



ADVERTISING  
BRANDING  
MARKETING

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

---

SKYAD.COM

# 9 Post N Paddock Advertising and Marketing Program

Briggs  
Freeman

Sotheby's  
INTERNATIONAL REALTY

# Table of Contents

## **03 INTRO**

## **04 SOTHEBY'S AUCTION HOUSE**

- 05 Sotheby's Auction Magazine
- 06 Sotheby's Bespoke Email
- 07 Sotheby's Preferred eNewsletters

## **08 DIGITAL**

- 09 Impressions Campaign
- 15 Impressions Scheduling
- 16 Comprehensive Digital
- 17 Smart Solutions Eblast
- 18 Crain's New York Business
- 19 Elite Traveler
- 20 Nob Hill Gazette
- 21 JamesEdition.com
- 25 JetSet Magazine
- 26 LA Times
- 27 Luxury Estate
- 28 Robbreport.com
- 29 WSJ.com

## **33 PRINT**

- 34 The Wall Street Journal
- 35 The New York Times
- 37 The New York Times Takeover
- 38 Architectural Digest
- 39 Chicago Tribune
- 40 Elite Traveler
- 41 Financial Times
- 42 The Los Angeles Times
- 44 Private Air Luxury Homes
- 45 San Francisco Takeover

## **46 SCHEDULE, PRICING & REACH**

- 47 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 9 Post N Paddock

SKY Advertising is excited to present to Briggs Freeman Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 9 Post N Paddock.

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 Frisco, TX.

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

**LET'S DO  
GREAT THINGS TOGETHER**

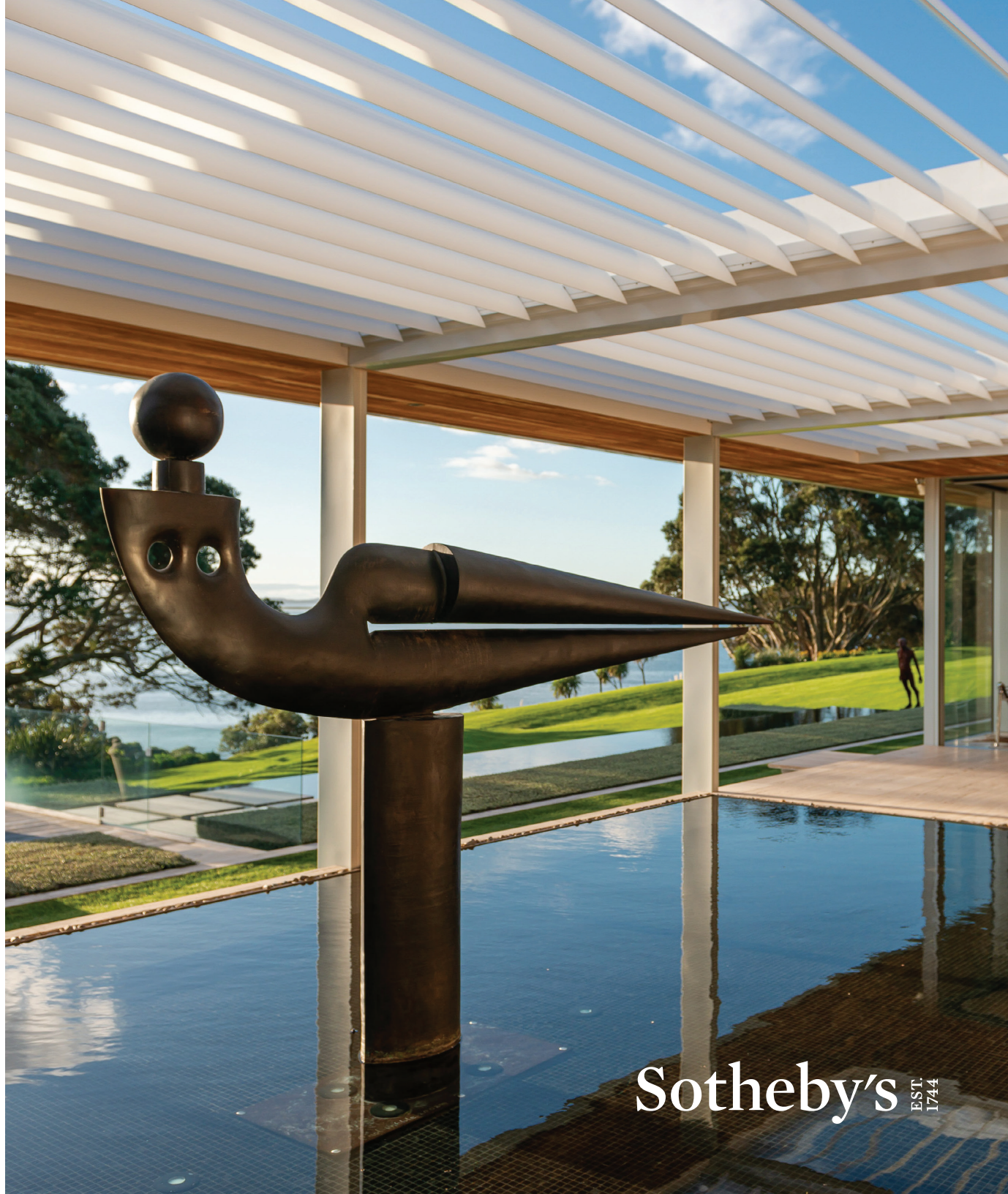
**JANINE JONES**  
*Executive Vice President*  
**212-677-2714**  
[janine@skyad.com](mailto:janine@skyad.com)

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

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

**JIMMY CINTRÓN**  
*Account Executive*  
**212-677-0083**  
[jimmy@skyad.com](mailto:jimmy@skyad.com)

Sotheby's  
Auction House  
Offerings



Sotheby's  
EST. 1744



# Sotheby's Auction Magazine

## SOTHEBY'S MAGAZINE

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

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

FULL PAGE: \$3,640  
 HALF PAGE: \$1,820  
 QUARTER PAGE: \$910

Global



**Sotheby's**  
INTERNATIONAL REALTY

Austin, Texas  
 512.453.8800  
 Property # 1230123  
 Agent: Sotheby's  
 International Realty  
 Broker: Sotheby's International Realty  
 Email: sotheby@sothebysrealty.com  
 \$50,000,000.00

Nothing Compares to what's best.  
 Explore our exclusive collection of inspiring homes.

© 2018 Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty, Inc. is a registered trademark of Sotheby's International Realty, Inc. Sotheby's International Realty, Inc. is a member of the Sotheby's International Realty network. All other trademarks are the property of their respective owners.

Home

**1 Central Park West 46R/50C**  
 With unparalleled breathtaking views, this 50th of Central Park residence is a masterpiece of modern architecture and craftsmanship. Every room is meticulously finished with the finest materials and an exquisite light palette. Sotheby's International Realty is proud to exclusively represent this gem, located in New York, New York.  
 \$2,400,000.00  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Sotheby +1 212 510 7772  
 Email: sotheby@sothebysrealty.com  
 \$50,000,000.00

**510 Park Avenue, 15/16**  
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking New York's Central Park. The 15th floor residence offers 6,400 sq. ft. of inspired finishes.

**New York, New York**  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Manhattan Office +1 212 510 7772  
 Email: sotheby@sothebysrealty.com  
 \$270,000.00

**Four Seasons Private Residences**  
 This upcoming 1,100 sq. ft. boutique condominium residence is exclusively being sold through Sotheby's International Realty. The residence is located in the Four Seasons Private Residences.

**New York, New York**  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Manhattan Office +1 212 510 7772  
 Email: sotheby@sothebysrealty.com  
 \$13,000,000.00

SC

## DIGITAL

### SOTHEBY'S BESPOKE EMAIL

- Every Week
- 52x/Year
- Custom content
- 35% open rate
- 550,000+ recipients

PRICE: \$2,500/DEPLOYMENT



## DIGITAL

### SOTHEBY'S PREFERRED E-NEWSLETTERS

- 11x Year
- Highlights auction dates and invitations
- 4,500 top Sotheby's clients (Preferred)
- 43.7% open rate

PRICE: \$3,000

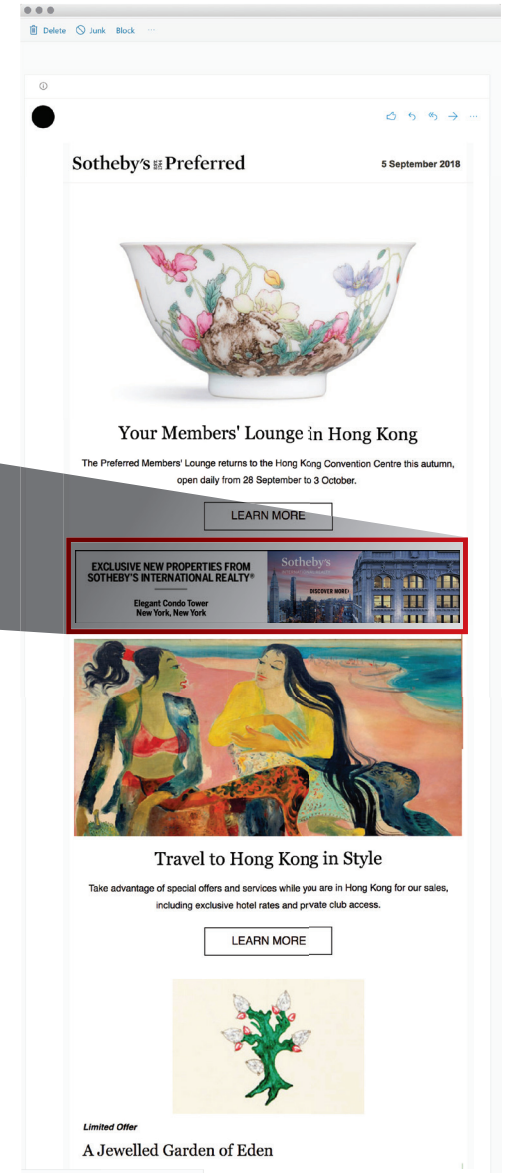


**EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®**


Sotheby's INTERNATIONAL REALTY

DISCOVER MORE!

Elegant Condo Tower  
New York, New York




Sotheby's Preferred 5 September 2018



**Your Members' Lounge in Hong Kong**

The Preferred Members' Lounge returns to the Hong Kong Convention Centre this autumn, open daily from 28 September to 3 October.

LEARN MORE




**EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®**

Sotheby's INTERNATIONAL REALTY

DISCOVER MORE!


Elegant Condo Tower  
New York, New York



**Travel to Hong Kong in Style**

Take advantage of special offers and services while you are in Hong Kong for our sales, including exclusive hotel rates and private club access.

LEARN MORE



*Limited Offer*

**A Jewelled Garden of Eden**



# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



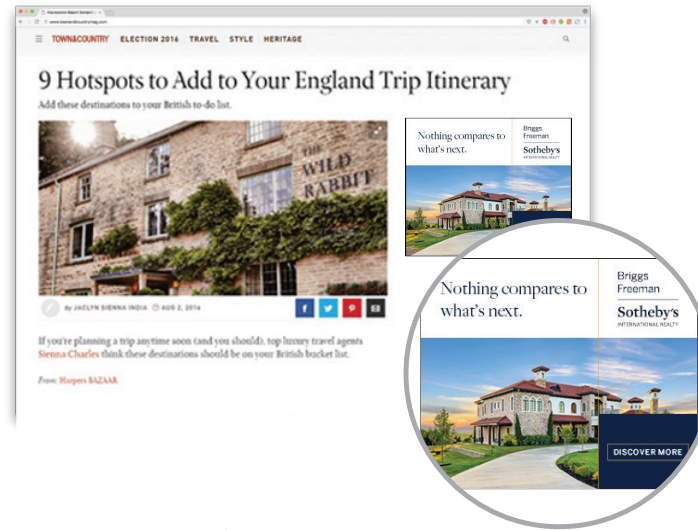
# Impressions Campaign

**CUSTOMIZABLE.**  
**AFFORDABLE.**  
**MEASURABLE.**

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

**Impress locally. Impress globally.**



## CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **9 Post N Paddock**
- Flight Dates: **April 2024 - June 2024**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

# Impressions Program Targeting Sites

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

## GEO TARGETING

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

INVESTOR'S BUSINESS DAILY™

BARRON'S

FOX BUSINESS

THE WALL STREET JOURNAL.

FORTUNE

Forbes

Bloomberg  
Markets

REUTERS





# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

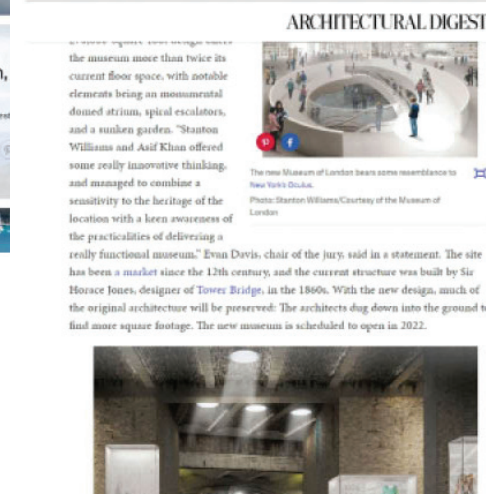
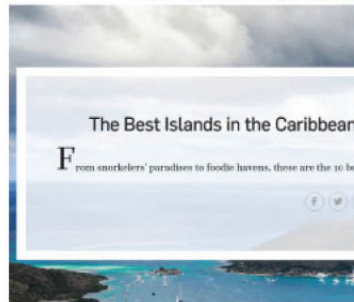
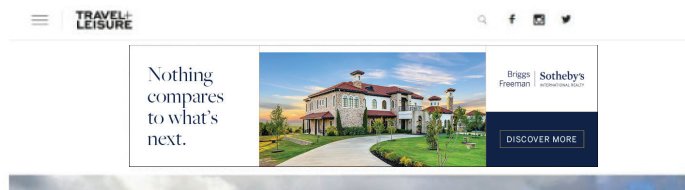
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

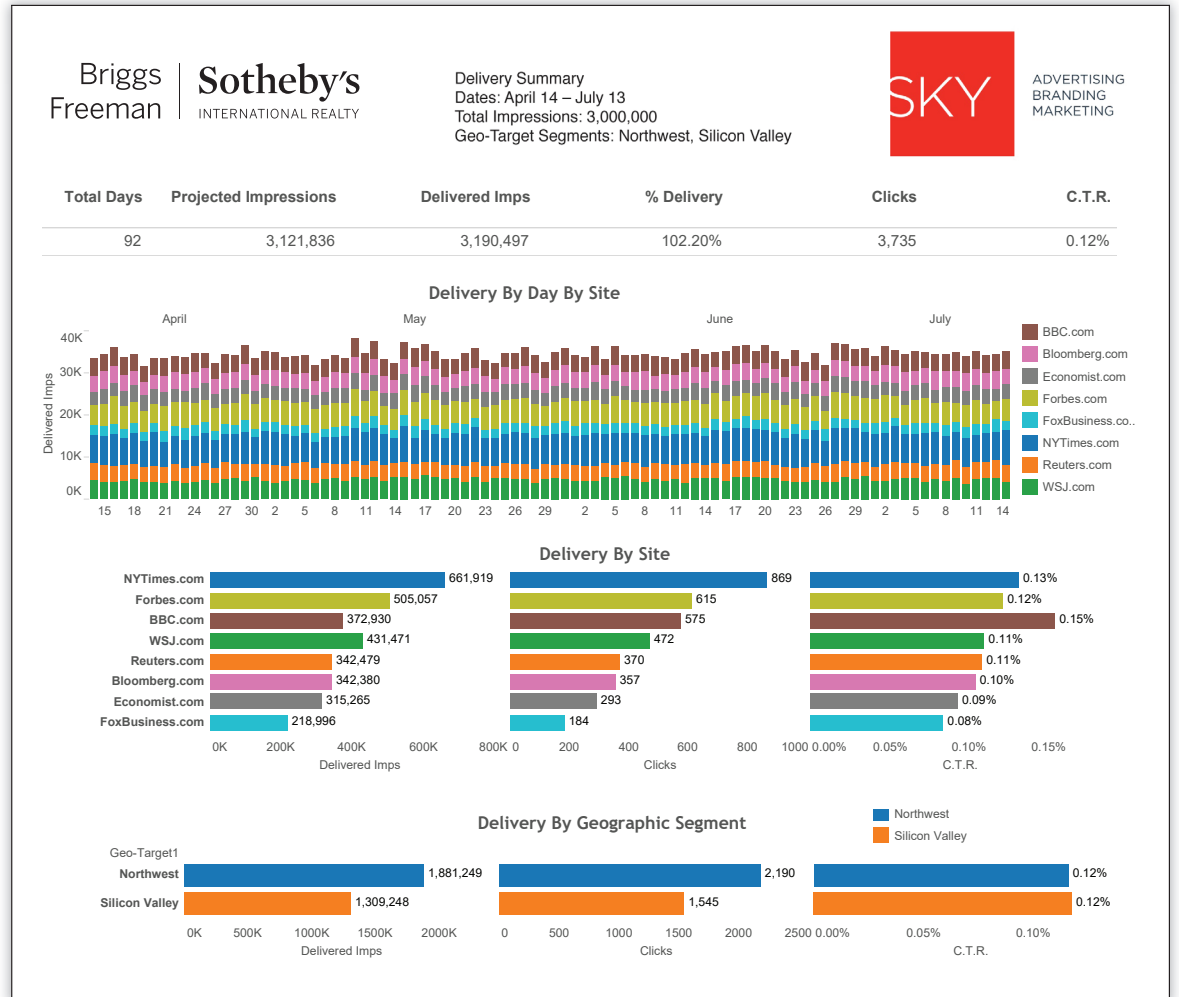


# Comprehensive Reporting For Your Customized Campaign

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

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

## IMPRESSIONS PROGRAM SAMPLE REPORT



# Impressions Scheduling

After researching, we have put together an integrated program that targets a high-net-worth audience across California, New York and Dallas Ft. Worth.

The programs are scheduled to start on April 1st and run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A site-specific segment of Global leading business/finance websites.
- A behavioral segment, that will allow us to show banners to adults who are actively searching for Dallas-Fort Worth area real estate and living in California and New York.

## SITE SPECIFIC

This segment consists of premium global business, finance architecture and design websites such as WSJ.com, inquirer.com, Forbes.com and more to extend the overall reach of the program.

## BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). Since this segment targets behavior first, the banners could end up showing on any site across the web.

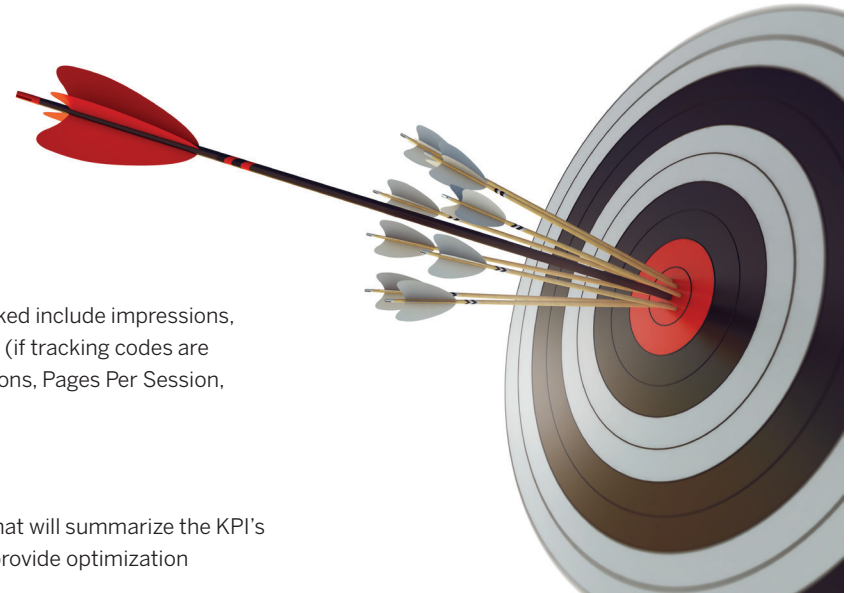
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

## MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions.

## REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.



# Impressions Scheduling

**Briggs Freeman SIR 9 Post N Paddock**

Media	Geo-Target	April					May				June				Impressions
		01	08	15	22	29	05	12	19	26	03	10	17	24	
Forbes.com	California, New York, Dallas Ft. Worth														850,000
Bloomberg.com															
Investors.com															
Barrons.com															
Reuters.com															
FoxBusiness.com															
Fortune.com															
CNBC.com															
WSJ.com															
Custom Intent - Dallas/Ft. Worth Real Estate	California, New York														650,000
<b>Total Digital</b>														<b>1,500,000</b>	



# Comprehensive Digital

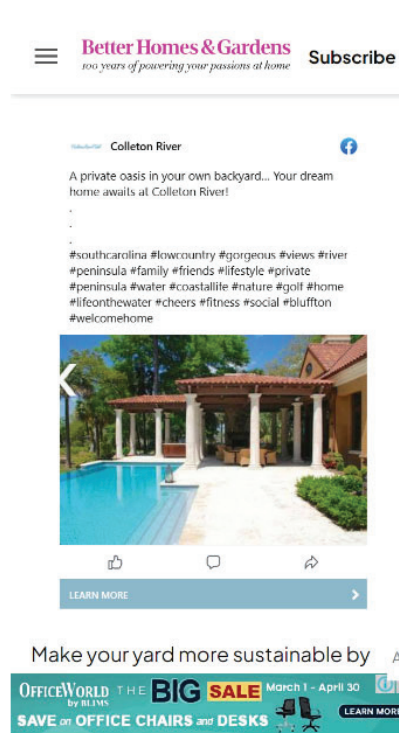
## SOCIAL MIRROR ADS

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

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

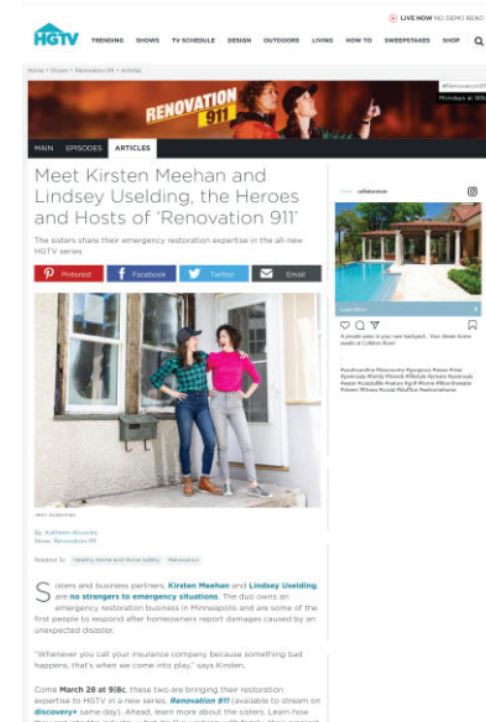
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



## TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.



PRICE: STARTING AT \$1,500 PER MONTH

100,000 impressions

## DIGITAL

# Smart Solutions Eblast

Our team of email experts make your message stand out from your competition with compelling subject lines, engaging copy, powerful images and strategic deployment scheduling. Our campaigns are 100% responsive, meaning your message is optimized for all devices and email platforms in order to expand your reach and foster engagement with customers.

## TARGETING

Use high-quality data to reach new customers

## DELIVERABILITY

Make it to more customer's inboxes every time.

## AUDIENCE

Select High Income Zip Codes

Net Worth > \$13 Million



Household Income > \$500K

20,000 Total Emails

CUSTOM EBLAST AND REMINDER EMAIL: \$2,295

**Sotheby's**  
INTERNATIONAL REALTY



Explore the latest luxury properties in the Bay Area  
Among these buying opportunities: breathtaking opulence with floor-to-ceiling windows, and a vineyard paradise with panoramic views.  
**Schedule a private tour today.**



**The Epilome of Luxury Bay Living**  
44529 Vista Grande Court, Fremont, CA  
\$8,998,000

The home you have been waiting for. Embrace the opulence of this 9,931 square foot enclave as you experience unmatched, breathtaking views of the entire Bay Area with floor-to-ceiling windows. Built with every executive amenity you could possibly need, this custom-built masterpiece spares no details.


[View Property](#)



**Tuscan Vineyard Oasis in Mission Hills**  
44889 Vista Del Sol, Fremont, CA  
\$7,998,000

Your very own custom oasis awaits in the highly desirable Mission Hills. Enjoy 6,132 square feet of extensive luxurious living space on 2.7 acres of paradise, including 2 acres of lovely Cabernet vineyards, perfect for any wine connoisseur. Nearly every room in this magnificent home offers outstanding panoramic views of city lights, bay bridges, and the beautiful Mission Hills.

[View Property](#)



**Joseph Sabeh Jr.**  
DRE# CalBRE# 01295925  
Realtor  
Venture Sotheby's International Realty  
43813 Mission Boulevard  
Fremont, CA 94539  
(415) 381-5442  
jsabeh@gmail.com

[View Website](#)

Thank you for being part of our mailing list.  
You can use [this link](#) to stop receiving our emails.  
Alternatively, mail your request to PO Box 34628, Seattle, WA 98124-1628

# 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.

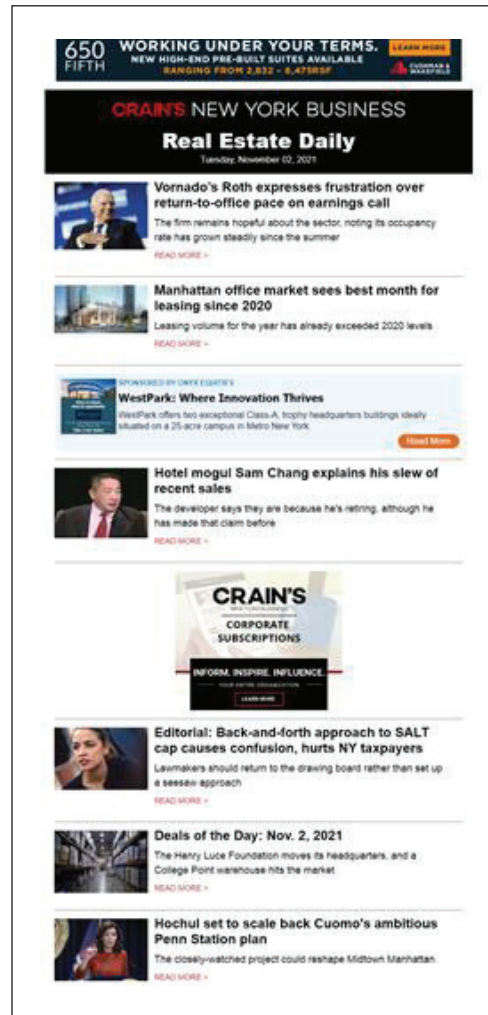
## CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **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)





# 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.

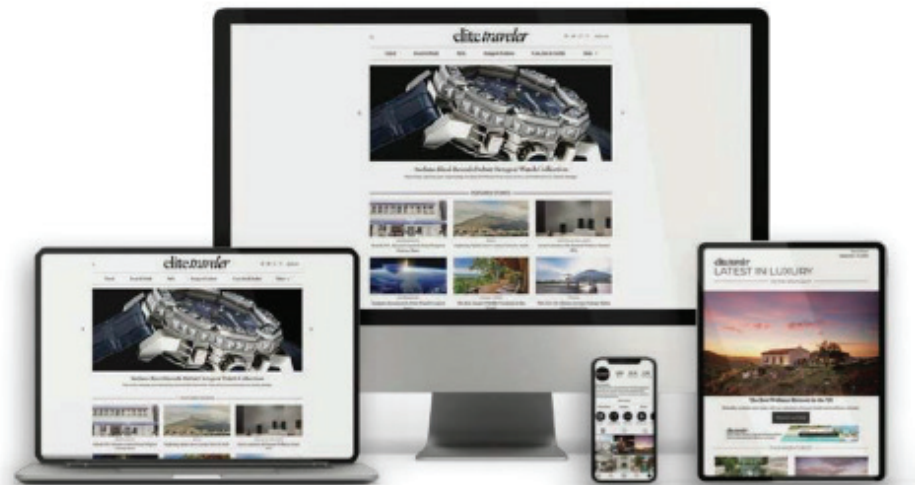
Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9m**
- Average Net Worth **\$32m**
- **318,661** Unique Browsers

---

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

**Half price with full page print purchase**



## 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'. A featured section titled 'MOST POPULAR' displays several luxury cars with their prices: Ferrari 488 GTB (\$71,999), Chevrolet Corvette (\$4,785,907), Shannan Villa Over... (\$45,999), Ram 2500 (\$45,999), Audi S7 (\$34,999), McLaren 550C (\$199,999), and Ferrari California (\$114,999). There are also sections for 'JAMES SPOTTING' (Two Level Duplex On Palmwood Ponds), 'RICH LIST' (DOUBLE DOWN 214 Codecas 2010/20...), and 'LATEST STORIES' (Luxury garages: Unique cars of tech billionaires, old-school rags-to-riches and Gen-Z CEOs).

The screenshot shows the real estate section of JamesEdition.com. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. Below the search bar is a grid of featured luxury properties, each with a thumbnail image and key details: '5 Bedrooms - Pent...' (\$2,734,418), 'Stunning Sherwoo...' (\$3,250,000), 'Enviably Estate By...' (\$2,995,000), 'Modern Apartment...' (\$2,724,332), 'Elegant French Styl...' (\$8,800,000), 'Playa Nix' (\$12,000,000), 'Koninghof' (\$8,759,573), 'Magnificent Seclu...' (\$3,950,000), 'Extraordinary Ocea...' (\$5,990,000), 'Maimok Paradise...' (\$2,750,000), 'Kiltreagh House' (\$2,639,291), and '7+/- Acres for pote...' (\$995,000). A 'News about luxury real estate' section is also visible, with articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'.

# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

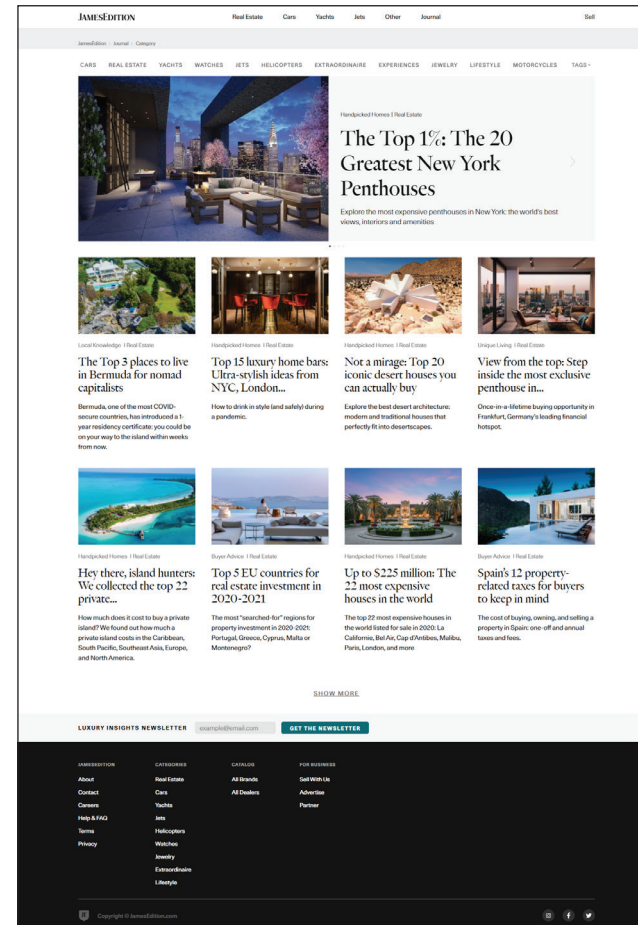
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

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





# jamesedition.com

## 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.

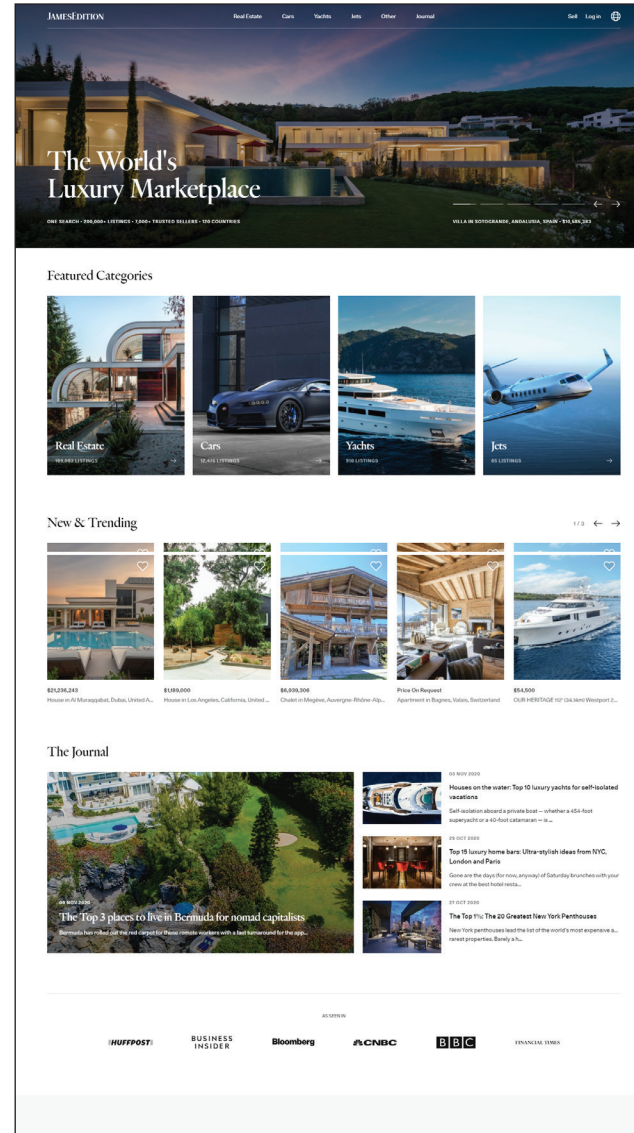
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNE: \$1,600



# jamesedition.com

## SOCIAL MEDIA POST

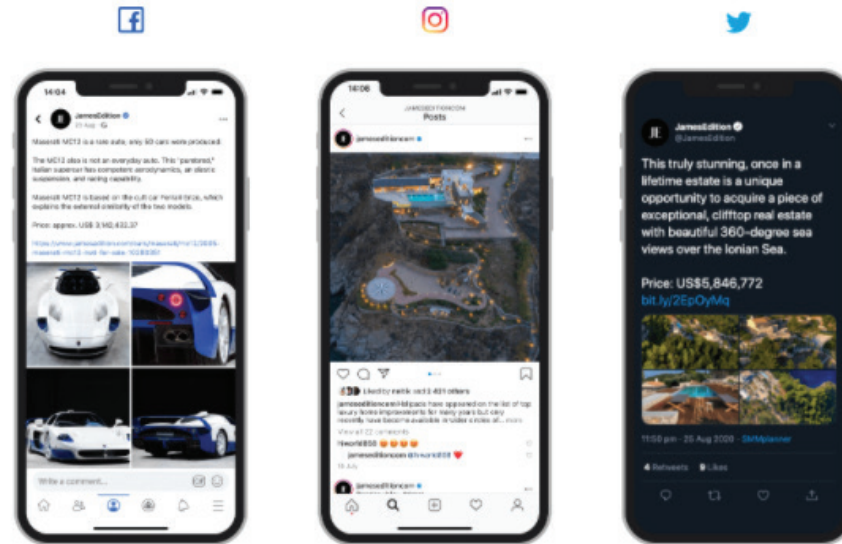
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

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

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

- Instagram **74.8K**
- Facebook **31.3K**



## PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$800

## PHOTO PLUS

- 1-5 featured listings
- 1-10 photos + text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000

## VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

# JetSet

## 12 MONTH GLOBAL DIGITAL CAMPAIGN

### EMAIL

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through a banner insertion in the Jetset Magazine weekly newsletter that provides timely news about our readers' passions.

### Subscriber Profile

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

### 12 month Web Feature

- 1 Million monthly page views
- 170K unique visitors

PRICE \$2,500/YEAR

**2 shared email blasts plus 12 month web feature (\$10,000 value)**

**Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun**

Diamante Cabo San Lucas (Diamante), a 1,500-acre private oceanfront community on the Pacific coast in Cabo San Lucas, BCS, Mexico, has announced plans to build a new 18-hole, championship golf course to be designed by Tiger Woods and his company Tiger Woods Design (TWD).

The TWD designed course will be Diamante's second and will join the resort's award-winning championship golf course, Diamante Dunes, another links course that opened in 2008. Construction on the new course, named "El Cardonal" began in September, and is expected to take approximately 18 months to complete.

Diamante, a private and fully integrated luxury resort community located on the Pacific Coast, opened in 2009 to near raves. Plans include creating an exclusive and diverse golf club environment with world-class resort golf courses, residential villas, a private residence club and beach-front home sites.

"Diamante is a growing resort community that is already home to COO Alejandro Oehm ranked course in the world," said Diamante CEO Ken Jowdy. "We believe a Tiger Woods Design course will be the perfect complement to Dunes Love It's Dunes Course and will embody the high standards that we have set at Diamante."

Diamante "El Cardonal" course will look and play very differently from the Dunes Course and will help solidify Diamante's reputation as a world-class golf destination.

"While the Dunes course is reminiscent of a classic Scottish links course, this course is going to remind people of the old-style California courses," Woods said. "We will use the existing slopes that traverse the site and will plant bunkers to create definite strategic choices and curves off the tee."

TWD plans to integrate Diamante's rolling hills and spectacular views into the design of a very distinctive golf course. The bunkers will have a traditional look with natural, irregular contours will be preserved to wide fairways. The variety of holes and strategic options will promote shot-making while still creating a very playable experience for golfers of all skill levels.

"I set up the golf strategy to make golfers think and make choices," said Woods. "Regardless of your handicap, there are going to be different ways to play every hole, angles of approach are going to be very important and will dictate the type of shots you should consider. I love this kind of golf."

The "El Cardonal" course is planned to measure more than 7,300 yards and will be contiguous to "The Resort at Diamante," which will be a fully functioning separate resort within the Diamante community. The Resort encompasses 60 acres and will include a vacation Club with more than 200 residences.

The Resort will also incorporate a series of family-friendly recreational and social amenities including a 10-acre waterhole lagoon, a village complete with retail stores, restaurants, a 600-camp arcade, water park, and a water-based activity center. There will also be a world-class Spa and Fitness Center with a lap pool, as well as a sports complex with facilities for tennis, training, basketball, soccer and other recreational uses.

"Our goal at Tiger Woods Design is to find locations to design unique and memorable golf courses," said Woods. "Diamante definitely meets that objective."

This is the fourth golf course deal signed by Tiger Woods Design since the firm's inception in 2006 and the second in Mexico. Other contracts include Punta Prieta in Tijuana, Mexico. The City at High Lakes in Asheville, North Carolina, and Al Roveya, located in Dubai, U.A.E.

"We are excited to work with Tiger Woods and his design team," said Jowdy. "He brings a wealth of golf knowledge and experience, and we look forward to creating a world-class golf course that integrates Diamante's unique site and characteristics."

Woods, who ranked "TWD" after 10 years playing professional golf, plans to host experiences gleaned from playing worldwide and to attend every contest. Woods noted that he is dedicated to applying his hands-on knowledge of the game to the Diamante site.

"I would really just TWD open it Tiger's commitment to the project, and his passion to create a golf experience players of all levels can enjoy," said Jowdy. "It doesn't hurt that Cabo San Lucas is the backdrop to Diamante, as one of the world's most desired vacation spots, having a course designed by Tiger Woods will only add to the resort's allure."

The Diamante experience also features a Clubhouse, a Cantina and a practice facility with private hitting bays and silver bar. The 100,000-sq-foot Diamante Dunes Clubhouse which includes 20 2-bedroom residences is set to open November 16, 2012.

**TRACK RECORD**  
Tailored coaching. Your call, your track, and your schedule.  
TRACKRECORD.COM

**Jetset**  
START YOUR SUBSCRIPTION TODAY!

**Jetset Magazine**  
Lovers did something right—no one's saying. What's on your wish list this year? #PhotoHolidays #LuxuryIdentify #Jetset

**Bentley Washington D.C.**  
#Photo #PhotoHolidays #LuxuryIdentify #Jetset

**Jetset Magazine**  
Engaged to travel off the beaten track in total safety and the star comfort. Meete #Jetset has announced the launch of its new bluewater cruiser—007. Where would you go in the States? #HighMagazine #PhotoHolidays #LuxuryIdentify #Jetset

**SHARE ON:** Facebook, Twitter, Email

**ABOUT THE AUTHOR**  
**Diamante Cabo San Lucas**

**RELATED POSTS**

**No Unbelievable Deal**  
1 hour before October 2, 2012

**Web Resorts Cabo San Lucas: Delicous Vacation Package**  
1 hour before October 2, 2012

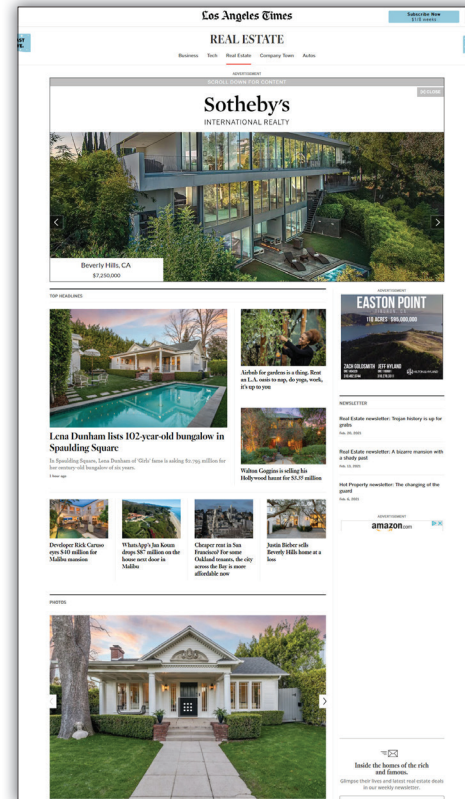
# LA Times

## LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325 MONTH

**Maximum 30 featured properties  
Included with the Hot Property Print Placement**





# Luxury Estate

## LUXURY ESTATE

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

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

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

### SHOWCASE LISTING + ELITE LISTING PACKAGES

#### PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS.



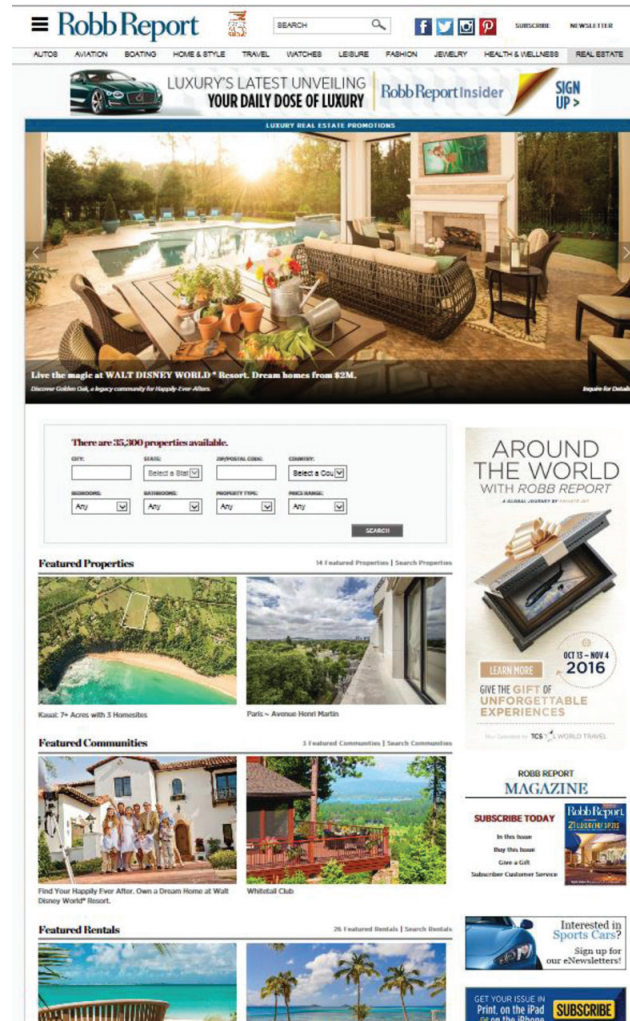
# RobbReport.com

## FEATURED LISTING CAROUSEL

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

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

PRICE: \$1,350 PER MONTH.



# The Wall Street Journal Online (WSJ.Com)

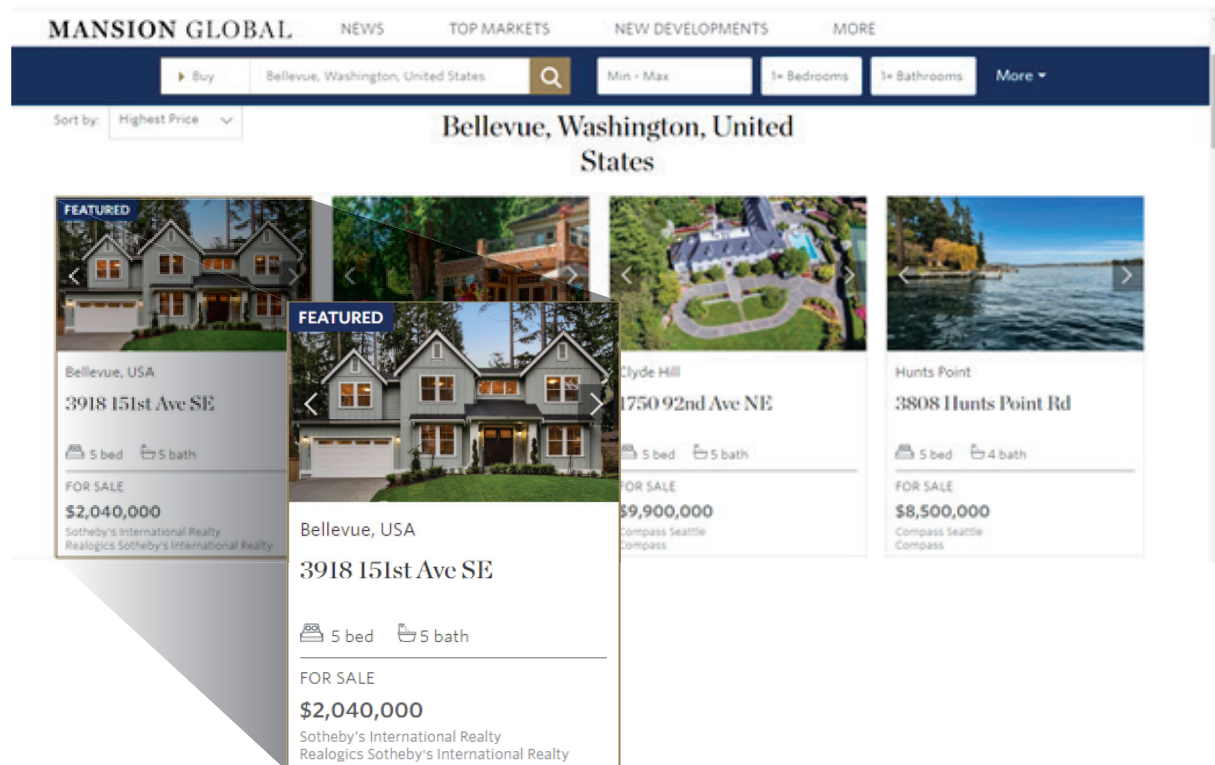
## FEATURED PROPERTY UPGRADES

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

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

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

**Included with print placement**



# The Wall Street Journal Online (WSJ.Com)

## MANSION GLOBAL HOMEPAGE HERO

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

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

PRICE: \$2,150/MONTH OR \$2.650/W VIDEO





# The Wall Street Journal Online (WSJ.Com)

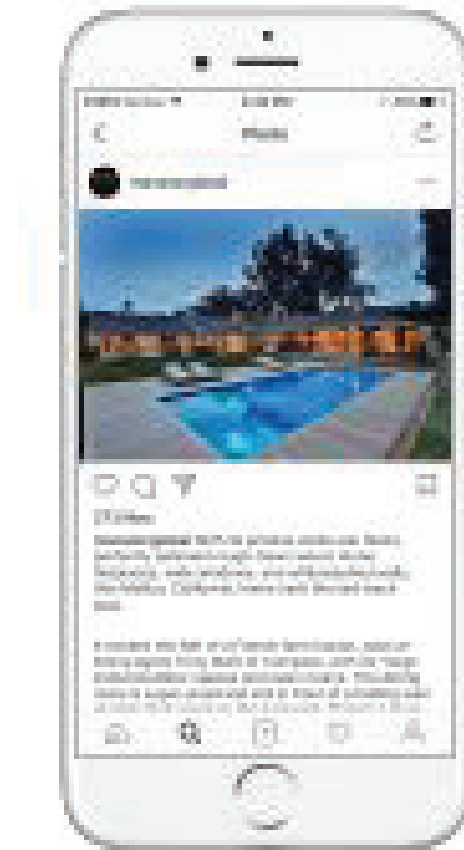
## @MANSIONGLOBAL INSTAGRAM

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**

---

PRICE: \$1,775

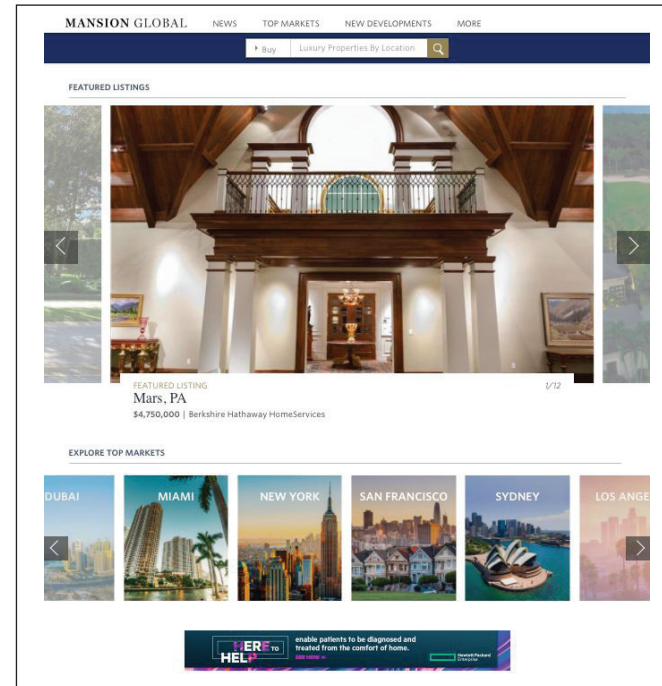


# The Wall Street Journal Online (WSJ.Com)

## THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH





# Print Offerings



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. CCLXXV NO. 52 • WSJ.com • \$4.00

**What's News**  
 Business 2 Financier

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

**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.

**Tennessee Twisters Kill at Least 25**  
 Tornadoes ripped through Tennessee on Tuesday, killing at least 25 people as the violence spread a path through rural areas as unseasonably high winds whirled.

**Shaky Ground**  
 The market's recovery from the coronavirus crisis is uneven, with some sectors showing signs of a rebound while others remain in a state of uncertainty.

**World-Wide**  
 Biden outlined a string of Super Tuesday primary victories and Sanders won the California vote.

**Sotbeys**  
 INTERNATIONAL REALTY

Nothing compares to what's next.

**City, State**  
 Website or Address: \$4,XXX,XXX | sobtbeysrealty.com/rlt/gt  
 Company: sobtbeysrealty.com  
 AGENT NAME: agentname@sobtbeysrealty.com | +1 212 456 7890

**City, State**  
 Website or Address: \$4,XXX,XXX | sobtbeysrealty.com/rlt/gt  
 Company: sobtbeysrealty.com  
 AGENT NAME: agentname@sobtbeysrealty.com | +1 212 456 7890

**City, State**  
 Website or Address: \$4,XXX,XXX | sobtbeysrealty.com/rlt/gt  
 Company: sobtbeysrealty.com  
 AGENT NAME: agentname@sobtbeysrealty.com | +1 212 456 7890

**City, State**  
 Website or Address: \$4,XXX,XXX | sobtbeysrealty.com/rlt/gt  
 Company: sobtbeysrealty.com  
 AGENT NAME: agentname@sobtbeysrealty.com | +1 212 456 7890

**City, State**  
 Website or Address: \$4,XXX,XXX | sobtbeysrealty.com/rlt/gt  
 Company: sobtbeysrealty.com  
 AGENT NAME: agentname@sobtbeysrealty.com | +1 212 456 7890

**City, State**  
 Website or Address: \$4,XXX,XXX | sobtbeysrealty.com/rlt/gt  
 Company: sobtbeysrealty.com  
 AGENT NAME: agentname@sobtbeysrealty.com | +1 212 456 7890

**City, State**  
 Website or Address: \$4,XXX,XXX | sobtbeysrealty.com/rlt/gt  
 Company: sobtbeysrealty.com  
 AGENT NAME: agentname@sobtbeysrealty.com | +1 212 456 7890

**City, State**  
 Website or Address: \$4,XXX,XXX | sobtbeysrealty.com/rlt/gt  
 Company: sobtbeysrealty.com  
 AGENT NAME: agentname@sobtbeysrealty.com | +1 212 456 7890

**City, State**  
 Website or Address: \$4,XXX,XXX | sobtbeysrealty.com/rlt/gt  
 Company: sobtbeysrealty.com  
 AGENT NAME: agentname@sobtbeysrealty.com | +1 212 456 7890

**City, State**  
 Website or Address: \$4,XXX,XXX | sobtbeysrealty.com/rlt/gt  
 Company: sobtbeysrealty.com  
 AGENT NAME: agentname@sobtbeysrealty.com | +1 212 456 7890

**City, State**  
 Website or Address: \$4,XXX,XXX | sobtbeysrealty.com/rlt/gt  
 Company: sobtbeysrealty.com  
 AGENT NAME: agentname@sobtbeysrealty.com | +1 212 456 7890

**City, State**  
 Website or Address: \$4,XXX,XXX | sobtbeysrealty.com/rlt/gt  
 Company: sobtbeysrealty.com  
 AGENT NAME: agentname@sobtbeysrealty.com | +1 212 456 7890



# The New York Times

## IN THE FRIDAY MAIN NEWS SECTION

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

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

PRICE: \$760/SINGLE SPOT, COLOR

**The New York Times**  
 VOL. CLXVIII ... No. 58,157 ... NEW YORK, MONDAY, NOVEMBER 5, 2018 ... \$3.00

**Web's Far Right Can Hear Itself As Trump Talks**  
*Choosing the Spread of Once-Fringe Views*  
 By KEVIN ROOSE  
 On Wednesday, someone else was watching Mr. Trump's speech. It was a group of about 100 people, many of them wearing "MAGA" hats, who had gathered in a room in Washington to watch Mr. Trump's speech. They were not in the room when Mr. Trump was speaking, but they were watching his speech on YouTube. They were watching it on a screen that was part of a larger display that also showed Mr. Trump's speech on YouTube. They were watching it on a screen that was part of a larger display that also showed Mr. Trump's speech on YouTube.

**Edge in Polls Might Not Tip House Seats**  
*Outcomes Hinge on a Handful of Tossups*  
 By NATE CHENEY  
 Democrats' narrow lead in the House of Representatives, which is expected to be confirmed in the coming weeks, will be determined by a handful of tossup seats. The party's lead in the House is narrow, and the party's lead in the Senate is even narrower. The party's lead in the House is narrow, and the party's lead in the Senate is even narrower.

**It's Not Heaven, It's Brooklyn**  
 The 20,000 residents in this part of New York City are enjoying blue skies, cooler-temperatures and a fast economy. Pages F7-D2.

**Spending Millions in a Bid to Avoid Sanctions**  
 By ANNE HESS  
 The U.S. Treasury Department is spending millions of dollars to help companies in Washington and other parts of the world avoid sanctions. The Treasury Department is spending millions of dollars to help companies in Washington and other parts of the world avoid sanctions.

**Partisan Roots Of New Query On the Census**  
 By MICHAEL WIND  
 A new survey of the public's views on the census is being conducted by the Census Bureau. The survey is being conducted by the Census Bureau. The survey is being conducted by the Census Bureau.

**Called to Serve, Utah Mayor Always Answered**  
 By JEFF TRENKLE  
 A Utah mayor who has served in the military for 20 years is being called to serve in the military again. The mayor is being called to serve in the military again. The mayor is being called to serve in the military again.

**Offering Little Proof, Republican Accuses Georgia Rival of 'Hack'**  
 By RICHARD HENNET  
 A Republican congressman is accusing a rival of being a "hack" without providing any proof. The congressman is accusing a rival of being a "hack" without providing any proof. The congressman is accusing a rival of being a "hack" without providing any proof.

**Sotheby's**  
INTERNATIONAL REALTY

**NASSAU, THE BAHAMAS**

Palm Cay: 601 Starfish Isle  
\$2,900,000 | srbahamas.com/id/56557  
Bahamas Sotheby's International Realty

**ASHLEY TRECIO**  
ashley.trecio@srbahamas.com +1 242.422.5559

Nothing compares to what's next.

**INDIGO BAY, ST. MAARTEN**

Vielen.com  
Starting from \$800,000's  
St. Maarten Sotheby's International Realty

sales@vielen.com +1 305.307.0669

**PHOENIX, ARIZONA**

11616 S Equestrian Trail  
\$4,000,000 | sothebysrealty.com/id/Q2NYM9  
Russ Lyon Sotheby's International Realty

**FRANK AAZAMI**  
frank.azami@sir.com +1 480.266.0240

**SCOTTSDALE, ARIZONA**

27929 N 91st Street  
\$6,500,000 | sothebysrealty.com/id/VP6MZE  
Russ Lyon Sotheby's International Realty

**FRANK AAZAMI**  
frank.azami@sir.com +1 480.266.0240

**LOS ALAMOS, CALIFORNIA**

362 Bell.com  
\$5,500,000  
Santa Ynez Valley Brokerage

**BRADY GROUP**  
micahbrady@gmail.com +1 805.331.3053

**SANTA YNEZ, CALIFORNIA**

4230 Casey.com  
\$4,900,000  
Santa Ynez Valley Brokerage

**BRADY GROUP**  
micahbrady@gmail.com +1 805.331.3053

**MADISON, CONNECTICUT**

118 Middle Beach Road  
\$2,975,000  
William Pitt Sotheby's International Realty

**MARGARET MUIR**  
mmuir@wpsir.com +1 203.415.9187

**WELLINGTON, FLORIDA**

14775 Equestrian Way La Victoria.com  
\$21,500,000  
Equestrian Sotheby's International Realty

**DAVID WELLES**  
david.welles@sothebys.realty +1 561.313.9123

© 2018 Sotheby's International Realty. All Rights Reserved. Sotheby's International Realty is a registered trademark and used with permission. Each Sotheby's International Realty office is independently owned and operated, except those operated by Sotheby's International Realty, Inc. All offerings are subject to errors, omissions, changes (including price or terms) and without liability. Equal Housing Opportunity. Agent CDE, Msab Page #123956.

SOTHEBYSREALTY.COM

# The New York Times

## THE SUNDAY REAL ESTATE

Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- Circulation: **403,748**
- Sunday: **972,774**
- Male / Female ratio: **51% / 49%**
- Median HHI: **\$193,586**
- Average HHI: **\$359,826**
- Median Age: **50**

PRICE: \$760/SINGLE SPOT, SUNDAY, COLOR

**4 NEW BRICK HOMES**  
When you're looking to escape the 'brannan blackout' a summer home. Yes, it does matter what you think your coffee out of.

**10 NEW HOMES**  
Seeking a better deal along the Hudson River waterfront. A man at work. Who needs an open floor plan? Bring back that wall!

OWNERS | LISTINGS | RENOVATIONS

## RealEstate

The New York Times

SECOND HOMES

### THE HAMPTONS NORTH?

**The Hudson Valley is starting to resemble that stretch of Long Island.**

**By JILL SACKIN**  
For weeks, the Hudson Valley was expected to be a hot market for the region's growing number of millionaires. To date, the market is still in its infancy. But the region's real estate market is starting to resemble that stretch of Long Island. In the Hudson Valley, the market is still in its infancy. But the region's real estate market is starting to resemble that stretch of Long Island.

**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

**NASSAU, THE BAHAMAS**

Palm Cay: 601 Starfish Isle  
\$2,900,000 | srbahamas.com/id/56557  
Bahamas Sotheby's International Realty

**ASHLEY TRECIO**  
ashley.trecio@srbahamas.com +1 242.422.5559

**INDIGO BAY, ST. MAARTEN**

Vielen.com  
Starting from \$800,000's  
St. Maarten Sotheby's International Realty

sales@vielen.com +1 305.307.0669

**PHOENIX, ARIZONA**

11616 S Equestrian Trail  
\$4,000,000 | sothebysrealty.com/id/Q2NYM9  
Russ Lyon Sotheby's International Realty

**FRANK AAZAMI**  
frank.aazami@sir.com +1 480.266.0240

**SCOTTSDALE, ARIZONA**

27929 N 91st Street  
\$6,500,000 | sothebysrealty.com/id/VP6MZE  
Russ Lyon Sotheby's International Realty

**FRANK AAZAMI**  
frank.aazami@sir.com +1 480.266.0240

**LOS ALAMOS, CALIFORNIA**

362 Bell.com  
\$5,500,000  
Santa Ynez Valley Brokerage

**BRADY GROUP**  
micahbrady@gmail.com +1 805.331.3053

**SANTA YNEZ, CALIFORNIA**

4230 Casey.com  
\$4,900,000  
Santa Ynez Valley Brokerage

**BRADY GROUP**  
micahbrady@gmail.com +1 805.331.3053

**MADISON, CONNECTICUT**

118 Middle Beach Road.com  
\$2,975,000  
William Pitt Sotheby's International Realty

**MARGARET MUIR**  
mmuir@wpsir.com +1 203.415.9187

**WELLINGTON, FLORIDA**

14775 Equestrian Way LaVictoria.com  
\$21,500,000  
Equestrian Sotheby's International Realty

**DAVID WELLES**  
david.welles@sothebysrealty.com +1 561.313.9123

© 2024 Sotheby's International Realty. All Rights Reserved. Sotheby's International Realty is a registered trademark and used with permission. Each Sotheby's International Realty office is independently owned and operated, except those operated by Sotheby's International Realty, Inc. All offerings are subject to errors, omissions, changes (including Agent CME), Mutual Broker #123956.

SOTHEBYSREALTY.COM

# 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**

PRICE: \$750 FULL PAGE, COLOR

Includes Digital promotion and Digital Flipbook




**Sotheby's**  
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Represented by: **Janet Maloney** MRE, SLS

Move beyond your expectations.

Nothing compares.  
SOTHEBYSREALTY.COM

72 Post Road, Old Westbury, NY



**Fichea Russell**  
Real Estate Salesperson  
Gold Circle Of Excellence  
6 502.632.2710  
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.



**DANIELE GALE** / AGENT / OEBRA RUSSELL



© 2017 Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty does not discriminate on the basis of race, gender, religion, national origin, or ethnicity. Sotheby's International Realty is an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty does not discriminate on the basis of race, gender, religion, national origin, or ethnicity. Sotheby's International Realty is an Equal Housing Opportunity and Equal Housing Lender.



**Sandbanks Exuma, The Bahamas**




**Jacqueline Lighthouse**  
Elite Agent  
+1 242 269 2225  
260 Seaview Light House  
#SIBAHAMAS

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

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

SIBAHAMAS.COM/ID/X295.67



© 2017 Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty does not discriminate on the basis of race, gender, religion, national origin, or ethnicity. Sotheby's International Realty is an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty does not discriminate on the basis of race, gender, religion, national origin, or ethnicity. Sotheby's International Realty is an Equal Housing Opportunity and Equal Housing Lender.

5305 Carlsbad Boulevard, Carlsbad, CA 92008



**Eric Santorino**  
Elite Agent  
858.334.3557  
eric@ericsantorino.com  
DRE#01455001

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

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



SOTHEBYSREALTY.COM/ID/THE44



© 2017 Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty does not discriminate on the basis of race, gender, religion, national origin, or ethnicity. Sotheby's International Realty is an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty does not discriminate on the basis of race, gender, religion, national origin, or ethnicity. Sotheby's International Realty is an Equal Housing Opportunity and Equal Housing Lender.



# Architectural Digest Regional Pages

## INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Architectural Digest.

## FULL PAGE, COLOR:

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

FULL PAGE, COLOR  
DALLAS/FT. WORTH: \$2,710



**TTR**  
Sotheby's

### 300 International Drive #2501

BALTIMORE, MARYLAND

Live amongst the clouds with the best undisturbed views in Baltimore. Highlighting the epitome of elite condo living within the Four Seasons Private Residences Baltimore. Residence #2501 features 2,200+ square feet of living with high-end finishes and a seamless open floorplan. Centrally located to America's most prestigious golf courses, Caves Valley, Congressional, Baltimore Country Club and more.

Offered at \$2,990,000

**TRAVELSTEAD!**  
Alex Lerner  
410-480-3152  
alexner@ttr.com

**Lydia Travelstead**  
410-869-2113  
lydiadead@ttr.com

© 2021 by ASTO Properties, LLC  
© 2021 by Sotheby's Real Estate Services, LLC

© 1978 Sotheby's International Realty Affiliates, Inc. All Rights Reserved. Architectural Digest, TV Hitmaker, Shonda Rhimes, Living Pretty, Private Getaway, Star Power, Coast to Coast, Seth Meyers, Ellen DeGeneres, Tory Burch, Derek Blasberg, Kylie Jenner, Kris Jenner, and City Living are trademarks of their respective owners. All other trademarks are the property of their respective owners. All rights reserved. All prices are estimates and subject to change without notice. All prices are in US dollars and do not include taxes, fees, and other charges. All prices are in US dollars and do not include taxes, fees, and other charges. All prices are in US dollars and do not include taxes, fees, and other charges.

**velvære**

Live at Velvære. Experience a state of well-being where nature and surroundings are intrinsically linked to living whole. This A/D elite community will feature direct access to local parks and trails, award-winning architecture through an onsite art gallery, extensive all-weather, discovery-focused outdoor spaces, an integrative wellness center and family adventure center all woven around 115 private cabana, restaurants and luxury homes in Park City, Utah. Available now, starting from \$4,650,000.

VELVAERE.PARKCITY.COM

**MAGLEBY**  
Summit | Sotheby's

Keri Holland + Liza Story | info@velvareparkcity.com | 435.602.6570

# Chicago Tribune Takeover

The Chicago Tribune engages readers with news, featured content, unmatched editorial, and advertising information via digital, print and e-Newspaper. Our daily and Sunday editions offer geographical targeted advertising opportunities for maximum visibility to hyper local.

Promote your brand and properties in style with this tabloid insert devoted to Sotheby's International Realty and delivered to high-net worth neighborhoods.

- Distribution: **Chicago Metro Area**
- Circulation: **150,000+**

PRICE: \$685 FULL PAGE, COLOR

Includes Digital Banner Promotion



Sotheby's INTERNATIONAL REALTY

Move beyond your expectations.

Nothing compares.  
SOTHEBYSREALTY.COM

Represented by: [www.sothebysrealty.com](#)

Justin Winter | Sotheby's INTERNATIONAL REALTY

The Exceptional Lake Keowee - SC

Discover a tranquil haven in the upstate of South Carolina, where nature's beauty thrives year long with a moderate four season climate. Embark on winding mountain trails and admire majestic waterfalls. Experience Lake Keowee's sparkling emerald water with proximity to airports & coastal cities for easy travel - all within reach when you choose one of our luxury lifestyle communities as your new home!

Real Estate Specialist for Lifestyle Communities Located on Lake Keowee - The Capital City Area, The Heart of Lake Keowee, Keowee Park & More

JUSTIN WINTER  
Broker in Charge  
Cell: (864) 706-1087  
jwinter@sotheby.com

15340 N HIGHWAY 12 #24 | SALEM, SC 29676 | WWW.JUSTINWINTER.COM | LAKE OFFICE: (864) 481-4444

Sotheby's INTERNATIONAL REALTY

6858 Casitas Pass Road  
Road

Perfectly sited between the Santa Ynez mountains and Pacific Ocean, The Prancing Horse Estate is considered to be one of Carpenter's trophy properties. With authentic Tuscan architecture by renowned local architect Don Nutty, the estate boasts over 12 acres of exquisitely manicured and landscaped grounds.

YETSIHQ GO  
Senior Global Real Estate Advisor  
953.902.8887  
yetsi@yetsi.com

SO THEBY'S INTERNATIONAL REALTY | BEVERLY HILLS BROKERAGE | 9665 WILSHIRE BLVD STE 400 BEVERLY HILLS, CALIFORNIA 90212 | SOTHEBYSREALTY.COM

Bahamas | Sotheby's INTERNATIONAL REALTY

Sundara Ocean Club Estates

Located within the ultra-luxurious community of Ocean Club Estates on Paradise Island and set across two impeccably manicured lots totaling 48,044 sq. ft. with 236 feet of private canal frontage, Sundara is the perfect marriage of warm Colonial Bahamian style and timeless European sophistication. With 19,508 sq. ft. of indoor and outdoor living space, Sundara offers an abundance of space.

Sundara  
Paradise Island, The Bahamas  
888.675.5444 (US & Canada)  
SBahamas.com/S/PAGE3

THE ANSELL GROUP  
Estate Agents  
+1 242 322 2200  
sundara@ansellgroup.com

BAHAMAS SO THEBY'S INTERNATIONAL REALTY | WINDSOR BUSINESS PARK, NASSAU, THE BAHAMAS | +1 242 322 2200 | SB@BAHAMAS.COM



# Elite Traveler

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

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

## ELITE TRAVELER AUDIENCE

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

PRICE: \$9,800 TWO PAGE SPREAD WITH E-BLAST  
\$5,000 FULL PAGE WITH ONLINE SHOWCASE







# 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

Sotheby's INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.  
SOTHEBYREALTY.COM

MALIBU CALIFORNIA

Photos by: [unreadable]

72 Post Road, Old Westbury, NY

Extra Bonus!  
Real Estate Campaign  
Special Offer of Cashback  
+ \$2,500 (0.00% APR)

72 Post Road  
9 BR | 6 BA | 10.54 ACRES  
\$4,900,000

Headquartered in a prime directly adjacent to the 220-acre Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom single-family estate, a country house, 10 barns, 13 three-car garages, a pool, a tennis court, a large garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE.COM | AGENT: DEBRA RUSSELL

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Open the door to what's next.

The Rosewood Farm Estate  
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,900,000  
ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Take a peek at what's next.

Water Mill South on Reserve, Pool & Tennis  
Water Mill, New York

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ. FT. | \$11,000,000  
\$42MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY

# Los Angeles Times Hot Property And Digital Lighthouse

## LOS ANGELES TIMES HOT PROPERTY

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

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



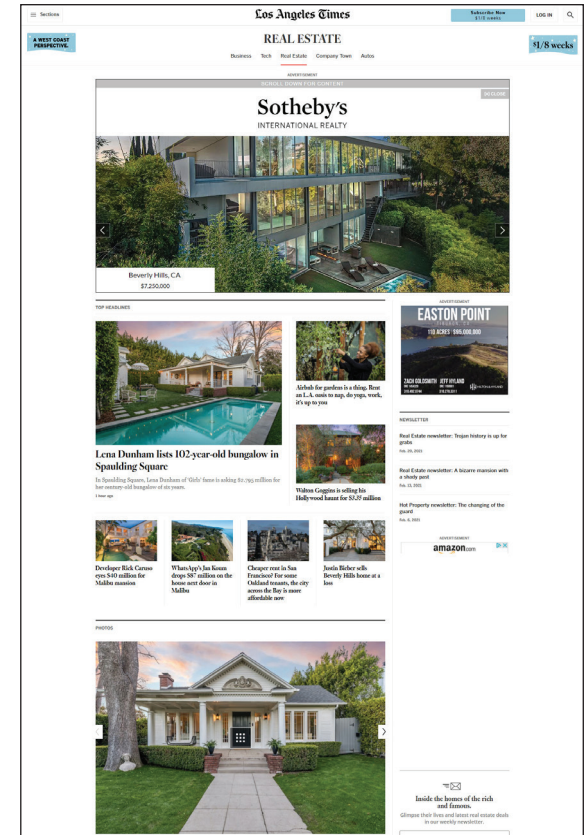
## LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425/SPOT

Full color with 30 day Lighthouse Placement

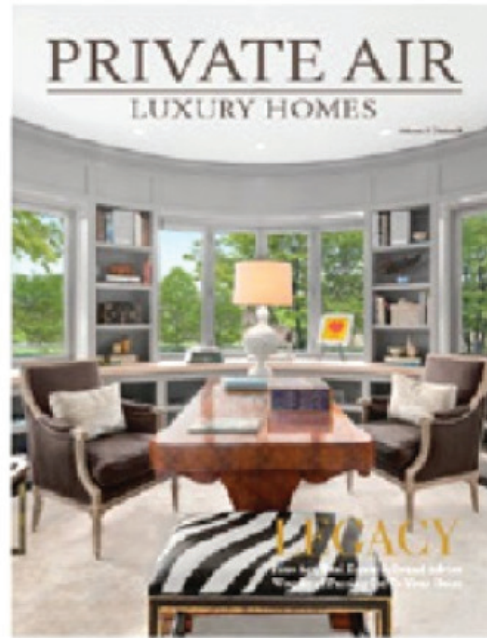




# Private Air Luxury Homes Magazine

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**



# San Francisco & Silicon Valley Takeover

Exclusive insert in the New York Times distributed to 36,500 households in the San Francisco and Silicon Valley metro.

FULL PAGE W/ DIGITAL PROMOTION: \$725



**Sotheby's**  
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Represented by: **Jeannette Babin** MRE, SLS

Move beyond your expectations.

Nothing compares.  
SOTHEBYREALTY.COM

72 Post Road, Old Westbury, NY



**Fichea Russell**  
Real Estate Salesperson  
Gold Circle Of Excellence  
609.662.2710  
c. 505.662.5400

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.



DANIELGALE.COM/AGENT/FICHEA-RUSSELL



Sandbanks  
Exuma, The Bahamas

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

SIBAHAMAS.COM/ID/X295.67



5305 Carlsbad Boulevard, Carlsbad, CA 92008



**Eric Santorino**  
Elite Agent  
858.334.3557  
eric@ericsantorino.com  
DRE#02156501

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

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



SOTHEBYREALTY.COM/ID/THE44





# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	April	May	June	July	Media Total	Reach
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Half Page			\$ 1,820.00		\$ 1,820.00	20,000
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Bespoke Emails	Sotheby's Bespoke Emails	\$ 2,500.00				\$ 2,500.00	550,000
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter				\$ 3,000.00	\$ 3,000.00	7,500
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
Million Impressions	Targeting - Texas, California, New York						
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
<b>Smart Solutions Eblast</b>							
Smart Solutions Eblast	Custom Email		\$ 2,295.00			\$ 2,295.00	40,000
<b>Elite Traveler</b>							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
<b>JamesEdition</b>							
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00				\$ 1,600.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article		\$ 5,500.00			\$ 5,500.00	294,000
e-Newsletter	e-Newsletter			\$ 1,500.00		\$ 1,500.00	294,000
Social Media	Listing Feature		\$ 1,000.00			\$ 1,000.00	148,000
<b>JetSet Magazine</b>							
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00	2,140,000
<b>LA Times</b>							
Lighthouse Fixed Position	Hot Property & Real Estate pages		Bonus			\$ -	425,000
<b>Robbreport.com</b>							
Robbreport.com	Real Estate media bar		\$ 1,250.00			\$ 1,250.00	6,000
<b>WSJ.com</b>							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -	
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00			\$ 1,775.00	76,200
<b>Luxury Estate</b>							
Luxury Estate	Showcase Listing + Elite Listing Packages	\$ 1,100.00				\$ 1,100.00	
<b>Crain's New York Business</b>							
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00			\$ 3,150.00	15,000

# Proposed Schedule, Pricing & Reach 2024

**Print**

**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 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	168,000

**Architectural Digest**

Architectural Digest - Dallas/Ft. Worth	Full Page			\$ 2,710.00	\$ 2,710.00	18,000
---	-----------	--	--	-------------	-------------	--------

**Chicago Tribune**

Chicago Tribune	Takeover - Full Page		\$ 750.00		\$ 750.00	150,000
-----------------	----------------------	--	-----------	--	-----------	---------

**Elite Traveler**

Elite Traveler	Luxury Homes Feature			\$ 4,500.00	\$ 4,500.00	557,000
----------------	----------------------	--	--	-------------	-------------	---------

**Financial Times**

Financial Times	Property Spot	\$ 750.00	\$ 750.00		\$ 1,500.00	420,914
-----------------	---------------	-----------	-----------	--	-------------	---------

**The Los Angeles Times**

The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00			\$ 425.00	220,780
The Los Angeles Times	Takeover		\$ 660.00		\$ 660.00	220,780

**Private Air Luxury Homes**

Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00		\$ 1,925.00	65,000
--------------------------	--	--	-------------	--	-------------	--------

**San Francisco**

San Francisco	Takeover - Full Page - October			\$ 750.00	\$ 750.00	36,500
---------------	--------------------------------	--	--	-----------	-----------	--------

TOTAL

\$ 62,390.00 11,443,825

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