



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

279 Saugatuck Avenue Advertising and Marketing Program



Sotheby's
INTERNATIONAL REALTY

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29 2024



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 279 Saugatuck Avenue

SKY Advertising is excited to present to William Pitt Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 279 Saugatuck Avenue.

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 Westport, CT.

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**

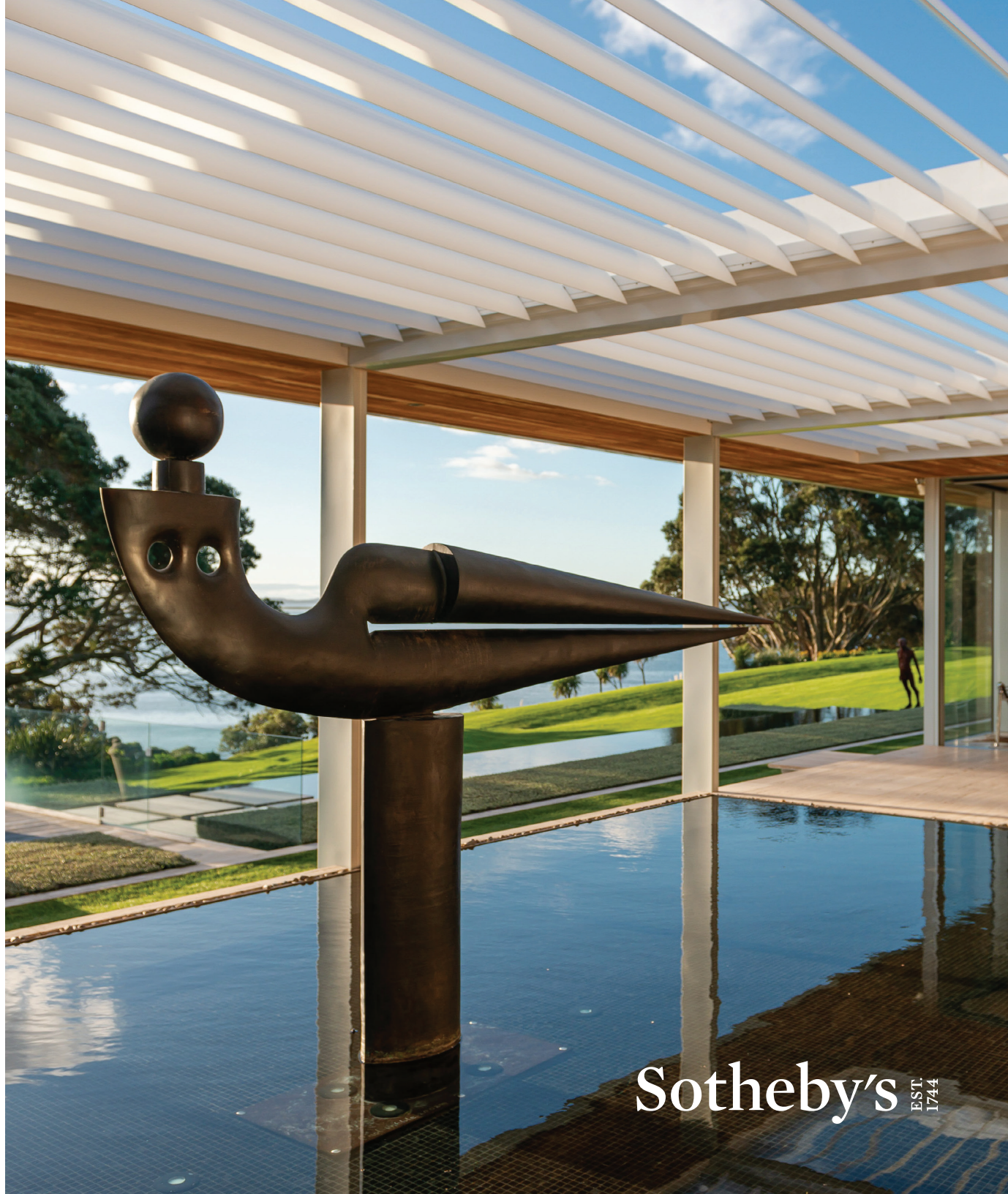
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sara@skyad.com

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

Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

DIGITAL

SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

- Every Week
- 52x/Year
- Custom content, option to target users by location
- Audience selection by feeder market
- 35% open rate
- 25,000+ recipients

TARGETED AREAS

New York, Connecticut

PRICE: \$2,500/DEPLOYMENT



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: **279 Saugatuck Avenue**
- Flight Dates: **March 2024 - May 2024**
- Impressions: **750,000**
- Clicks through to the website of your choice.

100K Impressions per two weeks:	\$900
250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



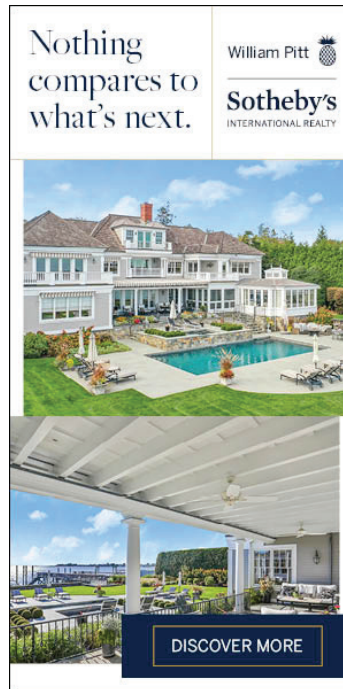
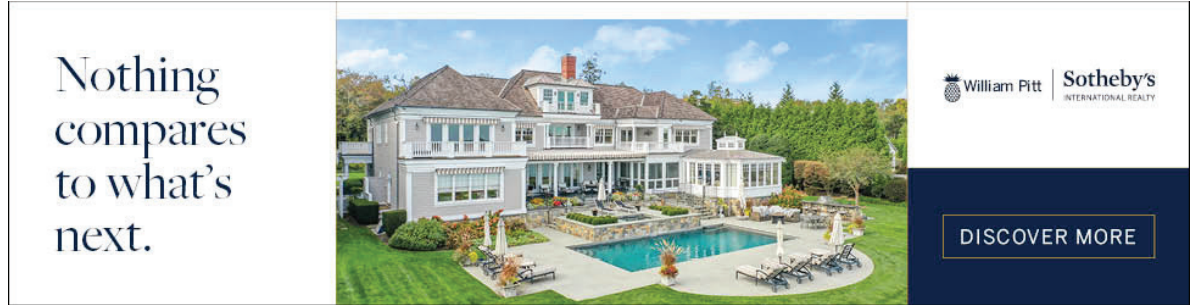
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

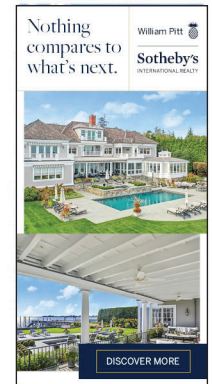
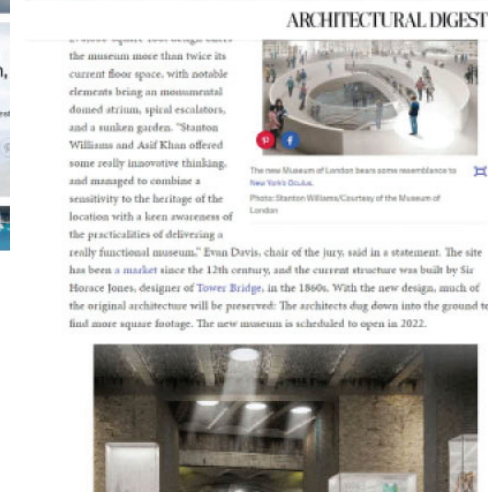
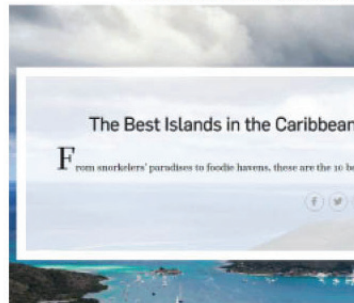
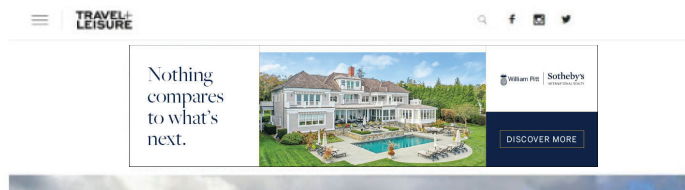
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

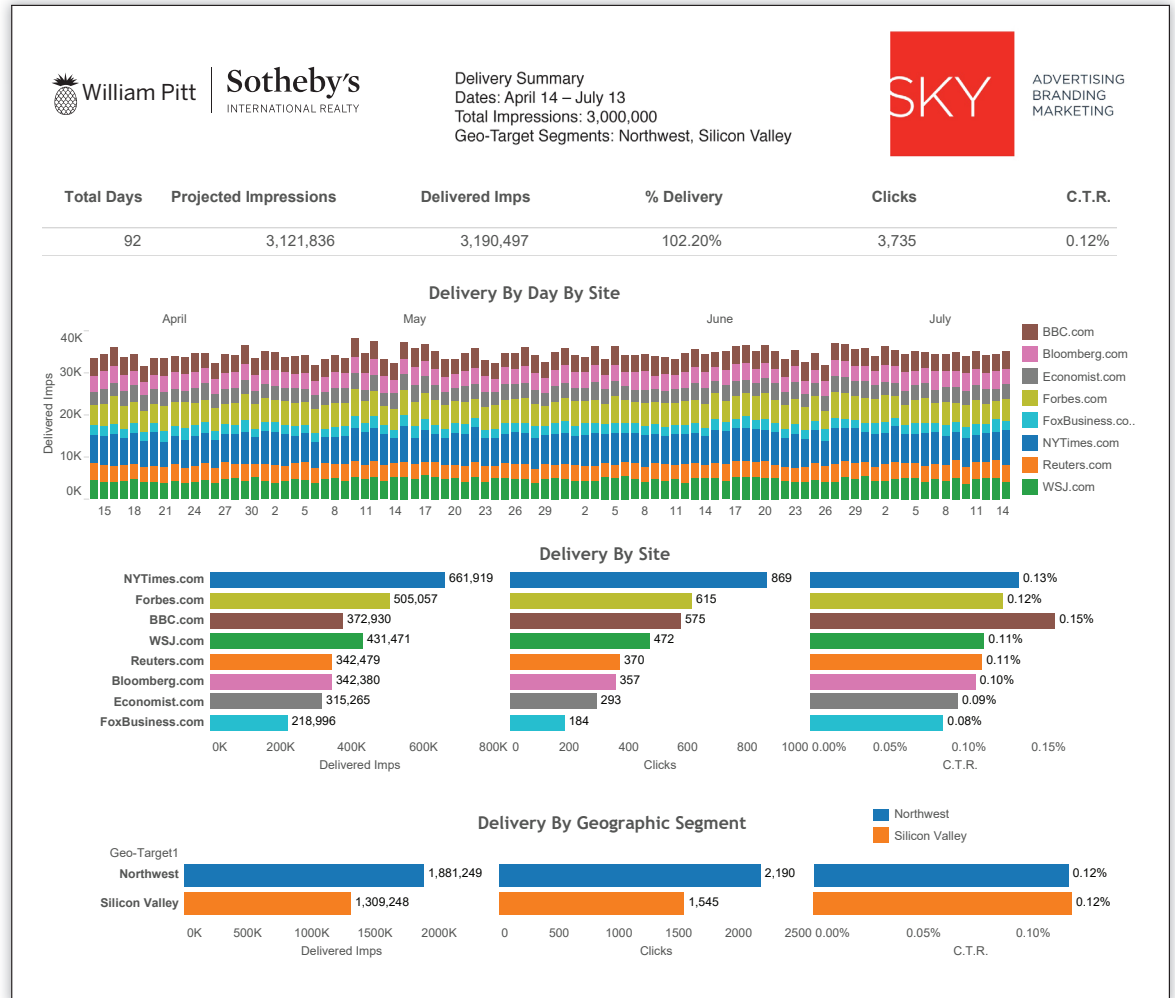


Comprehensive Reporting For Your Customized Campaign

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

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

IMPRESSIONS PROGRAM SAMPLE REPORT



Comprehensive Digital

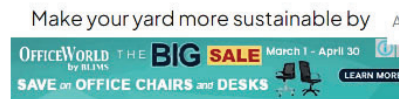
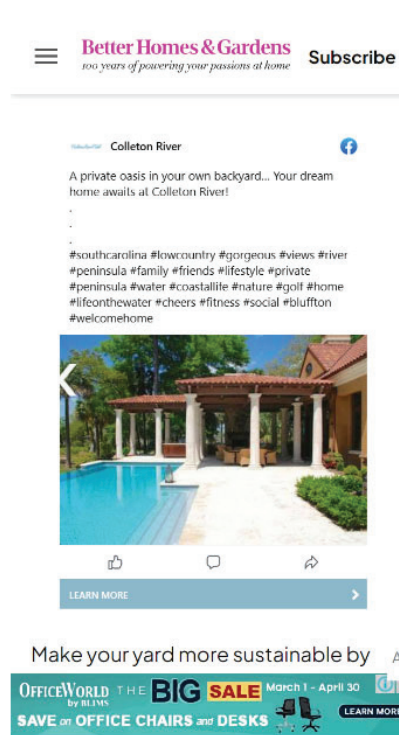
SOCIAL MIRROR ADS

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

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

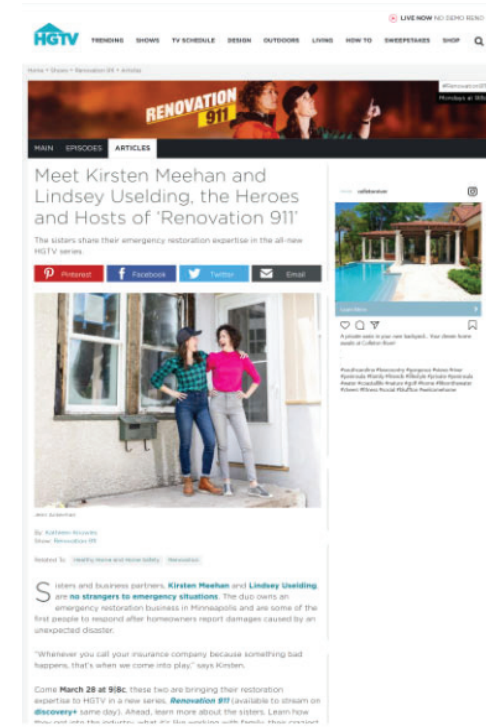
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



TARGETING ABILITIES:

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



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

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

Cottages & Garden

Delivering the finest luxury design and architecture content to residents of America's most affluent communities.

- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

TOP 10 MARKETS

- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950



Floral Gift Ideas for Mother's Day

Even if she's not a gardener, chances are that every mother favors flowers.



Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



Ready, Set, Game Time!

12 fun finds that double as playful decor.

Spotlight



CALIFORNIA CLOSETS

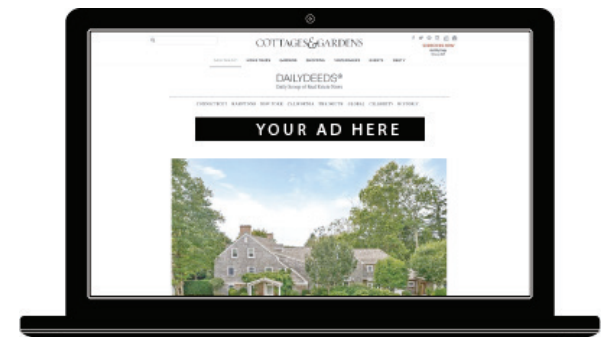
With an eye for both style and function, California Closets provides innovative custom storage systems for all areas of the home. Our expert design consultants will guide you through every step of the California Closets process. Find yourself at home with California Closets.

DAILY DEEDS

E-NEWSLETTER SENT 4X PER WEEK:
\$3,000 FOR TWO WEEKS; \$5,000 PER MONTH

INSTAPARTNERSHIP

POST AND STORIES TAKEOVER: \$1,950/30 DAYS



Crain's New York Business

REAL ESTATE DAILY ENEWSLETTER

Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **78%** are Top Management Professionals
- **60%** are C-Suite Level Executives
- **41%** serve on a Corporate or Non-Profit Board
- **87%** influence Capital Expenditures, Leasing, or Purchasing

REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: **15,000**
- Average Open Rate: **42%**
- **33% SOV + 25K ROS** display impressions
- Featured Placement Property Listing

PRICE: \$3,150/WEEK (MON- FRI, 5 SENDS)

650 FIFTH WORKING UNDER YOUR TERMS. LEARN MORE
NEW HIGH-END PRE-BUILT SUITES AVAILABLE
RANGING FROM 2,833 - 6,475 SF. CUSTOMER ACCESSIBLE

CRAINS NEW YORK BUSINESS
Real Estate Daily
Tuesday, November 02, 2021

Vornado's Roth expresses frustration over return-to-office pace on earnings call
The firm remains hopeful about the sector, noting its occupancy rate has grown steadily since the summer
[READ MORE >](#)

Manhattan office market sees best month for leasing since 2020
Leasing volume for the year has already exceeded 2020 levels
[READ MORE >](#)

SPONSORED BY CRAIN EDUCATOR'S
WestPark: Where Innovation Thrives
WestPark offers two exceptional Class A, trophy headquarters buildings, ideally situated on a 25-acre campus in Metro New York
[View More](#)

Hotel mogul Sam Chang explains his slew of recent sales
The developer says they are because he's retiring, although he has made that claim before
[READ MORE >](#)

CRAIN'S
CORPORATE SUBSCRIPTIONS
INFORM. INSPIRE. INFLUENCE.
READ THE COLLECTION
[LEARN MORE](#)

Editorial: Back-and-forth approach to SALT cap causes confusion, hurts NY taxpayers
Lawmakers should return to the drawing board rather than set up a seesaw approach
[READ MORE >](#)

Deals of the Day: Nov. 2, 2021
The Henry Luce Foundation moves its headquarters, and a College Point warehouse hits the market
[READ MORE >](#)

Hochul set to scale back Cuomo's ambitious Penn Station plan
The closely-watched project could reshape Midtown Manhattan
[READ MORE >](#)

CRAINS NEW YORK BUSINESS

Deal reached on \$750M New York Blood Center rezoning project

Manhattan office market sees best month for leasing since 2020

Hotel mogul Sam Chang explains his slew of recent sales

Editorial: Back-and-forth approach to SALT cap causes confusion, hurts NY taxpayers

Deals of the Day: Nov. 2, 2021

Hochul set to scale back Cuomo's ambitious Penn Station plan

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 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.' banner for Sotheby's. The main content area is titled 'Featured luxury properties' and displays a grid of property listings with images and prices. Below this, there's a 'News about luxury real estate' section with several articles, including 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. The bottom of the page has a footer with 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

jamesedition.com

ROTATING GALLERY

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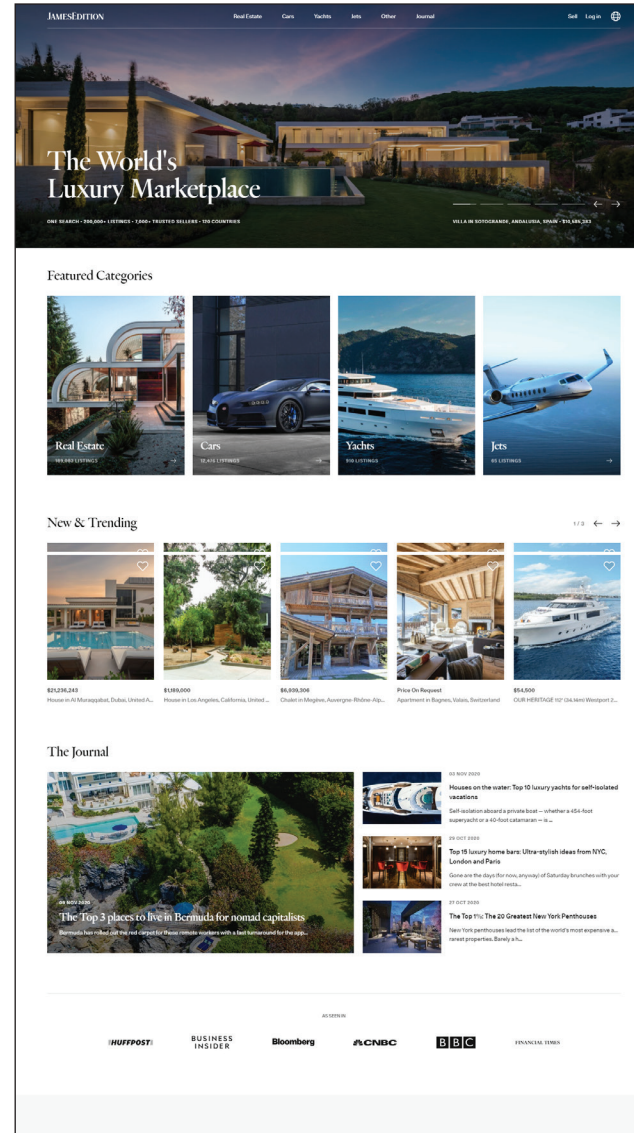
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

SOCIAL MEDIA POST

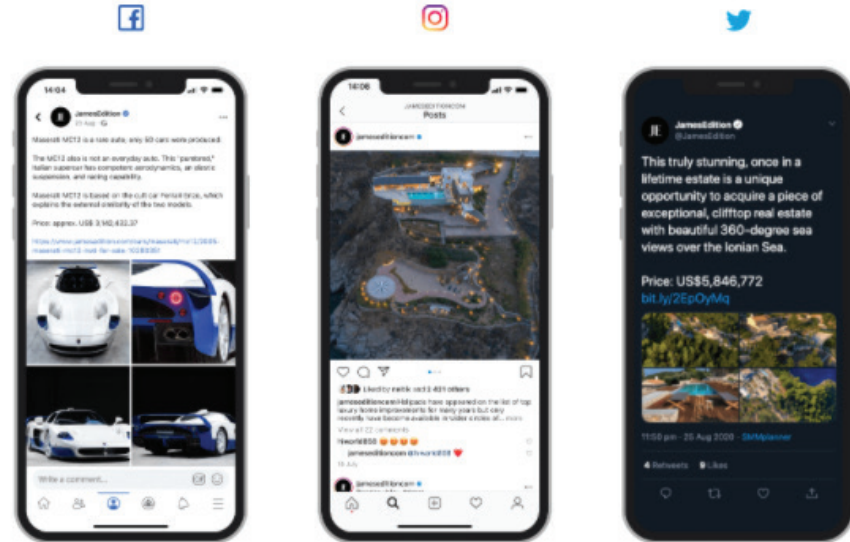
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- 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

RobbReport.com

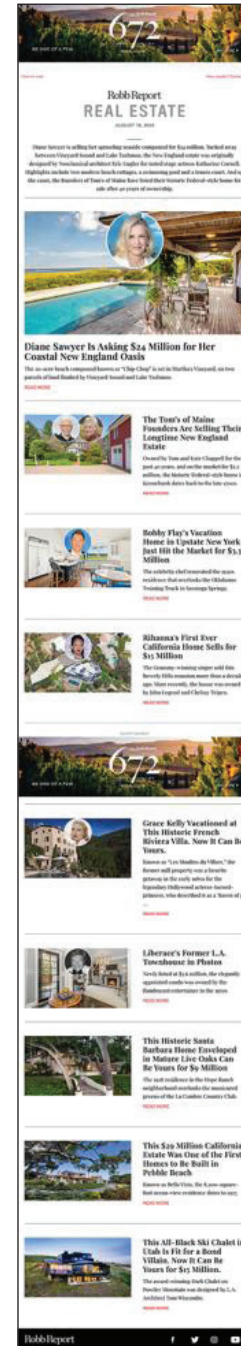
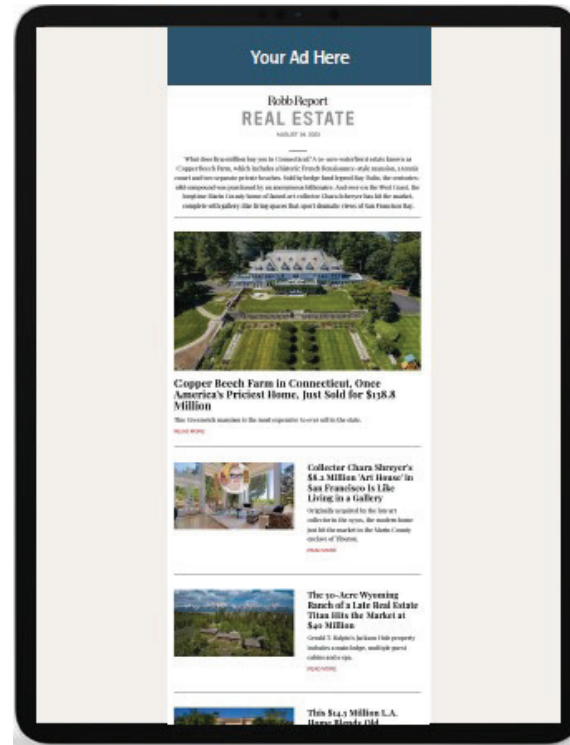
REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

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

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

PRICE: \$3,750 - \$5,000/WEEK
3 DEPLOYMENTS (M, W, F)



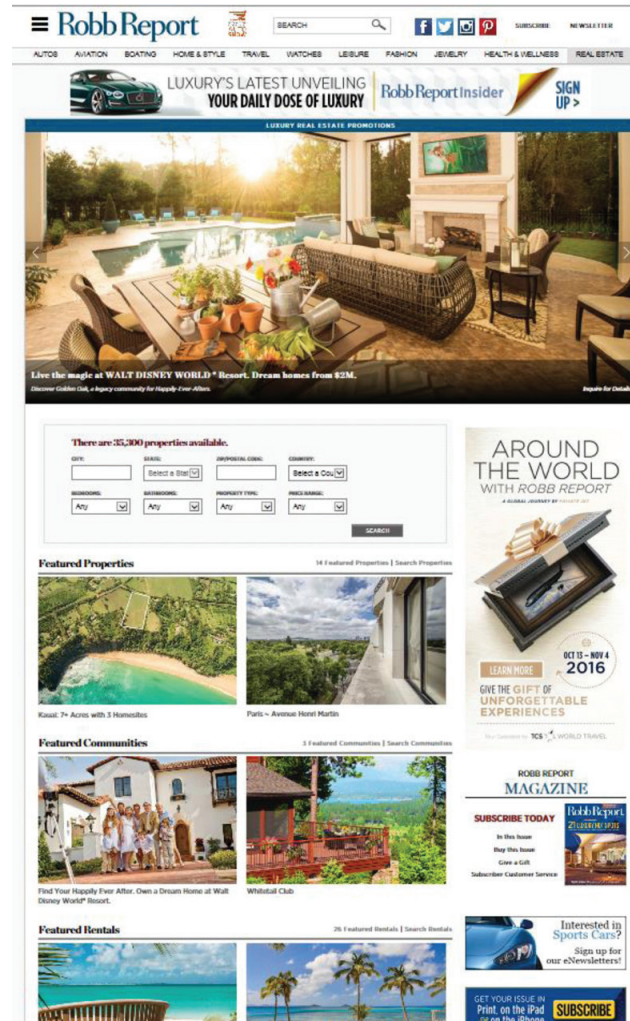
RobbReport.com

FEATURED LISTING CAROUSEL

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

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

PRICE: \$1,350 PER MONTH.



RobbReport.com

LUXURY PROPERTY LISTING

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

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

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


RR1
Robb Report
SUBSCRIBE

☰ CARS YACHTS AVIATION WATCHES STYLE HOME FOOD & DRINK TRAVEL GIFT GUIDE VIDEOS 🔍

40737 properties available.

Q
More ▾

Sort By: Recent ▾




59 Lascelles Blvd, Toronto, ON M5P2C9, CAN

\$5,399,999

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land




Sierra Madre Mountain Retreat, Encampment, Wyoming 82325

\$995,000

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

Homes & Land




1241 N Rio Vista Blvd, Fort Lauderdale, Florida 33301

\$5,970,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land




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

\$2,199,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land




1709 Pope Court, Wilmington, North Carolina 28405

\$1,100,000

Bed: 4 SQFT: N/A
Bath: 4

Homes & Land




419 S Front Street, Wilmington, North Carolina 28401

\$848,000

Bed: 3 SQFT: N/A
Bath: 2

Homes & Land




2236 Acacia Drive, Wilmington, North Carolina 28403

\$1,041,700

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land




10430 E ACOMA Drive, Scottsdale, Arizona 85255

\$949,000

Bed: 4 SQFT: 2797
Bath: 3

Homes & Land




6097 N Paradise View Drive, Paradise Valley, Arizona 85253

\$3,295,000

Bed: 4 SQFT: 4605
Bath: 4

Homes & Land




33799 N 84TH Street, Scottsdale, Arizona 85266

\$3,375,000

Bed: 4 SQFT: 4985
Bath: 4

Homes & Land




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

\$980,000

Bed: 3 SQFT: 2524
Bath: 3

Homes & Land



20012 Tavernier DR, Estero, Florida 33928

\$895,000

Bed: 3 SQFT: 2488
Bath: 3

Homes & Land

The Wall Street Journal Online (WSJ.com)

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

SHARED BANNER: \$650/LISTING



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

PRICE: \$795 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

THE WALL STREET JOURNAL.

WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXXV NO. 52 • \$4.00

What's News

Business & Finance

The Fed unveiled an emergency half percent rate cut and more... **What's News**

Business & Finance

The Fed unveiled an emergency half percent rate cut and more... **What's News**

Fed Cuts Rates Amid Virus Fears

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

By Nick Timiraos

WASHINGTON—The Federal Reserve unveiled an emergency rate-cutting package on Tuesday, slashing the benchmark interest rate to near zero for the first time in its history.

The central bank has typically raised rates to curb inflation, but now it is cutting them to stimulate the economy and avert a recession, said Jeffrey Hirsch, chief economist at the investment bank Jefferies.

The Fed's move is the most aggressive since the 2008 financial crisis. It has cut the rate from 2.25% to 0.25% in just two days, and it has also announced a \$750-billion program to buy Treasury bills and other securities to ensure that credit remains available.

The rate cut was approved by the Fed's Open Market Committee, which met by videoconference on Tuesday. It is a historic move, as the Fed has only cut rates in an emergency before, in 2001 and 2003, in response to the dot-com bust and the Iraq war, respectively.

The rate cut was approved by the Fed's Open Market Committee, which met by videoconference on Tuesday. It is a historic move, as the Fed has only cut rates in an emergency before, in 2001 and 2003, in response to the dot-com bust and the Iraq war, respectively.

Shaky Ground

More opens theory of how to fix the bond market

By Michael S. Sauter

WASHINGTON—The Fed's move to cut rates to near zero has raised the possibility of a "shaky ground" scenario, in which the bond market becomes illiquid and the Fed is forced to buy bonds to maintain the flow of credit.

The theory is that the Fed's move to cut rates to near zero has raised the possibility of a "shaky ground" scenario, in which the bond market becomes illiquid and the Fed is forced to buy bonds to maintain the flow of credit.

Tennessee Twisters Kill at Least 25

By Anne Cooper-Petersen

MEMPHIS—A deadly twister struck Tennessee on Tuesday, killing at least 25 people in the rural area of Nashville and surrounding areas.

The twister, which was a powerful and long-lived storm, tore through the area, causing significant damage and leaving a trail of destruction.

The twister, which was a powerful and long-lived storm, tore through the area, causing significant damage and leaving a trail of destruction.

World-Wide

Biden outlined a string of... **World-Wide**

Biden outlined a string of... **World-Wide**

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

Former Vice President Joe Biden picked up a string of major Tuesday victories, while Sen. Bernie Sanders won a delegate-rich California, as the year broke away from the Democratic presidential nomination.

By Michael S. Sauter

WASHINGTON—Former Vice President Joe Biden picked up a string of major victories on Tuesday, including a win in California, as Sen. Bernie Sanders won a delegate-rich California, as the year broke away from the Democratic presidential nomination.

Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.



CITY, STATE
Website or Address \$A.XXX.XXX | sothebysrealty.com/rlt/gpt
Company
AGENT NAME agentname@sothebysrealty.com +1 212.456.7890



CITY, STATE
Website or Address \$A.XXX.XXX | sothebysrealty.com/rlt/gpt
Company
AGENT NAME agentname@sothebysrealty.com +1 212.456.7890



CITY, STATE
Website or Address \$A.XXX.XXX | sothebysrealty.com/rlt/gpt
Company
AGENT NAME agentname@sothebysrealty.com +1 212.456.7890



CITY, STATE
Website or Address \$A.XXX.XXX | sothebysrealty.com/rlt/gpt
Company
AGENT NAME agentname@sothebysrealty.com +1 212.456.7890



CITY, STATE
Website or Address \$A.XXX.XXX | sothebysrealty.com/rlt/gpt
Company
AGENT NAME agentname@sothebysrealty.com +1 212.456.7890



CITY, STATE
Website or Address \$A.XXX.XXX | sothebysrealty.com/rlt/gpt
Company
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- Circulation: **483,701**
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Vol. CLXVIII No. 38,137

NEW YORK, MONDAY, NOVEMBER 5, 2018

Late Edition
Today, don't forget to vote and don't miss the Thanksgiving Eve special. We'll have a live broadcast, check out our special Thanksgiving Eve special with High 100, the 100th anniversary of the...

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

On Wednesday, as news outlets reported on the far-right fringe of the Trump campaign, the Web's far right was already hearing itself. The far right of the Web is a noisy, often angry, place. It is a place where the far right of the Web is a noisy, often angry, place. It is a place where the far right of the Web is a noisy, often angry, place.

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

Democrats expect to gain control of the House in the 2018 midterms. But the odds are still in the Democrats' favor. The odds are still in the Democrats' favor. The odds are still in the Democrats' favor.

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 F7-22.

Spending Millions in a Bid to Avoid Sanctions
By BENJAMIN SVETKEY

The U.S. Treasury is pushing back against a Russian law that would force U.S. companies to divest themselves of assets in Russia. The U.S. Treasury is pushing back against a Russian law that would force U.S. companies to divest themselves of assets in Russia.

Partisan Rhetoric Of New Query On the Census
By MICHAEL WIND

The Census Bureau is asking for more information about the 2020 census. The Census Bureau is asking for more information about the 2020 census.

Called to Serve, Utah Mayor Always Answered
By JEFF TREMPER






























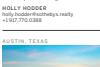
Utah Mayor Mark A. Udvoornum has been called to serve in the Utah National Guard. Utah Mayor Mark A. Udvoornum has been called to serve in the Utah National Guard.

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

A Russian rival of a Georgia politician has accused the politician of hacking into his computer. A Russian rival of a Georgia politician has accused the politician of hacking into his computer.

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- 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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House & Home

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Could you ever think of leaving your home behind to live in the States? You might be surprised to learn that many Americans are doing just that. In fact, according to a new survey by the National Health Interview Survey, more than 1 million Americans have moved to the United States in the last five years. Why? The answer is simple: they want a better life. They want a better education for their children. They want a better job. They want a better future. And they want to live in the States. So, if you're thinking about moving to the States, you're not alone. In fact, you're part of a growing trend. And if you're looking for a better life, you're in luck. The States has everything you need. A better education. A better job. A better future. And a better life. So, if you're thinking about moving to the States, you're not alone. In fact, you're part of a growing trend. And if you're looking for a better life, you're in luck. The States has everything you need. A better education. A better job. A better future. And a better life.

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Plan 1	Ad Description	April	May	June	Media Total	Reach
Media						
Sotheby's Auction House: Print						
Sotheby's Magazine	Quarter Page			\$ 910.00	\$ 910.00	20,000
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Emails	Email					
Sotheby's Bespoke Geo-Targeted Emails	Georgia, Tennessee, Texas, North Carolina, Alabama	\$ 2,500.00			\$ 2,500.00	25,000
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Atlanta, Nashville, Dallas, Charlotte, Gulf Shores					
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00	
Comprehensive Digital						
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
Geofencing - Event and Location						
Mobile Conquesting	Target specific events and locations		\$ 1,500.00		\$ 1,500.00	100,000
JamesEdition						
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00	\$ 1,600.00	750,000
E-Newsletter Featured Listing	E-Newsletter	\$ 1,500.00			\$ 1,500.00	192,000
Social Media	Listing Feature		\$ 800.00		\$ 800.00	148,000
Robbreport.com						
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00			\$ 1,350.00	6,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00			\$ 450.00	
WSJ.com						
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00		\$ 1,300.00	328,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus		\$ -	
Print						
Conde Nast Magazines Regional Pages						
Architectural Digest - Atlanta	Full Page			\$ 2,340.00	\$ 2,340.00	12,000
Financial Times						
Financial Times	Property Spot	\$ 750.00	\$ 750.00		\$ 1,500.00	420,914
The New York Times						
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00	\$ 760.00	\$ 2,280.00	1,269,333
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00	\$ 1,925.00	65,000
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00	1,933,272
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00	\$ 980.00	100,000
TOTAL					\$ 39,205.00	6,869,519
*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		March	April	May	June	Media Total	Reach
Media							
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	Enter New York, Connecticut	\$ 2,500.00				\$ 2,500.00	25,000
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
Cottages & Garden							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
Crain's New York Business							
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00				\$ 3,150.00	15,000
JamesEdition							
E-Newsletter Featured Listing	E-Newsletter	\$ 1,500.00				\$ 1,500.00	192,000
Robbreport.com							
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00				\$ 1,350.00	6,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00				\$ 450.00	
WSJ.com							
Mansion Global Homepage Hero	Shared Banner		\$ 650.00			\$ 650.00	164,000
Print							
Financial Times							
Financial Times	Property Spot	\$ 750.00				\$ 750.00	210,457
The New York Times							
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00				\$ 760.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00	\$ 750.00		\$ 1,500.00	330,000
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00		\$ 2,385.00	1,933,272
TOTAL						\$ 21,845.00	3,598,840
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							