



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

73 Hideaway Lane Advertising and Marketing Program

Aspen
Snowmass | 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 73 Hideaway Lane

SKY Advertising is excited to present to Aspen Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the 73 Hideaway Lane.

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 Aspen, CO.

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

**LET'S DO
GREAT THINGS TOGETHER**

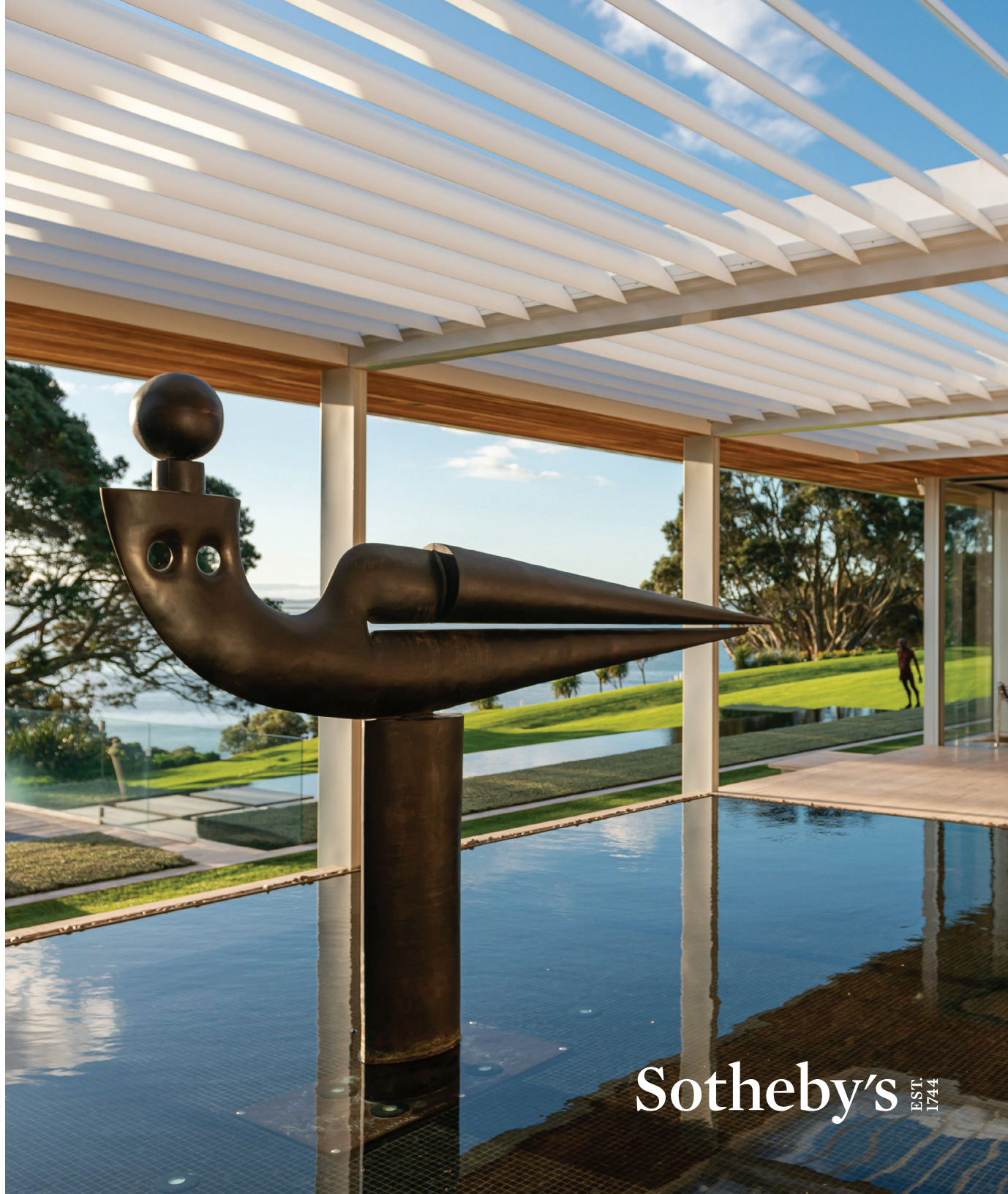
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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

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



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
 78746
 Property ID: 123012
 Agent: [Name]
 Broker: [Name]
 Call: [Phone Number]
 Email: [Email Address]
 \$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 46F/50C
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern luxury living. Every room is meticulously finished with the finest materials, including an expansive light oak flooring, custom millwork, and a state-of-the-art kitchen with top-of-the-line appliances and a full suite of smart home features.

New York, New York
 10022
 Property ID: 123013
 Agent: [Name]
 Broker: [Name]
 Call: [Phone Number]
 Email: [Email Address]
 \$50,000,000.00

510 Park Avenue, 15/16
 This residence in the sky spans 2,000 sq. ft. of exceptional finishes, including a full suite of smart home features, a full suite of custom millwork, and a full suite of top-of-the-line appliances and a full suite of smart home features.

New York, New York
 10022
 Property ID: 123014
 Agent: [Name]
 Broker: [Name]
 Call: [Phone Number]
 Email: [Email Address]
 \$20,000,000.00

Four Seasons Private Residences
 This stunning 1,100 sq. ft. penthouse residence is a true masterpiece of modern luxury living. Every room is meticulously finished with the finest materials, including an expansive light oak flooring, custom millwork, and a state-of-the-art kitchen with top-of-the-line appliances and a full suite of smart home features.

New York, New York
 10022
 Property ID: 123015
 Agent: [Name]
 Broker: [Name]
 Call: [Phone Number]
 Email: [Email Address]
 \$13,000,000.00

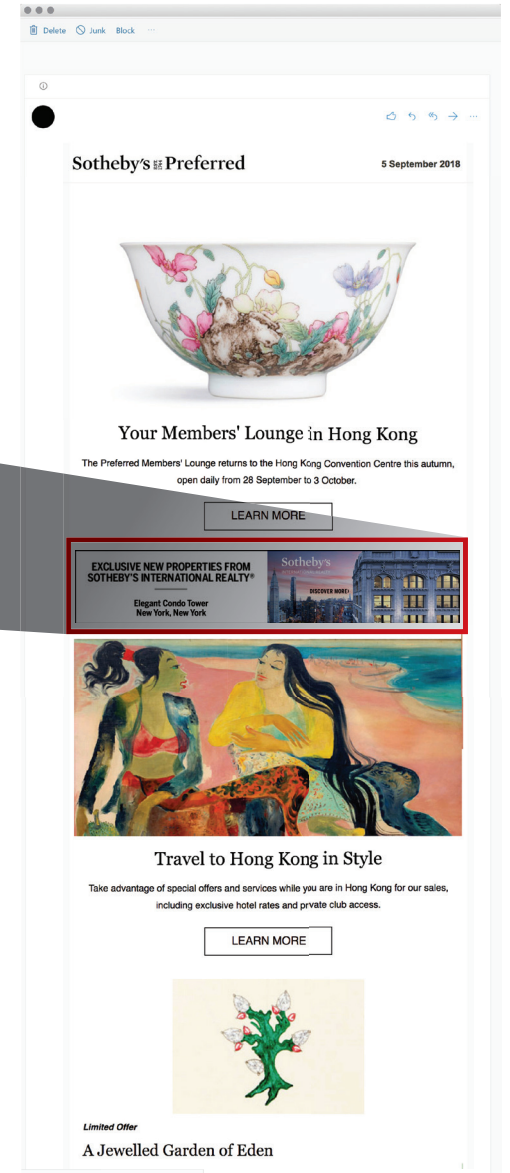
50

DIGITAL

SOTHEBY'S PREFERRED E-NEWSLETTERS

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

PRICE: \$3,000



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: **73 Hideaway Lane**
- Flight Dates: **June 2024 - August 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	



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

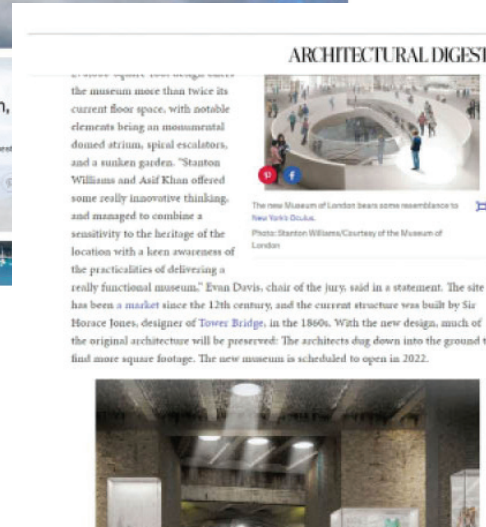
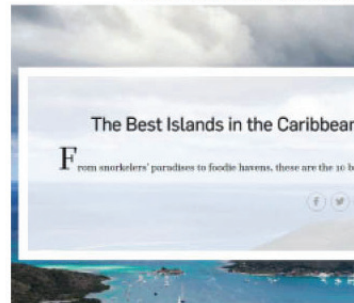
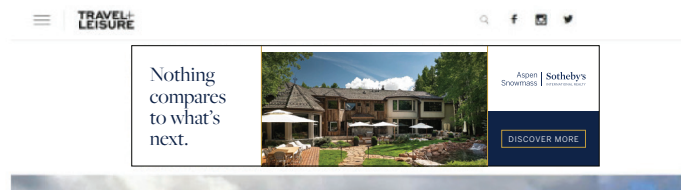
<p>Nothing compares to what's next.</p>		<p>Aspen Snowmass Sotheby's INTERNATIONAL REALTY</p> <p>DISCOVER MORE</p>
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<p>Aspen Snowmass Sotheby's INTERNATIONAL REALTY</p>		<p>Nothing compares to what's next.</p>	<p>DISCOVER MORE</p>
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<p>Nothing compares to what's next.</p>	<p>Aspen Snowmass Sotheby's</p>
	
 <p>DISCOVER MORE</p>	

<p>Nothing compares to what's next.</p>	<p>Aspen Snowmass Sotheby's</p>
 <p>DISCOVER MORE</p>	

Sample Banners For Impressions Programs As They Appear On Sites

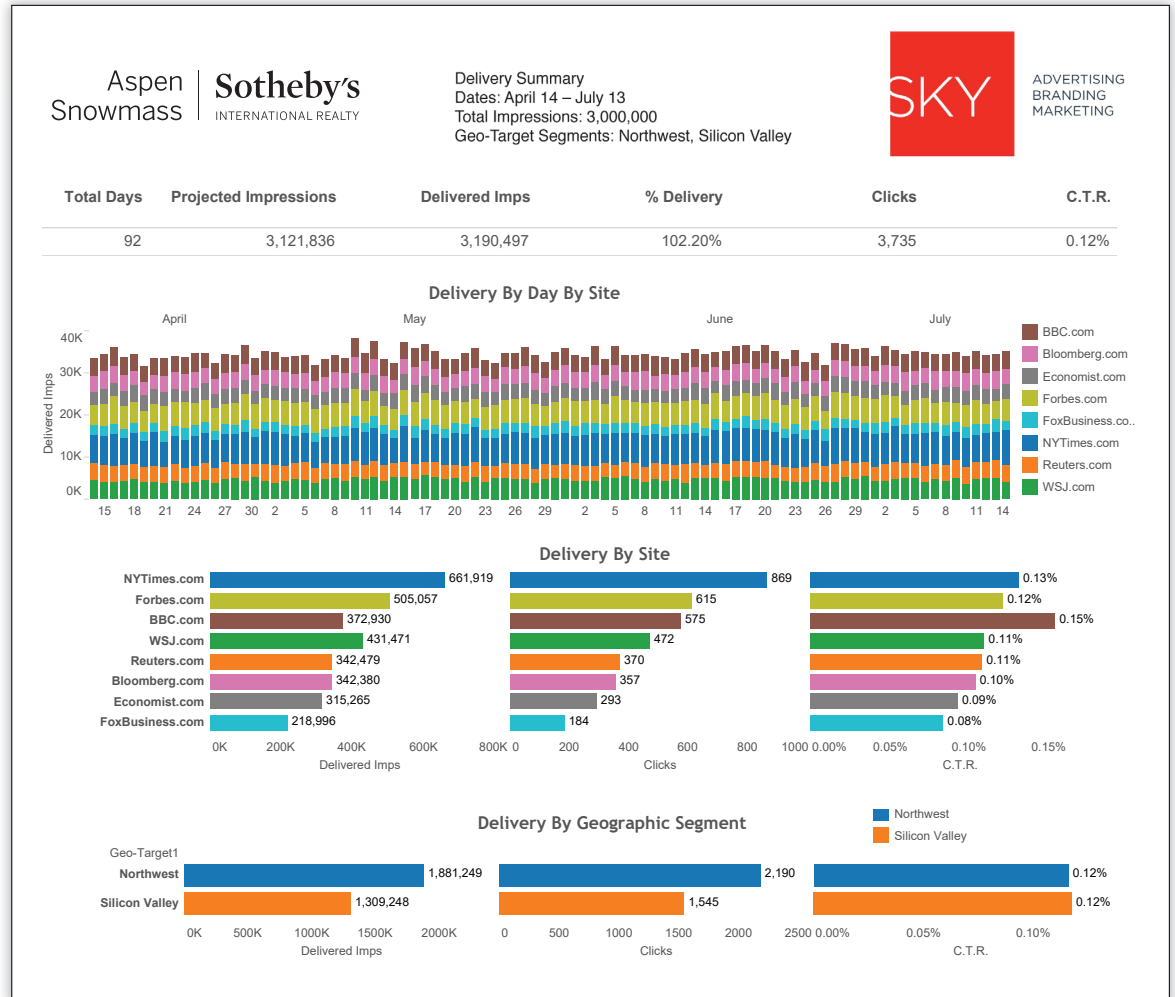


Comprehensive Reporting For Your Customized Campaign

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

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

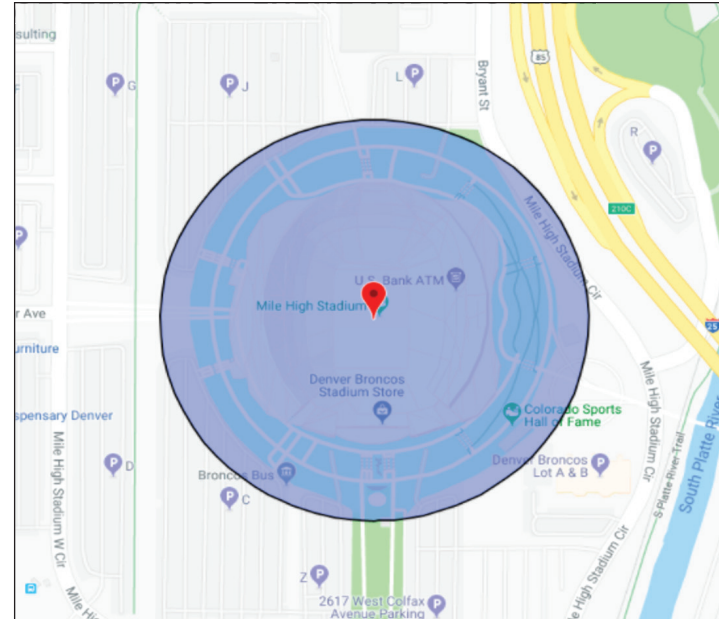
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

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

Comprehensive Digital

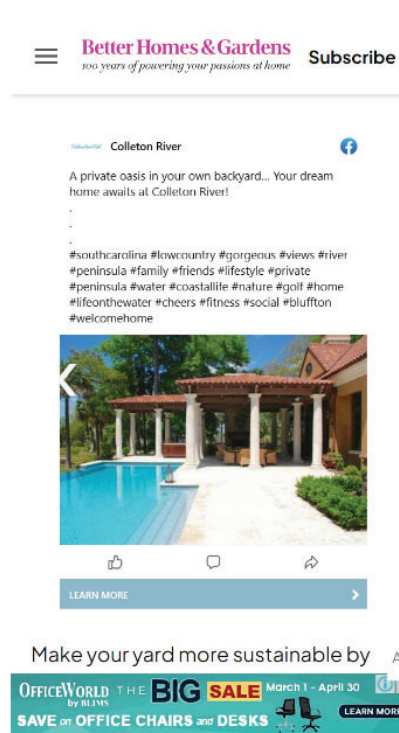
SOCIAL MIRROR ADS

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

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

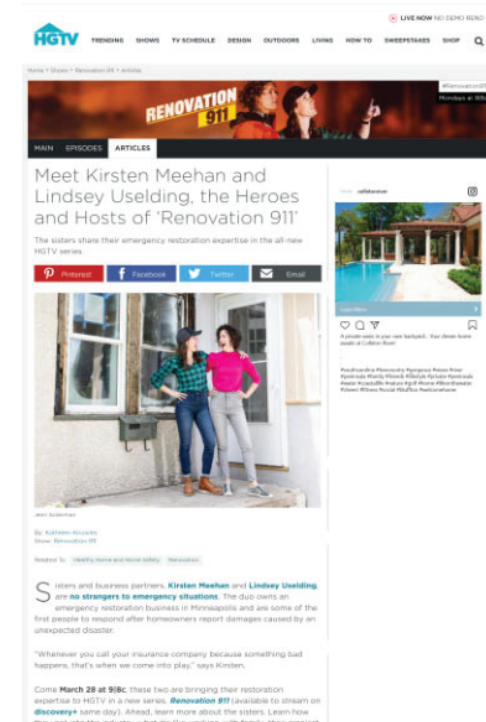
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



TARGETING ABILITIES:

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



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

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

Google AdWords

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

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

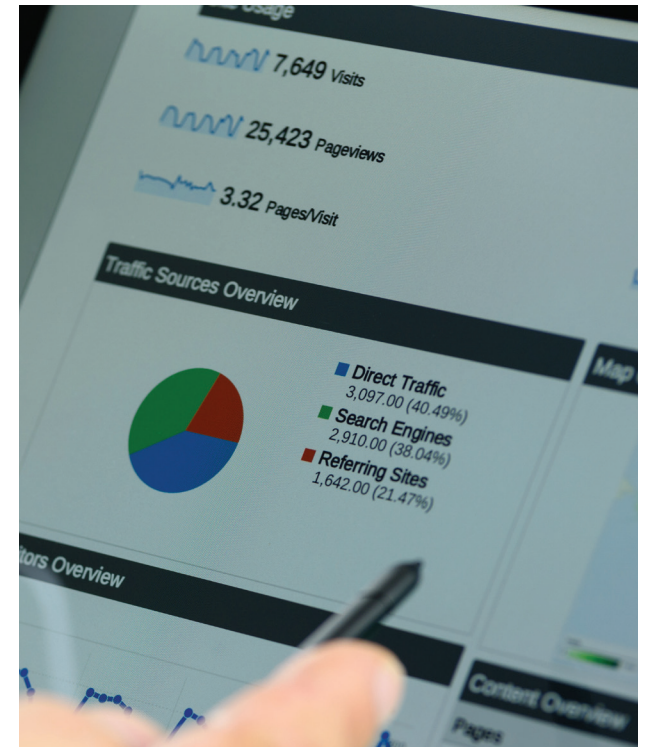


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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



Google AdWords

CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.



SIR ASPEN

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

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

Showing 50 of 89 Rows

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

Cities

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

Google AdWords

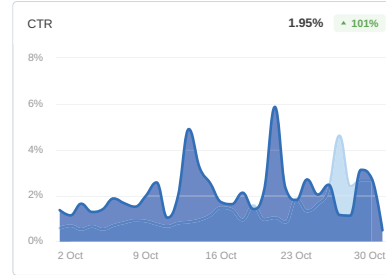
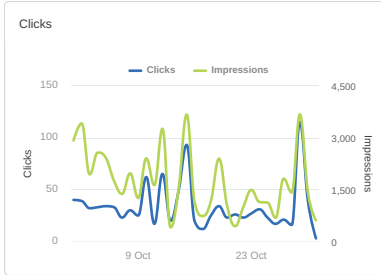
MONTHLY REPORTING

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



SIR ASPEN

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

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

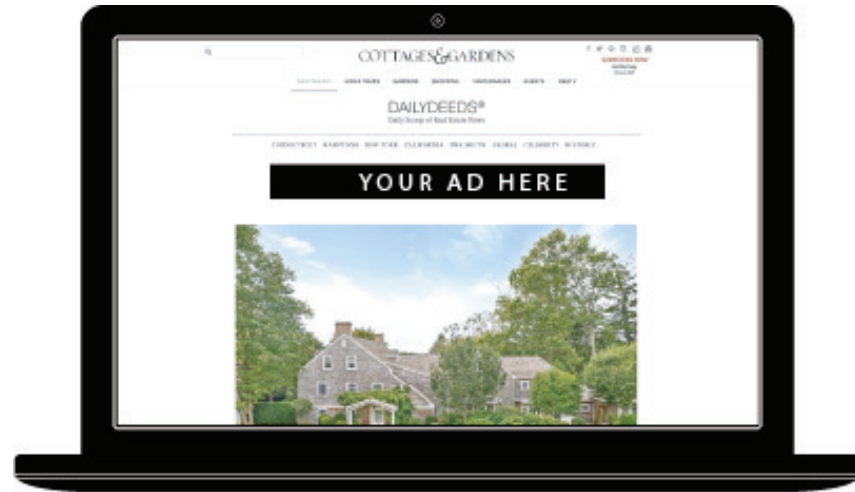
- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

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.

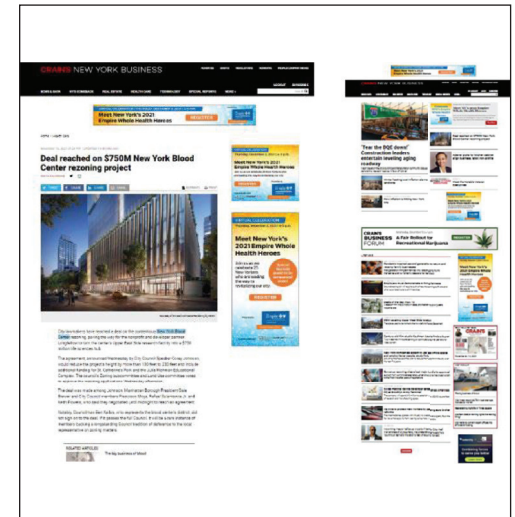
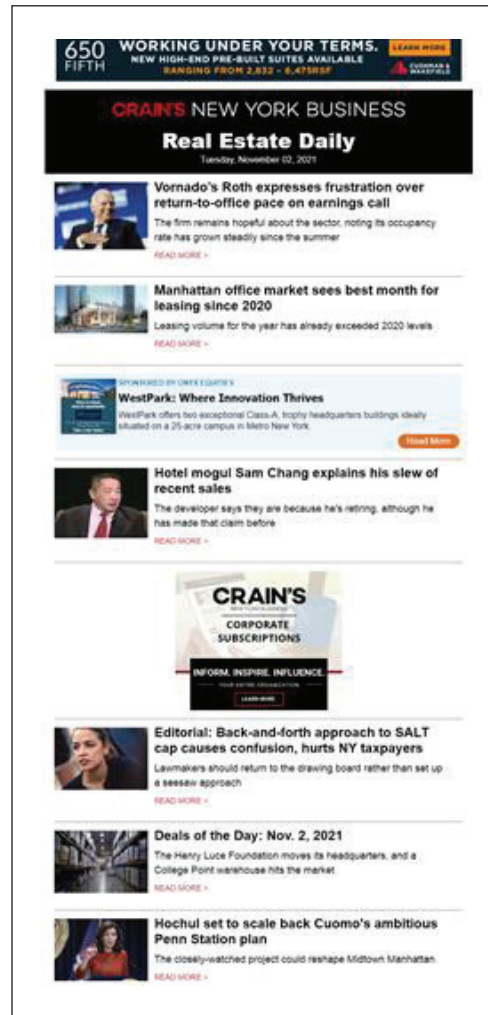
CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **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)



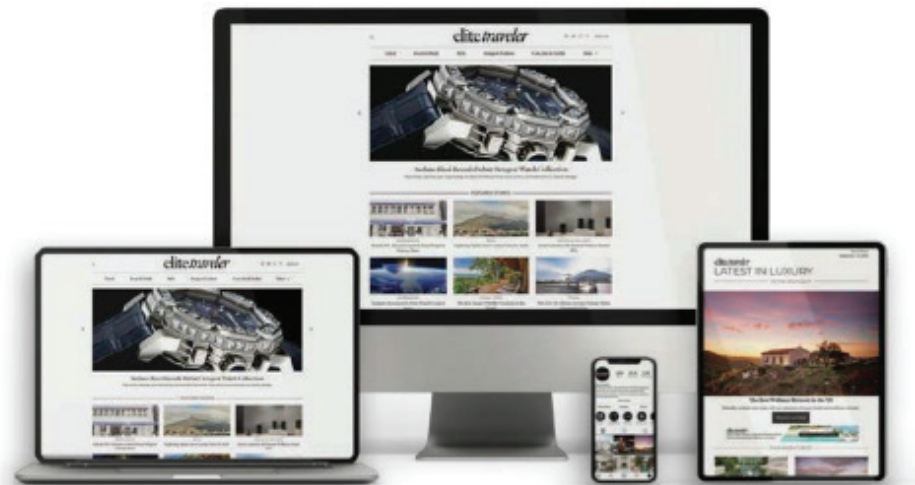
Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

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

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

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



DIGITAL

Nob Hill Gazette

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

E-NEWSLETTER

ON THE MARKET

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

PRICE: \$500 PER LISTING

San Francisco, Peninsula, and Silicon Valley



jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

jamesedition.com

ROTATING GALLERY

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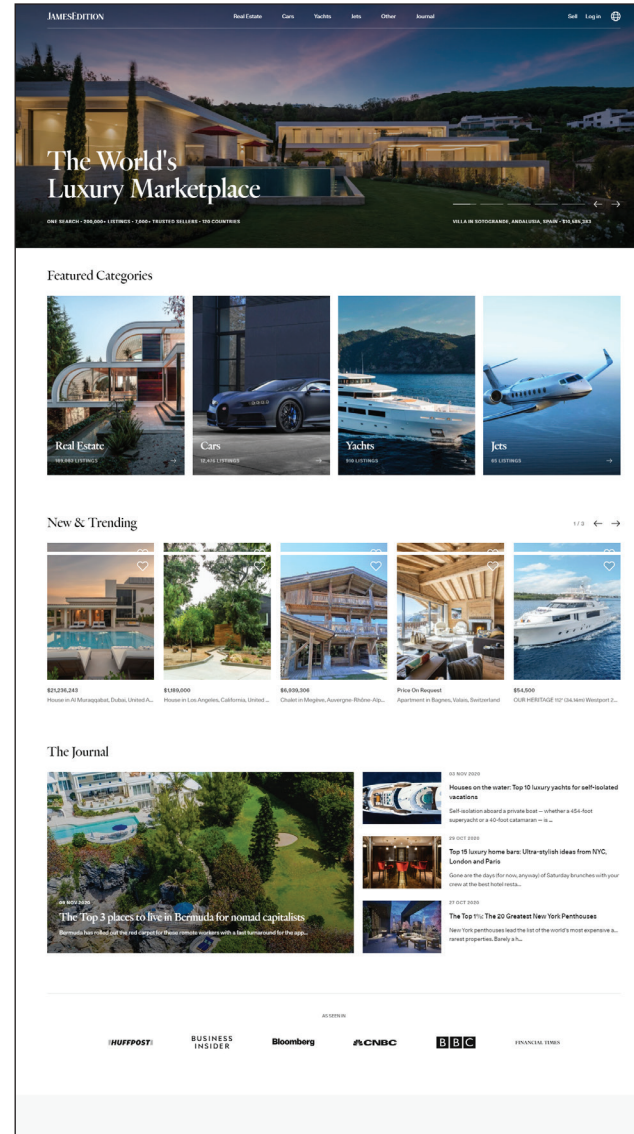
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

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.

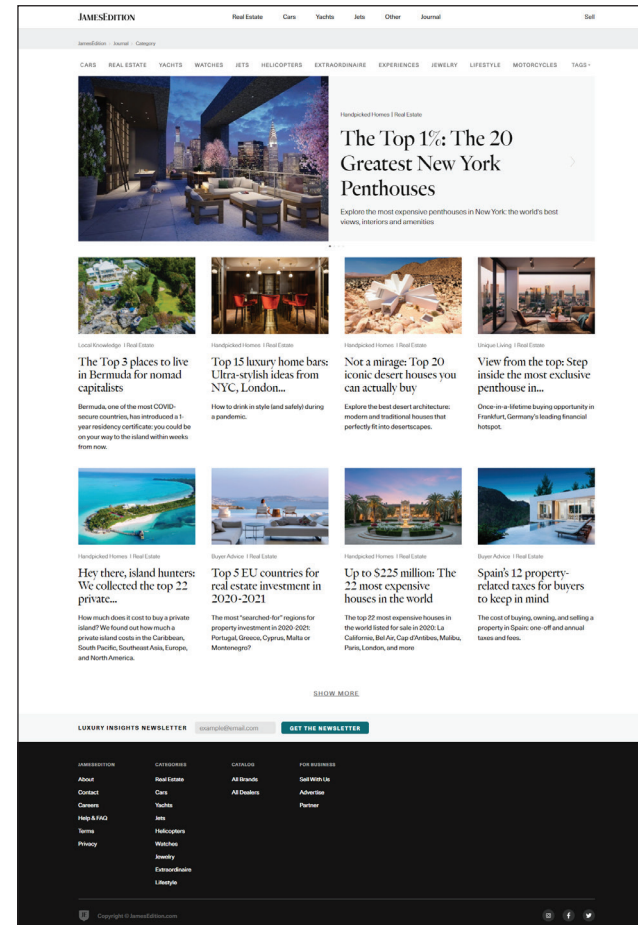
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

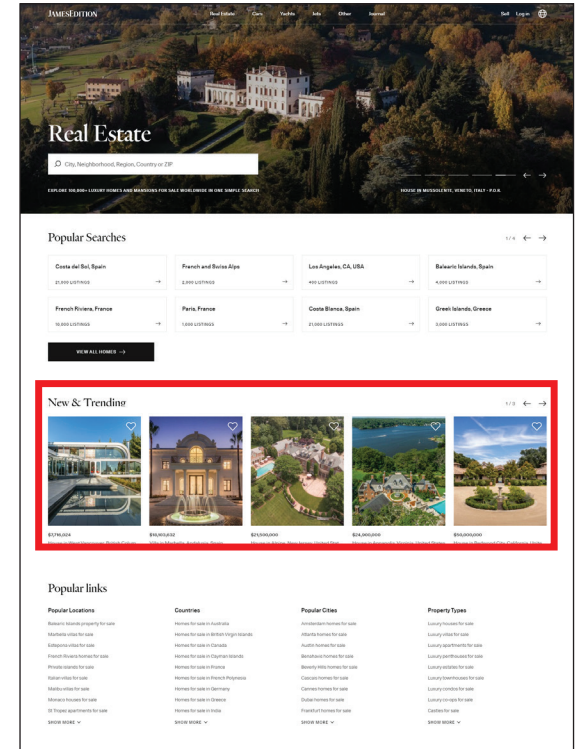
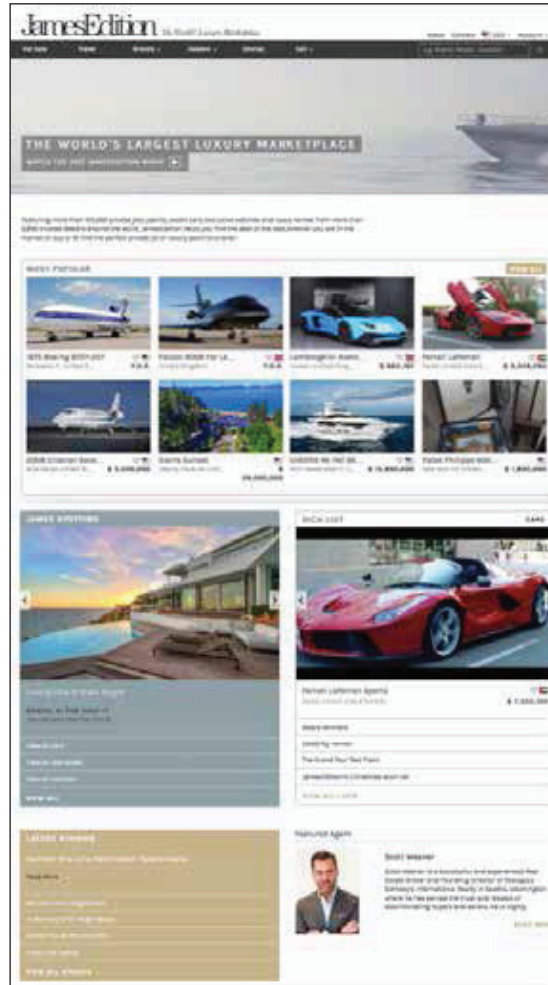
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

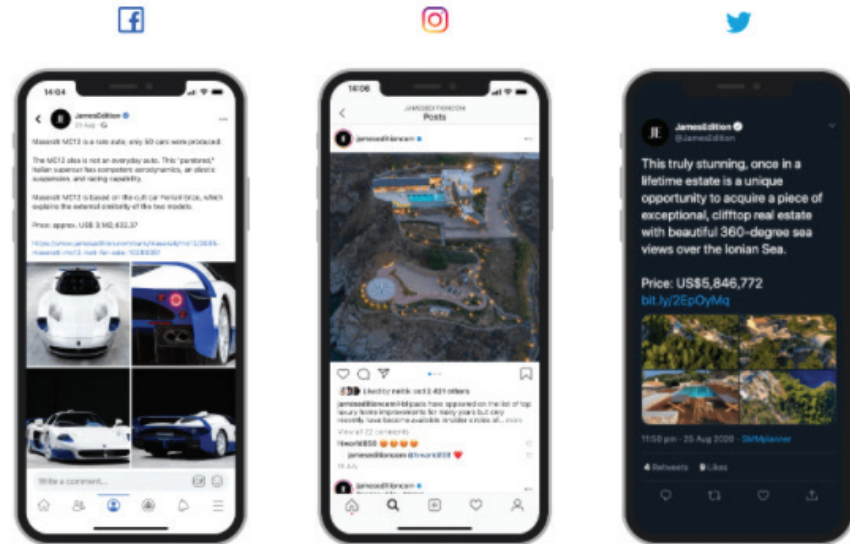
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- 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 news article on a website. The main headline is "Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun". Below the headline is a large image of a golf course under construction. To the right of the article is a sidebar with a "TRACK RECORD" banner, a "Jetset" logo with "START YOUR SUBSCRIPTION TODAY", and a "Jetset Magazine" logo with "View on Facebook". At the bottom of the article, there is a "SHARE ON" section with icons for Facebook, Twitter, and Email. Below that is an "ABOUT THE AUTHOR" section for "Diamante Cabo San Lucas" with a Jetset logo. At the very bottom, there are "RELATED POSTS" with two small images and titles: "The Ultimate Diamond" and "Web Resorts Cabo San Lucas: Delicate Vacation Package".

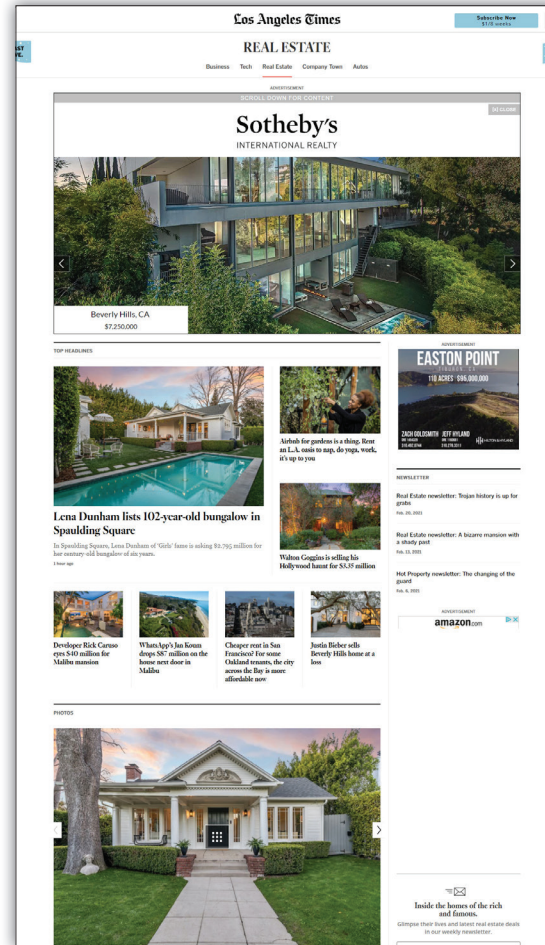
LA Times

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**



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



RobbReport.com

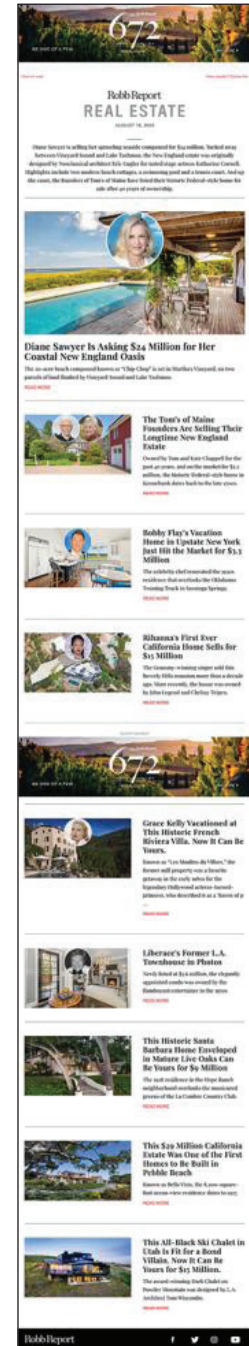
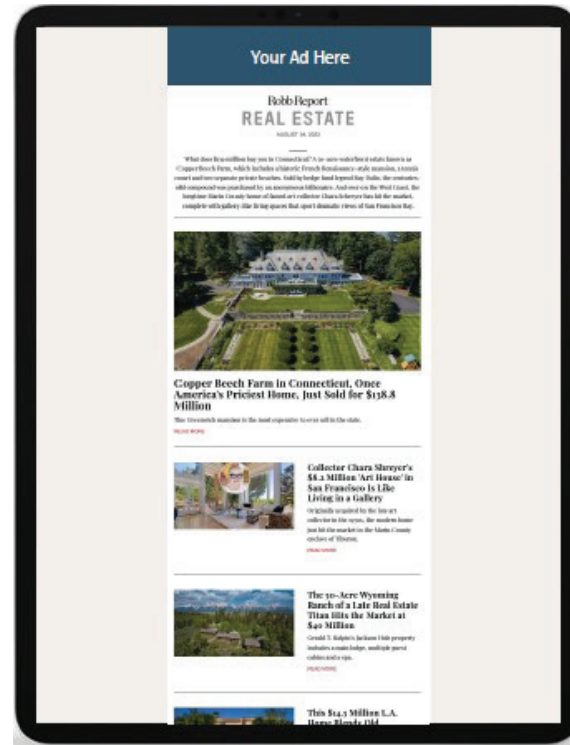
REAL ESTATE NEWSLETTER

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



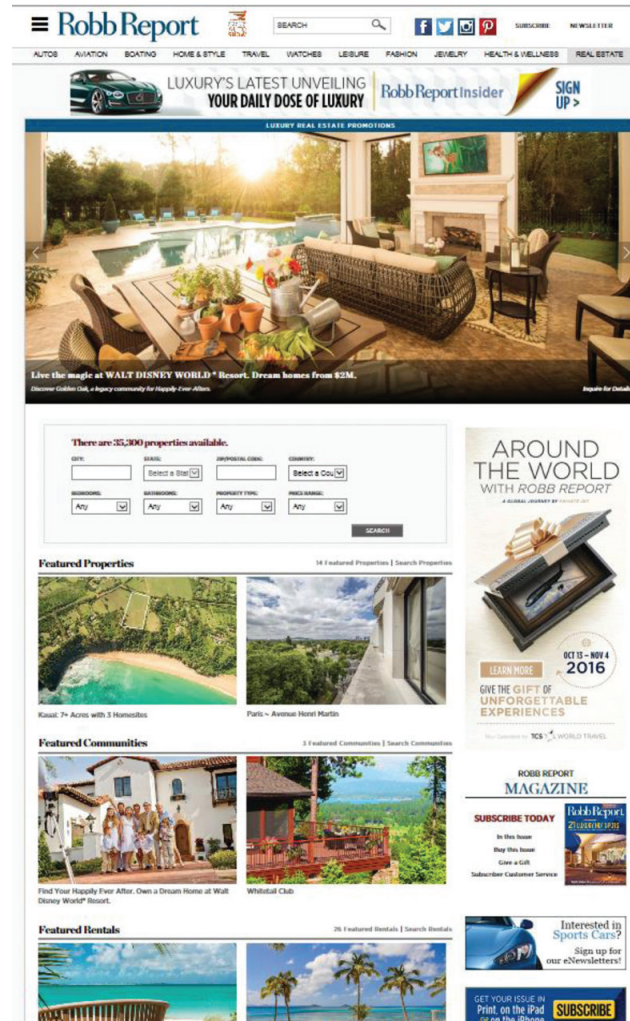
RobbReport.com

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


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

The Wall Street Journal Online (WSJ.com)

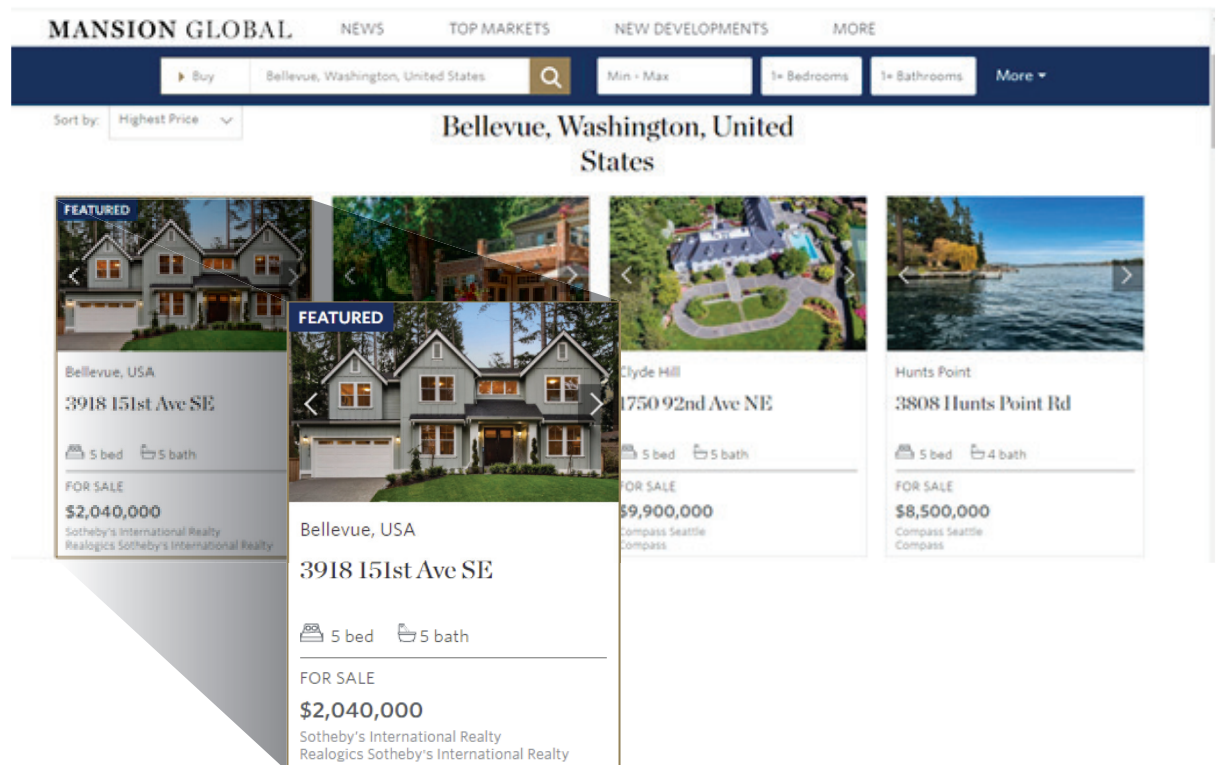
FEATURED PROPERTY UPGRADES

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



The Wall Street Journal Online (WSJ.com)

MANSSION GLOBAL DAILY (M-F) E 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	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLaugh, Toronto, ON	\$12,900,000
10. 489 Sandrine 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	\$25,900,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,378,900	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



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

Powered by  AllChives 

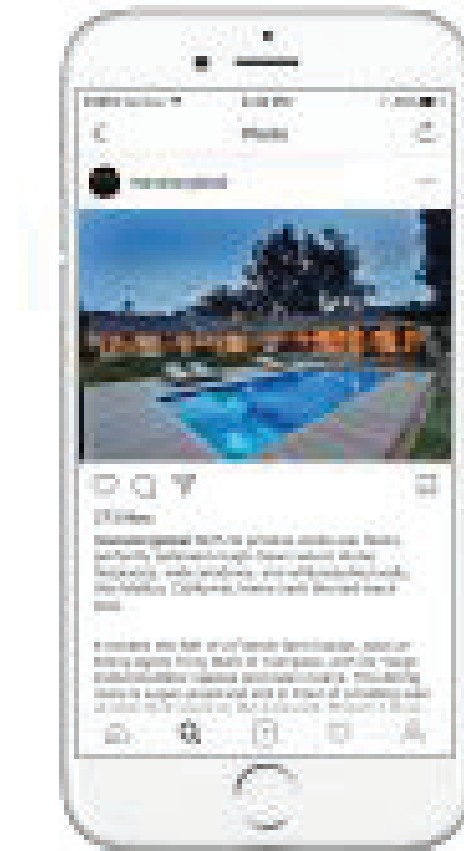
The Wall Street Journal Online (WSJ.com)

@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



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

THE WALL STREET JOURNAL.
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • WSJ.com • \$4.00

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

Tennessee Twisters Kill at Least 25
 At least 25 people were killed and 100 injured in a deadly twister that struck a small town in Tennessee on Tuesday.

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.

Shaky Ground
 A major supply chain of goods is being disrupted by the virus, with some shortages already being reported.

World-Wide
 Biden reached a string of Super Tuesday primary victories and Sanders won the Democratic presidential nomination in California.

Sotheby's
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Nothing compares to what's next.

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 Company: Sotheby's International Realty
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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.**

PRICE: \$980/FULL PAGE TEMPLATE OR \$1985/FULL PAGE CUSTOM



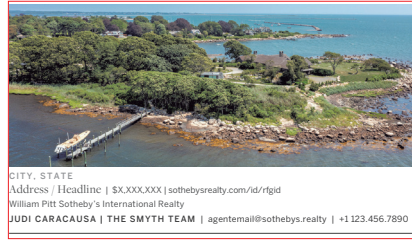
The New York Times

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 | \$XXXXXXX | 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**


1/2 PAGE, 1/4 PAGE - SUNDAY
 SINGLE SPOT, COLOR: \$760
 DOUBLE PROPERTY SPOT, COLOR: \$1,520
 QUADRUPLE PROPERTY SPOT, COLOR: \$3,040



CITY, STATE
 Address | Headline | \$XXXXXXX | sothebysrealty.com/d/r/drg
 William Pitt Sotheby's International Realty
 JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebys.realty | +1 212.456.7890

4 BED BUNGALOW
 When you're looking to escape the 'urban blackout' a summer home. Yes, it does matter what you think your coffee out of.



IN THE CITY
 Seeking a better deal along the Hudson River waterfront. A mere 40 mins. Who needs an open floor plan? Bring back that wall!






RealEstate
 The New York Times

SECOND HOMES

THE HAMPTONS NORTH?





























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

By JILL SACON
 For some time, the Hudson Valley was regarded as the last refuge for the Northeast. Although not an obvious one, the region's growing number of people who are buying second homes here is changing perceptions. In the 2012 and 2013 seasons, the number of second homes in the Hudson Valley increased by 10 percent, according to the Hudson Valley Regional Board of Realtors. The number of second homes in the Hudson Valley is now up 20 percent since 2008, according to the Hudson Valley Regional Board of Realtors. The number of second homes in the Hudson Valley is now up 20 percent since 2008, according to the Hudson Valley Regional Board of Realtors.

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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

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Represented by: Jean-Benoit Levesque

72 Post Road, Old Westbury, NY

Fichez 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.

DANIELE GALE.COM/AGENT/DEBRA-RUSSELL

Sandbanks
Exuma, The Bahamas

Jacqueline Lighthorn
Elite Agent
+1 242 269 2225
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 sweeping pool deck and a classic infinity pool. Like a luxury spa, directly visible the ocean for water sports.

SIBAHAMAS.COM/ID/V29,67

Bahamas | Sotheby's
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

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

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.

SOTHEBYSREALTY.COM/ID/THE44

Pacific | Sotheby's
INTERNATIONAL REALTY

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

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

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INTERNATIONAL REALTY

Your next move can be next level.

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MALIBU CALIFORNIA

Photos by: [unreadable]

72 Post Road, Old Westbury, NY

Extra Bonus!
Real Estate Campaign
Sotheby's International Realty
+ 516.382.2710
+ 609.662.9451

72 Post Road
9 BR | 6 BA | 10,54 ACRES
\$4,400,000

Headquartered in an owner directly adjacent to the 220-acre Old Westbury Country Club, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom guest house, a country house, 100-year-old three-bedroom cottage, a two-story garage with large workshop and more. This property is a true gem waiting to be discovered.

DANIELGAL.COM/AGENT/DEBRA.RUSSELL

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Open the door to what's next.

The Rosewood Farm Estate
Southampton, New York

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

Sotheby's
INTERNATIONAL REALTY

Sotheby's INTERNATIONAL REALTY

Take a peek at what's next.

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

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

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INTERNATIONAL REALTY

Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

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

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



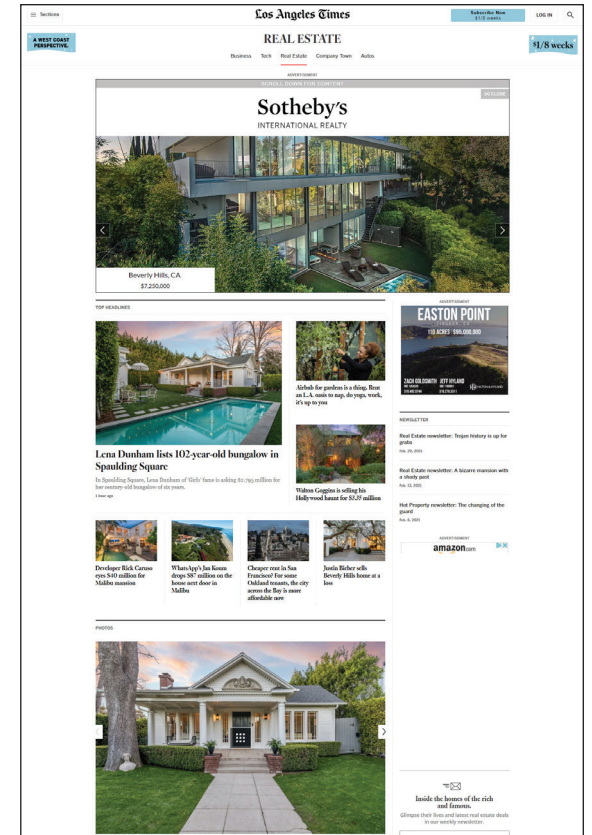
LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

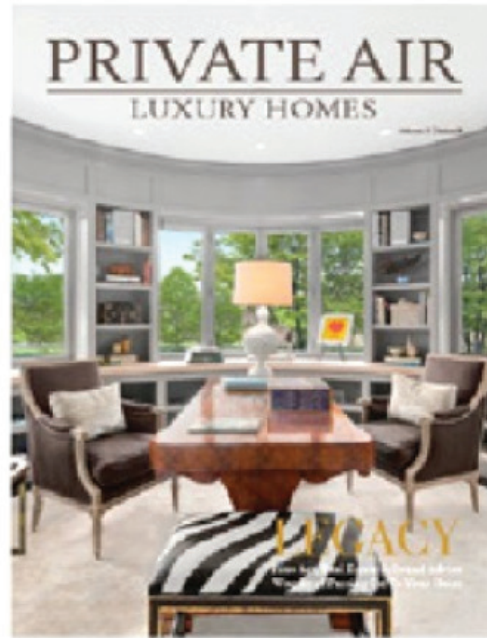
Full color with 30 day Lighthouse Placement



Private Air Luxury Homes Magazine

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

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



DISTRIBUTION

65,000 private jet owners and guests

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

FULL PAGE: \$1,925

includes social media & E-Newsletter

FULL PAGE IN 3 ISSUES: \$1,550

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

FULL PAGE IN 6 ISSUES: \$1,450

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



San Francisco & Silicon Valley Takeover

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

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

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GREENWICH CONNECTICUT

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Represented by: Sarah Matheson MRE, SLS

72 Post Road, Old Westbury, NY

Felicia Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 516.562.2710
c. 516.562.5400

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/DEBRA-RUSSELL

Capital Gae Sotheby's
INTERNATIONAL REALTY

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 car oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a sweeping pool deck and a classic infinity pool, which is built into the cliffside overlooking the ocean for water sports.

SIREBAHAMAS.COM/ID/X29,67

Bahamas | Sotheby's
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
Elite Agent
858.534.3557
eric@ericsantorino.com
DRE#02156501

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

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

SOTHEBYREALTY.COM/ID/THE44

Pacific | Sotheby's
INTERNATIONAL REALTY

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Plan 1		June	July	August	September	Media Total	Reach
Media	Ad Description						
Sotheby's Auction House: Print							
Sotheby's Magazine	Full Page				\$ 3,640.00	\$ 3,640.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter		\$ 3,000.00			\$ 3,000.00	7,500
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - LA, New York, Texas, Miami						
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00		\$ 3,750.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00			\$ 1,500.00	60,000
Cottages & Garden							
Instapartnership	Post and Stories takeover		\$ 1,950.00			\$ 1,950.00	64,300
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
Crain's New York Business							
Crain's New York Business	Daily E-Newsletter M-F			\$ 3,150.00		\$ 3,150.00	15,000
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00			\$ 1,000.00	13,000
JamesEdition							
Real Estate Rotating Gallery	Featured Banner		\$ 1,600.00			\$ 1,600.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article			\$ 5,500.00		\$ 5,500.00	292,000
Social Media	Listing Feature	\$ 1,800.00				\$ 1,800.00	148,000
JetSet Magazine							
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00	2,140,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus			\$ 325.00	850,000
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250			\$ 3,250.00	
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	\$ 450.00		\$ 1,350.00	
WSJ.com							
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00				\$ 2,150.00	164,000
Mansion Global Homepage Hero	Shared Banner		\$ 650.00	\$ 650.00		\$ 1,300.00	328,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus		\$ -	
Mansion Global Instagram	Mansion Global Instagram			\$ 1,775.00		\$ 1,775.00	76,200

Proposed Schedule, Pricing & Reach 2024

Print					
Elite Traveler					
Elite Traveler	Luxury Homes Feature		\$ 4,500.00	\$ 4,500.00	557,000
Financial Times					
Financial Times	Quadruple Property Spot	\$ 3,000.00		\$ 3,000.00	210,457
Financial Times	Property Spot		\$ 750.00	\$ 750.00	210,457
The Los Angeles Times					
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00		\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00	384,000
The New York Times					
The New York Times	Quadruple Property Spot - Weekday/Saturday	\$ 3,040.00		\$ 3,040.00	423,111
The New York Times	Quadruple Property Spot - Sunday	\$ 3,040.00		\$ 3,040.00	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
San Francisco & Silicon Valley Takeover					
San Francisco & Silicon Valley	Takeover - Full Page October		\$ 725.00	\$ 725.00	36,500
The Wall Street Journal					
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 - National	Quadruple Property Spot w/ Digital Featured Property Upgrade	\$ 3,180.00		\$ 3,180.00	1,288,848
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert		\$ 1,985.00	\$ 1,985.00	100,000
TOTAL				\$ 90,605.00	10,847,845
*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
	Sotheby's Auction House: Print						
	Sotheby's Magazine	Half Page				\$ 1,820.00	\$ 1,820.00
	Sotheby's Auction House: Digital						
	Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter		\$ 3,000.00			\$ 3,000.00
	Digital						
	Million Impressions*						
	Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00
	Million Impressions	Targeting - LA, New York, Texas, Miami					
	Google Adwords						
	Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00		\$ 3,750.00
	Comprehensive Digital						
	Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00
	Geofencing - Event and Location						
	Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00			\$ 1,500.00
	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
	Elite Traveler						
	Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00
	Nob Hill Gazette						
	Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00			\$ 1,000.00
	JamesEdition						
	Real Estate Rotating Gallery	Featured Banner		\$ 1,600.00			\$ 1,600.00
	Featured Article and E-Newsletter promotion	Newsletter Trending & Journal Article			\$ 3,300.00		\$ 3,300.00
	Social Media	Listing Feature	\$ 1,000.00				\$ 1,000.00
	JetSet Magazine						
	JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00
	LA Times						
	Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus			\$ 325.00
	Luxury Estate						
	Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00				\$ 1,100.00
	Robbreport.com						
	Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00				\$ 1,350.00
	Robbreport.com	Luxury Property Listings - Manual 1 Listing		\$ 450.00	\$ 450.00		\$ 900.00
	WSJ.com						
	Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00				\$ 2,150.00
	Mansion Global Homepage Hero	Shared Banner		\$ 650.00	\$ 650.00		\$ 1,300.00
	Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00
	Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus		\$ -

Proposed Schedule, Pricing & Reach 2024

Print			
Elite Traveler			
Elite Traveler	Luxury Homes Feature		\$ 4,500.00 \$ 4,500.00
Financial Times			
Financial Times	Double Property Spot	\$ 1,500.00	\$ 1,500.00
Financial Times	Property Spot		\$ 750.00 \$ 750.00
The Los Angeles Times			
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00	\$ 425.00
The Los Angeles Times	Takeover - Full Page	\$ 660.00	\$ 660.00
The New York Times			
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00	\$ 1,520.00
The New York Times	Double Property Spot - Sunday	\$ 1,520.00	\$ 1,520.00
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00 \$ 750.00
Private Air Luxury Homes			
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00 \$ 1,925.00
San Francisco & Silicon Valley Takeover			
San Francisco & Silicon Valley	Takeover - Full Page October		\$ 725.00 \$ 725.00
The Wall Street Journal			
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade		\$ 1,590.00 \$ 1,590.00
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade	\$ 3,180.00	\$ 3,180.00
The Wall Street Journal			
Mansion Global Experience Luxury	Weekend Property insert		\$ 1,985.00 \$ 1,985.00
TOTAL			\$ 68,785.00
*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	June	July	August	September	Media Total	Reach
Media							
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter		\$ 3,000.00			\$ 3,000.00	7,500
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	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00		\$ 3,750.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00			\$ 1,500.00	60,000
Cottages & Garden							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00			\$ 1,000.00	13,000
JamesEdition							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	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
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus			\$ 325.00	850,000
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00				\$ 1,100.00	
Robbreport.com							
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00	\$ 450.00	\$ 450.00		\$ 1,350.00	
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	492,000
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus		\$ -	
Mansion Global Instagram	Mansion Global Instagram			\$ 1,775.00		\$ 1,775.00	76,200

Proposed Schedule, Pricing & Reach 2024

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
San Francisco & Silicon Valley Takeover				
San Francisco & Silicon Valley	Takeover - Full Page October	\$ 725.00	\$ 725.00	36,500
The Wall Street Journal				
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00 \$ 795.00 \$ 2,385.00	1,933,272
The Wall Street Journal				
Mansion Global Experience Luxury	Weekend Property insert	\$ 1,985.00	\$ 1,985.00	100,000
TOTAL				
				\$ 41,385.00
				7,138,545
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change				