



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Valley Trunk Estate Advertising and Marketing Program

British Virgin Islands | **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 Valley Trunk Estate

SKY Advertising is excited to present to British Virgin Islands Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the Valley Trunk Estate.

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 British Virgin Islands.

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**

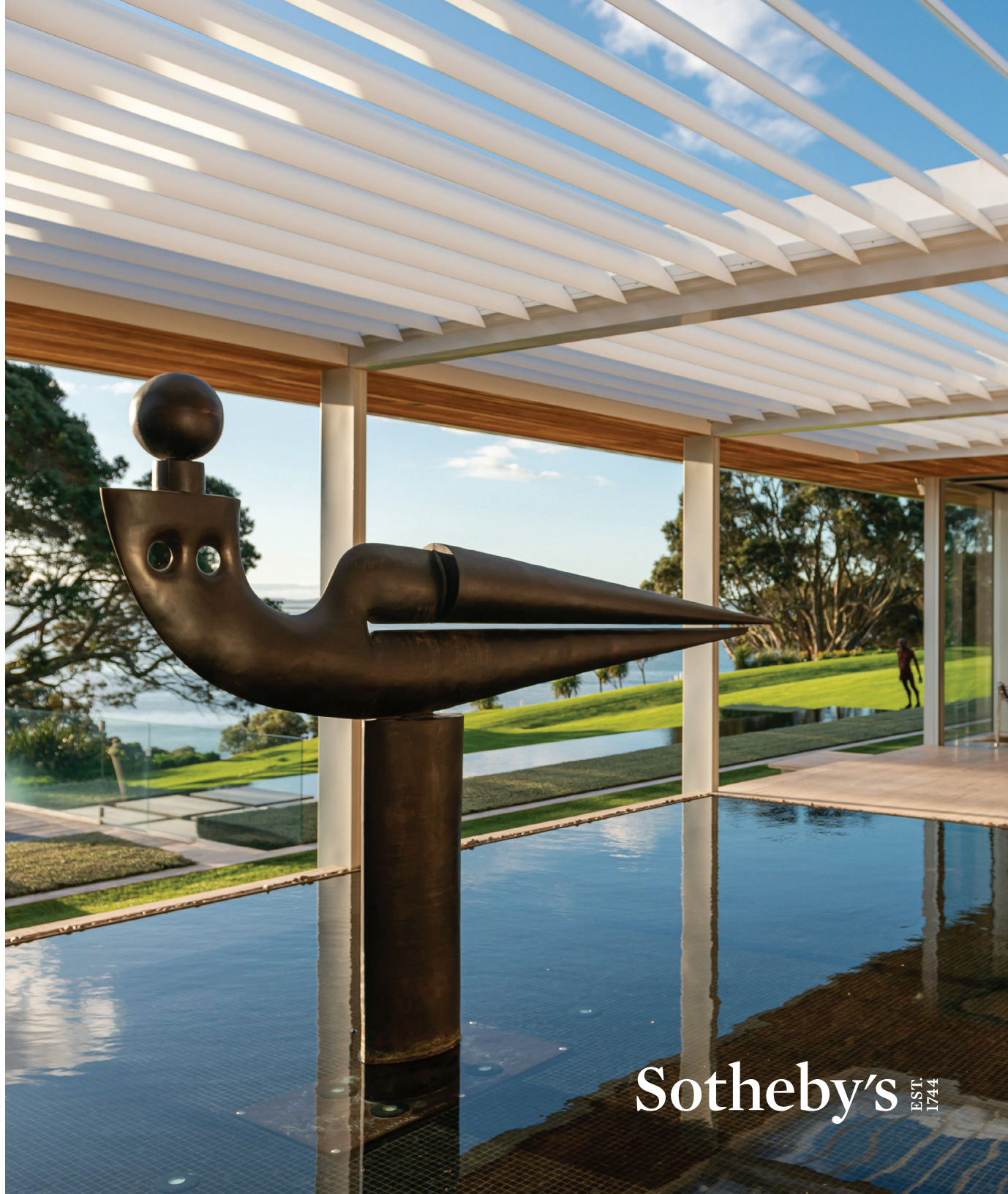
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Sotheby's  
Auction House  
Offerings



Sotheby's  
EST. 1744





## DIGITAL

### SOTHEBY'S BESPOKE EMAIL

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

PRICE: \$2,500/DEPLOYMENT




DIGITAL

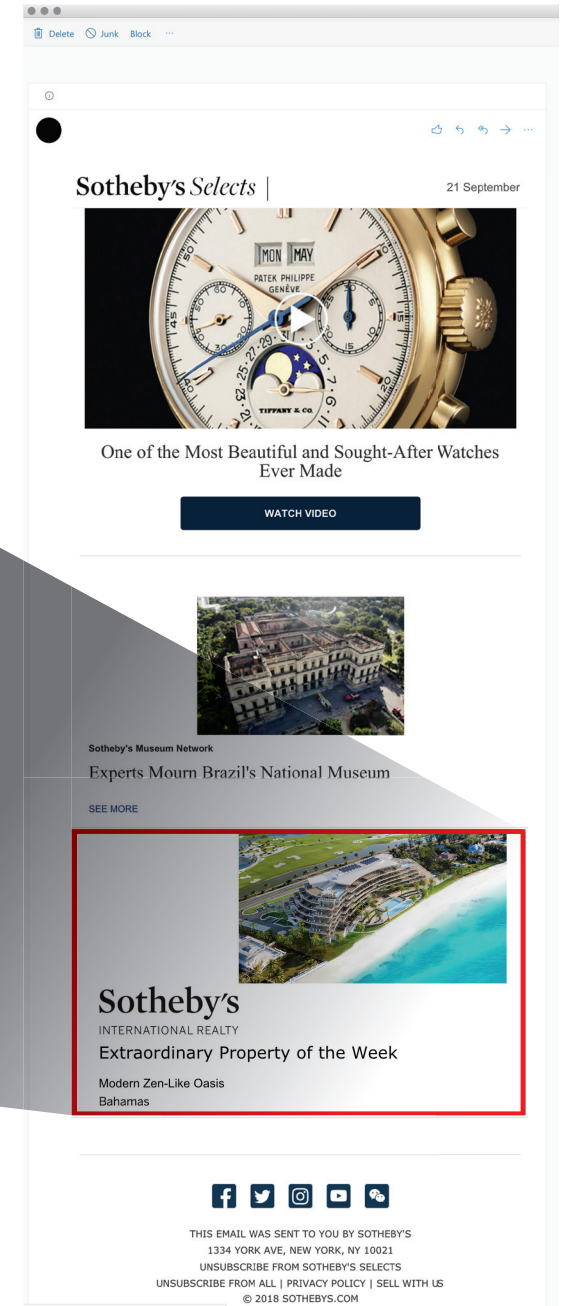
SOTHEBY'S SELECTS  
E-NEWSLETTERS

- 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

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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](#)  
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# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



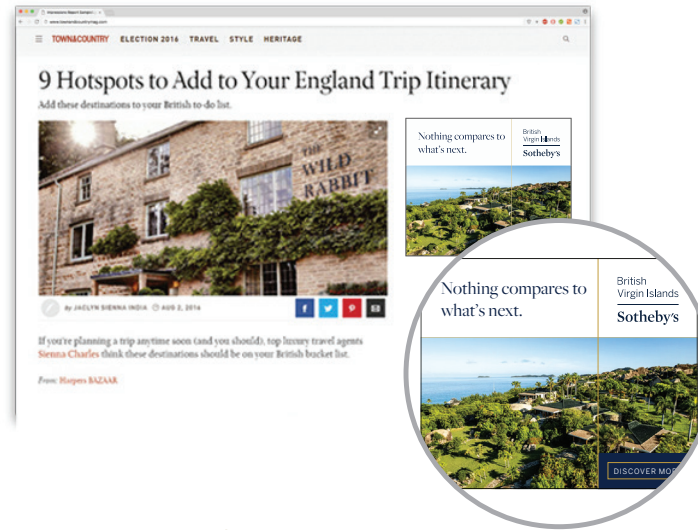
# Impressions Campaign

**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: **Valley Trunk Estate**
- Flight Dates: **September 2024 -November 2024**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**

The  
Economist





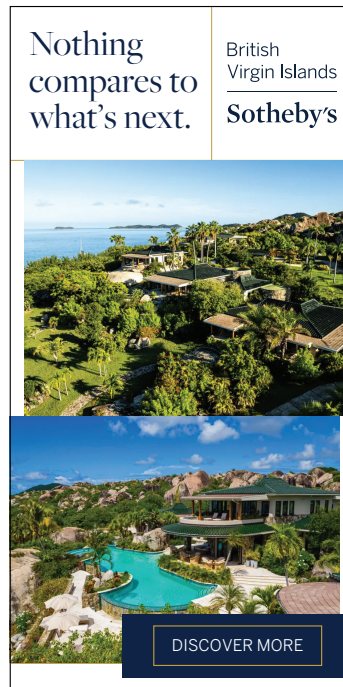
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

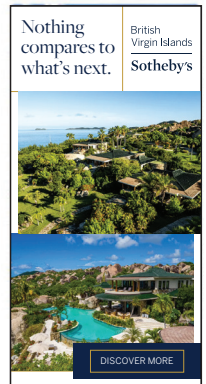
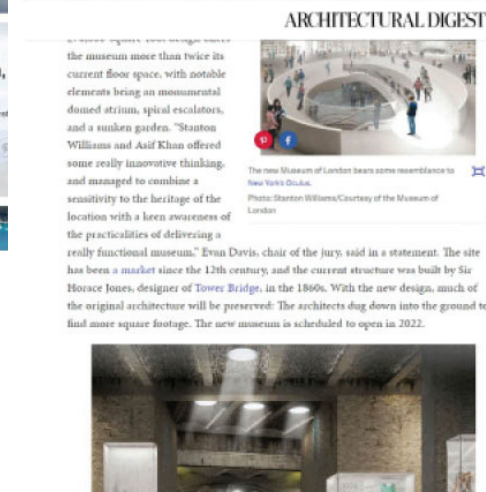
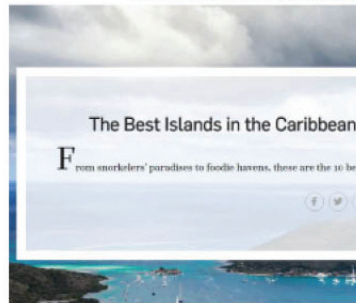
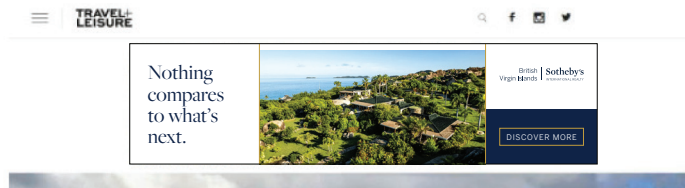
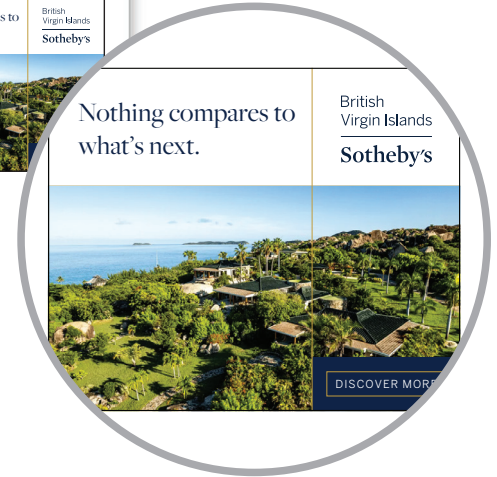
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

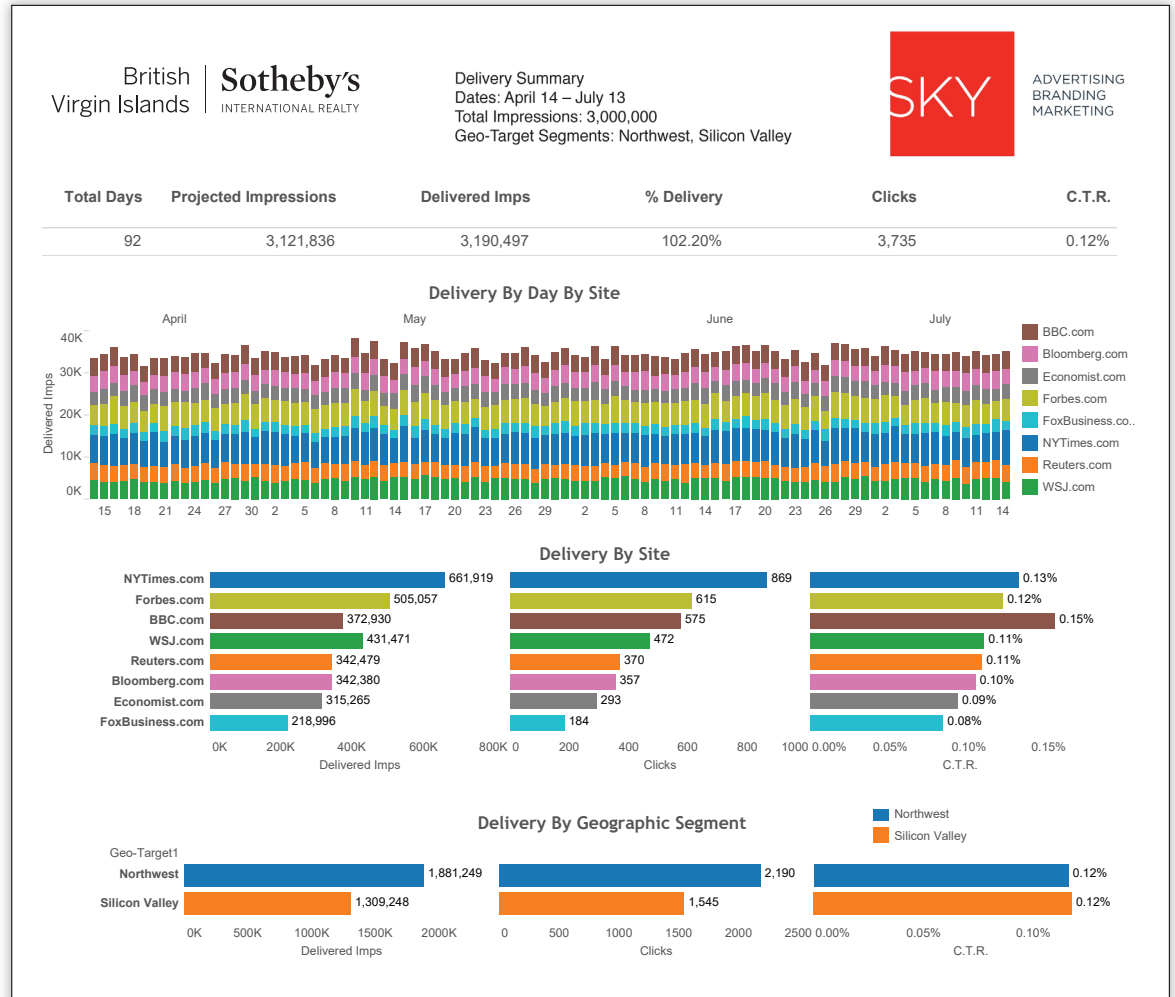


# Comprehensive Reporting For Your Customized Campaign

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

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

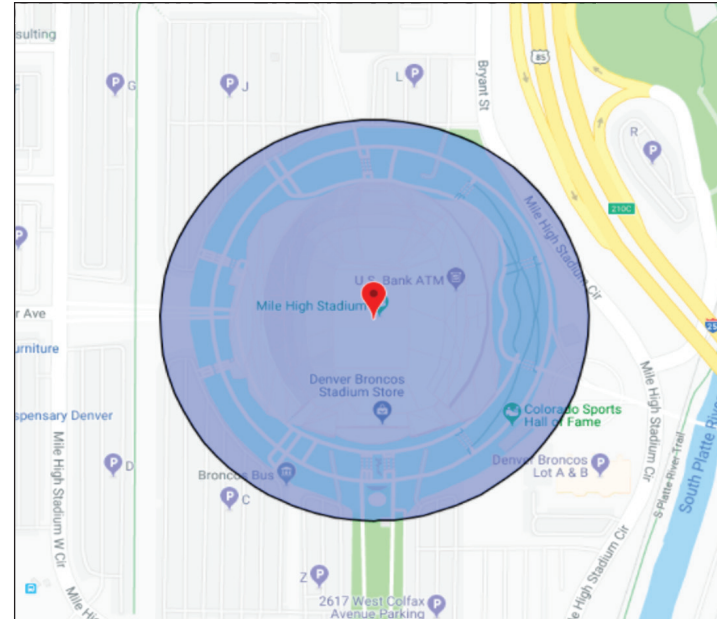
## IMPRESSIONS PROGRAM SAMPLE REPORT



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

# Comprehensive Digital

## OTT/VIDEO PREROLL

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

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

## HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

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

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

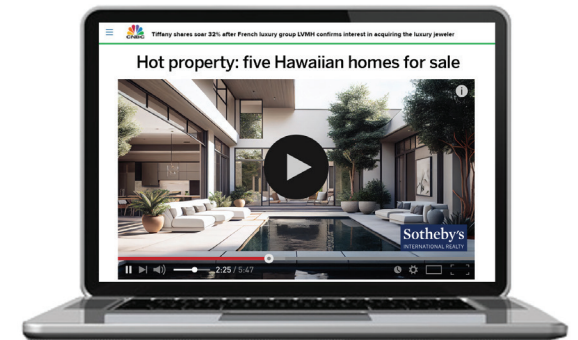


## YouTube Video Pre-Roll Ads

### WHY OTT?

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

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



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

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

**PRICE: FROM \$1,500/MONTH**  
**50,000 Impressions**



# Comprehensive Digital

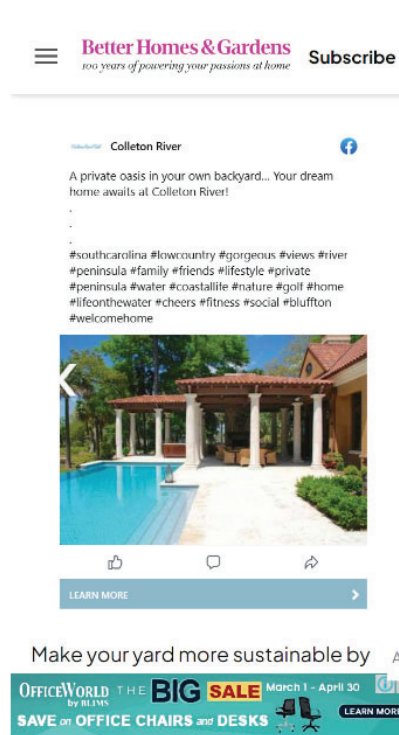
## SOCIAL MIRROR ADS

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.

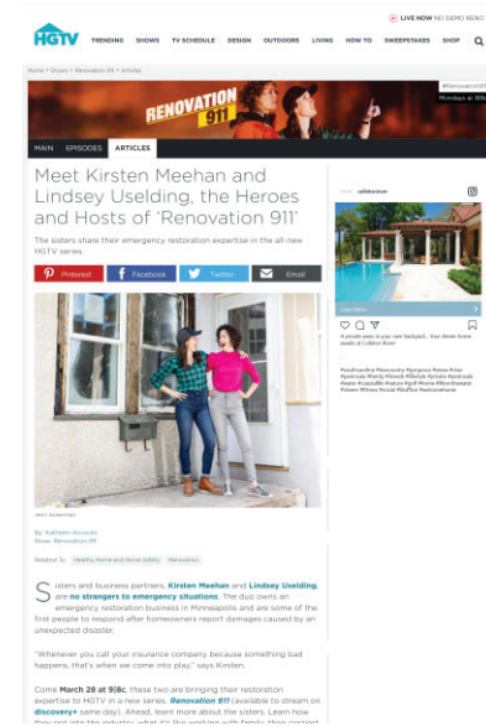
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

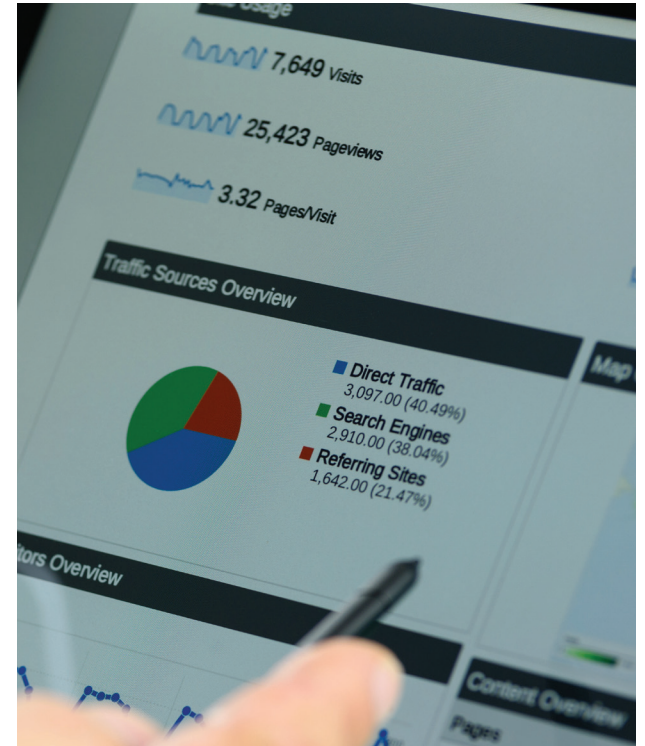


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

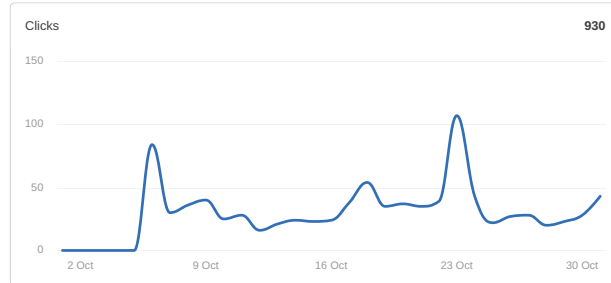
## CLIENT DASHBOARD

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.



## British Virgin Islands SIR

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



Showing 9 of 9 Rows

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

Showing 50 of 89 Rows

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

Cities

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



# Google AdWords

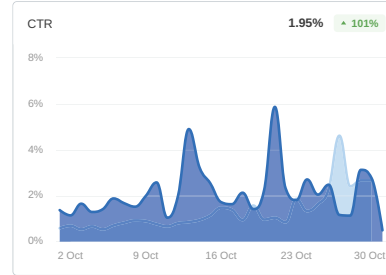
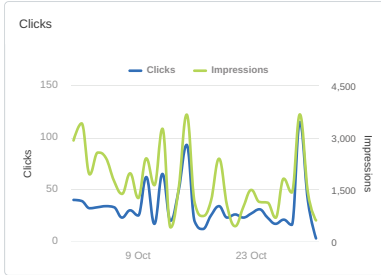
## MONTHLY REPORTING

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



## British Virgin Islands SIR

### 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

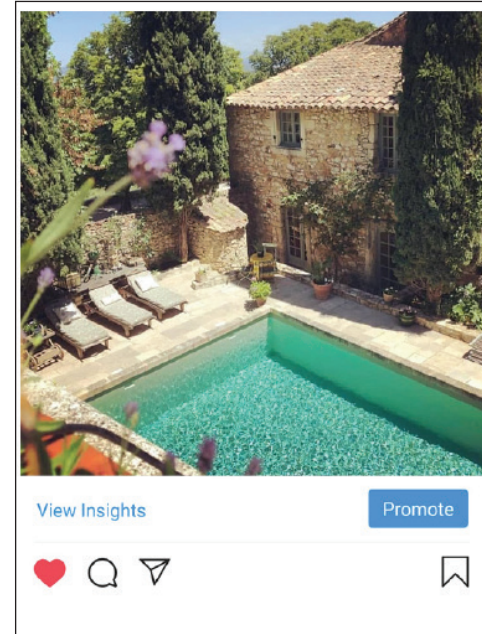
# Conde Nast UK

## INSTAGRAM @CONDENASTPROPERTY

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

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INSTAGRAM POST: \$ 2,750



# Billionaire Magazine

Billionaire is an award-winning luxury publication distributed to a curated list of Ultra High Net Worth (UHNW) readers, globally.

## DIGITAL AUDIENCE

- **29% Millionaires**

### Readership stats

- Total Print Readership – **32,000**
- Online Monthly Unique Audience – **120,000**
- Online Monthly Page Views – **240,000**
- Social Media Reach – **110,000**
- Newsletter Database – **25,000**

1x Online content piece - will sit on the site indefinitely and pick up organic views

1x Newsletter inclusion (25k subscribers) - drive content piece via newsletter

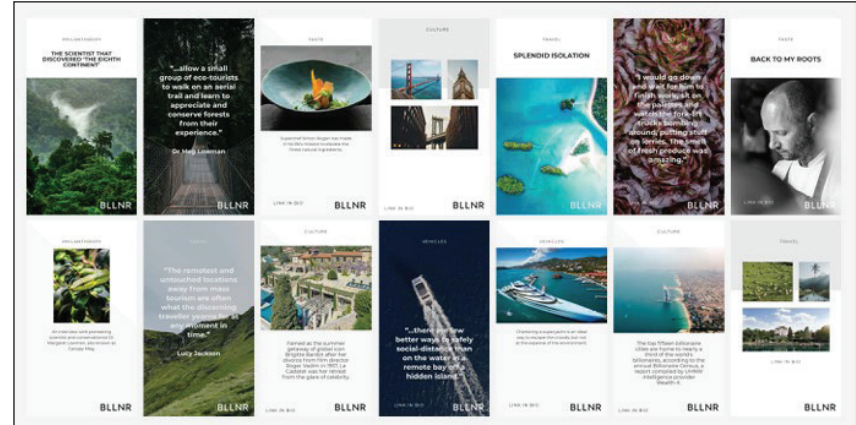
1x hyper-targeted social media campaign (4 weeks) - target UHNWI's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

### CUSTOM CONTENT + ENEWSLETTER:

PRICE: \$4,500

### CUSTOM CONTENT + SOCIAL CAMPAIGN:

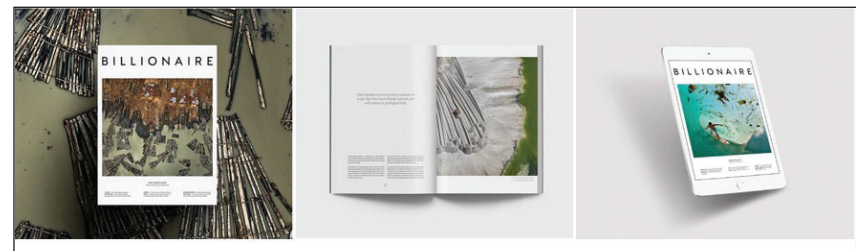
PRICE: \$6,000



**PRODUCT (ONLINE) PORTFOLIO**

- Online Branded Content
- Social Media Campaigns
- HNWI Hotspots Geo-Targeted Campaigns
- Newsletter Campaigns
- FULL PR Package

Reach our affluent and extensive member database through impactful advertising, content partnerships and directly in their inbox.



# 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

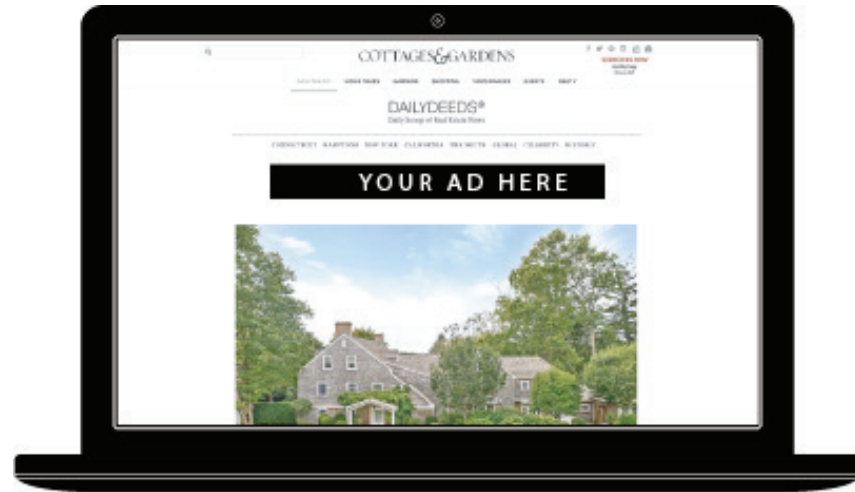
## SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950

## INSTAPARTNERSHIP

\$1,950/30 DAYS

Post and Stories takeover



### 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.

# Country Life

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

### Three core audience pillars:

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

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

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

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

### WEEKLY E-NEWSLETTER

Published Wednesdays & Saturdays

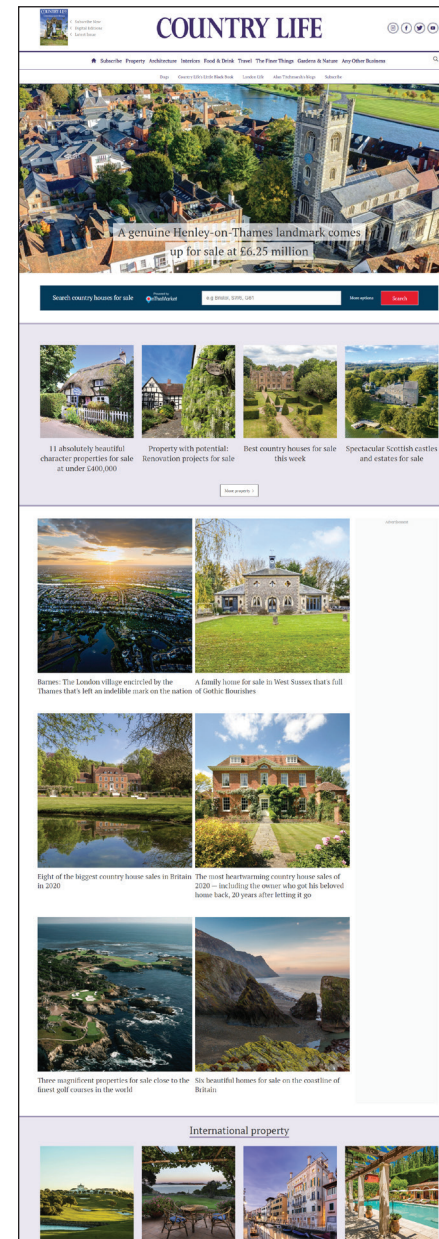
Reach 25,000 loyal readers who are infatuated with property, architecture, the arts, gardening, the countryside, schools and wildlife.

PRICE: \$2,250

### INTERNATIONAL PROPERTY LISTING

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

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





## DIGITAL

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# Dezeen

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

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

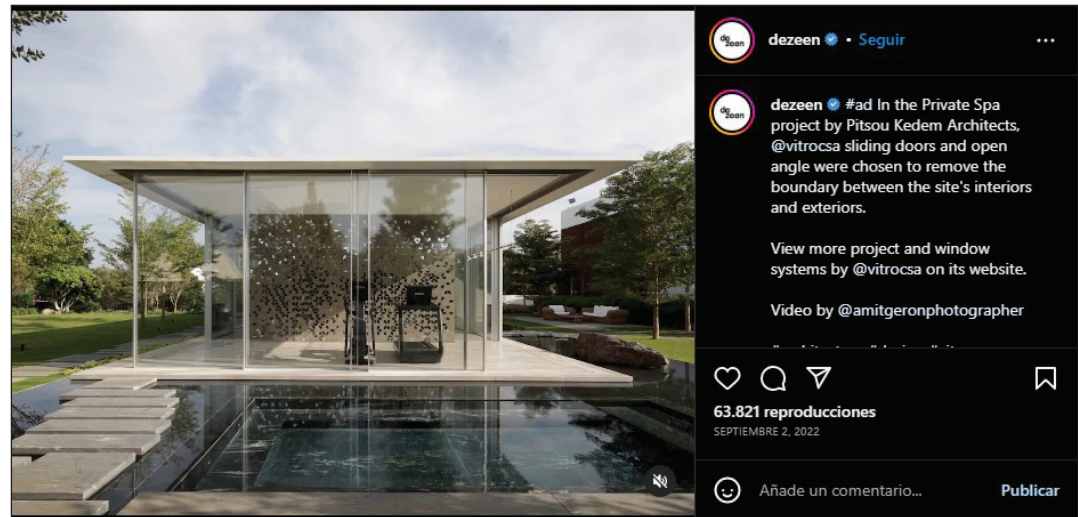
Their biggest audience is in the USA, followed by the UK, India, Canada, Australia, and Germany.

## SOCIAL MEDIA POST

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INSTAGRAM GRID POST: \$5,650

INSTAGRAM TARGETED POST: \$2,950



# Elite Traveler

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

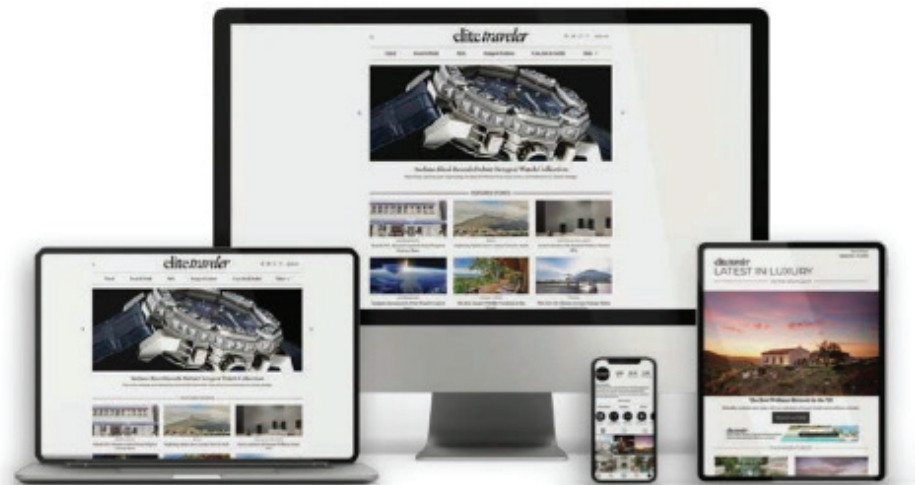
Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

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

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

**Half price with full page print purchase**



## DIGITAL

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# Nob Hill Gazette

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

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

## E-NEWSLETTER

### ON THE MARKET

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

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PRICE: \$500 PER LISTING

**San Francisco, Peninsula, and Silicon Valley**





# jamesedition.com

## E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. Below this is a main banner for 'The Global Luxury Marketplace: Cars, Homes and more'. A central section titled 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3400 trusted dealers around the world...' is followed by a 'MOST POPULAR' grid of luxury cars like the Ferrari 488 GTB, Chevrolet Corvette, and McLaren 650S. Below that are 'JAMES SPOTTING' and 'RICH LIST' sections, and a 'LATEST STORIES' section featuring an orange McLaren sports car.

This screenshot displays the 'Find luxury real estate and homes for sale' page. It features a search bar, a featured property 'THE PENTHOUSES AT GOLDEN PEAK' with a price of \$23,900,000, and a grid of various luxury properties including '5 Bedrooms - Pent...', 'Elegant French Styl...', 'Malmok Paradise ...', and 'Kiteelagh House'. A 'Featured Agent' section highlights Nick Swinburne, an established licensed REALTOR with over a decade of experience. The page also includes a 'News about luxury real estate' section with articles on Hong Kong, the Bahamas, and Algarve, Portugal.

# jamesedition.com

## ROTATING GALLERY

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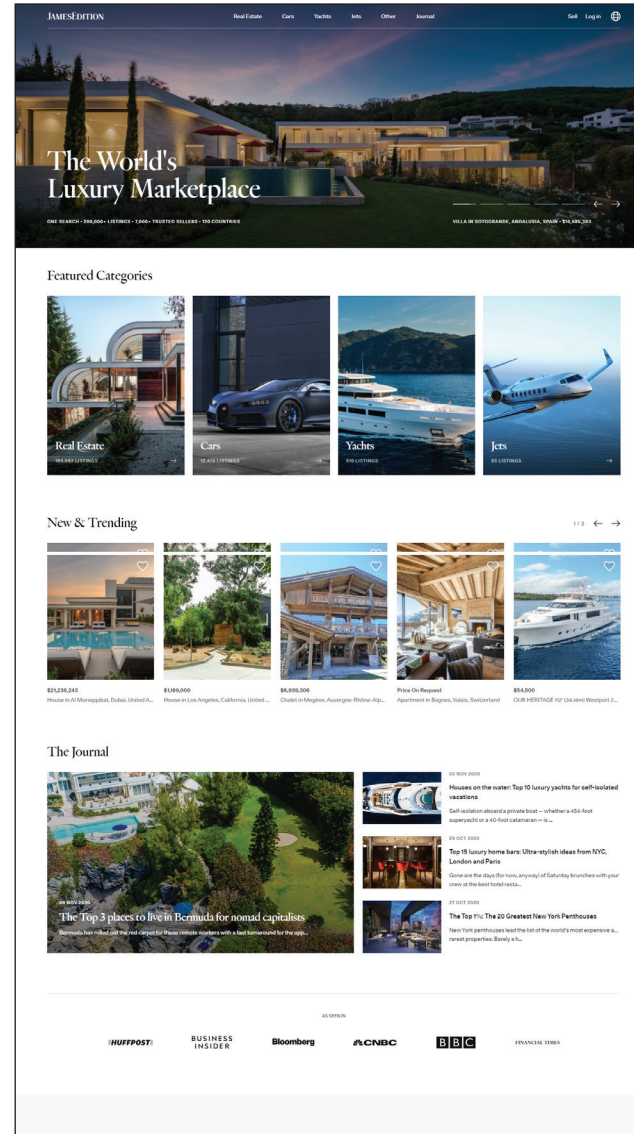
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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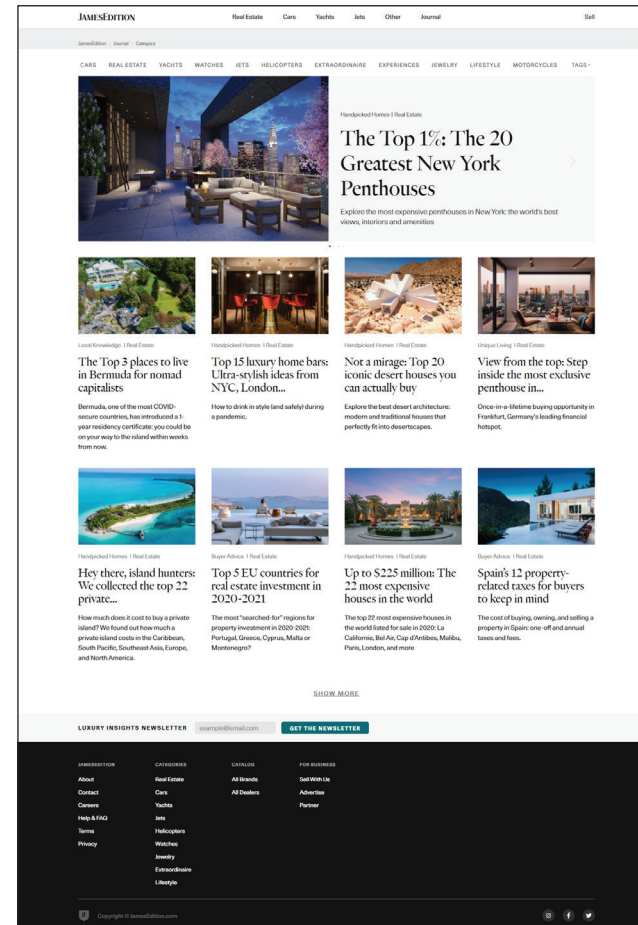
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

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

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





# jamesedition.com

## NEW & TRENDING

### FEATURED LUXURY POSITION

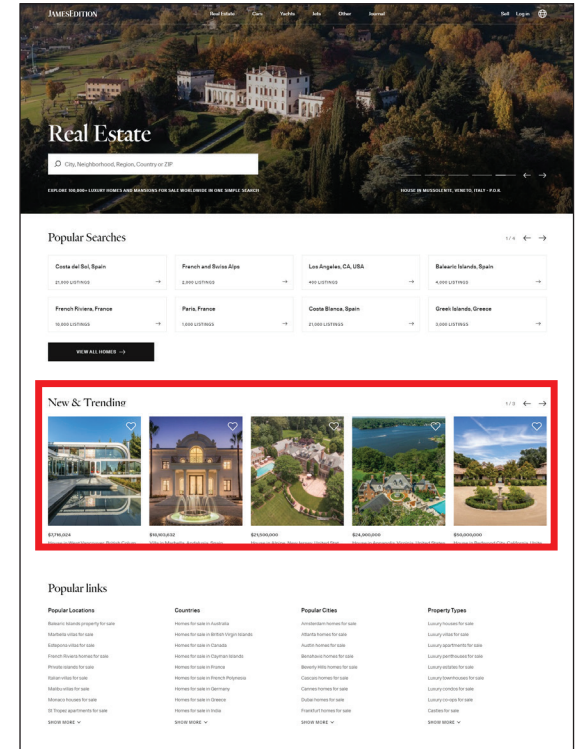
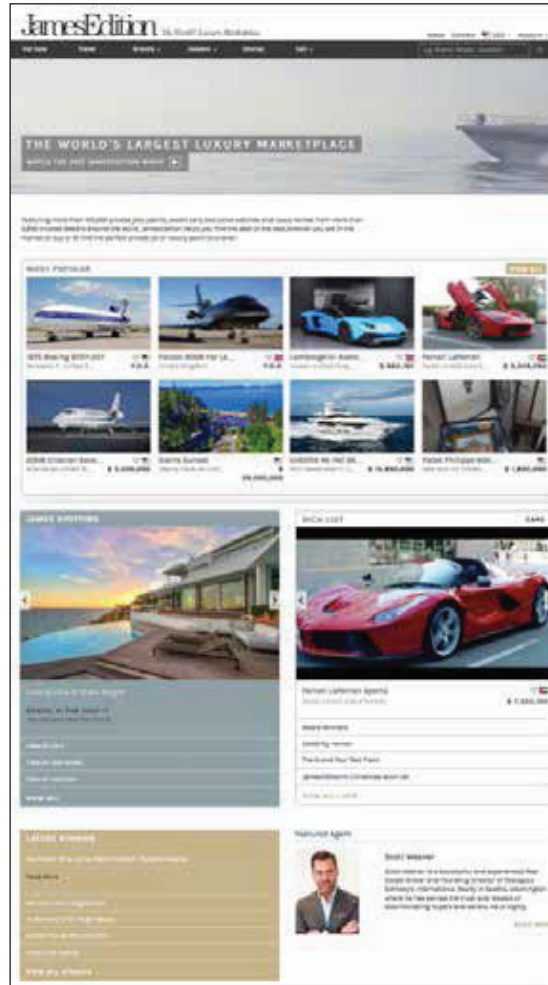
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# jamesedition.com

## SOCIAL MEDIA POST

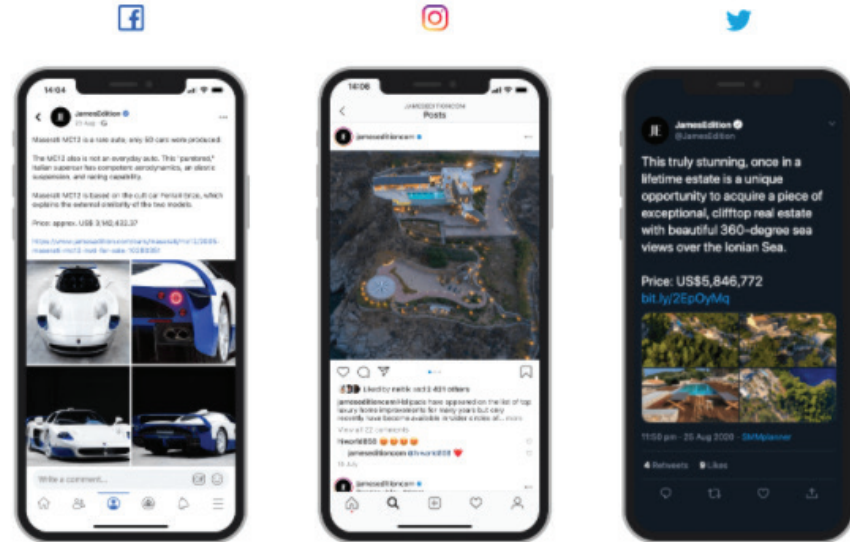
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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)**

**TRACK RECORD**  
Tailored coaching. Your call, your track, and your schedule.  
TRACKRECORD.COM

**Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun**  
▲ Diamante Cabo San Lucas · October 23, 2012 · Sports

**Diamante Cabo San Lucas (Diamante)**, a 1,500-acre private oceanfront community on the Pacific coast in Cabo San Lucas, BCS, Mexico, has announced plans to build a new 18-hole, championship golf course to be designed by Tiger Woods and his company Tiger Woods Design (TWD).

The TWD designed course will be Diamante's second and will join the resort's award-winning championship golf course, Diamante Dunes, another links course that opened in 2006. Construction on the new course, named "El Cardonal" began in September, and is expected to take approximately 18 months to complete.

Diamante, a private and fully integrated luxury resort community located on the Pacific Coast, opened in 2000 to near raves. Plans include creating an exclusive and diverse golf club environment with world-class resort golf courses, residential villas, a private residence club and beach-front home sites.

"Diamante is a growing resort community that is already home to COO Alejandro Ochoa ranked course in the world," said Diamante CEO Ken Jowdy. "We believe a Tiger Woods Design course will be the perfect complement to Dunes Love It's Dunes Course and will embody the high standards that we have set at Diamante."

Diamante's "El Cardonal" course will look and play very differently from the Dunes Course and will help solidify Diamante's reputation as a world-class golf destination.

"While the Dunes course is reminiscent of a classic Scottish links course, this course is going to remind people of the old-style California courses," Woods said. "We will use the existing slopes that traverse the site and will plant bunkers to create definite strategic choices and curves off the tee."

TWD plans to integrate Diamante's rolling hills and spectacular views into the design of a very distinctive golf course. The bunkers will have a traditional look with natural, irregular contours will be preserved to wide fairways. The variety of holes and strategic options will promote shot-making while still creating a very playable experience for golfers of all skill levels.

"I set up the golf strategy to make golfers think and make choices," said Woods. "Regardless of your handicap, there are going to be different ways to play every hole, angles of approach are going to be very important and will dictate the type of shots you should consider. I love this kind of golf."

The "El Cardonal" course is planned to measure more than 7,300 yards and will be contiguous to "The Resort at Diamante," which will be a fully functioning separate resort within the Diamante community. The Resort encompasses 60 acres and will include a vacation Club with more than 200 residences.

The Resort will also incorporate a series of family-friendly recreational and social amenities including a 10-acre waterpark lagoon, a village complete with retail stores, restaurants, a 600-room arcade, water park, and a water-based activity center. There will also be a world-class Spa and Fitness Center with a lap pool, as well as a sports complex with facilities for tennis, training, basketball, soccer and other recreational uses.

"Our goal at Tiger Woods Design is to find locations to design unique and memorable golf courses," said Woods. "Diamante definitely meets that objective."

This is the fourth golf course deal signed by Tiger Woods Design since the firm's inception in 2006 and the second in Mexico. Other contracts include Forest Grove in Greensboro, the City at High Lakes in Asheville, North Carolina, and Al Roveya, located in Dubai, U.A.E.

"We are excited to work with Tiger Woods and his design team," said Jowdy. "He brings a wealth of golf knowledge and experience, and we look forward to creating a world-class golf course that integrates Diamante's unique site and characteristics."

Woods, who ranked "Top 10" after 10 years playing professional golf, plans to host experiences gleaned from playing worldwide and to attend every contest. Woods noted that he is dedicated to applying his hands-on knowledge of the game to the Diamante site.

"We'll really get TWD open in Tiger's commitment to the project, and his passion to create a golf experience players of all levels can enjoy," said Jowdy. "It doesn't hurt that Cabo San Lucas is the backdrop to Diamante, as one of the world's most desired vacation spots, having a course designed by Tiger Woods will only add to the resort's allure."

The Diamante experience also features a Clubhouse, a Cantina and a practice facility with private hitting bays and a silver bar. The 100,000-sq-foot Diamante Dunes Clubhouse which includes 20 2-bedroom residences is set to open November 16, 2012.

SHARE ON: Facebook, Twitter, LinkedIn

**ABOUT THE AUTHOR**  
Diamante Cabo San Lucas

**RELATED POSTS**

**The Ultimate Diamond**  
▲ Tom Imlay · October 2, 2012

**Web Resorts Cabo San Lucas: Exclusive Vacation Package**  
▲ Traveling Partners · October 5, 2012

**Jetset Magazine**  
Lovers did something right—no one's saying. What's on your wish list this year? #PhotoHolidays #LuxuryIdentify #Jetset  
Bentley Washington D.C.  
#Photo  
View on Facebook · Share

**Jetset Magazine**  
Enginemed to travel off the beaten track in total safety and the star comfort. Heerec lighted has announced the launch of its new bluewater cruiser—007. Where would you go in the States? #HighMagazine #Luxury #Jetset  
#Photo  
View on Facebook · Share

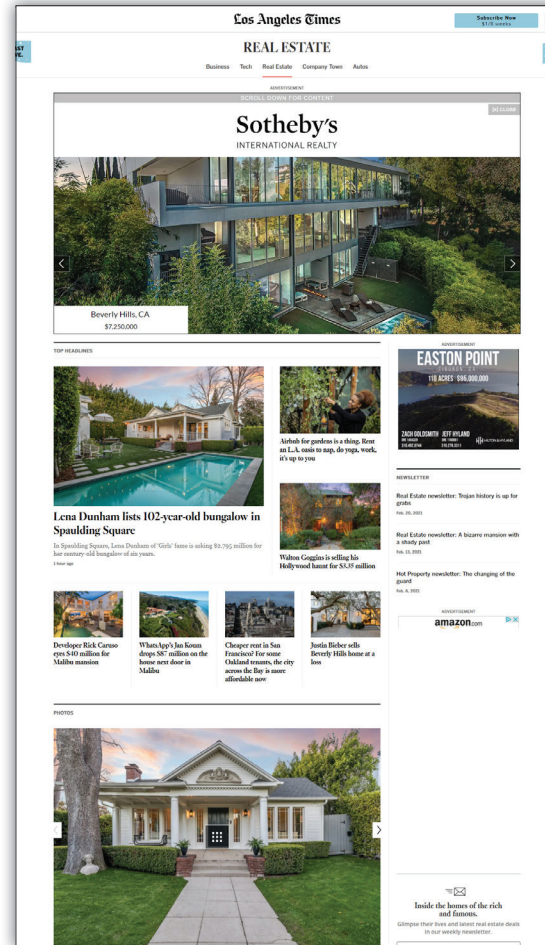
# LA Times

## LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

Promote your property with a large banner placement on the top of the LATimes.com Real Estate, Home Page, Real Estate Content pages and ROS.

PRICE: \$325/MONTH

**Maximum 30 featured properties  
Included with the Hot Property Print Placement**



# Le Figaro

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

## PROPRIÉTÉS LE FIGARO.COM – FRANCE

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

## PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

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

## HEADLINE SEARCH

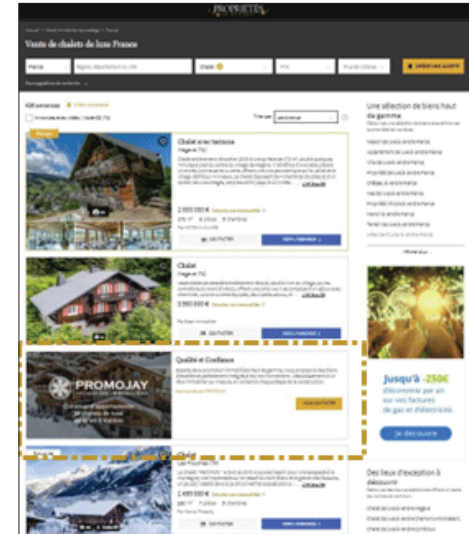
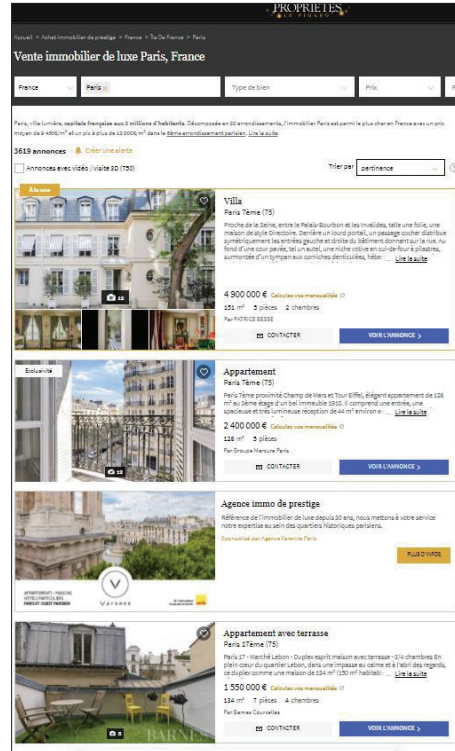
Position your property at the very top of the results page.

FEATURED CITY: \$795/CITY/MONTH

## NATIVE AD

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

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





# Luxury Estate

## LUXURY ESTATE

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

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

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

### SHOWCASE LISTING + ELITE LISTING PACKAGES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



# Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

## NEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, oceanview, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience putting your message right in their inbox as a partner in our monthly eNewsletter.

- 22,000+ Opt-in subscribers
- 19% Open Rate
- 15% Click through rate

PRICE: STARTING AT \$750 PER MONTH



**OCEAN HOME MAGAZINE MONTHLY ENEWSLETTER**

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, ocean view, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience of 22,000+ opt-ins putting your message right in their inbox as a partner in our monthly eNewsletter.

**PRICE AND SPECS**

- **DISPLAY AD:** \$500 per 300 x 250 block plus link
- **FEATURED AD:** \$700 per first position, larger image, headline (30 characters) + text (40 words) & two links
- **SHARED AD:** \$500 per image, headline (30 characters) + text (40 words) & two links

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

**2022 RELEASE DATES**

- Feb 16
- March 16
- April 20
- May 18
- June 22
- July 13
- Aug 17
- Sept 21
- Oct 19
- Nov 16

Limited inventory. Reservations are first come, deadline 1 week prior.

**22,000 OPT-IN SUBSCRIBERS 19% OPEN RATE 15% CLICK THROUGH RATE**

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910 **RMS**

The Ocean Home digital team is committed to bringing your brand's vision to life through original, well designed and engineered digital experiences. Contact us to reach the wealthiest consumers in the world who can easily afford multiple vacation homes and products for their coastal lifestyle.

# Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

## EXCLUSIVE EMAIL

Sent weekly on Wednesday and Sundays to Ocean Home’s discerning audience of high net worth coastal home owners and elite industry professionals.

PRICE: \$2,750



## SPONSORED CONTENT

Custom article written and created by our editors to showcase your company. Posted on [oceanhomemag.com](http://oceanhomemag.com), your article will be tailored to meet your marketing objectives and highlight your unique brand and properties.

- 800-1,000 words + 4-6 images.

PRICE: \$3,000

## SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

INSTAGRAM: \$800

FACEBOOK: \$675

FACEBOOK/INSTAGRAM AD: \$1,400

**OCEAN HOME** 2021 MAGAZINE

**OCEANHOME**  
EXCLUSIVE

**FOUR SEASONS PRIVATE RESIDENCES**  
ANGUILLA

**FROM A PENTHOUSE YOU CAN SEE FOREVER**

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Weaster-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

**FOUR SEASONS PRIVATE RESIDENCES ANGUILLA**  
Deluxe Suites to 3 Bedroom Villas  
From \$125,000 to over \$10 Million

**OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN**

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500. per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

[SALES@OCEANHOMEMAG.COM](mailto:SALES@OCEANHOMEMAG.COM)

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

[oceanhomemag.com](http://oceanhomemag.com) | 300 Brickstone Sq., Suite 904, Andover MA 01910

**RMS**

# RobbReport.com

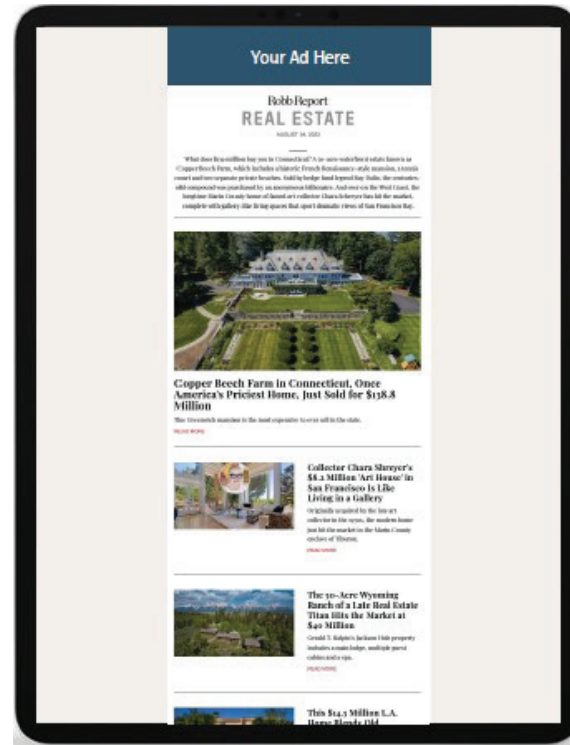
## REAL ESTATE NEWSLETTER

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.

The screenshot displays the Robb Report website interface. At the top, there is a navigation bar with the Robb Report logo, a search bar, and social media icons. Below this is a secondary navigation bar with categories like AUTO, AVIATION, BOATING, HOME & STYLE, TRAVEL, WATCHES, LEISURE, FASHION, JEWELRY, HEALTH & WELLNESS, and REAL ESTATE. A prominent banner features a luxury car with the text 'LUXURY'S LATEST UNVEILING YOUR DAILY DOSE OF LUXURY' and 'RobbReportInsider SIGN UP >'. Below the banner is a carousel of featured properties, with the first one showing a luxurious outdoor living area with a pool and the text 'Live the magic at WALT DISNEY WORLD® Resort. Dream homes from \$2M.' A search filter section follows, indicating 'There are 35,300 properties available.' and providing dropdown menus for city, state, zip, and country. Below the search filter are sections for 'Featured Properties' (with two property images), 'Featured Communities' (with two community images), and 'Featured Rentals' (with two rental images). On the right side, there is a large advertisement for 'AROUND THE WORLD WITH ROBB REPORT' magazine, featuring a watch and the text 'OCT 15 - NOV 4 2016' and 'GIVE THE GIFT OF UNFORGETTABLE EXPERIENCES'. At the bottom right, there is a 'SUBSCRIBE TODAY' button and a 'Interested in Sports Cars?' section with a 'SUBSCRIBE' button.

# 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

# Simply Abu Dhabi

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

## INSTAGRAM POST

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

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

PRICE: \$1,375 PER POST

2 Post Minimum





# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties





# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL DAILY (M-F) NEWSLETTER

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

PRICE: \$3,680

View in your browser

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



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

### BY THE NUMBERS

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

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,900,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 205 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 Spadina Road, Toronto, ON	\$20,000,000

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

### TRENDING TODAY

Architectural Digest @ArchDigest Following

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



3:26 AM - 25 May 2018

#AloneTogether ad

**Staying home saves lives.**

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

Powered by AllChives

# The Wall Street Journal Online (WSJ.com)

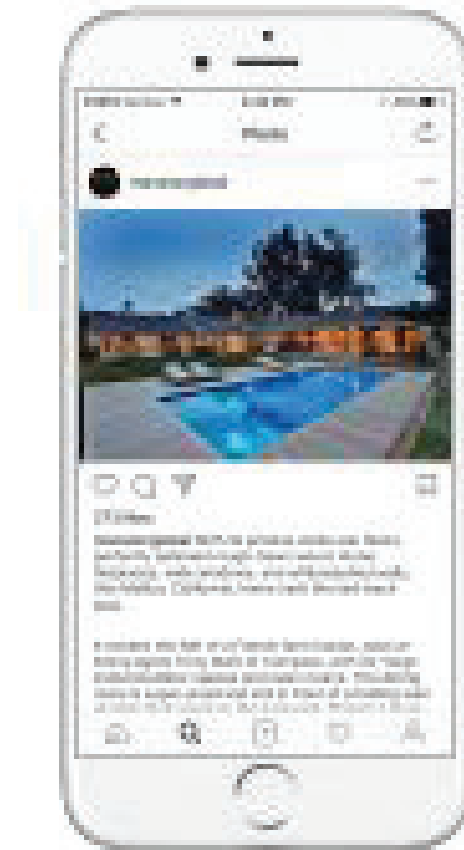
## @MANSIONGLOBAL INSTAGRAM

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



# Boat International e-Newsletter

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

PRICE: \$750 NEWSLETTER



The screenshot shows the 'BOAT BRIEFING' section of the Boat International website. At the top, there's a navigation bar with the 'BOAT' logo and a 'No Images? Click here' link. Below the navigation bar is a large image of a yacht's steering wheel with the text 'BOAT BRIEFING' overlaid. Underneath, there's a section titled 'DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS' with an 'Inmarsat' logo. The main content area is divided into two sections: 'LATEST BROKERAGE NEWS' and 'LATEST YACHT NEWS'. Each section contains four news items, each with a small image of a yacht, a headline, and a 'READ MORE' button. The 'LATEST BROKERAGE NEWS' items include: 'Benetti Harmony III listed for sale with Fraser', 'Benetti Rutila E now for sale with Northrop &amp; Johnson and Denison', 'C2M price drop on Codecasa Regina d'Italia II with Edmiston &amp; Company', and '\$1M price cut on 50 metre Trinity La Dea II with IYC'. The 'LATEST YACHT NEWS' items include: 'New 60 metre Amels 200 motor yacht sold', 'Lürssen's 130 metre+ Project Lightning pictured on sea trials', 'Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus', and 'DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS' with an 'Inmarsat' logo.

# Cruising World e-Newsletter

Cruising World is your go-to site and magazine for the best sailboat reviews, live-aboard sailing tips, chartering tips, sailing gear reviews and more. Their weekly editorial e-newsletter delivers editorial content and industry trends, providing their marketing partners the opportunity to deliver your message alongside relevant content.

- Subscribers: **50,000**
- Male / Female: **72% / 28%**
- Average Age: **44**
- Average HHI: **\$420,000**
- Frequency: **Weekly**
- Average Open Rate: **23.2%**
- Average Click-through Rate: **18.68%**

PRICE: \$1,400




**CRUISING WORLD**


Gift Card AND ENTER TO WIN \$1,000 [CLICK HERE](#)

**CRUISING WORLD**


07/24/2019



**Georgia Still Grappling with Anchoring Issues**  
Discussions continue as cruisers raise issues with Georgia's new laws.



**Spiced Mango Jar Cakes**  
This no-bake tropical treat is a perfect dessert for when you have an abundance of mangoes.



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iNavX Marine Navigation



# Sailing World e-Newsletter

Sailing World connects the community of racing sailors through words and images across several mediums. It explores a sailor's passion and showcases their lifestyle, destinations and technology. It links knowledge-hungry participants to the sport's top experts, providing unrivaled instructional content. Sailing World's audience comprises of sailors who are actively researching the newest gear, techniques and how-to information.

- Subscribers: **20,000**
- Male / Female: **93% / 7%**
- Average HHI: **\$712,000**
- Frequency: **Weekly**
- Average Open Rate: **28.93%**
- Average Click-through Rate: **20.3%**

PRICE: \$600



**SAILING WORLD**

TAKE THE BOATING SAFETY QUIZ [CLICK HERE](#)

**SAILING WORLD**

07/24/2019

**Fragomen's Interlodge Is Best of Block**

After a first-race stumble early in the week, Austin and Given Fragomen's Interlodge team regrouped and ended Block Island Race Week with overall honors as the regatta's top boat.

**Adult Summer Camp's New Home**

The Pacific Northwest's once-glorious race week relocates to start a new life.

**MUSTO**

**WIN**

**A MUSTO MPX GORE-TEX OFFSHORE JACKET**

# Yachts and Yachting e-Newsletter

Yachts & Yachting has been essential reading for sailors with a passion for competitive racing since its launch in 1947. Each issue is filled with advice from sailing experts covering every aspect of the racing scene, from dinghies to keelboats and sailing techniques to gear tests. Yachts and Yachting is recognized the world over as essential reading for anyone with a passion for competitive sailing. Boasting a unique heritage that both inspires and informs its readers. Yachts and Yachting reports directly from the cutting edge of the sport.

- Subscribers: **70,000**
- Male / Female: **78% / 22%**
- Average Age: **38**
- Frequency: **Monthly**
- Average HHI: **\$410,000**
- Average Open Rate: **22 - 25%**
- Average Click-through Rate: **2% - 8%**

PRICE: \$695



**CHANGE THE WAY YOU SAIL**  
Get more out of your sailing experience with our displays, procedures or apps.

**YACHTS & YACHTING**

**WINDWARD MARK EXPERT**

The July issue of Yachts & Yachting is out now and is packed with practical racing advice, whether you are a club dinghy sailor or aiming for the Rolex Fastnet Race on 3 August. Olympic coach Mark Rushall's expert advice on rounding the windward mark applies to us all – although as windward marks go, the Fastnet Rock takes a bit more navigating than your average inflatable yellow triangle.

[READ MORE](#)

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The performance sailing magazine

**YACHTS & YACHTING**

**SOUTHAMPTON BOAT SHOW PREVIEW PLUS TICKET OFFER**

**Extreme lift off**  
Foil racing frenzy comes to UK  
**PLUS** Meet Ainslie's Rebels

**America's Cup**  
Latest from Luna Rossa and wing sail insights

**Learn to foil**  
How to get airborne

**Dee Caffari**  
What's next?

**Round the Island**  
SPECIAL REPORT INCLUDING  
Jules Salter's winning tactics  
Ben Fogle's five races in one

**EXOTIC GETAWAYS**  
Get set on your dream charter holiday in tropical paradise

**BOAT TEST: EPOH**  
The innovative performance skiff for honing speed skills

**Fireball Focus**  
Bike head for Worlds in Canada: why is this the class to sail?

**See BART'S BASH**  
Help set a new world record and fundraise for your club.



# Print Offerings



Sotheby's  
INTERNATIONAL REALTY



# The Wall Street Journal

The Wall Street Journal represents credibility and influence and continues to be the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience. With new and exciting content alignment opportunities in "Mansion" WSJ's luxury real estate section, we are able to further strengthen our brand, expand visibility and deliver our message with more resounding results than ever before.

- Circulation: **644,424**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **62% / 38%**
- Average HHI: **\$404,217**
- Average age: **50**

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

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

**THE WALL STREET JOURNAL.**  
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • 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, raising concerns about the health of the economy

**Tennessee Twisters Kill at Least 25**  
 A line of heavy rain began barreling across Tennessee on Monday, spawning three major twisters while many residents slept, according to the National Weather Service

**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 largest in California

**Sotheby's**  
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 Company: [Redacted]  
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PRINT

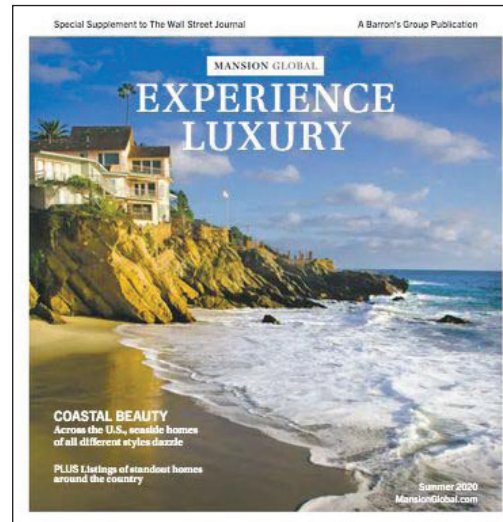
# The Wall Street Journal

## 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.**

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



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# The New York Times International Edition

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

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


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

Global




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**GREENWICH, CONNECTICUT**



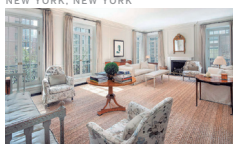
**CopperBeechFarmCT.com**  
 \$150,000,000  
 Greenwich Brokerage  
**LESLIE MCELWREATH | JOSEPH BARBIERI**  
 leslie.mcelwreath@sotbeys.realty +1 917.539.3654

**CENTRE ISLAND, NEW YORK**




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

**NEW YORK, NEW YORK**



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

**SHELTER ISLAND, NEW YORK**



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

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# The New York Times Takeover

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

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

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

**Includes Digital promotion and Digital Flipbook**

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72 Post Road, Old Westbury, NY

**Fichez Russell**  
 Real Estate Salesperson  
 Gold Circle Of Excellence  
 6 516.632.2710  
 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.

**Danielle Gale** / **AGENT/DOBRA RUSSELL**

Sotheby's International Realty

Sandbanks Exuma, The Bahamas

**Jacqueline Lighthorn**  
 Estate 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 swimming pool deck and a classic infinity pool. (aka a beach) area directly visible to the ocean for water sports.

SIREBAHAMAS.COM/ID/V29,67

Bahamas | Sotheby's International Realty

5305 Carlsbad Boulevard, Carlsbad, CA 92008

**Eric Santorbo**  
 Sales Associate  
 858.334.3557  
 eric@ericandjessicah.com  
 DRE#02156001

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.

SOTHEBYSREALTY.COM/ID/THE44

Pacific | Sotheby's International Realty



# Billionaire Magazine

Billionaire is a sophisticated, extremely high-end luxury publication curated for a controlled and selected subscriber list of UHNWIs globally. The core values of the publication consist of Philanthropy, Sustainability, The Finest Artists and Craftspeople, Investments, as well as exploring unique travel experiences and high-end luxury products globally for our readers. Billionaire provides indepth articles on meaningful projects, initiatives, and peer-to-peer conversations on UHNW-relevant issues.

- Circulation: **14,791**
  - **10,791** mailed to individuals that have a minimum net worth of **\$39 million**
  - **238** Royal Families receive the Magazine globally
  - **4,000** Copies are distributed exclusively to top fine Art Galleries, private Banks, Yacht Clubs, Polo clubs, private Jet Terminals all over the world
- Average Household Net Worth: **\$106,000,000**

PRICE: FULL PAGE COLOR: \$8,125



# Boat International

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

**US NATIONAL ISSUE:**

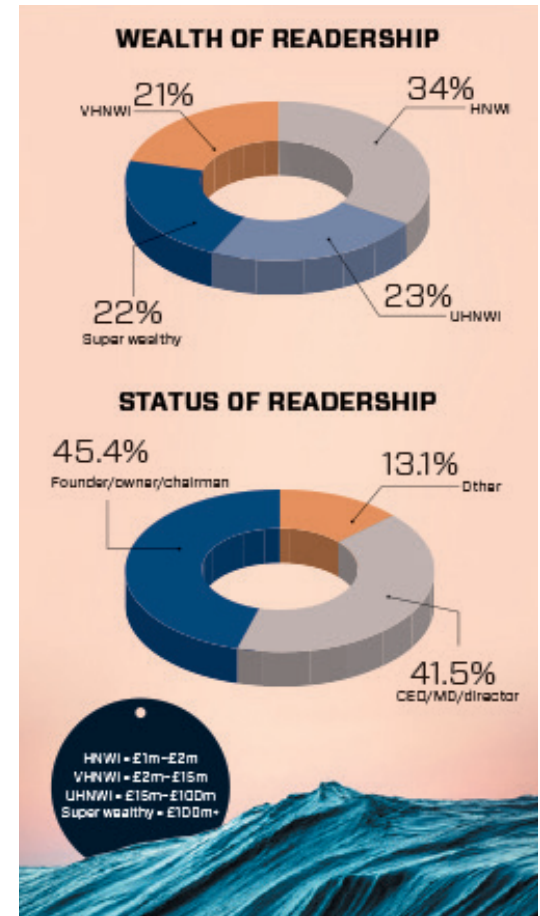
FULL PAGE: \$4,650 SPOT

FULL PAGE + E-NEWSLETTER: \$5,100

**INTERNATIONAL ISSUE:**

FULL PAGE: \$4,650

FULL PAGE + E-NEWSLETTER: \$5,100







# Country Life

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

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

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

SPOT: \$525

QUARTER PAGE: \$1,150

HALF PAGE: \$2,000

FULL PAGE: \$3,300

DOUBLE PAGE SPREAD: \$6,400

FULL PAGE ADVERTORIAL: \$4,500

DOUBLE PAGE ADVERTORIAL: \$8,900

**International Properties Edition**





# Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

## ELITE TRAVELER AUDIENCE

- Total Readership: **557,000**
- Average Age: **45**
- Male/Female Ratio: **69% / 31%**
- Average HHI: **\$7.9M**
- Average Net Worth: **\$32M**

FULL PAGE \$9,250

SPREAD \$18,250

LUXURY HOMES FEATURE:

STARTING AT \$4,500



# Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

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

Global

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BLUFFTON, SOUTH CAROLINA  
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AUSTIN, TEXAS  
2599 Fara Hill | \$2,500,000  
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AUSTIN, TEXAS  
246 | \$2,000,000  
Daniel Roman Sotheby's International Realty  
KARINA WILCOXON | karina.wilcoxon@sotheby.com | +1 512 433 5538

BRISTOL, VIRGINIA  
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# 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

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MALIBU CALIFORNIA

Photos by: [unreadable]

72 Post Road, Old Westbury, NY

Extra Rare!  
Real Estate Colleague  
Specialized Clientele  
+ 516.382.2710  
E. DEBRA@SIR.COM

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

Headed by a real estate 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, eight-bath, country house, 10,000 sq. ft. three-story main cottage, a two-story garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIELGAL.COM/AGENT/DEBRA.RUSSELL

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

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

SOTHEBYREALTY.COM

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  
342MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY

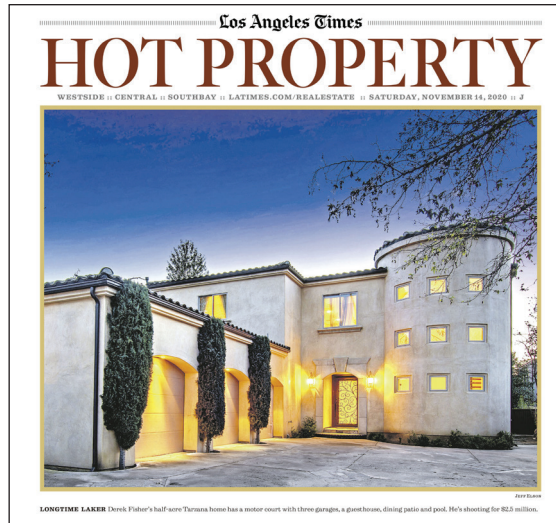


# Los Angeles Times Hot Property And Digital Lighthouse

## 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**



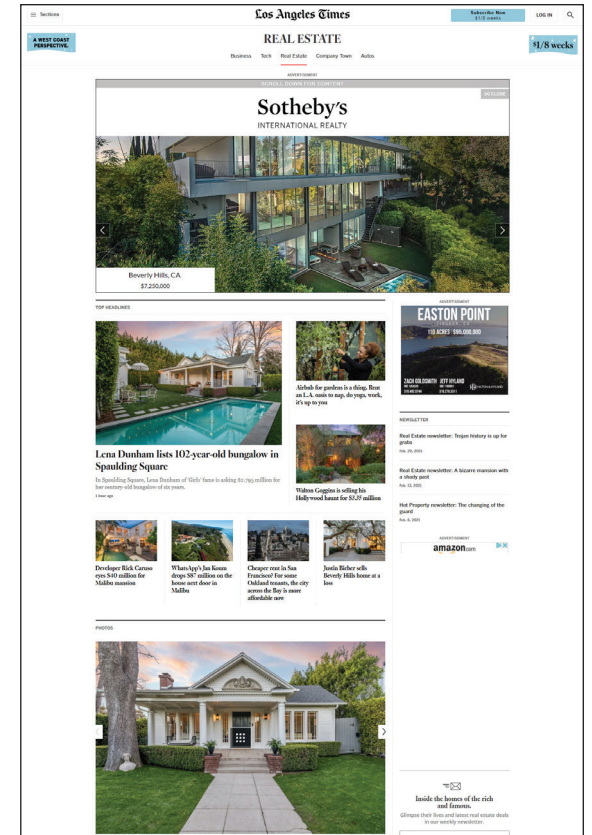
## LA TIMES DIGITAL LIGHTHOUSE

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





# Propriétés Le Figaro

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

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

PRICE: \$2,500 FULL PAGE  
\$3,000 FULL PAGE ADVERTORIAL

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HGrant@rosewoodfarmestate.com

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

The Rosewood Farm Estate  
Southampton, New York

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

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Beate.Moore@SothebysRealty  
BeateMoore.com

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

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

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

Sotheby's  
INTERNATIONAL REALTY

# Ocean Home Magazine

## THE LUXURY COASTAL LIFESTYLE PUBLICATION

Ocean Home is an award-winning coastal lifestyle magazine dedicated to inspiring and educating readers with in-depth articles on exclusive homes and designers, insightful, first-person reports on luxurious resorts and informative stories on must-have products and accessories.

Every issue of Ocean Home inspires and educates highly affluent readers about the world's most exceptional oceanfront architecture, interior design, exclusive resorts and luxury lifestyle.

- High Net Worth Coastal Homeowners
- Luxury Hotels & Resorts
- Private Jets & Luxury Aircraft

### Demographics

- Distribution: **50,000**
- Total Audience: **135,000**
- Geographic breakdown: **United States coastal areas, Canada, Caribbean**
- Average age: **51**
- Male / Female: **49% / 51%**
- Average HHI: **\$2,400,000**
- Net Worth: **\$9,600,000**
- Primary Residence value: **\$4,900,000**

FULL PAGE: \$2,850

FULL PAGE E-NEWSLETTER SPOT: \$3,250

NAPA VALLEY, CALIFORNIA



CampusEstateAndVineyards.com  
\$18,500,000  
St. Helena Brokerage  
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arthur.goodrich@sothebys.realty +1 415.735.8779

PRIVATE PARADISE / FIRE ISLAND CHIC / OUTDOOR LIGHTING

# OCEAN HOME

The Luxury Coastal Lifestyle Magazine  
ISSUE 1 - 10/2019

## TOP HOMES

THE MOST EXCLUSIVE COASTAL HOMES ON THE MARKET IN 2019



DESTINATION CALIFORNIA  
MALIBU MODERN BY DOUG BURDGE,  
CLASSIC LUXURY IN MONTECITO

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INTERNATIONAL REALTY

Nothing compares to what's next.

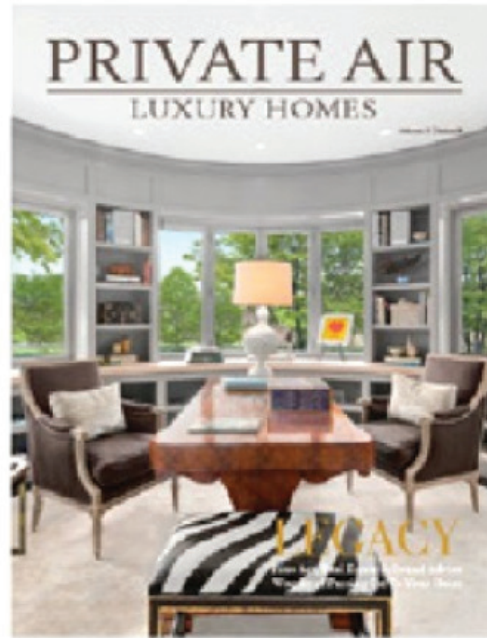
<p>NAPA VALLEY, CALIFORNIA</p>  <p>CampusEstateAndVineyards.com \$18,500,000 St. Helena Brokerage <b>ARTHUR D. GOODRICH</b> arthur.goodrich@sothebys.realty +1 415.735.8779</p>	<p>VAN NUYS, CALIFORNIA</p>  <p>6300KrisonAve.com \$3,300,000 Vista Sotheby's International Realty <b>STEVEN MULLINS</b> smullins@sothebys.realty +1 310.901.4687</p>	<p>SEBASTIAN, FLORIDA</p>  <p>8900 44th Avenue \$1,400,000   sothebyrealty.com/id/481623W ONE Sotheby's International Realty <b>CINDY O'DARE   MAZIE REGAN</b> cindyodare@sothebys.com</p>
<p>VEHO BEACH, FLORIDA</p>  <p>905 Winding River Road \$3,250,000   sothebyrealty.com/id/150WFF ONE Sotheby's International Realty <b>KRISTIN DOBSON   CINDY O'DARE</b> kristin@sothebys.com +1 772.325.6564</p>	<p>WELAKA, FLORIDA</p>  <p>603 Front Street \$1,400,000   sothebyrealty.com ONE Sotheby's International Realty <b>MAZIE REGAN</b> mregan@sothebys.com +1 772.214.8708</p>	<p>NEW YORK, NEW YORK</p>  <p>135 East 79th Street MaisE.com \$12,000,000 East Side Manhattan Brokerage <b>AMANDA FIELD JORDAN   NIKKI FIELD</b> amanda.jordan@sothebys.realty +1 212.660.7798</p>
<p>LINCOLN, NORTH CAROLINA</p>  <p>1947 Flattop Cliffs Drive \$29,750,000   sothebyrealty.com/id/LFP2M Premier Sotheby's International Realty <b>MARILYN WRIGHT</b> marilyn.wright@premier.com +1 828.276.3880</p>	<p>BAINBRIDGE ISLAND, WASHINGTON</p>  <p>BainbridgeLuxeLiving.com \$6,480,000 Realty@sothebys.com <b>SHAYNE TURSEOM</b> shayne.turseom@sothebys.com +1 206.755.9657</p>	<p>OLD FORT BAY, THE BAHAMAS</p>  <p>Krystal Home \$38,000,000   sothebys.com/id/48232 Bahamas Sotheby's International Realty <b>GEORGE DAMIANOS</b> george.damianos@sothebys.com +1 242.424.9009</p>

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# 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**

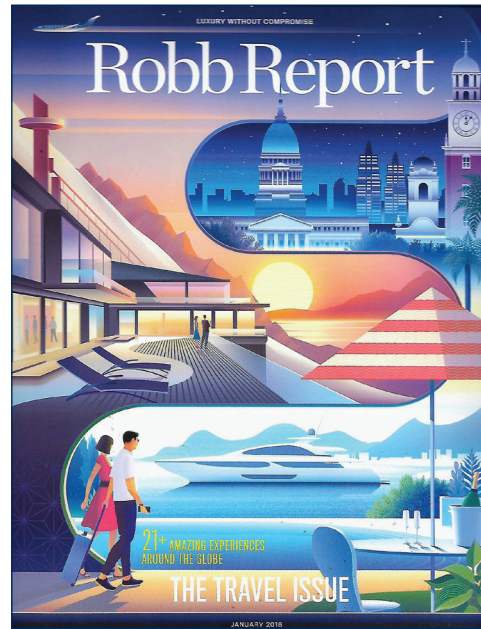




# Robb Report

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

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



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The Rosewood Farm Estate  
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ROSEWOODFARMESTATE.COM

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INTERNATIONAL REALTY

FULL PAGE, COLOR: \$8,000

Global

NAPA VALLEY, CALIFORNIA

CampusEstateAndVineyards.com  
\$18,500,000  
St. Helena Brokerage  
**ARTHUR D. GOODRICH**  
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<p>VERO BEACH, FLORIDA</p> <p>905 Winding River Road \$3,250,000   sothebysrealty.com/44130WVF ONE Sotheby's International Realty <b>KRISTIN BOBBON   CINDY O'DARE</b> kristin@rosterandregan.com +1 772.321.6541</p>	<p>WELAKA, FLORIDA</p> <p>603 Front Street \$1,400,000   sothebysrealty.com ONE Sotheby's International Realty <b>MAZIE REGAN</b> mazie@rosterandregan.com +1 772.214.8708</p>	<p>NEW YORK, NEW YORK</p> <p>131 East 79th Street \$12,000,000 East Side Manhattan Brokerage <b>AMANDA FIELD   JORDAN   NIKKI FIELD</b> amanda.jordan@sothebysrealty.com +1 212.606.7798</p>
<p>LINCOLN, NORTH CAROLINA</p> <p>1907 Flattop Cliffs Drive \$29,750,000   sothebysrealty.com/44112PNA Premier Sotheby's International Realty <b>MARILYN WRIGHT</b> marilynwright@premier.com +1 828.279.3680</p>	<p>RAINIERIDGE ISLAND, WASHINGTON</p> <p>BainbridgeLuxLiving.com \$6,480,000 Realtylux Sotheby's International Realty <b>SHAYNE TURGEON</b> shayne@turgeonllc.com +1 206.755.9637</p>	<p>OLD FORT BAY, THE BAHAMAS</p> <p>Krystal House \$25,000,000   sothebahamas.com/44140232 Bahamas Sotheby's International Realty <b>GEORGE DAMIANOS</b> george.damianos@sothebahamas.com +1 242.424.9669</p>

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# Robb Report

## LUXURY PROPERTY GUIDE

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

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

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

GUIDE: \$3,500 FULL PAGE

SHOWCASE: \$9,000 FULL PAGE



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Associate Broker  
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Harald.Grant@SothebysRealty  
HGrant@RosewoodFarm.com

The Rosewood Farm Estate  
Southampton, New York

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

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BeateMoore.com

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

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

Vanessa Moore  
Executive Salesperson  
914.642.7322  
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# San Francisco & Silicon Valley Takeover

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

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



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Gold Circle Of Excellence  
6 516.662.2710  
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.




DANIELGALÉ.COM/AGENT/OFEBRA-RUSSELL

**Capital Gae Sotheby's**  
INTERNATIONAL REALTY



**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 spectacular 6 bedroom, 7 1/2 bath and 11 1/2 bath oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a swimming pool deck and a classic infinity pool, which is directly visible from the ocean/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 | 8.0 BA | 10,039 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

# Simply Abu Dhabi

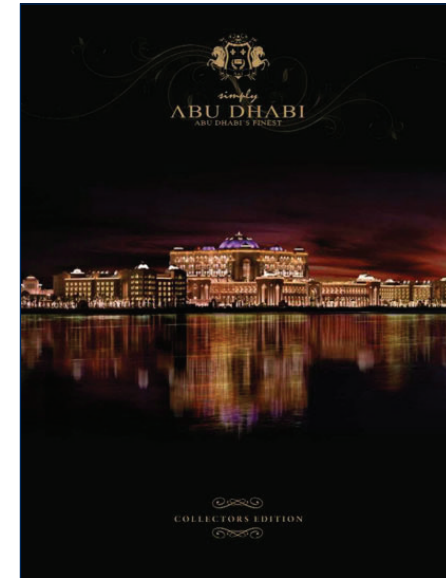
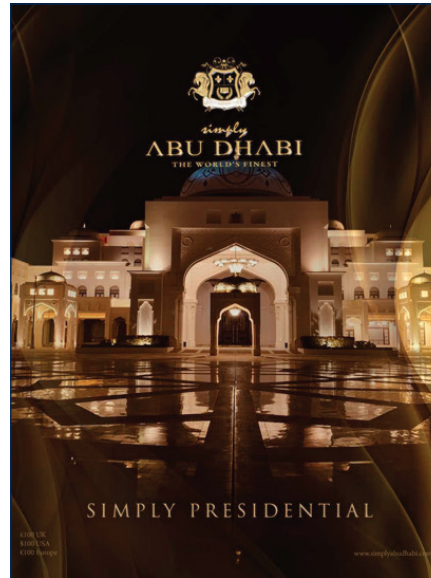
Simply Abu Dhabi is a luxury lifestyle publication that is only available by invitation to the highest echelon of society. Simply Abu Dhabi, primarily targets the elite and affluent globally. It showcases products and services available, from the most prestigious luxury brands around the globe, and it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

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

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

DOUBLE PAGE SPREAD + 2 INSTAGRAM POSTS: \$7,500

DOUBLE PAGE SPREAD, 4-PAGE EDITORIAL FEATURE + 2 INSTAGRAM POSTS: \$10,625



## Nothing compares to what's next

### Exquisite Palm Beach Properties

*Presented by Sonja Stevens*



**SONJA STEVENS**  
Senior Global Real Estate Advisor  
562.573.2028 | sonjastevens.com  
sonja.stevens@sothebys.realty

### Outstanding Properties

*Presented by Andrew Thomka-Gazdik*



**2999 South Ocean Blvd**  
A stunning two-acre direct oceanfront estate with 202 feet of ocean frontage. Over 11,000 total sq ft. Offered at \$350,000/Yearly  
2999SouthOcean.com

**Charming Home On Cal de Sae**  
\$995,000 | 3AlfordCourt.com

**Stunning Golf Course Views**  
\$950,000 | 1900CrownJadePlace303.com

**ANDREW THOMKA-GAZDIK**  
Senior Global Real Estate Advisor  
562.714.6952 | andrewthomka-gazdik.com  
andrew.thomka-gazdik@sothebys.realty

FOR MORE INFORMATION LOG ON TO ANDREWTHOMKA-GAZDIK.COM  
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# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2024

Plan 1	Ad Description	September	October	November	December	January	Media Total	Reach
<b>Media</b>								
<b>Sotheby's Auction House: Print</b>								
Sotheby's Magazine	Full Page				\$ 3,640.00		\$ 3,640.00	20,000
<b>Sotheby's Auction House: Digital</b>								
Sotheby's Bespoke Emails		\$ 2,500.00					\$ 2,500.00	550,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00			\$ 2,585.00	770,000
<b>Digital</b>								
<b>Million Impressions*</b>								
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00			\$ 4,875.00	1,500,000
Million Impressions	Targeting - US, Europe, UK, Canada							
<b>Google Adwords</b>								
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00			\$ 3,750.00	
<b>Comprehensive Digital</b>								
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00			\$ 6,000.00	300,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	150,000
<b>Geofencing - Event and Location</b>								
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00		\$ 1,500.00		\$ 3,000.00	120,000
<b>Billionaire</b>								
Billionaire	Custom Content + E-Newsletter			\$ 4,500.00			\$ 4,500.00	50,000
<b>Conde Nast UK</b>								
Conde Nast UK	Instagram Post		\$ 2,750.00				\$ 2,750.00	200,000
<b>Cottages &amp; Garden</b>								
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	
<b>Country Life</b>								
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00					\$ 2,250.00	25,000
Country Life	International Property Listing	\$ 400.00	\$ 400.00	\$ 400.00			\$ 1,200.00	
<b>Dezeen</b>								
Instagram Grid Post			\$ 5,650.00				\$ 5,650.00	3,300,000
<b>Elite Traveler</b>								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$ 2,500			\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00			\$ 1,500.00	19,500
<b>JamesEdition</b>								
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

# Continued Digital

<b>JetSet Magazine</b>							
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00	2,140,000
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	Bonus		Bonus	\$ -	1,275,000
<b>Le Figaro</b>							
Headline Search	Featured City	\$ 795.00		\$ 795.00		\$ 1,590.00	
Native Ad	Native placement by City		\$ 500.00		\$ 500.00	\$ 1,000.00	
<b>Luxury Estate</b>							
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250			\$ 3,250.00	
<b>Ocean Home</b>							
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
<b>Robbreport.com</b>							
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	
<b>Simply Abu Dhabi</b>							
Instagram Post	Instagram Post (2 Post Minimum)			Bonus	Bonus	\$ -	51,200
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Mansion Global Homepage Hero		\$ 2,150.00		\$ 2,150.00	\$ 4,300.00	328,000
Mansion Global Homepage Hero	Shared Banner	\$ 650.00		\$ 650.00		\$ 1,300.00	328,000
Mansion Global 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
<b>Yachting E-Newsletter</b>							
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								
<b>Billionaire Magazine</b>								
Billionaire Magazine	Full Page		\$ 8,125.00			\$ 8,125.00	14,791	
<b>Boat International</b>								
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	
<b>Conde Nast Magazines</b>								
Architectural Digest -Canada	Full Page			\$ 5,110.00		\$ 5,110.00	18,000	
<b>Country Life</b>								
Country Life	Spot	\$ 525.00	\$ 525.00			\$ 1,050.00	80,000	
Country Life	Full Page		\$ 3,300.00			\$ 3,300.00	40,000	
<b>Elite Traveler</b>								
Elite Traveler	Luxury Homes Feature			\$ 4,500.00		\$ 4,500.00	557,000	
<b>Financial Times</b>								
Financial Times	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	
<b>The Los Angeles Times</b>								
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	
<b>Le Figaro</b>								
Full Page	Full Page			\$ 2,500.00		\$ 2,500.00	50,000	
Full Page Advertorial	Full Page Advertorial	\$ 3,000.00				\$ 3,000.00	50,000	
<b>The New York Times</b>								
The New York Times	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	
<b>The New York Times International Edition</b>								
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	
<b>Ocean Home</b>								
Ocean Home	Full Page E-Newsletter Spot		\$ 3,250.00		\$ 3,250.00	\$ 6,500.00	140,000	
<b>Private Air Luxury Homes</b>								
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
<b>Robb Report</b>								
Robb Report	Luxury Property Showcase		\$ 9,000.00			\$ 9,000.00	107,000	
Robb Report	Robb Report Luxury Property Guide			\$ 3,500.00		\$ 3,500.00	107,000	
<b>San Francisco &amp; Silicon Valley</b>								
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00			\$ 725.00	36,500	

# Continued Print

<b>Simply Abu Dhabi</b>						
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts			\$ 7,500.00	\$ 7,500.00	10,000
<b>The Wall Street Journal</b>						
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
<b>The Wall Street Journal</b>						
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
<b>Media</b>	<b>Ad Description</b>							
<b>Sotheby's Auction House: Print</b>								
Sotheby's Magazine	Half Page				\$ 1,820.00		\$ 1,820.00	20,000
<b>Sotheby's Auction House: Digital</b>								
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00			\$ 2,585.00	770,000
<b>Digital</b>								
<b>Million Impressions*</b>								
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00			\$ 4,875.00	1,500,000
Million Impressions	Targeting - US, Europe, UK, Canada							
<b>Google Adwords</b>								
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00			\$ 3,750.00	
<b>Comprehensive Digital</b>								
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00			\$ 6,000.00	300,000
<b>Geofencing - Event and Location</b>								
Geofencing - Event and Location	Target specific events and locations				\$ 1,500.00		\$ 1,500.00	60,000
<b>Conde Nast UK</b>								
Conde Nast UK	Instagram Post		\$ 2,750.00				\$ 2,750.00	200,000
<b>Cottages &amp; Garden</b>								
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	
<b>Country Life</b>								
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00					\$ 2,250.00	25,000
Country Life	International Property Listing	\$ 400.00	\$ 400.00	\$ 400.00			\$ 1,200.00	
<b>Dezeen</b>								
Instagram Targeted Post			\$ 2,950.00				\$ 2,950.00	
<b>Elite Traveler</b>								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$ 2,500			\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00			\$ 1,500.00	19,500
<b>JamesEdition</b>								
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00			\$ 1,600.00	750,000
New & Trending Home Page Position	Featured Spot		\$ 1,200.00				\$ 1,200.00	750,000
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
<b>JetSet Magazine</b>								
JetSet Magazine	Annual Global Campaign			\$ 2,500			\$ 2,500.00	2,140,000
<b>LA Times</b>								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	Bonus		Bonus		\$ -	1,275,000



# Continued Digital

<b>Le Figaro</b>								
Headline Search	Featured City	\$ 795.00		\$ 795.00		\$ 1,590.00		
Native Ad	Native placement by City		\$ 500.00		\$ 500.00		\$ 1,000.00	
<b>Luxury Estate</b>								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00					\$ 1,100.00	
<b>Ocean Home</b>								
E-Newsletter	E-Newsletter			\$ 750.00		\$ 750.00		22,000
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00				\$ 1,400.00		43,400
<b>Robbreport.com</b>								
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		
<b>Simply Abu Dhabi</b>								
Instagram Post	Instagram Post (2 Post Minimum)			Bonus	Bonus	\$ -		51,200
<b>WSJ.com</b>								
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
<b>Yachting E-Newsletter</b>								
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						
<b>Boat International</b>						
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
<b>Conde Nast Magazines</b>						
Architectural Digest -Canada	Full Page			\$ 5,110.00	\$ 5,110.00	18,000
<b>Country Life</b>						
Country Life	Spot	\$ 525.00	\$ 525.00		\$ 1,050.00	80,000
Country Life	Full Page		\$ 3,300.00		\$ 3,300.00	40,000
<b>Elite Traveler</b>						
Elite Traveler	Luxury Homes Feature			\$ 4,500.00	\$ 4,500.00	557,000
<b>Financial Times</b>						
Financial Times	Double Property Spot		\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	420,914
Financial Times	Property Spot	\$ 750.00			\$ 750.00	420,914
<b>The Los Angeles Times</b>						
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 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
<b>Le Figaro</b>						
Full Page	Full Page			\$ 2,500.00	\$ 2,500.00	50,000
Full Page Advertorial	Full Page Advertorial	\$ 3,000.00			\$ 3,000.00	50,000
<b>The New York Times</b>						
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00		\$ 760.00	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
<b>The New York Times International Edition</b>						
The New York Times International Edition	Double Property Spot		\$ 1,300.00		\$ 2,600.00	208,602
The New York Times International Edition	Property Spot	\$ 650.00			\$ 650.00	104,301
<b>Ocean Home</b>						
Ocean Home	Full Page E-Newsletter Spot		\$ 3,250.00		\$ 3,250.00	70,000
<b>Private Air Luxury Homes</b>						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00		\$ 1,925.00	65,000
<b>Robb Report</b>						
Robb Report	Robb Report Luxury Property Guide			\$ 3,500.00	\$ 3,500.00	107,000
<b>San Francisco &amp; Silicon Valley</b>						
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00		\$ 725.00	36,500
<b>Simply Abu Dhabi</b>						
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts			\$ 7,500.00	\$ 7,500.00	10,000
<b>The Wall Street Journal</b>						
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
<b>The Wall Street Journal</b>						
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
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00		\$ 2,585.00	770,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression		\$ 900.00			\$ 900.00	100,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
<b>Comprehensive Digital</b>							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
<b>Geofencing - Event and Location</b>							
Geofencing - Event and Location	Target specific events and locations				\$ 1,500.00	\$ 1,500.00	60,000
<b>Conde Nast UK</b>							
Conde Nast UK	Instagram Post		\$ 2,750.00			\$ 2,750.00	200,000
<b>Cottages &amp; Garden</b>							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
<b>Country Life</b>							
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00				\$ 2,250.00	25,000
Country Life	International Property Listing	\$ 400.00	\$ 400.00	\$ 400.00		\$ 1,200.00	
<b>Elite Traveler</b>							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
<b>JamesEdition</b>							
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00		\$ 1,600.00	750,000
New & Trending Home Page Position	Featured Spot		\$ 1,200.00			\$ 1,200.00	750,000
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00		\$ 1,500.00	192,000
Social Media	Listing Feature		\$ 1,000.00		\$ 1,000.00	\$ 2,000.00	296,000
<b>JetSet Magazine</b>							
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00	2,140,000
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	Bonus		Bonus	\$ -	1,275,000
<b>Le Figaro</b>							
Headline Search	Featured City	\$ 795.00		\$ 795.00		\$ 1,590.00	
Native Ad	Native placement by City		\$ 500.00		\$ 500.00	\$ 1,000.00	

# Continued Digital

<b>Luxury Estate</b>										
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month									
<b>Ocean Home</b>										
E-Newsletter	E-Newsletter									
										22,000
<b>Robbreport.com</b>										
Robbreport.com	Featured Listing Carousel - 1 Property									
										6,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing									
<b>Simply Abu Dhabi</b>										
Instagram Post	Instagram Post (2 Post Minimum)									
										51,200
<b>WSJ.com</b>										
Mansion Global Homepage Hero	Shared Banner									
										656,000
Mansion Global Instagram	Mansion Global Instagram									
										76,200
<b>Yachting E-Newsletter</b>										
Boat International	Boat International									
										76,800
Cruising World	Cruising World									
										50,000
Sailing World	Sailing World									
										40,000
Yachts & Yachting	Yachts & Yachting									
										140,000



# Proposed Schedule, Pricing & Reach 2024

Print										
<b>Boat International</b>										
US National issue	Full Page + E-Newsletter							\$ 5,100.00	\$ 5,100.00	25,600
<b>Conde Nast Magazines</b>										
Architectural Digest -Canada	Full Page							\$ 5,110.00	\$ 5,110.00	18,000
<b>Country Life</b>										
Country Life	Spot	\$ 525.00	\$ 525.00					\$ 1,050.00		80,000
Country Life	Full Page		\$ 3,300.00					\$ 3,300.00		40,000
<b>Elite Traveler</b>										
Elite Traveler	Luxury Homes Feature							\$ 4,500.00	\$ 4,500.00	557,000
<b>Financial Times</b>										
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00			\$ 3,000.00		841,828
<b>The Los Angeles Times</b>										
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
<b>Le Figaro</b>										
Full Page Advertorial	Full Page Advertorial							\$ 3,000.00	\$ 3,000.00	50,000
<b>The New York Times</b>										
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00					\$ 760.00		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
<b>The New York Times International Edition</b>										
The New York Times International Edition	Property Spot	\$ 650.00	\$ 650.00			\$ 650.00		\$ 1,950.00		312,903
<b>Private Air Luxury Homes</b>										
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)							\$ 1,925.00	\$ 1,925.00	65,000
<b>Robb Report</b>										
Robb Report	Robb Report Luxury Property Guide					\$ 3,500.00		\$ 3,500.00		107,000
<b>San Francisco &amp; Silicon Valley</b>										
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00					\$ 725.00		36,500
<b>The Wall Street Journal</b>										
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00	\$ 795.00			\$ 3,180.00		2,577,696
<b>The Wall Street Journal</b>										
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										