for \$2,734,418 and 'Elegant French Styl...' for \$8,800,000. At the bottom, there's a 'News about luxury real estate' section with articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'.

jamesedition.com

ROTATING GALLERY

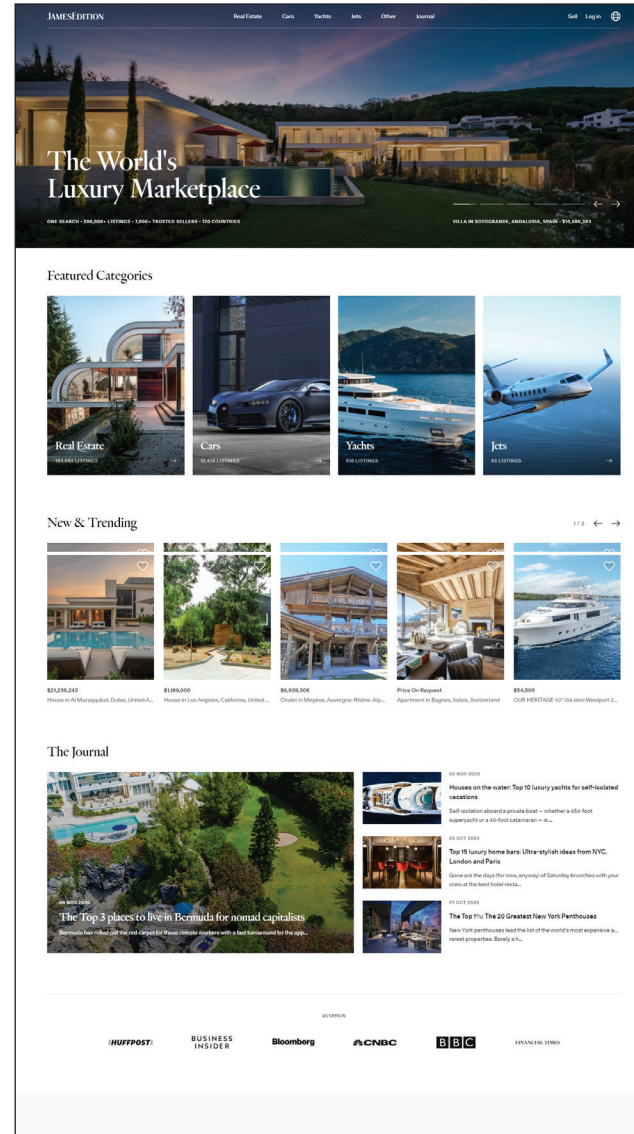
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the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

HOME PAGE
FEATURED BANNER

REAL ESTATE PAGE
FEATURED BANNER



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.

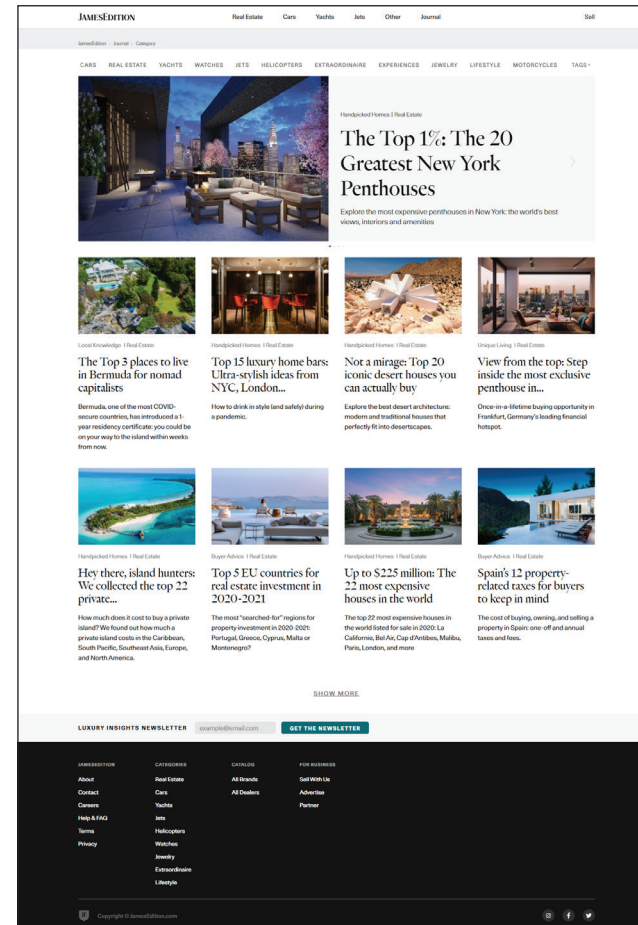
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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.

NEWSLETTER TOP & ARTICLE
NEWSLETTER TRENDING & ARTICLE



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

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

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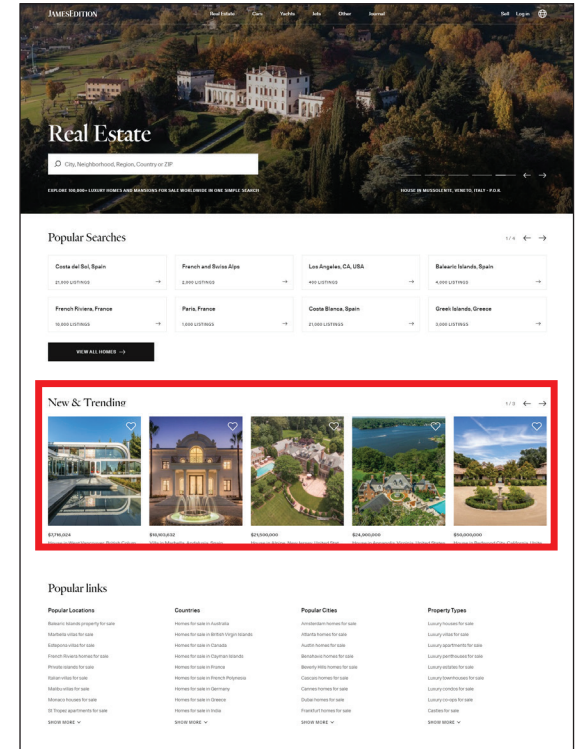
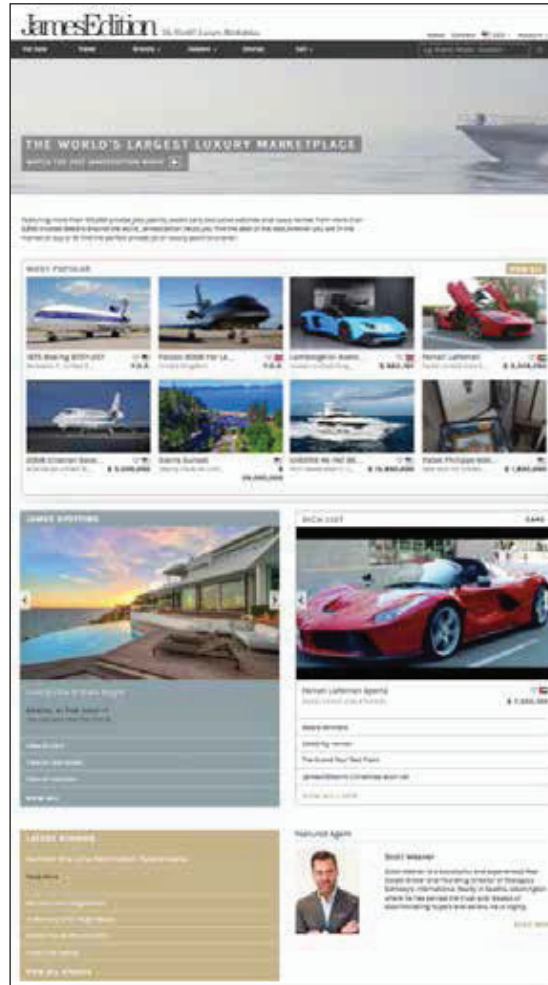
Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION

FEATURED SPOT

CATEGORY PAGE POSITION

FEATURED SPOT



jamesedition.com

SOCIAL MEDIA POST

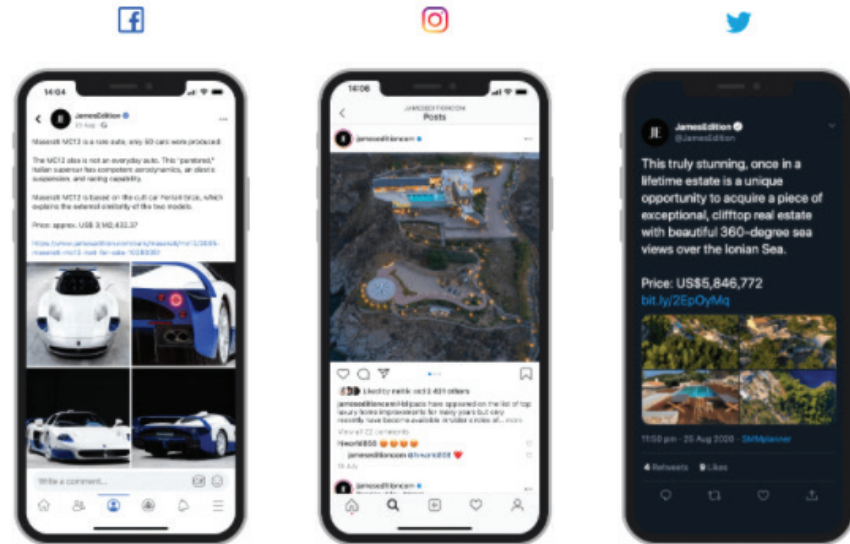
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

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

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

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

2 shared email blasts plus 12 month web feature

The screenshot shows a digital article layout. At the top, there's a navigation bar with 'Home', 'Lifestyle', and 'Sports'. The main headline reads 'Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun'. Below the headline is a large aerial photograph of the Diamante resort complex. To the right of the article is a vertical sidebar with a 'TRACK RECORD' banner, a 'JetSet' logo with a 'START YOUR SUBSCRIPTION TODAY!' call to action, and social media sharing options for Facebook, Twitter, and Email. The article text includes details about the resort's location in Cabo San Lucas, Mexico, and the involvement of Tiger Woods' design firm, Tiger Woods Design (TWD). It mentions that the resort is a 1,500-acre private oceanfront community and that the new golf course is a 7,300-yard par-72 course designed by Tiger Woods. The article also highlights the resort's amenities, including a clubhouse, spa, and fitness center, and notes that the resort is set to open in 2025.

RobbReport.com

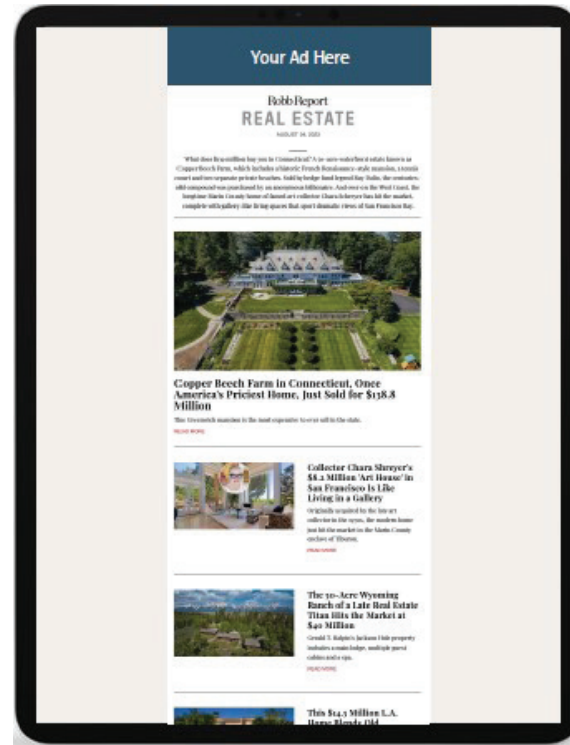
REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

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

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

3 Sends



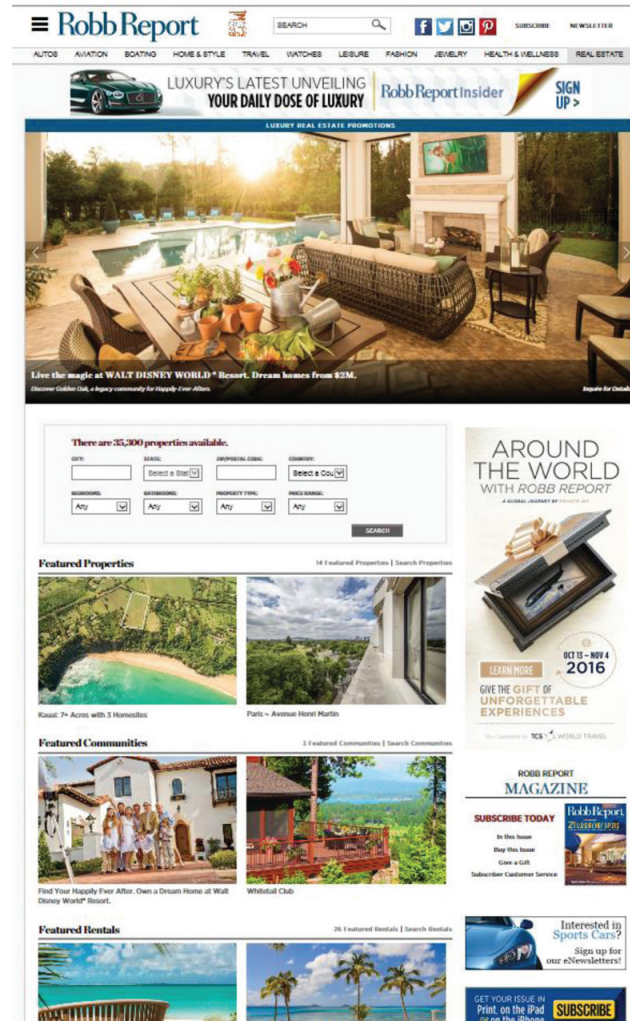
RobbReport.com

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

1 Property



The Wall Street Journal Online (WSJ.com)

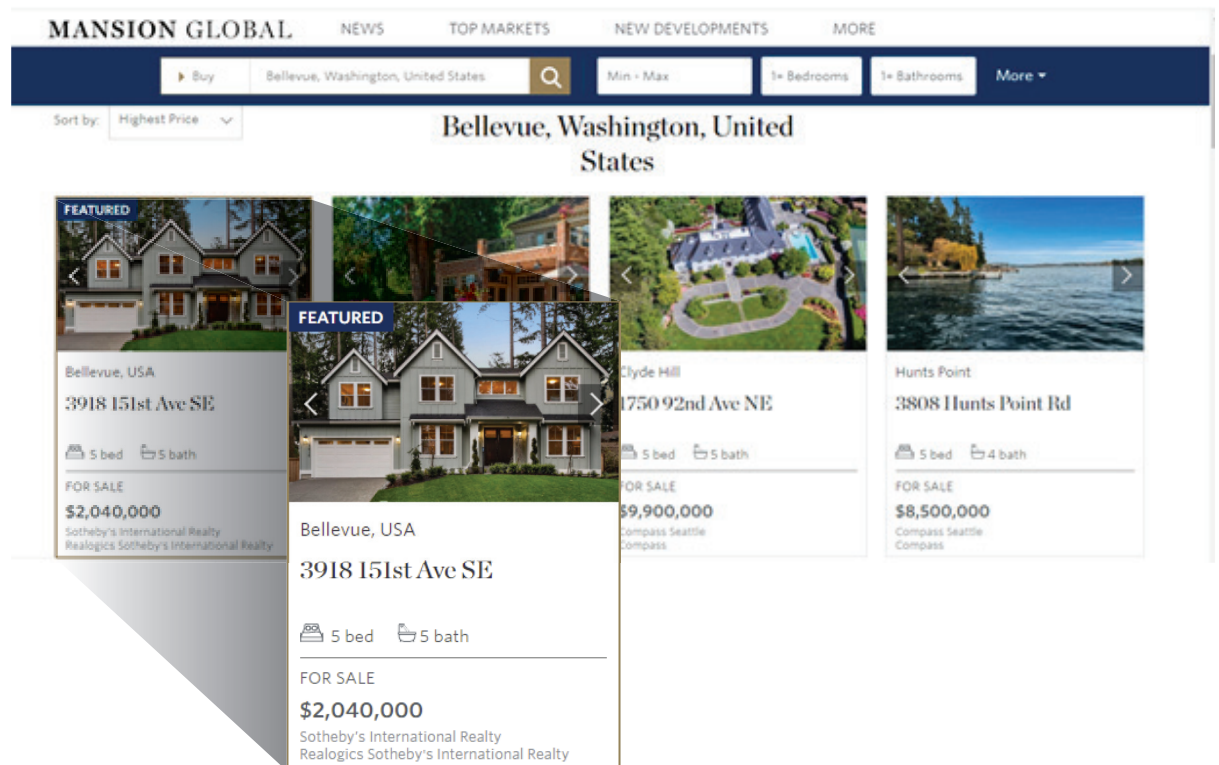
FEATURED PROPERTY UPGRADES

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
- 25 PROPERTIES
- 100 PROPERTIES

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



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

Buy | Luxury properties by location

San Francisco
706 Mission
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE

VIEW MEDIA

SHARE [Icons] SAVE

DESCRIPTION

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

Read More

AMENITIES [View Gallery](#)

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

Show More

NEIGHBORHOOD

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews

SHOP NOW

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL DAILY (M-F) NEWSLETTER

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

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	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLean, Toronto, ON	\$12,900,000
10. 489 Sandrine Road, Toronto, ON	\$20,000,000



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

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

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
Westmont	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

TRENDING TODAY

 Architectural Digest Following
 @ArchDigest
 We found the most iconic building in every state in America: archdg.co/8hz6SKy


3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

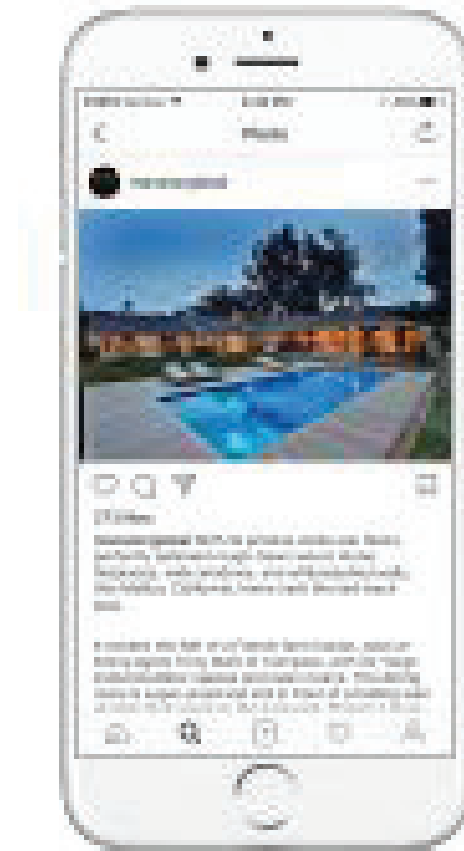
Powered by iStockPhoto AllChances

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.

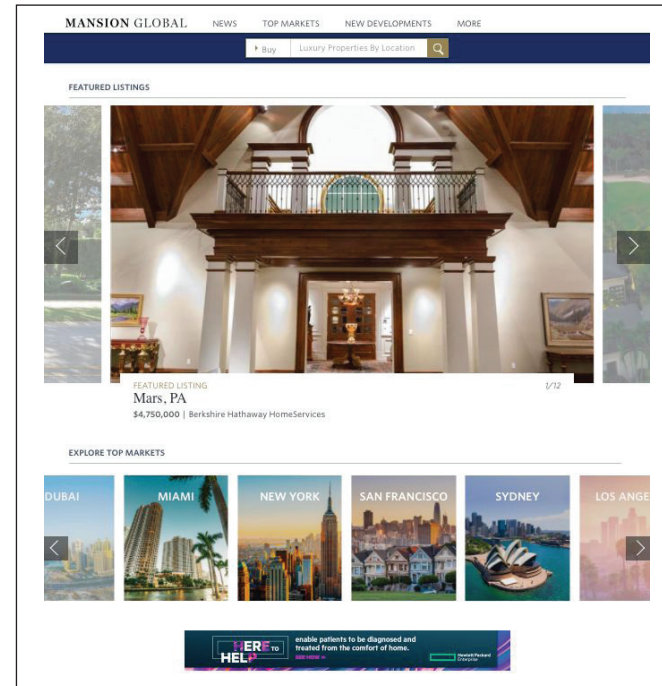
- Followers: **76.2K**



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.



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**

SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

THE WALL STREET JOURNAL.
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXXV NO. 52 • MSJ.com • \$4.00
 DAA 292724 • 75351291 • NASDAQ 100:109.37 • SPX 3000 7812.1 • 1.01 • 10-Y TREAS. 4.2572 • 10-Y T-BILL 1.64 • 30-Y T-BILL 2.64 • 90-D 1142.30 • 5.9390 • EURO 112.172 • YEN 107.212

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 concerns about the health of the economy

Tennessee Twisters Kill at Least 25
 A line of twisters began barreling across Tennessee on Tuesday, killing at least 25 people in the state while many residents fled, according to the National Weather Service

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

World-Wide
 Biden reached a string of major Tuesday primary victories and Sanders won big in California

Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7800

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 Website or Address: [Redacted]
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 AGENT NAME: [Redacted] +1 212 456 7800

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PRINT

The Wall Street Journal

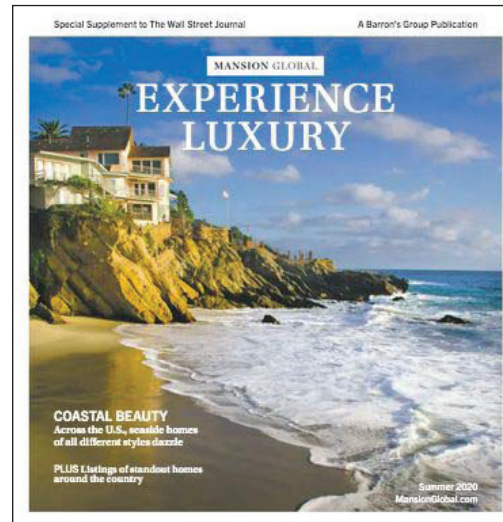
MANSION GLOBAL EXPERIENCE LUXURY

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

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

FULL PAGE

Weekend Property insert



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**

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

The New York Times
Today, don't forget to read and share it. The New York Times is 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.

Web's Far Right Can Hear Itself As Trump Talks
Chewing the Spread of Once-Fringe Views
By KEVIN WOOD and JILL WINTON

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

It's Not Heaven, It's Brooklyn
The 40,000 residents in this year's New York City Marathon enjoyed blue skies, overcast conditions and a fast course. Pages F7-22.

Spending Millions in a Bid to Avoid Sanctions
By BENJAMIN SVETKEY

Partisan Routs Of New Query On The Census
By MICHAEL WIND

Called to Serve, Utah Mayor Always Answered
By PETER TRINKEVITZ

Offering Little Pool, Pesticid Accuses Georgia Rival of 'Hack'
By RICHARD HENNET

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

LAKE CITY, 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	PARADISE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 480.368.0280	SCOTTSDALE, ARIZONA 10719 East Romanck Drive \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 480.368.0280	SCOTTSDALE, ARIZONA 20807 North 13th Street \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 480.368.0280	ATLANTON, CALIFORNIA 151 Toyon Road \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.8574
PALO ALTO, CALIFORNIA 11270 Serrano Way \$12,700,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.8574	PALO ALTO, CALIFORNIA 3011 Hampshire Road \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.8574	POLO, CALIFORNIA 2715 Geneva Road \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.8574	SAN DIEGO, CALIFORNIA 2710 Ocean Street \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.8574	SAN FRANCISCO, CALIFORNIA 1001 Serrano Avenue \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.858.8574
GREENSBORO, CONNECTICUT 1000 Main Street \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.273.2883	HARTFORD, CONNECTICUT 1000 Main Street \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.273.2883	MILWAUKEE, WISCONSIN 1000 Main Street \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.538.3743	MIAMI BEACH, FLORIDA 1000 Main Street \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty RUSSELL POST MOLLY TAYLOR russell.post@mattbernhard.com +1 561.524.4633	MIAMI BEACH, FLORIDA 1000 Main Street \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty RUSSELL POST MOLLY TAYLOR russell.post@mattbernhard.com +1 561.524.4633
ALBANY, MASSACHUSETTS 1000 Main Street \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 413.847.4599	BOSTON, MASSACHUSETTS 1000 Main Street \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty LOGAN KUHAN JEFF SIMONIAN logan.kuhan@sothebysrealty.com +1 617.847.1000	BOSTON, MASSACHUSETTS 1000 Main Street \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty GEORGE GAIN george.gain@sirbahamas.com +1 617.847.1000	SPRINGFIELD, MASSACHUSETTS 1000 Main Street \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 408.933.0000	SPRINGFIELD, MASSACHUSETTS 1000 Main Street \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 408.933.0000
NEW YORK, NEW YORK 1000 Main Street \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 413.847.4599	NEW YORK, NEW YORK 1000 Main Street \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 413.847.4599	NEW YORK, NEW YORK 1000 Main Street \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 413.847.4599	NEW YORK, NEW YORK 1000 Main Street \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 413.847.4599	PORTLAND, NEW YORK 1000 Main Street \$10,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 413.847.4599
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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**

FULL PAGE
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LUXURY HOMES FEATURE



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**

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





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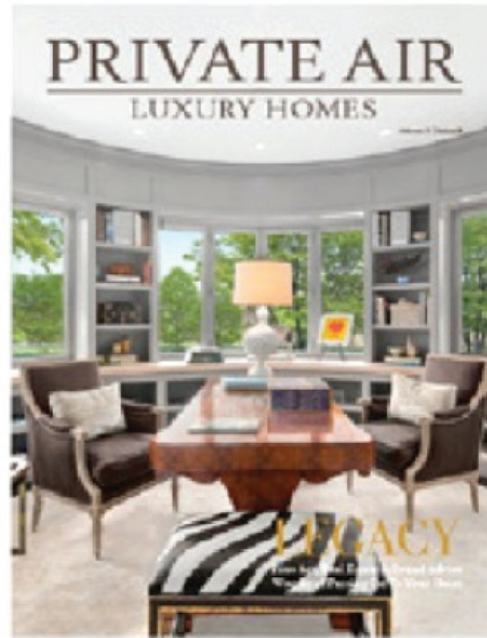
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Schedule & Reach



Sotheby's
INTERNATIONAL REALTY

SCHEDULE

Proposed Schedule & Reach 2024

Plan 1	Ad Description	Month 1	Month 2	Month 3	Month 4	Reach
Media						
Sotheby's Auction House: Print						
Sotheby's Magazine	Half Page				Half Page	20,000
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Emails	Email					25,000
Sotheby's Bespoke Geo-Targeted Emails	Georgia, Florida, Alabama, North Carolina, South Carolina, Texas, Tennessee					
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				Enews	488,357
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	500k impressions	500k impressions	500k impressions		1,500,000
Million Impressions	Targeting - Atlanta, FL, AL, GA, NC, SC, TX, TN					
Google Adwords						
Google Adwords	Digital PPC program	PPC	PPC	PPC		
Comprehensive Digital						
Social Mirror Ads	Mirroring Social Post	100k impressions	100k impressions	100k impressions		300,000
Display	Digital Banner Program	150k impressions	150k impressions	150k impressions		450,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	50k impressions	50k impressions	50k impressions		150,000
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations	60k impressions	60k impressions	60k impressions		180,000
Dwell.com						
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		Article			1,750,000
Elite Traveler						
Elite Online Real Estate Showcase	Online Real Estate Showcase		Property Showcase			100,000
JamesEdition						
Main Home Page Rotating Gallery	Featured Banner		Banner			750,000
Real Estate Rotating Gallery	Featured Banner			Banner		750,000
New & Trending Home Page Position	Featured Spot	Tile				750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	Article				292,000
E-Newsletter Featured Listing	E-Newsletter				Enews	192,000
Social Media	Listing Feature		Social			148,000
JetSet Magazine						
JetSet Magazine	Annual Global Campaign		Global Campaign			2,140,000
RobbReport.com						
RobbReport.com	Featured Listing Carousel - 1 Property	Banner		Banner		12,000
RobbReport.com	Real Estate Newsletter - 3 Sends		Enews			60,000
WSI.com						
Mansion Global Homepage Hero	Mansion Global Homepage Hero	Banner		Banner		328,000
Mansion Global New Development Profile	Profile page - 3 months minimum		Profile			
Mansion Global e-Newsletter	Daily Monday-Friday			Enews		17,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus		
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module		Banner			164,000
Mansion Global Instagram	Mansion Global Instagram		Social			76,200
Print						
Conde Nast Magazines Regional Pages						
Architectural Digest - State of Georgia	Full Page				Full Page	18,000
Elite Traveler						
Elite Traveler	Luxury Homes Feature				Feature	557,000
Financial Times						
Financial Times	Quadruple Property Spot	Quadruple		Quadruple		420,914
Financial Times	Property Spot		Listing		Listing	420,914
The New York Times						
The New York Times	Property Spot - Weekday/Saturday	Listing	Listing	Listing	Listing	1,692,444
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		Full Page		Full Page	130,000
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	Quadruple	Double	Quadruple	Double	2,577,696
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert		Full Page		Full Page	200,000
TOTAL						16,659,525
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy						
Pricing Subject to Change						

Proposed Schedule & Reach 2024

Plan 2	Ad Description	Month 1	Month 2	Month 3	Month 4	Reach
Media						
Sotheby's Auction House: Print	Quarter Page				Quarter Page	20,000
Sotheby's Magazine						
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Emails	Email					
Sotheby's Bespoke Geo-Targeted Emails	Georgia, Florida, Alabama, North Carolina, South Carolina, Texas, Tennessee	Email				25,000
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	250K Impressions	250K Impressions	250K Impressions		750,000
Million Impressions	Targeting - Atlanta, FL, AL, GA, NC, SC, TX, TN					
Google Adwords						
Google Adwords	Digital PPC program	PPC	PPC	PPC		
Comprehensive Digital						
Social Mirror Ads	Mirroring Social Post	100K impressions	100K impressions	100K impressions		300,000
Display	Digital Banner Program	150K impressions	150K impressions	150K impressions		450,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	50K impressions	50K impressions	50K impressions		150,000
Dwell.com						
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		Article			1,750,000
Elite Traveler						
Elite Online Real Estate Showcase	Online Real Estate Showcase		Real Estate Showcase			100,000
JamesEdition						
Real Estate Rotating Gallery	Featured Banner			Banner		750,000
Featured Article and E-Newsletter promotion	Newsletter Trending & Journal Article	Article				292,000
E-Newsletter Featured Listing	E-Newsletter				Enews	192,000
Social Media	Listing Feature		Social			148,000
RobbReport.com						
RobbReport.com	Featured Listing Carousel - 1 Property	Banner				6,000
RobbReport.com	Real Estate Newsletter - 3 Sends		Enews			60,000
WSJ.com						
Mansion Global Homepage Hero	Mansion Global Homepage Hero	Banner				164,000
Mansion Global New Development Profile	Profile page - 3 months minimum		Profile			
Mansion Global e-Newsletter	Daily Monday-Friday			Enews		17,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus	Banner	164,000
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module		Social			76,200
Mansion Global Instagram	Mansion Global Instagram					
Print						
Condé Nast Magazines Regional Pages						
Architectural Digest - Atlanta	Full Page				Full Page	12,000
Elite Traveler						
Elite Traveler	Luxury Homes Feature				Feature	557,000
Financial Times						
Financial Times	Double Property Spot	Double				210,457
Financial Times	Property Spot		Listing	Listing	Listing	631,371
The New York Times						
The New York Times	Property Spot - Weekday/Saturday	Listing	Listing	Listing	Listing	1,692,444
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		Full Page		Full Page	130,000
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	Double	Double	Double	Double	2,577,696
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert		Full Page		Full Page	200,000
TOTAL						11,461,668
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy						
Pricing Subject to Change						