



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# The Forestias by MQDC Advertising and Marketing Program



List

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 The Forestias by MQDC

SKY Advertising is excited to present to List - Thailand Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to The Forestias by MQDC.

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 Thailand.

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)

**CHLOE STEELY**  
*Account Executive*  
**212-677-2557**  
[chloe@skyad.com](mailto: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**

ADVERTORIAL - 2 PAGE: \$10,500

ADVERTORIAL - 4 PAGE: \$18,800

FULL PAGE: \$3,640

HALF PAGE: \$1,820

QUARTER PAGE: \$910

Global



**Sotheby's**  
INTERNATIONAL REALTY

Austin, Texas  
 sarah@sothebyrealty.com  
 Property # 1230018  
 Agent: Sarah  
 International Realty  
 Broker: Sarah  
 Call: Sarah +1 512 456 7890  
 Email: sarah@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 in New York, New York.  
 \$2,980,000.00  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Sarah +1 212 855 7772  
 Email: sarah@sothebyrealty.com  
 \$50,000,000.00

**510 Park Avenue, 18/16**  
 This residence in the sky spans 2,000 sq. ft. of spectacular 18th floor real estate. This modern living with 6,400 sq. ft. of regulated outdoor space.  
 \$27,000,000.00

**New York, New York**  
 sarah@sothebyrealty.com  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Manhattan Office +1 212 855 7890  
 Email: sarah@sothebyrealty.com  
 \$27,000,000.00

**Four Seasons Private Residences**  
 This upcoming 1,100 sq. ft. boutique condominium residence is an extraordinary living and dining space with an elite finishes and engineering with world-renowned Four Seasons amenities.  
 \$13,000,000.00

**New York, New York**  
 sarah@sothebyrealty.com  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Manhattan Office +1 212 855 7778  
 Email: sarah@sothebyrealty.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

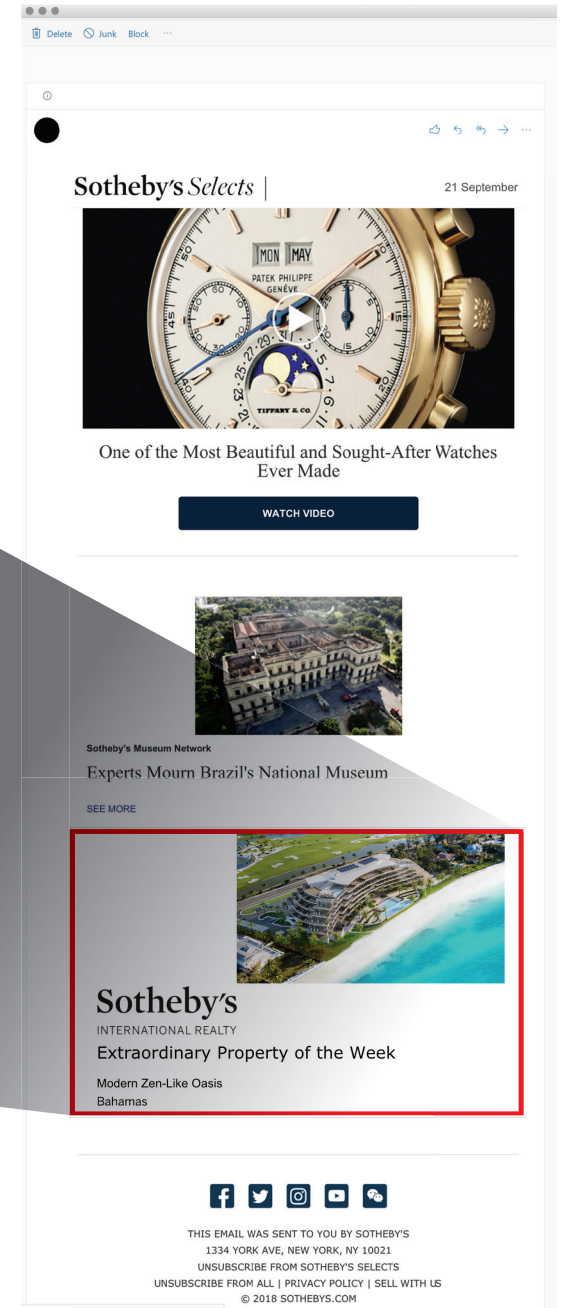
SOTHEBY'S SELECTS  
E-NEWSLETTERS

- 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



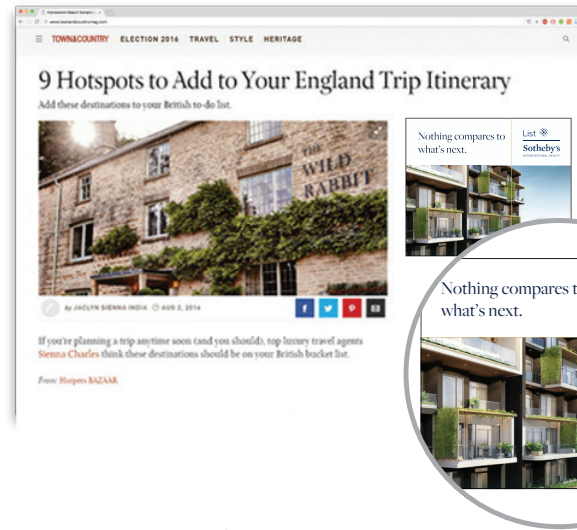
# Impressions Campaign

**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: **The Forestias by MQDC**
- Flight Dates: **May 2024 - July 2024**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



# 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



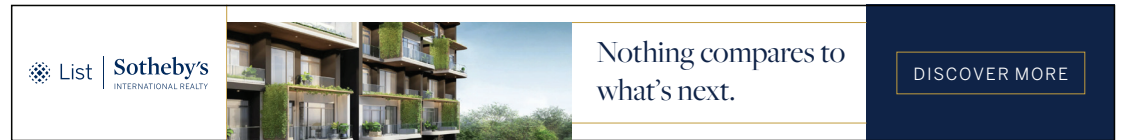
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

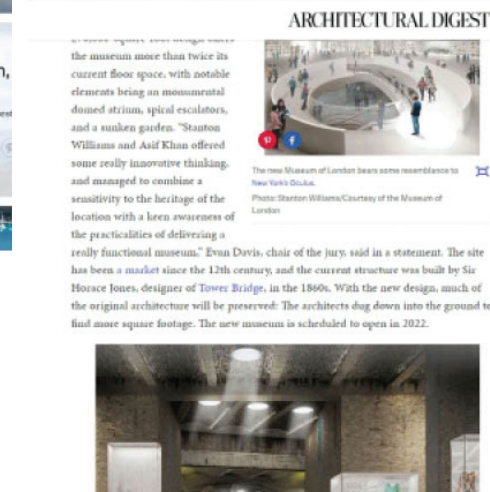
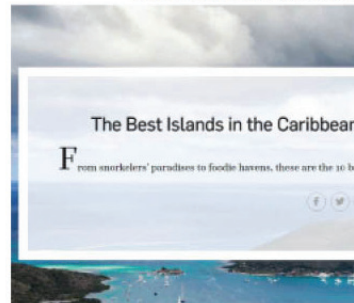
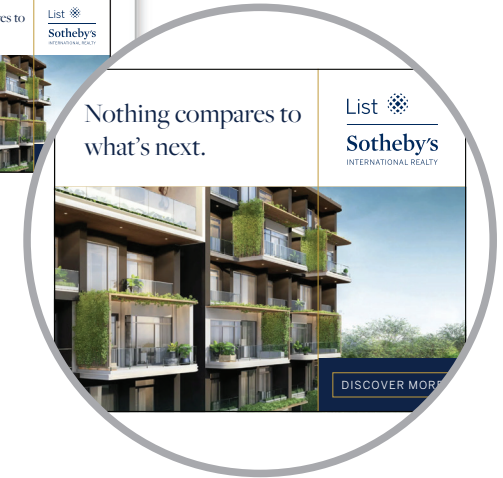
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

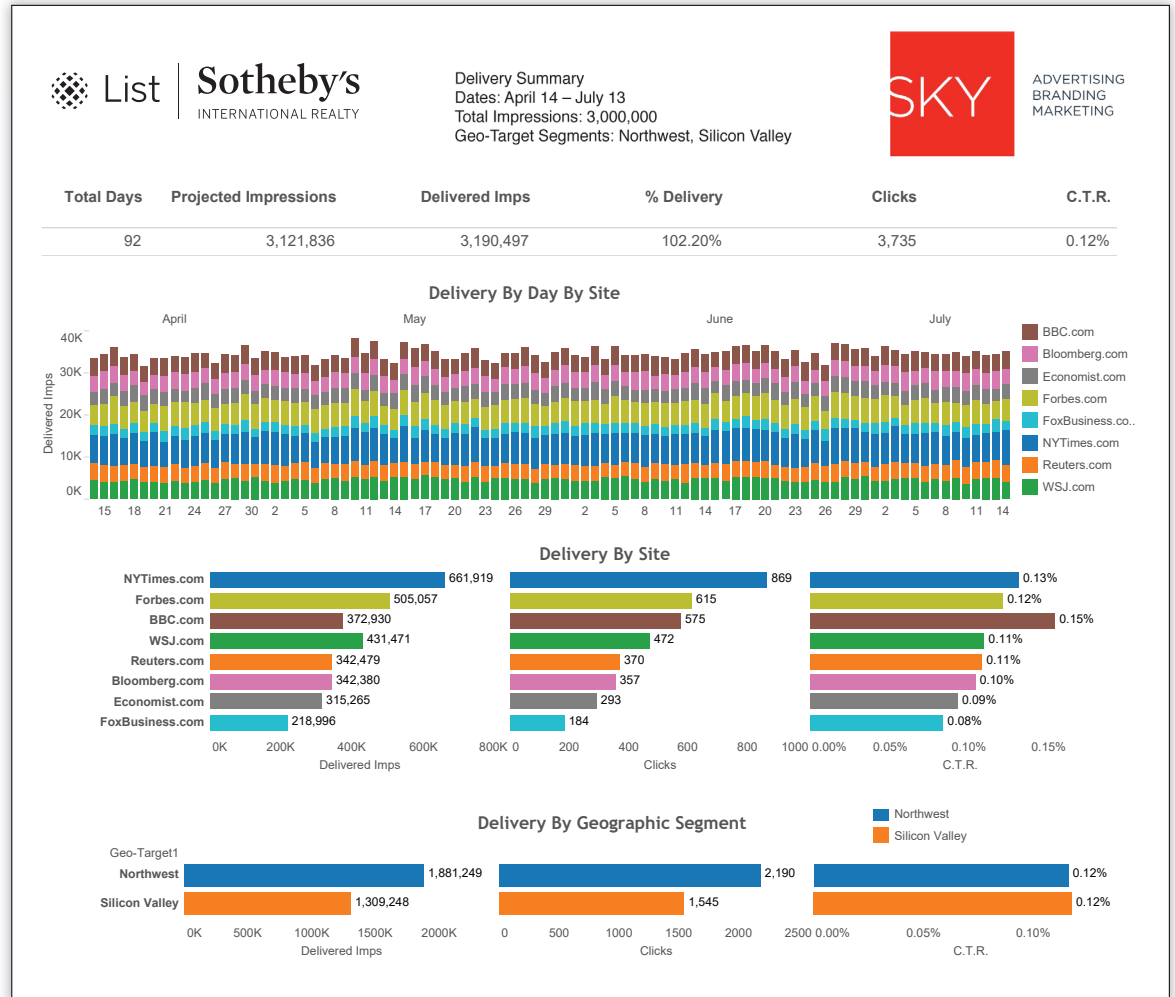


# Comprehensive Reporting For Your Customized Campaign

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



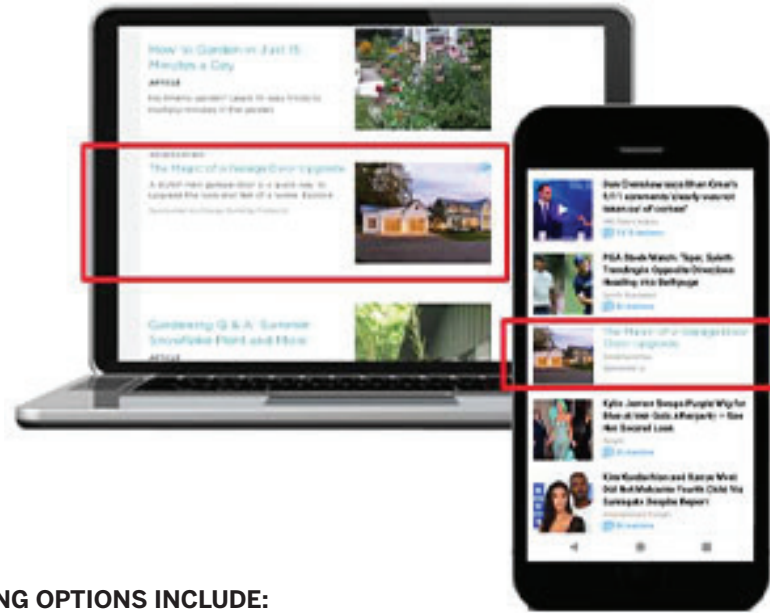
# Comprehensive Digital

## NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

## HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



## TARGETING OPTIONS INCLUDE:

- **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 Native ads on the web pages where they appear A.I.
- **Targeting** – 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.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
- **Cross Platform Targeting** available from Mobile Conquesting.

- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.

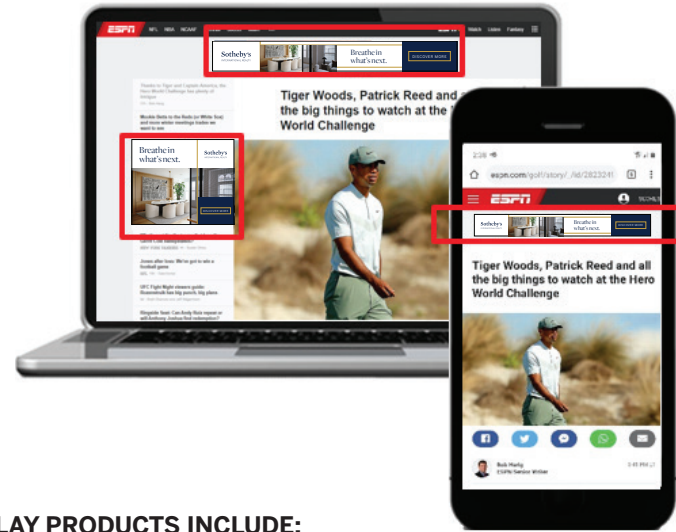
Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

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

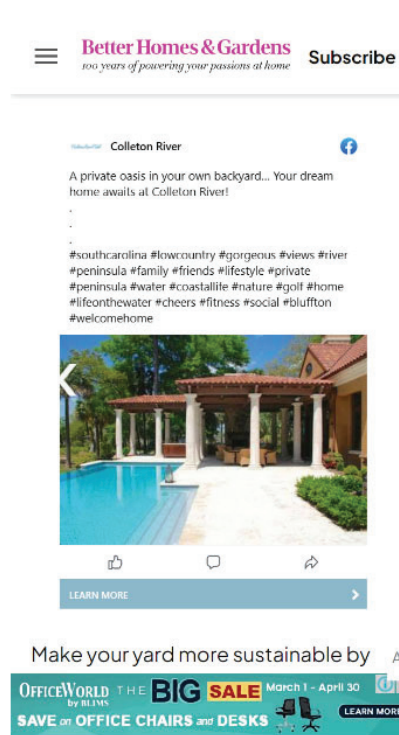
## SOCIAL MIRROR ADS

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.

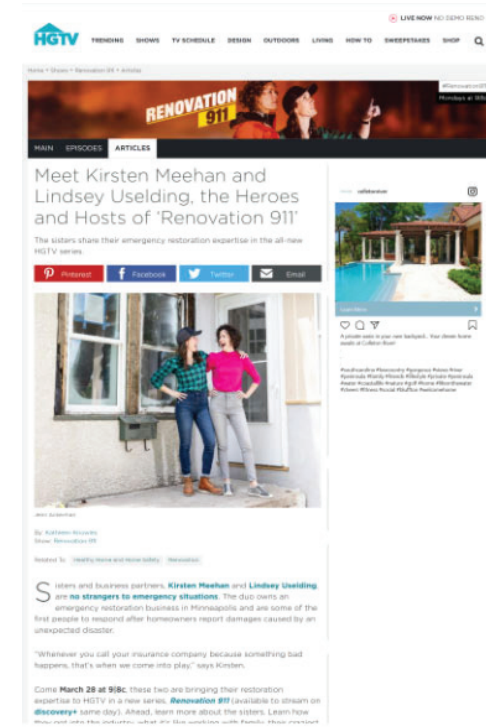
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

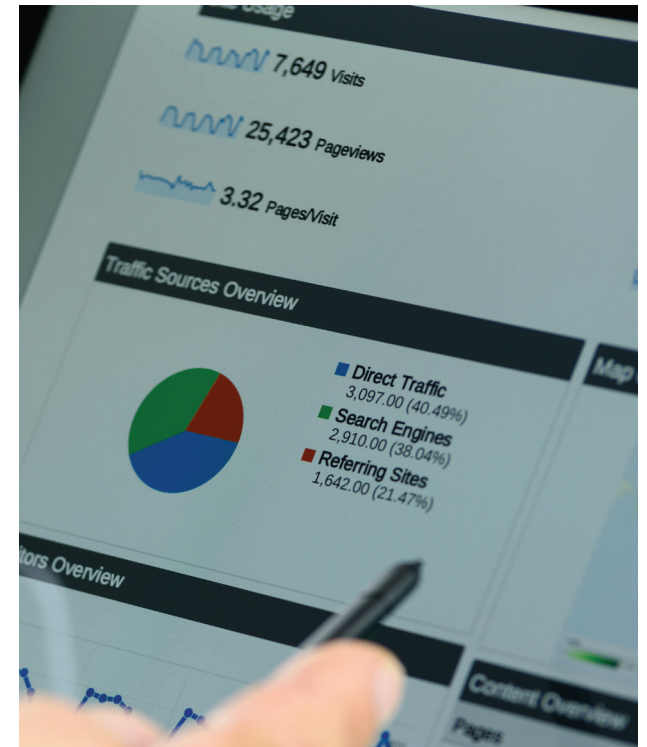


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

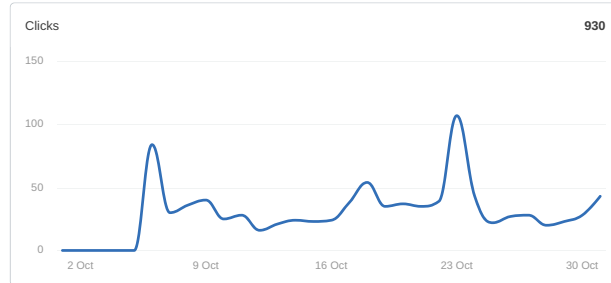
## CLIENT DASHBOARD

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.



## The Forestias by MQDC

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



Showing 9 of 9 Rows

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

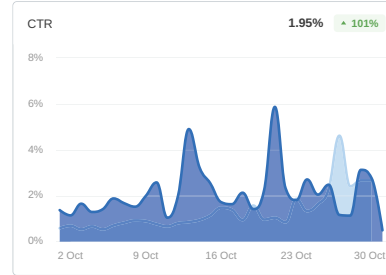
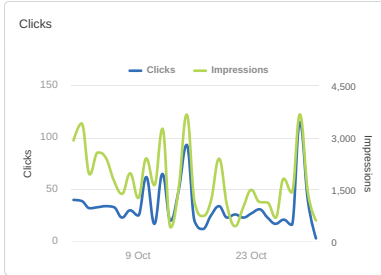
## MONTHLY REPORTING

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



## The Forestias by MQDC

### October KPI's



Total Impressions ▼ 46%

**53,704**

Total Clicks ▲ 9%

**1,049**

Phone Calls ▲ 71%

**12**

Interaction Rate ▲ 218%

**4.17%**

CTR ▲ 101%

**1.95%**

Average CPC ▲ 7%

**\$0.94**

### Cities and Regions

Showing 50 of 540 Rows

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

### Keywords

Showing 23 of 23 Rows

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

# Asia Tatler

The all-encompassing luxury-lifestyle platform and digital brand extension of the prestigious Asia Tatler magazines produces exclusive online content and provides daily updates on the latest events, important lifestyle trends, high-end fashion and fine dining in each market Multi-media packages are presented in an exclusive curated space for luxury brands and accessible via mobile, tablet or desktop, and include:


- Targeted display advertising
- Email marketing
- Advertorials
- Social Media

E-NEWSLETTER: \$7,650/REGION  
 INSTAGRAM STORY: \$2,575/POST  
 ADVERTORIAL LINK: \$2,950 PER REGION  
 ADVERTORIAL PAGE: \$3,200 PER REGION

# ASIA TATLER

**POWER & PURPOSE**

### Tatler Ball 2022: Betty Chen Is Honoured With The Tatler Diamond Award



*Betty Chen wearing Oscar De la Renta Photo by Peter*

Presidents, major and literary legends, global impact Betty Chen, our October cover star, was honored for her lifetime achievements.

Betty Chen served as president of CMB in 1988, serving for 11 years until 2000. Since her husband's, CEO, passed away in 2008, she has organized and raised funds for organizations and social causes, including the 10th Annual Breast Cancer 45°C Awareness and National Institute of Singapore.

For her lifelong dedication to serving the community and commitment to philanthropy, Tatler Singapore is proud to present the Diamond Award to Betty Chen, our October cover star.

[Learn more about Betty Chen's philanthropy](#)


[Facebook](#) [Instagram](#) [Twitter](#) [LinkedIn](#)

**MORE FROM POWER & PURPOSE**

Asia's Most Influential Playgroup Activities Can Teach a Thing or Two About Sustainability

Stealing on the Future With HUGO'S Stone Mung Sen and Maggie Ho

Hester Wigton Day: Celebrating Asian Advertising Who Are Fighting for Diversity and Equity



*Sharon Au on stage at the Tatler Ball 2022 Photo by Peter*

Sharon Au has always believed in the power of fashion – that it may not always be the most important, but it can transform our mood and express to the world who you are. And tonight, she took home the Tatler Style Award 2022.

We couldn't wait to see what she would wear to the Tatler Ball, and she certainly didn't disappoint. Sharon's look was the perfect mix of a fashion statement by Versace Salon, L'Oréal, and her own style with a nod to the red carpet to match.

When she went on stage to accept the Tatler Style Award 2022, Sharon made a heartfelt speech about how Covid-19, while 'brutal', required many positive changes in our lives.

[Read about her heartfelt speech at the Tatler Ball 2022](#)

[Facebook](#) [Instagram](#) [Twitter](#) [LinkedIn](#)

**MORE FROM STYLE**

Didiane Reiss and Lionel Messi square off in a chess match rather than on the field in the latest sports ad. Get the full story by Anna Lohrby.

Whitlock and Aalder Men reveal Limited Edition Champagne celebrating Chinese heritage, love for the study of time, and fine tailoring.

A unique medicine designed by Dr. Felix 2022 inspired by Wang Chong's theories on balance and natural care design.



**TIFFANY & CO.**

Thank You One ELLE FANNING

### Tatler Ball 2022: Celebrating 40 Fabulous Years

Together with *Cartier*

Thank goodness it's Friday! Whoa, what a week. It's time to wind down the week after hosting last Friday's Tatler Ball 2022 in Singapore. It was LEGEND... wait for it... DROPT!

Speaking of legends, our newsletter cover star JJ Lin was honored with the Tatler Cultural Icon Award 2022. Sadly he was unable to attend the event, but we are still excited for him as he just missed out on the highly anticipated J20 World Tour! Double not being physically at the Tatler Ball, he was awarded the award with a video reward.

In case you missed it, here's what went down inside the ballroom at the most recent Tatler Ball yet.

This week's newsletter line up:


- **Sharon Au** has always believed in the power of fashion – that it may not always be the most important, but it can transform our mood and express to the world who you are. And tonight, she took home the Tatler Style Award 2022.
- **What we finished** see at the Tatler Ball Singapore 2022.
- **Taking recreation** riding to the Next Level with Villa Lucca.
- **Inside Patis Hillier's** new Glamour... Hollywood inspired Furniture Collection.
- **Dutch artist Piet Mondrian's** 'Composition no. 1F' sets for US\$ 51.8M at Sotheby's Auction.
- **How Zenna Law's** Company is fighting against migrant labour exploitation.
- **Jasica Vical** Launches New Album The Celestines Forale Music Release.

Cheers,  
*Lee A. Williams*  
 Regional Editorial Director



**TOGETHER WITH VILLA LUCCA**

### Taking Mansion Living To The Next Level



Villa Lucca Mansion. Photo by Villa Lucca

**A new city escape** with luxury facilities and luscious views of Plover Cove Reservoir surrounded by stunning, tranquil landscapes, offering both mountain and sea views.

**What is it?** Developed jointly by Hysan Development and HKR International, Villa Lucca offers 282 houses and apartments alongside a clubhouse of about 94,000 sq ft. Club Lucca.

**Where is it?** With a total site area of approximately 340,000 sq ft, Villa Lucca is surrounded by stunning, tranquil landscapes, offering mountain and sea views that span from Pui Sin Leng mountain range and Plover Cove Reservoir to Tolo Harbour—offering residents respite from the hustle of city life.

**How big?** The new residences include two- to four-bedroom apartments that range from 1,078 sq ft to 2,526 sq ft; 66 penthouse apartments and garden flats; and 36 houses starting at 3,245 sq ft with a range of layouts to fit different families' needs.

[Learn more about this Villa Lucca](#)

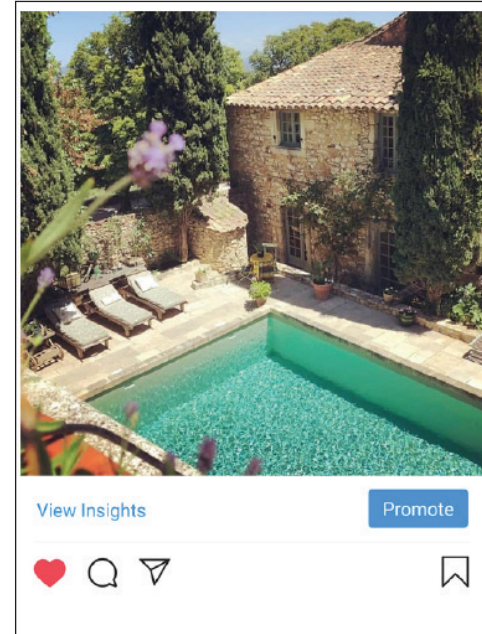
# Conde Nast UK

## INSTAGRAM @CONDENASTPROPERTY

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

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INSTAGRAM POST: \$ 2,750



# Juwai Developer Solutions

## PROPERTY LISTING PAGE

### Enhancement Products

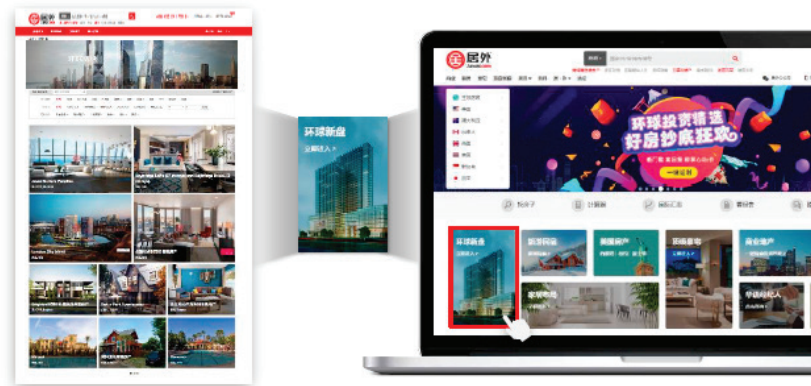
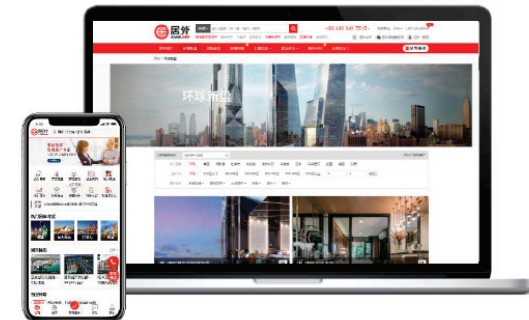
- Top Developer
- Top Property
- King Slider
- Juwai Recommends
- Super Leaderboard
- Hot Property
- Strip Banner Ad

### Value-Added Products

- Monthly Social Media Promotion
- Chinese Advertorial
- Prosperous Home Report (Feng Shui)

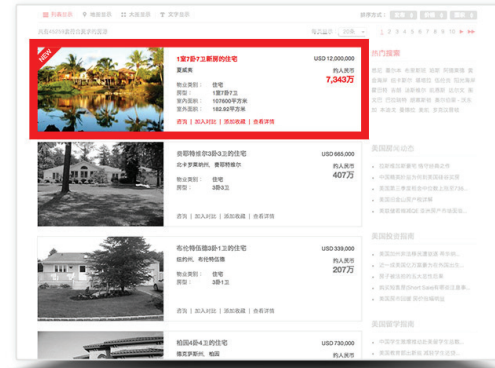
### Juwai Online Event Solution

PRICE: \$7,500 - \$10,000 PER 6 MONTH CAMPAIGN



# juwai.com

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 2.5 million property listings spanning 89 countries.



## HOT PROPERTY UPGRADE

With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

PRICING SPECIAL: \$425 FOR 30 DAYS.

Usually \$725

Global

## FEATURED PLACEMENT PROPERTY LISTING

- Juwai Luxe Channel
- Connects you to UHNW (Ultra High Net Worth) Chinese consumers.

PRICE: \$425 FOR 6 MONTHS

For properties \$2M+

Global

# juwai.com

## CREATIVE EDITORIAL & SOCIAL MEDIA POSTING

Professionally crafted content written in close conjunction with your marketing team.

Appears on the Juwai Home Page, and relevant country pages

Boosted on Juwai Social Media Accounts including Wechat and Weibo

PRICE: \$2,355 PER ARTICLE





# Country Life

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

**Three core audience pillars:**

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

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

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

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

## WEEKLY E-NEWSLETTER

Published Wednesdays & Saturdays

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

PRICE: \$1,950

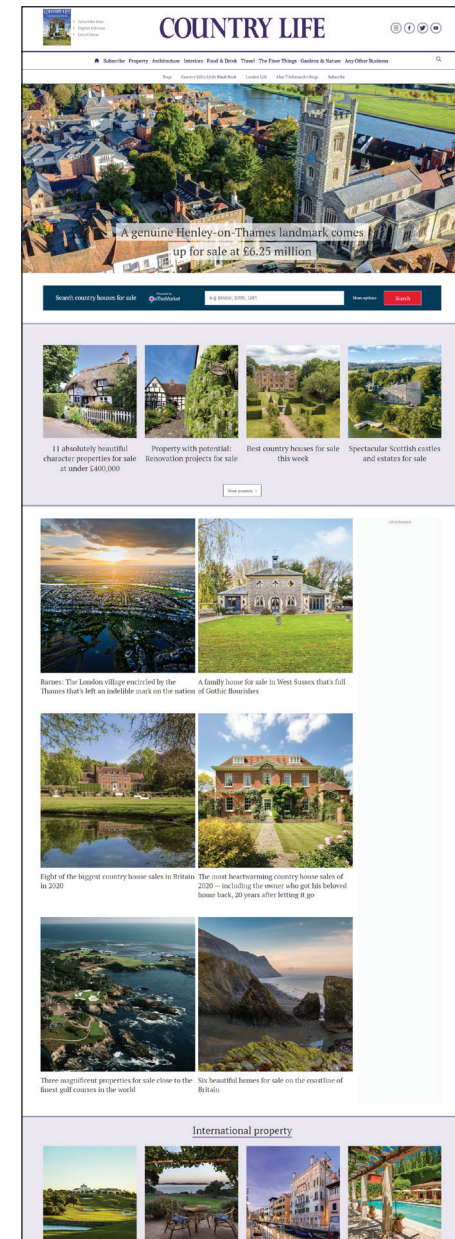
## INTERNATIONAL PROPERTY LISTING

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

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

## E-NEWSLETTER DEDICATED SEND

PRICE: \$2,250



# 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

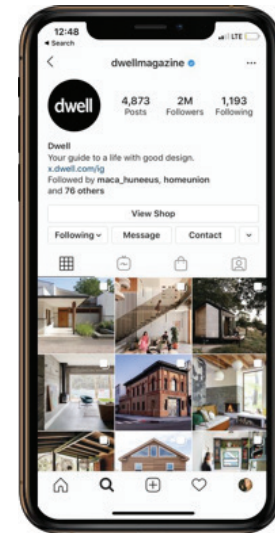
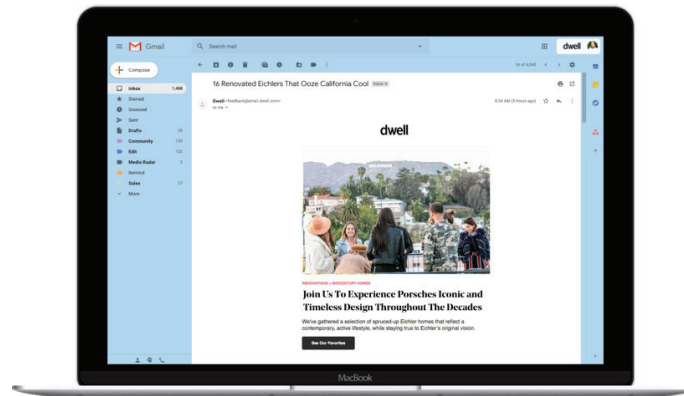
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

## 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

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# 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.

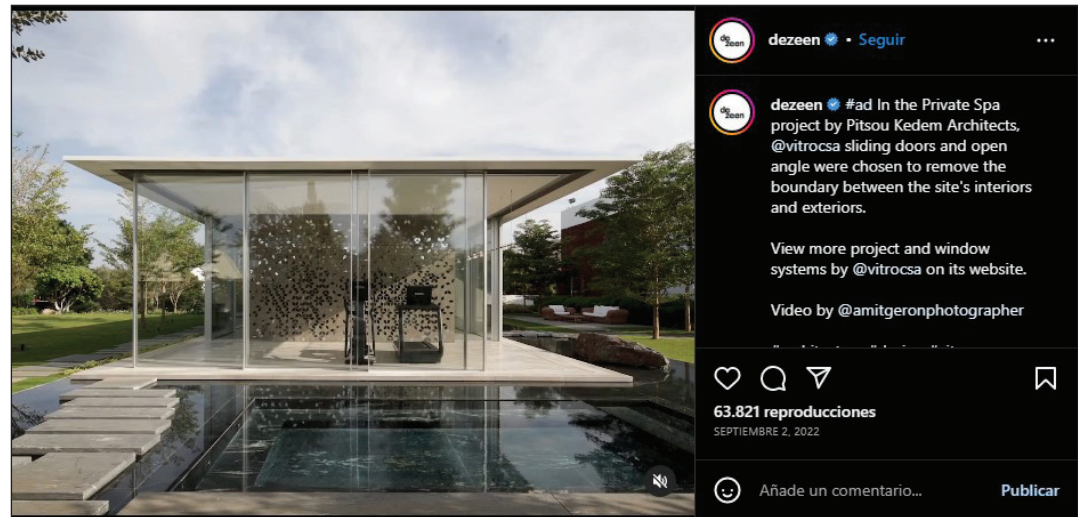
Their biggest audience is in the USA, followed by the UK, India, Canada, Australia, and Germany.

## SOCIAL MEDIA POST

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INSTAGRAM GRID POST: \$5,650

INSTAGRAM TARGETED POST: \$2,950



# Elite Traveler

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

## E-MAIL MARKETING

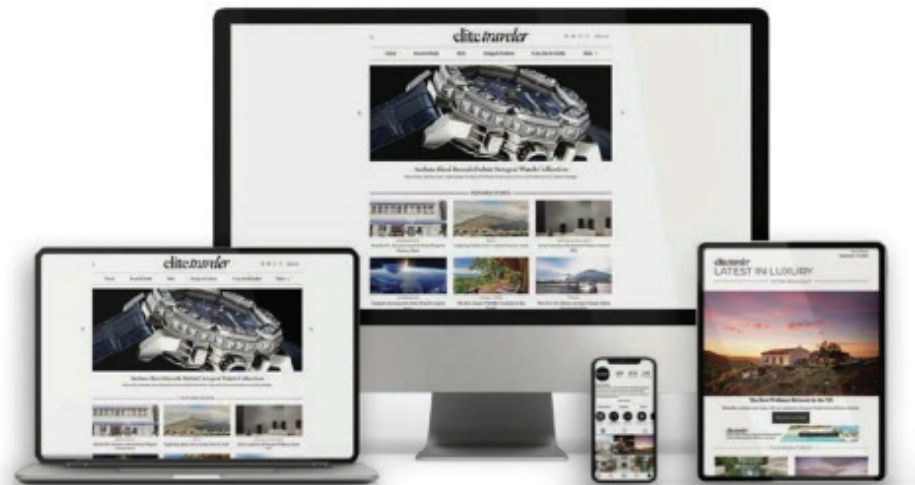
Promote sponsored content in a dedicated email. Sent directly to Elite Traveler's private jet audience

### Elite Traveler audience

- Average Age **45**
- Male/Female **69/31**
- Average HHI **\$7.9m**
- Average Net Worth **\$32m**
- C-Suite position **24%**
- Reader-per-copy **5-3**
- Total Brand Readership **557,000**

DEDICATED EBLAST: \$2,500 PER WEEK

**No Charge with print placement**



# 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

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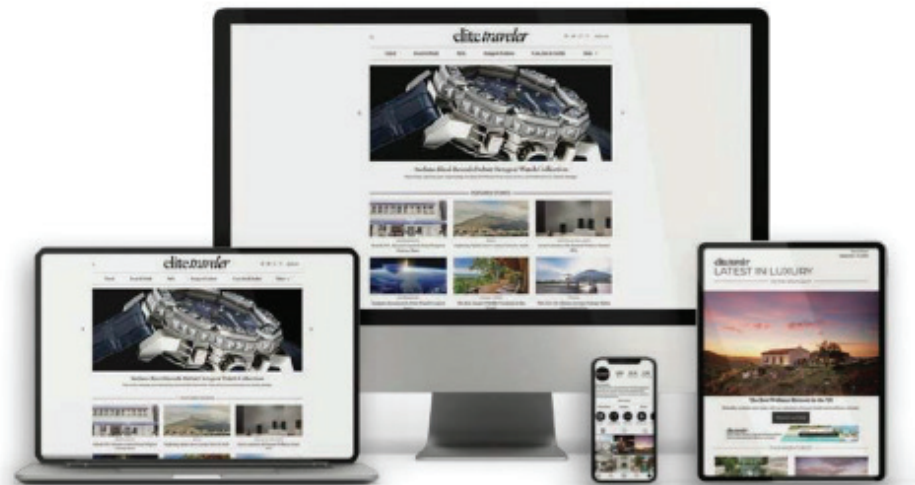
ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR

**Half price with full page print purchase**

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DEDICATED E-BLAST: \$6,000 PER WEEK

**Free with 2 page spread**



## DIGITAL

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# 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

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An exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

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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

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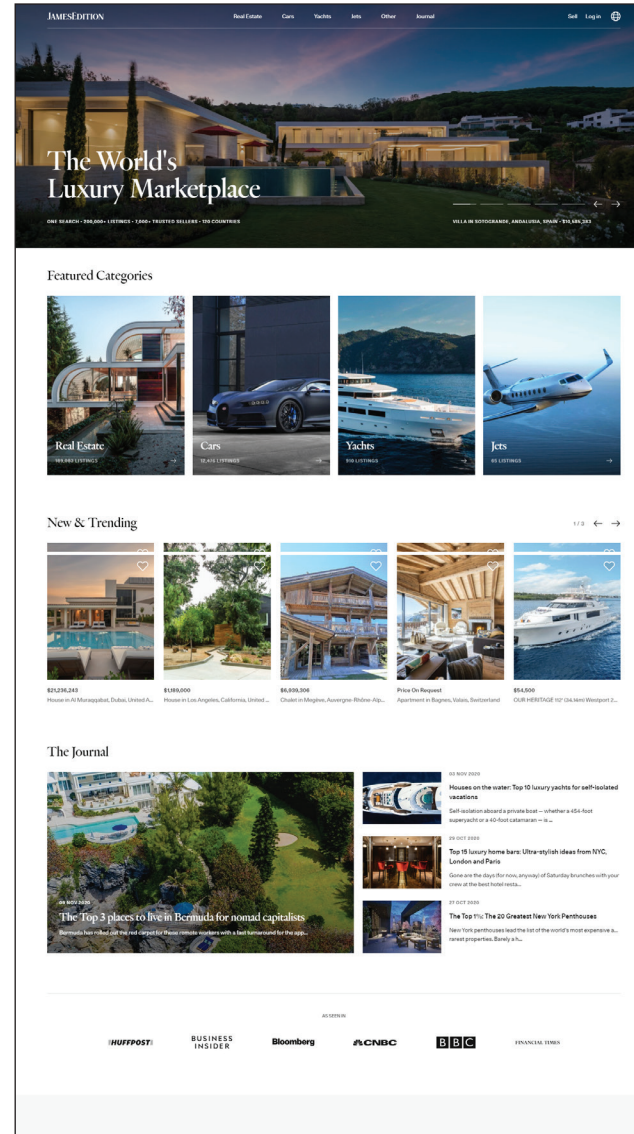
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600





# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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.

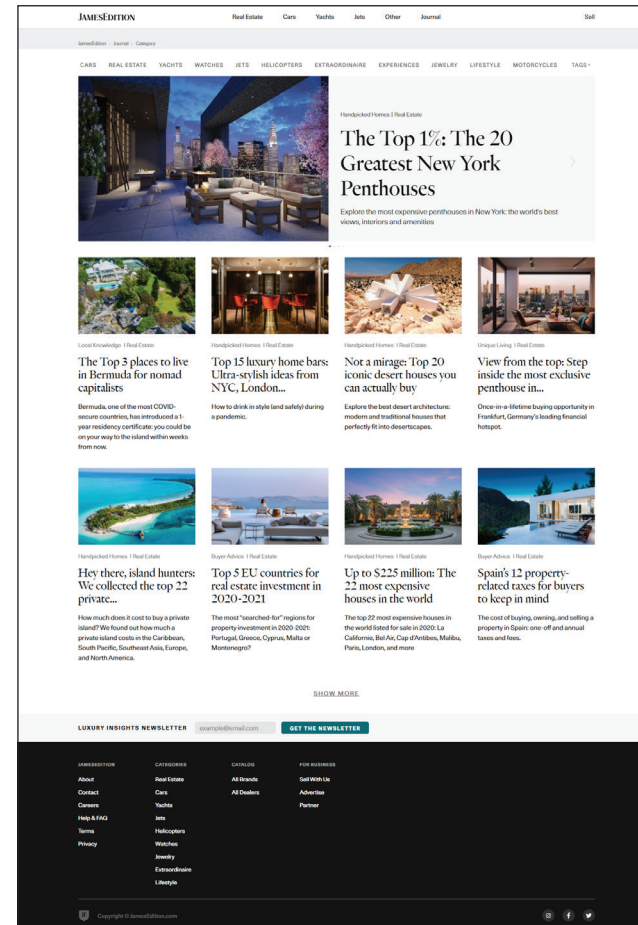
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

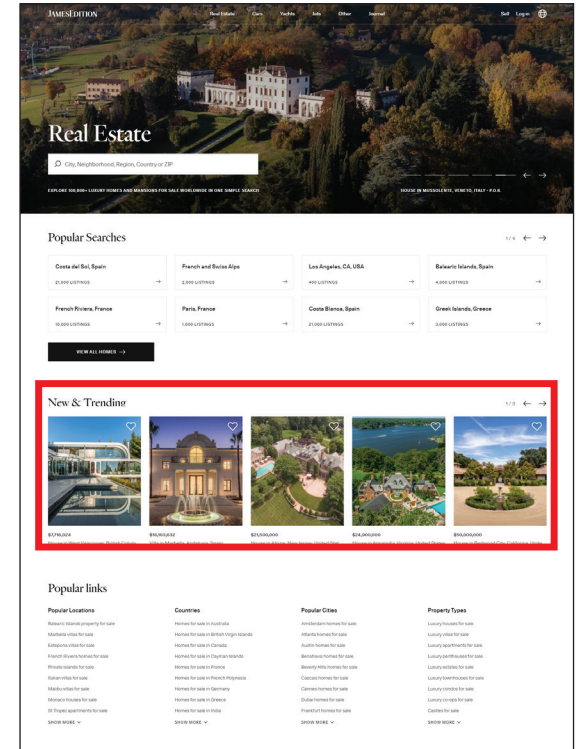
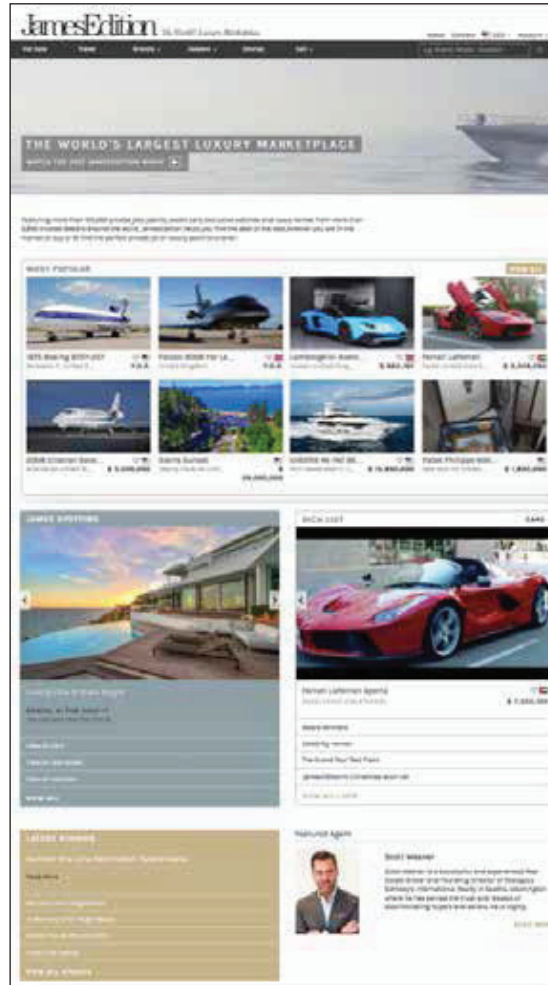
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# jamesedition.com

## SOCIAL MEDIA POST

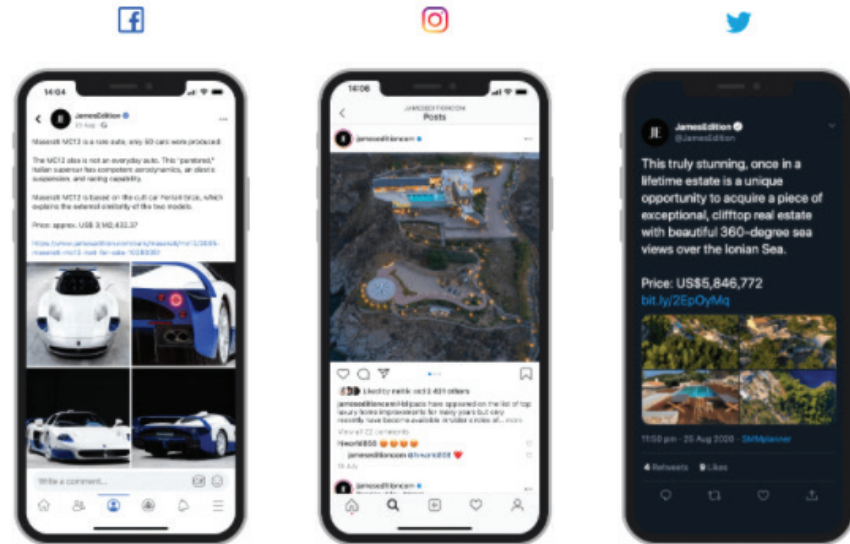
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The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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)**

The screenshot shows a digital article layout. At the top, there's a navigation bar with 'Home', 'Lifestyle', and 'Sports'. The main headline reads 'Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun'. Below the headline is a large, high-quality photograph of the Diamante resort complex, featuring modern architecture and lush greenery. To the right of the article, there are several social media sharing options, including a 'TRACK RECORD' banner, a 'JetSet' logo with a 'START YOUR SUBSCRIPTION TODAY!' call to action, and a 'JetSet Magazine' logo with a 'Like on Facebook' button. Below the main article text, there are 'RELATED POSTS' with small thumbnail images and titles, such as 'The Ultimate Diamond' and 'Web Resort Cabo San Lucas: Exclusive Vacation Package'.

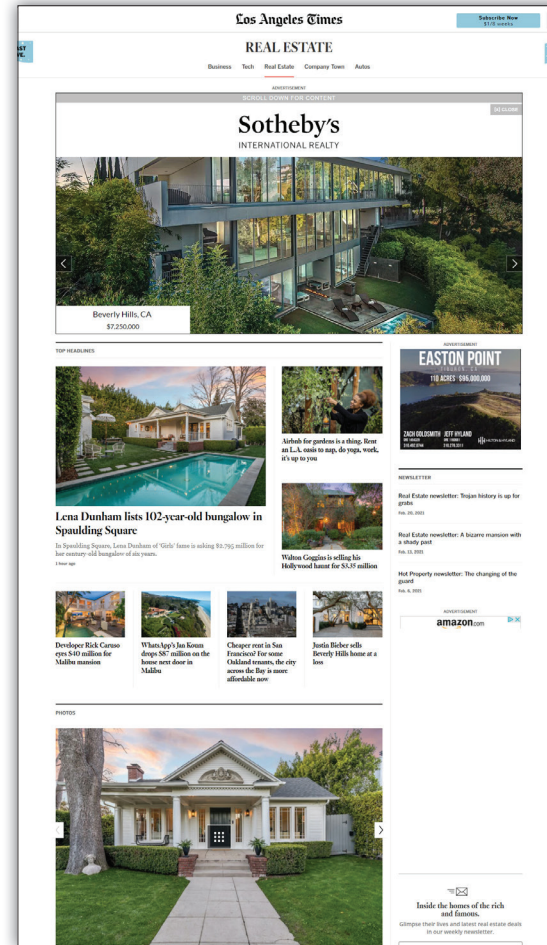
# LA Times

## 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



# 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

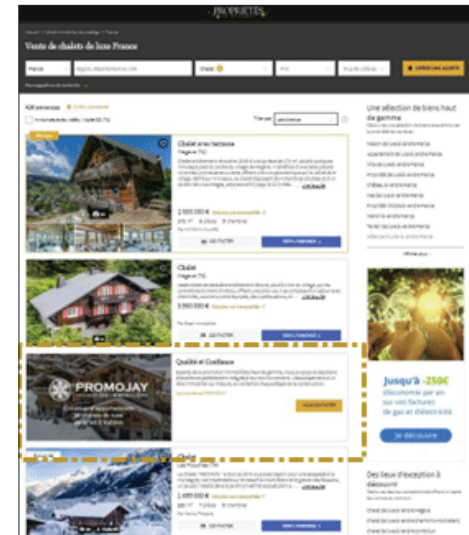
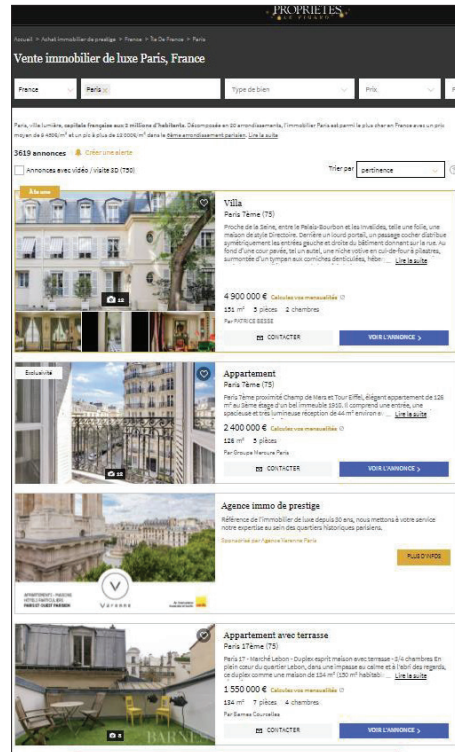
## NATIVE AD

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

## RETARGETING ON SOCIAL NETWORKS

600 CLICKS GUARANTEED: \$895



# Luxury Estate

## LUXURY ESTATE

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

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

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

### SHOWCASE LISTING + ELITE LISTING PACKAGES PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS

\$8,000 FOR 1 YEAR

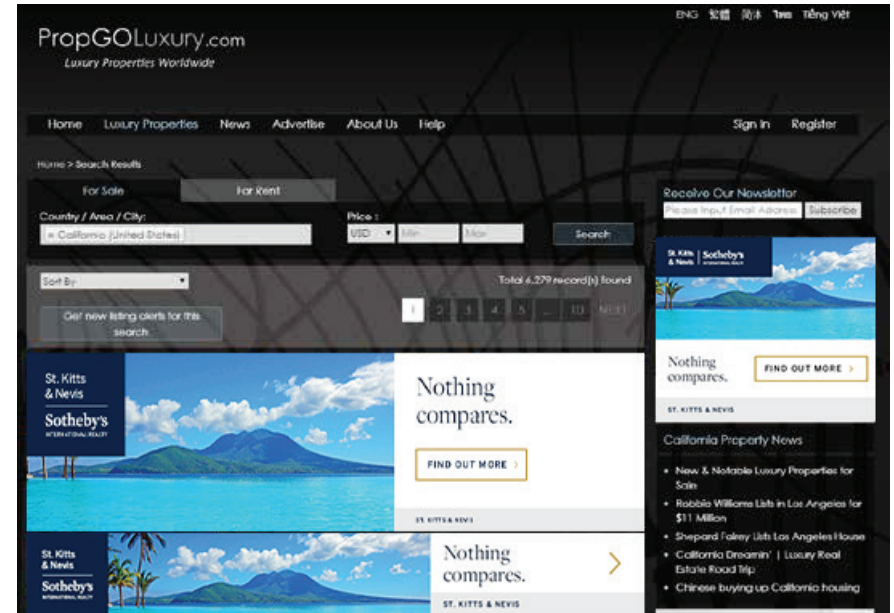


# PropGoLuxury.com

PropGoLuxury.com is the leading global luxury real estate site serving affluent English and Chinese audiences that allows users to search for luxury homes based on price and location. It offers the most effective way to reach luxury property buyers, including China's large and rapidly growing international property buyer demographic. The banner display ad for your listing receives 125,000 impressions on the homepage or the search results page.

**FEATURED LISTING & REGIONAL SHOWCASE**  
\$700/30 DAYS

**FEATURED DEVELOPER PACKAGE:**  
\$12,970/CHINA  
\$8,900/SINGAPORE  
\$11650/HONG KONG





# RobbReport.com

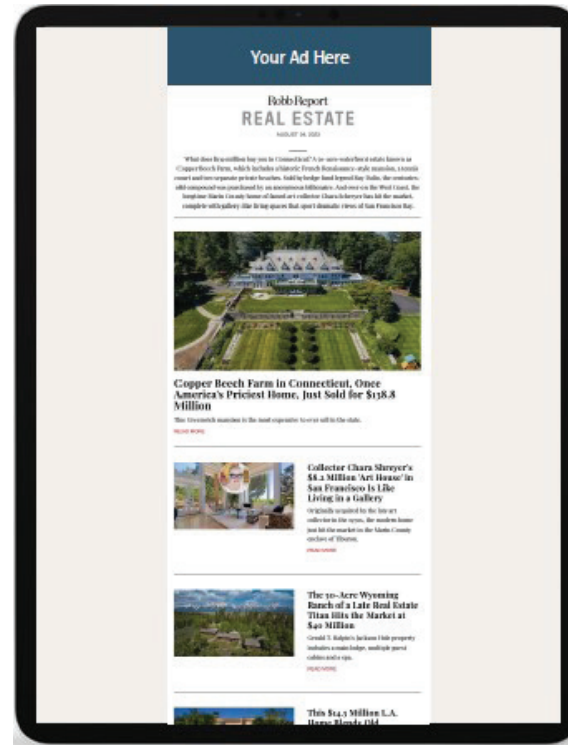
## REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

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

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

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



# RobbReport.com

## FEATURED LISTING CAROUSEL

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

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

1 PROPERTY: \$1,350 PER MONTH.

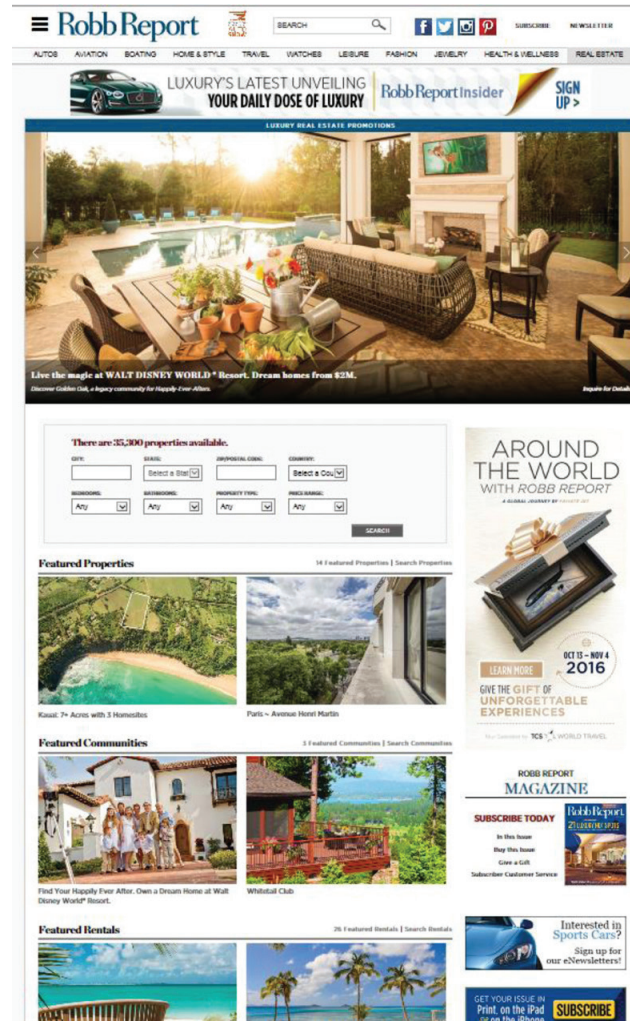
The screenshot displays the Robb Report website interface. At the top, there is a navigation menu with categories like AUTO, AVIATION, BOATING, HOME & STYLE, TRAVEL, WATCHES, LEISURE, FASHION, JEWELRY, HEALTH & WELLNESS, and REAL ESTATE. A search bar and social media icons are also present. Below the navigation, a featured listing carousel shows a luxurious outdoor living area with a pool and lounge furniture. A search filter section indicates that there are 35,300 properties available, with dropdown menus for state, zip, and other criteria. The main content area is divided into sections for 'Featured Properties', 'Featured Communities', and 'Featured Rentals'. On the right side, there are promotional banners for 'AROUND THE WORLD WITH ROBB REPORT' magazine and a 'SUBSCRIBE TODAY' offer.

# RobbReport.com

## BRANDED LISTING CAROUSEL

Custom module on the real estate page branded, with your logo and can feature up to 10 properties per month.

UP TO 10 PROPERTIES: \$3,500 PER MONTH



# RobbReport.com

## LUXURY PROPERTY LISTING

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

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

MANUAL 1 LISTING: \$450/MONTH  
 MANUAL UP TO 10 LISTINGS: \$1,135/MONTH  
 MANUAL UP TO 25 LISTINGS: \$1,770/MONTH


RR1
Robb Report
SUBSCRIBE

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

40737 properties available.

Q
More ▾

Sort By: Recent ▾




**59 Lascelles Blvd, Toronto, ON M5P2C9, CAN**

**\$5,399,999**

Bed: 4      SQFT: N/A  
Bath: 5

Homes & Land




**Sierra Madre Mountain Retreat, Encampment, Wyoming 82325**

**\$995,000**

Bed: N/A      SQFT: N/A  
Bath: N/A

Homes & Land




**1241 N Rio Vista Blvd, Fort Lauderdale, Florida 33301**

**\$5,970,000**

Bed: 5      SQFT: N/A  
Bath: 5

Homes & Land




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

**\$2,199,000**

Bed: 5      SQFT: N/A  
Bath: 5

Homes & Land




**1709 Pope Court, Wilmington, North Carolina 28405**

**\$1,100,000**

Bed: 4      SQFT: N/A  
Bath: 4

Homes & Land




**419 S Front Street, Wilmington, North Carolina 28401**

**\$848,000**

Bed: 3      SQFT: N/A  
Bath: 2

Homes & Land




**2236 Acacia Drive, Wilmington, North Carolina 28403**

**\$1,041,700**

Bed: 4      SQFT: N/A  
Bath: 5

Homes & Land




**10430 E ACOMA Drive, Scottsdale, Arizona 85255**

**\$949,000**

Bed: 4      SQFT: 2797  
Bath: 3

Homes & Land




**6097 N Paradise View Drive, Paradise Valley, Arizona 85253**

**\$3,295,000**

Bed: 4      SQFT: 4605  
Bath: 4

Homes & Land




**33799 N 84TH Street, Scottsdale, Arizona 85266**

**\$3,375,000**

Bed: 4      SQFT: 4985  
Bath: 4

Homes & Land




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

**\$980,000**

Bed: 3      SQFT: 2524  
Bath: 3

Homes & Land



**20012 Tavernier DR, Estero, Florida 33928**

**\$895,000**

Bed: 3      SQFT: 2488  
Bath: 3

Homes & Land

# Simply Abu Dhabi

Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

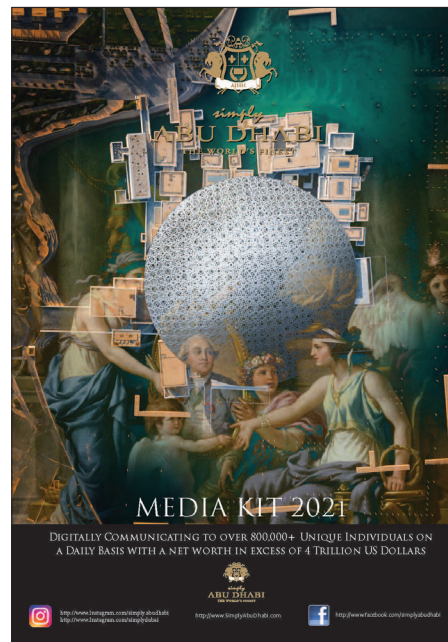
## INSTAGRAM POST

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally

- A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.
- Conservative estimates would easily value our 7,800 'By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.
- Instagram: We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following: 95,000 followers on @AmazingAbuDhabi 101,000 followers on @SimplyDubai

PRICE: \$1,375 PER POST

2 Post Minimum



# The Wall Street Journal Online (WSJ.com)

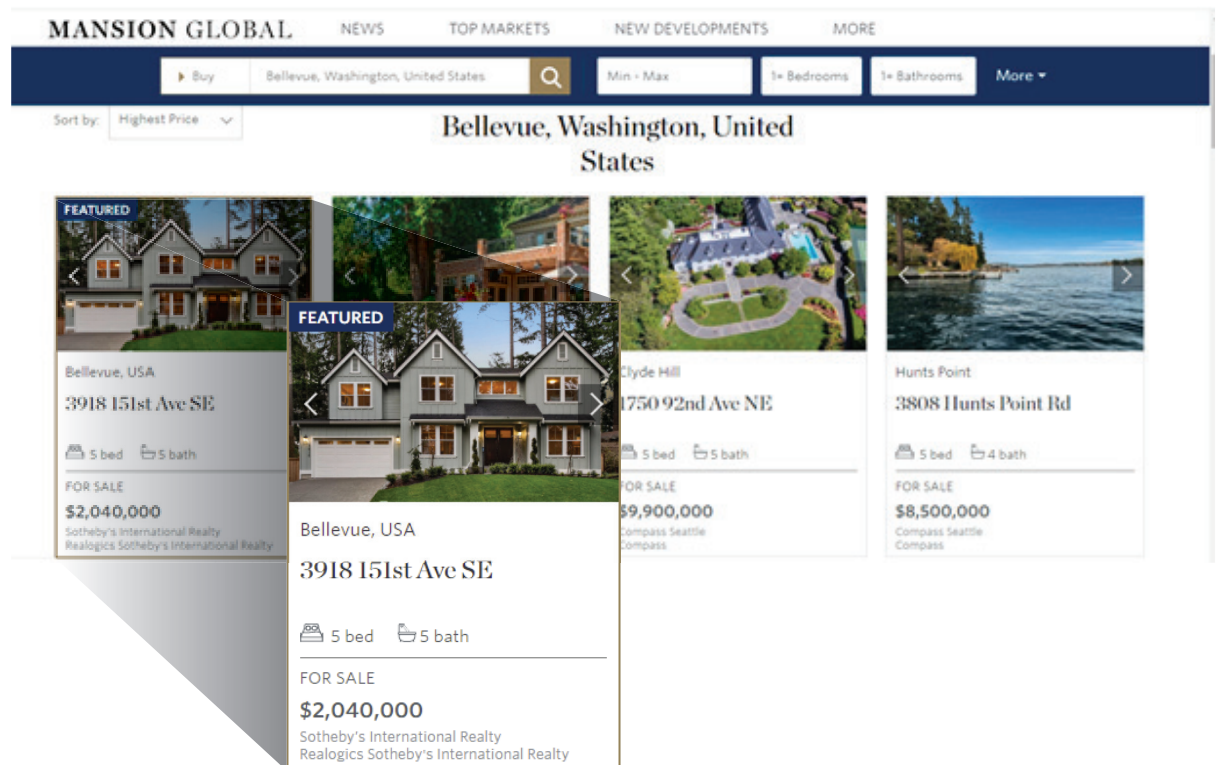
## FEATURED PROPERTY UPGRADES

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

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

### INCLUDES

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

PRICE: \$1,000  
3 Month Minimum

Buy Luxury properties by location

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

VIEW MEDIA

SHARE [Icons] SAVE

**DESCRIPTION**

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

Read More

**AMENITIES** [View Gallery](#)

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

Show More

**NEIGHBORHOOD**

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+  
★★★★★ reviews

SHOP NOW



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL DAILY (M-F) NEWSLETTER

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

PRICE: \$3,680

View in your browser

**Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.**



**Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?**  
A snapshot and look at where prices are going. [Read More](#)

---

**BY THE NUMBERS**

**The Most Expensive Homes for Sale in Canada**

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,500,000
6. 4882 201 Street, Surrey, BC	\$18,500,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8050 McLaugh, Toronto, ON	\$12,000,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,000,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmont	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

---

**TRENDING TODAY**


Architectural Digest @ArchDigest
Following

We found the most iconic building in every state in America: [archdg.co/8hz6SKy](http://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

#AloneTogether ad

**Staying home saves lives.**

For more info visit [coronavirus.gov](http://coronavirus.gov)

Powered by  AllChives 

# 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**

PROPERTY SPOT: \$795  
 DOUBLE PROPERTY SPOT: \$1,590  
 QUADRUPLE PROPERTY SPOT: \$3,180  
 EIGHT PROPERTY SPOTS: \$6,360

Includes Bonus 30 Day Digital -  
 Featured Property Upgrade

**THE WALL STREET JOURNAL.**  
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • \$5.00  
 NEW YORK 10:59:21 AM NASDAQ 100:109.31 DJIA 30:2987.12 S&P 500: 3112.12 FTSE 100: 7212.12

**What's News**  
 Business & Finance

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

**Shaky Ground**  
 A major supply chain is being disrupted by the coronavirus outbreak

**Tennessee Twisters Kill at Least 25**  
 A line of storm began barreling across Tennessee on Tuesday, killing at least 25 people in the rural area.

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

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

**Sotheby's**  
 INTERNATIONAL REALTY

Nothing compares to what's next.

**City, State**  
 Website or Address: \$1,000,000 | sothebysrealty.com/61761  
 Company: Sotheby's International Realty  
 AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

**City, State**  
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**City, State**  
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**City, State**  
 Website or Address: \$1,000,000 | sothebysrealty.com/61761  
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**City, State**  
 Website or Address: \$1,000,000 | sothebysrealty.com/61761  
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PRINT

# The Wall Street Journal

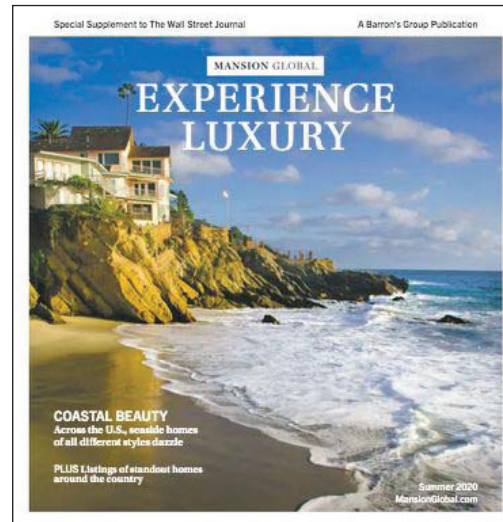
## MANSION GLOBAL EXPERIENCE LUXURY

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

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

\$980/FULL PAGE TEMPLATE

\$1,985/FULL PAGE CUSTOM



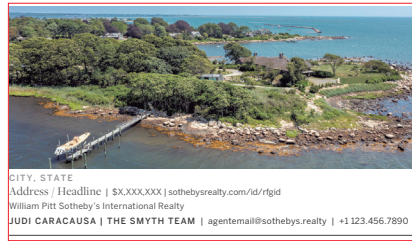
# The New York Times

## 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**

PROPERTY SPOT, COLOR: \$760  
 DOUBLE PROPERTY SPOT, COLOR: \$1,520  
 QUADRUPLE PROPERTY SPOT, COLOR: \$3,040  
 EIGHT PROPERTY SPOT, COLOR: \$6,080



CITY, STATE  
 Address | Headline | \$XXXXXX | sothebysrealty.com/d/r/rid  
 William Pitt Sotheby's International Realty  
**JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebys.realty | +1 212.456.7800**



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# 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



CITY, STATE  
 Address | Headline | \$XXXXXXX | sothebysrealty.com/d/r/figd  
 William Pitt Sotheby's International Realty  
 JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebys.realty | +1 212.456.7800

OWNERS | DESIGN | 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 SACROW  
 For some time, the Hudson Valley was regarded as the most desirable real estate market in the Northeast. And now, it's starting to resemble that stretch of Long Island. The region's real estate market is booming, and the area is attracting a new wave of buyers. In the past, the area was known for its scenic views and historic architecture. But now, it's becoming a hot spot for second homes and investment properties. The region's real estate market is booming, and the area is attracting a new wave of buyers. In the past, the area was known for its scenic views and historic architecture. But now, it's becoming a hot spot for second homes and investment properties.

Sotheby's Real Estate

**Sotheby's**  
 INTERNATIONAL REALTY

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# 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



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**LYFYORD 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


LYFYORD 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**



**840ParkAve.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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# The New York Times Takeover

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

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

FULL PAGE, COLOR: \$750  
 INSIDE FRONT COVER, COLOR: \$1,150  
 INSIDE BACK COVER, COLOR: \$1,150  
 BACK COVER, COLOR: \$1,500

**Includes Digital promotion and Digital Flipbook**

**Sotheby's**  
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Represented by: **Jeep Rubino** MRE 13.

Move beyond your expectations.

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72 Post Road, Old Westbury, NY

**Fichez Russell**  
 Real Estate Salesperson  
 Gold Circle Of Excellence  
 616.682.2710  
 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

Sotheby's International Realty

Sandbanks Exuma, The Bahamas

**Jacqueline Lighthorn**  
 Estate Agent  
 +1 242 269 2235  
 260 Sandbanks Light House  
 #JL@bahamas.com

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

Sandbanks is a truly particular 6 bedroom, 7 1/2 bath and 11 1/2 bath 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. (aka a beach) area directly visible to the ocean/water sports.

SIREBAHAMAS.COM/ID/V29/67

Bahamas | Sotheby's International Realty

5305 Carlsbad Boulevard, Carlsbad, CA 92008

**Eric Santorino**  
 Sales Associate  
 858.334.3557  
 eric@sothebyrealty.com  
 ORE#42156001

5305 Carlsbad Boulevard  
 5 BR | 8.0 BA | 10,039 SQ FT  
 \$25,000,000

Stunning single story 11.5 acre oceanfront lot spanning two parcels with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.

SOTHEBYREALTY.COM/ID/THE44

Pacific | Sotheby's International Realty



# Country Life

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

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

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

FULL PAGE: \$3,300

DOUBLE PAGE SPREAD: \$6,400

FULL PAGE ADVERTORIAL: \$4,500

DOUBLE PAGE ADVERTORIAL: \$8,900

**International Properties Edition**



# 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**

FULL PAGE \$9,250

SPREAD \$18,250

LUXURY HOMES FEATURE:

STARTING AT \$4,500



# 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  
Wildlife director  
discusses fire 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  
to do about  
JUST PROPERTY PAGE 10

The home of prime property: [propertylistings.com](http://propertylistings.com)

Follow us on Twitter @FTProperty

**FT Weekend** US edition

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

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

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

Uber and the cost of the Kalamita Problem  
RIG ROAD

Amusing the world on the days  
Adventure on two wheels  
Sarah Jessica Parker

Sotheby's International Realty

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WORLDWIDE  
The City of Williamsburg | \$20,900,000  
FTB Sotheby's International Realty  
MARK C. LEONARD | mark.leonard@sotheby.com | +1 703 866 0869

NEW YORK, NEW YORK  
CROWN THE BARRONDS  
Renowned Bay-Less FT Crown Ridge Estates  
\$99,000 | sotheby.com/us/99000  
Sotheby's Sotheby's International Realty  
ASHLEY TRECO | ashley.treco@sotheby.com | +1 202 402 0000

NEW YORK, NEW YORK  
ESTATE MANHATTAN  
\$6,990,000  
Sotheby's Sotheby's International Realty  
MARK FIELD | HELEN MARGOLIS  
markfield@sotheby.com | +1 212 606 7600

BLUFFTON, SOUTH CAROLINA  
FTB Sotheby's.com  
\$4,250,000  
Daniel Roman Sotheby's International Realty  
CATHERINE DONALDSON | catherine.donaldson@sotheby.com | +1 843 218 2001

AUSTIN, TEXAS  
2099 Farn Hill Terrace  
\$2,500,000  
Katie Sotheby's International Realty  
KARINA WILCOX | karina.wilcox@sotheby.com | +1 512 423 5038

AUSTIN, TEXAS  
246 Jamboree Court  
\$20,900,000  
Katie Sotheby's International Realty  
KARINA WILCOX | karina.wilcox@sotheby.com | +1 512 423 5038

BRISTOL, VIRGINIA  
14477 Flaglands Trail  
\$1,000,000 | sotheby.com/us/1000000  
Frances Sotheby's International Realty  
SORETTA TEATER | soretta.teater@sotheby.com | +1 423 646 5554

sotheby.com

# Los Angeles Times Takeover

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

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

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

FULL PAGE: \$660

INSIDE FRONT COVER: \$1,500

INSIDE BACK COVER: \$1,500

BACK COVER: \$1,600

# 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%**

PRICE: \$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  
914.642.7322  
Harald.Grant@SothebysRealty  
HGrant@rosewoodfarmestate.com

**Bruce Grant**  
Licensed Salesperson  
914.642.7322  
Bruce.Grant@SothebysRealty

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  
914.527.7878  
Beate.Moore@SothebysRealty  
BeateMoore.com

**Vanessa Moore**  
Licensed Salesperson  
914.779.6078  
Vanessa.Moore@SothebysRealty

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

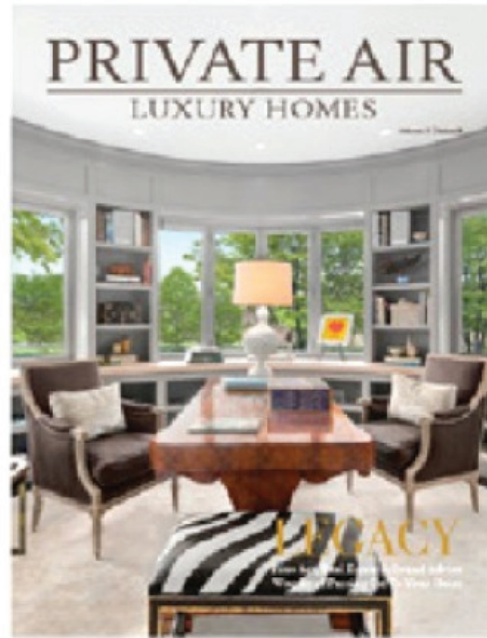
6 BEDROOMS | 6.5+ BATHS | 4,900SQ FT | \$11,000,000  
542MECOVROAD.COM

Sotheby's  
INTERNATIONAL REALTY

# 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**



PRINT

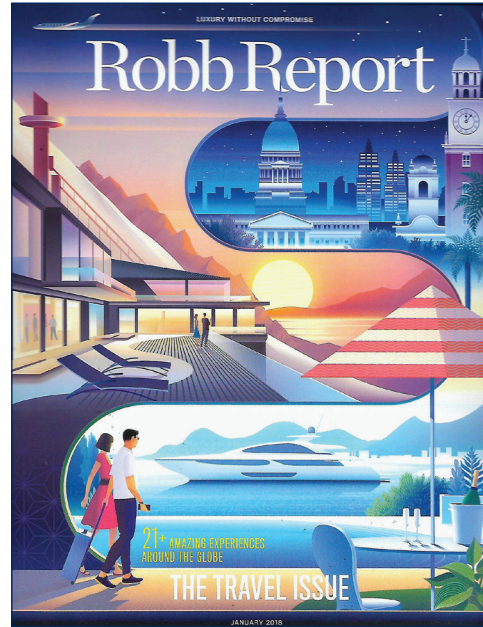
# Robb Report

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. 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.

- Audience: **324,000**
- Average Age: B
- Male / Female Ratio: **79/21**
- Average HHI: **\$484,000**
- Average HNW: **\$2,800,000**

FULL PAGE, COLOR: \$8,000

Global



SOTHEBYSREALTY.COM

Open the door to what's next.

Harald Grant  
Associate Broker  
Member of Sotheby's Realty  
The ROSEWOOD Farm Estate

Bruce Grant  
Licensed Salesperson  
SIC# 00336  
Bruce Grant@Sotheby's Realty

The Rosewood Farm Estate  
Southampton, New York  
10 BEDROOMS | 10 5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000  
ROSEWOODFARMESTATE.COM

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# Robb Report

## LUXURY PROPERTY GUIDE

As a global leader in the luxury real estate market, Robb Report showcases the best of the best. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, new residences and developments.

As a global leader in the luxury real estate market, Robb Report showcases the "best-of-the-best". From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, and new residential developments. For its first-ever issue, Robb Report editors will design a beautifully crafted Luxury Property Guide that will accompany our signature December Philanthropy issue. This special advertising edition will allow our partners the opportunity to get in front of this affluent audience while they're exploring the newest trends and properties around the world.

- **\$555K** average HHI
- **\$1,8MM** highest total real estate value

PRICE: \$3,500 FULL PAGE - PROPERTY PORTFOLIO

Global



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Open the door to what's next.

**Harald Grant**  
Associate Broker  
914.642.7322  
Harald.Grant@SothebysRealty  
HJHARALD@NYC.COM

**Bruce Grant**  
Licensed Salesperson  
914.642.7322  
Bruce.Grant@SothebysRealty

The Rosewood Farm Estate  
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000  
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Take a peek at what's next.

**Beate V. Moore**  
Associate Broker  
914.627.7828  
Beate.Moore@SothebysRealty  
BMOORE@NYC.COM

**Vanessa Moore**  
Licensed Salesperson  
914.775.6078  
Vanessa.Moore@SothebysRealty

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

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

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PRINT

# Robb Report

## LUXURY PROPERTY SHOWCASE

PRICE: \$9,000 FULL PAGE

Global



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Open the door to what's next.

**Harald Grant**  
Associate Broker  
914.640.7722  
Harald.Grant@SothebysRealty  
HGrant@rosewoodfarmestate.com

**Bruce Grant**  
Licensed Salesperson  
914.640.7722  
Bruce.Grant@SothebysRealty

The Rosewood Farm Estate  
Southampton, New York

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

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**Beate V. Moore**  
Associate Broker  
914.527.7828  
Beate.Moore@SothebysRealty  
BeateMoore.com

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# 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 OCTOBER: \$725  
INSIDE FRONT COVER: \$1,125  
INSIDE BACK COVER: \$1,125  
BACK COVER: \$1,475



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Represented by: Sarah Rabinowitz M.S.I.S.

72 Post Road, Old Westbury, NY



**Fichea Russell**  
Real Estate Salesperson  
Gold Circle Of Excellence  
6 502.602.2710  
c. 505.660.5400

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


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



DANIELGALÉ.COM/AGENT/OFEBRA-RUSSELL



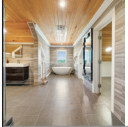
Sandbanks  
Exuma, The Bahamas



**Jacqueline Lighthorn**  
Elite Agent  
+1 242 269 2225  
260 Sandbanks Light House  
JL@Sandbanks.com

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 bath 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.



SIREBAHAMAS.COM/ID/X295.67

Bahamas | **Sotheby's**  
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008



**Eric Santorino**  
Elite Agent  
858.334.3557  
eric@ericsantorino.com  
DRE#02156503

5305 Carlsbad Boulevard  
5 BR | 8.0 BA | 10,039 SQ FT  
\$25,000,000

Stunning single story 15,000 sq foot 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

Pacific | **Sotheby's**  
INTERNATIONAL REALTY

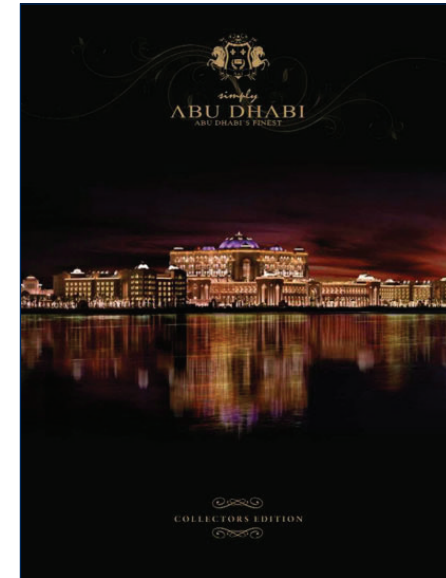
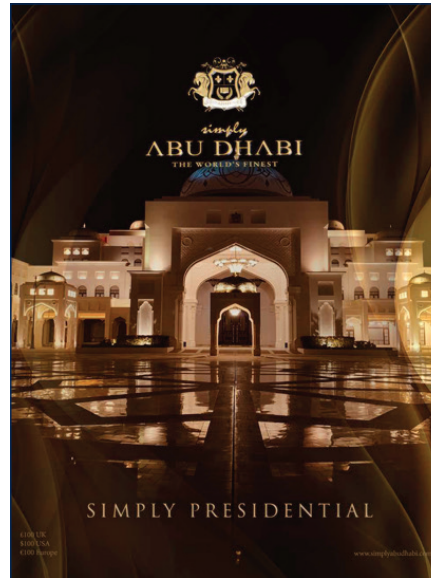
# Simply Abu Dhabi

Simply Abu Dhabi is a luxury lifestyle publication that is only available by invitation to the highest echelon of society. Simply Abu Dhabi, primarily targets the elite and affluent globally. It showcases products and services available, from the most prestigious luxury brands around the globe, and it also provides detailed insight into a range of editorial subjects, including coveted destinations, wealth management, yachts, high-profile architecture, real estate, travel and more.

- **Global Distribution:** Ultra HNW audience in London, Paris, Milan, Monaco, Moscow, New York, Los Angeles, Singapore, Shanghai, Hong Kong, Mumbai & Delhi.
- **Prestigious Distribution Includes:** Royalty/Palaces/ Private Royal Offices, Dignitaries & Politicians/Ministries, All Official Embassies in the UAE.
- **Private Residence Distribution Includes:** Abu Dhabi, Al Ain, Dubai: Emirates Hills, Downtown Area, The Lakes, The Palm, Jumeirah Beach Area.

- Circulation: **Print and Digital**
- Printed Copies per issue: **7,800**
- Digital: **500,000+** Subscribers
- Middle East/GCC Distribution: **5,800**
- Global Distribution: **2,000**
- Readership: **28,000**

DOUBLE PAGE SPREAD + 2 INSTAGRAM POSTS: \$7,500  
 DOUBLE PAGE SPREAD, 4-PAGE EDITORIAL FEATURE + 2 INSTAGRAM POSTS: \$10,625  
**Print & Digital**



## Nothing compares to what's next

### Exquisite Palm Beach Properties

Presented by *Sonja Stevens*



**ELIOT HOUSE**  
 In Town boutique building, steps from Worth Avenue world-class shopping and restaurants. 2 bedrooms, 2 baths, with very private terrace. Full-service building with pool. West end of street are the Town Yacht docks, bicycle path, steps to Worth Avenue and two minute walk to The Society of the Four Arts. Perfect Location!  
 Offered at \$2,500,000 | [EliotHouse28.com](http://EliotHouse28.com)



**RAPALLO - WEST PALM BEACH**  
 Beautifully appointed 2 bedroom, 2 bath, updated kitchen and bath, with great balcony! Water views from all rooms, plantation shutters throughout, gym, function room with kitchen, library, storage, bike storage, full time door man. Management on site. Steps from Palm Beach and World Class shopping.  
 Offered at \$1,540,000 | [Rapallo803.com](http://Rapallo803.com)



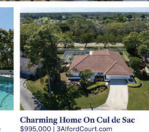
**SONJA STEVENS**  
 Senior Global Real Estate Advisor  
 561.573.3198 | [sonjastevens.com](mailto:sonjastevens.com)  
[sonja.stevens@sothebys.realty](http://sonja.stevens@sothebys.realty)

### Outstanding Properties

Presented by *Andrew Thomka-Gazdik*



**The Plaza of The Palm Beaches T114C**  
 Stunning duplex townhouse with water views. Three bedrooms, three and half bathrooms. Extraordinary garden terrace perfect for entertaining, updated kitchen and baths and ready to move in. Lives like a house with all the amenities of a condo. Don't miss. Easy to show.  
 Offered at \$3,500,000 | [PlazaT114C.com](http://PlazaT114C.com)



**2999 South Ocean Blvd**  
 A stunning two-acre direct oceanfront estate with 200 feet of ocean frontage. Over 11,000 total sq ft. Offered at \$350,000/Yearly  
 2999NorthOcean.com

**Charming Home! On Cal de Sée**  
 \$995,000 | [3AlfordCourt.com](http://3AlfordCourt.com)

**Stunning Golf Course Views**  
 \$955,000 | [1900CoveJulesPlaza301.com](http://1900CoveJulesPlaza301.com)



**ANDREW THOMKA-GAZDIK**  
 Senior Global Real Estate Advisor  
 561.714.6955 | [andrewthomka-gazdik.com](mailto:andrewthomka-gazdik.com)  
[andrew.thomka-gazdik@sothebys.realty](mailto:andrew.thomka-gazdik@sothebys.realty)

FOR MORE INFORMATION LOG ON TO [ANDREWTHOMKA-GAZDIK.COM](http://ANDREWTHOMKA-GAZDIK.COM)  
 PALM BEACH BROKERAGE | 340 ROYAL PONCIANNA WAY, PALM BEACH, FL 33480 | 561.659.3555 | [SOTHEBYSREALTY.COM/PALMBEACH](http://SOTHEBYSREALTY.COM/PALMBEACH)

# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2024

Plan 1	Ad Description	May	June	July	August	September	October	Novmeber	December	Media Total	Reach
<b>Media</b>											
<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		\$ 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
<b>Digital</b>											
<b>Million Impressions*</b>											
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00						\$ 3,585.00	750,000
Million Impressions	Targeting - Hong Kong, Taiwan, Singapore, UK, USA										
<b>Google Adwords</b>											
Google Adwords	Digital PPC program	\$ 1,950.00	\$ 1,200.00	\$ 1,200.00						\$ 4,350.00	
<b>Comprehensive Digital</b>											
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00						\$ 6,000.00	300,000
Native Display	Native Ad	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00						\$ 6,000.00	450,000
<b>Conde Nast UK</b>											
Conde Nast UK	Instagram Post	\$ 2,750.00								\$ 2,750.00	200,000
<b>Country Life</b>											
Country Life	Weekly E-Newsletter	\$ 1,950.00								\$ 1,950.00	25,000
Country Life	E-Newsletter Dedicated Send		\$ 2,250.00							\$ 2,250.00	25,000
Country Life	International Property Listing	\$ 400.00	\$ 400.00	\$ 400.00						\$ 1,200.00	
<b>Dezeen</b>											
Instagram Targeted Post			\$ 2,950.00							\$ 2,950.00	
<b>Dwell.com</b>											
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00							\$ 6,000.00	1,750,000
<b>Elite Traveler</b>											
Elite 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 E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00						\$ 1,500.00	19,500
<b>JamesEdition</b>											
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 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	148,000
<b>JetSet Magazine</b>											
JetSet Magazine	Annual Global Campaign				\$ 2,500					\$ 2,500.00	2,140,000
<b>Juwai.com</b>											
Developer Marketing Solution	Multi Channel campaign				\$ 8,500					\$ 8,500.00	15,400,000
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00		\$ 2,550.00	13,800,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months				\$ 425					\$ 425.00	2,300,000
Creative Editorial & Social Media Posting	Article and posts	\$ 2,355.00								\$ 2,355.00	2,300,000
<b>LA Times</b>											
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00		Bonus		Bonus				\$ 325.00	1,275,000
<b>Le Figaro</b>											
Headline Search	Featured City	\$ 795.00		\$ 795.00						\$ 1,590.00	
Native Ad	Native placement by City		\$ 500.00							\$ 500.00	

# Continue Digital

<b>Luxury Estate</b>									
Luxury Estate	Showcase Listing + Elite Listing Packages - 6 months				\$5,100			\$ 5,100.00	
<b>PropGo Luxury</b>									
PropGo Luxury	Featured Listing & Regional Showcase	\$ 700.00	\$ 700.00	\$ 700.00				\$ 2,100.00	300,000
<b>Robbreport.com</b>									
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00		\$ 1,350.00				\$ 2,700.00	12,000
Robbreport.com	Branded Listing Carousel - Up to 10 Properties		\$ 3,500.00					\$ 3,500.00	
Robbreport.com	Real Estate Newsletter - 3 Sends	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00				\$ 11,250.00	180,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00	\$ 450.00	\$ 450.00				\$ 1,350.00	
<b>Simply Abu Dhabi</b>									
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,375.00	\$ 1,375.00	\$ 1,375.00	\$ 1,375.00			\$ 5,500.00	102,400
<b>Tatler Asia</b>									
Instagram Story	Instagram Story	\$ 2,575.00						\$ 2,575.00	50,000
<b>WSJ.com</b>									
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00		\$ 2,150.00				\$ 4,300.00	328,000
Mansion Global Homepage Hero	Shared Banner		\$ 650.00		\$ 650.00			\$ 1,300.00	328,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000					\$ 1,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday							\$ 3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades			Bonus	Bonus	Bonus		\$ -	

# Proposed Schedule, Pricing & Reach 2024

Print							
<b>Country Life</b>							
Country Life	Full Page		\$ 3,300.00	\$ 3,300.00		\$ 6,600.00	80,000
<b>Elite Traveler</b>							
Elite Traveler	Luxury Homes Feature			\$ 4,500.00		\$ 4,500.00	557,000
<b>Financial Times</b>							
Financial Times	Quadruple Property Spot		\$ 3,000.00	\$ 3,000.00		\$ 6,000.00	420,914
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00	\$ 425.00		\$ 850.00	441,560
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00		\$ 1,320.00	768,000
<b>Le Figaro</b>							
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
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00	\$ 760.00		\$ 1,520.00	846,222
The New York Times	Sunday Real Estate		\$ 760.00			\$ 760.00	321,582
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00	\$ 750.00		\$ 1,500.00	330,000
<b>The New York Times International Edition</b>							
The New York Times International Edition	Double Property Spot			\$ 1,300.00		\$ 1,300.00	104,301
<b>Private Air Luxury Homes</b>							
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Estate Showcase Editorials)		\$ 1,550.00	\$ 1,550.00	\$ 1,550.00	\$ 4,650.00	195,000
<b>Robb Report</b>							
Robb Report	Full Page			\$ 8,000.00		\$ 8,000.00	107,000
Robb Report	Luxury Property Showcase			\$ 9,000.00		\$ 9,000.00	107,000
Robb Report	Robb Report Luxury Property Guide				\$ 3,500.00	\$ 3,500.00	107,000
<b>San Francisco &amp; Silicon Valley</b>							
San Francisco & Silicon Valley	Takeover - Full Page			\$ 725.00		\$ 725.00	36,500
<b>Simply Abu Dhabi</b>							
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts		\$ 7,500.00		\$ 7,500.00	\$ 15,000.00	20,000
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade		\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00	1,933,272
<b>The Wall Street Journal</b>							
Mansion Global Experience Luxury	Weekend Property insert		\$ 1,985.00	\$ 1,985.00		\$ 3,970.00	200,000
TOTAL						\$ 198,920.00	52,299,251
*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	May	June	July	August	September	October	Novmeber	December	Media Total	Reach
<b>Media</b>											
<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		\$ 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
<b>Digital</b>											
<b>Million Impressions*</b>											
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00						\$ 3,585.00	750,000
Million Impressions	Targeting - Hong Kong, Taiwan, Singapore, UK, USA										
<b>Google Adwords</b>											
Google Adwords	Digital PPC program	\$ 1,950.00	\$ 1,200.00	\$ 1,200.00						\$ 4,350.00	
<b>Comprehensive Digital</b>											
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00						\$ 6,000.00	300,000
Native Display	Native Ad	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00						\$ 6,000.00	450,000
<b>Conde Nast UK</b>											
Conde Nast UK	Instagram Post	\$ 2,750.00								\$ 2,750.00	200,000
<b>Country Life</b>											
Country Life	E-Newsletter Dedicated Send		\$ 2,250.00							\$ 2,250.00	25,000
Country Life	International Property Listing	\$ 400.00	\$ 400.00	\$ 400.00						\$ 1,200.00	
<b>Dwell.com</b>											
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00							\$ 6,000.00	1,750,000
<b>Elite Traveler</b>											
Elite 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 E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00						\$ 1,500.00	19,500
<b>JamesEdition</b>											
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
<b>JetSet Magazine</b>											
JetSet Magazine	Annual Global Campaign				\$2,500					\$ 2,500.00	2,140,000
<b>Juwai.com</b>											
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00			\$ 2,550.00	13,800,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months				\$425					\$ 425.00	2,300,000
Creative Editorial & Social Media Posting	Article and posts	\$ 2,355.00								\$ 2,355.00	2,300,000
<b>LA Times</b>											
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00		Bonus		Bonus				\$ 325.00	1,275,000
<b>Luxury Estate</b>											
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250							\$ 3,250.00	
<b>PropGo Luxury</b>											
PropGo Luxury	Featured Listing & Regional Showcase	\$ 700.00	\$ 700.00	\$ 700.00						\$ 2,100.00	300,000
<b>Robbreport.com</b>											
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00						\$ 4,050.00	18,000
Robbreport.com	Real Estate Newsletter - 3 Sends	\$ 3,750.00								\$ 3,750.00	7,500.00
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00	\$ 450.00	\$ 450.00						\$ 1,350.00	



# Continue Digital

<b>Simply Abu Dhabi</b>							
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,375.00	\$ 1,375.00		\$ 2,750.00		51,200
<b>Tatler Asia</b>							
Instagram Story	Instagram Story	\$ 2,575.00			\$ 2,575.00		50,000
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00	\$ 2,150.00		\$ 4,300.00		328,000
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00		\$ 1,300.00		328,000
Mansion Global New Development Profile	Profile page - 3 months minimum	\$1,000			\$ 1,000.00		
Mansion Global e-Newsletter	Daily Monday-Friday				\$ 3,680.00		17,000
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus	Bonus	\$ -	

# Proposed Schedule, Pricing & Reach 2024

Print						
<b>Country Life</b>						
Country Life	Full Page	\$ 3,300.00	\$ 3,300.00		\$ 6,600.00	80,000
<b>Elite Traveler</b>						
Elite Traveler	Luxury Homes Feature		\$ 4,500.00		\$ 4,500.00	557,000
<b>Financial Times</b>						
Financial Times	Quadruple Property Spot	\$ 3,000.00			\$ 3,000.00	210,457
Financial Times	Property Spot		\$ 750.00		\$ 750.00	210,457
<b>The Los Angeles Times</b>						
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00	\$ 425.00		\$ 850.00	441,560
The Los Angeles Times	Takeover - Full Page	\$ 660.00	\$ 660.00		\$ 1,320.00	768,000
<b>The New York Times</b>						
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00		\$ 1,520.00	846,222
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00		\$ 1,500.00	330,000
<b>The New York Times International Edition</b>						
The New York Times International Edition	Double Property Spot			\$ 1,300.00	\$ 1,300.00	104,301
<b>Private Air Luxury Homes</b>						
Private Air Luxury Homes	Full Page in 3 Issues (Includes social media, E-Newsletter & Exclusive Estate Showcase Editorials)	\$ 1,550.00	\$ 1,550.00	\$ 1,550.00	\$ 4,650.00	195,000
<b>Robb Report</b>						
Robb Report	Luxury Property Showcase		\$ 9,000.00		\$ 9,000.00	107,000
Robb Report	Robb Report Luxury Property Guide			\$ 3,500.00	\$ 3,500.00	107,000
<b>San Francisco &amp; Silicon Valley</b>						
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00		\$ 725.00	36,500
<b>The Wall Street Journal</b>						
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00	1,933,272
<b>The Wall Street Journal</b>						
Mansion Global Experience Luxury	Weekend Property insert	\$ 1,985.00	\$ 1,985.00		\$ 3,970.00	200,000
TOTAL					\$ 139,220.00	36,220,469
*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	Ad Description	May	June	July	August	September	October	Novmeber	December	Media Total	Reach
<b>Media</b>											
<b>Sotheby's Auction House: Print</b>											
Sotheby's Magazine	Quarter Page					\$ 910.00				\$ 910.00	20,000
<b>Sotheby's Auction House: Digital</b>											
Sotheby's Bespoke Emails		\$ 2,500.00								\$ 2,500.00	550,000
<b>Digital</b>											
<b>Million Impressions*</b>											
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00		\$ 900.00						\$ 1,800.00	200,000
<b>Google Adwords</b>											
Google Adwords	Digital PPC program	\$ 1,950.00	\$ 1,200.00	\$ 1,200.00						\$ 4,350.00	
<b>Comprehensive Digital</b>											
Native Display	Native Ad	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00						\$ 6,000.00	450,000
<b>Conde Nast UK</b>											
Conde Nast UK	Instagram Post	\$ 2,750.00								\$ 2,750.00	200,000
<b>Country Life</b>											
Country Life	Weekly E-Newsletter	\$ 1,950.00								\$ 1,950.00	25,000
Country Life	International Property Listing	\$ 400.00	\$ 400.00	\$ 400.00						\$ 1,200.00	
<b>Elite Traveler</b>											
Elite 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 E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00						\$ 1,500.00	19,500
<b>JamesEdition</b>											
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
<b>Juwai.com</b>											
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00		\$ 425.00		\$ 425.00				\$ 1,275.00	6,900,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months				\$425					\$ 425.00	2,300,000
Creative Editorial & Social Media Posting	Article and posts	\$ 2,355.00								\$ 2,355.00	2,300,000
<b>LA Times</b>											
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00		Bonus		Bonus				\$ 325.00	1,275,000
<b>Luxury Estate</b>											
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month		\$ 1,100.00							\$ 1,100.00	
<b>Robbreport.com</b>											
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00						\$ 4,050.00	18,000
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00							\$ 3,750.00	60,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00	\$ 450.00	\$ 450.00						\$ 1,350.00	
<b>WSJ.com</b>											
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00		\$ 2,150.00						\$ 4,300.00	328,000
Mansion Global Homepage Hero	Shared Banner		\$ 650.00		\$ 650.00					\$ 1,300.00	328,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000							\$ 1,000.00	
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus	Bonus					\$ -	

# Proposed Schedule, Pricing & Reach 2024

Print						
<b>Country Life</b>						
Country Life	Full Page		\$ 3,300.00		\$ 3,300.00	40,000
<b>Elite Traveler</b>						
Elite Traveler	Luxury Homes Feature			\$ 4,500.00	\$ 4,500.00	557,000
<b>Financial Times</b>						
Financial Times	Property Spot		\$ 750.00	\$ 750.00	\$ 1,500.00	420,914
<b>The Los Angeles Times</b>						
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00		\$ 425.00	\$ 850.00	441,560
The Los Angeles Times	Takeover - Full Page	\$ 660.00	\$ 660.00		\$ 1,320.00	768,000
<b>The New York Times</b>						
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00		\$ 760.00	\$ 1,520.00	846,222
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00	\$ 1,500.00	330,000
<b>The New York Times International Edition</b>						
The New York Times International Edition	Property Spot			\$ 650.00	\$ 650.00	104,301
<b>Private Air Luxury Homes</b>						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00		\$ 1,925.00	65,000
<b>Robb Report</b>						
Robb Report	Robb Report Luxury Property Guide			\$ 3,500.00	\$ 3,500.00	107,000
<b>San Francisco &amp; Silicon Valley</b>						
San Francisco & Silicon Valley	Takeover - Full Page			\$ 725.00	\$ 725.00	36,500
<b>The Wall Street Journal</b>						
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00	1,933,272
<b>The Wall Street Journal</b>						
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	\$ 1,960.00	200,000
TOTAL					\$ 77,625.00	22,763,269
*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 4	Ad Description	May	June	July	August	September	October	Novmeber	December	Media Total	Reach
<b>Media</b>											
Sotheby's Auction House: Print											
Sotheby's Auction House: Digital											
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				\$ 2,585.00					\$ 2,585.00	770,000
<b>Digital</b>											
<b>LA Times</b>											
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page			Bonus		Bonus				\$ -	850,000
<b>Robbreport.com</b>											
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00		\$ 1,350.00						\$ 2,700.00	12,000
Robbreport.com	Branded Listing Carousel - Up to 10 Properties		\$ 3,500.00							\$ 3,500.00	
Robbreport.com	Real Estate Newsletter - 3 Sends	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00						\$ 11,250.00	180,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00	\$ 450.00	\$ 450.00						\$ 1,350.00	
<b>Print</b>											
<b>Financial Times</b>											
Financial Times	Property Spot		\$ 750.00			\$ 750.00				\$ 1,500.00	420,914
<b>The Los Angeles Times</b>											
The Los Angeles Times	Hot Property - listing + digital lighthouse			\$ 425.00		\$ 425.00				\$ 850.00	441,560
<b>The New York Times</b>											
The New York Times	Property Spot - Weekday/Saturday			\$ 760.00		\$ 760.00				\$ 1,520.00	846,222
The New York Times	Sunday Real Estate				\$ 760.00					\$ 760.00	321,582
<b>Private Air Luxury Homes</b>											
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00		\$ 1,925.00				\$ 3,850.00	130,000
<b>Robb Report</b>											
Robb Report	Luxury Property Showcase						\$ 9,000.00			\$ 9,000.00	107,000
Robb Report	Robb Report Luxury Property Guide							\$ 3,500.00		\$ 3,500.00	107,000
<b>TOTAL</b>										\$ 42,365.00	4,186,278
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change											