



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# FENDI Residences Advertising and Marketing Program

Steiger  
& Cie

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 FENDI Residences

SKY Advertising is excited to present to Steiger & Cie Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the FENDI Residences.

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 Crans Montana.

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**

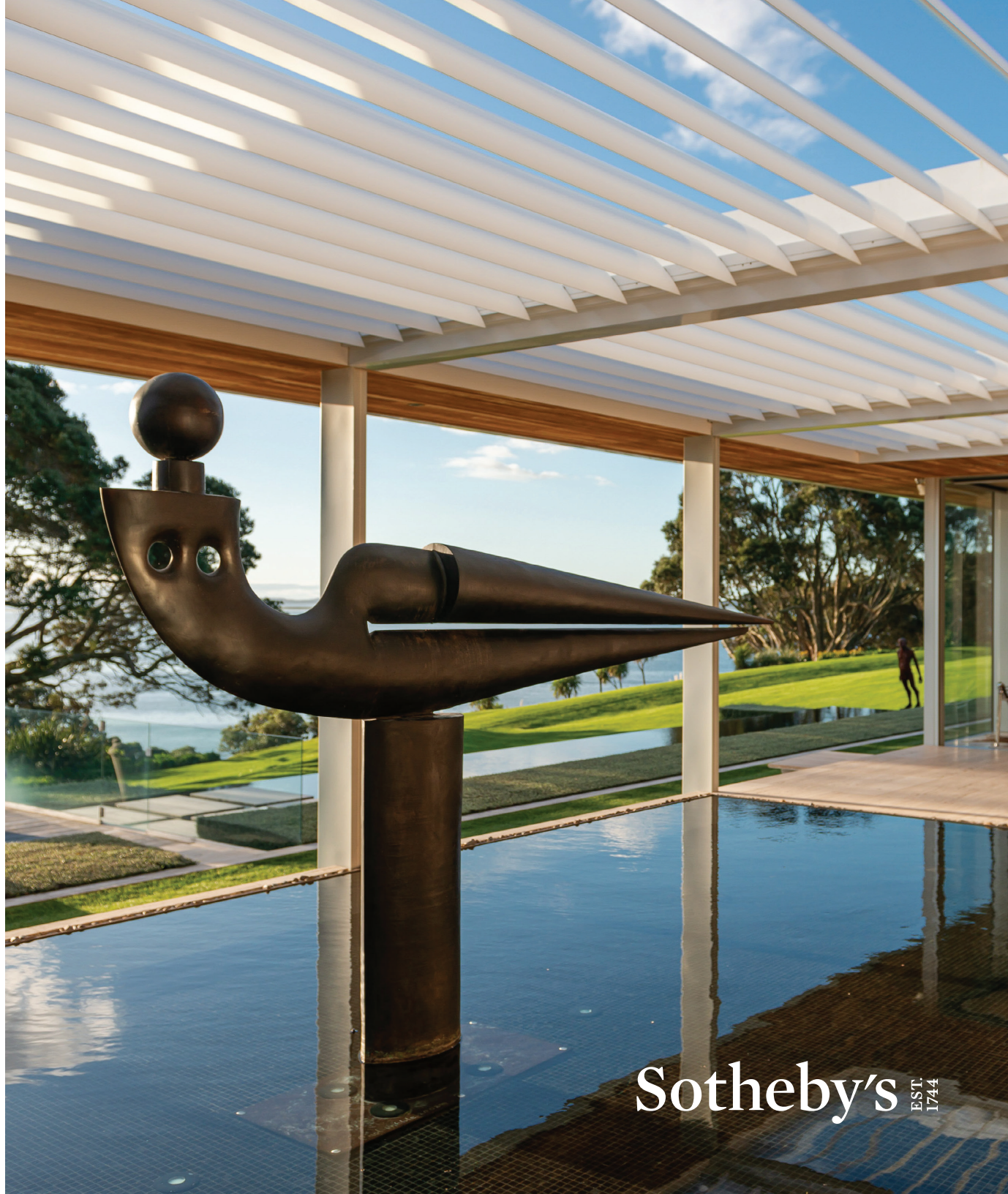
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Sotheby's  
Auction House  
Offerings



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

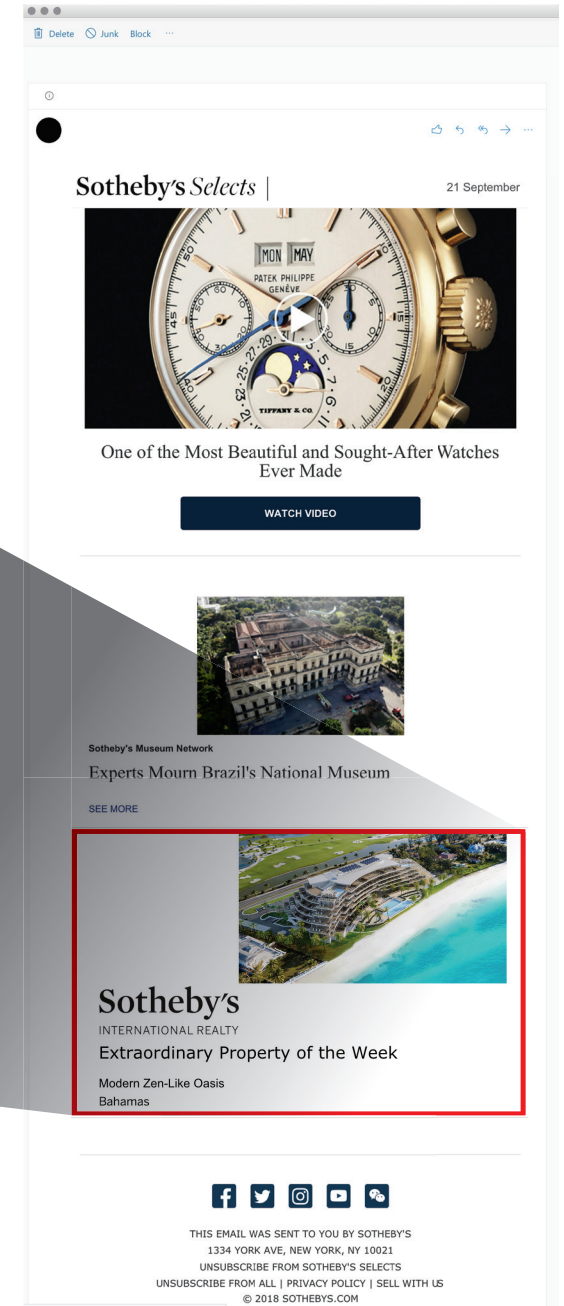
SOTHEBY'S SELECTS  
E-NEWSLETTERS

- 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

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

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

## DIGITAL

### SOTHEBY'S PREFERRED E-NEWSLETTERS

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

PRICE: \$3,000

**EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®**

DISCOVER MORE!

Elegant Condo Tower  
New York, New York

Sotheby's Preferred 5 September 2018

**Your Members' Lounge in Hong Kong**

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

LEARN MORE

**EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®**

DISCOVER MORE!

Elegant Condo Tower  
New York, New York

**Travel to Hong Kong in Style**

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

LEARN MORE

*Limited Offer*

**A Jewelled Garden of Eden**



# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



# Impressions Campaign

**CUSTOMIZABLE.**  
**AFFORDABLE.**  
**MEASURABLE.**

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

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

**Impress locally. Impress globally.**



## CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **FENDI Residences**
- Flight Dates: **July 2024 -December 2024**
- Impressions: **3,000,000**
- Clicks through to the website of your choice.

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





# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**

The  
Economist




# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM



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


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

BANNER PRODUCTION: \$350

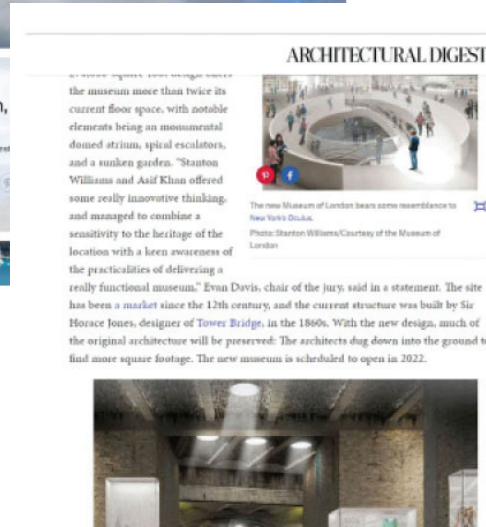
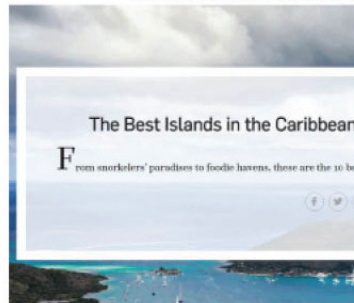
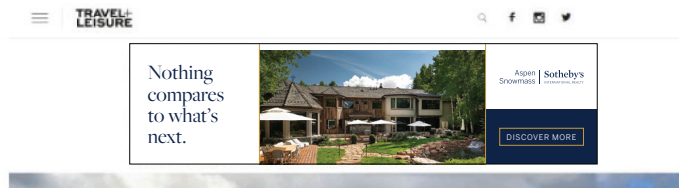
<p>Nothing compares to what's next.</p>		<p>Aspen Snowmass   Sotheby's INTERNATIONAL REALTY</p> <p>DISCOVER MORE</p>
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<p>Aspen Snowmass   Sotheby's INTERNATIONAL REALTY</p>		<p>Nothing compares to what's next.</p>	<p>DISCOVER MORE</p>
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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

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

# Sample Banners For Impressions Programs As They Appear On Sites

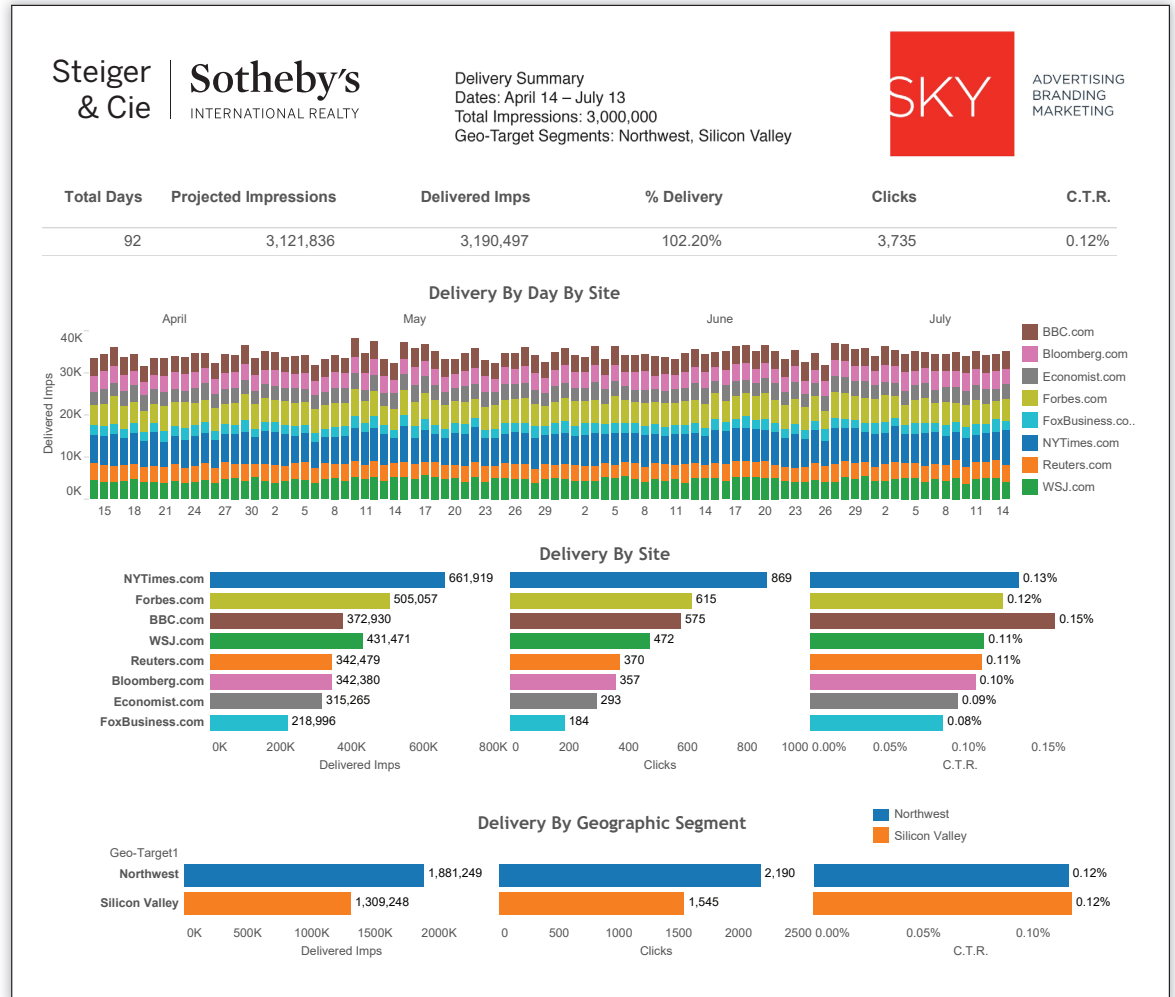


# Comprehensive Reporting For Your Customized Campaign

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

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

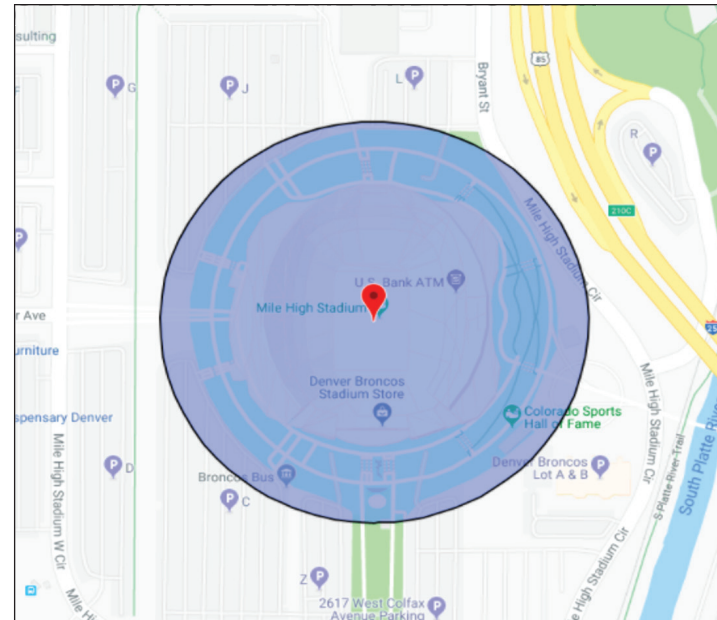
## IMPRESSIONS PROGRAM SAMPLE REPORT



# Digital Event Targeting

## GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



## GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

### TARGET SPECIFIC EVENTS AND LOCATIONS

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



# Comprehensive Digital

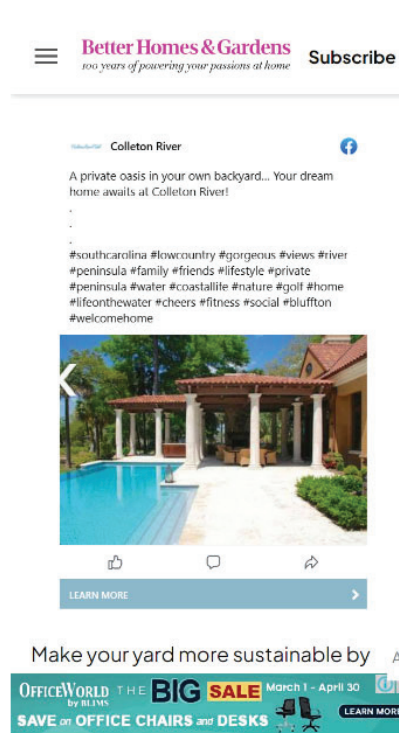
## SOCIAL MIRROR ADS

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

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

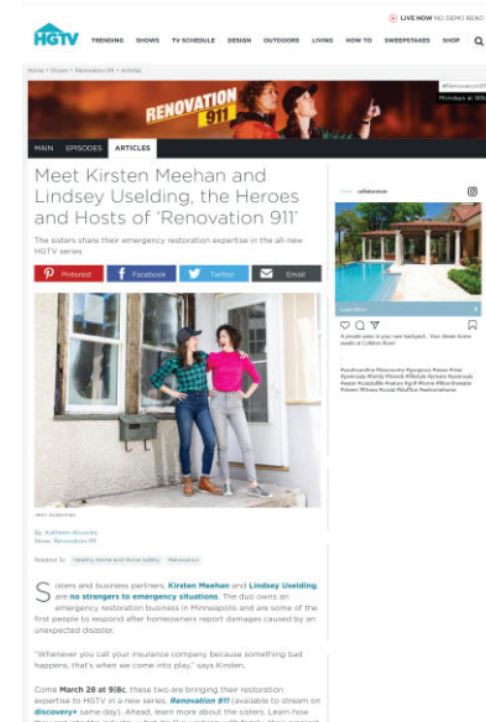
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



## TARGETING ABILITIES:

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



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

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

# Google AdWords

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

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

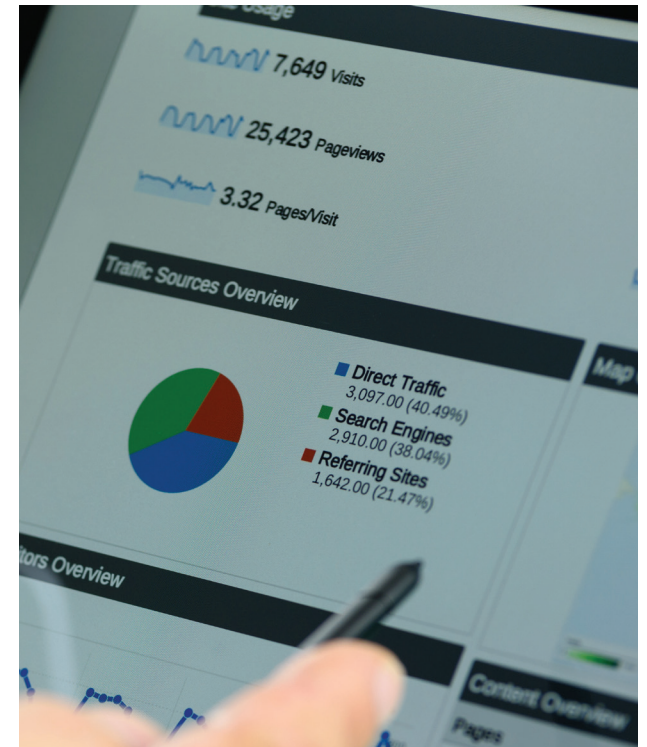


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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



# Google AdWords

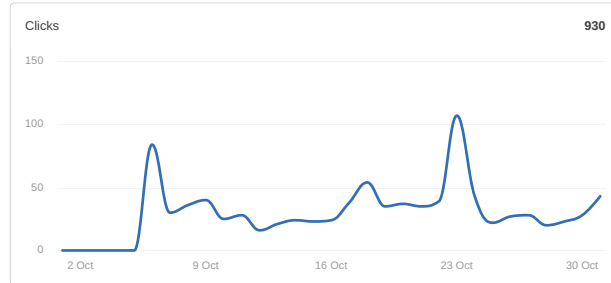
## CLIENT DASHBOARD

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



## Steiger & Cie

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

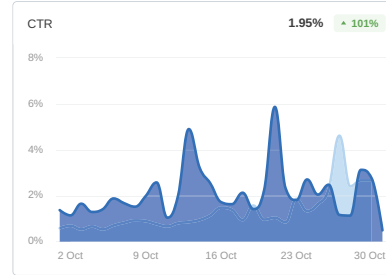
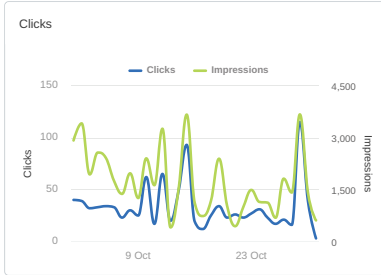
## MONTHLY REPORTING

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



## Steiger & Cie

### 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

# LinkedIn.com

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.

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PRICE: FROM \$2,000/MONTH



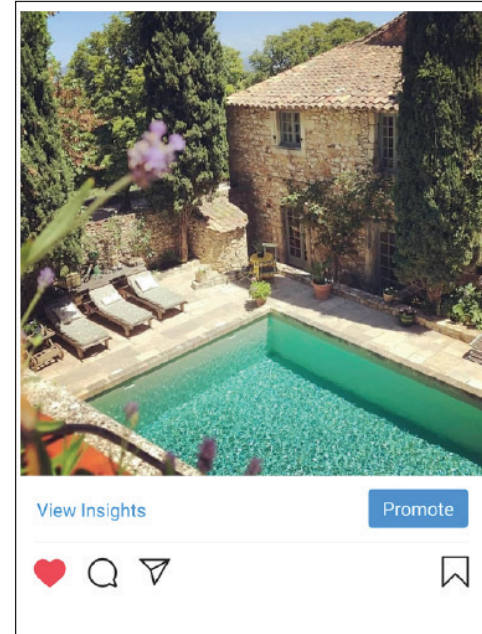
# Conde Nast UK

## 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



## DIGITAL

# 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

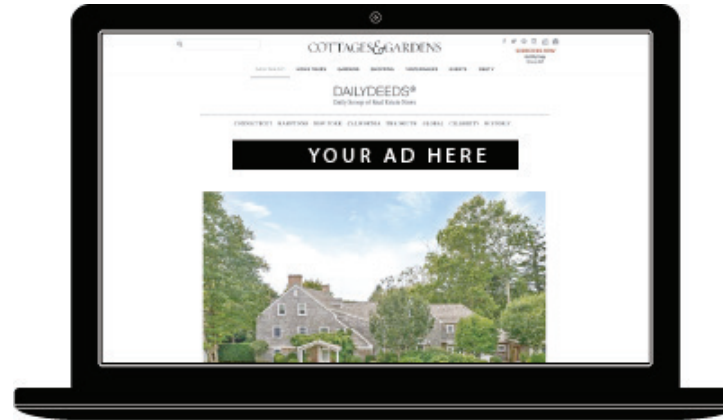
ROTATING GALLERY: \$2,950

### DAILY DEEDS

E-NEWSLETTER SENT 4X PER WEEK:  
\$3,000 FOR TWO WEEKS; \$5,000 PER MONTH

### INSTAPARTNERSHIP

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



#### Floral Gift Ideas for Mother's Day

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



#### Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



#### Ready, Set, Game Time!

12 fun finds that double as playful decor.

#### Spotlight



CALIFORNIA CLOSETS

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

## DIGITAL

# Country Life

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

### Three core audience pillars:

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

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

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

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

## WEEKLY E-NEWSLETTER

Published Wednesdays & Saturdays

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

PRICE: \$1,950

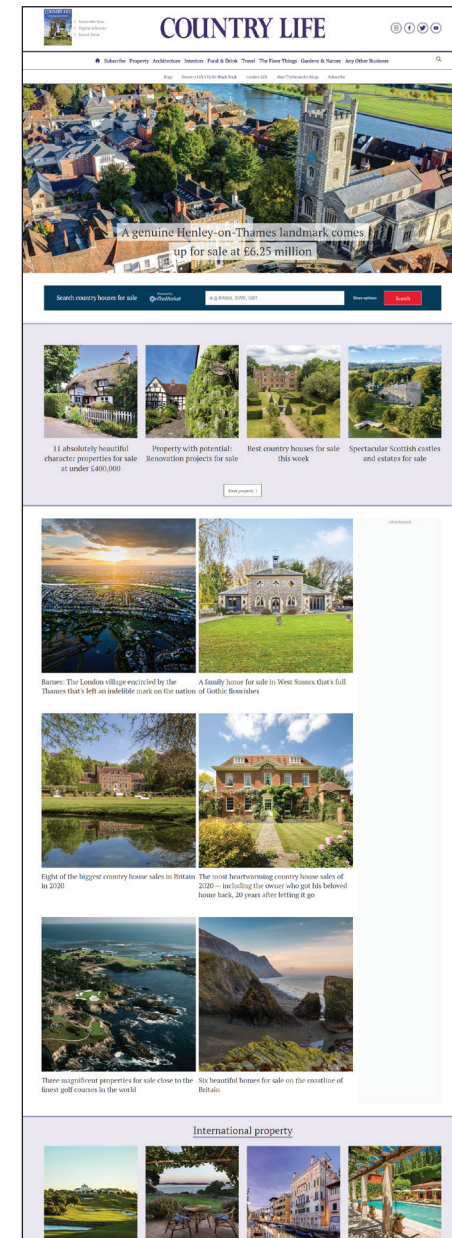
## INTERNATIONAL PROPERTY LISTING

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

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

## E-NEWSLETTER DEDICATED SEND

PRICE: \$2,250



# Dwell Real Estate

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

## Dwell Audience Real Estate Metrics

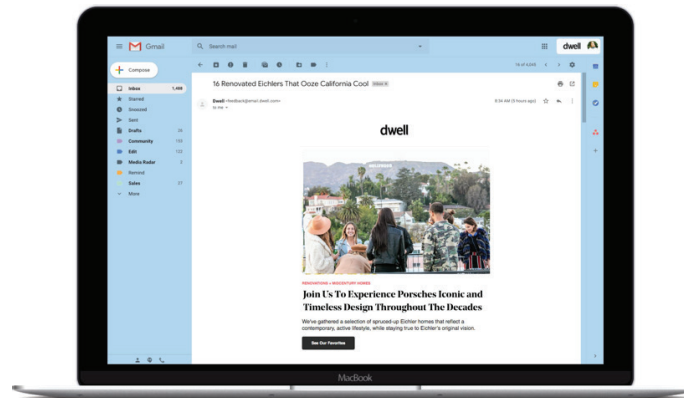
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

## CUSTOM REAL ESTATE ARTICLE.

This article permanently live will live in the Dwell.com Real Estate Channel.

- Promotion on Dwell.com Homepage through a promo tile.
- Promotion in the Dwell Email Newsletter.
- Promotion on the Dwell Facebook.

PRICE: \$6,000





DIGITAL

# Dezeen

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

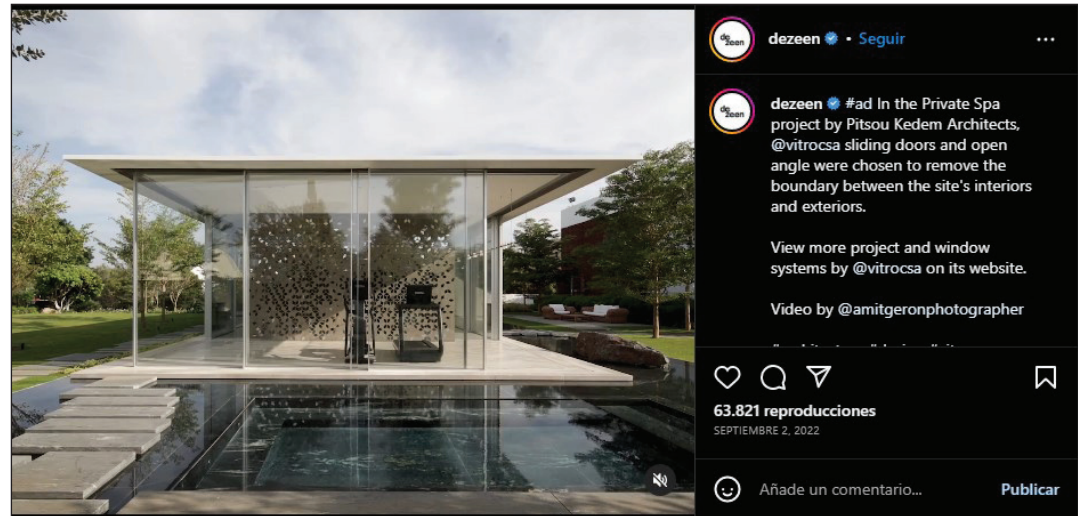
Dezeen's reach is global, with readers on every continent.

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

## SOCIAL MEDIA POST

INSTAGRAM GRID POST: \$5,650

INSTAGRAM TARGETED POST: \$2,950



# Elite Traveler

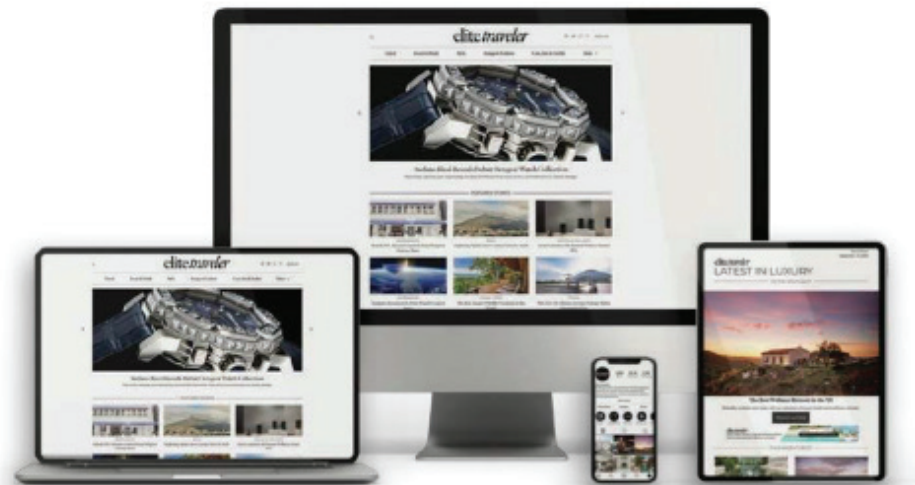
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

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

# jamesedition.com

## ROTATING GALLERY

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

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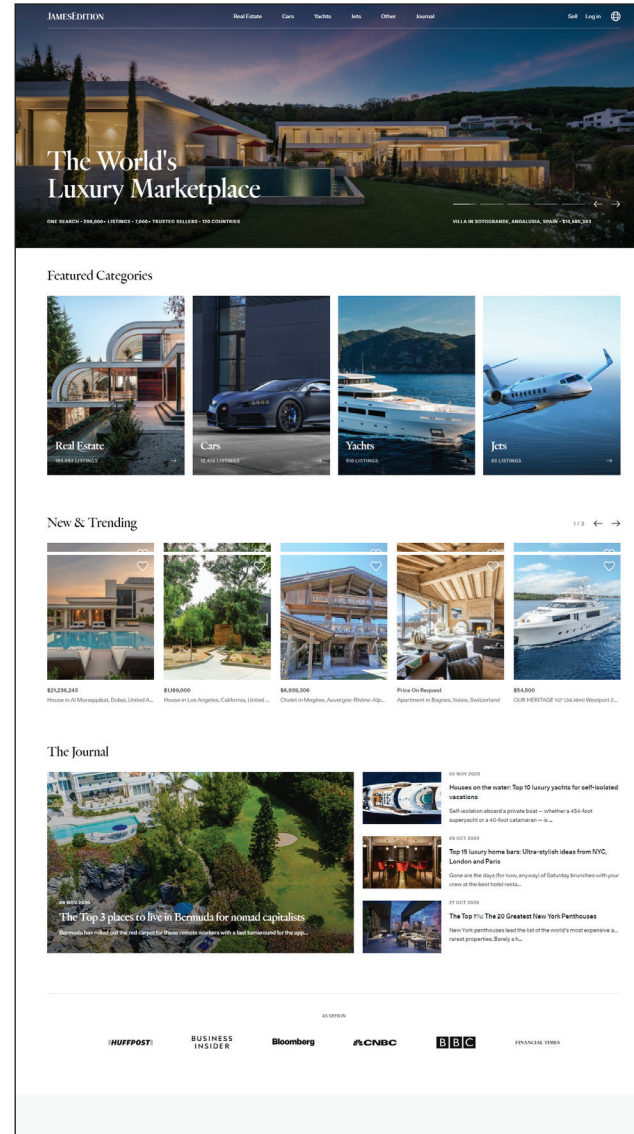
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

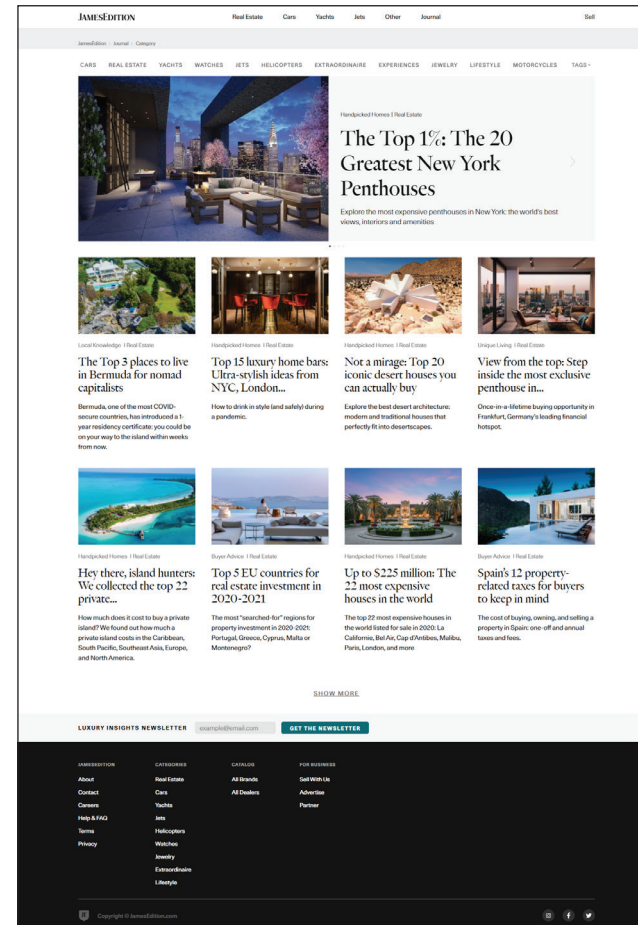
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

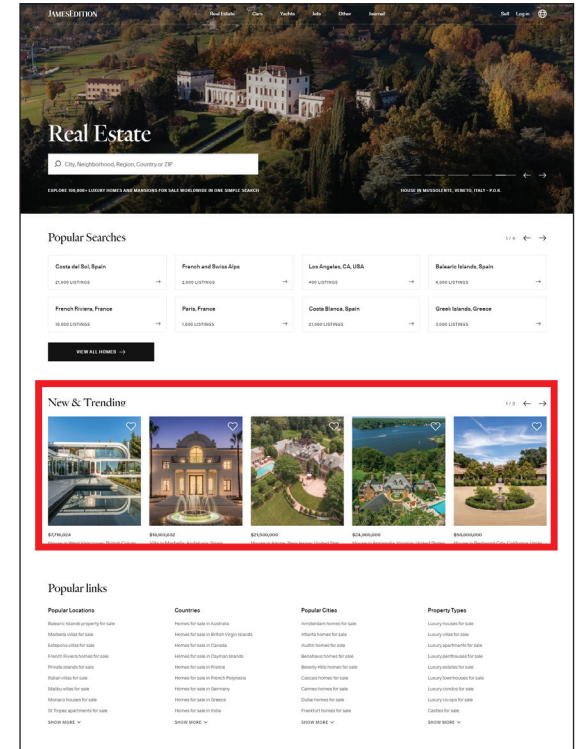
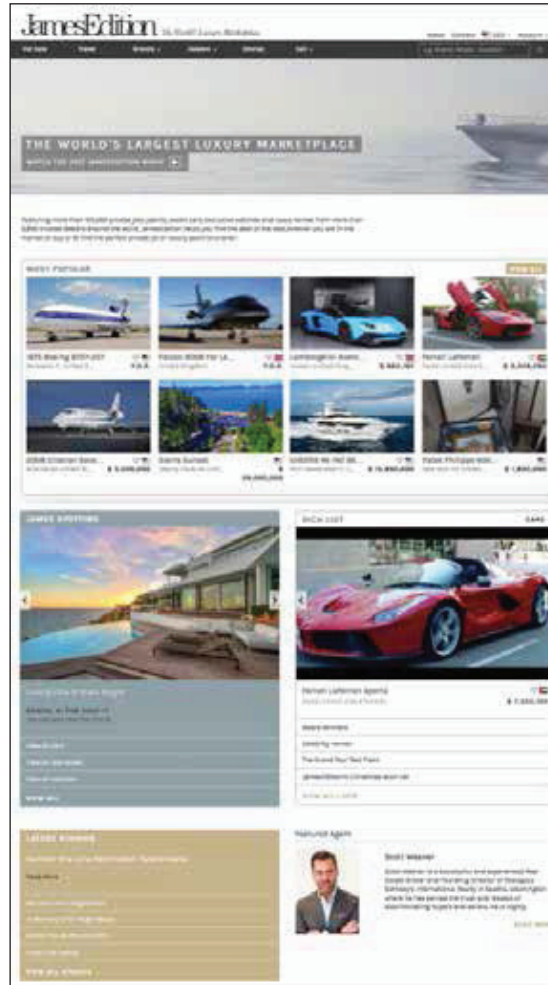
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# jamesedition.com

## SOCIAL MEDIA POST

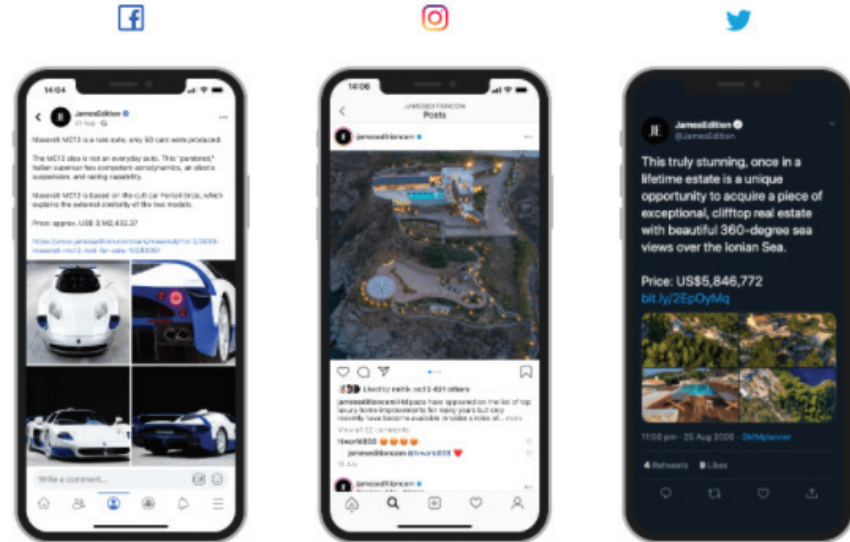
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

The screenshot shows a news article on the Track Record website. The article is titled "Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun" and is dated October 23, 2017. The article features an aerial photograph of the Diamante resort complex. The text describes the resort as a 1,500-acre private oceanfront community on the Pacific coast in Cabo San Lucas, BCS, Mexico. It highlights the construction of a new 18-hole, championship golf course designed by Tiger Woods and his company, Tiger Woods Design (TWD). The article mentions that the TWD-designed course will be Diamante's second and will join the resort's award-winning championship golf course, Diamante Dunes, a traditional 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. The article also notes that Diamante is a growing resort community that is already home to 600 Allagotes 10th ranked course in the world, a private residence club and beach-front home site. The article further details the resort's amenities, including a 10-acre waterhole lagoon, a village complex with retail stores, restaurants, a 1000+ camp, arcade, water park, and a water-based activity center. The article also mentions that the resort will feature 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. The article concludes by stating that the resort is a world-class golf destination and that the new course will be a fully functioning separate resort within the Diamante community. The article also includes a "SHARE ON" section with links for Facebook, Twitter, and Email. Below the article, there is a section for "ABOUT THE AUTHOR" which identifies the author as Jetset Magazine. The article also includes a "RELATED POSTS" section with two related articles: "The Unbelievable Adventure" and "Web Resorts Cabo San Lucas: Delicate Vacation Package".

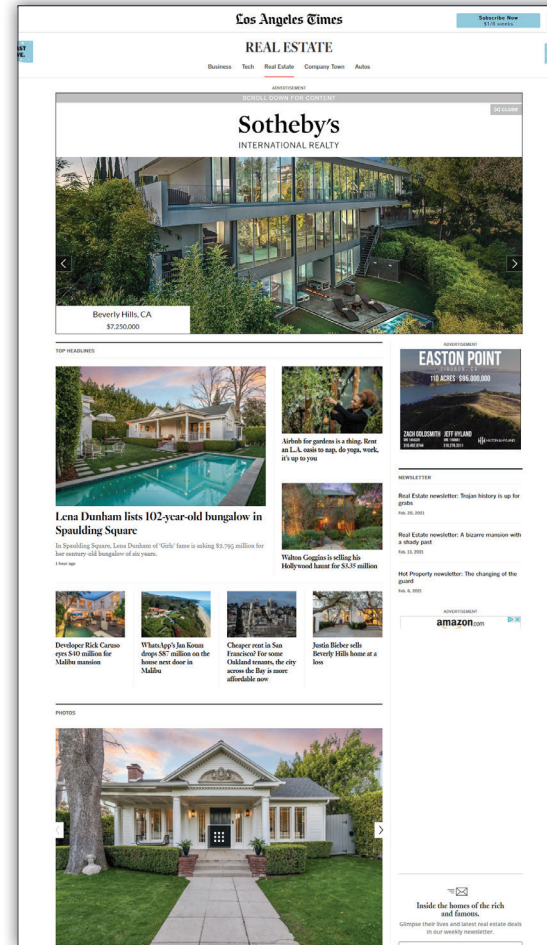
# LA Times

## LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

Maximum 30 featured properties  
Included with the Hot Property Print Placement





# 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

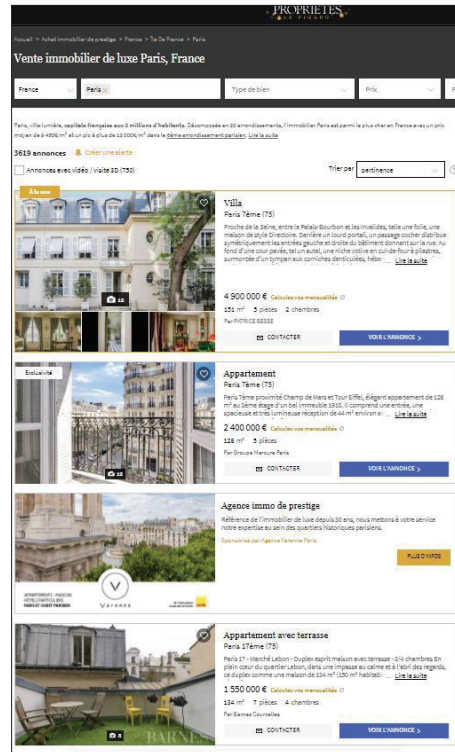
## NATIVE AD

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

## WEB ADVERTORIAL + AD CAMPAIGN

ARTICLE, SPONSORED SOCIAL POSTS, EMAIL, NATIVE CAMPAIGN: \$4,850



# 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

\$8,000 FOR 12 MONTHS



# NYTimes.com

## FEATURED PROPERTY MODULE

Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.


- Average CTR is between 0.36-0.55%

\$3,000/2 WEEKS

**4X Minimum Purchase**

FEATURED PROPERTIES

ADVERTISEMENT



**Una**  
Residences  
BRICKELL WATERFRONT  
**From \$2 million**  
175 SE 25th Rd. Miami, FL  
2-5 BR | 2-6.5 BA | Luxury  
Condos

Una Residences  
info@unaresidences.com

# PropGoLuxury.com

PropGoLuxury is the leading global luxury real estate site serving affluent English and Chinese audiences that allows users to search for luxury homes based on Price and location. It offers the most effective way to reach luxury property buyers, including China's large and rapidly growing international property buyer demographic.

PropGoLuxury offers a powerful distribution network providing maximum exposure to elite property consumers. The partner network reaches an aggregate audience of 20M luxury property consumers each month.

## CIRCULATION AND DEMOGRAPHICS

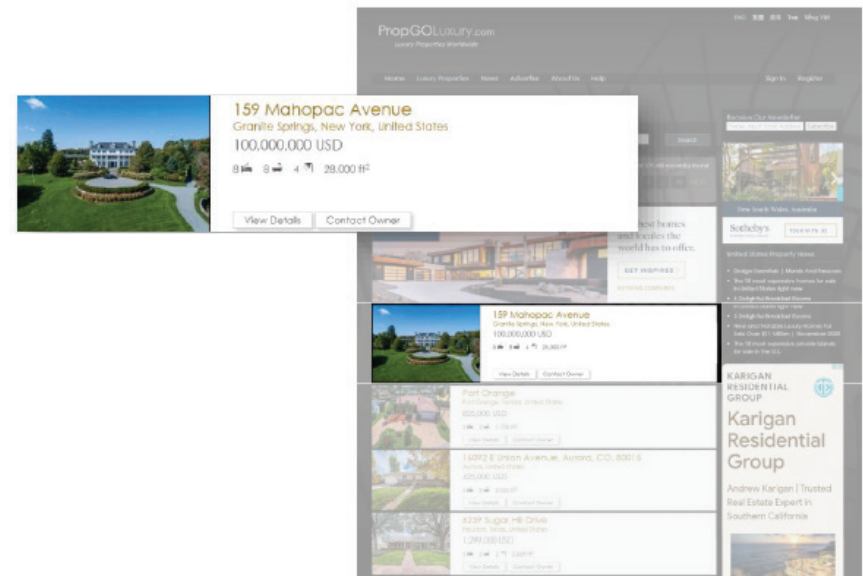
- English Average HHI: **\$250,000 USD**
- English Average HHNW: **\$2.8M USD**
- Chinese Average HHI: **6.4MM**
- Chinese Average HHNW: **\$4.575M USD**

## FEATURED LISTING & REGIONAL SHOWCASE

Display your property prominently in search area listings and a supersized banner on the regional home page.

- Generate up to **12x** more leads than standard listings

PRICE: \$700/30 DAYS



# RobbReport.com

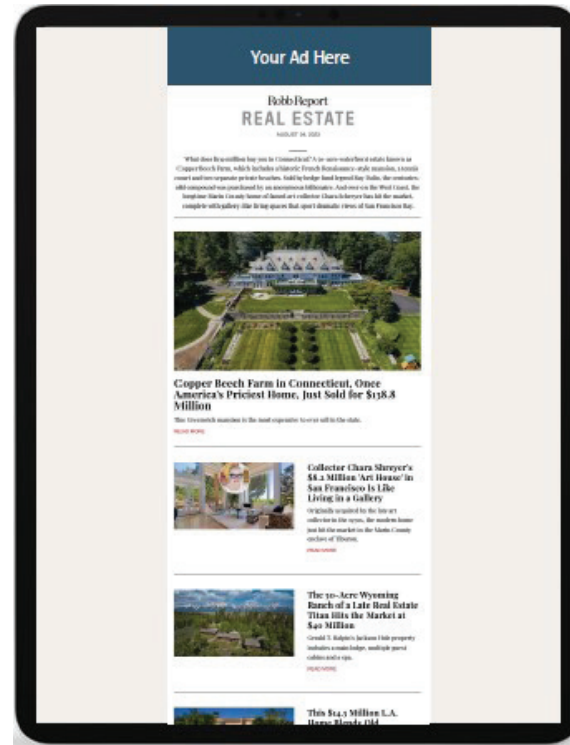
## REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

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

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

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





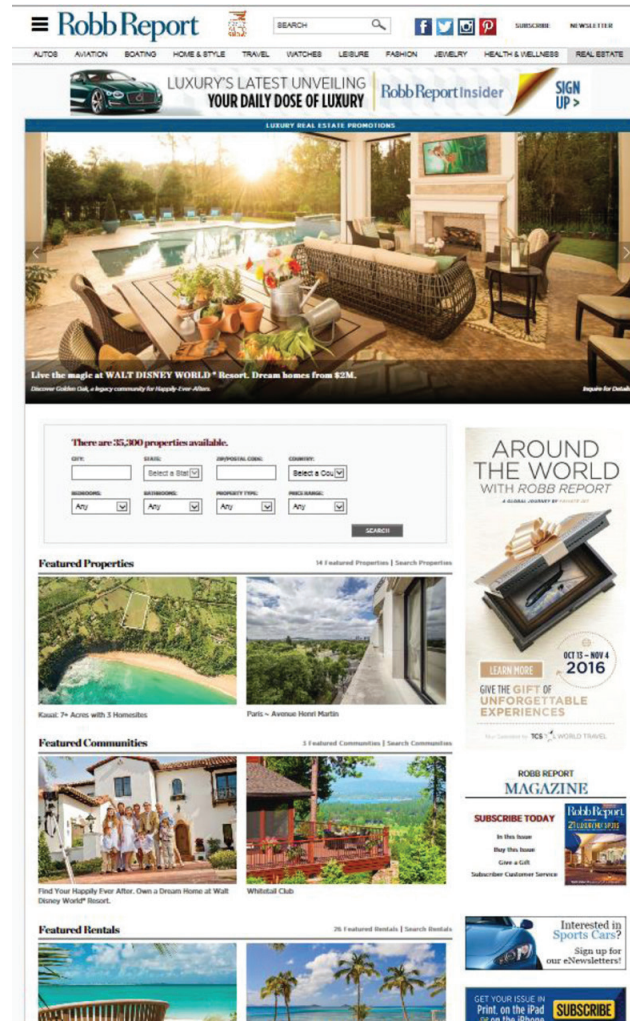
# RobbReport.com

## FEATURED LISTING CAROUSEL

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

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

PRICE: \$1,350 PER MONTH.



# RobbReport.com

## LUXURY PROPERTY LISTING

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

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

MANUAL 1 LISTING: \$450/MONTH


RR1
Robb Report
SUBSCRIBE

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

40737 properties available.

More ▾

Sort By: Recent ▾




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

**\$5,399,999**

Bed: 4      SQFT: N/A  
Bath: 5

Homes & Land




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

**\$995,000**

Bed: N/A      SQFT: N/A  
Bath: N/A

Homes & Land




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

**\$5,970,000**

Bed: 5      SQFT: N/A  
Bath: 5

Homes & Land




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

**\$2,199,000**

Bed: 5      SQFT: N/A  
Bath: 5

Homes & Land




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

**\$1,100,000**

Bed: 4      SQFT: N/A  
Bath: 4

Homes & Land




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

**\$848,000**

Bed: 3      SQFT: N/A  
Bath: 2

Homes & Land




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

**\$1,041,700**

Bed: 4      SQFT: N/A  
Bath: 5

Homes & Land




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

**\$949,000**

Bed: 4      SQFT: 2797  
Bath: 3

Homes & Land




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

**\$3,295,000**

Bed: 4      SQFT: 4605  
Bath: 4

Homes & Land




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

**\$3,375,000**

Bed: 4      SQFT: 4985  
Bath: 4

Homes & Land




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

**\$980,000**

Bed: 3      SQFT: 2524  
Bath: 3

Homes & Land



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

**\$895,000**

Bed: 3      SQFT: 2488  
Bath: 3

Homes & Land



# Simply Abu Dhabi

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

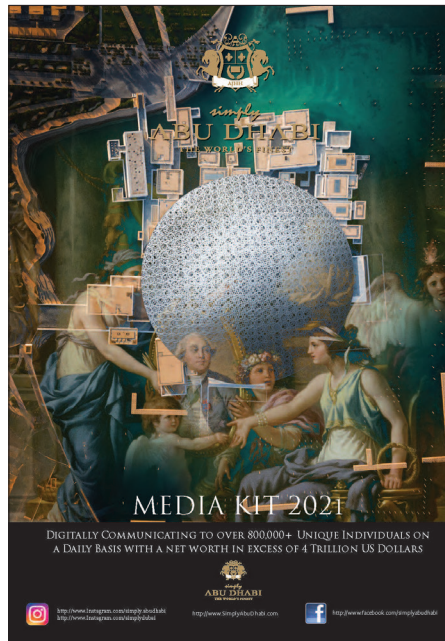
## INSTAGRAM POST

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

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

PRICE: \$1,375 PER POST

2 Post Minimum



# The Wall Street Journal Online (WSJ.com)

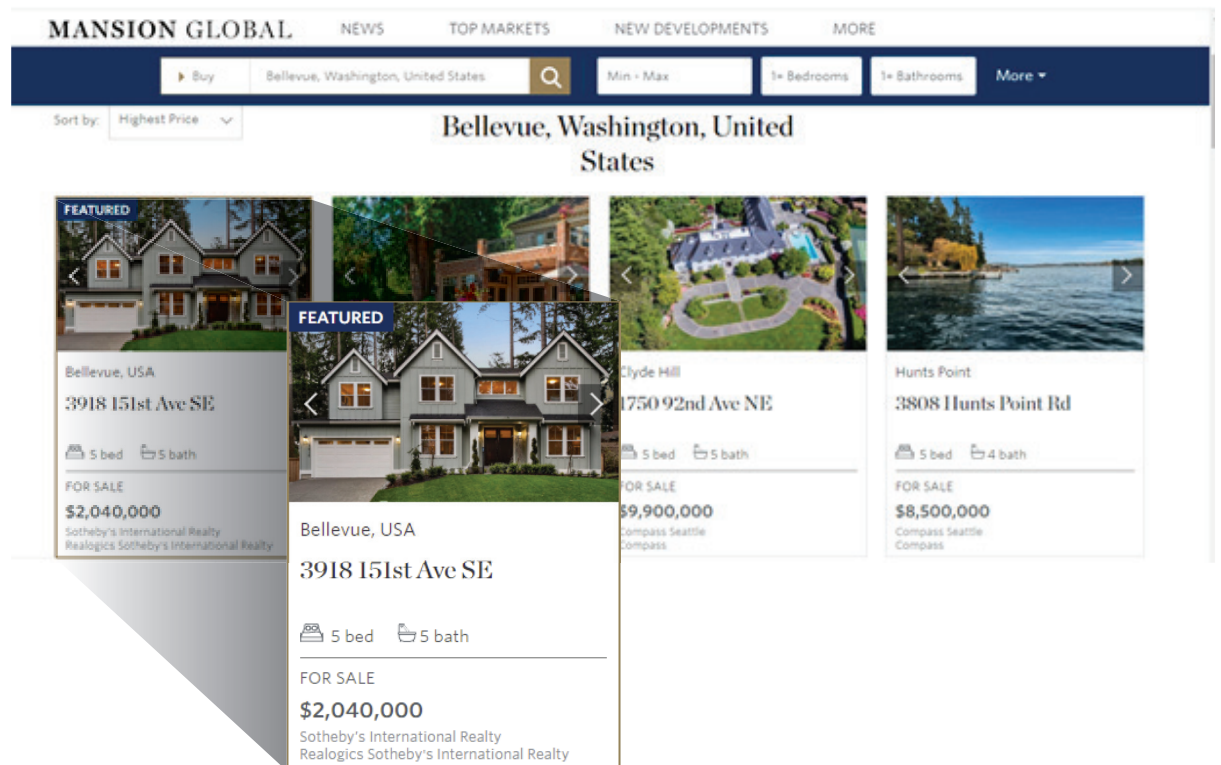
## FEATURED PROPERTY UPGRADES

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

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

10 PROPERTIES: \$1,200

Included with print placement



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties





# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

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

### INCLUDES

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

PRICE: \$1,000  
3 Month Minimum

Buy | Luxury properties by location

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

VIEW MEDIA

SHARE [Icons] SAVE

**DESCRIPTION**

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

Read More

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

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

Show More

**NEIGHBORHOOD**

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews

SHOP NOW

# The Wall Street Journal Online (WSJ.com)

## WEEKLY ENEWSLETTER

- Out on Fridays
- **100%** SOV
- **50,000** Opt in subscribers

PRICE: \$3,500

[Trouble viewing this email? View in web browser.](#)

THE WALL STREET JOURNAL.



REAL ESTATE

**Coronavirus is baring its teeth** to the spring real-estate market. [Mansion's Katherine Clarke reports](#) that new home listings dropped a staggering 27% in late March and early April. For perspective, new listings increased by an average of about 50% between March 1 and April 5 in both 2018 and 2019.

It's a harsh reality for homesellers who had their hopes up, and agents who were looking forward to what's normally a busy season for the industry. "People are definitely holding back until people can physically come and see the space," Douglas Elliman's Frances Katzen told our reporter. "They want to see a return to normalcy again before they list."

The pandemic is also threatening to rock a shaky condo market in New York. Oversupply and retreating foreign buyers already loomed large over condo developers. Now, halting construction has thrown project timelines into disarray, forcing developers to renegotiate maturing loans and source cash to recapitalize their buildings and buy more time. [Read more here.](#)

### Do air purifiers and filters kill viruses?

In Houston, a [high-stakes divorce battle](#) between Ed Bosarge and his wife, Marie Bosarge, provides a rare glimpse into the secretive and complex mechanisms ultrahigh-net-worth individuals use to buy real estate and move their money around the globe. Mrs. Bosarge is accusing her billionaire husband of using a complex web of trusts and limited liability companies to prevent her from accessing cash and the 13 homes they acquired together.

Finally, we look at how [security personnel have come to feel like part of the family](#) in gated communities. "It's more hospitality-driven than policing," one homeowner told us.

And remember: Keep sending your real estate-related questions by replying to this email. 📧

Happy reading!

*-Kerry Berger, digital editor of Mansion*

## Coronavirus Batters Spring Home-Selling Season, as New Listings Drop 27%



JIM BARTISCH

[By comparison](#), new listings rose by an average of about 50% between March 1 and April 5 in 2018 and 2019.

## Coronavirus Forces New York Condo Developers Into a Race Against Time



MICHAEL NAGEL/REUTERS/NEWS

As construction across the city screeches to a halt, developers reckon with [how to keep their projects funded](#) while the pandemic rages on.

# The Wall Street Journal Online (WSJ.com)

## MANSSION GLOBAL DAILY (M-F) E NEWSLETTER

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

PRICE: \$3,680

View in your browser

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



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

---

**BY THE NUMBERS**

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

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLaugh, Toronto, ON	\$12,800,000
10. 489 Sandrine Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,900,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmont	\$1,378,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

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**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 AllChances



# The Wall Street Journal Online (WSJ.com)

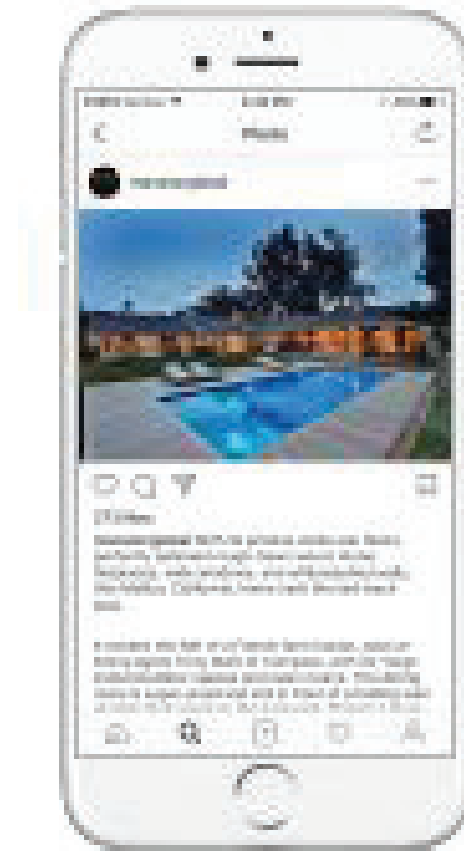
## @MANSIONGLOBAL INSTAGRAM

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**

POST: \$1,775

POST + BOOST: \$7,000



# Print Offerings



Sotheby's  
INTERNATIONAL REALTY



# The Wall Street Journal

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

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

PROPERTY SPOT: \$795  
 DOUBLE PROPERTY SPOT: \$1,590  
 QUADRUPLE PROPERTY SPOT: \$3,180

Includes Bonus 30 Day Digital -  
 Featured Property Upgrade

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

**What's News**  
 Business & Finance

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

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

**Tennessee Twisters Kill at Least 25**  
 A line of storms began barreling across Tennessee on Tuesday, killing at least 25 people as the weather service warned of deadly winds and hail.

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

**World Wide**  
 Biden reached a string of major Tuesday primary victories and Sanders won the most California votes from the field in the Democratic presidential race.

**Sotheby's**  
 INTERNATIONAL REALTY

Nothing compares to what's next.

City, State: [Redacted]  
 Website or Address: [Redacted]  
 Company: [Redacted]  
 AGENT NAME: [Redacted] +1 212 456 7890

City, State: [Redacted]  
 Website or Address: [Redacted]  
 Company: [Redacted]  
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 AGENT NAME: [Redacted] +1 212 456 7890

PRINT

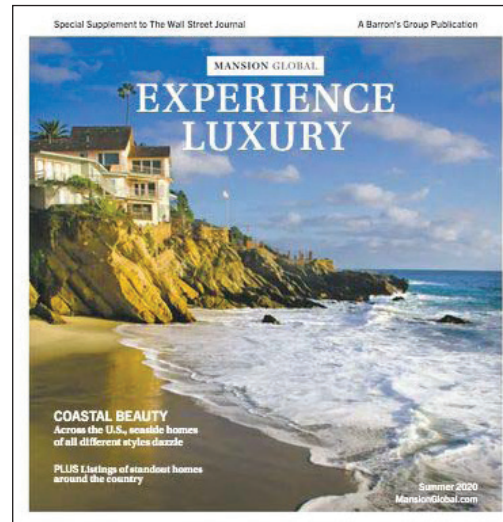
# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

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

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

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





# The New York Times

## IN THE FRIDAY MAIN NEWS SECTION

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

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



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 William Pitt Sotheby's International Realty  
**JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebys.realty | +1 212.456.7800**



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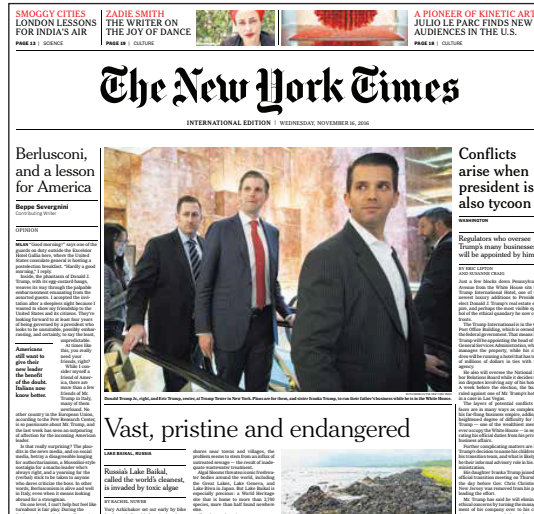
# The New York Times International Edition

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

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


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

Global




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 nick.damianos@sirbahamas.com  
 +1 242.376.1841

**GREENWICH, CONNECTICUT**




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

**CENTRE ISLAND, NEW YORK**




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

**NEW YORK, NEW YORK**



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

**SHELTER ISLAND, NEW YORK**



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

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# The New York Times Takeover

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

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

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

**Includes Digital promotion and Digital Flipbook**

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

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

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

**Danielle Gale** / AGENT / OEBRA-RUSSELL

Sandbanks  
Exuma, The Bahamas

**Jacqueline Lighthorn**  
Estate Agent  
+1 242 269 2225  
260 Sandrine Lighthouse  
#JL@bahamas.com

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

Sandbanks is a truly particular 6 bedroom, 7 1/2 bath and 11 1/2 bath oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a sweeping pool deck and a classic infinity pool. Like a luxury spa, directly visible the ocean for water sports.

SIREBAHAMAS.COM/ID/V29,67

Bahamas | **Sotheby's**  
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

**Eric Santorino**  
Sales Associate  
858.334.3557  
eric@ericsantorinorealty.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

# 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%**

PROPERTY SPOT: \$525

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  
 QUARTER PAGE, COLOR : \$4,800  
 HALF PAGE, COLOR : \$9,500  
 FULL PAGE, COLOR : \$18,850

Global

# 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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MAISONS  
DE VACANCES**

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The Rosewood Farm Estate  
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000  
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BeateMoore.com

**Vanessa Moore**  
Licensed Salesperson  
917.775.6078  
Vanessa.Moore@SothebysRealty

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

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

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# Los Angeles Times Takeover

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

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

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

FULL PAGE: \$660

INSIDE FRONT COVER: \$1,500

INSIDE BACK COVER: \$1,500

BACK COVER: \$1,600

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MALIBU CALIFORNIA

Photo credit: © Steve Linnartz / iStockphoto.com

72 Post Road, Old Westbury, NY

9 BR | 6 BA | 10.54 ACRES  
\$4,400,000

Features include: 120-year Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom 1800 sq ft studio in country house, 100 year 13,000 sq ft main cottage, 100 year garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE, COMPAGENT/DOBRNA, RUSSELL

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

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SOTHEBYSREALTY.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  
\$42MDCORROAD.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.
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- **32%** of readers are more likely to own a second home or real estate property.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



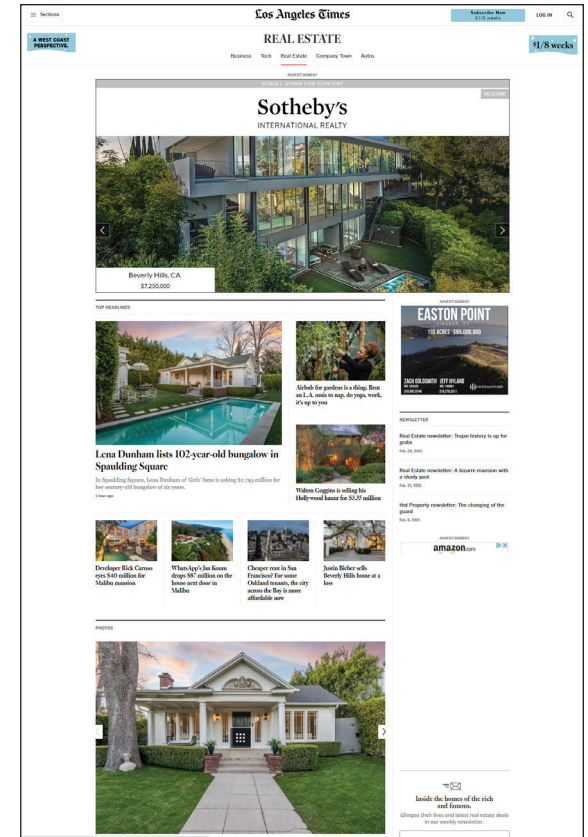
## LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

Full color with 30 day Lighthouse Placement

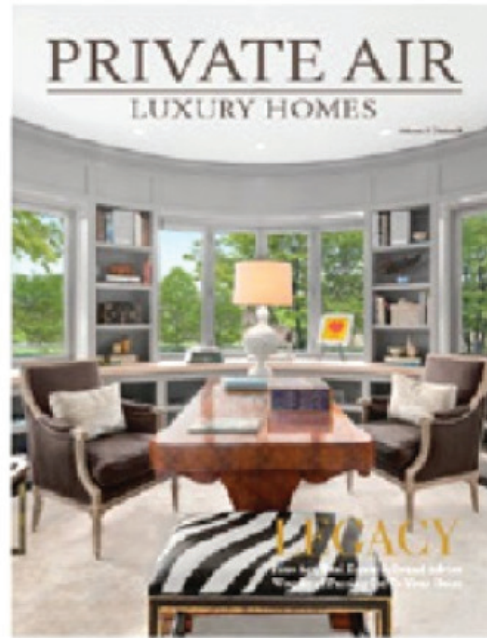




# Private Air Luxury Homes Magazine

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

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



## DISTRIBUTION

### 65,000 private jet owners and guests

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

FULL PAGE: \$1,925

**includes social media & E-Newsletter**

FULL PAGE IN 3 ISSUES: \$1,550

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

FULL PAGE IN 6 ISSUES: \$1,450

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



# 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**

HALF PAGE, COLOR: \$5,000  
 FULL PAGE, COLOR: \$8,000

Global



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 ROSEWOODFARMESTATE.COM

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NAPA VALLEY, CALIFORNIA

CampusEstateAndVineyards.com  
 \$18,500,000  
 St. Helena Brokerage  
**ARTHUR D. GOODRICH**  
 arthur.goodrich@sothebysrealty.com +1 415.735.8779

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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>131East79thStreetMaise.com              \$12,000,000              East Side Manhattan Brokerage  <b>AMANDA FIELD   JORDAN   NIKKI FIELD</b>              amanda.jordan@sothebysrealty.com +1 212.658.7798</p>
<p>LINCOLN, NORTH CAROLINA</p> <p>1907 Flattop Cliffs Drive              \$29,750,000   sothebysrealty.com/44112PN4              Premier Sotheby's International Realty  <b>MARILYN WRIGHT</b>              marilynwright@premier.com +1 828.279.3680</p>	<p>BAINBRIDGE ISLAND, WASHINGTON</p> <p>BainbridgeLuxeLiving.com              \$6,480,000              Realogics 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   amandamaine.com/44140232              Bahamas Sotheby's International Realty  <b>GEORGE DAMIANOS</b>              george.damianos@bahamas.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

PRICE: \$9,000/FULL PAGE

### Global



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The Rosewood Farm Estate  
Southampton, New York

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

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Licensed Salesperson  
914.775.6078  
Vanessa.Moore@SothebysRealty

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

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

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# 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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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/02884-RUSSELL

**Sandbanks Exuma, The Bahamas**



**Jacqueline Lighthorn**  
Elite Agent  
+1 242 269 2225  
260 Sandbanks Light House  
#028@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 car oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a sweeping pool deck and a classic infinity pool. Like a beachside spa, directly visible to the ocean for water sports.

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5305 Carlsbad Boulevard, Carlsbad, CA 92008



**Eric Santorino**  
Elite Agent  
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eric@ericsantorino.com  
DRE#02156001

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

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



SOTHEBYREALTY.COM/ID/THE44





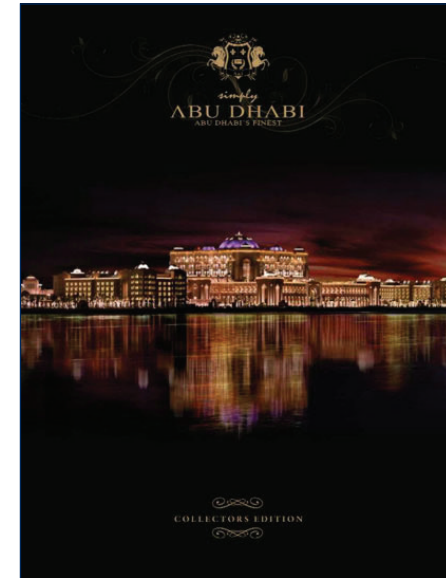
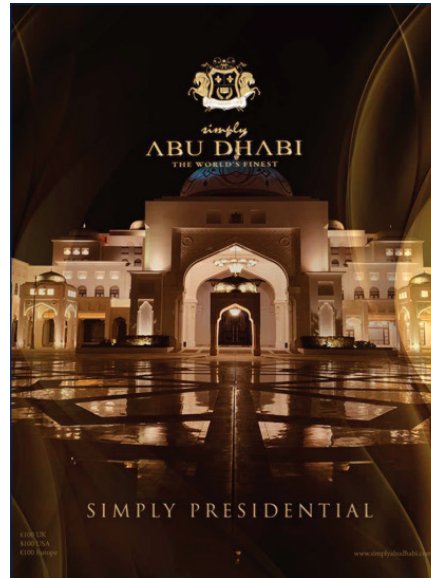
# Simply Abu Dhabi

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

\$7,500 DOUBLE PAGE SPREAD + 2 INSTAGRAM POSTS  
 \$6,250 DOUBLE PAGE SPREAD, 4-PAGE EDITORIAL  
 FEATURE + 2 INSTAGRAM POSTS

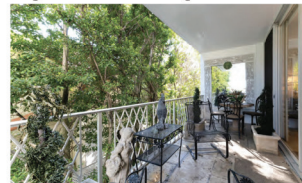
Print & Digital



## Nothing compares to what's next

### Exquisite Palm Beach Properties

Presented by *Sonja Stevens*



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



**RAPALLO - WEST PALM BEACH**  
 Beautifully appointed 2 bedrooms, 2 bath, updated kitchen and bath, with great balcony! Water views from all rooms, plantation shutters throughout, gym, function room with kitchen, library, storage, bike storage. Full time door man. Management on site. Steps from Palm Beach and World Class shopping.  
 Offered at \$1,640,000 | [Rapallo803.com](http://Rapallo803.com)



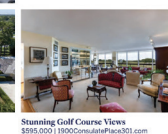
**SONJA STEVENS**  
 Senior Global Real Estate Advisor  
 561.573.3198 | [sonjastevens.com](mailto:sonjastevens.com)  
[sonja.stevens@sothebys.realty](http://sonja.stevens@sothebys.realty)

### Outstanding Properties

Presented by *Andrew Thomka-Gazdik*



**The Plaza of The Palm Beaches T114C**  
 Stunning duplex townhouse with water views. Three bedrooms, three and half bathrooms. Extraordinary garden terrace perfect for entertaining. Updated kitchen and baths and ready to move in. Lives like a house with all the amenities of a condo. Don't miss. Easy to show.  
 Offered at \$3,500,000 | [Plaza114C.com](http://Plaza114C.com)



**2999 South Ocean Blvd**  
 A stunning two-acre direct oceanfront estate with 200 feet of ocean frontage. Over 11,000 total sq ft. Offered at \$35,000,000/Yearly  
 2999SouthOcean.com

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

**Stunning Golf Course Views**  
 \$950,000 | [1900CrescentPalms301.com](http://1900CrescentPalms301.com)



**ANDREW THOMKA-GAZDIK**  
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 561.714.6955 | [andrewthomka-gazdik.com](mailto:andrewthomka-gazdik.com)  
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 PALM BEACH BROKERAGE | 340 ROYAL PONCIANA WAY, PALM BEACH, FL 33480 | 561.659.3555 | [SOTHEBYSREALTY.COM/PALMBEACH](http://SOTHEBYSREALTY.COM/PALMBEACH)



# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2024

Plan 1	Media	Ad Description	July	August	September	October	November	December	January	Media Total	Reach
	<b>Sotheby's Auction House: Print</b>										
	Sotheby's Magazine	Advertorial - 2 page						\$ 10,500.00		\$ 10,500.00	20,000
	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					\$ 5,000.00	1,100,000
	Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter		\$ 2,585.00			\$ 2,585.00			\$ 5,170.00	1,540,000
	<b>Digital</b>										
	<b>Million Impressions*</b>										
	Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 9,750.00	3,000,000
	Million Impressions	Targeting - Select Locations									
	<b>Google Adwords</b>										
	Google Adwords	Digital PPC program	\$ 2,250.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 9,750.00	
	<b>LinkedIn</b>										
	LinkedIn	Digital Banner Campaign		\$ 2,000.00	\$ 2,000.00	\$ 2,000.00				\$ 6,000.00	300,000
	<b>Comprehensive Digital</b>										
	Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 12,000.00	600,000
	<b>Geofencing - Event and Location</b>										
	Geofencing - Event and Location	Target specific events and locations	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 12,000.00	360,000
	<b>Conde Nast UK</b>										
	Conde Nast UK	Instagram Post		\$ 2,750.00		\$ 2,750.00				\$ 5,500.00	400,000
	<b>Cottages &amp; Garden</b>										
	Spotlight + Property of Note	Rotating Gallery			\$ 2,950.00		\$ 2,950.00			\$ 5,900.00	
	Daily Deeds	E-Newsletter sent 4X per week				\$ 3,000.00				\$ 3,000.00	60,000
	<b>Country Life</b>										
	Country Life	Weekly E-Newsletter	\$ 1,950.00		\$ 1,950.00					\$ 3,900.00	50,000
	Country Life	E-Newsletter Dedicated Send		\$ 2,250.00						\$ 2,250.00	25,000
	Country Life	International Property Listing	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00		\$ 2,400.00	
	<b>Dezeen</b>										
	Instagram Grid Post			\$ 5,650.00						\$ 5,650.00	3,300,000
	Instagram Targeted Post				\$ 2,950.00					\$ 2,950.00	
	<b>Dwell.com</b>										
	Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00						\$ 6,000.00	1,750,000
	<b>Elite Traveler</b>										
	Elite Online Real Estate Showcase	Online Real Estate Showcase				\$ 2,500				\$ 2,500.00	100,000
	<b>Nob Hill Gazette</b>										
	Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00		\$ 3,000.00	39,000
	<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
	New & Trending Home Page Position	Featured Spot				\$ 1,200.00				\$ 1,200.00	750,000
	New & Trending Real Estate Position	Featured Spot					\$ 1,000.00			\$ 1,000.00	750,000
	Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$ 5,500.00							\$ 5,500.00	292,000
	E-Newsletter Featured Listing	E-Newsletter						\$ 1,500.00		\$ 1,500.00	192,000
	Social Media	Listing Feature		\$ 1,000.00		\$ 1,000.00		\$ 1,000.00		\$ 3,000.00	444,000

# Continued Digital

<b>JetSet Magazine</b>									
JetSet Magazine	Annual Global Campaign							\$ 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	Bonus			\$ -	1,700,000
<b>Le Figaro</b>									
Headline Search	Featured City	\$ 795.00		\$ 750.00				\$ 1,545.00	
Native Ad	Native placement by City	\$ 500.00		\$ 500.00				\$ 1,000.00	
Web Advertorial + Ad Campaign	Article, Sponsored Social Posts, email, native campaign			\$ 4,850.00				\$ 4,850.00	
<b>Luxury Estate</b>									
Luxury Estate	Showcase Listing + Elite Listing Packages - 6 months			\$5,100				\$ 5,100.00	
<b>NYTimes.com</b>									
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00		\$ 3,000.00	\$ 3,000.00	\$ 3,000.00		\$ 12,000.00	222,412
<b>PropGo Luxury</b>									
PropGo Luxury	Featured Listing & Regional Showcase	\$ 700.00		\$ 700.00		\$ 700.00		\$ 2,100.00	300,000
<b>Robbreport.com</b>									
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00		\$ 1,350.00				\$ 2,700.00	12,000
Robbreport.com	Real Estate Newsletter - 3 Sends	\$ 3,750.00		\$ 3,750.00				\$ 7,500.00	120,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 2,700.00	
<b>Simply Abu Dhabi</b>									
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,375.00	\$ 1,375.00		Bonus	Bonus		\$ 2,750.00	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	\$ 650.00		\$ 650.00	\$ 2,600.00	656,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000		\$1,000			\$ 2,000.00	
WSJ.com E-Newsletter	Weekly E-Newsletter (Wed/Fri)		\$ 3,500.00					\$ 3,500.00	17,000
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00		\$ 3,680.00		\$ 7,360.00	34,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus	\$ -	
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00		\$ 1,775.00			\$ 3,550.00	152,400



# Proposed Schedule, Pricing & Reach 2024

Plan 1									
<b>Print</b>									
<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
Country Life	Double Page Advertorial			\$ 8,900.00				\$ 8,900.00	40,000
<b>Elite Traveler</b>									
Elite Traveler	Full Page; half or quarter						\$ 9,250.00	\$ 9,250.00	557,000
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		\$ 1,500.00	420,914
Financial Times	Quarter Page	\$ 4,800.00						\$ 4,800.00	210,457
<b>The Los Angeles Times</b>									
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00	\$ 425.00	\$ 425.00		\$ 425.00		\$ 1,700.00	883,120
The Los Angeles Times	Takeover - Full Page	\$ 660.00	\$ 660.00		\$ 660.00			\$ 1,980.00	1,152,000
<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	Quadruple Property Spot - Weekday/Saturday			\$ 3,040.00	\$ 3,040.00			\$ 6,080.00	846,222
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		\$ 2,600.00		\$ 7,800.00	312,903
<b>Private Air Luxury Homes</b>									
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Estate Showcase Editorials)		\$ 1,550.00		\$ 1,550.00		\$ 1,550.00	\$ 4,650.00	195,000
<b>Robb Report</b>									
Robb Report	Luxury Property Showcase			\$ 9,000.00				\$ 9,000.00	107,000
<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	644,424
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00				\$ 1,590.00		\$ 3,180.00	1,288,848
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade		\$ 3,180.00	\$ 3,180.00	\$ 3,180.00			\$ 9,540.00	1,933,272
<b>The Wall Street Journal</b>									
Mansion Global Experience Luxury	Weekend Property insert			\$ 1,985.00		\$ 1,985.00		\$ 3,970.00	200,000
TOTAL								\$ 309,965.00	33,912,265
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change									

# Proposed Schedule, Pricing & Reach 2024

Plan 2	Ad Description	July	August	September	October	November	December	January	Media Total	Reach
<b>Media</b>										
<b>Sotheby's Auction House: Print</b>										
Sotheby's Magazine	Advertorial - 2 page						\$ 10,500.00		\$ 10,500.00	20,000
Sotheby's Magazine	Half Page			\$ 1,820.00					\$ 1,820.00	20,000
<b>Sotheby's Auction House: Digital</b>										
Sotheby's Bespoke Emails		\$ 2,500.00		\$ 2,500.00					\$ 5,000.00	1,100,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter		\$ 2,585.00			\$ 2,585.00			\$ 5,170.00	1,540,000
<b>Digital</b>										
<b>Million Impressions*</b>										
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 9,750.00	3,000,000
Million Impressions	Targeting - Select markets									
<b>Google Adwords</b>										
Google Adwords	Digital PPC program	\$ 2,250.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 9,750.00	
<b>LinkedIn</b>										
LinkedIn	Digital Banner Campaign		\$ 2,000.00	\$ 2,000.00	\$ 2,000.00				\$ 6,000.00	300,000
<b>Comprehensive Digital</b>										
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 12,000.00	600,000
<b>Geofencing - Event and Location</b>										
Geofencing - Event and Location	Target specific events and locations		\$ 2,000.00		\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 8,000.00	240,000
<b>Conde Nast UK</b>										
Conde Nast UK	Instagram Post		\$ 2,750.00		\$ 2,750.00				\$ 5,500.00	400,000
<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	Weekly E-Newsletter	\$ 1,950.00							\$ 1,950.00	25,000
Country Life	E-Newsletter Dedicated Send		\$ 2,250.00						\$ 2,250.00	25,000
Country Life	International Property Listing			\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00		\$ 1,600.00	
<b>Dezeen</b>										
Instagram Targeted Post			\$ 2,950.00		\$ 2,950.00				\$ 5,900.00	
<b>Dwell.com</b>										
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00						\$ 6,000.00	1,750,000
<b>Elite Traveler</b>										
Elite Online Real Estate Showcase	Online Real Estate Showcase				\$ 2,500				\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>										
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00		\$ 3,000.00	39,000
<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
New & Trending Home Page Position	Featured Spot				\$ 1,200.00				\$ 1,200.00	750,000
New & Trending Real Estate Position	Featured Spot					\$ 1,000.00			\$ 1,000.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$ 5,500.00							\$ 5,500.00	292,000
Featured Article and E-Newsletter promotion	Newsletter Trending & Journal Article								\$ -	0
E-Newsletter Featured Listing	E-Newsletter						\$ 1,500.00		\$ 1,500.00	192,000
Social Media	Listing Feature		\$ 1,000.00		\$ 1,000.00		\$ 1,000.00		\$ 3,000.00	444,000

# Continued Digital

<b>JetSet Magazine</b>									
JetSet Magazine	Annual Global Campaign							\$ 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	Bonus			\$ -	1,700,000
<b>Le Figaro</b>									
Headline Search	Featured City	\$ 795.00		\$ 750.00				\$ 1,545.00	
Native Ad	Native placement by City		\$ 500.00		\$ 500.00			\$ 1,000.00	
<b>Luxury Estate</b>									
Luxury Estate	Showcase Listing + Elite Listing Packages - 6 months					\$5,100		\$ 5,100.00	
<b>NYTimes.com</b>									
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00		\$ 3,000.00	\$ 3,000.00	\$ 3,000.00		\$ 12,000.00	222,412
<b>PropGo Luxury</b>									
PropGo Luxury	Featured Listing & Regional Showcase	\$ 700.00		\$ 700.00		\$ 700.00		\$ 2,100.00	300,000
<b>Robbreport.com</b>									
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00		\$ 1,350.00				\$ 2,700.00	12,000
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00		\$ 3,750.00			\$ 7,500.00	120,000
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)	\$ 1,375.00	\$ 1,375.00			Bonus	Bonus	\$ 2,750.00	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	\$ 650.00		\$ 650.00	\$ 2,600.00	656,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000			\$1,000		\$ 2,000.00	
Mansion Global e-Newletter	Daily Monday-Friday			\$ 3,680.00		\$ 3,680.00		\$ 7,360.00	34,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus	\$ -	
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00		\$ 1,775.00			\$ 3,550.00	152,400

# Proposed Schedule, Pricing & Reach 2024

Plan 2							
Print							
<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
Country Life	Full Page Advertorial			\$ 4,500.00		\$ 4,500.00	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	\$ 6,000.00	420,914
Financial Times	Double Property Spot		\$ 1,500.00			\$ 1,500.00	210,457
Financial Times	Property Spot	\$ 750.00			\$ 750.00	\$ 1,500.00	420,914
Financial Times	Quarter Page		\$ 4,800.00			\$ 4,800.00	210,457
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 1,700.00	883,120
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00	\$ 660.00	\$ 1,980.00	1,152,000
<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		\$ 3,040.00	846,222
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	\$ 2,600.00	208,602
<b>Private Air Luxury Homes</b>							
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Estate Showcase Editorials)		\$ 1,550.00	\$ 1,550.00	\$ 1,550.00	\$ 4,650.00	195,000
<b>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	644,424
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade		\$ 1,590.00	\$ 1,590.00		\$ 4,770.00	1,933,272
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		\$ 1,985.00	\$ 1,985.00		\$ 3,970.00	200,000
<b>TOTAL</b>							
						\$ 258,535.00	29,790,565

TOTAL  
 \*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		July	August	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	Full Page						\$ 3,640.00		\$ 3,640.00	20,000
Sotheby's Magazine	Half Page			\$ 1,820.00					\$ 1,820.00	20,000
<b>Sotheby's Auction House: Digital</b>										
Sotheby's Bespoke Emails		\$ 2,500.00		\$ 2,500.00					\$ 5,000.00	1,100,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter		\$ 2,585.00			\$ 2,585.00			\$ 5,170.00	1,540,000
<b>Digital</b>										
<b>Million Impressions*</b>										
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 7,170.00	1,500,000
Million Impressions	Targeting - add targeted areas here									
<b>Google Adwords</b>										
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 6,750.00	
<b>LinkedIn</b>										
LinkedIn	Digital Banner Campaign		\$ 2,000.00	\$ 2,000.00	\$ 2,000.00				\$ 6,000.00	300,000
<b>Comprehensive Digital</b>										
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 9,000.00	600,000
<b>Geofencing - Event and Location</b>										
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 6,000.00	240,000
<b>Conde Nast UK</b>										
Conde Nast UK	Instagram Post		\$ 2,750.00		\$ 2,750.00				\$ 5,500.00	400,000
<b>Cottages &amp; Garden</b>										
Spotlight + Property of Note	Rotating Gallery			\$ 2,950.00		\$ 2,950.00			\$ 5,900.00	
<b>Country Life</b>										
Country Life	Weekly E-Newsletter	\$ 1,950.00							\$ 1,950.00	25,000
Country Life	E-Newsletter Dedicated Send		\$ 2,250.00						\$ 2,250.00	25,000
Country Life	International Property Listing			\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00		\$ 1,600.00	
<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	\$ 500.00		\$ 2,000.00	26,000
<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
New & Trending Home Page Position	Featured Spot				\$ 1,200.00				\$ 1,200.00	750,000
New & Trending Real Estate Position	Featured Spot					\$ 1,000.00			\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00			\$ 1,500.00		\$ 3,000.00	384,000
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		Bonus		\$ -	1,700,000

# Continued Digital

<b>Le Figaro</b>												
Headline Search	Featured City	\$	795.00		\$	750.00		\$	1,545.00			
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>NYTimes.com</b>												
NYTimes.com Property Module	NYTimes.com Property Module	\$	3,000.00		\$	3,000.00	\$	3,000.00	\$	12,000.00		
<b>PropGo Luxury</b>												
PropGo Luxury	Featured Listing & Regional Showcase	\$	700.00		\$	700.00		\$	700.00	\$	2,100.00	
<b>Robbreport.com</b>												
Robbreport.com	Featured Listing Carousel - 1 Property	\$	1,350.00		\$	1,350.00			\$	2,700.00		
Robbreport.com	Real Estate Newsletter - 3 Sends					\$	3,750.00		\$	3,750.00		
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$	450.00		\$	450.00		\$	450.00	\$	1,800.00	
<b>Simply Abu Dhabi</b>												
Instagram Post	Instagram Post (2 Post Minimum)	\$	1,375.00	\$	1,375.00		Bonus	Bonus		\$	2,750.00	
<b>WSJ.com</b>												
Mansion Global Homepage Hero	Mansion Global Homepage Hero			\$	2,150.00			\$	2,150.00	\$	4,300.00	
Mansion Global Homepage Hero	Shared Banner	\$	650.00		\$	650.00	\$	650.00	\$	650.00	\$	2,600.00
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000					\$1,000		\$	2,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday				\$	3,680.00		\$	3,680.00	\$	7,360.00	
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus		Bonus	Bonus	Bonus	Bonus		\$	-	
Mansion Global Instagram	Mansion Global Instagram				\$	1,775.00			\$	1,775.00	\$	76,200

# Proposed Schedule, Pricing & Reach 2024

Plan 3									
<b>Print</b>									
<b>Country Life</b>									
Country Life	Spot			\$ 525.00	\$ 525.00			\$ 1,050.00	80,000
Country Life	Full Page Advertorial							\$ 4,500.00	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	\$ 1,500.00		\$ 4,500.00	631,371
Financial Times	Property Spot	\$ 750.00					\$ 750.00	\$ 1,500.00	420,914
Financial Times	Quarter Page		\$ 4,800.00					\$ 4,800.00	210,457
<b>The Los Angeles Times</b>									
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00		\$ 425.00	\$ 425.00		\$ 425.00	\$ 1,700.00	883,120
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00		\$ 660.00		\$ 1,980.00	1,152,000
<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	\$ 1,520.00		\$ 4,560.00	1,269,333
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	\$ 1,300.00		\$ 1,300.00	\$ 3,900.00	312,903
<b>Private Air Luxury Homes</b>									
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Estate Showcase Editorials)			\$ 1,550.00		\$ 1,550.00		\$ 1,550.00	195,000
<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	\$ 1,590.00	\$ 4,770.00	1,933,272
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade				\$ 3,180.00			\$ 3,180.00	644,424
<b>The Wall Street Journal</b>									
Mansion Global Experience Luxury	Weekend Property insert				\$ 1,985.00		\$ 1,985.00	\$ 3,970.00	200,000
TOTAL								\$ 205,315.00	26,039,065
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy									
Pricing Subject to Change									