



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Vila Carnaúba Advertising and Marketing Program

Bossa
Nova

Sotheby's
INTERNATIONAL REALTY

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NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Vila Carnaúba

SKY Advertising is excited to present to Bossa Nova Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Vila Carnaúba project.

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 Vila Carnaúba Caiçara, Brazil.

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**

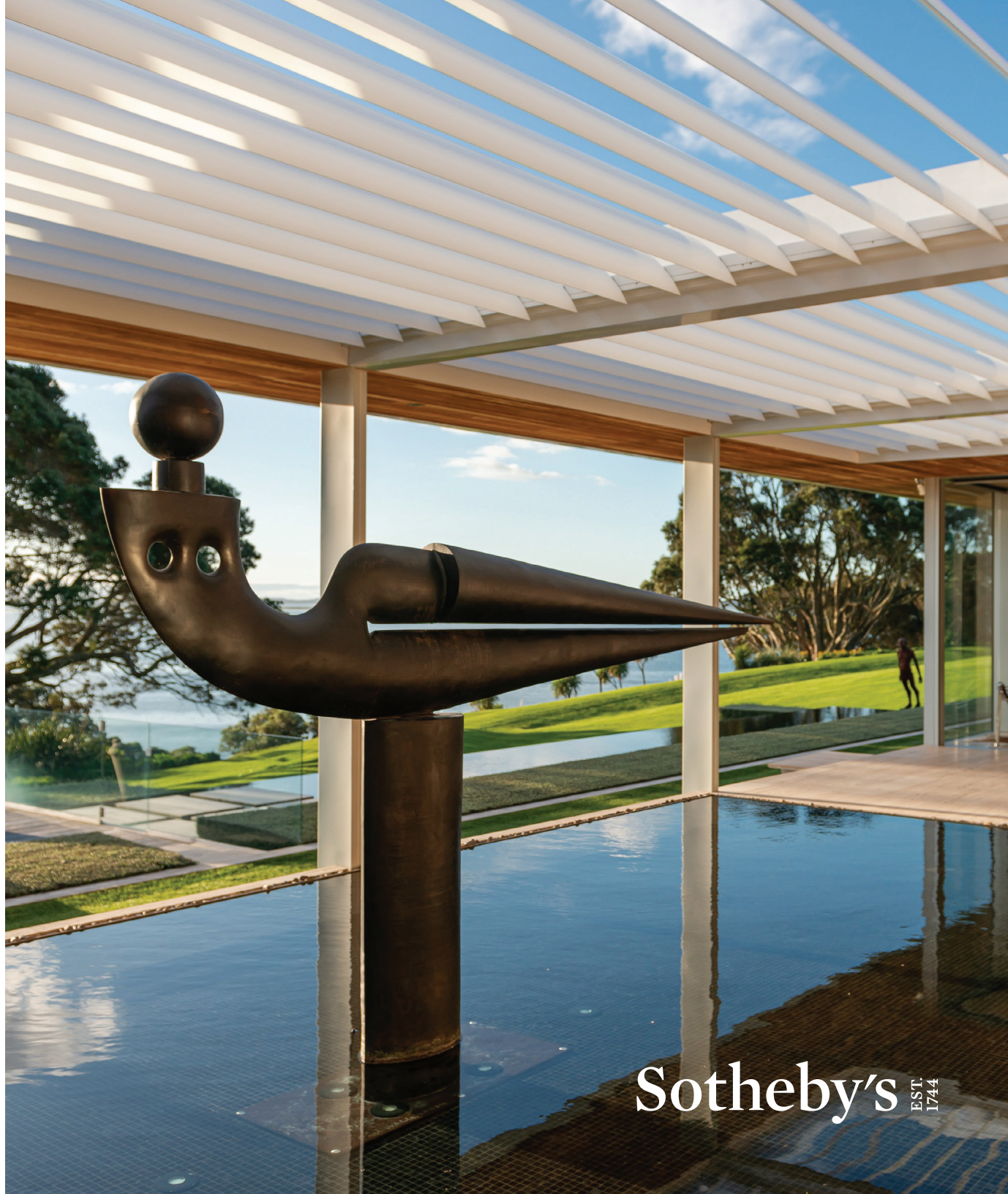
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CHLOE STEELY
Account Executive
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chloe@skyad.com

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
 512.453.2222 ext. 2000
 Property #17230218
 Robert Schmitt
 International Realty
 Robert Schmitt 512.453.2222
 robert.schmitt@sothebyrealty.com
 \$50,000,000.00

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

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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 on...

New York, New York
 212.460.5000 ext. 2000
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Calli Taylor 212.460.5772
 calli.taylor@sothebyrealty.com
 \$35,000,000

510 Park Avenue, 15/16
 This residence in the sky offers 2,000 sq. ft. of spectacular views overlooking New York Harbor with 6,400 sq. ft. of regulated outdoor space.

New York, New York
 212.460.5000 ext. 2000
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Marjorie Smith 212.460.5493
 marjorie.smith@sothebyrealty.com
 \$27,000,000

Four Seasons Private Residences
 This upcoming 1,102 sq. ft. boutique condominium residence is an extraordinary living and entertaining space with 600 sq. ft. of outdoor terrace with pool and panoramic Four Seasons amenities.

New York, New York
 212.460.5000 ext. 2000
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Amanda Handwerker 212.460.7798
 amanda.handwerker@sothebyrealty.com
 \$13,000,000

SC

DIGITAL

SOTHEBY'S BESPOKE EMAIL

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

PRICE: \$2,500/DEPLOYMENT




DIGITAL

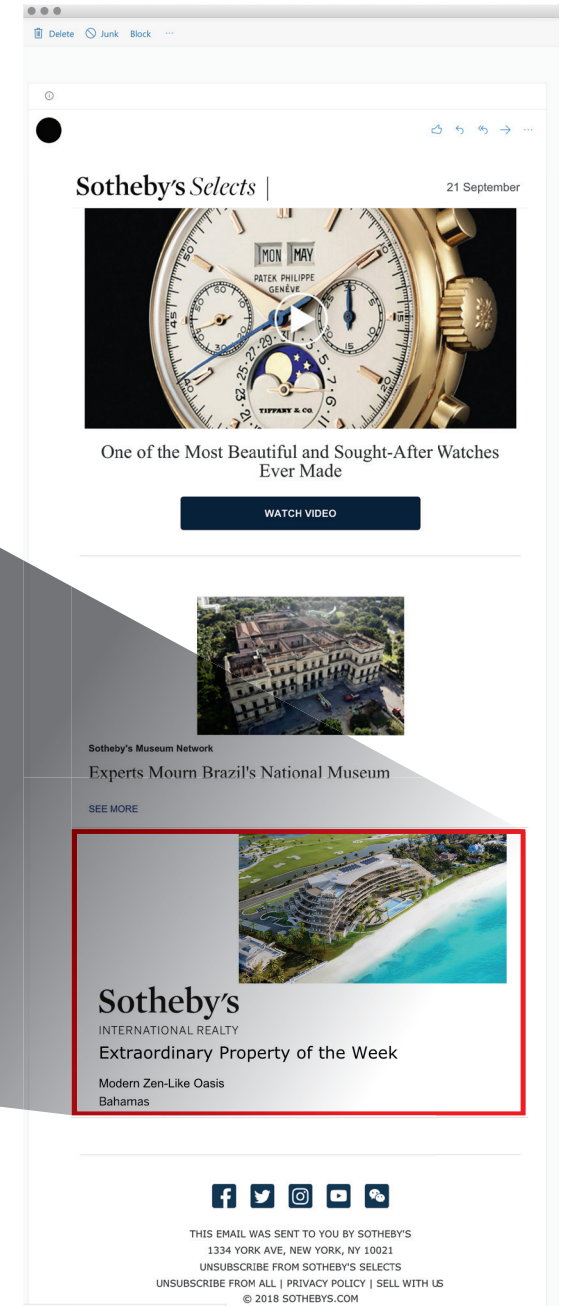
SOTHEBY'S SELECTS E-NEWSLETTERS

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

PRICE: \$2,585/DEPLOYMENT




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



Delete Junk Block ...


Sotheby's Selects | 21 September



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

[WATCH VIDEO](#)

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



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

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

THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S
1334 YORK AVE, NEW YORK, NY 10021
UNSUBSCRIBE FROM SOTHEBY'S SELECTS
UNSUBSCRIBE FROM ALL | PRIVACY POLICY | SELL WITH US
© 2018 SOTHEBYS.COM

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

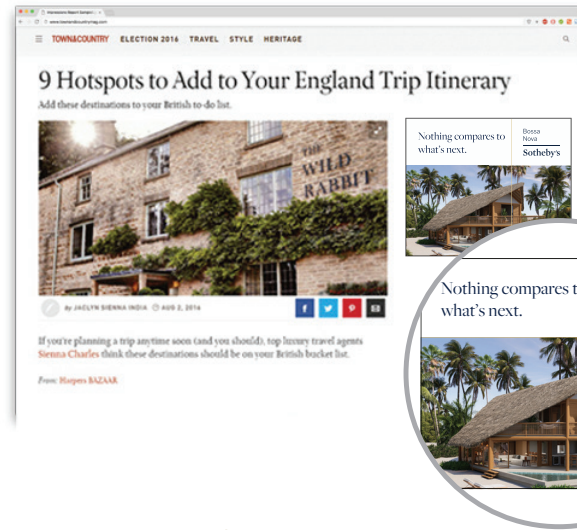
Impressions Campaign

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: **Vila Carnaúba**
- Flight Dates: **May 2024 - July 2024**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



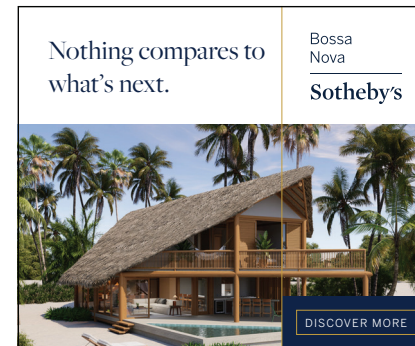
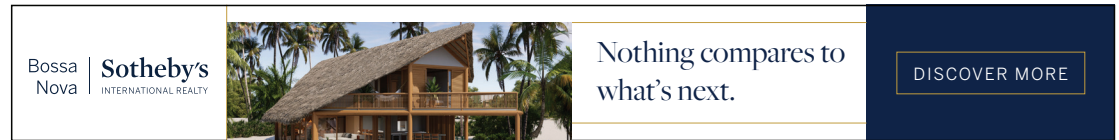
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

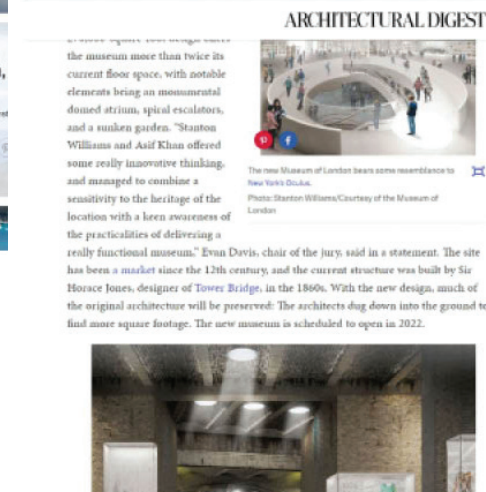
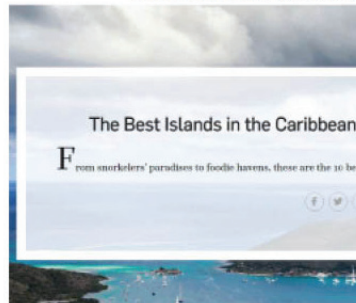
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

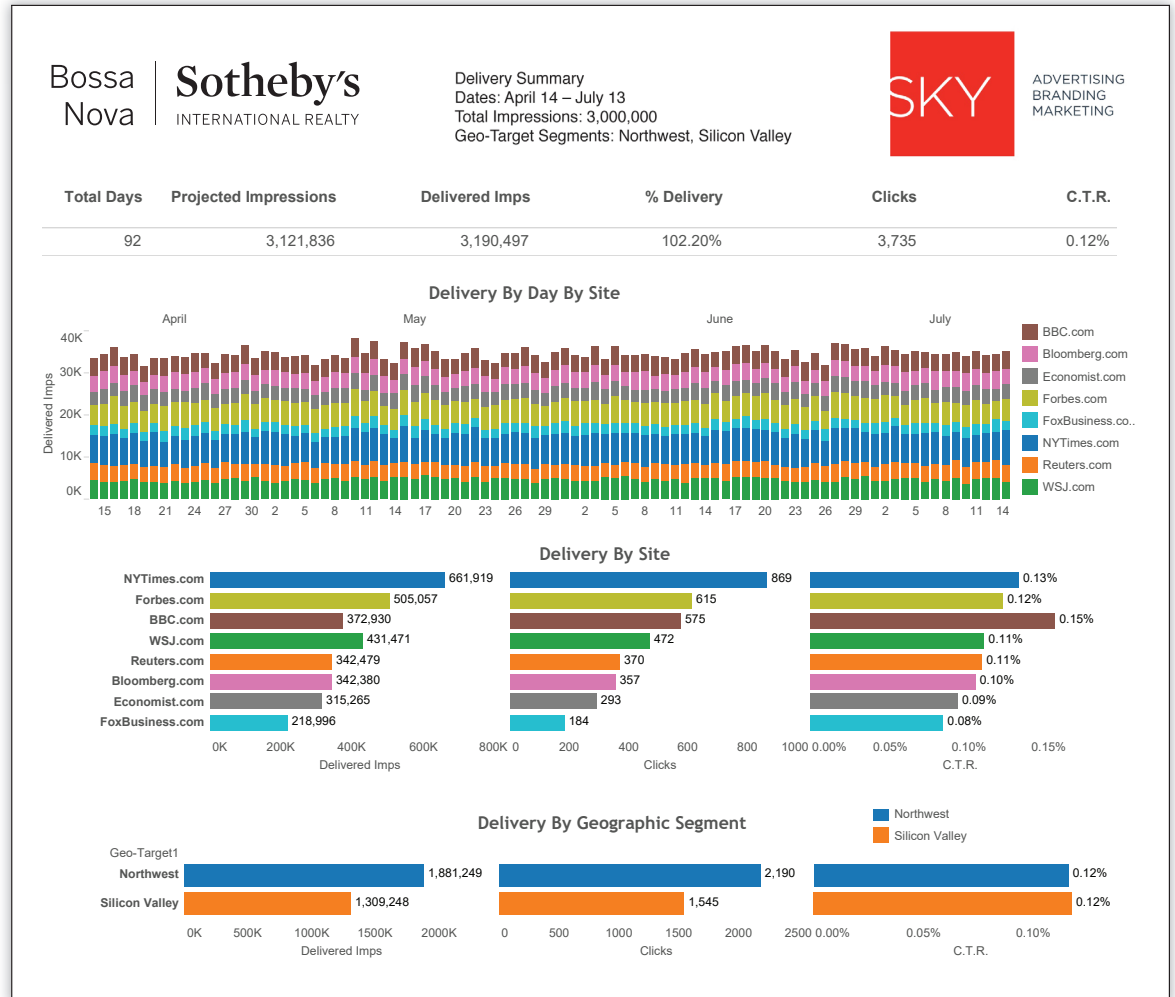


Comprehensive Reporting For Your Customized Campaign

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

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

IMPRESSIONS PROGRAM SAMPLE REPORT



Comprehensive Digital

OTT/VIDEO PREROLL

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

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

HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

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

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

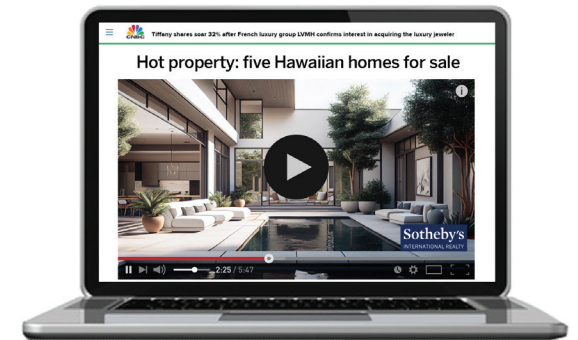


YouTube Video Pre-Roll Ads

WHY OTT?

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

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



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

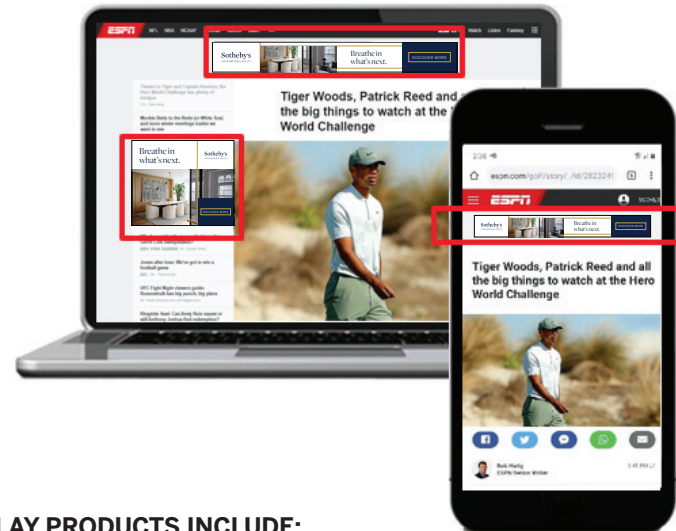
And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

PRICE: FROM \$1,500/MONTH
60,000 Impressions

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

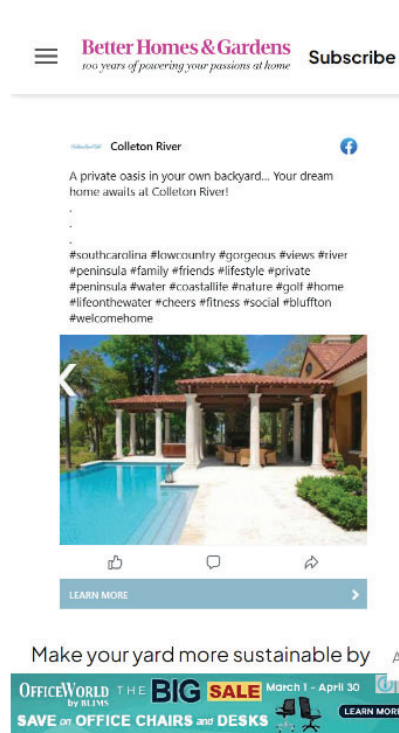
SOCIAL MIRROR ADS

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.

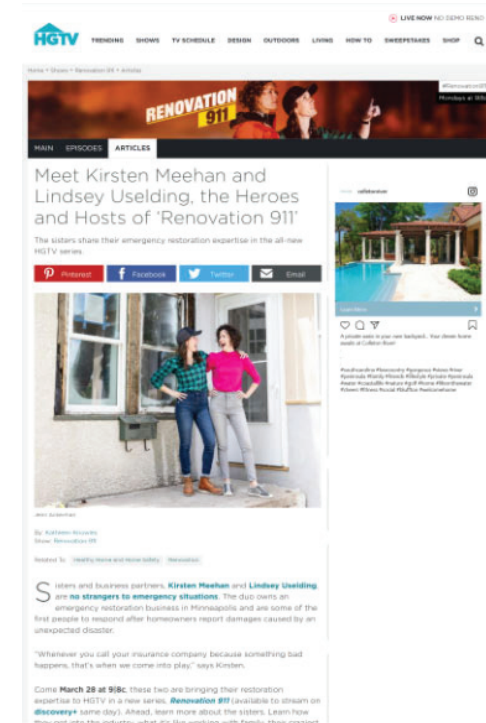
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

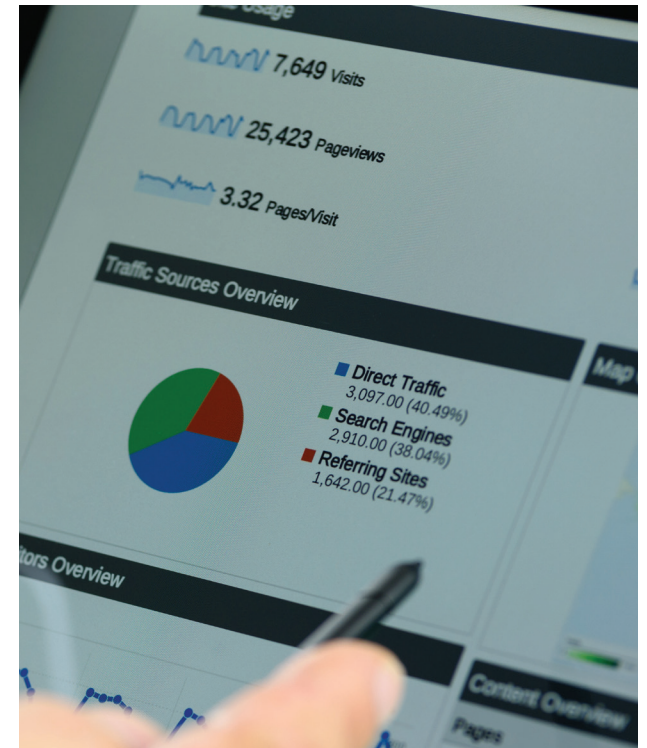


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

**\$750 CAMPAIGN SET UP
STARTING AT \$850/MONTH**



Google AdWords

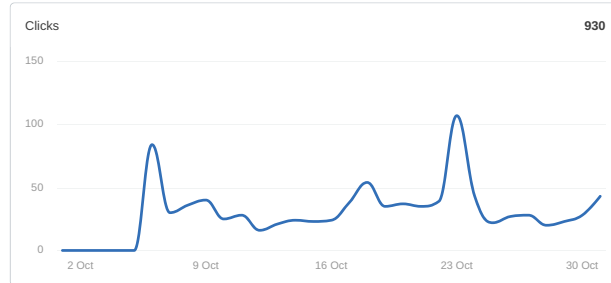
CLIENT DASHBOARD

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.



SIR Bossa Nova

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 9 of 9 Rows

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

Showing 50 of 89 Rows

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

Cities

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

Google AdWords

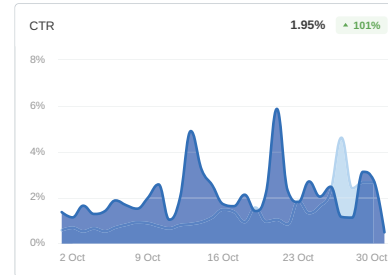
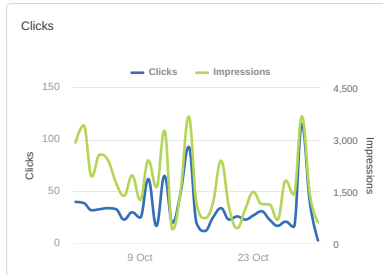
MONTHLY REPORTING

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



SIR Bossa Nova

October KPI's



Total Impressions ▼ 46%	Total Clicks ▲ 9%	Phone Calls ▲ 71%	Interaction Rate ▲ 218%	CTR ▲ 101%	Average CPC ▲ 7%
53,704	1,049	12	4.17%	1.95%	\$0.94

Cities and Regions

Showing 50 of 540 Rows

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

Keywords

Showing 23 of 23 Rows

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

Dwell Real Estate

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

Dwell Audience Real Estate Metrics

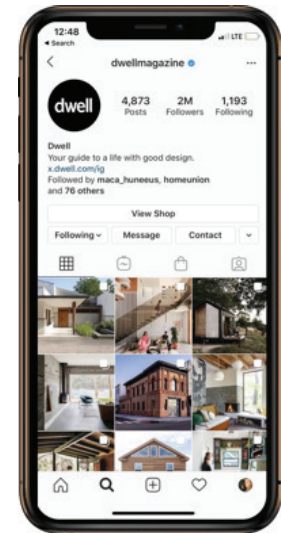
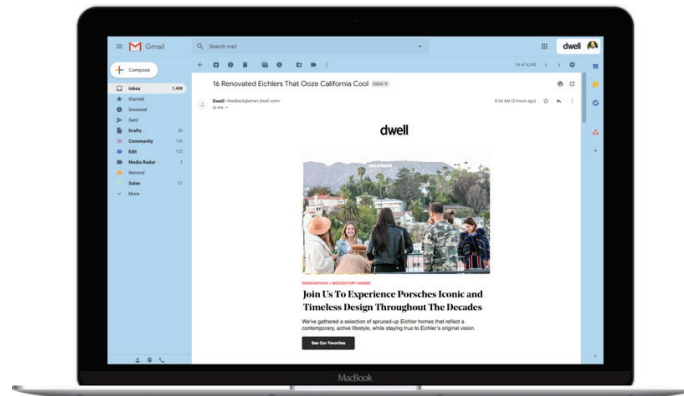
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

CUSTOM REAL ESTATE ARTICLE.

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

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

PRICE: \$6,000



DIGITAL

Dezeen

Dezeen is a popular and influential architecture, interiors and design magazine, with three million monthly readers and seven million social media followers.

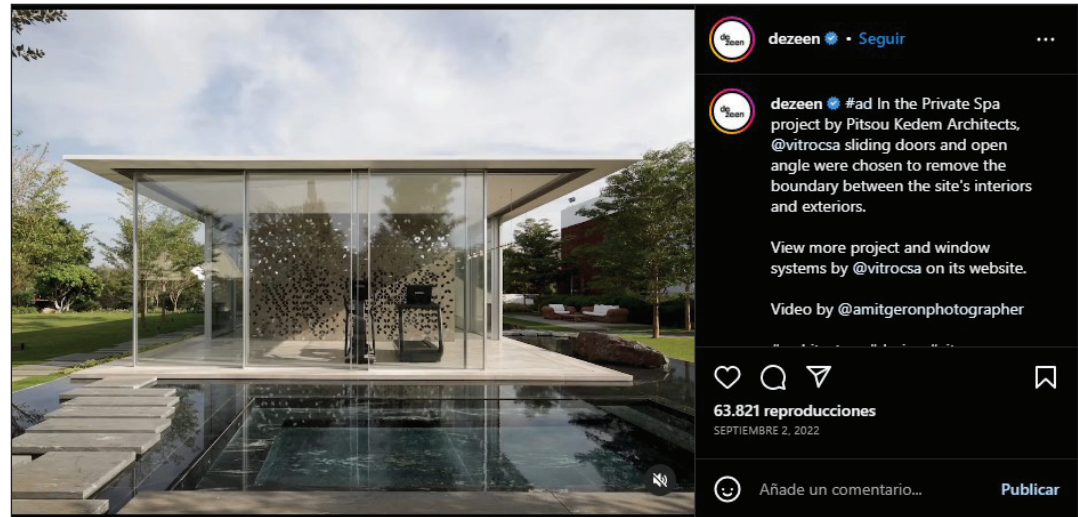
Dezeen's reach is global, with readers on every continent.

Their biggest audience is in the USA, followed by the UK, India, Canada, Australia, and Germany.

SOCIAL MEDIA POST

INSTAGRAM GRID POST: \$5,650

INSTAGRAM TARGETED POST: \$2,950



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

jamesedition.com

ROTATING GALLERY

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

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

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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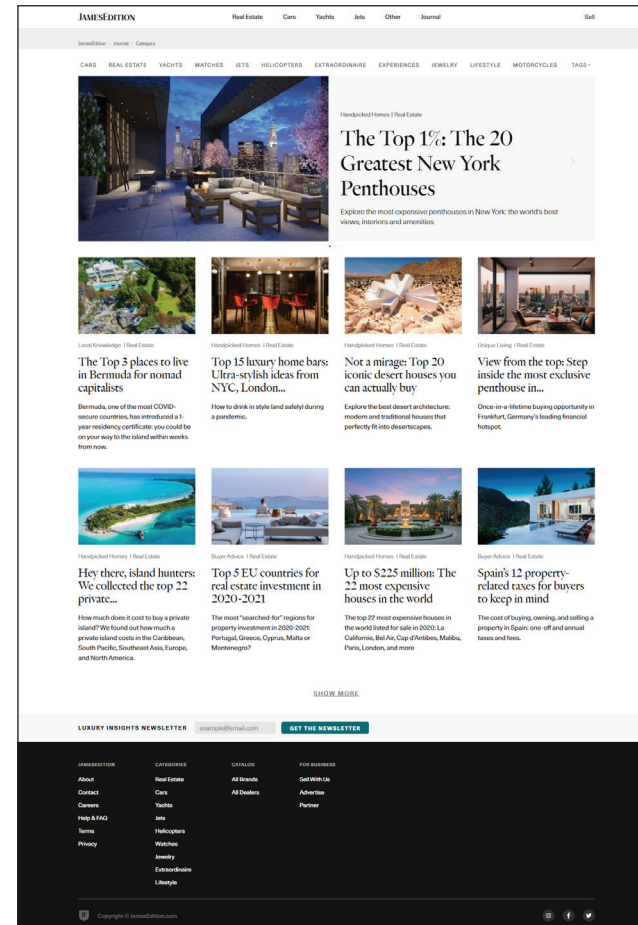
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

NEW & TRENDING

FEATURED LUXURY POSITION

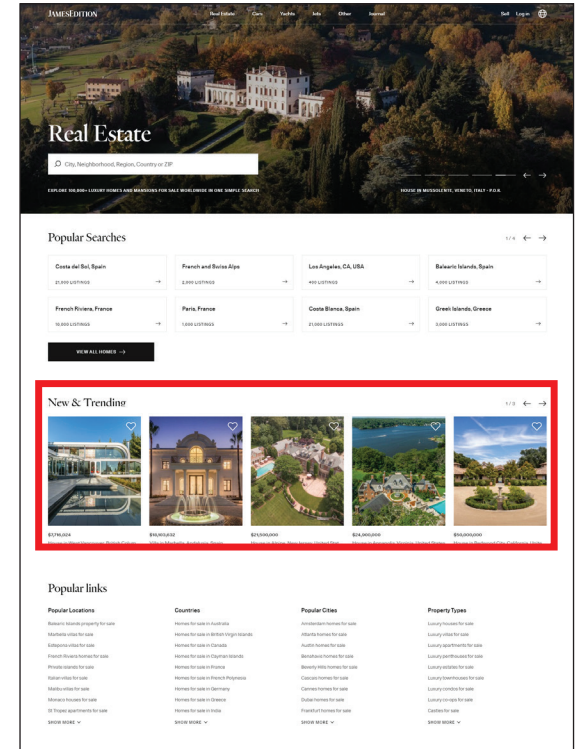
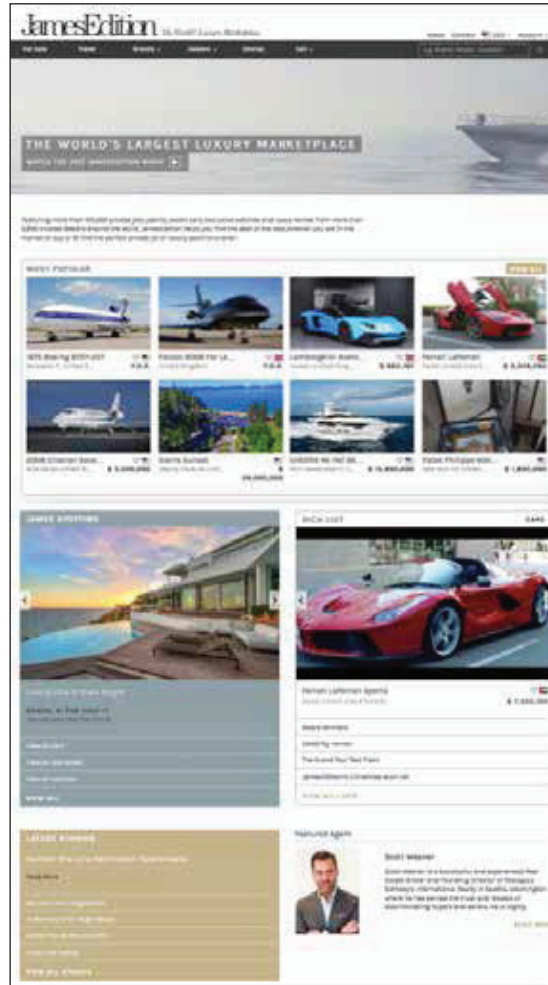
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

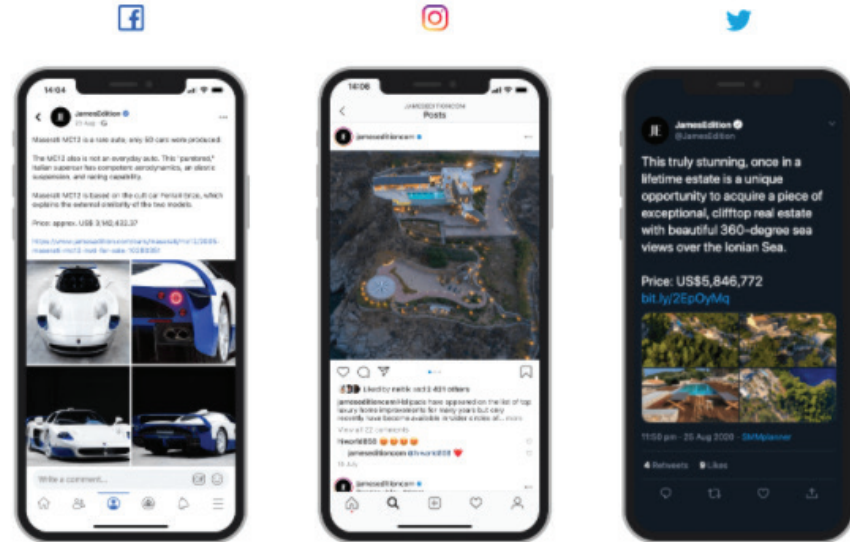
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

Le Figaro

The finest selection of properties to buy and to rent, in France and abroad.

PROPRIÉTÉS LE FIGARO.COM – FRANCE

- **2.1 million** sessions per month
- International audience: **22%**
(Top 5 audience: US, UK, Belgium, Switzerland, Germany)

PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

- **180,000** sessions per month
(top 5 audience: US, UK, France, Canada, Australia)

HEADLINE SEARCH

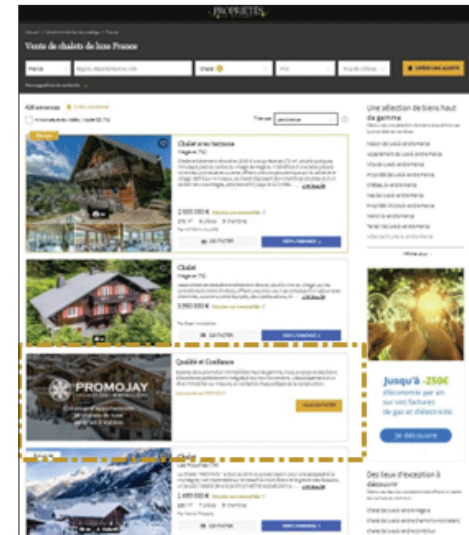
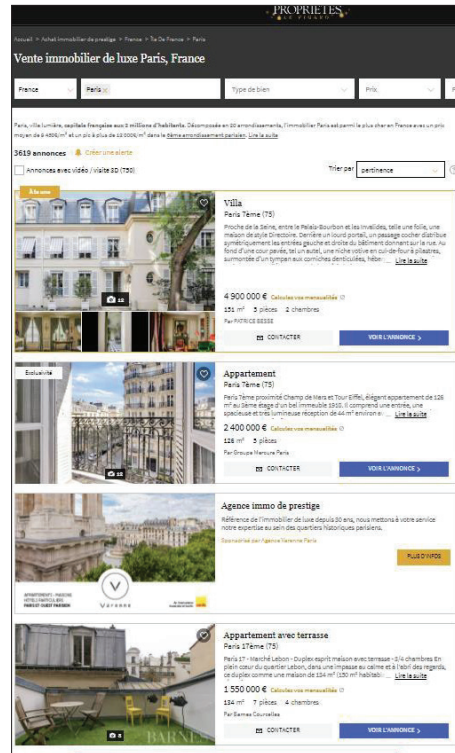
Position your property at the very top of the results page.

FEATURED CITY: \$795/CITY/MONTH

NATIVE AD

Premium display format increases visibility among search results. These placements are also able to appear to users with specific search criteria – castles, manors, etc.

NATIVE PLACEMENT BY CITY: \$500/CITY/MONTH



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:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



Print Offerings



Sotheby's
INTERNATIONAL REALTY

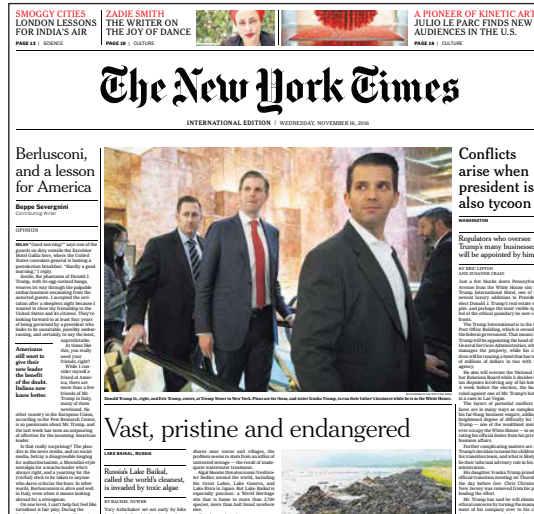
The New York Times International Edition

The New York Times International Edition is a sophisticated and comprehensive daily report for opinion leaders and decision makers around the world. The mission of the New York Times International Edition is to enhance the global community by creating, collecting and distributing high-quality news and entertainment. Its readers have levels of income and investment that can hardly be described as average; much like the newspaper they enjoy reading, these levels reflect their highly mobile and affluent status. New York Times International Edition readers are people whose tastes tend toward the deluxe, leading active and upscale lifestyles.

- Circulation: **214,775**
- Geographic distribution: **Europe, Asia, Pacific, Middle East, N. Africa, Americas**
- Readership: **421,373**
- Male / Female ratio: **76% / 24%**
- Average household income: **\$367,700**
- Median age: **55**


QUADRUPLE PROPERTY SPOT: \$2,600
 DOUBLE PROPERTY SPOT: \$1,300
 PROPERTY SPOT: \$650

Global




Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.




LYFORD CAY, THE BAHAMAS
 Canal House
 Price Upon Request
 SIRbahamas.com/id/DL4XDR
 Bahamas Sotheby's International Realty
NICK DAMIANOS
 nick.damianos@sirbahamas.com
 +1 242.376.1841

GREENWICH, CONNECTICUT




CopperBeechFarmCT.com
 \$150,000,000
 Greenwich Brokerage
LESLIE MCELWREATH | JOSEPH BARBIERI
 leslie.mcelwreath@sothebys.realty +1 917.539.3654

CENTRE ISLAND, NEW YORK




357 Centre Island Road
 \$9,750,000 | DanielGale.com/listing/dgid584848
 Daniel Gale Sotheby's International Realty
KATIE CUDEBACK
 katiecudedback@danielgale.com +1 516.238.9919

NEW YORK, NEW YORK



840 Park Ave. com
 \$11,500,000
 East Side Manhattan Brokerage
JEANNE H. BUCKNAM | NIKKI FIELD
 jeanne.bucknam@sothebys.realty +1 212.606.7717

SHELTER ISLAND, NEW YORK



29 Winthrop Road
 \$9,499,000 | DanielGale.com/listing/dgid786671
 Daniel Gale Sotheby's International Realty
DEBORAH PIRRO
 deborahpirro@danielgale.com +1 516.637.5786

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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**

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

Global

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FT Weekend

No rest for the Wild
Willem Dafoe director
discusses film knowledge
AT HOME PAGE 2

Sign of the Times
South Bank feels sharp
rise of London price falls
UK PROPERTY PAGE 4 & 5

Study in style
Homework
IS IN CHARGE
JUST PROPERTY PAGE 10

The home of prime property: propertylistings.com

Follow us on Twitter @FTProperty

Could you spot? Prime
homes in the UK have seen
a 10% increase in value since
the start of the year, according
to a new report from the
Countrywide Group and the
Countrywide Research Institute.
The report, which is based on
data from the Countrywide
Home Price Index, shows that
the average price of a house in
the UK has risen by 10% since
the start of the year. This is the
highest increase in value since
the start of the year, and it is
the highest increase in value
since the start of the year.
The report also shows that the
average price of a house in the
UK has risen by 10% since the
start of the year. This is the
highest increase in value since
the start of the year, and it is
the highest increase in value
since the start of the year.

By the time you are reading this
the winter has been and gone.
The sun is shining, the birds are
singing and the flowers are
in bloom. It's time to get
out there and enjoy the
summer. But what if you
can't get out there? What if
you're stuck at home? Well,
there's a solution. You can
enjoy the summer from the
comfort of your home. You
can watch the sun set over
the ocean, or you can watch
the sun rise over the mountains.
You can enjoy the sound of
the waves crashing against
the shore, or you can enjoy
the sound of the birds singing
in the trees. You can enjoy
the smell of the flowers, or you
can enjoy the smell of the
grass. You can enjoy the
summer from the comfort of
your home. You can enjoy
the summer from the comfort
of your home.

FT Weekend

US edition

Food and drink festive special
Tips from top global chefs
Lunch with the FT
FT chief Bernie Ecclestone: 7 break the rules
life, safety

Schulz reversal raises Merkel's survival hopes
SPD chief ready to join coalition talks
Rare bout of German unrest precedes

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

Uber and the cost of the Kalamita Problem
Rig Road
Life in Jail
Aiming the world on its days
Adventure on two wheels
Sarah Jessica Parker

Sotheby's International Realty

Nothing compares to what's next.

WILLOW, VIRGINIA
The Club at Willow - \$20,900,000
FTB Sotheby's International Realty
MARK C. LEHMAN | mark.lehman@sotheby.com | +1 703 866 0869

STONEMOUNT, NEW YORK
Stonemount - \$10,900,000
Sotheby's International Realty
ASHLEY TRECO | ashley.treco@sotheby.com | +1 248 422 0889

BLUFFTON, SOUTH CAROLINA
Bluffton - \$10,900,000
FTB Sotheby's International Realty
CATHERINE DONALDSON | catherine.donaldson@sotheby.com | +1 818 218 2001

AUSTIN, TEXAS
Austin - \$10,900,000
KARINA WILCOX | karina.wilcox@sotheby.com | +1 512 433 5538

BRISTOL, VIRGINIA
Bristol - \$10,900,000
FTB Sotheby's International Realty
SARAH JESSICA PARKER | sarah.jessica.parker@sotheby.com | +1 433 646 5556

Propriétés Le Figaro

Propriétés Le Figaro is the finest selection of luxury properties to buy and to rent in France and around the world- in print and online. Propriétés Le Figaro embodies the essence of the French way of life, with a property magazine published bi-monthly. Your properties will be seen by the wealthiest people in France, executives of CAC 40 companies, and executives from the Top Management network. In addition to print, there is an online edition and mobile app.

- Readers: **1.4 million**
- Web Visitors: **93,000 per month**
- Page Views: **890,000 per month**
- Distribution: **U.S.A. 32%, U.K. 19%, France 12%, Canada 3%, Australia 3%**

\$2,500 FULL PAGE

\$3,000 FULL PAGE ADVERTORIAL

**PROPRIÉTÉS
LE FIGARO**

Le plus grand choix de **BELLES MAISONS** et de **BEAUX APPARTEMENTS**

9 1975 1661 - Juin 2022 - 126
FRANCE & INTERNATIONAL
proprietes.lefigaro.fr

**BELLES
MAISONS
DE VACANCES**

Résidence secondaire ou semi-principale, location de luxe, les tendances, les opportunités... région par région.

SOthebysREALTY.COM

Open the door to what's next.

Harald Grant
Associate Broker
914.627.7722
Harald.Grant@SothebysRealty
HaraldGrant@SothebysRealty.com

Bruce Grant
Licensed Salesperson
914.640.7838
Bruce.Grant@SothebysRealty.com

The Rosewood Farm Estate
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000
ROSEWOODFARMESTATE.COM

Sotheby's
INTERNATIONAL REALTY

SOthebysREALTY.COM

Take a peek at what's next.

Beate V. Moore
Associate Broker
914.527.7838
Beate.Moore@SothebysRealty
BeateMoore.com

Vanessa Moore
Licensed Salesperson
917.775.6078
Vanessa.Moore@SothebysRealty.com

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

6 BEDROOMS | 6.5+ BATHS | 4,900SQ FT | \$11,000,000
542MECOVROAD.COM

Sotheby's
INTERNATIONAL REALTY

Schedule,
Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Plan 1		April	May	June	July	August	September	Media Total	Reach
Media	Ad Description								
Sotheby's Auction House: Print									
Sotheby's Magazine	Full Page						\$ 3,640.00	\$ 3,640.00	20,000
Sotheby's Auction House: Digital									
Sotheby's Bespoke Emails		\$ 2,500.00		\$ 2,500.00				\$ 5,000.00	1,100,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter					\$ 2,585.00		\$ 2,585.00	770,000
Digital									
Million Impressions*									
Million Impressions	Digital Banner Program		\$ 1,625.00	\$ 1,625.00	\$ 1,625.00			\$ 4,875.00	1,500,000
Million Impressions	Targeting - Portugal, Dutch, French and Spanish								
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
Video Pre-roll	Internet Connected Device ads		\$ 1,500.00					\$ 1,500.00	60,000
Dezeen									
Instagram Grid Post					\$ 5,650.00			\$ 5,650.00	3,300,000
Instagram Targeted Post			\$ 2,950.00				\$ 295.00	\$ 3,245.00	
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
JamesEdition									
Main Home Page Rotating Gallery	Featured Banner		\$ 2,000.00					\$ 2,000.00	750,000
Real Estate Rotating Gallery	Featured Banner				\$ 1,600.00			\$ 1,600.00	750,000
New & Trending Home Page Position	Featured Spot					\$ 1,200.00		\$ 1,200.00	750,000
New & Trending Real Estate Position	Featured Spot						\$ 1,000.00	\$ 1,000.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article			\$ 5,500.00				\$ 5,500.00	292,000
E-Newsletter Featured Listing	E-Newsletter					\$ 1,500.00		\$ 1,500.00	192,000
Social Media	Listing Feature		\$ 1,000.00		\$ 1,000.00			\$ 2,000.00	296,000
Le Figaro									
Headline Search	Featured City	\$ 795.00		\$ 795.00		\$ 795.00		\$ 2,385.00	
Native Ad	Native placement by City		\$ 500.00		\$ 500.00		\$ 500.00	\$ 1,500.00	
Luxury Estate									
Luxury Estate	Showcase Listing + Elite Listing Packages - 6 months				\$5,200			\$ 5,200.00	

Proposed Schedule, Pricing & Reach 2024

Print								
Financial Times								
Financial Times	Quadruple Property Spot		\$ 3,000.00	\$ 3,000.00		\$ 3,000.00	\$ 9,000.00	631,371
Le Figaro								
Full Page	Full Page					\$ 2,500.00	\$ 2,500.00	50,000
Full Page Advertorial	Full Page Advertorial			\$ 3,000.00			\$ 3,000.00	50,000
The New York Times International Edition								
The New York Times International Edition	Quadruple Property Spot					\$ 2,600.00	\$ 2,600.00	104,301
TOTAL							\$ 85,780.00	13,865,672
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change								

Proposed Schedule, Pricing & Reach 2024

Plan 2	Ad Description	April	May	June	July	August	September	Media Total	Reach
Media									
Sotheby's Auction House: Print									
Sotheby's Magazine	Half Page						\$ 1,820.00	\$ 1,820.00	20,000
Sotheby's Auction House: Digital									
Sotheby's Bespoke Emails		\$ 2,500.00						\$ 2,500.00	550,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter					\$ 2,585.00		\$ 2,585.00	770,000
Digital									
Million Impressions*									
Million Impressions	Digital Banner Program		\$ 1,625.00	\$ 1,625.00	\$ 1,625.00			\$ 4,875.00	1,500,000
Million Impressions	Targeting - Portugal, Dutch, French and Spanish								
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
Video Pre-roll	Internet Connected Device ads		\$ 1,500.00					\$ 1,500.00	60,000
Dezeen									
Instagram Targeted Post			\$ 2,950.00				\$ 295.00	\$ 3,245.00	
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
JamesEdition									
Main Home Page Rotating Gallery	Featured Banner		\$ 2,000.00					\$ 2,000.00	750,000
Real Estate Rotating Gallery	Featured Banner				\$ 1,600.00			\$ 1,600.00	750,000
New & Trending Home Page Position	Featured Spot					\$ 1,200.00		\$ 1,200.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Trending & Journal Article			\$ 3,300.00				\$ 3,300.00	292,000
E-Newsletter Featured Listing	E-Newsletter					\$ 1,500.00		\$ 1,500.00	192,000
Social Media	Listing Feature		\$ 1,000.00					\$ 1,000.00	148,000
Le Figaro									
Headline Search	Featured City	\$ 795.00				\$ 795.00		\$ 1,590.00	
Native Ad	Native placement by City		\$ 500.00		\$ 500.00			\$ 1,000.00	
Luxury Estate									
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250					\$ 3,250.00	
Print									
Financial Times									
Financial Times	Quadruple Property Spot		\$ 3,000.00	\$ 3,000.00				\$ 6,000.00	420,914
Financial Times	Property Spot						\$ 750.00	\$ 750.00	210,457
Le Figaro									
Full Page Advertorial	Full Page Advertorial				\$ 3,000.00			\$ 3,000.00	50,000
The New York Times International Edition									
The New York Times International Edition	Double Property Spot						\$ 1,300.00	\$ 1,300.00	104,301
TOTAL								\$ 57,815.00	8,617,672

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

Proposed Schedule, Pricing & Reach 2024

Plan 3		April	May	June	July	August	September	Media Total	Reach
Media	Ad Description								
Sotheby's Auction House: Print									
Sotheby's Magazine	Quarter Page						\$ 910.00	\$ 910.00	20,000
Sotheby's Auction House: Digital									
Sotheby's Bespoke Emails		\$ 2,500.00						\$ 2,500.00	550,000
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 - Portugal, Dutch, French and Spanish								
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
Video Pre-roll	Internet Connected Device ads		\$ 1,500.00					\$ 1,500.00	60,000
Dezeen									
Instagram Targeted Post			\$ 2,950.00				\$ 295.00	\$ 3,245.00	
JamesEdition									
Real Estate Rotating Gallery	Featured Banner		\$ 1,600.00					\$ 1,600.00	750,000
New & Trending Home Page Position	Featured Spot					\$ 1,200.00		\$ 1,200.00	750,000
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00				\$ 1,500.00	192,000
Social Media	Listing Feature				\$ 1,000.00			\$ 1,000.00	148,000
Le Figaro									
Headline Search	Featured City	\$ 795.00				\$ 795.00		\$ 1,590.00	
Native Ad	Native placement by City		\$ 500.00		\$ 500.00			\$ 1,000.00	
Luxury Estate									
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00						\$ 1,100.00	
Print									
Financial Times									
Financial Times	Double Property Spot		\$ 1,500.00	\$ 1,500.00				\$ 3,000.00	420,914
Financial Times	Property Spot						\$ 750.00	\$ 750.00	210,457
Le Figaro									
Full Page	Full Page				\$ 2,500.00			\$ 2,500.00	50,000
The New York Times International Edition									
The New York Times International Edition	Property Spot						\$ 650.00	\$ 650.00	104,301
TOTAL								\$ 35,430.00	4,305,672

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