



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

1957 Harbourview Drive Advertising and Marketing Program

ONE | Sotheby's
INTERNATIONAL REALTY

Table of Contents

3 INTRO

4 SOTHEBY'S AUCTION HOUSE

5 Sotheby's Bespoke Email

6 DIGITAL

7 Impressions Campaign
12 Geofencing - Event and Location
13 Comprehensive Digital
15 Google AdWords
18 Conde Nast UK
19 Cottages & Garden
20 Country Life
21 Dwell Real Estate
22 Elite Traveler
23 Nob Hill Gazette
24 JamesEdition.com
27 Luxury Estate
28 Ocean Home
29 RobbReport.com
32 WSJ.com

34 PRINT

35 The Wall Street Journal
36 The New York Times
39 Country Life
40 Financial Times
41 Los Angeles Times Takeover
42 Private Air Luxury Homes Magazine

43 SCHEDULE, PRICING & REACH

44 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 1957 Harbourview Drive

SKY Advertising is excited to present to ONE Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 1957 Harbourview Drive.

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 Fort Lauderdale.

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

DIGITAL

SOTHEBY'S BESPOKE EMAIL

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

\$2,500/DEPLOYMENT



EXCLUSIVE

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

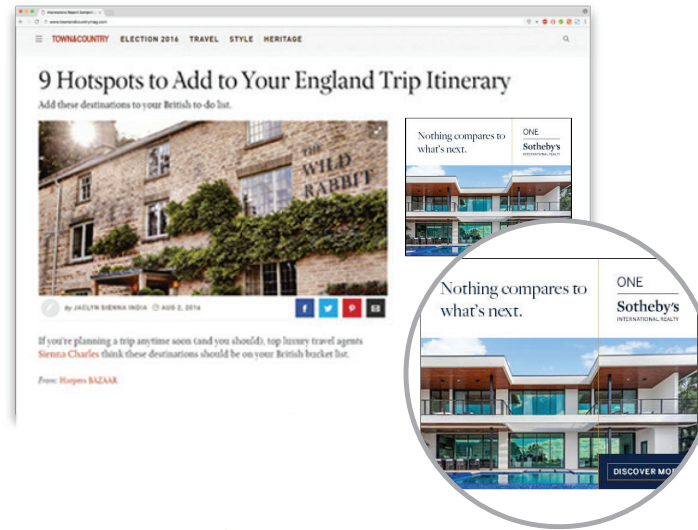
Impressions Campaign

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: **1957 Harbourview Drive**
- Flight Dates: **April 2024 - June 2024**
- Impressions: **750,000**
- Clicks through to the website of your choice.

100K Impression 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	



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



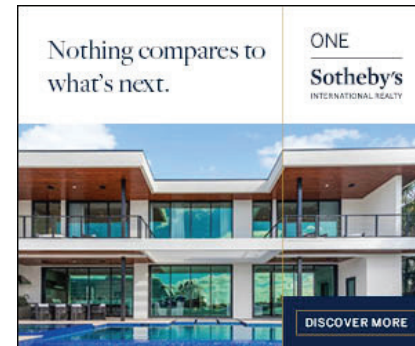
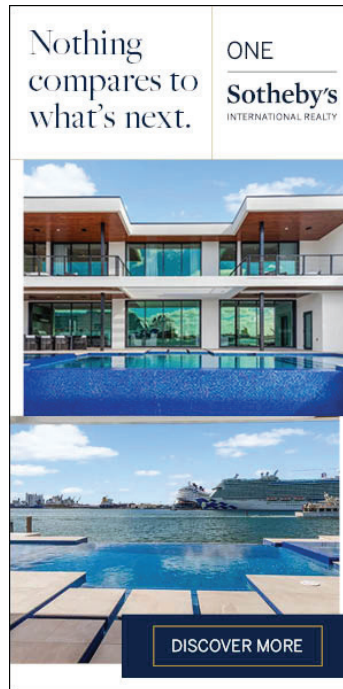
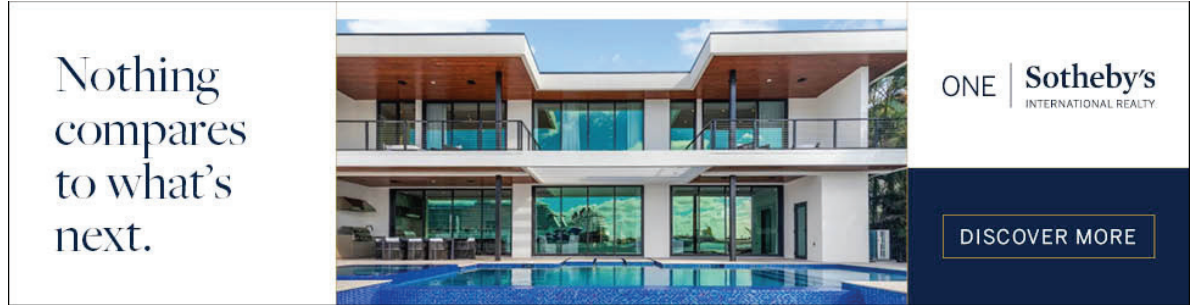
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

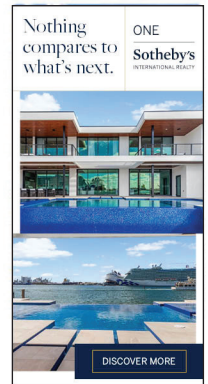
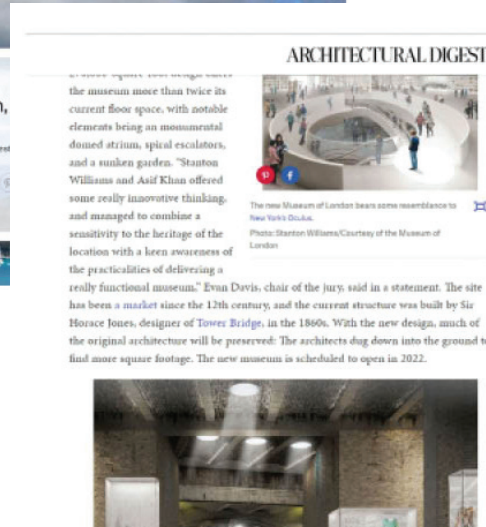
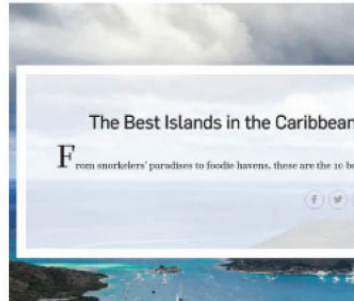
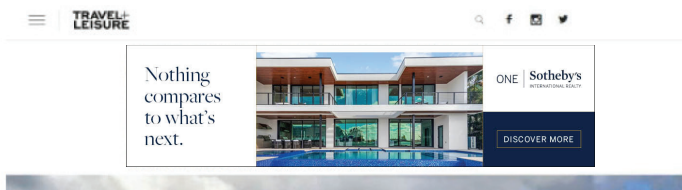
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

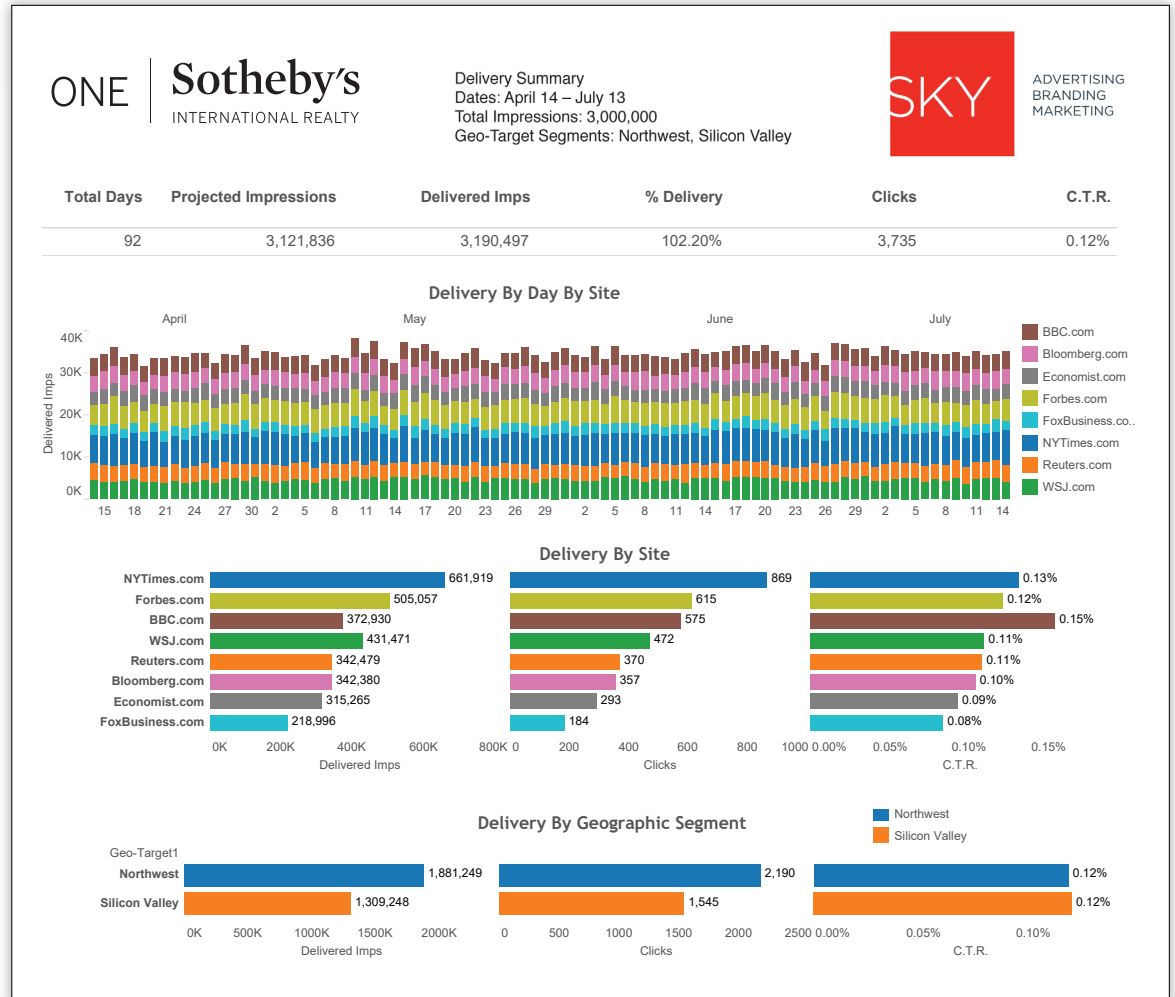


Comprehensive Reporting For Your Customized Campaign

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.

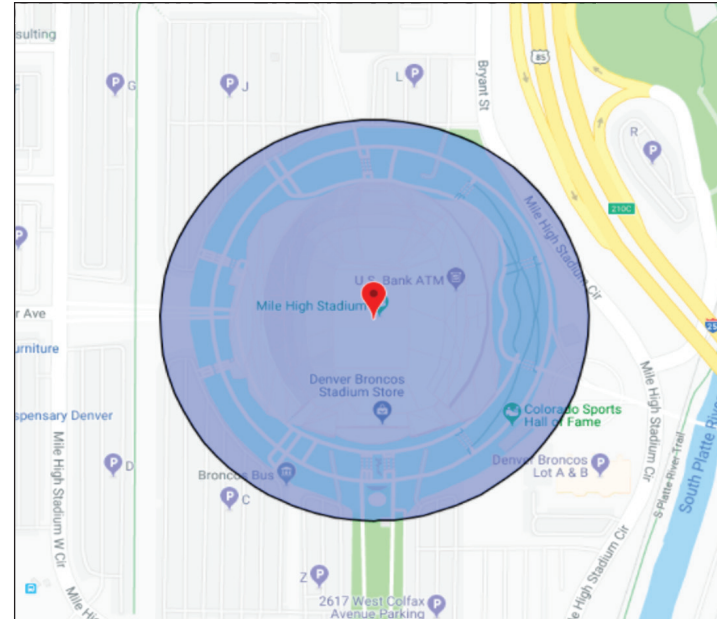
IMPRESSIONS PROGRAM SAMPLE REPORT



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

- Investment: **\$1,500/month Up to 3 Geo-fences**
- Monthly Impressions: **60,000**

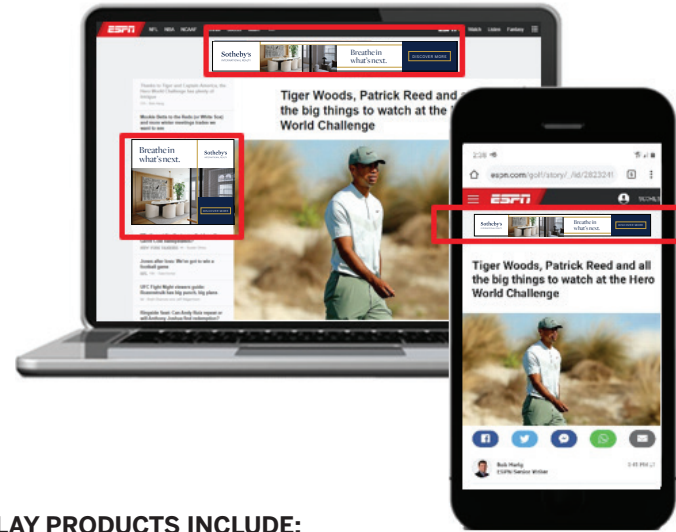
MOBILE CONQUESTING

- Investment: **From \$1,500/month**
- Monthly Impressions **100,000**

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.

**PRICE: FROM \$1,500/MONTH
150,000 IMPRESSIONS**

Comprehensive Digital

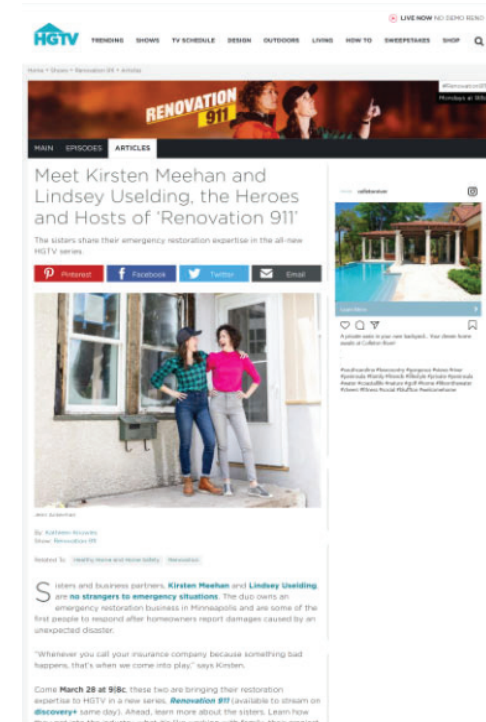
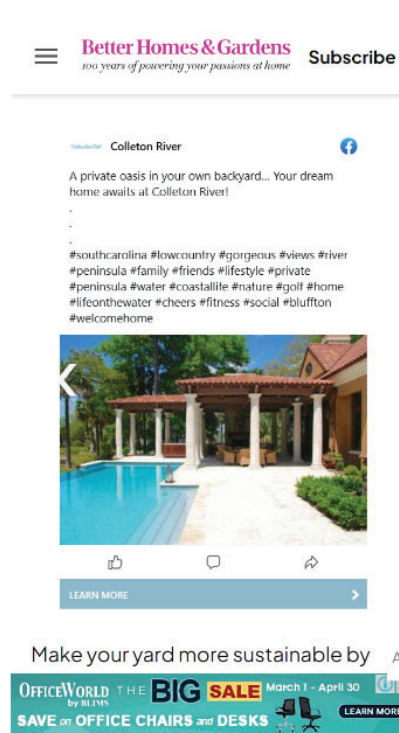
SOCIAL MIRROR ADS

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

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

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

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



TARGETING ABILITIES:

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

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

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

Google AdWords

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

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

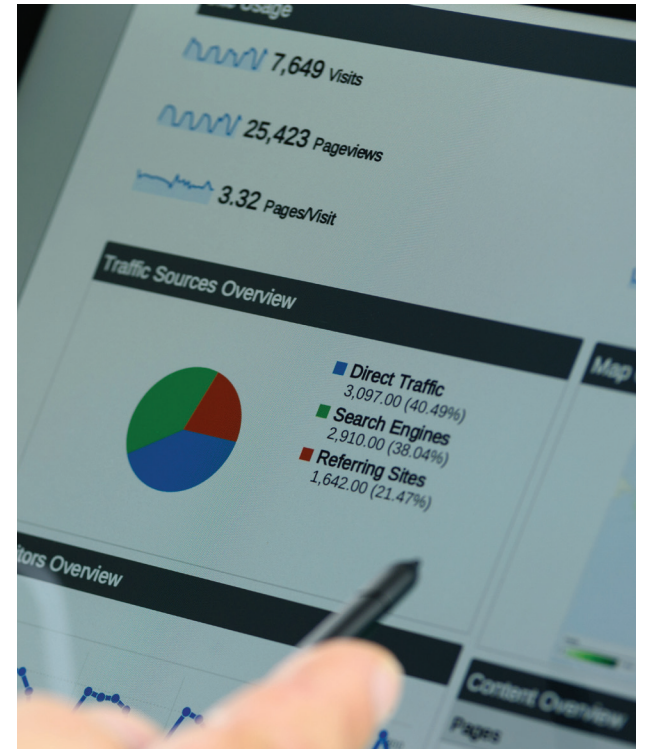


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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





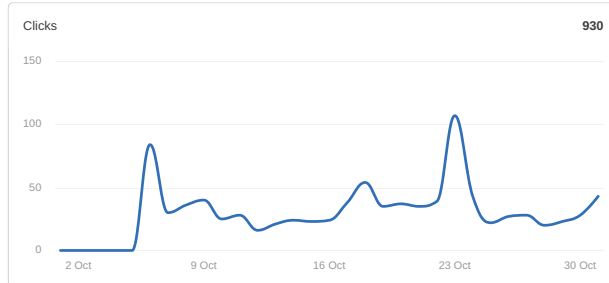
Google AdWords

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.

1957 Harbourview

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



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

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

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

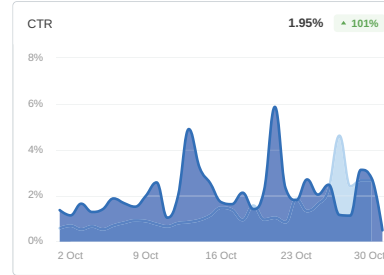
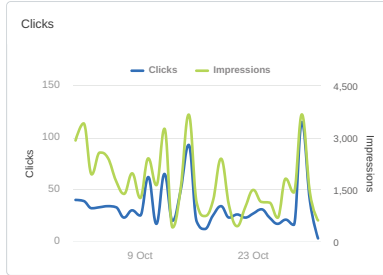
MONTHLY REPORTING

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



1957 Harbourview

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

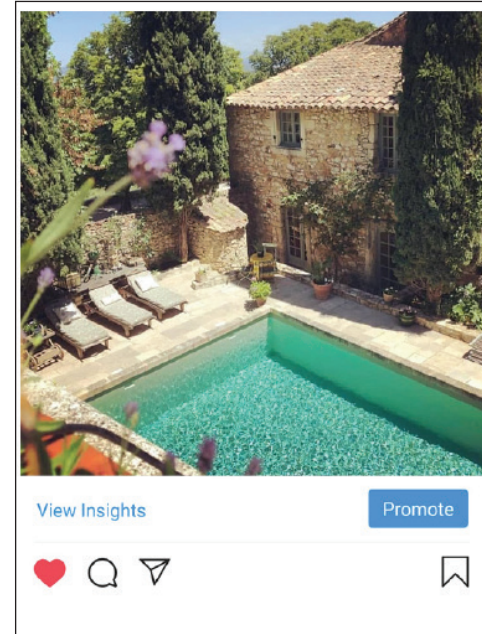
KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean realty	1	1	1

Conde Nast UK

INSTAGRAM @CONDENASTPROPERTY

Ready to jump into action on instagram, @condenastproperty is the fastest growing account at Conde Nast Britain and consistently comes in at No 1 each week on growth and engagement. @condenastproperty has grown organically in 3 years and now has 215K followers.

INSTAGRAM POST: \$ 2,750



DIGITAL

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

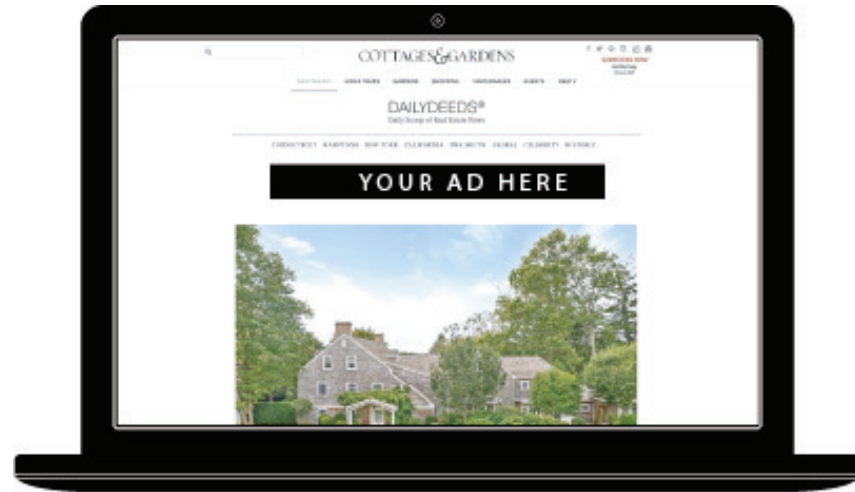
- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950

INSTAPARTNERSHIP

PRICE: \$1,950/30 DAYS



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.

Country Life

Country Life is the world's most celebrated magazine of the British way of life, its countryside, properties, and gardens

Three core audience pillars:

Traditional country champions – wealthy empty nesters enjoying their retirement in the countryside.

Custodians of the land – country dwellers with a deep emotional connection to the countryside.

Discerning Country – a quietly refined group, the most affluent, and willing to spend on the brands that reflect their discerning taste.

- 1.68M Global page views per month
- 352K Social Followers
- 81% Targeted HNWI Audience

WEEKLY E-NEWSLETTER

Published Wednesdays & Saturdays

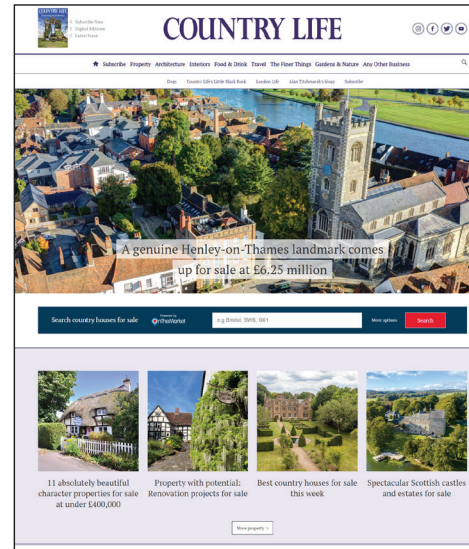
Reach 25,000 loyal readers who are infatuated with property, architecture, the arts, gardening, the countryside, schools and wildlife.

PRICE: \$1,950

INTERNATIONAL PROPERTY LISTING

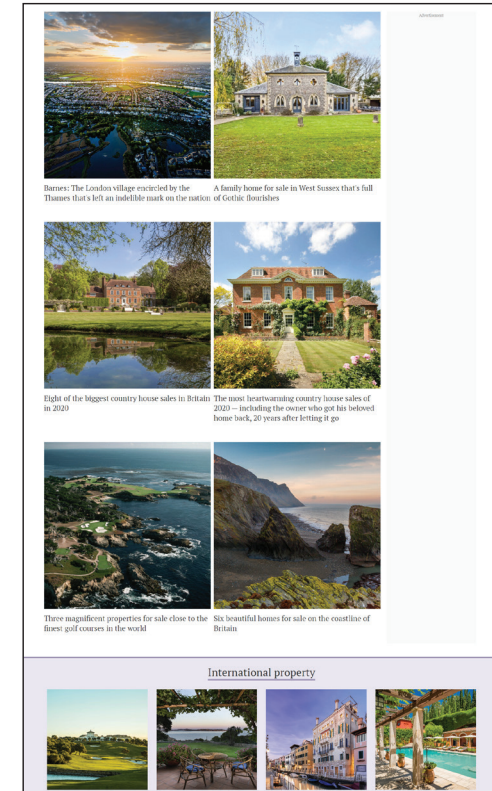
Property listings live forever on the Country Life site until you remove the URL.

\$400/LISTING
\$2,500 UNLIMITED LISTINGS



E-NEWSLETTER DEDICATED SEND

PRICE: \$2,250



EXCLUSIVE PRICING

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

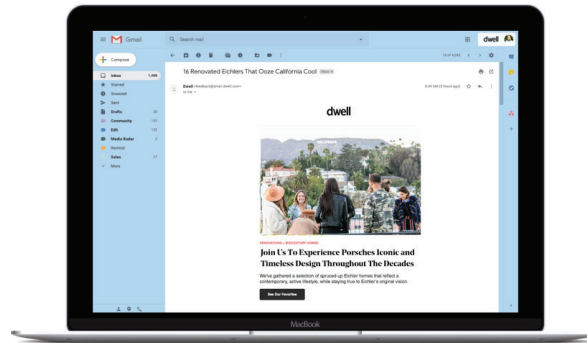
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

REAL ESTATE EMAIL NEWSLETTER SPONSORSHIP

Dwell's newest email newsletter delivers each week's must-see, just-listed homes straight to your inbox.

- Dwell Real Estate Subscribers: **565k**
- Avg Open Rate: **30%**
- Avg Click Through: **1-3.5%**
- Cadence: **1x per week** (Thursdays)

PRICE: \$6,000 PER DEPLOYMENT



dwell

On the Market

Just-listed, must-see modern homes.

New This Week →

Presented by **Sotheby's**
INTERNATIONAL REALTY

BOLINAS, CALIFORNIA
A Bolinas Midcentury With a Commanding View of the Pacific Asks \$5M
Set high on a cliff in the Northern California surf town, the ship-like, weatherworn residence takes in epic sunsets and sweeping vistas.

Take a Tour

Sotheby's International Realty will help you find a home that suits your lifestyle.

Learn More

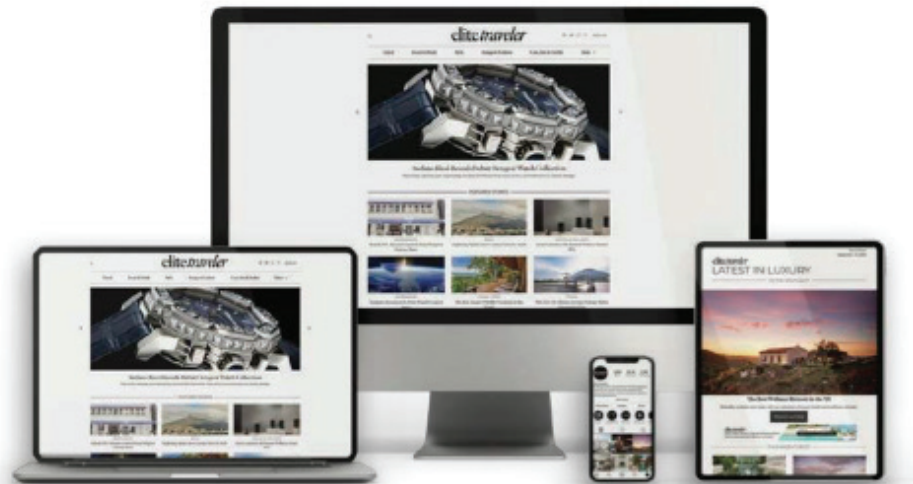
Elite Traveler

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: \$2,500/YEAR



EXCLUSIVE PRICING

DIGITAL

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'. A search bar is on the right. Below the navigation is a large banner for 'The Global Luxury Marketplace: Cars, Homes and more' featuring a yacht. A section titled 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world...' is followed by a 'MOST POPULAR' grid of luxury cars like the Ferrari 488 GTB, Chevrolet Corvette, and McLaren 550C. Below this are sections for 'JAMES SPOTTING' (real estate), 'RICH LIST' (yachts), and 'LATEST STORIES' (luxury cars and real estate news).

This screenshot shows a detailed listing for 'THE PENTHOUSES AT GOLDEN PEAK' in Spain. The listing includes a large image of the property, a search bar, and a description: 'JamesEdition is the premier international marketplace to find luxury real estate and homes for sale. Search and browse more than 40,000 luxury homes for sale in over 50 countries...' Below the listing is a grid of 'Featured luxury properties' with various real estate options and their prices. At the bottom, there are sections for 'News about luxury real estate' and a footer with 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

jamesedition.com

ROTATING GALLERY

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

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

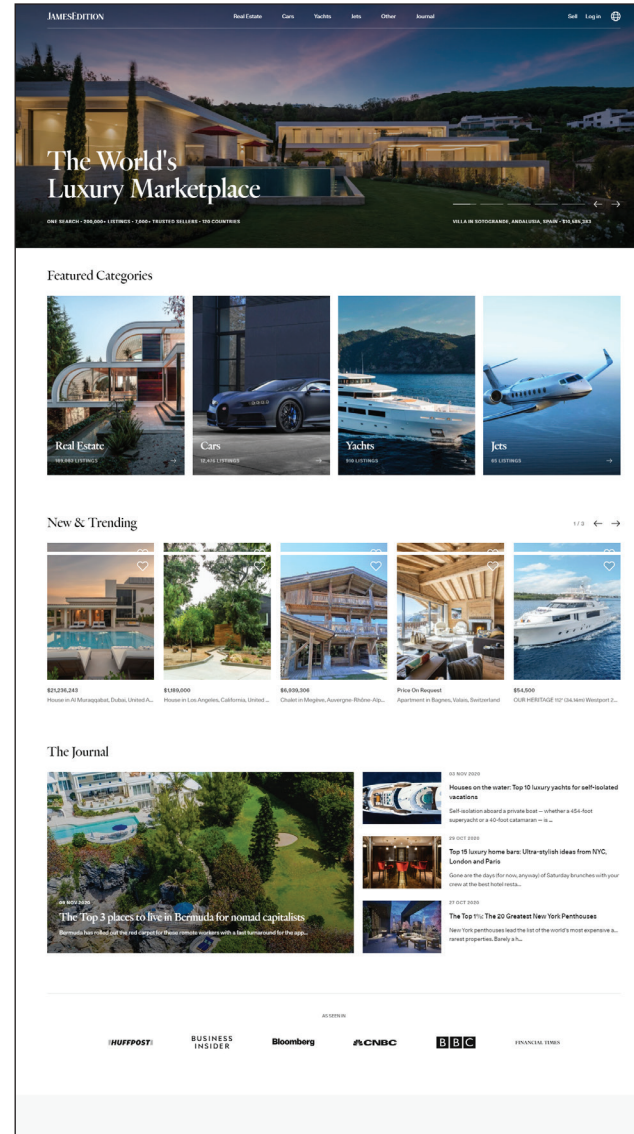
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

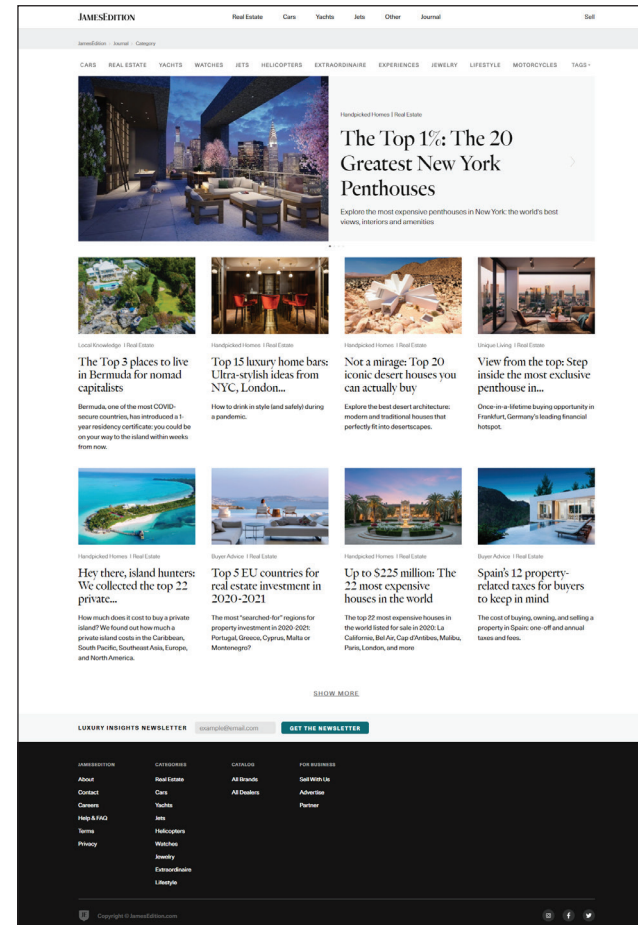
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

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



Luxury Estate

LUXURY ESTATE

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

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

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

SHOWCASE LISTING + ELITE LISTING PACKAGES

PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

EXCLUSIVE EMAIL

Sent weekly on Wednesday and Sundays to Ocean Home’s discerning audience of high net worth coastal home owners and elite industry professionals.

PRICE: \$2,750



SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

INSTAGRAM
\$800 PER POST

FACEBOOK
\$675 PER POST

FACEBOOK/INSTAGRAM AD
\$1,400/MONTH

OCEAN HOME 2021 WINTER

OCEANHOME EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES

FROM A PENTHOUSE YOU CAN SEE FOREVER

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Westler-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA
Exclusive Suites to 3 Bedroom Villas
From \$125,000 to over \$10 Million

OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500 per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

RMS

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

EXCLUSIVE PRICING

RobbReport.com

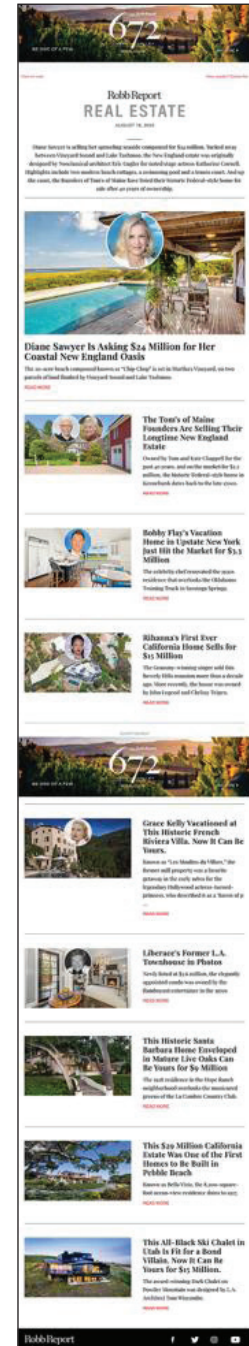
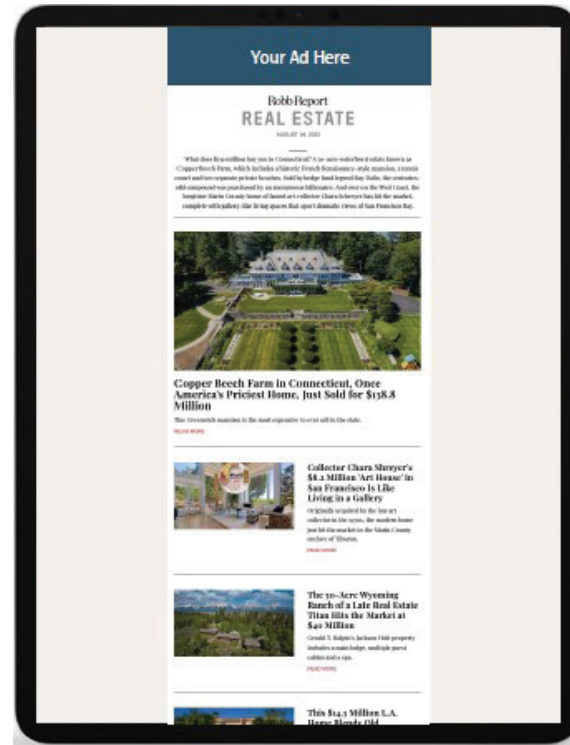
REAL ESTATE NEWSLETTER

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)



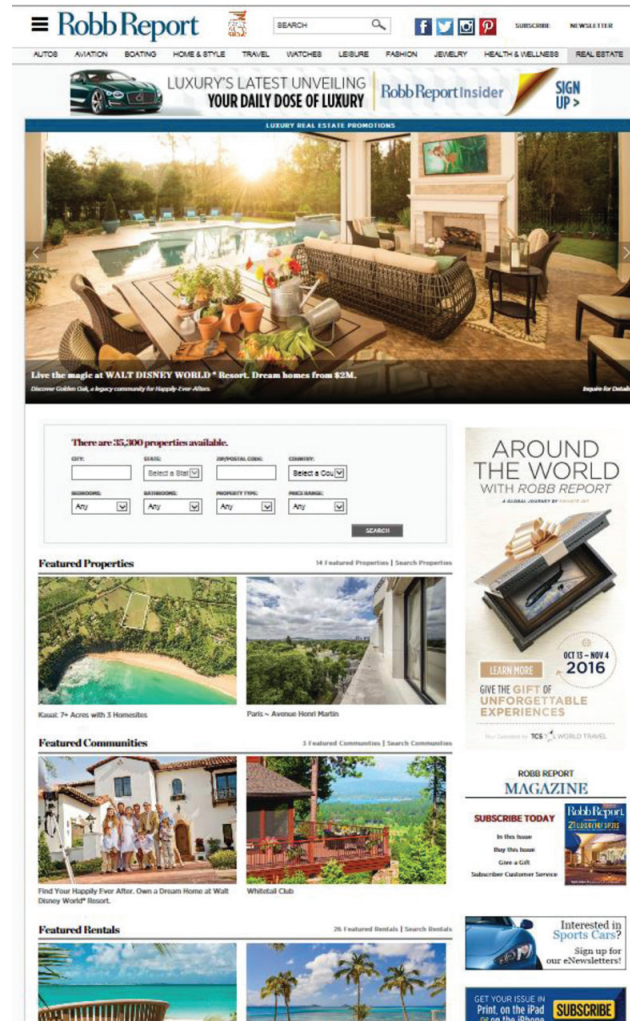
RobbReport.com

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.

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- Average Age: 43
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- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

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


RR1
Robb Report
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40737 properties available.

Q
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59 Lascelles Blvd, Toronto, ON M5P2C9, CAN

\$5,399,999

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land




Sierra Madre Mountain Retreat, Encampment, Wyoming 82325

\$995,000

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

Homes & Land




1241 N Rio Vista Blvd, Fort Lauderdale, Florida 33301

\$5,970,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land




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

\$2,199,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land




1709 Pope Court, Wilmington, North Carolina 28405

\$1,100,000

Bed: 4 SQFT: N/A
Bath: 4

Homes & Land




419 S Front Street, Wilmington, North Carolina 28401

\$848,000

Bed: 3 SQFT: N/A
Bath: 2

Homes & Land




2236 Acacia Drive, Wilmington, North Carolina 28403

\$1,041,700

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land




10430 E ACOMA Drive, Scottsdale, Arizona 85255

\$949,000

Bed: 4 SQFT: 2797
Bath: 3

Homes & Land




6097 N Paradise View Drive, Paradise Valley, Arizona 85253

\$3,295,000

Bed: 4 SQFT: 4605
Bath: 4

Homes & Land




33799 N 84TH Street, Scottsdale, Arizona 85266

\$3,375,000

Bed: 4 SQFT: 4985
Bath: 4

Homes & Land




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

\$980,000

Bed: 3 SQFT: 2524
Bath: 3

Homes & Land



20012 Tavernier DR, Estero, Florida 33928

\$895,000

Bed: 3 SQFT: 2488
Bath: 3

Homes & Land

The Wall Street Journal Online (WSJ.com)

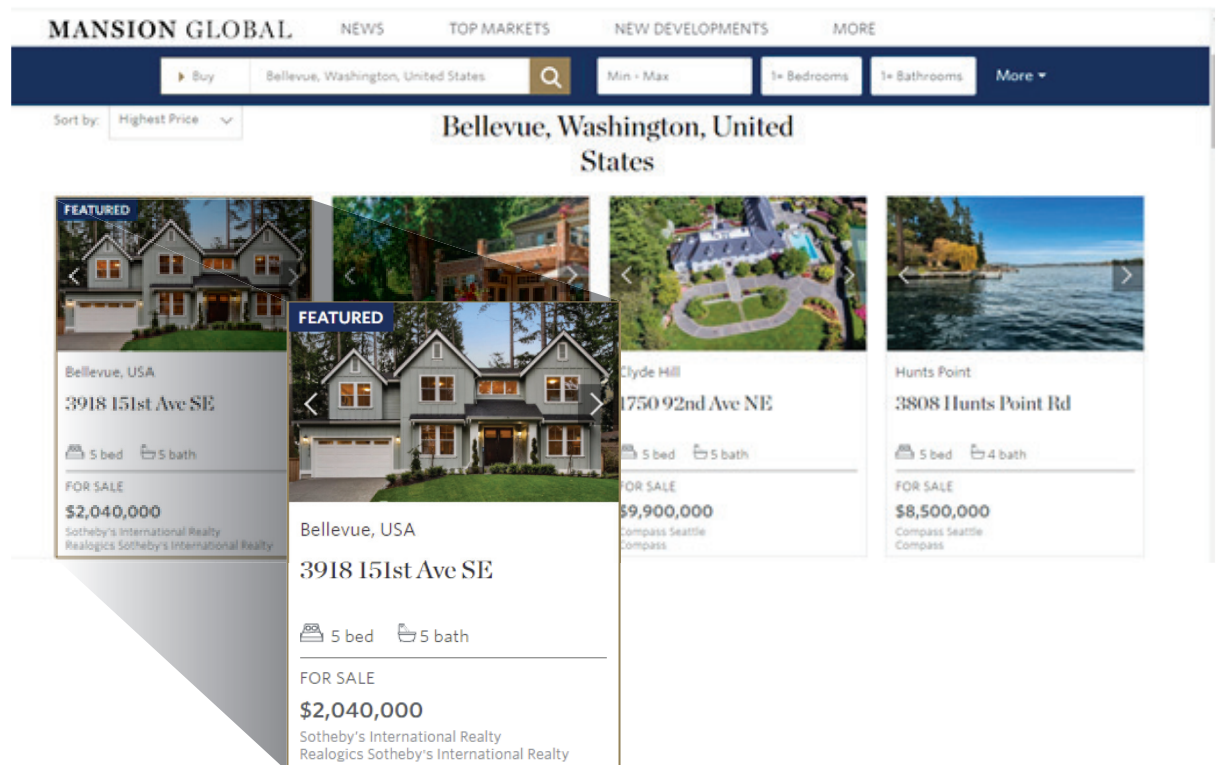
FEATURED PROPERTY UPGRADES

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

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

10 PROPERTIES: \$1,200

Bonus with print placement



EXCLUSIVE

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

\$795 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

THE WALL STREET JOURNAL.
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • WSJ.com • \$4.00
 DAA 292741 • 75351291 • NASDAQ 100: 10,939 • S&P 500: 3121.1 • NYSE TRAIL: A 2572, 14651205 • NYSE: 10,517.38 • 9:43 • GOLD: \$1,142.30 • \$180 • EURO: \$1,127.12 • YEN: 107.32

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 of goods is being disrupted by the coronavirus, which is causing a drop in oil prices and a rise in gold prices.

Tennessee Twisters Kill at Least 25
 A line of storm clouds began barreling across Tennessee on Tuesday, bringing heavy rain and strong winds to many people.

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 the Democratic presidential nomination in California.

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Nothing compares to what's next.

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EXCLUSIVE

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**

\$760/SINGLE SPOT, COLOR

EXUMA, THE BAHAMAS



Leaf Cay
\$19,995,000 USD | sirbahamas.com/id/46931
Bahamas Sotheby's International Realty
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The New York Times Today, don't forget, today and daily. It's the longest running newspaper in the world. It's 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 MONTGOMERY

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 Roots Of New Query On The Census
By MICHAEL WIND

Called to Serve, Utah Mayor Always Answered
By PETER TRINKEVICH

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

The New York Times Takeover

Promote your brand and properties in style with this 96 page tabloid insert devoted to Sotheby's International Realty and Delivered high-net worth zip codes. Generous, full-page ad space on heavy, bright white paper ensures an elegant presentation and shelf life.

- Circulation: **160,000**
- Distribution: **NYC Metro Area**

FULL PAGE W/ DIGITAL PROMOTION, COLOR: \$750
 INSIDE FRONT COVER, COLOR: \$1,150
 INSIDE BACK COVER, COLOR: \$1,150
 BACK COVER, COLOR: \$1,500

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Move beyond your expectations.

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Fichez Russell
Real Estate Salesperson
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6 502.602.2710
c. 505.660.5400

72 Post Road
9 BR | 6 BA | 15.54 ACRES
\$4,800,000

Located on 15.54 acres directly adjacent to the 230-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.

Danielle Gale MRE, SLS
AGENT/OWNER RUSSELL

Sotheby's International Realty

Sandbanks Exuma, The Bahamas

Jacqueline Lightburn
Elite Agent
+1 242 269 2225
260 Sandbanks Light House
#SIBAHAMAS

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

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

SIBAHAMAS.COM/ID/X29,67

Bahamas | Sotheby's International Realty

5305 Carlsbad Boulevard, Carlsbad, CA 92008

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

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

Stunning single story 15 acre oceanfront lot spanning two parcels 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

Pacific | Sotheby's International Realty

PRINT

Country Life

Launched in 1897, Country Life Magazine is one of Britain's best known and respected magazine that has, for 120 years, celebrated the greatest British architecture, property, interior design and gardens.

Country Life International offers beautiful advertising pages showcasing the latest properties for sale. Not only this, its dedicated editorial team provides opinion and thought-provoking content and stunning photography that is critical to anyone seriously interested in realising their dream of living in a beautiful home abroad. Its content is fresh and relevant, ensuring readers return to the magazine time and time again. Buyers can find the best new villas and luxury houses for sale in Europe, North America, the Caribbean and beyond.

- Circulation: **41,000**
- Male/Female: **50/50**
- Average Age: **55**
- HNW Audience: **85%**

SPOT: \$525

QUARTER PAGE: \$1,150

HALF PAGE: \$2,000

FULL PAGE: \$3,300



EXCLUSIVE

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 PROPERTY SPOT, COLOR
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Nothing compares to what's next.

<p>EXUMA, THE BAHAMAS</p> <p>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</p>	<p>BRIDGE VALLEY, ARIZONA</p> <p>4129 East Sandy Mountain Road \$1,200,000 USD sirbahamas.com/id/46932 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 480.262.0249</p>	<p>SCOTTSDALE, ARIZONA</p> <p>9793 East Bismarck Drive \$1,800,000 USD sirbahamas.com/id/46933 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 480.262.0249</p>	<p>SCOTTSDALE, ARIZONA</p> <p>12801 North Church Road \$1,800,000 USD sirbahamas.com/id/46934 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 480.262.0249</p>	<p>ATHLETON, CALIFORNIA</p> <p>451 Cypress Road \$1,200,000 USD sirbahamas.com/id/46935 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.682.2828</p>
<p>PALO ALTO, CALIFORNIA</p> <p>1527W aveley.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.682.2828</p>	<p>PESQUIM, CALIFORNIA</p> <p>3073 Hagenford Road \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.682.2828</p>	<p>ROSE, CALIFORNIA</p> <p>275 Joplin Rd \$2,700,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.682.2828</p>	<p>SAN DIEGO, CALIFORNIA</p> <p>2716 N Ocean Street \$1,200,000 Pacific Sotheby's International Realty REN KOCYU ren.kocyu@sirbahamas.com +1 760.523.3238</p>	<p>SAN FRANCISCO, CALIFORNIA</p> <p>104 Hill Street \$2,000,000 San Francisco Sotheby's International Realty WENDY STOKER wendy.stoker@sirbahamas.com +1 415.775.8888</p>
<p>BIRMINGHAM, CONNECTICUT</p> <p>1000 Riverside Drive \$1,200,000 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.373.2883</p>	<p>WESTON, CONNECTICUT</p> <p>1000 Riverside Drive \$1,200,000 Sotheby's International Realty KRISSE BLAKE krisse.blake@sirbahamas.com +1 203.373.2883</p>	<p>ATLANTA, GEORGIA</p> <p>111 Peachtree Street NE \$1,200,000 Sotheby's International Realty RUSSELL POST russell.post@sirbahamas.com +1 404.525.7700</p>	<p>WYOMING, GEORGIA</p> <p>111 Peachtree Street NE \$1,200,000 Sotheby's International Realty SUSAN BYRAN susan.byran@sirbahamas.com +1 770.731.3888</p>	<p>MIAMI BEACH, FLORIDA</p> <p>111 Peachtree Street NE \$1,200,000 Sotheby's International Realty CODY D'ABATE cody.dabate@sirbahamas.com +1 770.731.3888</p>
<p>ALFORD, MASSACHUSETTS</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.627.4999</p>	<p>BOSTON, MASSACHUSETTS</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty LOIS KUNIN lois.kunin@sirbahamas.com +1 617.467.1100</p>	<p>LENOX, MASSACHUSETTS</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty GEORGE CAIN george.cain@sirbahamas.com +1 978.361.2000</p>	<p>ROSELLE TOWNSHIP, NEW JERSEY</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty JORDAN HENDERSON jordan.henderson@sirbahamas.com +1 908.941.2000</p>	<p>PARSONS, NEW JERSEY</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty JORDAN HENDERSON jordan.henderson@sirbahamas.com +1 908.941.2000</p>
<p>NEW YORK, NEW YORK</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>	<p>NEW YORK, NEW YORK</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>	<p>NEW YORK, NEW YORK</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>	<p>NEW YORK, NEW YORK</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>	<p>SCOTTSDALE, NEW YORK</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>
<p>UNWILLE, NORTH CAROLINA</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>	<p>PROVIDENCE, RHODE ISLAND</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>	<p>CHARLESTON, SOUTH CAROLINA</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>	<p>STATE OF PALMS, SOUTH CAROLINA</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>	<p>AUSTIN, TEXAS</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>
<p>AUSTIN, TEXAS</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>	<p>HOUSTON, TEXAS</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>	<p>WIMBERLEY, TEXAS</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>	<p>KANAS, UTAH</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>	<p>KANAS, UTAH</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>
<p>PHOENIX, ARIZONA</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>	<p>PHOENIX, ARIZONA</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>	<p>PHOENIX, ARIZONA</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>	<p>PHOENIX, ARIZONA</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>	<p>PHOENIX, ARIZONA</p> <p>100 Riverside Drive \$1,200,000 Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 212.693.2828</p>

EXCLUSIVE

Los Angeles Times Takeover

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

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

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

FULL PAGE: \$660

INSIDE FRONT COVER: \$1,500

INSIDE BACK COVER: \$1,500

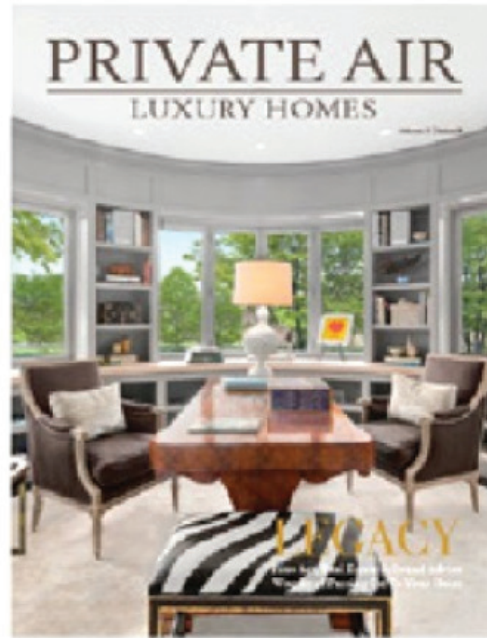
BACK COVER: \$1,600

EXCLUSIVE

Private Air Luxury Homes Magazine

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

The readers of Private Air Luxury Homes Magazine are some of the world's wealthiest individuals. They come from all over the globe and typically have a collection of homes, an extensive portfolio, a sophisticated interest in arts and culture, as well as a passion for luxury products and travel. This world-class publication caters to their wants with a unique perspective and a genuine grasp of what interests its reader - the world's most exclusive real estate, investments, fine art, and collectibles.



DISTRIBUTION

65,000 private jet owners and guests

Readers encompass professional athletes, A-list celebrities, Fortune 500 executives, politicians, and entrepreneurs

FULL PAGE: \$1,925

includes social media & E-Newsletter

FULL PAGE IN 3 ISSUES: \$1,550

**includes social media, E-Newsletter
& Exclusive Estate Showcase Editorials**

FULL PAGE IN 6 ISSUES: \$1,450

**includes social media & E-Newsletter
& Exclusive Estate Showcase Editorials**



EXCLUSIVE PRICING

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Plan 1		April	May	June	July	Media Total	Reach
Media	Ad Description						
Sotheby's Auction House: Digital							
Sotheby's Bespoke Emails	Email	\$ 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 - Canada, Brazil, Venezuela, Argentina, Columbia						
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							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
Conde Nast UK							
Conde Nast UK	Instagram Post	\$ 2,750.00				\$ 2,750.00	200,000
Cottages & Garden							
Instapartnership	Post and Stories takeover	\$ 1,950.00				\$ 1,950.00	64,300
Spotlight + Property of Note	Rotating Gallery		\$ 2,950.00			\$ 2,950.00	
Country Life							
Country Life	Weekly E-Newsletter		\$ 1,950.00			\$ 1,950.00	25,000
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00				\$ 2,250.00	25,000
Country Life	International Property Listing	\$ 400.00				\$ 400.00	
Dwell.com							
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00			\$ 6,000.00	1,750,000
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
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
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00				\$ 1,100.00	
Ocean Home							
Custom E-Mail	Custom E-Mail		\$ 2,750.00			\$ 2,750.00	22,000
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00				\$ 1,400.00	43,400
Robbreport.com							
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00				\$ 1,350.00	6,000
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00			\$ 3,750.00	60,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00				\$ 450.00	
WSJ.com							
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00				\$ 2,150.00	164,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus		\$ -	
Print							
Country Life							
Country Life	Spot		\$ 525.00			\$ 525.00	40,000
Financial Times							
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	631,371
The Los Angeles Times							
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00		\$ 1,320.00	768,000
The New York Times							
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	\$ 750.00		\$ 2,250.00	495,000
Private Air Luxury Homes							
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00		\$ 1,925.00	\$ 3,850.00	130,000
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						\$ 72,285.00	9,808,222
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							

Proposed Schedule, Pricing & Reach 2024

Plan 1	Ad Description	April	May	June	July	Media Total	Reach
Media							
Sotheby's Auction House: Digital							
Sotheby's Bespoke Emails	Email	\$ 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			\$ 1,800.00	200,000
Google Adwords							
Comprehensive Digital	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
Cottages & Garden							
Instapartnership	Post and Stories takeover	\$ 1,950.00				\$ 1,950.00	64,300
Country Life							
Country Life	International Property Listing	\$ 400.00				\$ 400.00	
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$ 2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00		\$ 500.00		\$ 1,000.00	13,000
JamesEdition							
E-Newsletter Featured Listing	E-Newsletter	\$ 1,500.00				\$ 1,500.00	192,000
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00				\$ 1,100.00	
Ocean Home							
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00				\$ 1,400.00	43,400
Robbreport.com							
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00				\$ 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	Bonus		\$ -	
Print							
Country Life							
Country Life	Spot		\$ 525.00			\$ 525.00	40,000
Financial Times							
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	631,371
The Los Angeles Times							
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00		\$ 1,320.00	768,000
The New York Times							
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The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	495,000
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
TOTAL						\$ 35,725.00	5,908,722

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Pricing Subject to Change