



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Daybreak - 88 South Mountain Ave Advertising and Marketing Program

Prominent
Properties

Sotheby's
INTERNATIONAL REALTY

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36 2024



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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Daybreak - 88 South Mountain Ave

SKY Advertising is excited to present to Prominent Properties Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Daybreak - 88 South Mountain Ave.

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 Montclair, NJ.

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

LET'S DO
GREAT THINGS TOGETHER

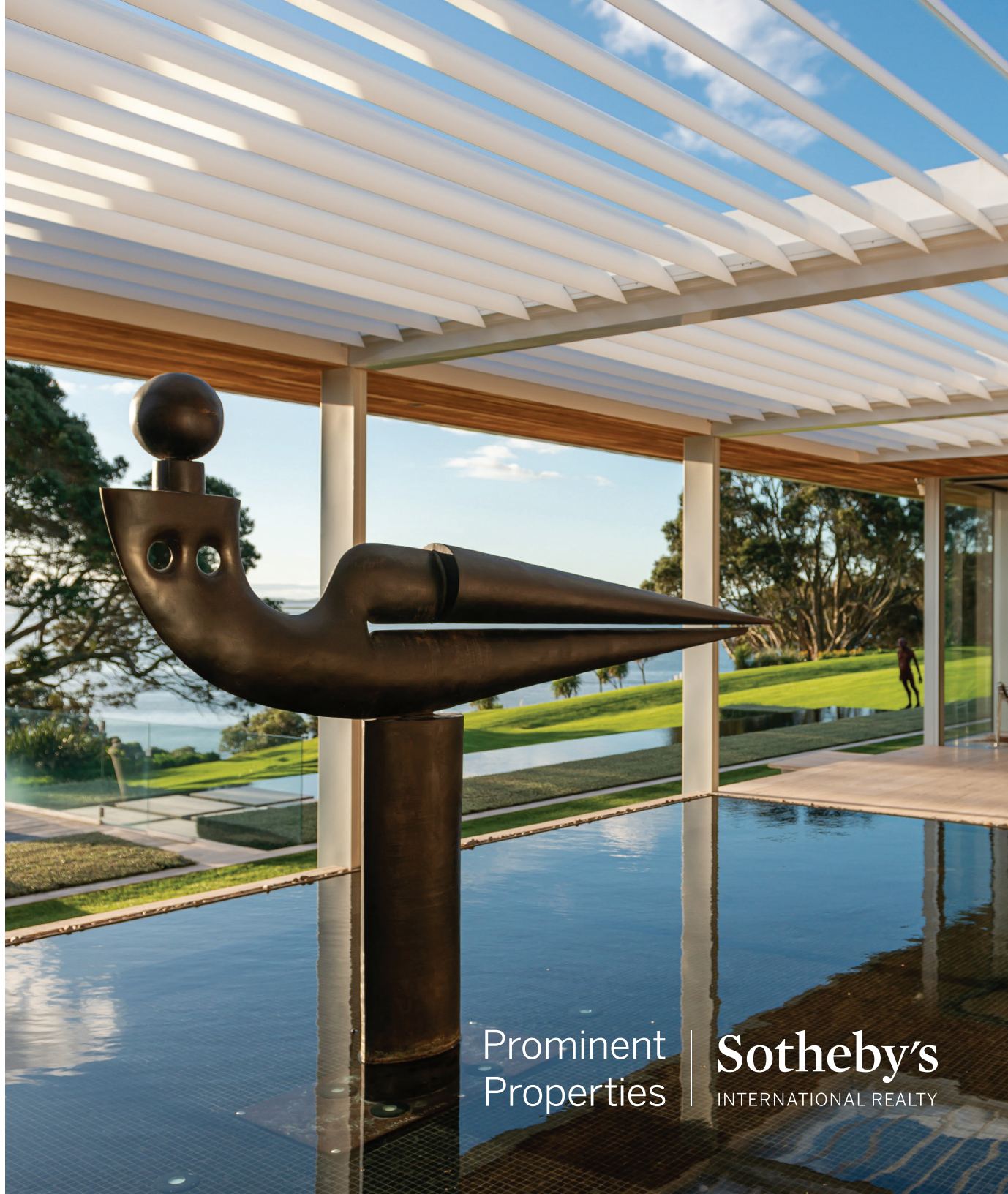
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Account Executive
212-677-2557
chloe@skyad.com

Sotheby's Auction House Offerings



Prominent
Properties

Sotheby's
INTERNATIONAL REALTY

SOTHEBY'S BESPOKE
EMAIL

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

PRICE: \$2,500/DEPLOYMENT



SOTHEBY'S INTERNATIONAL REALTY
Dream Big Villa, Turks & Caicos Islands
[FIND OUT MORE](#)



Digital Offerings



Prominent
Properties

Sotheby's
INTERNATIONAL REALTY

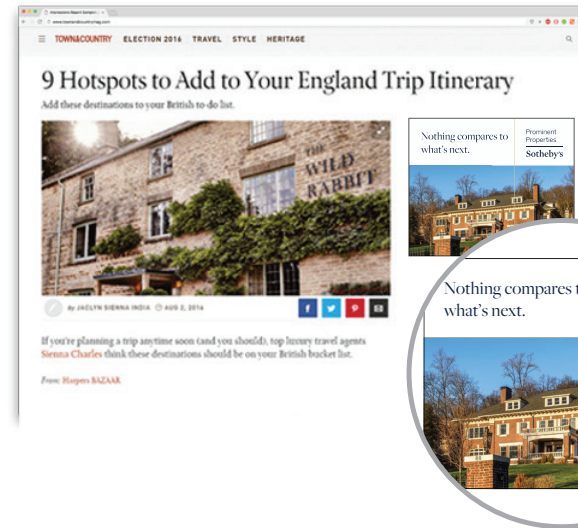
Impressions Campaign

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: **Daybreak - 88 South Mt Ave**
- Flight Dates: **Two Weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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

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

BANNER PRODUCTION: \$350


Nothing compares to what's next.



Prominent Properties | Sotheby's INTERNATIONAL REALTY

DISCOVER MORE

Prominent Properties | Sotheby's INTERNATIONAL REALTY



Nothing compares to what's next.

DISCOVER MORE

Nothing compares to what's next.


Prominent Properties | Sotheby's



DISCOVER MORE

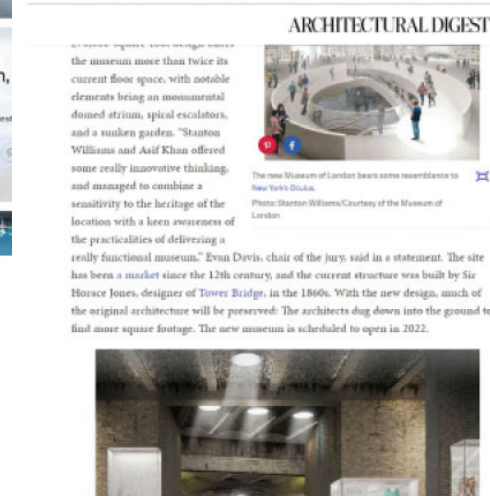
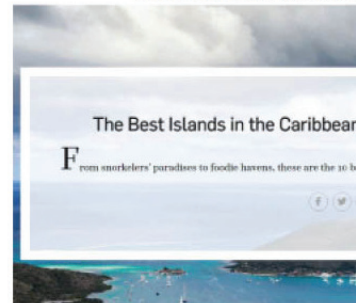
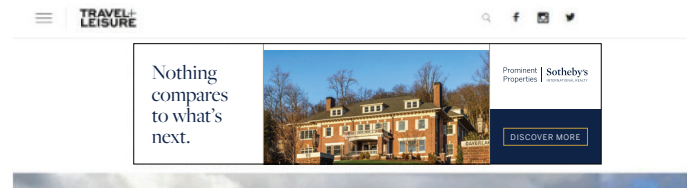
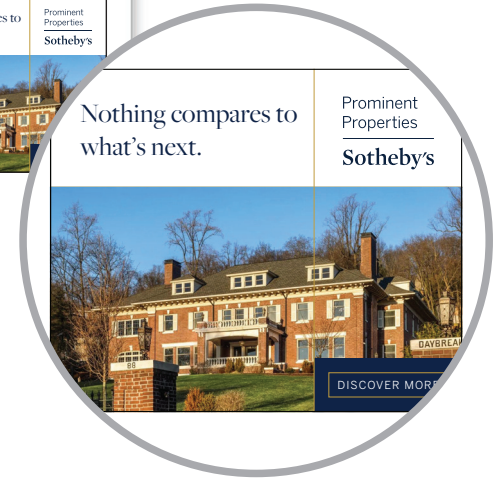
Nothing compares to what's next.

Prominent Properties | Sotheby's



DISCOVER MORE

Sample Banners For Impressions Programs As They Appear On Sites

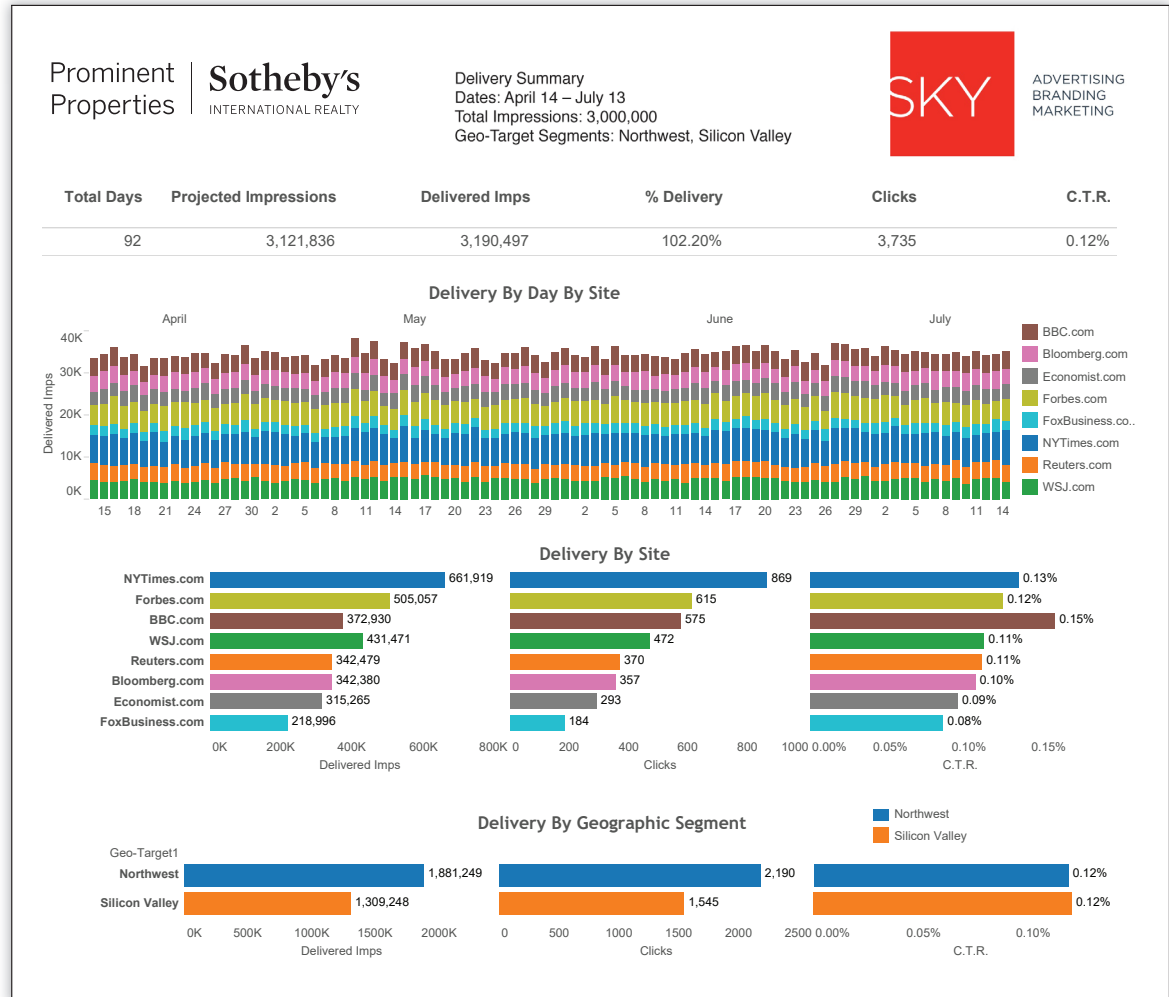


Comprehensive Reporting For Your Customized Campaign

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

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

IMPRESSIONS PROGRAM SAMPLE REPORT



Comprehensive Digital

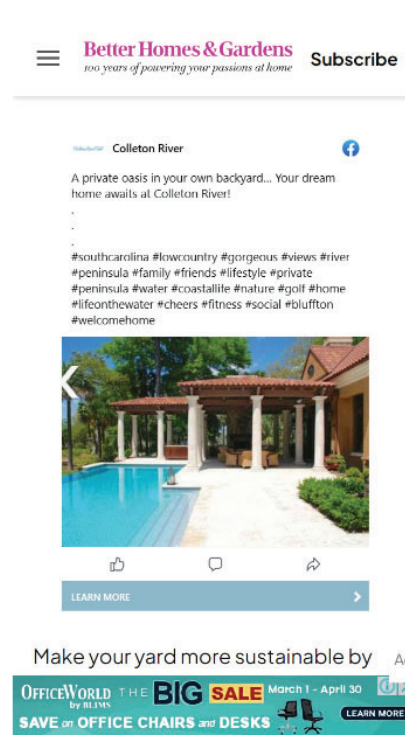
SOCIAL MIRROR ADS

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

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

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

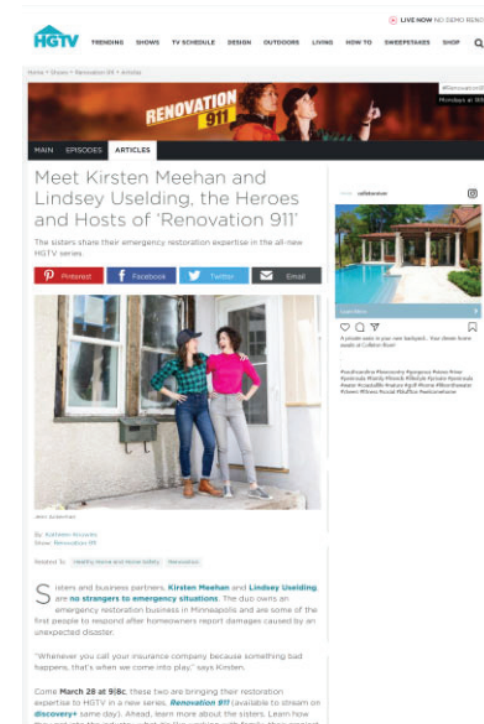
Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

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

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



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.

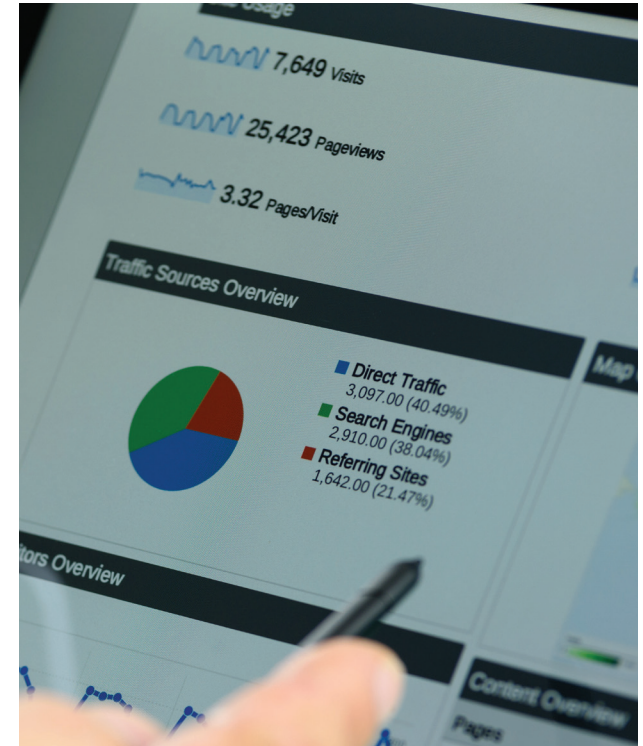


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

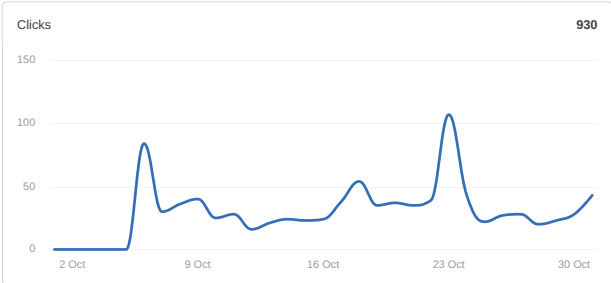
CLIENT DASHBOARD

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.



Daybreak - 88 South Mt Ave

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



Showing 9 of 9 Rows

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

Showing 50 of 89 Rows

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

Cities

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

Google AdWords

MONTHLY REPORTING

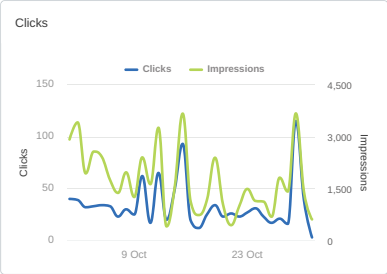
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



Daybreak - 88 South Mt Ave

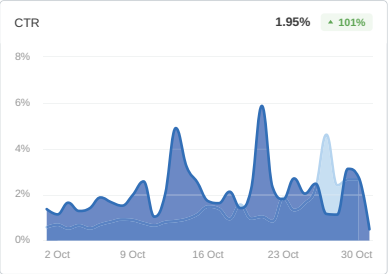
October KPI's

Clicks




CTR

1.95% ▲ 101%



Google Ads Phone Calls

12 ▲ 71%



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 reality	1	1	1

Cottages & Garden

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

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

TOP 10 MARKETS

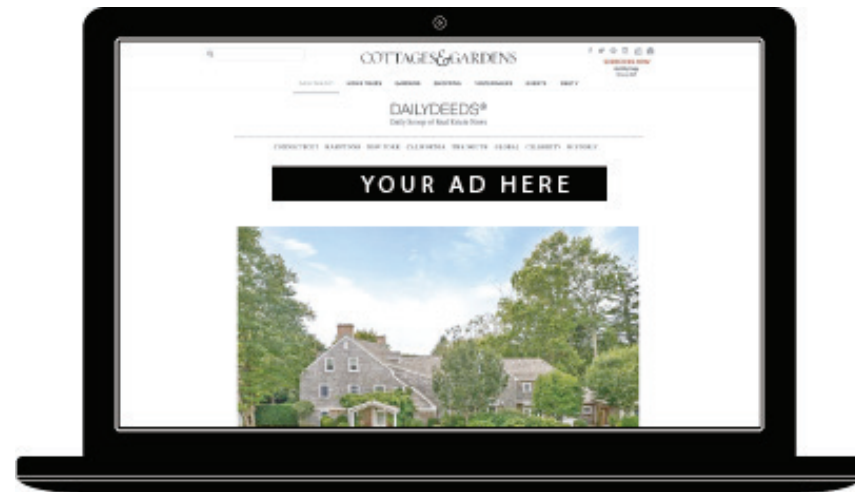
- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950

INSTAPARTNERSHIP

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



Floral Gift Ideas for Mother's Day

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



Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



Ready, Set, Game Time!

12 fun finds that double as playful decor.

Spotlight



CALIFORNIA CLOSETS

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

Crain's New York Business

REAL ESTATE DAILY ENEWSLETTER

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

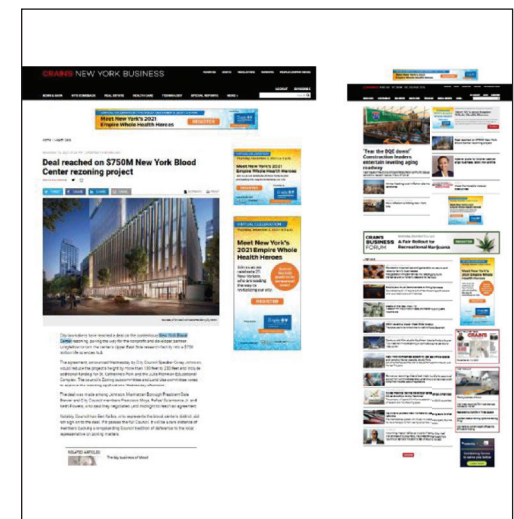
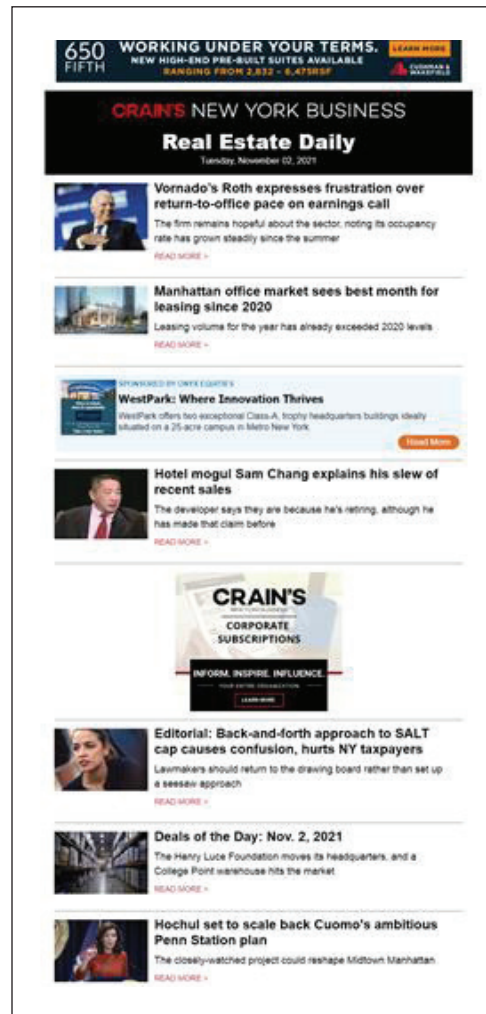
CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

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

REAL ESTATE DAILY E-NEWSLETTER

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

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



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

For Sale Travel Brands Dealers Stories Sell

Cars 7,569 Real Estate 76,216 Yachts 274 Watches 1,192 Jets 95 Helicopters 33 Extravagance 6 Jewelry 2,093

The Global Luxury Marketplace:
Cars, Homes and more

Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.

MOST POPULAR

Ferrari 488 GTB

Uptown, CA, United...

\$71,999

Chevrolet Corvette

Uptown, CA, United...

\$478,967

Stunning Villa Ove...

Brick, Spain

\$45,999

Ram 2500

Uptown, CA, United...

\$114,999

Mercedes-Benz S-Class

Uptown, CA, United...

\$114,999

Audi S1

Uptown, CA, United...

\$34,999

McLaren 650S

Uptown, CA, United...

\$199,999

Ferrari California

Uptown, CA, United...

\$114,999

JAMES SPOTTING

Two Level Duplex On Penthouse Ponds

View all cars

View all real estate

View all watches

VIEW ALL

RICH LIST

DOUBLE DOWN 214 Codecass 2010/20...

West Palm Beach, FL, United States

\$38,000,000

Don't miss 5 most viewed Ferrari listings on JamesEdition: cars our readers will be driving in the Near Future

Real modern masterpieces you could buy on JamesEdition for the price of that self-destructing Baskin network

The 10 Most Sought-After Properties and Attractive Locations

30+ lowers: The most amazing and luxurious things you can find on JamesEdition where 3 is the magic number

VIEW ALL LISTINGS

YACHTS

DOUBLE DOWN 214 Codecass 2010/20...

West Palm Beach, FL, United States

\$38,000,000

Don't miss 5 most viewed Ferrari listings on JamesEdition: cars our readers will be driving in the Near Future

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The 10 Most Sought-After Properties and Attractive Locations

30+ lowers: The most amazing and luxurious things you can find on JamesEdition where 3 is the magic number

VIEW ALL LISTINGS

LATEST STORIES

Luxury garages: Unique cars of tech billionaires, old-school magnates and Gen Z clubs

JamesEdition is reviewing the car-buying habits of wealthy petrochemicals. From the classic 911 to the latest Bugatti and Pagani models, you can find... Read More

Most exclusive neighborhoods of Hong Kong

The Bahamas: Inside the most exclusive gated communities

Perfectly based Lamborghini Murcielago: "I wanted to transform it into more aggressive and powerful version"

Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

VIEW ALL STORIES

JamesEdition

For Sale Travel Brands Dealers Stories Sell

Cars 7,569 Real Estate 76,216 Yachts 274 Watches 1,192 Jets 95 Helicopters 33 Extravagance 6 Jewelry 2,093

Find luxury Real Estate and Homes for sale

VIEW ALL HOMES

SPAIN | NEW YORK | PARIS

Type location

Search

JamesEdition is the premier international marketplace to find luxury real estate and homes for sale. Search and browse more than 40,000 luxury homes for sale in over 50 countries. The most exclusive properties in the most desirable locations are offered by luxury real estate and homes specialists and private sellers worldwide, displayed with large, high-quality images. Whether you're buying a primary or second home, a pied-a-terre or vacation property you'll find thousands of the finest international properties including condominiums, penthouses, homes, estates and resort hotel ownership options.

St. Kitts & Nevis

Nothing compares.

ST. KITTS & NEVIS

Featured luxury properties

5 Bedrooms - Pent...

St. Kitts, Nevis

\$2,734,418

Stunning Sherwood...

Lake Sherwood, CA, USA

\$2,358,000

Enviably Estate By ...

Liverpool, MA, USA

\$2,995,000

Modern Apartment...

New York, NY, USA

\$2,724,332

Elegant French Styl...

Buenos Aires, Argentina

\$6,800,000

Playa Nix

Playa Nix, Mexico

\$12,000,000

Koninghof

Overveen, Netherlands

\$8,759,573

Magnificent Secu...

Madrid, Spain

\$3,950,000

Extraordinary Ocea...

Swampscott, MA, U.S.

\$1,990,000

Maimok Paradise ...

Maimok, Andhra Pradesh, India

\$2,750,000

Kiteagh House

Kiteagh, Ireland

\$2,953,291

7+/- Acres for pote...

Matthews, NC, United States

\$195,000

View more

News about luxury real estate View all

Most exclusive neighborhoods of Hong Kong

Posted 2019-07-17

The Asian financial center hasn't given up the first position in the list of the most expensive housing markets, also topping the ranking for the world's most luxurious housing market for the last two years (Luxury Defined Report by Christie's). T...

Read more

The Bahamas: Inside the most exclusive gated communities

Posted 2019-07-10

If the warm temperatures, crystal clear water and proximity to the US are not good enough reasons to consider a move to the Bahamas, a community of like-minded people should be. A resort of golf or cocktails at sunset is shorthand for a club of fol...

Read more

Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

Posted 2019-06-28

Where can one find the Algarve's most prestigious properties? Most prime areas often referred to as the Golden Triangle. It's located between the capital city of Faro and the village of Vilamoura. Also, the Golden Triangle area includes two of ...

Read more

Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring

Posted 2019-06-21

Whistler is a year-round outdoor playground for all ages, where fine dining restaurants, 5-star hotels, spas and wellness facilities are a quick Roadplane, helicopter ride, or drive from Vancouver. Whistler, BC: International Destination ...

Read more

Site Links

Home Cars

Tools

Stories Rich List

About JamesEdition

JamesEdition is a place for luxury stories

Top Brands

Ferrari Aston Martin Audemars Piguet Breitling

jamesedition.com

ROTATING GALLERY

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

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

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

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

SOCIAL MEDIA POST

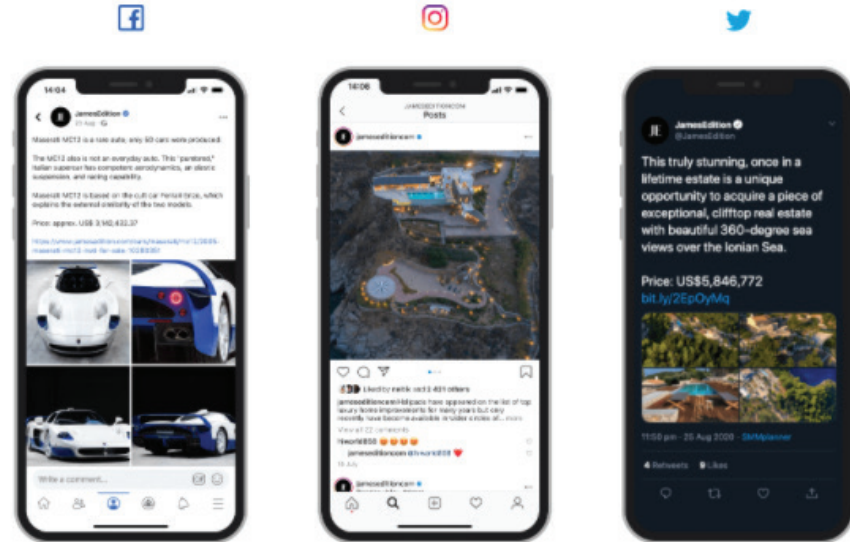
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

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



PHOTO

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

PHOTO: \$800

PHOTO PLUS

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

PHOTO PLUS: \$1,000

VIDEO

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

VIDEO: \$1,800

RobbReport.com

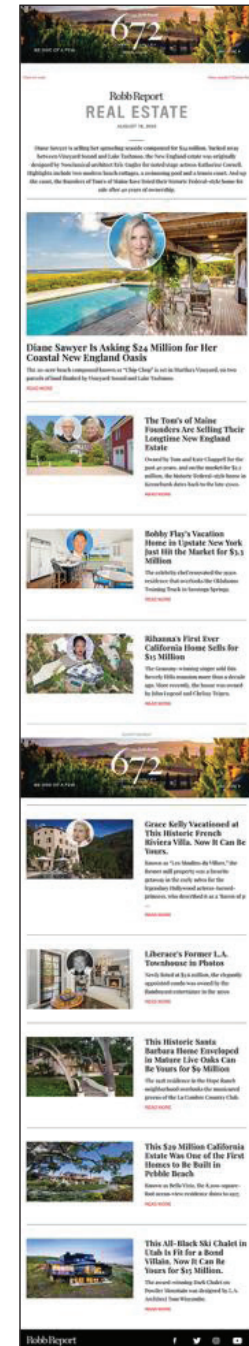
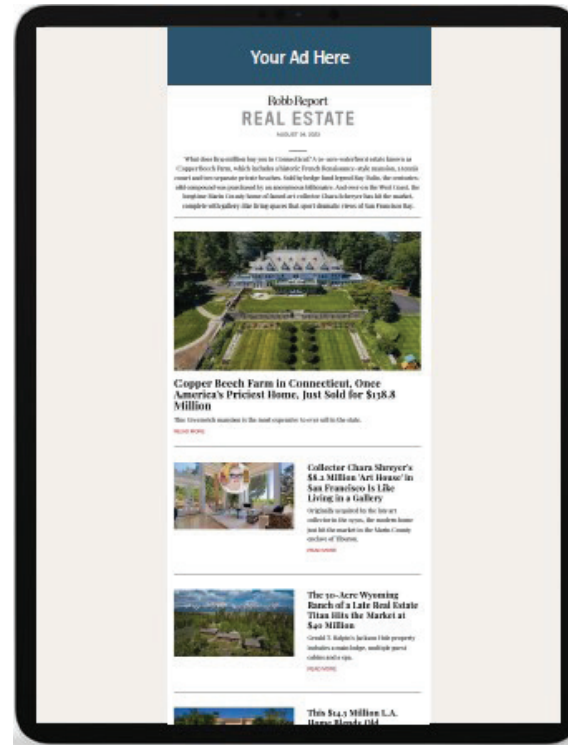
REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

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

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

PRICE: \$3,750 - \$5,000/WEEK



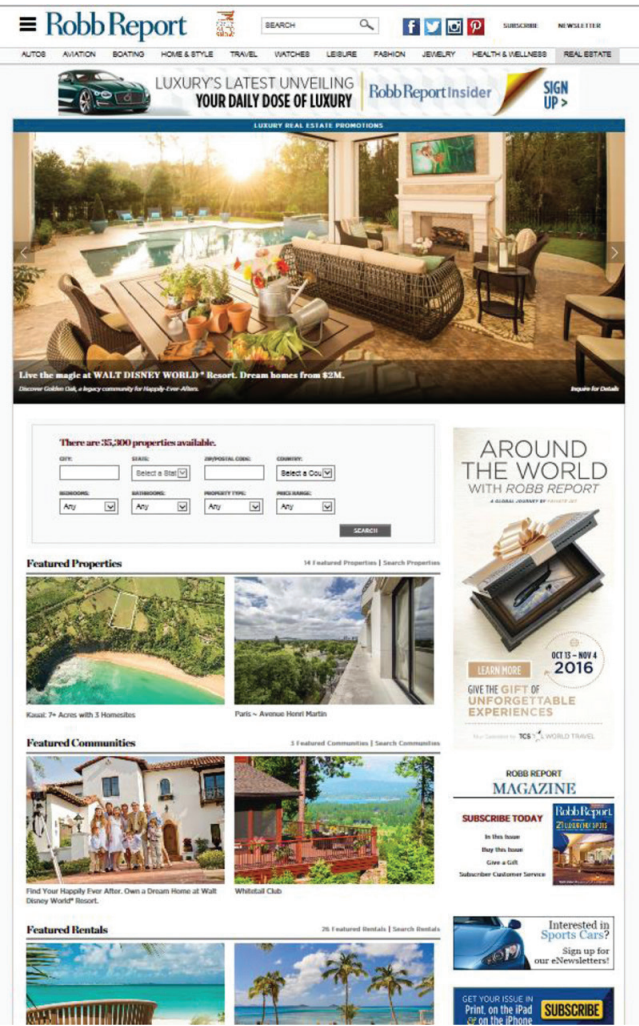
RobbReport.com

FEATURED LISTING CAROUSEL

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

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

PRICE: \$1,350 PER MONTH.



RobbReport.com

LUXURY PROPERTY LISTING

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

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

MANUAL 1 LISTING: \$450/MONTH

RR

Robb Report

SUBSCRIBE

CARS

YACHTS

AVIATION

WATCHES

STYLE

HOME

FOOD & DRINK

TRAVEL

GIFT GUIDE

VIDEOS


40737 properties available.

Search a location

Q

More

Sort By: Recent




59 Lascelles Blvd, Toronto, ON M5P2C9, CAN

\$5,399,999

Bed: 4 SQFT: N/A

Bath: 5

Homes & Land




Sierra Madre Mountain Retreat, Encampment, Wyoming 82325

\$995,000

Bed: N/A SQFT: N/A

Bath: N/A

Homes & Land




1241 N Rio Vista Blvd, Fort Lauderdale, Florida 33301

\$5,970,000

Bed: 5 SQFT: N/A

Bath: 5

Homes & Land




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

\$2,199,000

Bed: 5 SQFT: N/A

Bath: 5

Homes & Land




1709 Pope Court, Wilmington, North Carolina 28405

\$1,100,000

Bed: 4 SQFT: N/A

Bath: 4

Homes & Land




419 S Front Street, Wilmington, North Carolina 28401

\$848,000

Bed: 3 SQFT: N/A

Bath: 2

Homes & Land




2236 Acacia Drive, Wilmington, North Carolina 28403

\$1,041,700

Bed: 4 SQFT: N/A

Bath: 5

Homes & Land




10430 E ACOMA Drive, Scottsdale, Arizona 85255

\$949,000

Bed: 4 SQFT: 2797

Bath: 3

Homes & Land




6097 N Paradise View Drive, Paradise Valley, Arizona 85253

\$3,295,000

Bed: 4 SQFT: 4605

Bath: 4

Homes & Land




33799 N 84TH Street, Scottsdale, Arizona 85266

\$3,375,000

Bed: 4 SQFT: 4985

Bath: 4

Homes & Land




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

\$980,000

Bed: 3 SQFT: 2524

Bath: 3

Homes & Land



20012 Tavernier DR, Estero, Florida 33928

\$895,000

Bed: 3 SQFT: 2488

Bath: 3

Homes & Land

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



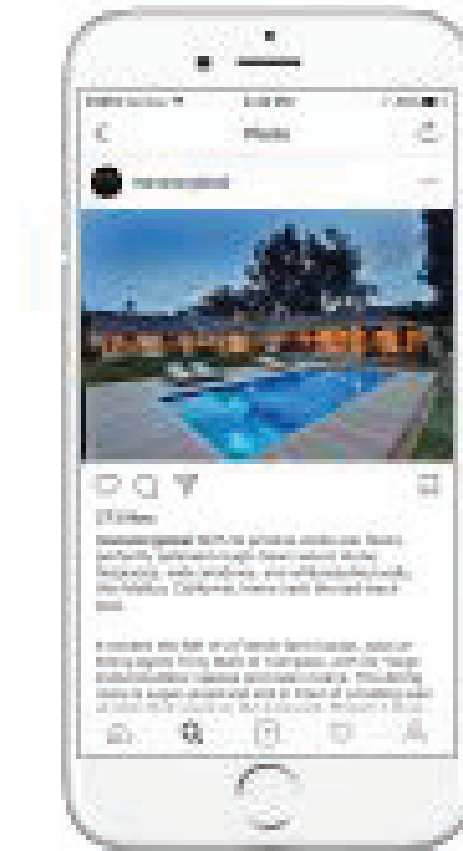
The Wall Street Journal Online (WSJ.com)

@MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

PRICE: \$1,775



Print Offerings



Prominent
Properties

Sotheby's
INTERNATIONAL REALTY

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.

- PRICE: \$1,015 / 2x7 New York Metro**

DOUBLE PROPERTY SPOT: \$1,590

QUADRUPLE PROPERTY SPOT: \$3,180

**Includes Bonus 30 Day Digital -
Featured Property Upgrade**

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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.**

PRICE: \$980/FULL PAGE TEMPLATE OR \$1,985/FULL PAGE CUSTOM



**IN THE FRIDAY MAIN NEWS
SECTION**

- 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



The New York Times

[illegible]

THE SUNDAY REAL ESTATE

- 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

[illegible][illegible]

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



Move
beyond your
expectations.

Nothing compares.
SOTHEBYSPREALTY.COM


CONNECTICUT
GREENWICH

Represented by Sarah Baker on pg. 53.

72 Post Road, Old Westbury, NY



Debra Russell
Real Estate Salesperson
Gold Circle Of Excellence
616.262.5770
c. 505.662.5403




72 Post Road
9 BR | 6 BA | 15.54 ACRES.
\$4,800,000
Based on 15.54 acres directly adjacent to the 235-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.


DANIELEGALE.COM/AGENT/DEBRA-RUSSELL

 Sotheby's
INTERNATIONAL REALTY


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Sandbanks
Exuma, The Bahamas



Jacqueline
Lighthorn
Estate Agent
+1.242.369.2225
260 Sandbanks Lighthouse
#SIBAHAMAS




Sandbanks | Exuma
6 BR | 7.5 BA
\$2,900,000
Sandbanks is a truly spectacular 6 bedroom, 7 1/2 bath and 11 1/2 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 sweeping pool deck and a classic infinity pool, which is built into the landscape and directly into the ocean for water sports.

SIBAHAMAS.COM/ID/X226.67


Bahamas | Sotheby's
INTERNATIONAL REALTY

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5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorini
Sales Associate
858.334.3977
eric@ericsantorini.com
DRE#01745003



5305 Carlsbad Boulevard
5 BR | 8.0 BA | 30,039 SQ FT.
\$25,000,000
Situated atop a magical 1.5 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.

SOTHEBYSREALTY.COM/ID/7THE44

Pacific | Sotheby's
INTERNATIONAL REALTY

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skyad.com | 31

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

FULL PAGE, COLOR:

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

ARCHITECTURAL DIGEST

THE INTERNATIONAL DESIGN AUTHORITY FEBRUARY 2015

AD

SHONDALAND!
AT HOME IN
LOS ANGELES WITH
TV HITMAKER
SHONDA RHIMES

CITY LIVING
FAMILY STYLE
IN MIAMI, NEW YORK,
LONDON,
AND STOCKHOLM



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



Sotheby's
International Realty

Nothing compares to what's next.

The grid displays 12 property listings from Sotheby's International Realty. Each listing includes a high-quality photograph of the property, its location, and key details such as price and agent information. The properties are diverse, ranging from modern urban homes to large estates and vacation homes. The layout is clean and professional, typical of a high-end real estate marketing brochure.

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**



Schedule, Pricing & Reach



Prominent
Properties

Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Plan 1							
Media	Ad Description	June	July	August	September	Media Total	Reach
Sotheby's Auction House: Digital							
Sotheby's Bespoke Emails		\$ 2,500.00				\$ 2,500.00	550,000
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Cottages & Garden							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
Crain's New York Business							
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00				\$ 3,150.00	15,000
JamesEdition							
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00		\$ 1,600.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
Social Media	Listing Feature	\$ 1,000.00				\$ 1,000.00	148,000
Robbreport.com							
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00				\$ 1,350.00	6,000
Robbreport.com	Real Estate Newsletter - 3 Sends			\$ 3,750.00		\$ 3,750.00	60,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing		\$ 450.00			\$ 450.00	
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	492,000
Mansion Global Instagram	Mansion Global Instagram	\$ 1,775.00				\$ 1,775.00	76,200
Print							
Conde Nast Magazines Regional Pages							
Architectural Digest - Manhattan	Full Page				\$ 2,510.00	\$ 2,510.00	13,000
Financial Times							
Financial Times	Property Spot	\$ 750.00	\$ 750.00			\$ 1,500.00	420,914
The New York Times							
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00		\$ 760.00	\$ 1,520.00	846,222
The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00			\$ 1,520.00	423,111
The New York Times	Property Spot - Sunday			\$ 760.00		\$ 760.00	381,268
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00				\$ 750.00	165,000
Private Air Luxury Homes							
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00			\$ 1,925.00	65,000
The Wall Street Journal							
The Wall Street Journal - New York Metro	2 x 7			\$ 1,015.00		\$ 1,015.00	75,000
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade		\$ 795.00			\$ 795.00	644,424
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00				\$ 1,590.00	644,424
The Wall Street Journal							
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00			\$ 980.00	100,000
TOTAL						\$ 45,540.00	6,467,563
*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									
Media	Ad Description	June	July	August	September	Media Total	Reach		
Sotheby's Auction House: Digital									
Sotheby's Bespoke Emails		\$ 2,500.00				\$ 2,500.00	550,000		
Digital									
Million Impressions*									
Impressions Blast - Two week Campaign		\$ 900.00				\$ 900.00	100,000		
Google Adwords									
Google Adwords		\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00			
Comprehensive Digital									
Social Mirror Ads		\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000		
Cottages & Garden									
Instapartnership		\$ 1,950.00				\$ 1,950.00	64,300		
JamesEdition									
E-Newsletter Featured Listing			\$ 1,500.00			\$ 1,500.00	192,000		
Social Media		\$ 1,000.00				\$ 1,000.00	148,000		
Robbreport.com									
Robbreport.com		\$ 1,350.00				\$ 1,350.00	6,000		
Robbreport.com			\$ 450.00			\$ 450.00			
WSJ.com									
Mansion Global Homepage Hero		\$ 650.00	\$ 650.00			\$ 1,300.00	328,000		
Print									
Financial Times									
Financial Times		\$ 750.00	\$ 750.00			\$ 1,500.00	420,914		
The New York Times									
The New York Times			\$ 760.00		\$ 760.00	\$ 1,520.00	846,222		
The New York Times				\$ 760.00		\$ 760.00	381,268		
The New York Times Takeover		\$ 750.00				\$ 750.00	165,000		
Private Air Luxury Homes									
Private Air Luxury Homes			\$ 1,925.00			\$ 1,925.00	65,000		
The Wall Street Journal									
The Wall Street Journal - New York Metro		2 x 7		\$ 1,015.00		\$ 1,015.00	75,000		
The Wall Street Journal - National		Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00		\$ 1,590.00	1,288,848		
The Wall Street Journal									
Mansion Global Experience Luxury		Weekend Property insert	\$ 980.00			\$ 980.00	100,000		
TOTAL						\$ 27,290.00	4,930,552		
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy									
Pricing Subject to Change									