



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

The Crown Chalet Advertising and Marketing Program

Summit | **Sotheby's**
INTERNATIONAL REALTY

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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure The Crown Chalet

SKY Advertising is excited to present to Summit Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to The Crown Chalet project.

Your strategic blueprint is composed of three layers: direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale, strategic print media to cast a wide net, and digital products that are highly targeted to individuals looking for high-end living in Park City, UT.

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**

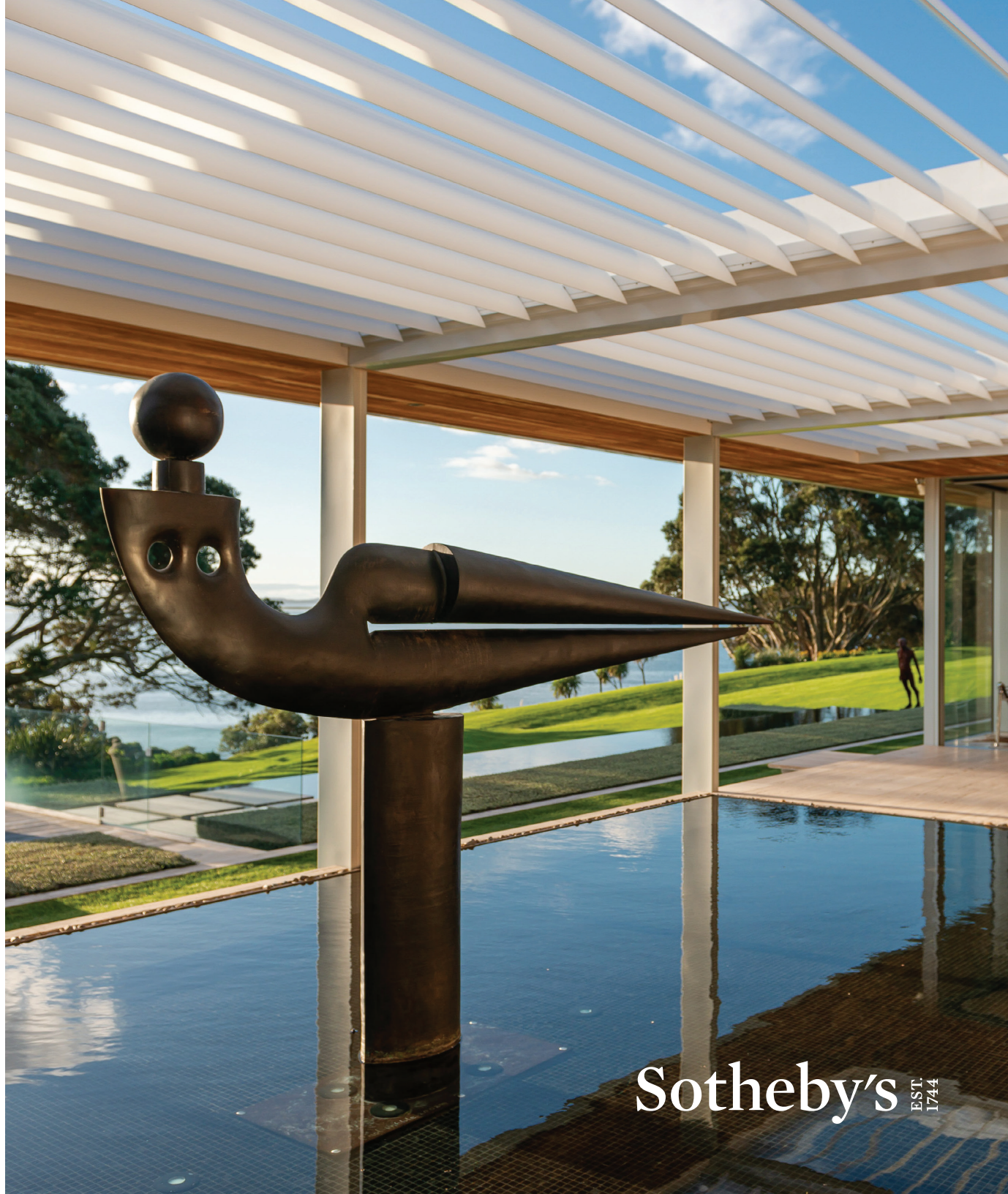
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Account Executive
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chloe@skyad.com

Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

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

Global



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
 512.453.8800
 Property #1230018
 Agent: Sotheby's
 International Realty
 Broker: Nancy ZS, 768.6482
 Email: nancy.zs@sothebysrealty.com
 \$50,000,000.00

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

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Home

1 Central Park West 46R/50C
 With unparalleled breathtaking views, 46R/50C at Central Park West is a rare opportunity to own a piece of Manhattan's most iconic address. This exclusive penthouse offers an unparalleled living experience with over 4,000 sq. ft. of space, including a private gym, spa, and a full kitchen with top-of-the-line appliances. Don't miss this opportunity to own a piece of Central Park West.

New York, New York
 212.460.5000 ext. 400
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Taylor +1 212 460 5772
 Email: taylor@sothebysrealty.com
 \$50,000,000

510 Park Avenue, 15/16
 This residence in the sky offers 2,000 sq. ft. of sophisticated living space overlooking New York Harbor with views of Central Park. The apartment is finished with the highest quality materials and features a private elevator.

New York, New York
 212.460.5000 ext. 400
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Taylor +1 212 460 5772
 Email: taylor@sothebysrealty.com
 \$20,000,000

Four Seasons Private Residences
 This upcoming 1,100 sq. ft. penthouse is a rare opportunity to own a piece of Manhattan's most iconic address. The residence features a private elevator, a full kitchen, and a living area with a view of Central Park.

New York, New York
 212.460.5000 ext. 400
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Taylor +1 212 460 5772
 Email: taylor@sothebysrealty.com
 \$15,000,000

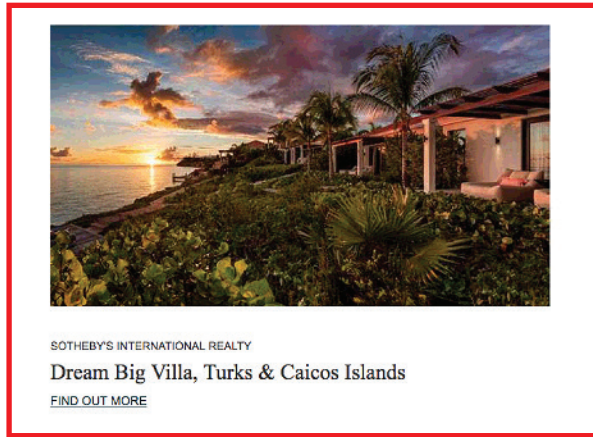
SC

DIGITAL

SOTHEBY'S BESPOKE EMAIL

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

PRICE: \$2,500/DEPLOYMENT




DIGITAL

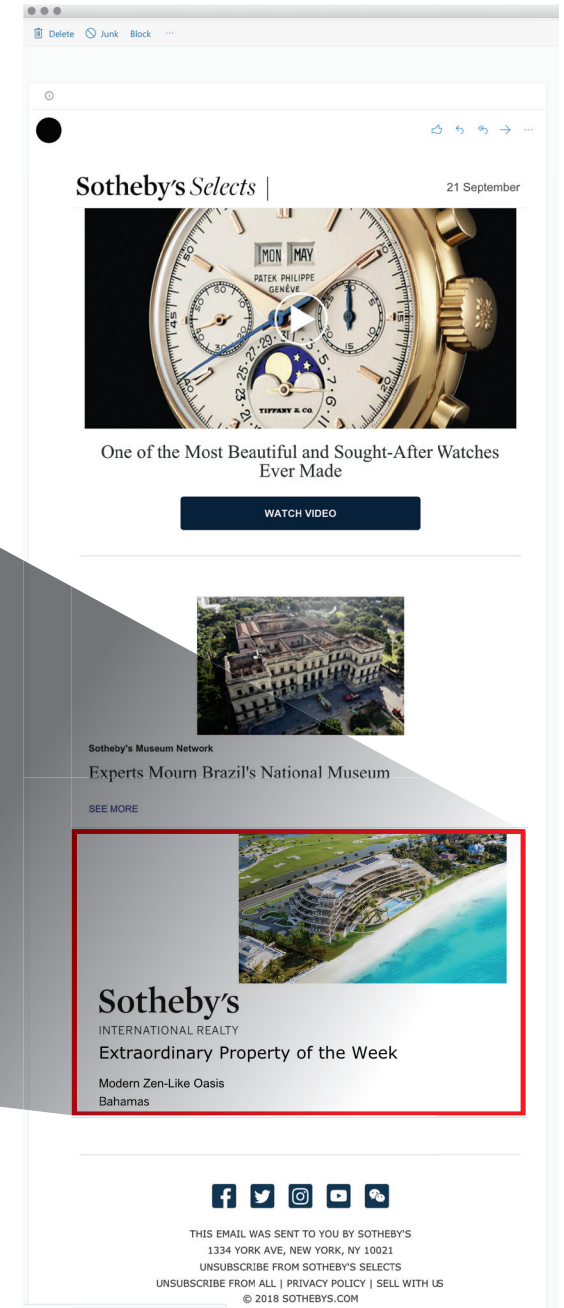
SOTHEBY'S SELECTS
E-NEWSLETTERS

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


PRICE: \$2,585/DEPLOYMENT



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




Sotheby's Selects | 21 September



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

[WATCH VIDEO](#)

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



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

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

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

DIGITAL

SOTHEBY'S PREFERRED E-NEWSLETTERS

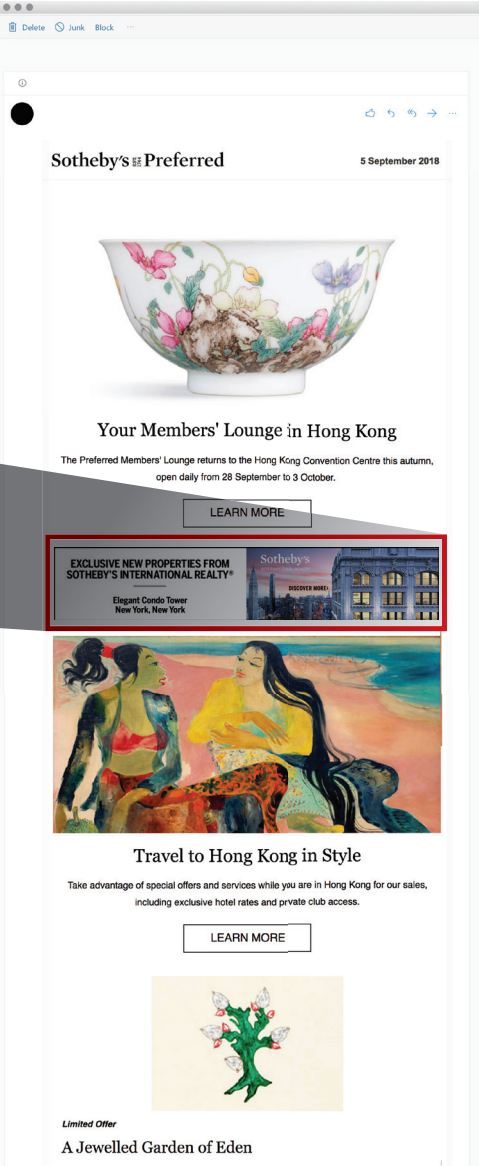
- 11x Year
- Highlights auction dates and invitations
- 4,500 top Sotheby's clients (Preferred)
- 43.7% open rate

PRICE: \$3,000

EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®

DISCOVER MORE!

Elegant Condo Tower
New York, New York



Sotheby's Preferred 5 September 2018



Your Members' Lounge in Hong Kong



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

LEARN MORE

EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®

DISCOVER MORE!


Elegant Condo Tower
New York, New York



Travel to Hong Kong in Style

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

LEARN MORE



Limited Offer

A Jewelled Garden of Eden

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

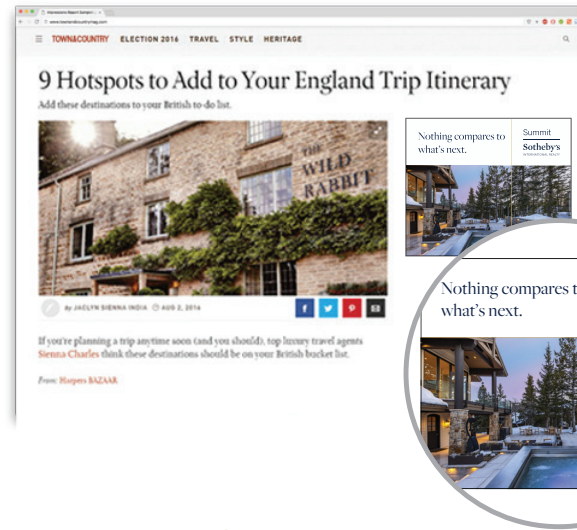
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

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

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

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **The Crown Chalet**
- Flight Dates: **August 2024 - October 2024**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



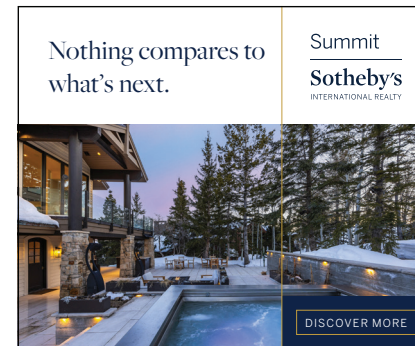
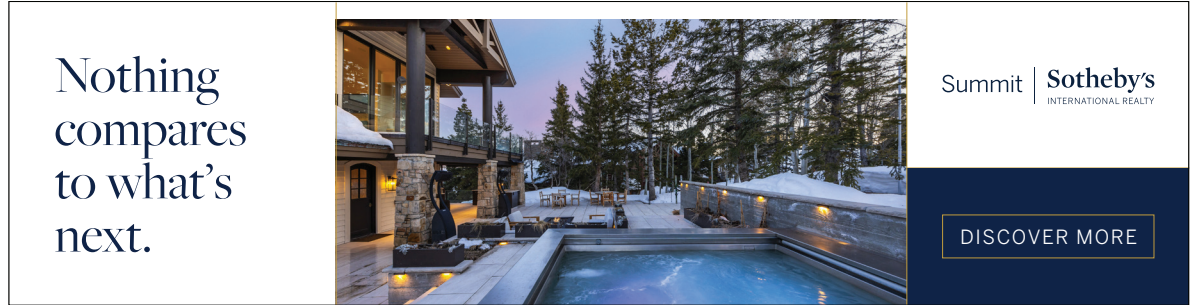
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

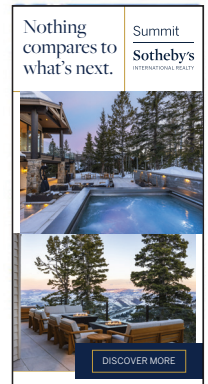
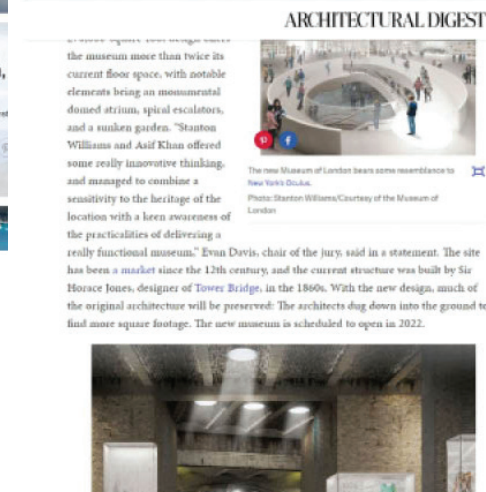
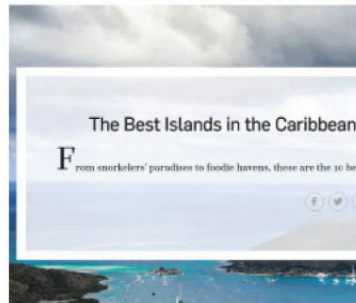
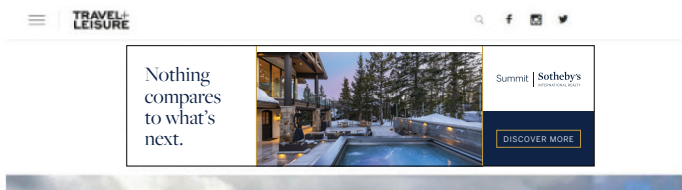
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

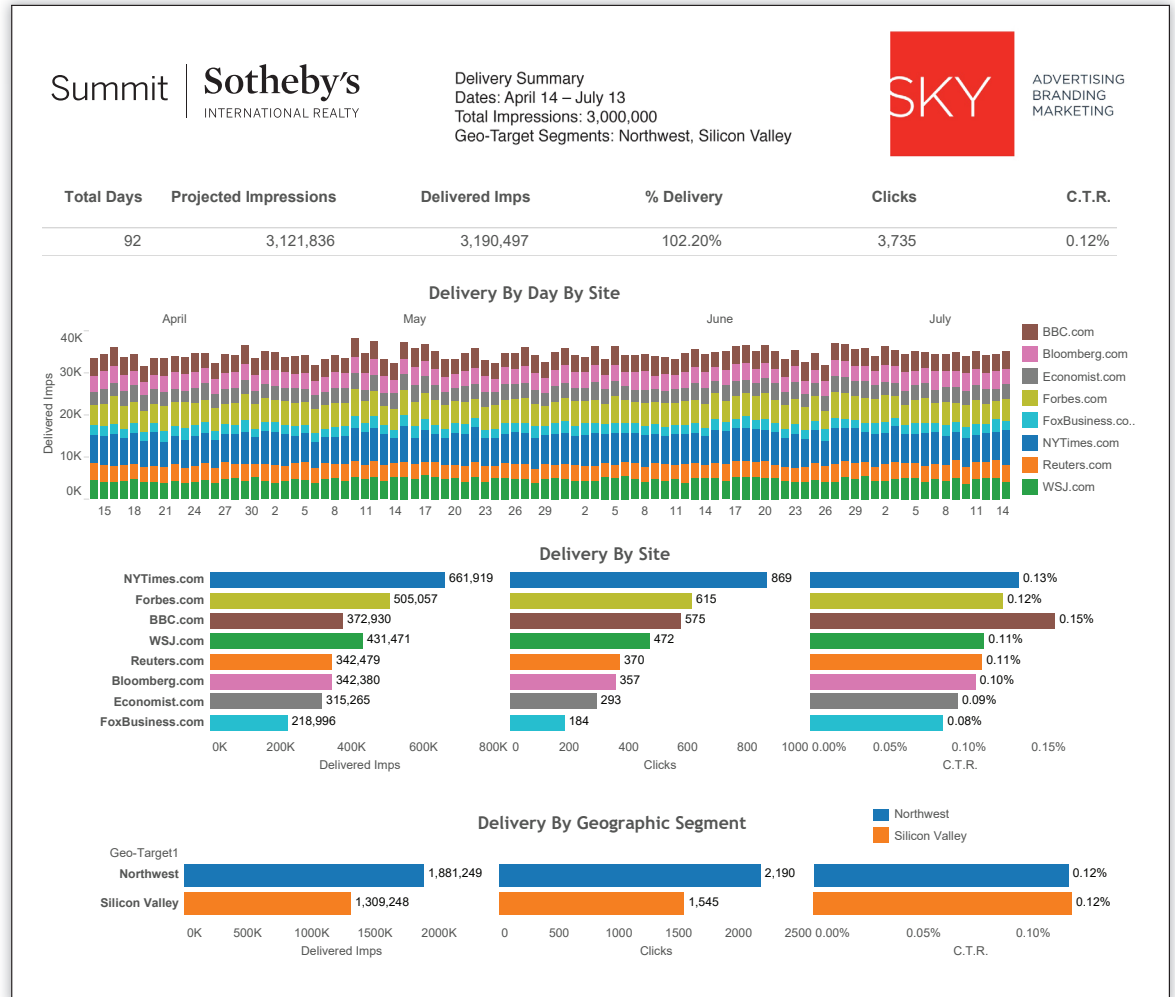


Comprehensive Reporting For Your Customized Campaign

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

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

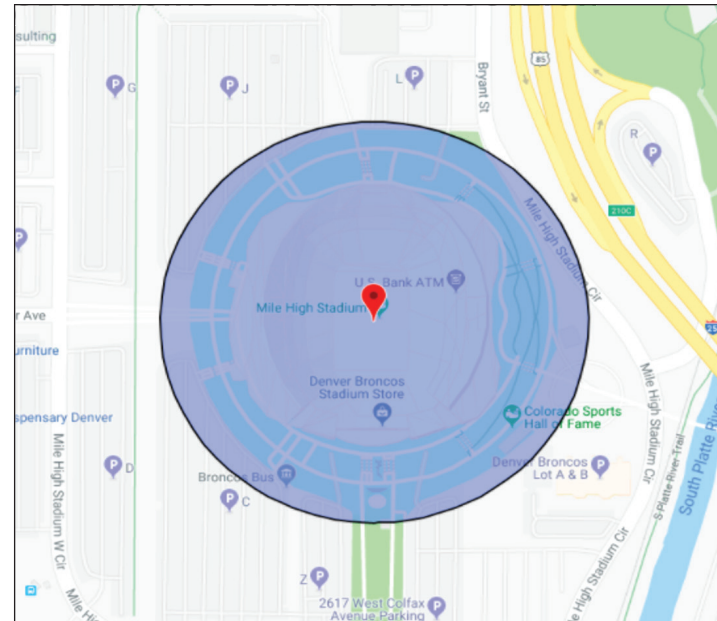
IMPRESSIONS PROGRAM SAMPLE REPORT



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

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

Comprehensive Digital

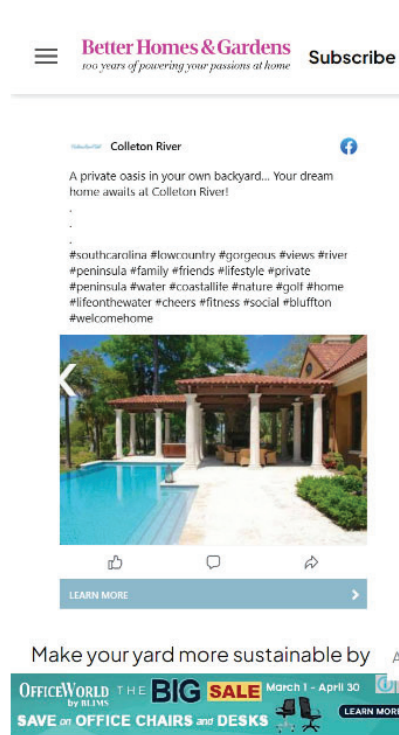
SOCIAL MIRROR ADS

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.

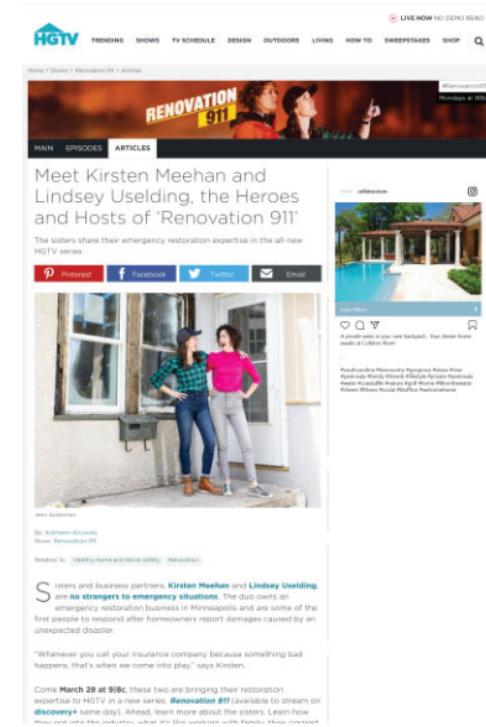
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

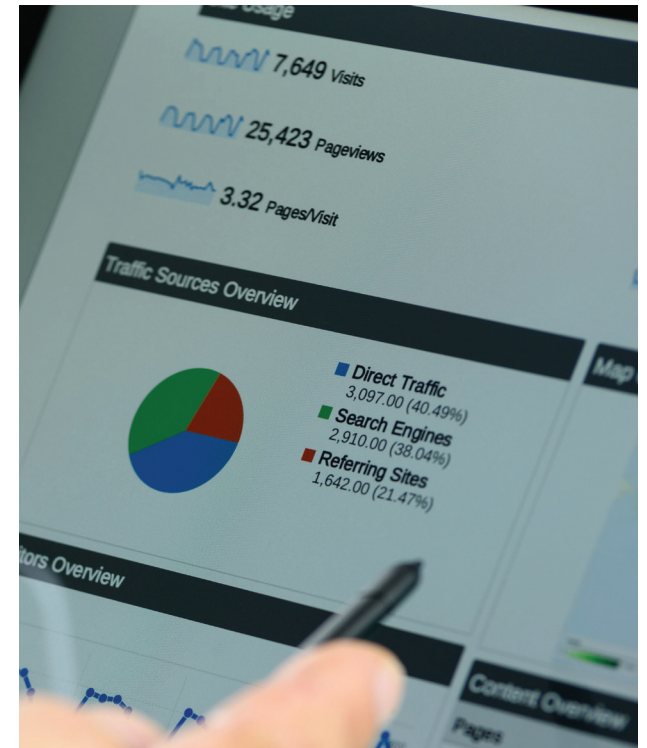


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

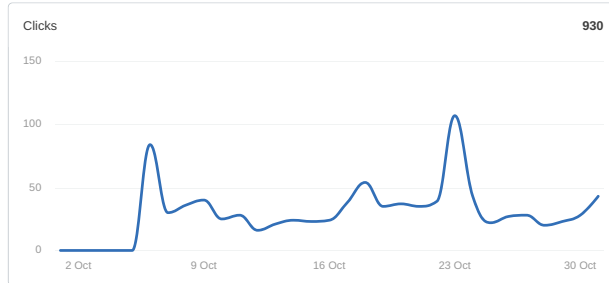
CLIENT DASHBOARD

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 Summit

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

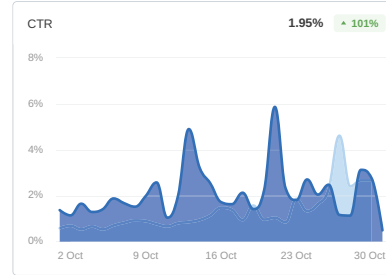
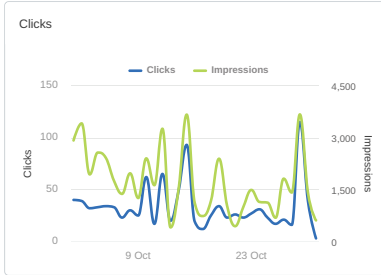
MONTHLY REPORTING

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



SIR Summit

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

Chicago Tribune

The Chicago Tribune helps Chicagoans, and those that love Chicago, stay connected to the stories and topics that affect this great city. Its award-winning stories range from an array of topics that matter most; including breaking news, politics, sports, culture, suburban coverage and engaging interactive features.

- Average Monthly Page Views: 36.6M
- Unique Monthly Visitors: 11.7M

CUSTOM EMAIL

Email deployment to target audience featuring dedicated content.

Targeting options can include:

- Geography (zip code, DMA)
- Demographic (Age, Household Income, Interest)
- Home Intenders
- First Time Homeowner
- Homeowner / Renter
- Property Type
- Home Value

CUSTOM EMAIL 50K: \$1,200

CUSTOM EMAIL 100K: \$1,950

CUSTOM EMAIL 150K: \$2,375



Cottages & Garden

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

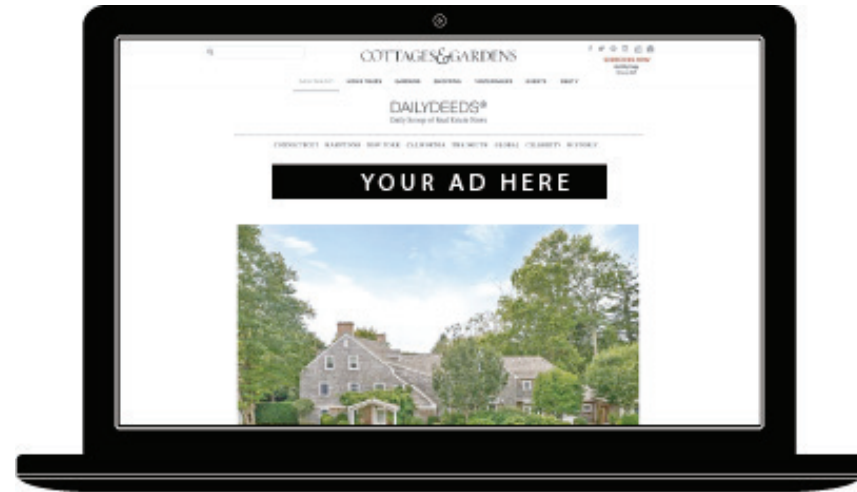
- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

TOP 10 MARKETS

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

SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950



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.

Elite Traveler

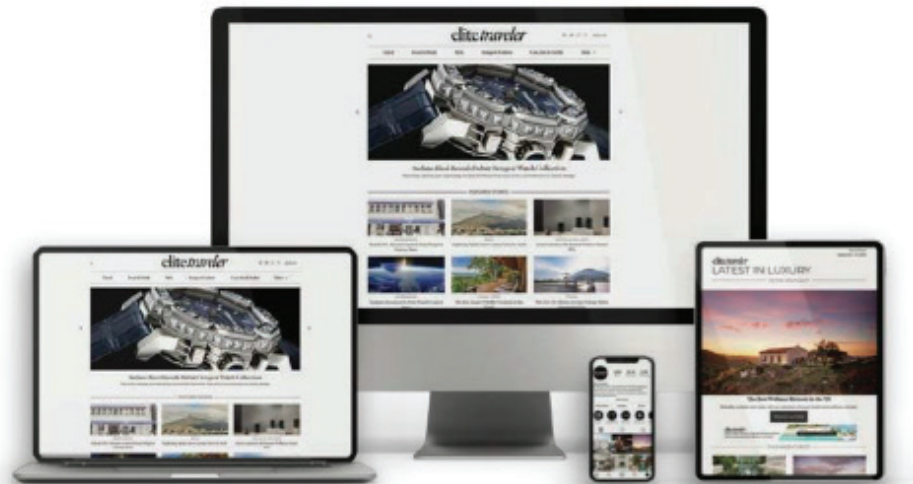
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

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

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

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

Half price with full page print purchase



jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

jamesedition.com

ROTATING GALLERY

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

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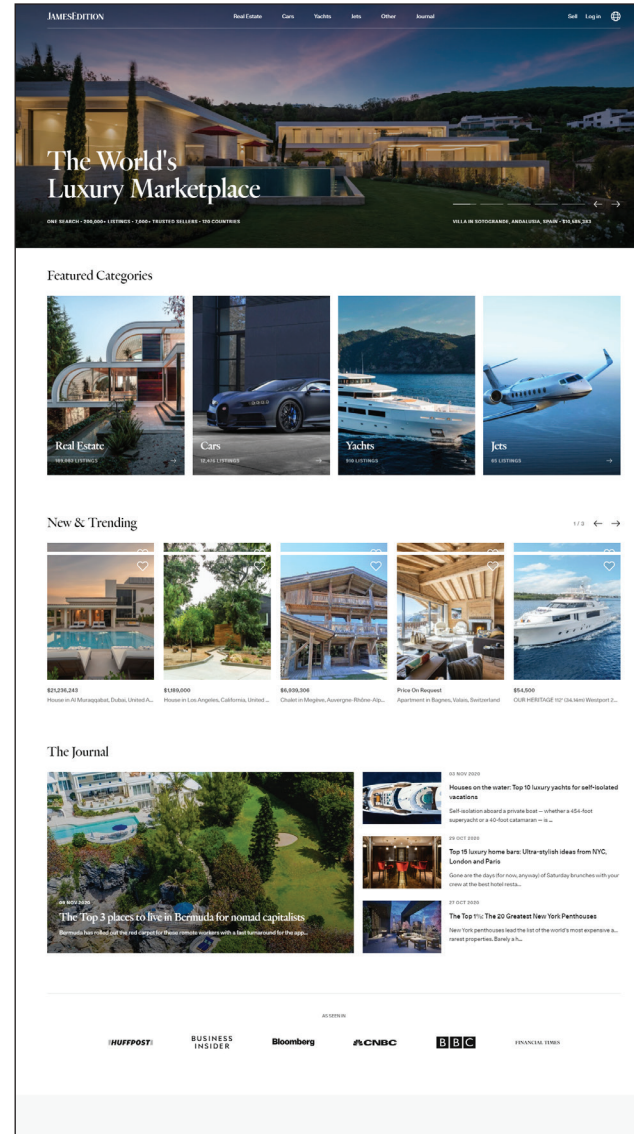
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

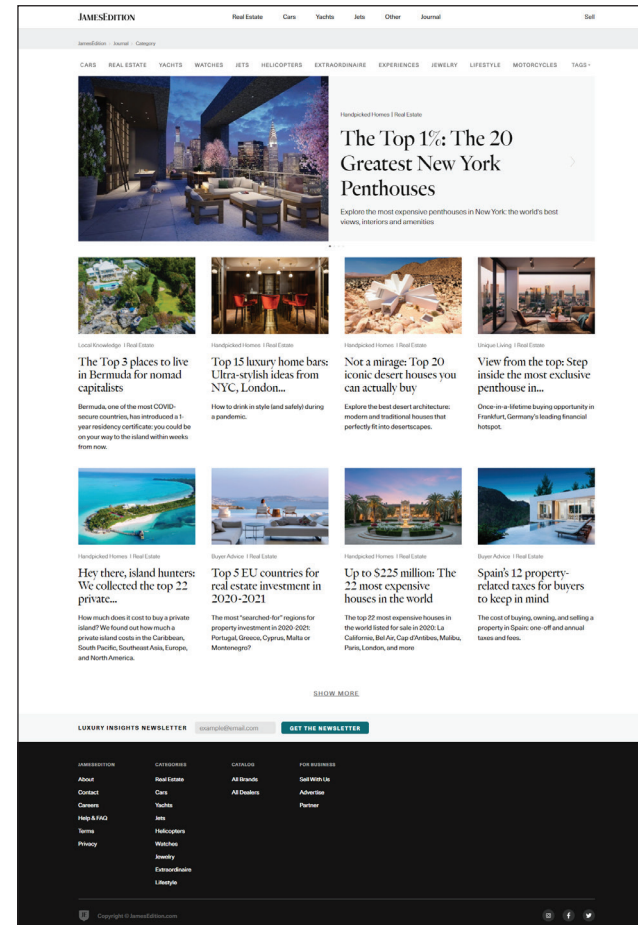
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

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

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



jamesedition.com

SOCIAL MEDIA POST

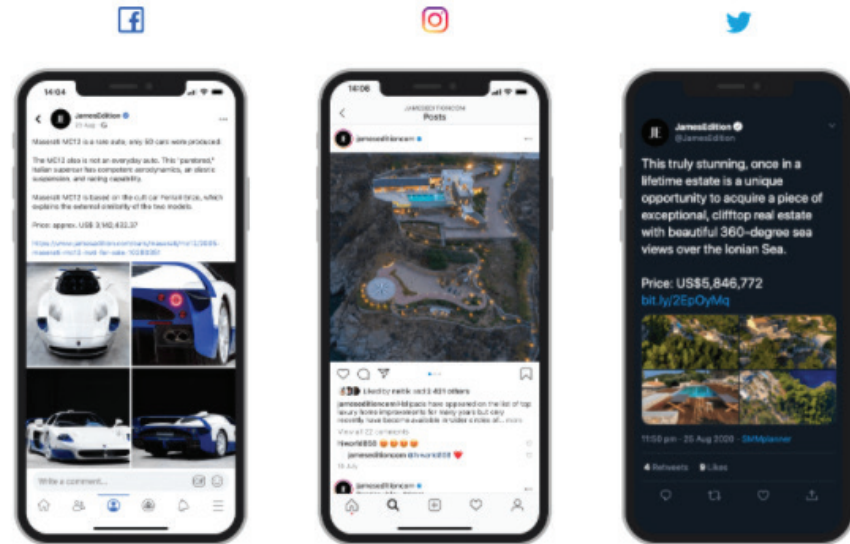
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- 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

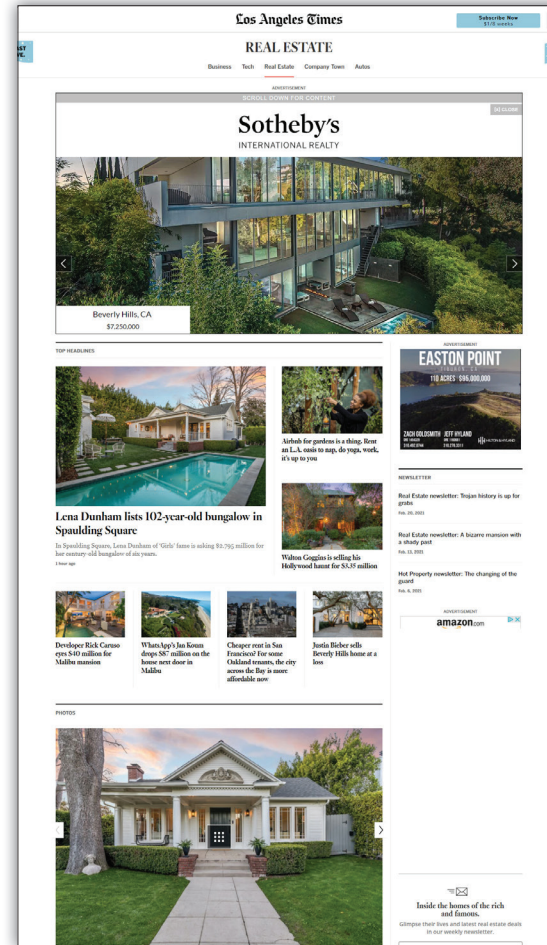
LA Times

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**



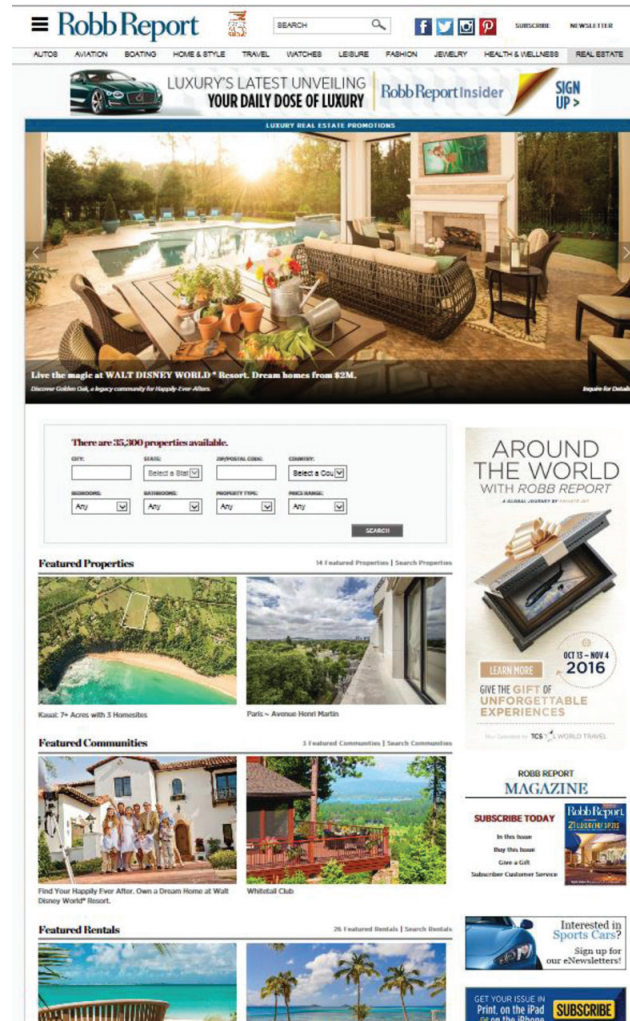
RobbReport.com

FEATURED LISTING CAROUSEL

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

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

PRICE: \$1,350 PER MONTH.



The Wall Street Journal Online (WSJ.com)

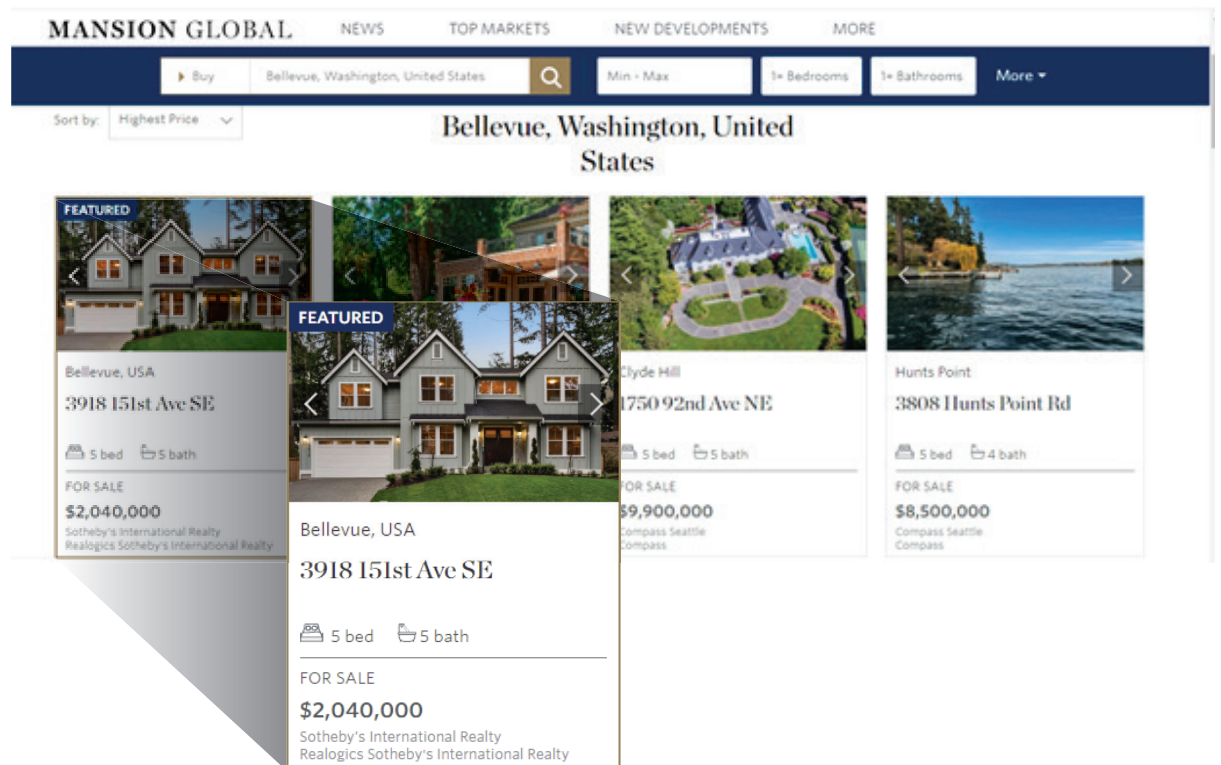
FEATURED PROPERTY UPGRADES

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

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

10 PROPERTIES: \$1,200

Included with print placement



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



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

Includes Bonus 30 Day Digital -
 Featured Property Upgrade

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

Shaky Ground
 A major supply chain is being disrupted by the virus, and it's not just the auto industry.

Tennessee Twisters Kill at Least 25
 A line of storm began barreling across Tennessee on Tuesday, killing at least 25 people as the weather service warned of dangerous conditions.

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

World Wide
 Biden reached a string of Super Tuesday primary victories and Sanders won the most votes in California.

Sotheby's
 INTERNATIONAL REALTY

Nothing compares to what's next.

City, State
 Website or Address: \$4,XXX,XXX | sothebysrealty.com/rlt/gpt
 Company: Sotheby's International Realty
 AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

City, State
 Website or Address: \$4,XXX,XXX | sothebysrealty.com/rlt/gpt
 Company: Sotheby's International Realty
 AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

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 Company: Sotheby's International Realty
 AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

PRINT

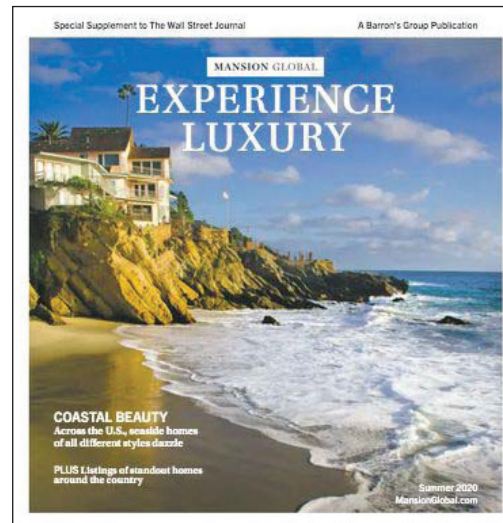
The Wall Street Journal

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.**

FULL PAGE:
\$980/TEMPLATE
\$1,985/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



CITY, STATE
 Address | Headline | \$XXXXXXX | sothebysrealty.com/d/r/dt
 William Pitt Sotheby's International Realty
JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebysrealty.com | +1 212 456 7800



Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebysrealty.com +1 212 456 7800	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebysrealty.com +1 212 456 7800	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebysrealty.com +1 212 456 7800	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebysrealty.com +1 212 456 7800
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The New York Times Takeover

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

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

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

Includes Digital promotion and Digital Flipbook

Sotheby's
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.
SOTHEBYREALTY.COM

Represented by: Jean Muller MRE #13

72 Post Road, Old Westbury, NY

Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
c. 516.632.2710
c. 516.662.5400

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

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

DANIELE GALE.COM/AGENT/DEBRA-RUSSELL

Sandbanks
Exuma, The Bahamas

Jacqueline Lighthorn
Elite Agent
+1 242 269 2225
260 Sandbanks Light House
#13@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. (aka) Sandbanks sits directly on the ocean for water sports.

SIREBAHAMAS.COM/ID/V29/67

Bahamas | Sotheby's
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
Elite Agent
858.334.3557
eric@ericsantorino.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.

SOTHEBYREALTY.COM/ID/THE44

Pacific | Sotheby's
INTERNATIONAL REALTY

Chicago Tribune Takeover

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

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

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

\$725 FULL PAGE, COLOR
\$975 INSIDE FRONT COVER, COLOR
\$975 INSIDE BACK COVER, COLOR
\$1,300 BACK COVER, COLOR

Includes Digital Banner Promotion

Sotheby's
INTERNATIONAL REALTY

Move beyond your expectations.

Nothing compares.
SOTHEBYSREALTY.COM

CHICAGO — ILLINOIS

Represented by Justin Winter in Illinois

Justin Winter | Sotheby's
INTERNATIONAL REALTY

The Exceptional Lake Keowee - SC

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

Real Estate Specialist for Lifestyle Communities Located on Lake Keowee - The City of Lake Keowee, The Reserve of Lake Keowee, Keowee Pkg. & More

JUSTIN WINTER
Broker in Charge
Cell: (848) 576-4327
Justin@jwinter.com

15360 N. HIGHWAY 12 BOX 1 SALEM, SC 29676 | WWW.JUSTINWINTER.COM | LAKE OFFICE: (864) 481-4444

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Sotheby's
INTERNATIONAL REALTY

6858 Casitas Pass Road

Perfectly sited between the Santa Ynez mountains and Pacific Ocean, The Prancing Horse Estate is considered to be one of Carpenter's trophy properties. With authentic Tuscan architecture by renowned local architect Don Harty, the estate boasts over 32 acres of exquisitely maintained and landscaped grounds.

NETWHA-00
Senior Global Real Estate Advisor
310.652.5237
netwha@sotheby.com

6858 Casitas Pass Road
78911-2534 | 310.652.5237
theprancinhorseestate.com

SOTHEBY'S INTERNATIONAL REALTY: BEVERLY HILLS BROKERAGE | 9646 WILSHIRE BLVD. STE. 400 BEVERLY HILLS, CALIFORNIA 90212 | SOTHEBYSREALTY.COM

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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**

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
 DOUBLE PROPERTY SPOT, COLOR: \$1,500
 PROPERTY SPOT, COLOR: \$750

Global

Sotheby's Real Estate. Nothing compares to what's next.

NEW YORK, NEW YORK
 157 West 57th Street
 \$2,900,000 | sothebysrealty.com/nyc/157w57
 Sotheby's International Realty
 KIMBERLY WILCOX | +1 212 606 7600

AUSTIN, TEXAS
 2099 Farris Hill
 \$2,500,000
 Daniel Roman Sotheby's International Realty
 CATHERINE DONALDSON | +1 512 433 5538

AUSTIN, TEXAS
 246 Jamboree
 \$2,000,000
 Roger Sotheby's International Realty
 KIMARA WILCOX | +1 512 433 5538

BRISTOL, VIRGINIA
 14477 Flaglands Trail
 \$1,000,000 | sothebysrealty.com/va/14477flaglands
 Frances Sotheby's International Realty
 GREGITA FEATIS | +1 433 646 5554

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

Sotheby's INTERNATIONAL REALTY

Malibu CALIFORNIA

Your next move can be next level.

Nothing compares.
SOTHEBYREALTY.COM

Photos by: [unreadable]

72 Post Road, Old Westbury, NY

Extra Rare! Real Estate Coloperson
SPECIAL OFFER
\$4,900,000
CALL: [unreadable]

72 Post Road
9 BR | 6 BA | 10,54 ACRES
\$4,900,000

Headed by the 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, 10 barns, 13 horse barns, a carriage house, a large garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE COMPANY/DEBRA RUSSELL

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Open the door to what's next.

Harold Grant
Executive Broker
908.422.1234
harold@sothebyrealty.com

The Rosewood Farm Estate
Southampton, New York

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

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Take a peek at what's next.

Rosie V. Moore
Executive Broker
914.233.1234
rosie@sothebyrealty.com

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

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

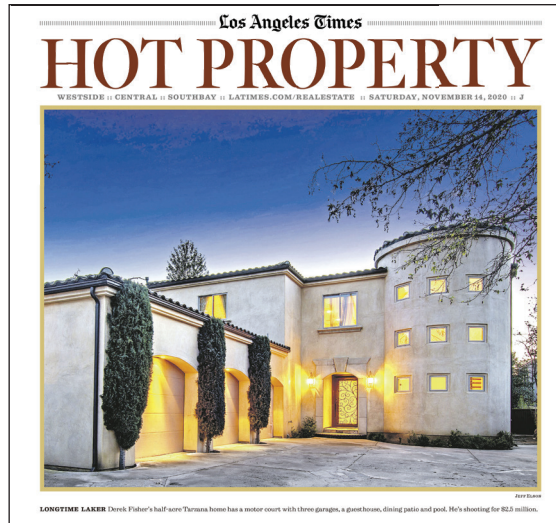
Sotheby's INTERNATIONAL REALTY

Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

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

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



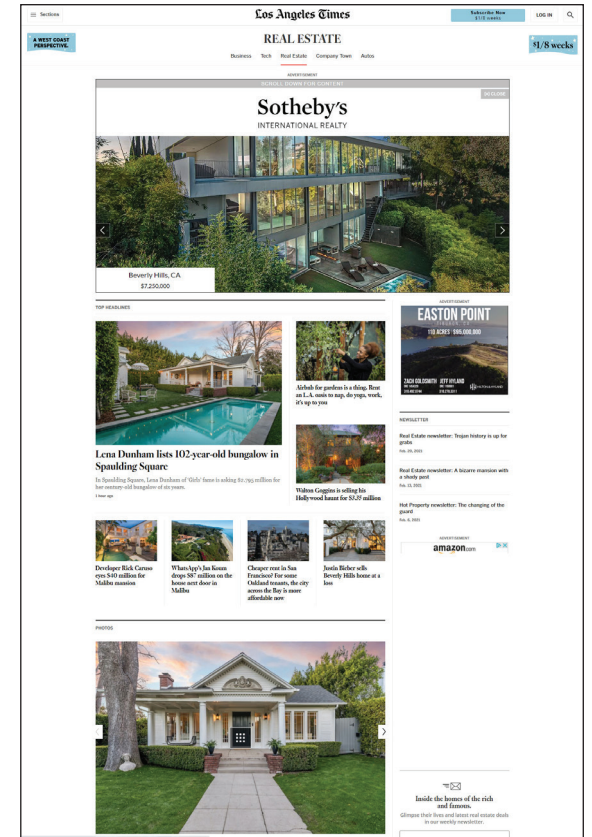
LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

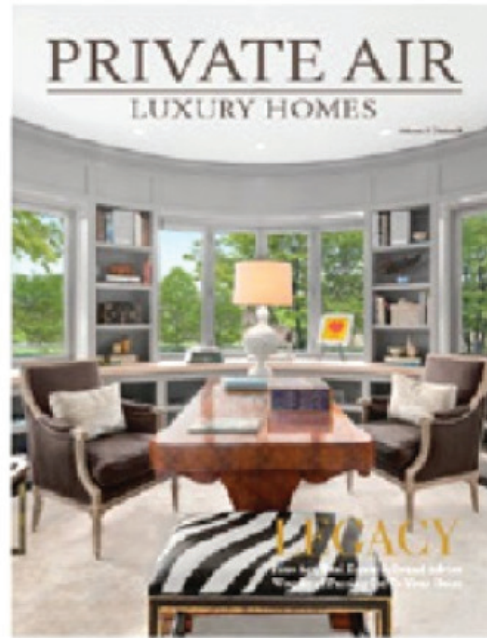
Full color with 30 day Lighthouse Placement



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**



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Plan 1									
Media	Ad Description	September	October	November	December	January	Media Total	Reach	
Sotheby's Auction House: Print									
Sotheby's Magazine	Full Page				\$ 3,640.00		\$ 3,640.00	20,000	
Sotheby's Auction House: Digital									
Sotheby's Bespoke Emails		\$ 2,500.00					\$ 2,500.00	550,000	
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00			\$ 2,585.00	770,000	
Digital									
Million Impressions*									
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00			\$ 4,875.00	1,500,000	
Million Impressions	Targeting - US, Europe, UK, Canada								
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	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00			\$ 6,000.00	300,000	
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	150,000	
Geofencing - Event and Location									
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00		\$ 1,500.00		\$ 3,000.00	120,000	
Billionaire									
Billionaire	Custom Content + E-Newsletter			\$ 4,500.00			\$ 4,500.00	50,000	
Conde Nast UK									
Conde Nast UK	Instagram Post		\$ 2,750.00				\$ 2,750.00	200,000	
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				\$ 5,900.00		
Country Life									
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00					\$ 2,250.00	25,000	
Country Life	International Property Listing	\$ 400.00	\$ 400.00	\$ 400.00			\$ 1,200.00		
Dezeen									
Instagram Grid Post			\$ 5,650.00				\$ 5,650.00	3,300,000	
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	\$ 500.00			\$ 1,500.00	19,500	
JamesEdition									
Main Home Page Rotating Gallery	Featured Banner		\$ 2,000.00				\$ 2,000.00	750,000	
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00			\$ 1,600.00	750,000	
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$ 5,500.00					\$ 5,500.00	292,000	
Social Media	Listing Feature		\$ 1,000.00		\$ 1,000.00		\$ 2,000.00	296,000	
JetSet Magazine									
JetSet Magazine	Annual Global Campaign			\$ 2,500			\$ 2,500.00	2,140,000	

Continued Digital

JetSet Magazine	Annual Global Campaign					\$ 2,500.00		2,140,000
LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	Bonus	Bonus		\$ -		1,275,000
Le Figaro								
Headline Search	Featured City	\$ 795.00		\$ 795.00		\$ 1,590.00		
Native Ad	Native placement by City		\$ 500.00		\$ 500.00	\$ 1,000.00		
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250			\$ 3,250.00		
Ocean Home								
E-Newsletter	E-Newsletter			\$ 750.00		\$ 750.00		22,000
Custom E-Mail	Custom E-Mail		\$ 2,750.00			\$ 2,750.00		22,000
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00				\$ 1,400.00		43,400
Robbreport.com								
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00		\$ 1,350.00		\$ 2,700.00		12,000
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	\$ 450.00	\$ 1,800.00		
Simply Abu Dhabi								
Instagram Post	Instagram Post (2 Post Minimum)			Bonus	Bonus	\$ -		51,200
WSJ.com								
Mansion Global Homepage Hero	Mansion Global Homepage Hero		\$ 2,150.00		\$ 2,150.00	\$ 4,300.00		328,000
Mansion Global Homepage Hero	Shared Banner	\$ 650.00		\$ 650.00		\$ 1,300.00		328,000
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00		\$ 3,680.00		17,000
Mansion Global Instagram	Mansion Global Instagram				\$ 1,775.00	\$ 1,775.00		76,200
Yachting E-Newsletter								
Boat International	Boat International	\$ 750.00	Bonus	Bonus	\$ 750.00	\$ 1,500.00		51,200
Cruising World	Cruising World	\$ 1,400.00		\$ 1,400.00		\$ 2,800.00		100,000
Sailing World	Sailing World		\$ 600.00		\$ 600.00	\$ 1,200.00		40,000
Yachts & Yachting	Yachts & Yachting	\$ 695.00		\$ 695.00		\$ 1,390.00		140,000

Proposed Schedule, Pricing & Reach 2024

Print							
Billionaire Magazine							
Billionaire Magazine	Full Page		\$ 8,125.00			\$ 8,125.00	14,791
Boat International							
US National issue	Full Page + E-Newsletter		\$ 5,100.00			\$ 5,100.00	25,600
International issue	Full Page + E-Newsletter			\$ 5,100.00		\$ 5,100.00	12,925
Conde Nast Magazines							
Architectural Digest -Canada	Full Page				\$ 5,110.00	\$ 5,110.00	18,000
Country Life							
Country Life	Spot	\$ 525.00	\$ 525.00			\$ 1,050.00	80,000
Country Life	Full Page		\$ 3,300.00			\$ 3,300.00	40,000
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	\$ 3,000.00	\$ 9,000.00	631,371
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		\$ 425.00	\$ 1,275.00	662,340
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00		\$ 1,320.00	768,000
Le Figaro							
Full Page	Full Page			\$ 2,500.00		\$ 2,500.00	50,000
Full Page Advertorial	Full Page Advertorial	\$ 3,000.00				\$ 3,000.00	50,000
The New York Times							
The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00			\$ 1,520.00	423,111
The New York Times	Quadruple Property Spot - Weekday/Saturday				\$ 3,040.00	\$ 3,040.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	495,000
The New York Times International Edition							
The New York Times International Edition	Quadruple Property Spot		\$ 2,600.00			\$ 2,600.00	104,301
The New York Times International Edition	Double Property Spot				\$ 1,300.00	\$ 1,300.00	104,301
The New York Times International Edition	Property Spot	\$ 650.00				\$ 650.00	104,301
Ocean Home							
Ocean Home	Full Page E-Newsletter Spot		\$ 3,250.00		\$ 3,250.00	\$ 6,500.00	140,000
Private Air Luxury Homes							
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Estate	\$ 1,550.00		\$ 1,550.00	\$ 1,550.00	\$ 4,650.00	195,000
Robb Report							
Robb Report	Luxury Property Showcase		\$ 9,000.00			\$ 9,000.00	107,000
Robb Report	Robb Report Luxury Property Guide			\$ 3,500.00		\$ 3,500.00	107,000
San Francisco & Silicon Valley							
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00			\$ 725.00	36,500
Simply Abu Dhabi							
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts				\$ 7,500.00	\$ 7,500.00	10,000

Continued Print

The Wall Street Journal					
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 - National	Quadruple Property Spot w/ Digital Featured Property Upgrade	\$ 3,180.00	\$ 3,180.00	\$ 6,360.00	1,288,848
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
TOTAL				\$ 212,675.00	22,010,605
*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		September	October	November	December	January	Media Total	Reach
Media	Ad Description							
Sotheby's Auction House: Print								
Sotheby's Magazine	Half Page				\$ 1,820.00		\$ 1,820.00	20,000
Sotheby's Auction House: Digital								
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00			\$ 2,585.00	770,000
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00			\$ 4,875.00	1,500,000
Million Impressions	Targeting - US, Europe, UK, Canada							
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	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00			\$ 6,000.00	300,000
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and locations				\$ 1,500.00		\$ 1,500.00	60,000
Conde Nast UK								
Conde Nast UK	Instagram Post		\$ 2,750.00				\$ 2,750.00	200,000
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	
Country Life								
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00					\$ 2,250.00	25,000
Country Life	International Property Listing	\$ 400.00	\$ 400.00	\$ 400.00			\$ 1,200.00	
Dezeen								
Instagram Targeted Post			\$ 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	\$ 500.00			\$ 1,500.00	19,500
JamesEdition								
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00			\$ 1,600.00	750,000
New & Trending Home Page Position	Featured Spot		\$ 1,200.00				\$ 1,200.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$ 5,500.00					\$ 5,500.00	292,000
Social Media	Listing Feature		\$ 1,000.00		\$ 1,000.00		\$ 2,000.00	296,000
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	Bonus	Bonus		Bonus		\$ -	1,275,000
Le Figaro								
Headline Search	Featured City	\$ 795.00		\$ 795.00			\$ 1,590.00	
Native Ad	Native placement by City		\$ 500.00		\$ 500.00		\$ 1,000.00	

Continued Digital

Luxury Estate									
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00						\$ 1,100.00	
Ocean Home									
E-Newsletter	E-Newsletter			\$ 750.00				\$ 750.00	22,000
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00						\$ 1,400.00	43,400
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			\$ 900.00	
Simply Abu Dhabi									
Instagram Post	Instagram Post (2 Post Minimum)			Bonus	Bonus			\$ -	51,200
WSJ.com									
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00			\$ 2,600.00	656,000
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00				\$ 3,680.00	17,000
Mansion Global Instagram	Mansion Global Instagram				\$ 1,775.00			\$ 1,775.00	76,200
Yachting E-Newsletter									
Boat International	Boat International	\$ 750.00	Bonus	Bonus	\$ 750.00			\$ 1,500.00	51,200
Cruising World	Cruising World	\$ 1,400.00						\$ 1,400.00	50,000
Sailing World	Sailing World		\$ 600.00		\$ 600.00			\$ 1,200.00	40,000
Yachts & Yachting	Yachts & Yachting	\$ 695.00		\$ 695.00				\$ 1,390.00	140,000

Proposed Schedule, Pricing & Reach 2024

Print						
Boat International						
US National issue	Full Page + E-Newsletter		\$ 5,100.00		\$ 5,100.00	25,600
International issue	Full Page + E-Newsletter			\$ 5,100.00	\$ 5,100.00	12,925
Conde Nast Magazines						
Architectural Digest -Canada	Full Page			\$ 5,110.00	\$ 5,110.00	18,000
Country Life						
Country Life	Spot	\$ 525.00	\$ 525.00		\$ 1,050.00	80,000
Country Life	Full Page		\$ 3,300.00		\$ 3,300.00	40,000
Elite Traveler						
Elite Traveler	Luxury Homes Feature			\$ 4,500.00	\$ 4,500.00	557,000
Financial Times						
Financial Times	Double Property Spot		\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	420,914
Financial Times	Property Spot	\$ 750.00		\$ 750.00	\$ 1,500.00	420,914
The Los Angeles Times						
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00	\$ 425.00	\$ 425.00	\$ 1,275.00	662,340
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00	\$ 1,320.00	768,000
Le Figaro						
Full Page	Full Page			\$ 2,500.00	\$ 2,500.00	50,000
Full Page Advertorial	Full Page Advertorial	\$ 3,000.00			\$ 3,000.00	50,000
The New York Times						
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00		\$ 760.00	423,111
The New York Times	Double Property Spot - Weekday/Saturday			\$ 1,520.00	\$ 1,520.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00	495,000
The New York Times International Edition						
The New York Times International Edition	Double Property Spot		\$ 1,300.00	\$ 1,300.00	\$ 2,600.00	208,602
The New York Times International Edition	Property Spot	\$ 650.00			\$ 650.00	104,301
Ocean Home						
Ocean Home	Full Page E-Newsletter Spot		\$ 3,250.00		\$ 3,250.00	70,000
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00		\$ 1,925.00	65,000
Robb Report						
Robb Report	Robb Report Luxury Property Guide			\$ 3,500.00	\$ 3,500.00	107,000
San Francisco & Silicon Valley						
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00		\$ 725.00	36,500
Simply Abu Dhabi						
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts			\$ 7,500.00	\$ 7,500.00	10,000
The Wall Street Journal						
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 - National	Double Property Spot w/ Digital Featured Property Upgrade		\$ 1,590.00	\$ 1,590.00	\$ 3,180.00	1,288,848
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00	\$ 980.00	100,000
TOTAL					\$ 143,950.00	17,500,814
*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								
Media	Ad Description	September	October	November	December	Media Total	Reach	
Sotheby's Auction House: Print								
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000	
Sotheby's Auction House: Digital								
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00		\$ 2,585.00	770,000	
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			\$ 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	
Conde Nast UK								
Conde Nast UK	Instagram Post		\$ 2,750.00			\$ 2,750.00	200,000	
Cottages & Garden								
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00		
Country Life								
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00				\$ 2,250.00	25,000	
Country Life	International Property Listing	\$ 400.00	\$ 400.00	\$ 400.00		\$ 1,200.00		
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	\$ 500.00		\$ 1,500.00	19,500	
JamesEdition								
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00		\$ 1,600.00	750,000	
New & Trending Home Page Position	Featured Spot		\$ 1,200.00			\$ 1,200.00	750,000	
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00		\$ 1,500.00	192,000	
Social Media	Listing Feature		\$ 1,000.00		\$ 1,000.00	\$ 2,000.00	296,000	
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	Bonus	Bonus		Bonus	\$ -	1,275,000	
Le Figaro								
Headline Search	Featured City	\$ 795.00		\$ 795.00		\$ 1,590.00		
Native Ad	Native placement by City		\$ 500.00		\$ 500.00	\$ 1,000.00		
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00				\$ 1,100.00		

Continued Digital

Ocean Home							
E-Newsletter	E-Newsletter			\$ 750.00		\$ 750.00	22,000
Robbreport.com							
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00				\$ 1,350.00	6,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing			\$ 450.00	\$ 450.00	\$ 900.00	
Simply Abu Dhabi							
Instagram Post	Instagram Post (2 Post Minimum)			\$ 1,375.00	\$ 1,375.00	\$ 2,750.00	51,200
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 2,600.00	656,000
Mansion Global Instagram	Mansion Global Instagram				\$ 1,775.00	\$ 1,775.00	76,200
Yachting E-Newsletter							
Boat International	Boat International	\$ 750.00	Bonus	\$ 750.00	\$ 750.00	\$ 2,250.00	76,800
Cruising World	Cruising World	\$ 1,400.00				\$ 1,400.00	50,000
Sailing World	Sailing World		\$ 600.00		\$ 600.00	\$ 1,200.00	40,000
Yachts & Yachting	Yachts & Yachting	\$ 695.00		\$ 695.00		\$ 1,390.00	140,000

Proposed Schedule, Pricing & Reach 2024

Print									
Boat International									
US National issue	Full Page + E-Newsletter			\$ 5,100.00		\$ 5,100.00		25,600	
Conde Nast Magazines									
Architectural Digest -Canada	Full Page					\$ 5,110.00	\$ 5,110.00	18,000	
Country Life									
Country Life	Spot	\$ 525.00	\$ 525.00				\$ 1,050.00	80,000	
Country Life	Full Page		\$ 3,300.00				\$ 3,300.00	40,000	
Elite Traveler									
Elite Traveler	Luxury Homes Feature					\$ 4,500.00	\$ 4,500.00	557,000	
Financial Times									
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00		\$ 3,000.00	841,828	
The Los Angeles Times									
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00	\$ 425.00			\$ 425.00	\$ 1,275.00	662,340	
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00			\$ 1,320.00	768,000	
Le Figaro									
Full Page Advertorial	Full Page Advertorial	\$ 3,000.00					\$ 3,000.00	50,000	
The New York Times									
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00				\$ 760.00	423,111	
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00		\$ 3,000.00	660,000	
The New York Times International Edition									
The New York Times International Edition	Property Spot	\$ 650.00	\$ 650.00			\$ 650.00	\$ 1,950.00	312,903	
Private Air Luxury Homes									
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00					\$ 1,925.00	65,000	
Robb Report									
Robb Report	Robb Report Luxury Property Guide			\$ 3,500.00			\$ 3,500.00	107,000	
San Francisco & Silicon Valley									
San Francisco & Silicon Valley	Takeover - Full Page		\$ 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	\$ 795.00		\$ 3,180.00	2,577,696	
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert					\$ 980.00	\$ 980.00	100,000	
TOTAL									
							\$ 97,875.00		15,340,678
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change									