



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Maybourne Residences Saint Dominique Advertising and Marketing Program

Propriétés
Parisiennes

Sotheby's
INTERNATIONAL REALTY

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PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Maybourne Residences Saint Dominique

SKY Advertising is excited to present to Propriétés Parisiennes Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the Maybourne Residences Saint Dominique project.

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

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

**LET'S DO
GREAT THINGS TOGETHER**

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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

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

Global



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
ashley@sothebysrealty.com
 Property #17-020018
 Agent: Ashley
 International Realty
 Broker: Nancy ZS, 767.662.6222
nz@sothebysrealty.com
 \$50,000,000.00

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

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Home

1 Central Park West 46R/50C
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom millwork. This is a rare opportunity to own an exceptional piece of New York City real estate. Call today to schedule your private showing. ashley@sothebysrealty.com

New York, New York
 \$2,995,000.00
ashley@sothebysrealty.com
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Nancy ZS, 212.606.7772
nz@sothebysrealty.com
 \$50,000,000.00

510 Park Avenue, 15/16
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking the city. The residence is a true masterpiece of modern architecture. Call today to schedule your private showing. ashley@sothebysrealty.com

New York, New York
ashley@sothebysrealty.com
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Nancy ZS, 212.606.7772
nz@sothebysrealty.com
 \$270,000.00

Four Seasons Private Residences
 This upcoming 1,100 sq. ft. penthouse is a true masterpiece of modern architecture. Call today to schedule your private showing. ashley@sothebysrealty.com

New York, New York
ashley@sothebysrealty.com
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Nancy ZS, 212.606.7772
nz@sothebysrealty.com
 \$13,000,000.00


95

DIGITAL

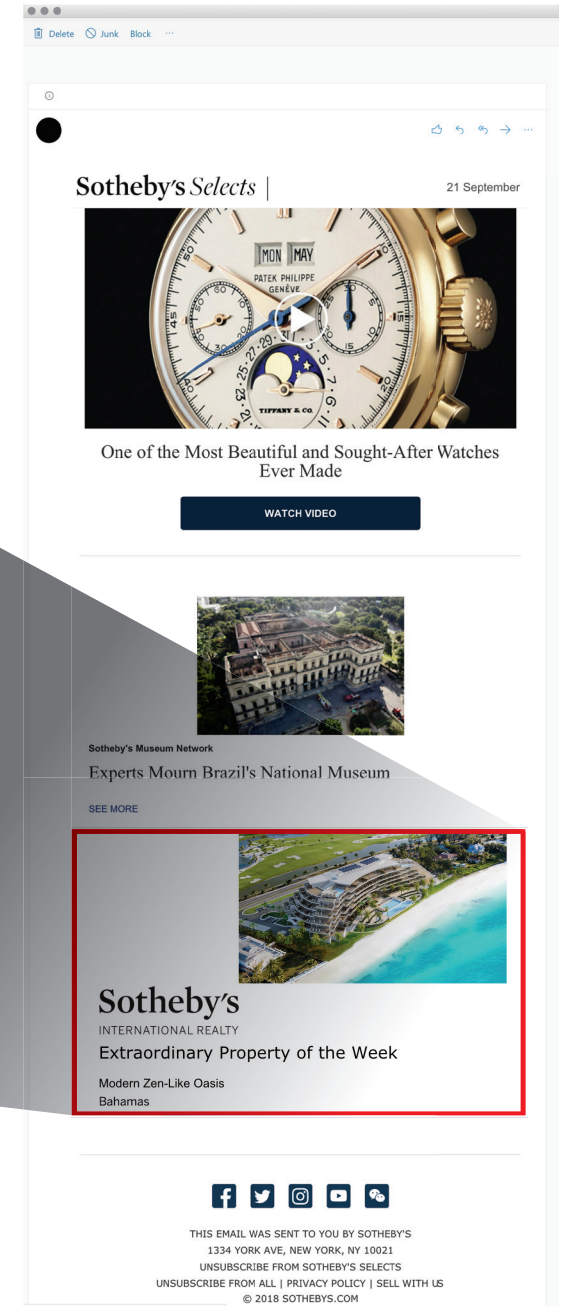
SOTHEBY'S SELECTS E-NEWSLETTERS

- 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](#) [m](#)

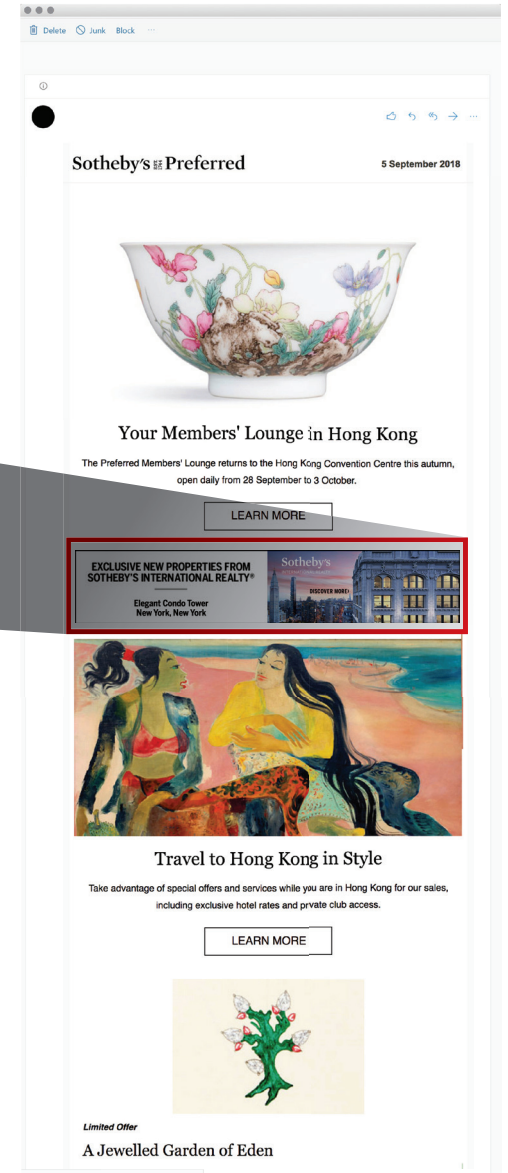
THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S
1334 YORK AVE, NEW YORK, NY 10021
UNSUBSCRIBE FROM SOTHEBY'S SELECTS
UNSUBSCRIBE FROM ALL | [PRIVACY POLICY](#) | [SELL WITH US](#)
© 2018 SOTHEBYS.COM

DIGITAL

SOTHEBY'S PREFERRED E-NEWSLETTERS

- 11x Year
- Highlights auction dates and invitations
- 7,500 top Sotheby's clients (Preferred)
- 43.7% open rate

PRICE: \$3,000



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

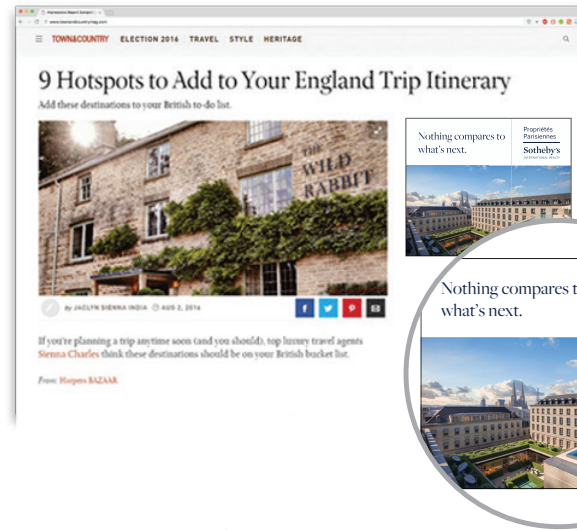
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

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

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

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Maybourne Residences Saint Dominique**
- Flight Dates: **October 2024 -March 2025**
- 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



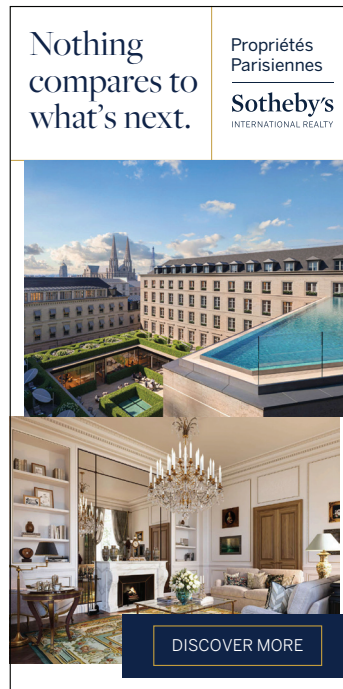
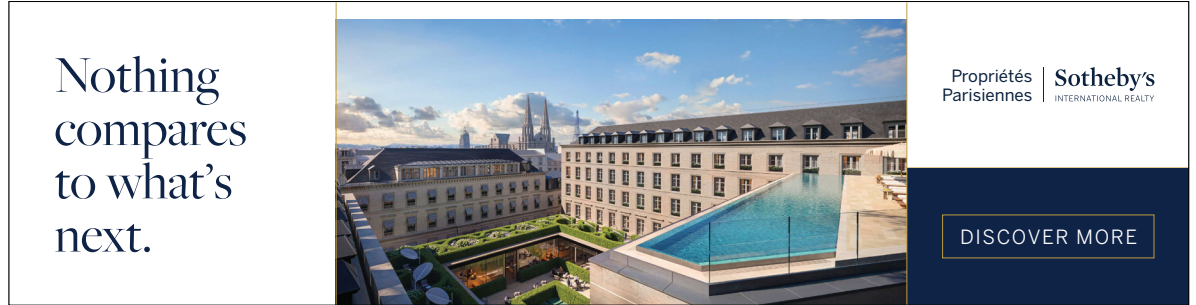
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

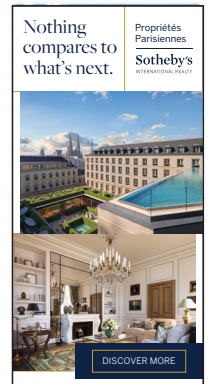
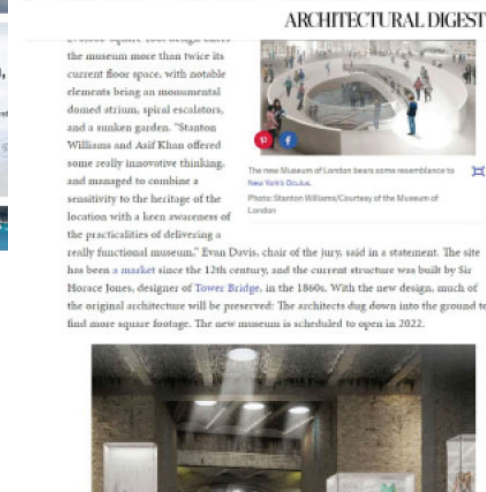
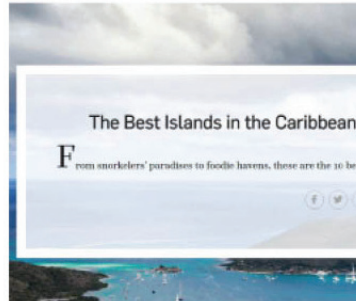
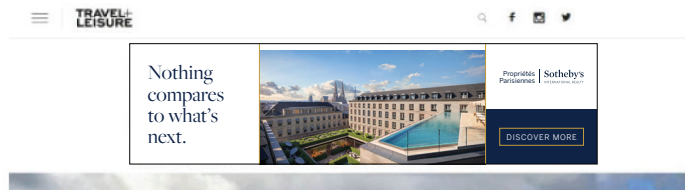
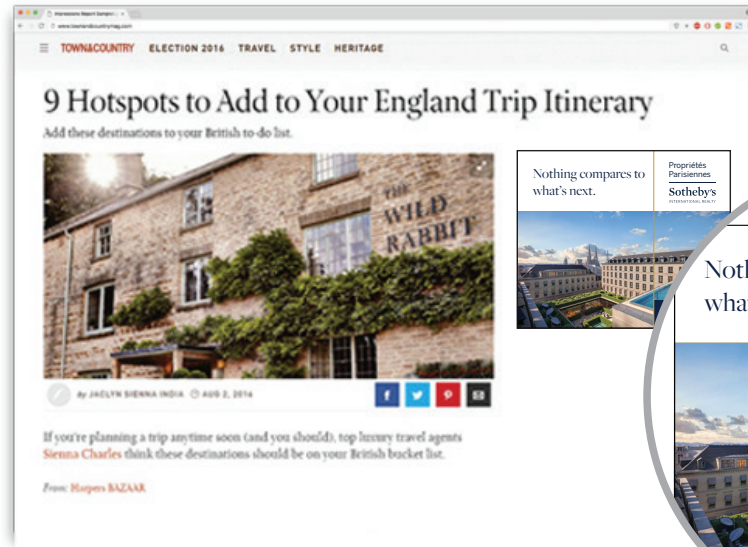
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

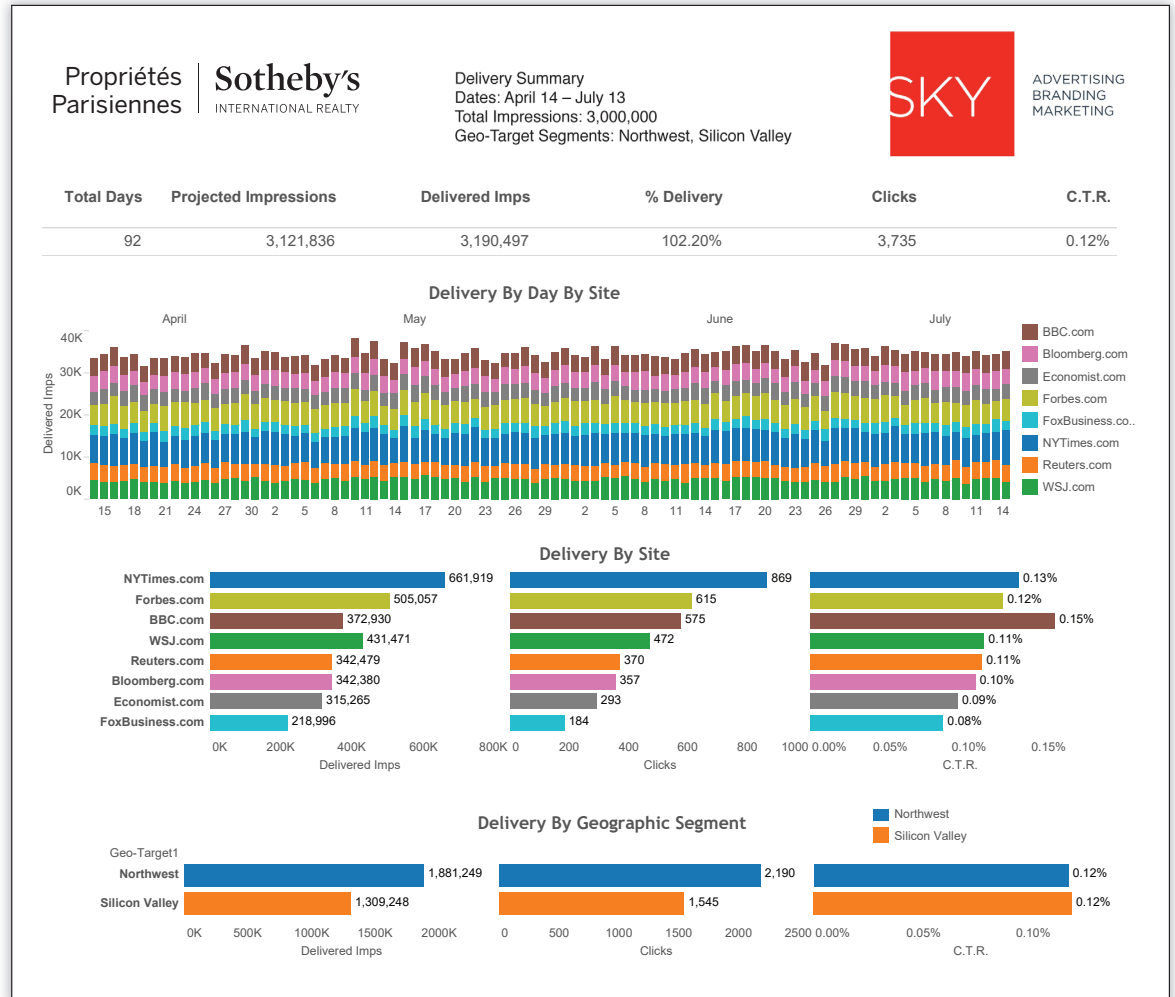


Comprehensive Reporting For Your Customized Campaign

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.

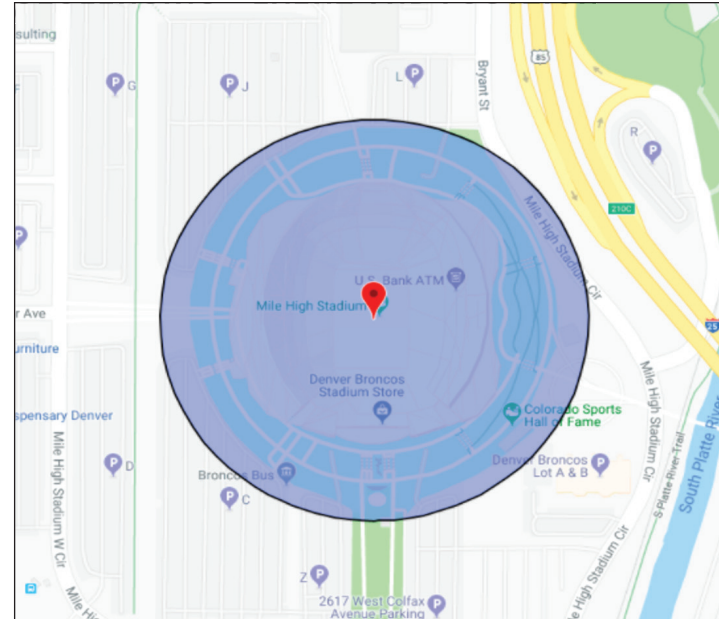
IMPRESSIONS PROGRAM SAMPLE REPORT



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

OTT/VIDEO PREROLL

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

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

HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

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

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

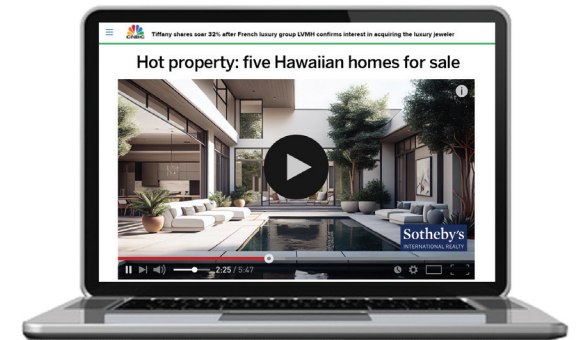


YouTube Video Pre-Roll Ads

WHY OTT?

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

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



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

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

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

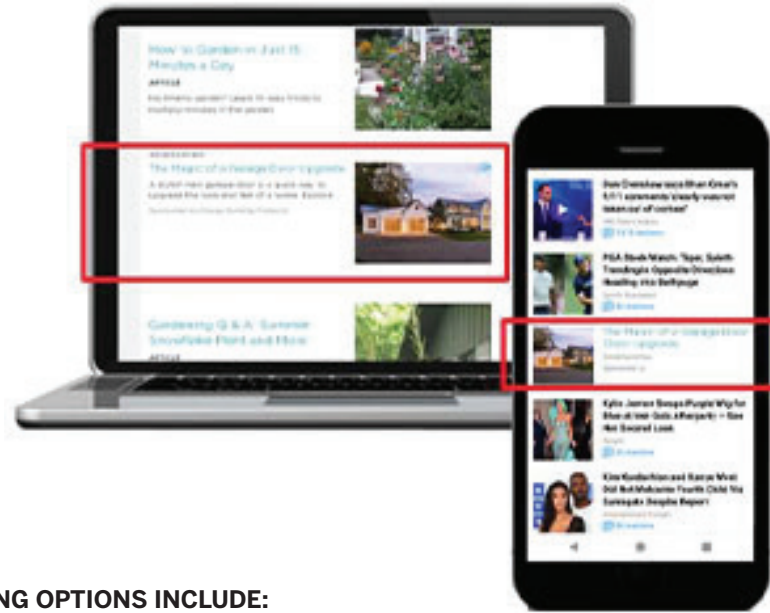
Comprehensive Digital

NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



TARGETING OPTIONS INCLUDE:

- **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 Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.

- **Cross Platform Targeting** available from Mobile Conquesting.
- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.

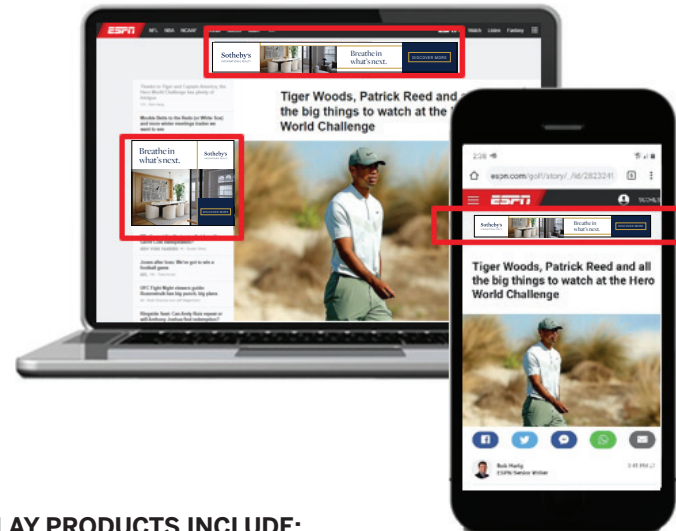
Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

PRICE: FROM \$1,500/MONTH
150,000 Impressions

Comprehensive Digital

DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences- target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH
150,000 Impressions

Comprehensive Digital

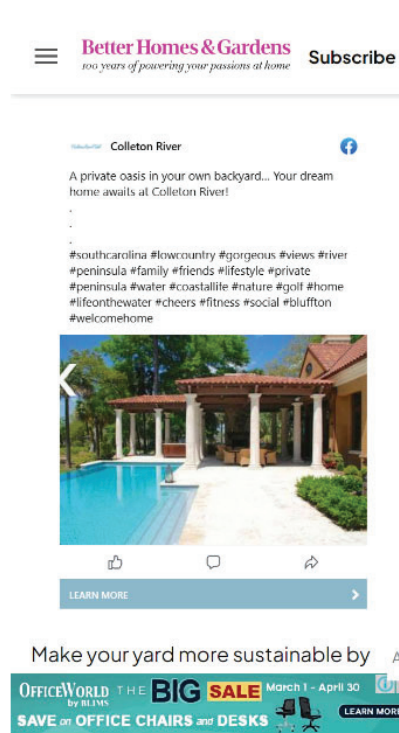
SOCIAL MIRROR ADS

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

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

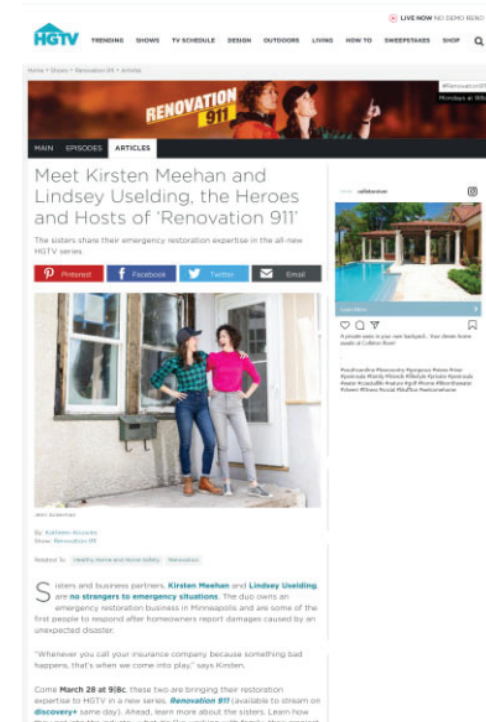
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



TARGETING ABILITIES:

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



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

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

Google AdWords

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

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

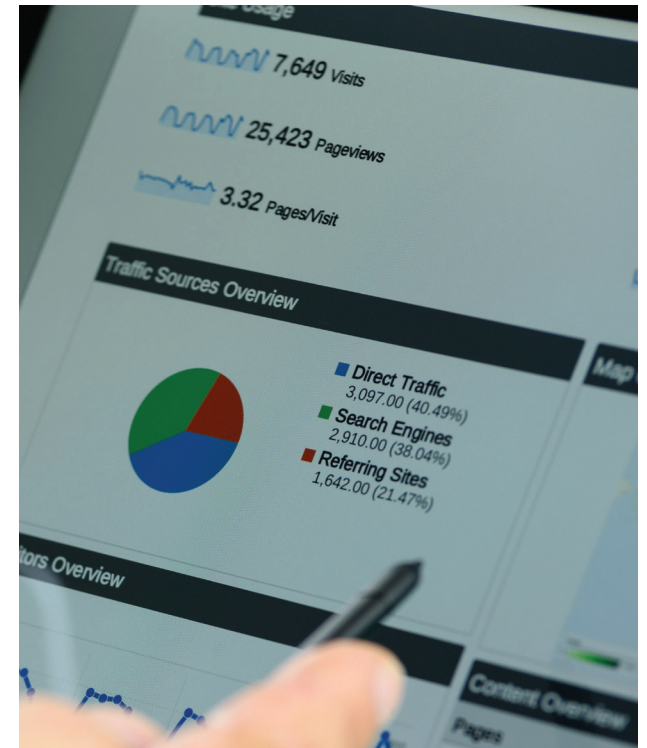


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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



Google AdWords

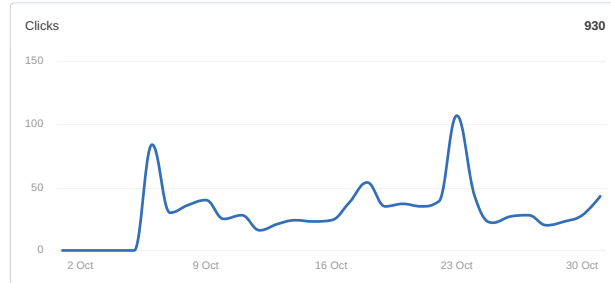
CLIENT DASHBOARD

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



Propriétés Parisiennes

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

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

Showing 50 of 89 Rows

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

Cities

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

Google AdWords

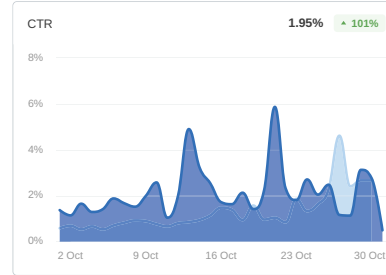
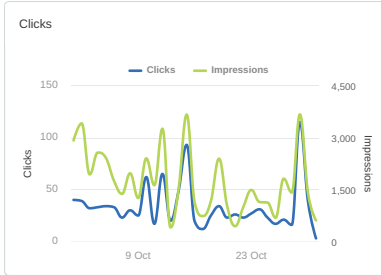
MONTHLY REPORTING

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



Propriétés Parisiennes

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.

PRICE: STARTING FROM \$2,000/MONTH



juwai.com

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 2.5 million property listings spanning 89 countries.

DEVELOPER MARKETING SOLUTION

MULTI CHANNEL CAMPAIGN
PRICE: \$7,500 - \$10,000 PER 6 MONTH CAMPAIGN



HOT PROPERTY UPGRADE

With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

PRICING SPECIAL: \$425 FOR 30 DAYS.

Usually \$725

Global

FEATURED PLACEMENT PROPERTY LISTING

- Juwai Luxe Channel
- Connects you to UHNW (Ultra High Net Worth) Chinese consumers.

PRICE: \$425 FOR 6 MONTHS

For properties \$2M+

Global

Billionaire Magazine

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

DIGITAL AUDIENCE

- **29% Millionaires**

Readership stats

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

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

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

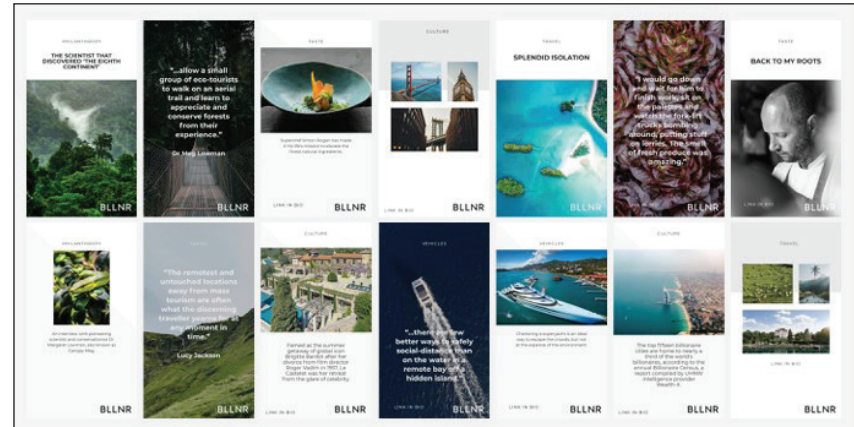
1x hyper-targeted social media campaign (4 weeks) - target UHNWI's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

CUSTOM CONTENT + ENEWSLETTER:

PRICE: \$4,500

CUSTOM CONTENT + SOCIAL CAMPAIGN:

PRICE: \$6,000



PRODUCT (ONLINE) PORTFOLIO

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

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



Conde Nast UK

Vogue, House and Garden, Tatler, and GQ have a unique readership of affluent, upmarket individuals for whom luxury living is a high priority.

- Readership: **1,559,000**
- Average Age: **41**
- Circulation: **205,080**

Distribution: London, Avon, Bedfordshire, Berkshire, Buckinghamshire, Dorset, Essex, Gloucestershire, Hampshire, Hereford & Worcestershire, Hertfordshire, Isle of Wight, Kent, Oxfordshire, Somerset, Suffolk, Surrey, Sussex.







International distribution: Dubai, Singapore, Malaysia, Hong Kong, and China.

- Instagram: **180k+** Followers

INSTAGRAM POST: \$2,250

Sotheby's
Sotheby's Real Estate

Nothing compares to what's next.

<p>NASSAU, THE BAHAMAS</p>  <p>Cable Beach: Bayroc Penthouse 6 \$2,090,000 sothebys.com/id/H8FVY4 Bahamas Sotheby's International Realty</p> <p>SAMIRA COLEBY samira.coleby@sothebys.com +1 242.376.6248</p>	<p>PARADISE VALLEY, ARIZONA</p>  <p>4129 East Sandy Mountain Road \$6,500,000 sothebysrealty.com/id/WZK95M Rustic Luxury Sotheby's International Realty</p> <p>FRANK AAZAMI frank.aaazam@sothebys.com +1 480.266.0240</p>
<p>NAPA, CALIFORNIA</p>  <p>2324 Atlas Peak \$3,500,000 Wine Country - St. Helena Brokerage</p> <p>ARTHUR GOODRICH arthur.goodrich@sothebys.com +1 415.735.8779</p>	<p>CALISTOGA, CALIFORNIA</p>  <p>Knights Valley Modern \$3,950,000 Wine Country - Sonoma Brokerage</p> <p>BOB PENNYPACKER ERIC ZIEDRICH bob.penny@sothebys.com eric.ziedrich@sothebys.com +1 707.799.6032</p>
<p>LOUISVILLE, KENTUCKY</p>  <p>3758 Upper River Road \$7,650,000 Landmark Sotheby's International Realty</p> <p>BASS + BRINGARDNER bass@sothebys.com +1 502.548.0232</p>	<p>MANTEO, NORTH CAROLINA</p>  <p>31 Ballast Point \$2,950,000 sothebysrealty.com/id/E3B8PW Landmark Sotheby's International Realty</p> <p>HEATHER MCCLAY heather@landmarkslr.com +1 252.202.3409</p>

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SOTHEBYSREALTY.COM



Cottages & Garden

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

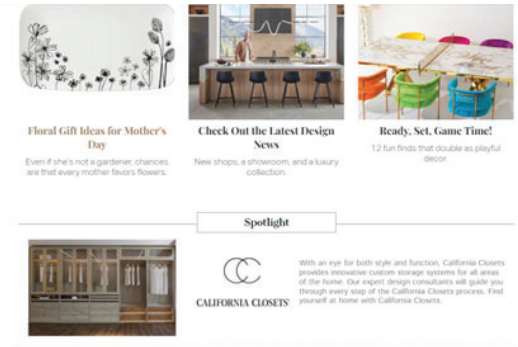
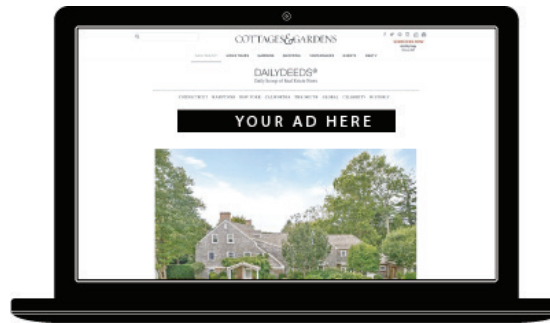
- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

TOP 10 MARKETS

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

INSTAPARTNERSHIP

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



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

Crain's New York Business

REAL ESTATE DAILY ENEWSLETTER

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

CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

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

REAL ESTATE DAILY E-NEWSLETTER

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

PRICE: \$3,150

This screenshot shows the layout of the 'Real Estate Daily' newsletter. At the top, there is a banner for '650 FIFTH' with the text 'WORKING UNDER YOUR TERMS. NEW HIGH-END PRE-BUILT SUITES AVAILABLE. RANGING FROM 2,833 - 6,475 SF.' Below this is the newsletter title 'CRAINS NEW YORK BUSINESS Real Estate Daily' dated Tuesday, November 02, 2021. The main content includes several articles with headlines and 'READ MORE' links: 'Vornado's Roth expresses frustration over return-to-office pace on earnings call', 'Manhattan office market sees best month for leasing since 2020', 'WestPark: Where Innovation Thrives', 'Hotel mogul Sam Chang explains his slew of recent sales', 'Deal reached on \$750M New York Blood Center rezoning project', 'Editorial: Back-and-forth approach to SALT cap causes confusion, hurts NY taxpayers', 'Deals of the Day: Nov. 2, 2021', and 'Hochul set to scale back Cuomo's ambitious Penn Station plan'. A central graphic promotes 'CRAIN'S CORPORATE SUBSCRIPTIONS' with the tagline 'INFORM. INSPIRE. INFLUENCE.'

This screenshot shows the homepage of the Crain's New York Business website. The layout features a top navigation bar, a main headline area with a large image of a building, and a grid of various news articles and advertisements. The website design is professional and modern, with clear typography and a focus on visual storytelling through images and headlines.

Dezeen

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

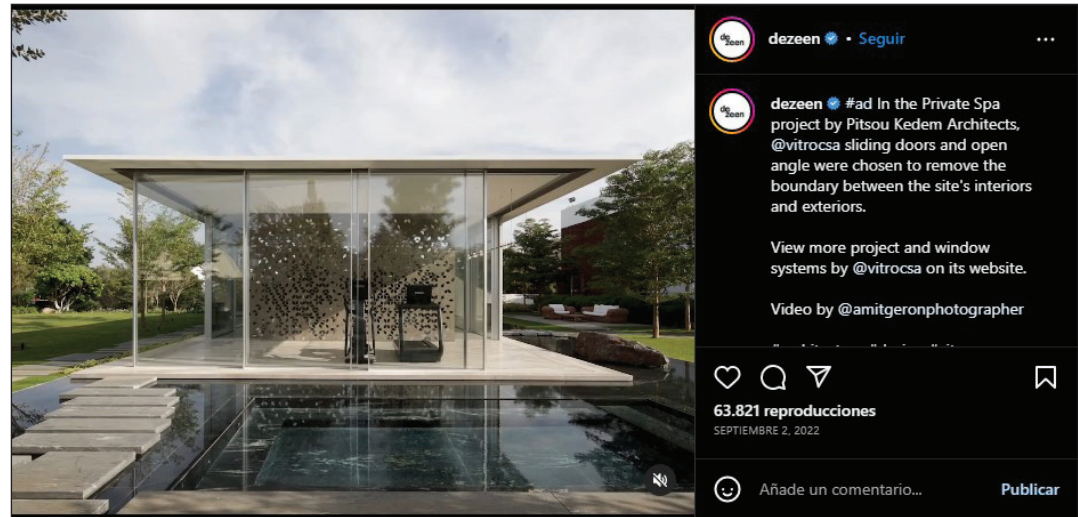
Dezeen's reach is global, with readers on every continent.

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

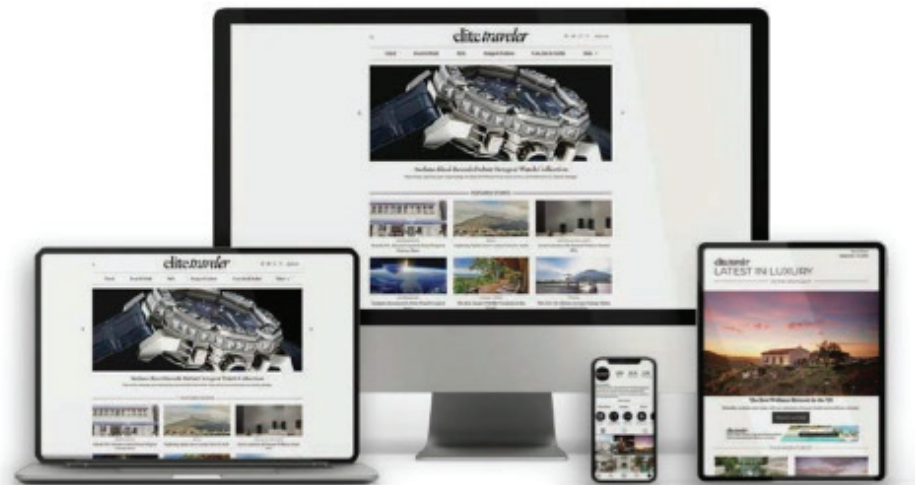
ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR

Half price with full page print purchase

DEDICATED E-BLAST: \$6,000 PER WEEK

Free with 2 page spread

E-NEWSLETTER: \$2,500 PER WEEK



DIGITAL

Nob Hill Gazette

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

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

E-NEWSLETTER

ON THE MARKET

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

PRICE: \$500 PER LISTING

San Francisco, Peninsula, and Silicon Valley



jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. Below this is a main banner for 'The Global Luxury Marketplace: Cars, Homes and more' featuring a large yacht. A secondary banner below the main one says 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3400 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.'

The main content area is divided into several sections:

- MOST POPULAR:** A grid of featured items including a Ferrari 488 GTB (\$478,999), a Chevrolet Corvette (\$71,999), a Stunning Villa Over... (\$478,999), and a Ram 2500 (\$48,999).
- JAMES SPOTTING:** A featured listing for a 'Two Level Duplex On Pentamorph Ponds'.
- RICH LIST:** A featured listing for a 'DOUBLE DOWN 214' Codecasa 2010/20...' priced at \$3,800,000.
- LATEST STORIES:** A featured article about 'Luxury garages: Unique cars of tech billionaires, old-school magnates and Gen-Z clubs'.
- Featured Agent:** A profile for Nick Swinburne, an established licensed REALTOR® with over a decade of real estate experience.

The screenshot shows the JamesEdition.com real estate section. The top navigation bar is similar to the homepage. Below it, there's a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field and a search button. A featured property listing is shown for 'THE PENTHOUSES AT GOLDEN PEAK' priced at \$2,190,000.

The main content area features a grid of property listings:

- 5 Bedrooms - Pent...:** \$2,734,418
- Stunning Sherwo...:** \$3,258,000
- Enviably Estate By...:** \$2,995,900
- Modern Apartment...:** \$2,724,332
- Elegant French Styl...:** \$8,800,000
- Playa Nix:** \$12,000,000
- Köningshof:** \$8,759,573
- Magnificent Seclu...:** \$3,950,000
- Extraordinary Ocea...:** \$5,990,000
- Maimok Paradise ...:** \$2,750,000
- Kiltelagh House:** \$2,653,241
- 7+/- Acres for pote...:** \$995,000

Below the grid, there are news articles about luxury real estate, including 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'.

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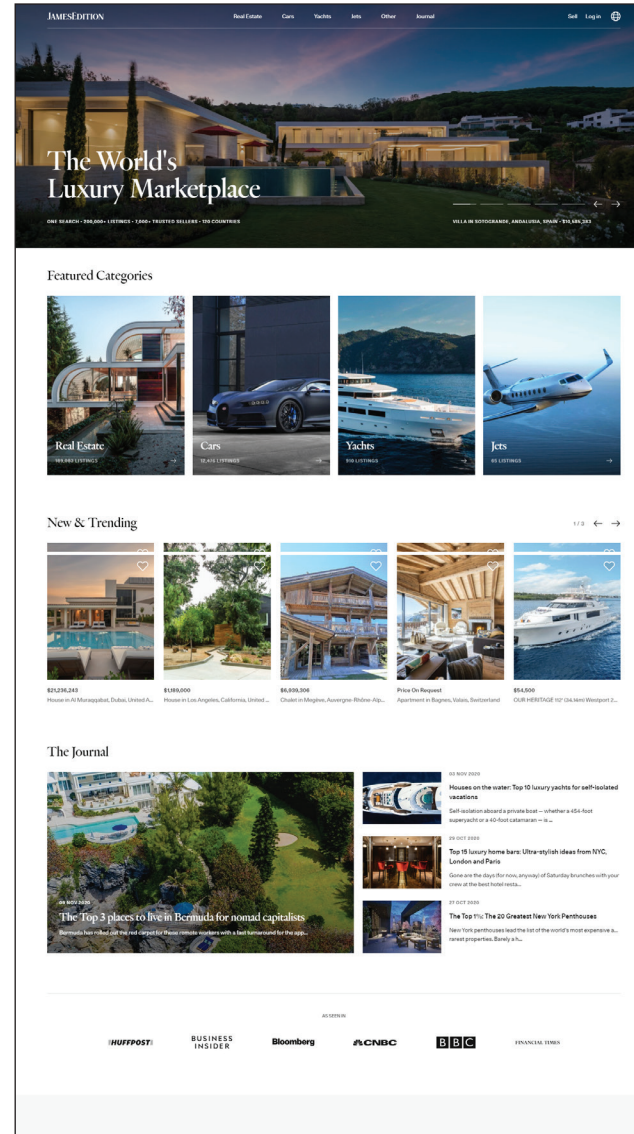
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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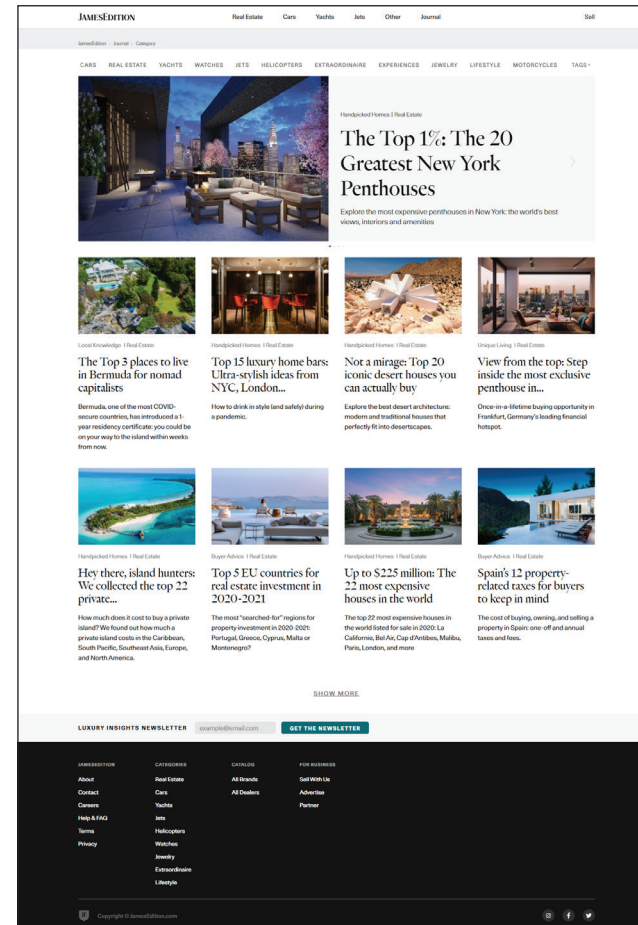
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

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

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



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

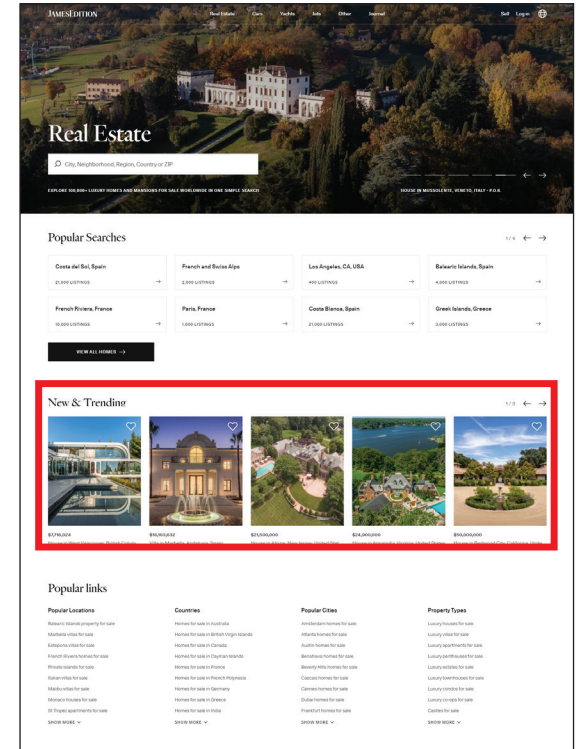
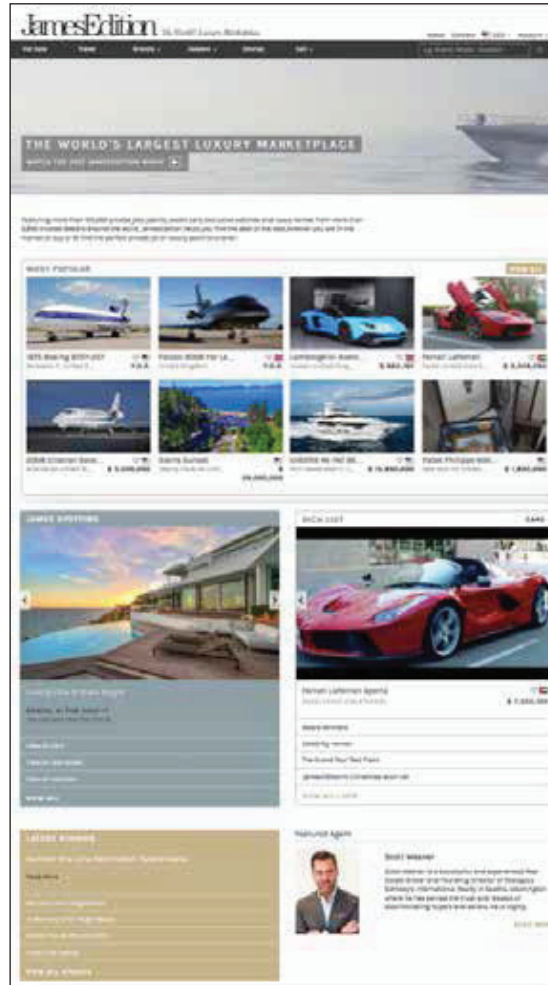
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

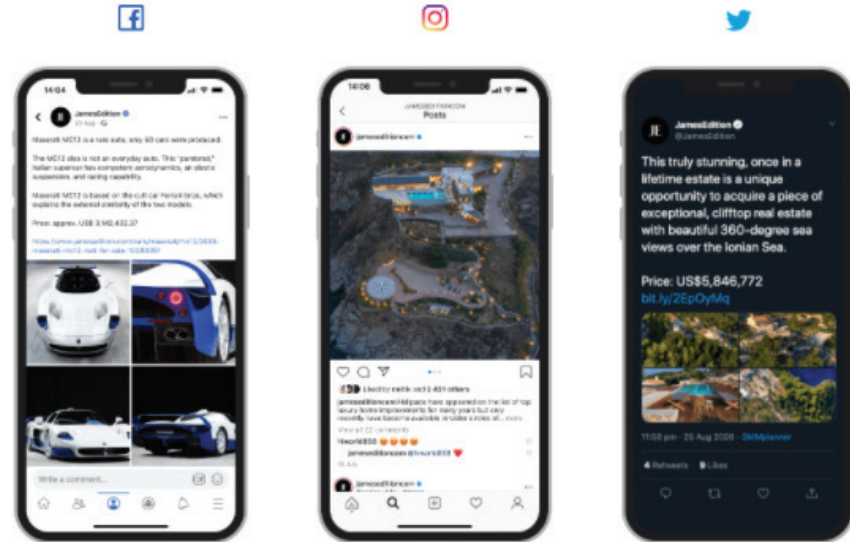
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

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



PHOTO

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

PHOTO: \$800

PHOTO PLUS

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

PHOTO PLUS: \$1,000

VIDEO

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

VIDEO: \$1,800

JetSet

12 MONTH GLOBAL DIGITAL CAMPAIGN

EMAIL

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through a banner insertion in the Jetset Magazine weekly newsletter that provides timely news about our readers' passions.

Subscriber Profile

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

12 month Web Feature

- 1 Million monthly page views
- 170K unique visitors

PRICE \$2,500/YEAR

2 shared email blasts plus 12 month web feature (\$10,000 value)

The screenshot shows a digital article layout. At the top, there's a navigation bar with 'Home', 'Lifestyle', and 'Sports'. The main headline reads 'Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun'. Below the headline is a large aerial photograph of the Diamante resort complex. To the right of the article is a vertical sidebar with several promotional banners for 'TRACK RECORD' (a coaching service), 'JetSet' (a subscription offer), and 'JetSet Magazine' (a newsletter promotion). The article text discusses the resort's location in Cabo San Lucas, Mexico, and its partnership with Tiger Woods Design (TWD) for a new 7,300-yard golf course. It also mentions other amenities like a spa, fitness center, and a clubhouse. The layout includes social media sharing options at the bottom of the article.

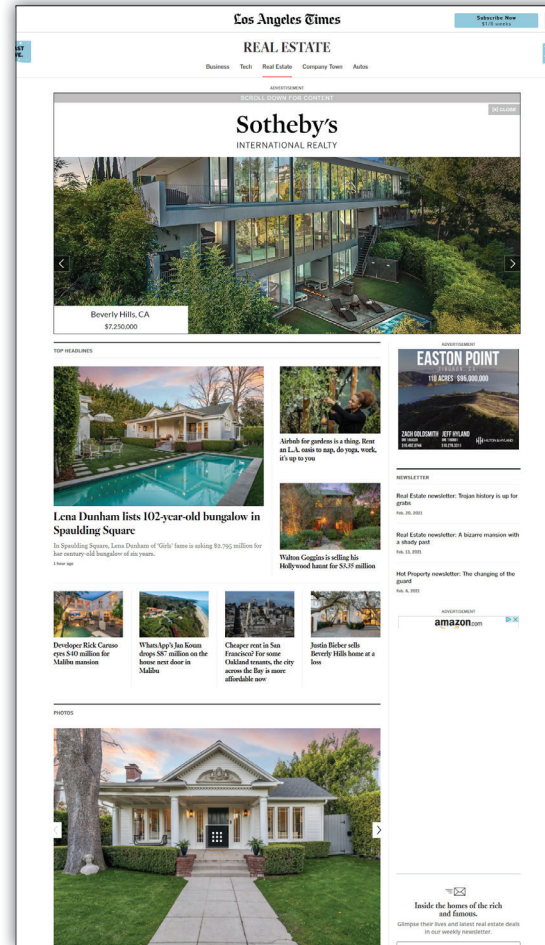
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

Maximum 30 featured properties
Included with the Hot Property Print Placement



Luxury Estate

LUXURY ESTATE

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

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

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

SHOWCASE LISTING + ELITE LISTING PACKAGES PRICES:

- \$1,100 FOR 1 MONTH
- \$3,250 FOR 3 MONTHS
- \$5,100 FOR 6 MONTHS
- \$8,000 FOR 12 MONTHS



NYTimes.com

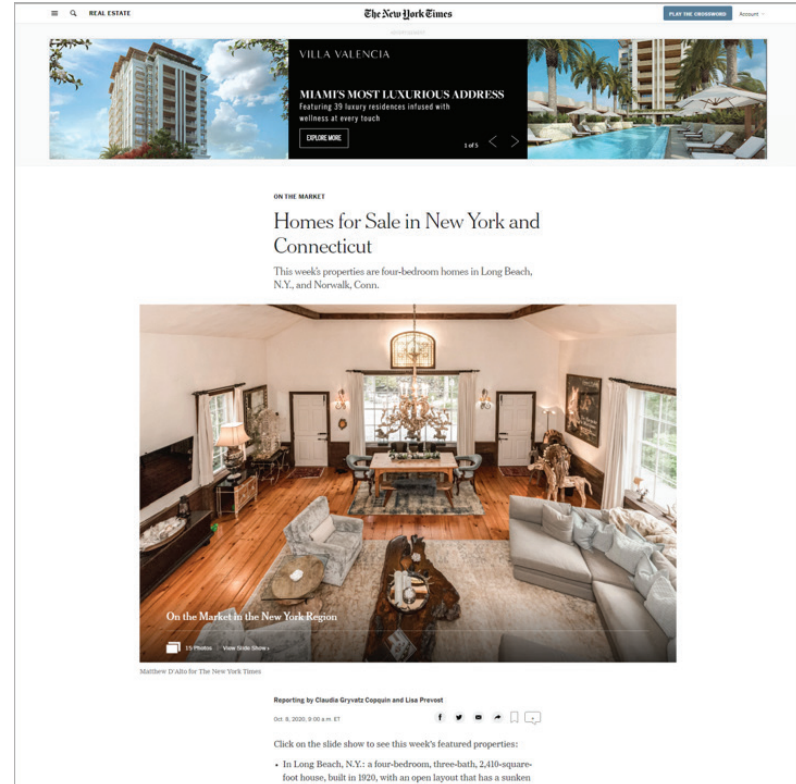
FLEX FRAME BANNER SLIDESHOW

String together a story with Slideshows. Seamless, fast-loading, and engaging, the Slideshow enables brands to showcase multiple looks or complementary products through a series of sequential images.

- National and International Geo-targeting
- Demographic and Behavioral Targeting
- 120K-165K Impressions per campaign

PRICE: \$12,500 MINIMUM SPEND

***Minimum 3 month purchase**



The Real Deal

For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell’s)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

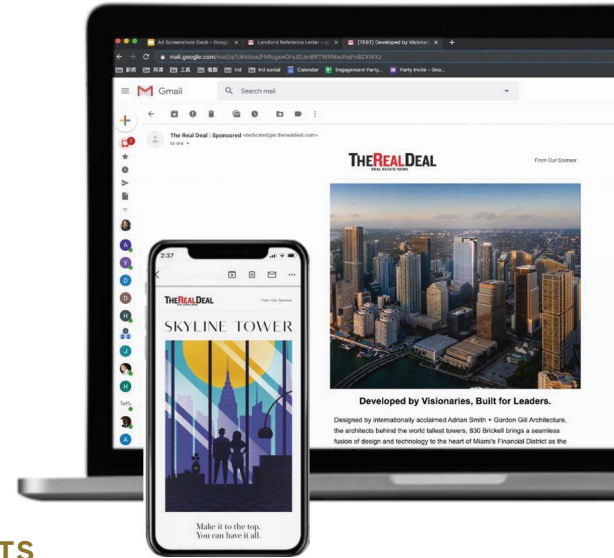
A Targeted Digital Reach Source

Site Stats:

- Unique visitors: **2M+**
- Total visitors: **3M+**
- Page views: **10M+**
- Mobile visits: **60%**

Demographics:

- Male/Female Ratio: **60% / 40%**
- Ages 25-54: **70%**
- Earn over \$150K per year: **10M+**



DEDICATED EBLASTS

The Real Deal provides cutting-edge news on the real estate industry in New York City and beyond. According to a recent Quantcast ranking, the Real Deal has the #1 wealthiest audience in the U.S. and falls in the top 25 on their list of websites with the most educated readers

OPPORTUNITY DETAILS:

NATIONAL: \$10,000
Audience: 138,000

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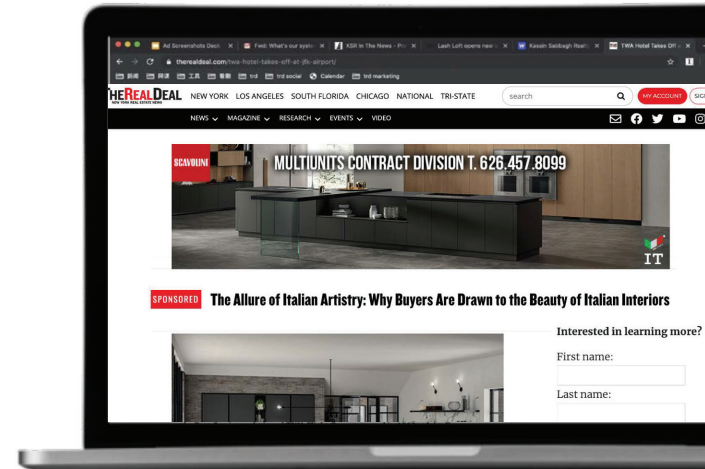
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SPONSORED & CUSTOM CONTENT

Sotheby’s International Realty can solidify their positioning and brand story, TRD repost existing content inclusive of articles, videos and more on TheRealDeal.com

SPONSORED CONTENT DETAILS:

- Content article provided and posted on TheRealDeal.com
- Content promoted on homepage for 1 week
- Content promoted in daily newsletters (2x)
- and via social media (2x)
- Content remains live on TheRealDeal.com
- Benchmarks: 3,000 + Pageviews & 2:03 Avg. Time Spent.

Custom content can be created with TRD Studio in collaboration with Sky upon request – additional fees may apply.

COST: \$15,000

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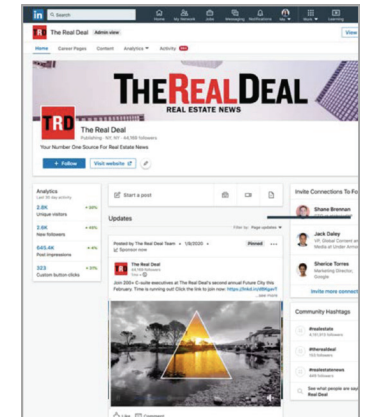
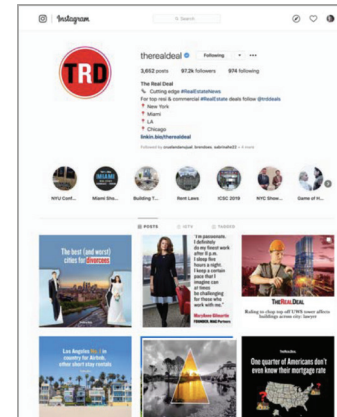
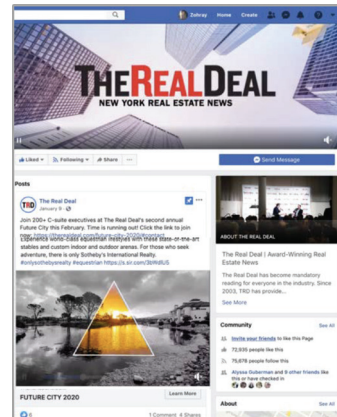
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- Earn over \$150K per year: **10M+**



SOCIAL PROMOTION

OPPORTUNITIES INCLUDE:

- Instagram stories
- Sponsored social posts
- Posts & stories directly targeted to Sotheby’s International Realty desired audience

Facebook: **110K+**

Instagram: **120K+**

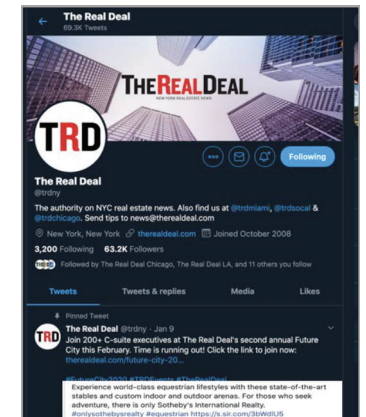
LinkedIn: **45K+**

Twitter: **65K+**

FACEBOOK: \$1,250

INSTAGRAM: \$1,250

LINKEDIN: \$1,250



RobbReport.com

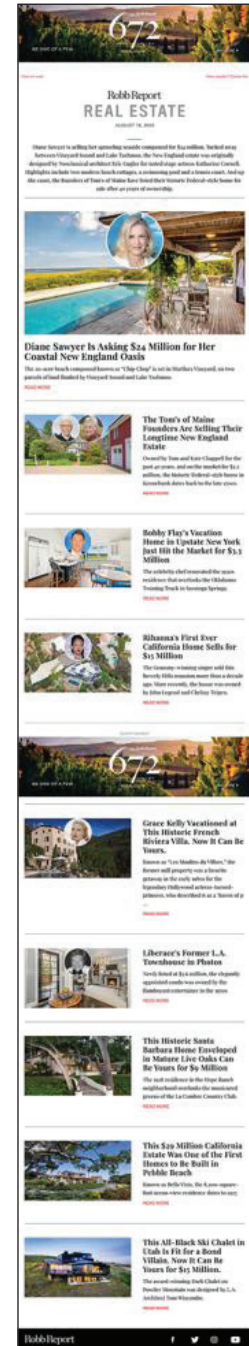
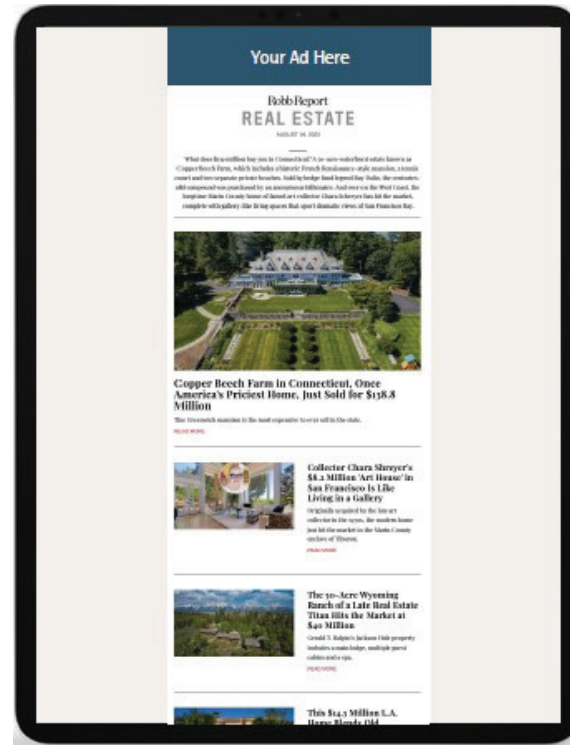
REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

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

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

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



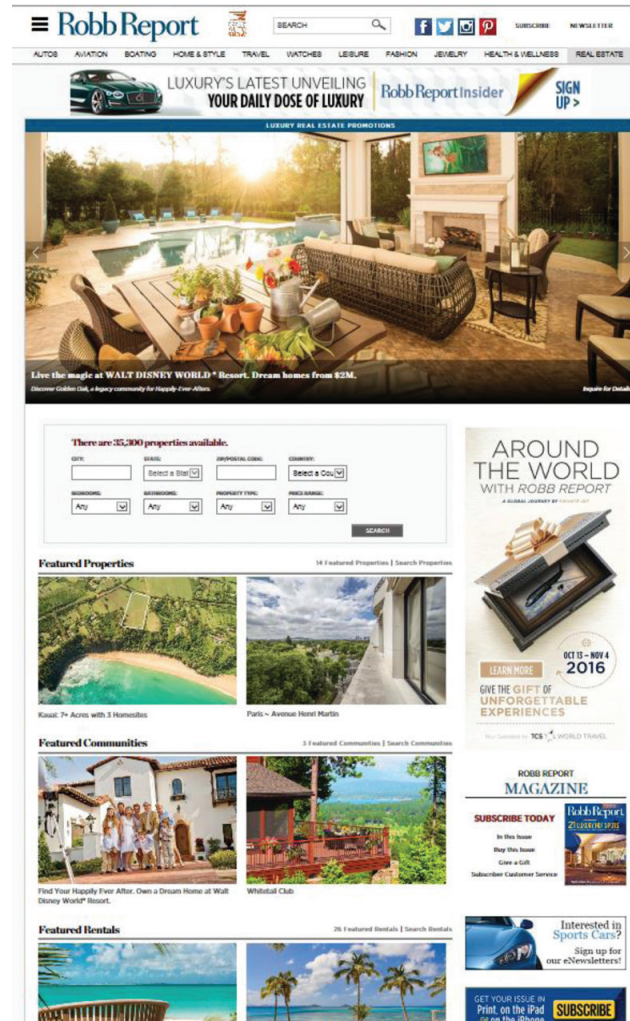
RobbReport.com

FEATURED LISTING CAROUSEL

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

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

PRICE: \$1,350 PER MONTH.



RobbReport.com

LUXURY PROPERTY LISTING

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

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

MANUAL 1 LISTING: \$450/MONTH


RR1
Robb Report
SUBSCRIBE

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

40737 properties available.

Q
More ▾

Sort By: Recent ▾




59 Lascelles Blvd, Toronto, ON M5P2C9, CAN

\$5,399,999

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land




Sierra Madre Mountain Retreat, Encampment, Wyoming 82325

\$995,000

Bed: N/A SQFT: N/A
Bath: N/A

Homes & Land




1241 N Rio Vista Blvd, Fort Lauderdale, Florida 33301

\$5,970,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land




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

\$2,199,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land




1709 Pope Court, Wilmington, North Carolina 28405

\$1,100,000

Bed: 4 SQFT: N/A
Bath: 4

Homes & Land




419 S Front Street, Wilmington, North Carolina 28401

\$848,000

Bed: 3 SQFT: N/A
Bath: 2

Homes & Land




2236 Acacia Drive, Wilmington, North Carolina 28403

\$1,041,700

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land




10430 E ACOMA Drive, Scottsdale, Arizona 85255

\$949,000

Bed: 4 SQFT: 2797
Bath: 3

Homes & Land




6097 N Paradise View Drive, Paradise Valley, Arizona 85253

\$3,295,000

Bed: 4 SQFT: 4605
Bath: 4

Homes & Land




33799 N 84TH Street, Scottsdale, Arizona 85266

\$3,375,000

Bed: 4 SQFT: 4985
Bath: 4

Homes & Land




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

\$980,000

Bed: 3 SQFT: 2524
Bath: 3

Homes & Land



20012 Tavernier DR, Estero, Florida 33928

\$895,000

Bed: 3 SQFT: 2488
Bath: 3

Homes & Land

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.

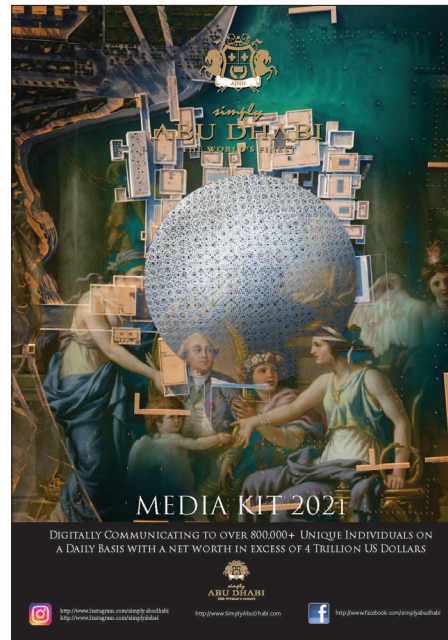
INSTAGRAM POST

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)

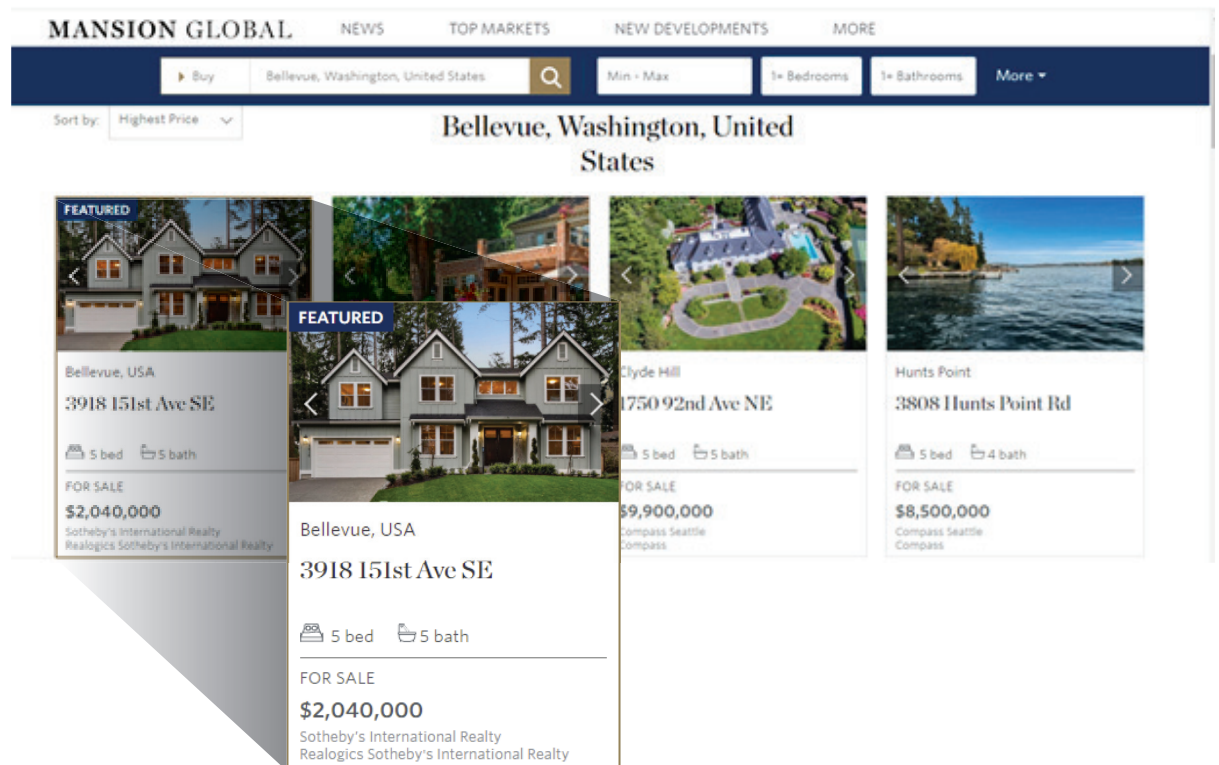
FEATURED PROPERTY UPGRADES

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

The screenshot shows a real estate profile page for '706 Mission' in San Francisco. At the top, there is a search bar with 'Buy' and 'Luxury properties by location' options. The main header image shows a modern high-rise building at dusk with the text 'San Francisco 706 Mission' and 'FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE'. A 'VIEW MEDIA' button is visible in the top right of the image. Below the image, there are social sharing icons (Facebook, Twitter, LinkedIn) and a 'SAVE' button. The 'DESCRIPTION' section contains text about the building's location and service, with a 'Read More' link. The 'AMENITIES' section lists 'Intimate bar and lounge', 'Grand outdoor terrace', 'Bespoke fitness and wellness', and 'Fully equipped game room', with a 'View Gallery' link. The 'NEIGHBORHOOD' section features an image of the building and the text 'YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT'. On the right side, there is a 'SHOP NOW' button and a badge indicating '100,000+ ★★★★★ reviews'.

The Wall Street Journal Online (WSJ.com)

MANSSION GLOBAL DAILY (M-F) E NEWSLETTER

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

PRICE: \$3,680

View in your browser

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



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

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,900,000
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 McLean, Toronto, ON	\$12,900,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,130	\$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

TRENDING TODAY

Architectural Digest @ArchDigest Following

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

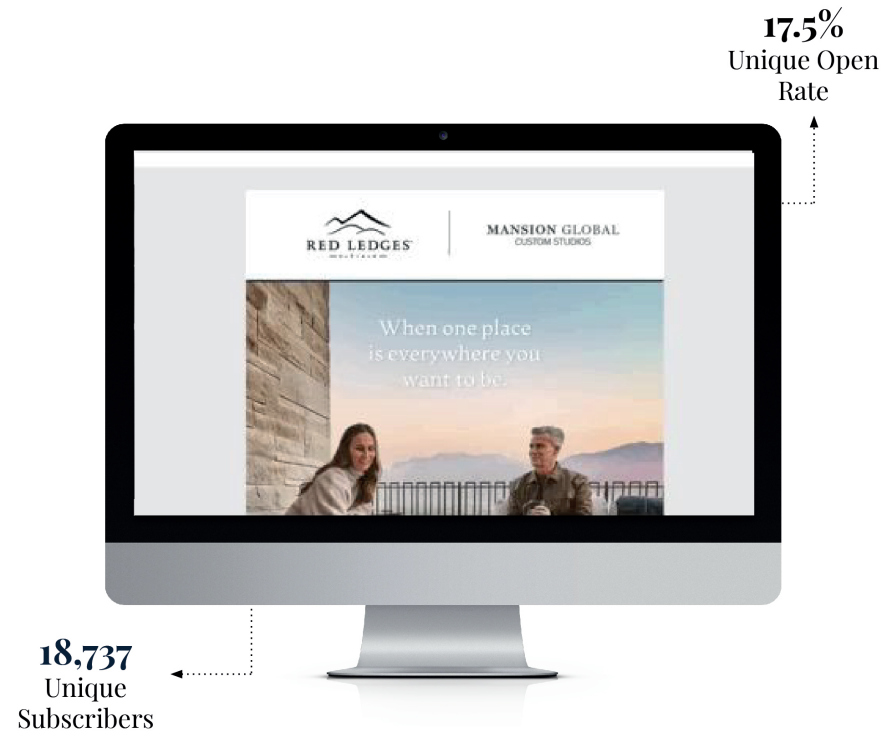
Powered by AllPhotos

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL CUSTOM E-NEWSLETTER

Take advantage of Mansion Global's Custom newsletter to showcase your brand as a luxury lifestyle and real estate leader to luxury connoisseurs and high-net-worth buyers around the world. From aspiration to action, Mansion Global's custom newsletter is the go-to read for the most powerful and affluent consumers, delivering all your newsworthy content directly to their inboxes- inspiring the luxury lifestyle & delivering results.

PRICE: \$6,000 EXCLUSIVE EMAIL



The Wall Street Journal Online (WSJ.com)

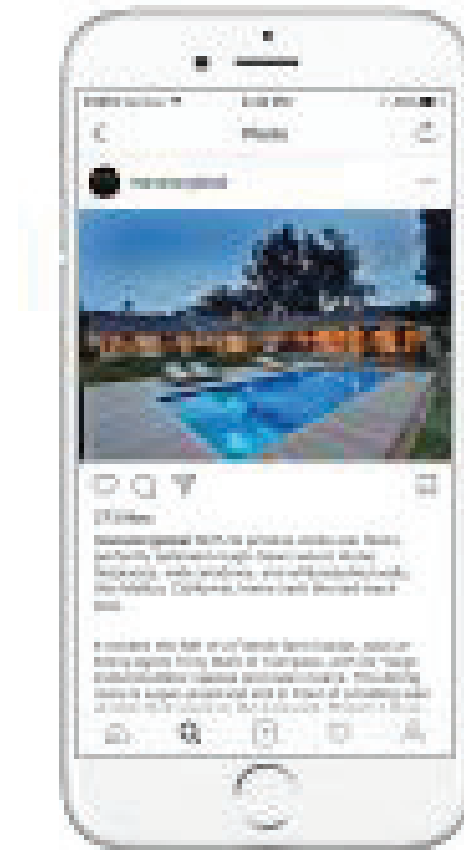
@MANSIONGLOBAL INSTAGRAM

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**

MANSION GLOBAL INSTAGRAM: \$1,775

MANSION GLOBAL INSTAGRAM + BOOST: \$7,000



Boat International e-Newsletter

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

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

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

PRICE: \$750



The screenshot shows the 'BOAT BRIEFING' section of the Boat International website. At the top, there's a navigation bar with the 'BOAT' logo and a 'No Images? Click here' link. Below the navigation bar is a large image of a yacht's steering wheel with the text 'BOAT BRIEFING' overlaid. Underneath, there's a promotional banner for 'DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS' featuring the Inmarsat logo. The main content area is divided into two sections: 'LATEST BROKERAGE NEWS' and 'LATEST YACHT NEWS'. Each section contains a grid of article cards. Each card includes a small image of a yacht, a headline, a brief description, and a 'READ MORE' button. The 'LATEST BROKERAGE NEWS' section includes articles about Benetti Harmony III, Benetti Rutil E, Codecasa Regina d'Italia II, and Trinity La Dea II. The 'LATEST YACHT NEWS' section includes articles about a new Amels 200 motor yacht, a Lürssen 130 metre+ Project Lightning, and a Turquoise Yachts 62 metre concept.

Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

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

Includes Bonus 30 Day Digital -
 Featured Property Upgrade

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

What's News
 Business & Finance

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

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

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

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

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

Sotheby's
 INTERNATIONAL REALTY

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PRINT

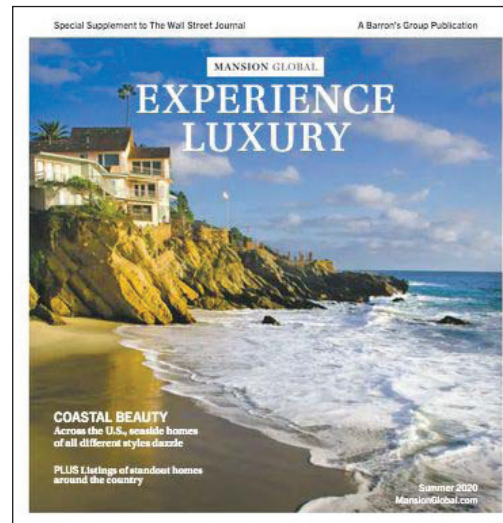
The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

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

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

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



The New York Times

IN THE FRIDAY MAIN NEWS SECTION

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

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

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



CITY, STATE
 Address | Headline | \$XXXXXXX | sothebysrealty.com/d/r/dt
 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 SPOT: \$2,600
 DOUBLE SPOT: \$1,300
 PROPERTY SPOT: \$650

Global



Sotheby's
INTERNATIONAL REALTY

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 Canal House
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 Bahamas Sotheby's International Realty
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 nick.damianos@sirbahamas.com
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CopperBeechFarmCT.com
 \$150,000,000
 Greenwich Brokerage
LESLIE MCELWREATH | JOSEPH BARBIERI
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CENTRE ISLAND, NEW YORK

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

NEW YORK, NEW YORK

840ParkAve.com
 \$11,500,000
 East Side Manhattan Brokerage
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SHELTER ISLAND, NEW YORK

29 Winthrop Road
 \$9,499,000 | DanielGale.com/listing/dgid786671
 Daniel Gale Sotheby's International Realty
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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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Move beyond your expectations.

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Represented by: Jean Muller MRE #13

72 Post Road, Old Westbury, NY

Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 516.632.2710
c. 516.662.5400

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

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

DANIELEGALE.COM/AGENT/DEBRA-RUSSELL

Sandbanks
Exuma, The Bahamas

Jacqueline Lighthorn
Elite Agent
+1 242 269 2235
260 Sandbanks Light House
#13@bahamas.com

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

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

SIREBAHAMAS.COM/ID/X29,67

Bahamas | Sotheby's
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

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

5305 Carlsbad Boulevard
5 BR | 3.0 BA | 10,039 SQ FT
\$25,000,000

Stunning single story 11.5 acre oceanfront lot spanning two parcels with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.

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Pacific | Sotheby's
INTERNATIONAL REALTY

Billionaire Magazine

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

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

PRICE: FULL PAGE, COLOR: \$8,125

Global



Boat International

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

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

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

US:

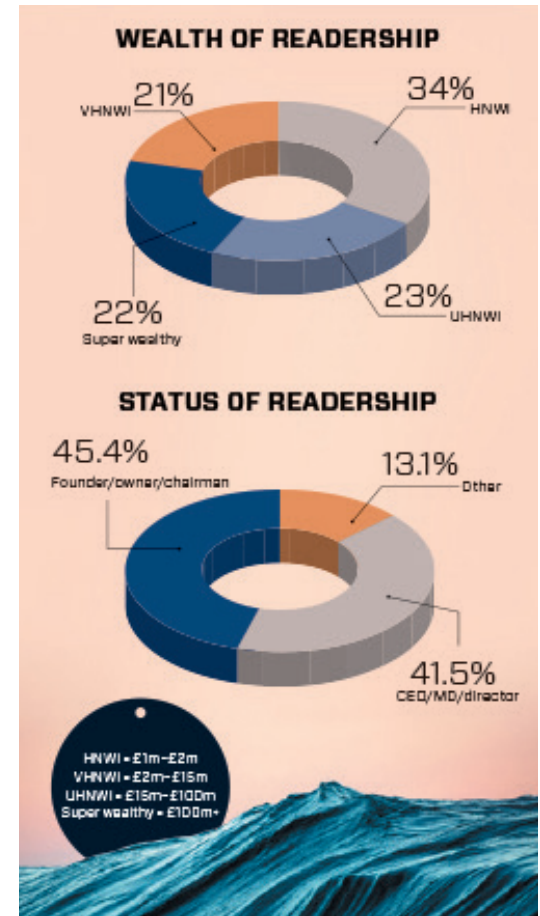
FULL PAGE: \$4,650

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

INTERNATIONAL:

FULL PAGE: \$4,650

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



Architectural Digest

INSPIRE AFFLUENT BUYERS

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

Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Architectural Digest.

FULL PAGE, COLOR:

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

FULL PAGE, COLOR

MANHATTAN: \$2,510

LOS ANGELES/WEST LA: \$2,870



TTR Sotheby's

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Live amongst the clouds with the best undisturbed view in Baltimore. Highlighting the epitome of luxury, this condo living within the Four Seasons Private Residences Baltimore. Residence #2501 features 2,000+ square feet of living with high-end finishes and a seamless open floorplan. Centrally located to America's most prestigious golf courses: Caves Valley, Congressional, Baltimore Country Club and more.

Offered at \$2,990,000

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velvære

Live at Velvære. Experience a life of well-being where nature and surroundings are intrinsically linked to living whole. This 40+ acre community will feature direct access to local Access and Park, award-winning architecture through an onsite art gallery, extensive outdoor spaces, an interactive wellness center and family adventure center all woven around 115 private cabana, residences and luxury homes in Park City, Utah. Available now, starting from \$4,650,000.

VELVAERE.PARKCITY.COM

MACLEBY Summit | Sotheby's

Keri Holland + Liza Story | info@velvareparkcity.com | 435.602.6570

PRINT

Conde Nast UK

Vogue, House and Garden, Tatler, and GQ have a unique readership of affluent, upmarket individuals for whom luxury living is a high priority.

- Readership: 1,559,000
- Average Age: 41
- Circulation: 205,080

DISTRIBUTION

London, Avon, Bedfordshire, Berkshire, Buckinghamshire, Dorset, Essex, Gloucestershire, Hampshire, Hereford & Worcestershire, Hertfordshire, Isle of Wight, Kent, Oxfordshire, Somerset, Suffolk, Surrey, Sussex.

INTERNATIONAL DISTRIBUTION

Dubai, Singapore, Malaysia, Hong Kong, and China.

PROPERTY LISTING 4 MAGAZINES + INSTAGRAM
\$9,000 4 FULL PAGES

GQ
OCTOBER 2020
#BlackLivesMatter
Nihal Arthanayake on 'BAME' tales
David Oshoga on slaver statues
David Lammy on what comes next
and...
the 23-year-old teaching the UK a black history lesson

HOUSE & GARDEN
THE DESIGN AND DECORATION ISSUE
PLUS
SUPPORT GLOBAL APPROPRIATE WORK
DIANA HEAVENS
Why 2020 actually is the best time to start a business

TATLER
October 2020
Feel fabulous!
The best work is 2020's best
The top 2 doctors in the world
Whole new U
How to social climb during the pandemic

VOGUE
THE BIG FASHION ISSUE
FUTURE-PROOF STYLE: 23 BRITISH DESIGNERS LEADING THE WAY

TTR Sotheby's

300 International Drive #2501
BALTIMORE, MARYLAND

Live on one of the world's best and most vibrant waterfronts in Baltimore. Highlighting the epitome of luxury living, with the Four Seasons Private Residences in Baltimore, this exclusive 4000 sq ft, 2,000 sq ft penthouse with high-end finishes and a seamless open layout. Centrally located in America's most prestigious golf course, Caves Valley, Congressional, Baltimore Country Club and more.

Offered at \$2,999,000

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alex@travelstead.com
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Light Travelstead
410.850.1113
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TRAVELSTEAD
A REALTY GROUP COMPANY
Member of Real Estate 42000

Country Life

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

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

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

SPOT: \$525

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 PROPERTY SPOT, COLOR: \$3,000
 DOUBLE PROPERTY SPOT, COLOR: \$1,500
 PROPERTY SPOT, COLOR: \$750

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

**PROPRIÉTÉS
LE FIGARO**

Le plus grand choix de **BELLES MAISONS** et de **BEAUX APPARTEMENTS**

9 1975 1661 - Juin 2022 - 126
FRANCE & INTERNATIONAL
proprietes.lefigaro.fr

**BELLES
MAISONS
DE VACANCES** Résidence secondaire ou semi-principale, location de luxe, les tendances, les opportunités... région par région.

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Open the door to what's next.

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Harald.Grant@SothebysRealty
HGrant@rosewoodfarmestate.com

Bruce Grant
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Bruce.Grant@SothebysRealty

The Rosewood Farm Estate
Southampton, New York

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

Sotheby's
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Take a peek at what's next.

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BeateMoore.com

Vanessa Moore
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

Sotheby's
INTERNATIONAL REALTY

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

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.

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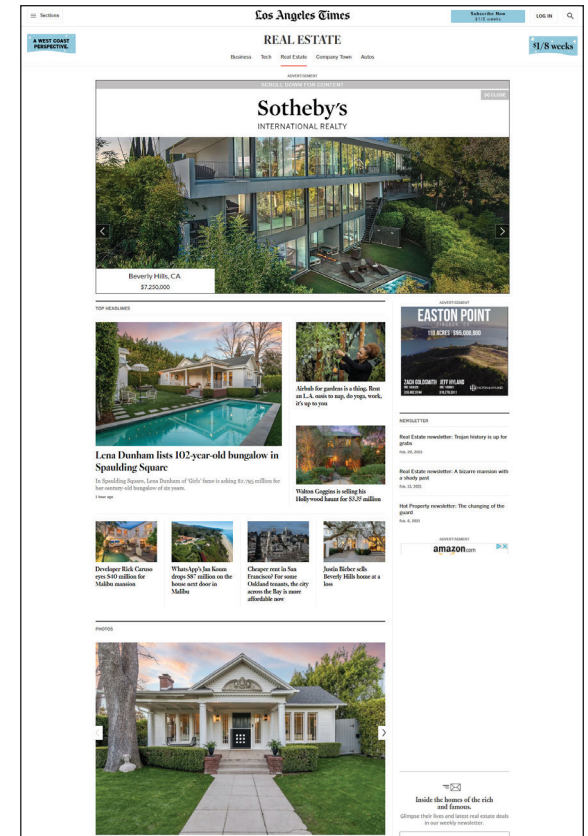
LA TIMES DIGITAL LIGHTHOUSE

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

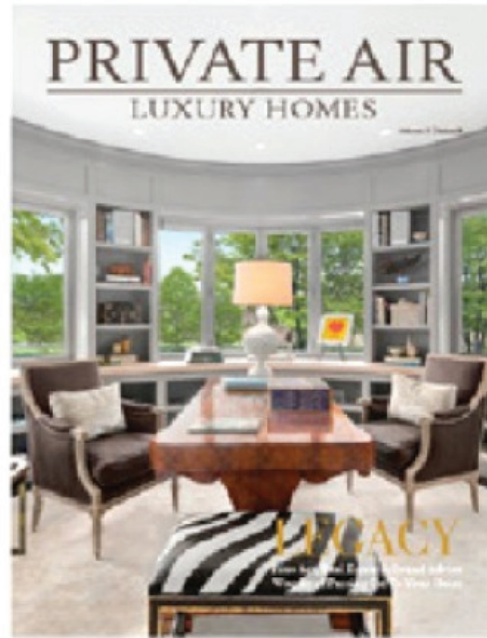
Full color with 30 day Lighthouse Placement



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**



The Real Deal

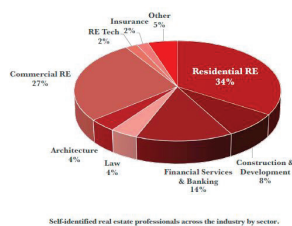
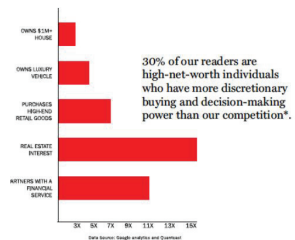
For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell’s)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

A Targeted Digital Reach Source

TRD READERS ARE DECISION MAKERS WITHIN THE RE INDUSTRY

- 20,000 copies distributed to Realtor associations
- 5,000 copies distributed in airline & VIP lounges



Distribution:

- **2,500** copies sent to architectural firms, developers, financial institutions, constructions companies, law firms, title companies, and interior design firms
- **2,000** copies distributed to Residential + Commercial
- **1,600** Newstand copies

PRINT MARKETING

Reach your core audience with editorially and strategically aligned full-page print ads within the issues of your choice.

Opportunity details:

- **National – Monthly**

FULL PAGE: \$5,000
2 PAGE SPREAD: \$9,500

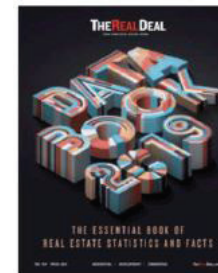
STRATEGIC PRINT OPTIONS



NATIONAL

Circulation:

- 40,000/month
- 480,000/annual



DATA BOOK

Circulation:

- 50,000 annual

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**

FULL PAGE, COLOR: \$8,000
LUXURY PROPERTY SHOWCASE: \$9,000/FULL PAGE
LUXURY PROPERTY GUIDE: \$3,500/FULL PAGE

Global



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Associate Broker
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harald.grant@sothebysrealty.com

Bruce Grant
Licensed Salesperson
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Bruce Grant Sotheby's Realty

The Rosewood Farm Estate
Southampton, New York
10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000
ROSEWOODFARMESTATE.COM



Sotheby's
INTERNATIONAL REALTY

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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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INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

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Represented by: Sarah Ralston MRE, SLS

72 Post Road, Old Westbury, NY




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

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


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



DANIELGALÉ.COM/AGENT/OFEBRA-RUSSELL

Sandbanks Exuma, The Bahamas




Jacqueline Lighthorn
Elite Agent
+1 242 269 2225
260 Sandbanks Light House
JL@Sandbanks.com

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

Sandbanks is a truly particular C bedroom, 7 full bath and 11.25 bath oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a sweeping pool deck and a classic infinity pool, which is built into the cliffside overlooking the ocean for water sports.

SIRBAHAMAS.COM/ID/V29V67



5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorbo
Elite Agent
858.534.3557
eric@ericsantorbo.com
DRE#02156503

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

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



SOTHEBYREALTY.COM/ID/THE44



Simply Abu Dhabi

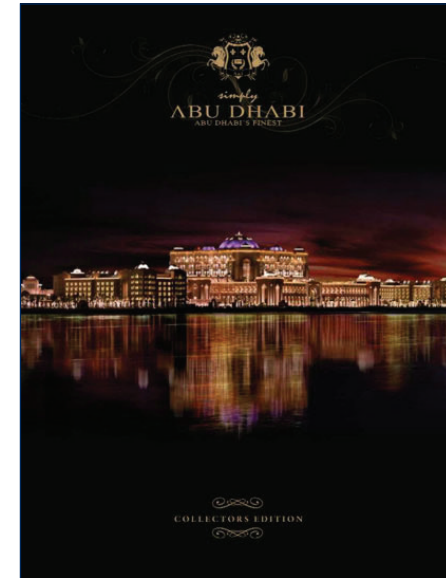
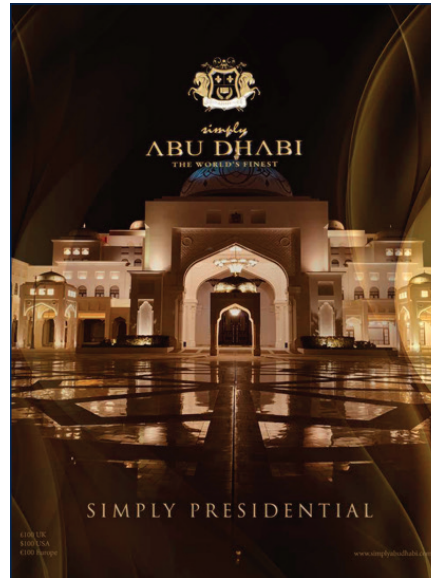
Simply Abu Dhabi is a luxury lifestyle publication that is only available by invitation to the highest echelon of society. Simply Abu Dhabi, primarily targets the elite and affluent globally. It showcases products and services available, from the most prestigious luxury brands around the globe, and it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

- **Global Distribution:** Ultra HNW audience in London, Paris, Milan, Monaco, Moscow, New York, Los Angeles, Singapore, Shanghai, Hong Kong, Mumbai & Delhi.
- **Prestigious Distribution Includes:** Royalty/Palaces/ Private Royal Offices, Dignitaries & Politicians/ Ministries, All Official Embassies in the UAE.
- **Private Residence Distribution Includes:** Abu Dhabi, Al Ain, Dubai: Emirates Hills, Downtown Area, The Lakes, The Palm, Jumeirah Beach Area.
- Circulation: **Print and Digital**
- Printed Copies per issue: **7,800**
- Digital: **500,000+** Subscribers
- Middle East/GCC Distribution: **5,800**
- Global Distribution: **2,000**
- Readership: **28,000**

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

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

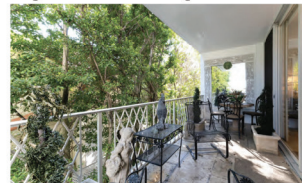
Print & Digital



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 Yacht docks, boutique shops, steps to Worth Avenue and two minute walk to The Society of the Four Arts. Perfect Location!
Offered at \$2,500,000 | [EliotHouse28.com](#)



RAPALLO - WEST PALM BEACH
Beautifully appointed 2 bedroom, 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](#)



SONJA STEVENS
Senior Global Real Estate Advisor
561.573.3198 | [sonjastevens.com](#)
[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 | [PlazaT114C.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 Sée
\$995,000 | [3AlfordCourt.com](#)

Stunning Golf Course Views
\$955,000 | [1900CrescentPalms301.com](#)



ANDREW THOMKA-GAZDIK
Senior Global Real Estate Advisor
561.714.6955 | [andrewthomka-gazdik.com](#)
[andrew.thomka-gazdik@sothebys.realty](#)

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Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

PLAN 1

Plan 1										
Media	Ad Description	October	November	December	January	February	March	Media Total	Reach	
Sotheby's Auction House: Print										
Sotheby's Magazine	Full Page		\$ 3,640.00		\$ 3,640.00			\$ 7,280.00	40,000	
Sotheby's Auction House: Digital										
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				\$ 2,585.00			\$ 2,585.00	770,000	
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter			\$ 3,000.00				\$ 3,000.00	7,500	
Digital										
Million Impressions*										
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 9,750.00	3,000,000	
Million Impressions	Targeting - US, Middle East, Europe & Asia									
Google Adwords										
Google Adwords	Digital PPC program	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 8,250.00		
LinkedIn										
LinkedIn	Digital Banner Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	600,000	
Comprehensive Digital										
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	
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 15,000.00	300,000	
Geofencing - Event and Location										
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	
Billionaire										
Billionaire	Custom Content + E-Newsletter		\$ 4,500.00				Bonus	\$ 4,500.00	50,000	
Conde Nast UK										
Conde Nast UK	Instagram Post	\$ 2,250.00			\$ 2,250.00			\$ 4,500.00	400,000	
Cottages & Garden										
Instapartnership	Post and Stories takeover				\$ 1,950.00			\$ 1,950.00	64,300	
Spotlight + Property of Note	Rotating Gallery		\$ 1,950.00			\$ 2,950.00		\$ 4,900.00		
Daily Deeds	E-Newsletter sent 4X per week			\$ 5,000.00				\$ 5,000.00	60,000	
Crain's New York Business										
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00			\$ 3,150.00			\$ 6,300.00	30,000	
Dezeen										
Instagram Grid Post			\$ 5,650.00					\$ 5,650.00	3,300,000	
Instagram Targeted Post						\$ 2,950.00		\$ 2,950.00		
Elite Traveler										
Elite Online Real Estate Showcase	Online Real Estate Showcase				\$2,500			\$ 2,500.00	100,000	
EliteE-Newsletter	E-Newsletter					\$ 2,500.00		\$ 2,500.00	12,000	
Elite Dedicated E-blast	Dedicated E-blast		\$ 6,000.00					\$ 6,000.00	12,000	
Nob Hill Gazette										
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM on the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 3,000.00	39,000	
JamesEdition										
Main Home Page Rotating Gallery	Featured Banner				\$ 2,000.00			\$ 2,000.00	750,000	
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00				\$ 1,600.00	750,000	
New & Trending Home Page Position	Featured Spot					\$ 1,200.00		\$ 1,200.00	750,000	
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article		\$ 5,500.00					\$ 5,500.00	292,000	
E-Newsletter Featured Listing	E-Newsletter						\$ 1,500.00	\$ 1,500.00	192,000	
Social Media	Listing Feature	\$ 1,000.00						\$ 1,000.00	148,000	
JetSet Magazine										
JetSet Magazine	Annual Global Campaign				\$2,500			\$ 2,500.00	2,140,000	

Proposed Schedule, Pricing & Reach 2024

PLAN 1 CONTINUED

Juwai.com											
Developer Marketing Solution	Multi Channel campaign								\$ 8,500	\$ 8,500.00	15,400,000
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00		\$ 425.00		\$ 425.00			\$ 1,275.00	\$ 1,275.00	6,900,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months							\$425	\$ 425.00	\$ 425.00	2,300,000
LA Times											
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus	\$ 325.00	Bonus	\$ 325.00	Bonus		\$ 975.00	\$ 975.00	1,275,000
Luxury Estate											
Luxury Estate	Showcase Listing + Elite Listing Packages - 6 months							\$5,100	\$ 5,100.00		
NYTimes.com											
NYTimes.com Flex Frame	Flex-frame banner program							\$12,500	\$ 12,500.00		55,603
Real Deal											
Real Deal	E-blast - National	\$ 10,000.00		\$ 10,000.00					\$ 20,000.00	\$ 20,000.00	280,000
Real Deal	Sponsored Content	\$ 15,000.00							\$ 15,000.00	\$ 15,000.00	3,000
Real Deal	Social Post Facebook		\$ 1,250.00						\$ 1,250.00	\$ 1,250.00	110,000
Real Deal	Social Post Instagram			\$ 1,250.00					\$ 1,250.00	\$ 1,250.00	120,000
Real Deal	Social Post LinkedIn				\$ 1,250.00				\$ 1,250.00	\$ 1,250.00	45,000
Robbreport.com											
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00		\$ 1,350.00		\$ 1,350.00		\$ 1,350.00	\$ 4,050.00	\$ 4,050.00	18,000
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00		\$ 3,750.00		\$ 3,750.00		\$ 11,250.00	\$ 11,250.00	180,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00		\$ 2,700.00	\$ 2,700.00	
Simply Abu Dhabi											
Instagram Post	Instagram Post (2 Post Minimum)							Bonus	\$ -	\$ -	51,200
WSJ.com											
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00		\$ 2,150.00		\$ 2,150.00			\$ 6,450.00	\$ 6,450.00	492,000
Mansion Global Homepage Hero	Shared Banner		\$ 650.00		\$ 650.00		\$ 650.00		\$ 1,950.00	\$ 1,950.00	492,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000				\$1,000		\$ 2,000.00	\$ 2,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00				\$ 3,680.00		\$ 7,360.00	\$ 7,360.00	34,000
Mansion Global Custom E-mail				\$ 6,000.00					\$ 6,000.00	\$ 6,000.00	17,000
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	\$ 3,550.00	152,400
Yachting E-Newsletter											
Boat International	Boat International	Bonus	\$ 325.00	Bonus	\$ 325.00	Bonus	\$ 325.00		\$ 975.00	\$ 975.00	76,800

SCHEDULE AND PRICING

Proposed Schedule, Pricing & Reach 2024

PLAN 1 CONTINUED

Plan 1									
Print									
Billionaire Magazine									
Billionaire Magazine	Full Page				\$ 8,125.00		\$ 8,125.00	\$ 16,250.00	29,582
Boat International									
US National issue	Full Page + E-Newsletter			\$ 5,100.00				\$ 5,100.00	25,600
International issue	Full Page + E-Newsletter				\$ 5,100.00			\$ 5,100.00	12,925
Conde Nast Magazines Regional Pages									
Architectural Digest - Manhattan	Full Page				\$ 2,510.00			\$ 2,510.00	13,000
Architectural Digest - Los Angeles/West LA	Full Page				\$ 2,870.00			\$ 2,870.00	19,000
Conde Nast UK									
Conde Nast UK	Property listing 4 Magazines + Instagram				\$ 9,000.00			\$ 9,000.00	205,080
Country Life									
Country Life	Spot			\$ 525.00				\$ 525.00	40,000
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
Elite Traveler									
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
Financial Times									
Financial Times	Quadruple Property Spot	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 15,000.00	1,052,285
The Los Angeles Times									
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00		\$ 425.00		\$ 425.00		\$ 1,275.00	662,340
The Los Angeles Times	Takeover - Full Page			\$ 660.00			\$ 660.00	\$ 1,320.00	768,000
Le Figaro									
Full Page	Full Page				\$ 2,500.00		\$ 2,500.00	\$ 5,000.00	100,000
Full Page Advertorial	Full Page Advertorial			\$ 3,000.00				\$ 3,000.00	50,000
The New York Times									
The New York Times	Quadruple Property Spot - Weekday/Saturday	\$ 3,040.00		\$ 3,040.00		\$ 3,040.00		\$ 9,120.00	1,269,333
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00			\$ 750.00	\$ 750.00	\$ 2,250.00	495,000
The New York Times International Edition									
The New York Times International Edition	Quadruple Property Spot	\$ 2,600.00		\$ 2,600.00			\$ 2,600.00	\$ 7,800.00	312,903
Private Air Luxury Homes									
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
The Real Deal									
The Real Deal	Full Page	\$ 5,000.00						\$ 5,000.00	324,000
Robb Report									
Robb Report	Full Page					\$ 8,000.00		\$ 8,000.00	107,000
Robb Report	Luxury Property Showcase			\$ 9,000.00				\$ 9,000.00	107,000
San Francisco & Silicon Valley									
San Francisco & Silicon Valley	Takeover - Full Page	\$ 725.00					\$ 725.00	\$ 1,450.00	73,000
Simply Abu Dhabi									
Simply Abu Dhabi	Double Page Spread, 4-Page Editorial Feature + 2 Instagram Posts			\$ 10,625.00				\$ 10,625.00	10,000
The Wall Street Journal									
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade	\$ 3,180.00	\$ 3,180.00	\$ 3,180.00	\$ 3,180.00	\$ 3,180.00	\$ 3,180.00	\$ 19,080.00	3,866,544
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert	\$1,985.00			\$ 1,985.00			\$ 3,970.00	200,000

TOTAL \$ 421,170.00 53,780,395

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Pricing Subject to Change

SCHEDULE AND PRICING

Proposed Schedule, Pricing & Reach 2024

PLAN 2

Plan 2											
Media	Ad Description	October	November	December	January	February	March	Media Total	Reach		
Sotheby's Auction House: Print											
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		
Sotheby's Auction House: Digital											
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				\$ 2,585.00			\$ 2,585.00	770,000		
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter			\$ 3,000.00				\$ 3,000.00	7,500		
Digital											
Million Impressions*											
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 9,750.00	3,000,000		
Million Impressions	Targeting - US, Middle East, Europe & Asia										
Google Adwords											
Google Adwords	Digital PPC program	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 8,250.00			
LinkedIn											
LinkedIn	Digital Banner Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	600,000		
Comprehensive Digital											
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		
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00				\$ 7,500.00	150,000		
Geofencing - Event and Location											
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		
Billionaire											
Billionaire	Custom Content + E-Newsletter		\$ 4,500.00					\$ 4,500.00	50,000		
Conde Nast UK											
Conde Nast UK	Instagram Post	\$ 2,250.00			\$ 2,250.00			\$ 4,500.00	400,000		
Cottages & Garden											
Instapartnership	Post and Stories takeover				\$ 1,950.00			\$ 1,950.00	64,300		
Spotlight + Property of Note	Rotating Gallery		\$ 2,950.00					\$ 2,950.00			
Daily Deeds	E-Newsletter sent 4X per week			\$ 3,000.00				\$ 3,000.00	60,000		
Crain's New York Business											
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00			\$ 3,150.00			\$ 6,300.00	30,000		
Dezeen											
Instagram Targeted Post			\$ 2,950.00			\$ 2,950.00		\$ 5,900.00			
Elite Traveler											
Elite Online Real Estate Showcase	Online Real Estate Showcase				\$ 2,500			\$ 2,500.00	100,000		
Elite Dedicated E-blast	Dedicated E-blast		\$ 6,000.00					\$ 6,000.00	12,000		
Nob Hill Gazette											
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 3,000.00	39,000		
JamesEdition											
Main Home Page Rotating Gallery	Featured Banner				\$ 2,000.00			\$ 2,000.00	750,000		
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00				\$ 1,600.00	750,000		
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	148,000		
JetSet Magazine											
JetSet Magazine	Annual Global Campaign				\$ 2,500			\$ 2,500.00	2,140,000		

SCHEDULE AND PRICING

Proposed Schedule, Pricing & Reach 2024

PLAN 2 CONTINUED

Juwai.com														
Hot Property Upgrade	Hot property upgrade - 30 days	\$	425.00		\$	425.00		\$	425.00	\$	1,275.00	6,900,000		
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months					\$425				\$	425.00	2,300,000		
LA Times														
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$	325.00	Bonus	\$	325.00	Bonus	\$	325.00	Bonus	\$	975.00	1,275,000	
Luxury Estate														
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months					\$3,250				\$	3,250.00			
Real Deal														
Real Deal	E-blast - National					\$	10,000.00				\$	10,000.00	140,000	
Real Deal	Sponsored Content	\$	15,000.00								\$	15,000.00	3,000	
Real Deal	Social Post Facebook			\$	1,250.00						\$	1,250.00	110,000	
Real Deal	Social Post Instagram					\$	1,250.00				\$	1,250.00	120,000	
Real Deal	Social Post LinkedIn						\$	1,250.00			\$	1,250.00	45,000	
Robbreport.com														
Robbreport.com	Featured Listing Carousel - 1 Property					\$	1,350.00		\$	1,350.00	\$	2,700.00	12,000	
Robbreport.com	Real Estate Newsletter - 3 Sends			\$	3,750.00			\$	3,750.00	\$	3,750.00	\$	11,250.00	180,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$	450.00	\$	450.00	\$	450.00	\$	450.00	\$	450.00	\$	2,700.00	
Simply Abu Dhabi														
Instagram Post	Instagram Post (2 Post Minimum)						Bonus		Bonus		\$	-	51,200	
WSJ.com														
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$	2,150.00			\$	2,150.00		\$	2,150.00	\$	6,450.00	492,000	
Mansion Global Homepage Hero	Shared Banner			\$	650.00			\$	650.00		\$	1,950.00	492,000	
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	34,000	
Property Upgrades	10 Featured Property Upgrades	Bonus		Bonus		Bonus		Bonus		Bonus		\$	-	
Mansion Global Instagram	Mansion Global Instagram						\$	1,775.00			\$	1,775.00	76,200	
Yachting E-Newsletter														
Boat International	Boat International	Bonus	\$	325.00	Bonus	\$	325.00	Bonus	\$	325.00	\$	975.00	76,800	

SCHEDULE AND PRICING

Proposed Schedule, Pricing & Reach 2024

PLAN 2 CONTINUED

Plan 2

Print

Billionaire Magazine									
Billionaire Magazine	Full Page			\$ 8,125.00			\$ 8,125.00		14,791
Boat International									
US National issue	Full Page + E-Newsletter		\$ 5,100.00				\$ 5,100.00		25,600
International issue	Full Page + E-Newsletter				\$ 5,100.00		\$ 5,100.00		12,925
Conde Nast Magazines Regional Pages									
Architectural Digest - Manhattan	Full Page				\$ 2,510.00		\$ 2,510.00		13,000
Architectural Digest - Los Angeles/West LA	Full Page				\$ 2,870.00		\$ 2,870.00		19,000
Country Life									
Country Life	Spot	\$ 525.00					\$ 525.00		40,000
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
Elite Traveler									
Elite Traveler	Luxury Homes Feature			\$ 4,500.00			\$ 4,500.00		557,000
Financial Times									
Financial Times	Quadruple Property Spot	\$ 3,000.00		\$ 3,000.00		\$ 3,000.00	\$ 9,000.00		631,371
Financial Times	Double Property Spot	\$ 1,500.00			\$ 1,500.00		\$ 3,000.00		420,914
The Los Angeles Times									
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00		\$ 425.00		\$ 425.00	\$ 1,275.00		662,340
The Los Angeles Times	Takeover - Full Page			\$ 660.00			\$ 660.00	\$ 1,320.00	768,000
Le Figaro									
Full Page	Full Page			\$ 2,500.00		\$ 2,500.00	\$ 5,000.00		100,000
Full Page Advertorial	Full Page Advertorial		\$ 3,000.00				\$ 3,000.00		50,000
The New York Times									
The New York Times	Double Property Spot - Weekday/Saturday			\$ 1,520.00		\$ 1,520.00	\$ 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
The New York Times International Edition									
The New York Times International Edition	Quadruple Property Spot	\$ 2,600.00		\$ 2,600.00			\$ 5,200.00		208,602
The New York Times International Edition	Double Property Spot					\$ 1,300.00	\$ 1,300.00		104,301
Private Air Luxury Homes									
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
The Real Deal									
The Real Deal	Full Page		\$ 5,000.00				\$ 5,000.00		324,000
Robb Report									
Robb Report	Luxury Property Showcase			\$ 9,000.00			\$ 9,000.00		107,000
San Francisco & Silicon Valley									
San Francisco & Silicon Valley	Takeover - Full Page	\$ 725.00				\$ 725.00	\$ 1,450.00		73,000
Simply Abu Dhabi									
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts		\$ 7,500.00				\$ 7,500.00		10,000
The Wall Street Journal									
The Wall Street Journal - National	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	\$ 3,180.00	\$ 12,720.00	2,577,696
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert	\$1,985.00		\$ 1,985.00			\$ 3,970.00		200,000
TOTAL								\$ 312,505.00	33,739,721

TOTAL

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy

Pricing Subject to Change

SCHEDULE AND PRICING

Proposed Schedule, Pricing & Reach 2024

PLAN 3

Plan 3											
Media	Ad Description	October	November	December	January	February	March	Media Total		Reach	
Sotheby's Auction House: Print											
Sotheby's Magazine	Half Page		\$ 1,820.00		\$ 1,820.00			\$ 3,640.00		40,000	
Sotheby's Auction House: Digital											
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				\$ 2,585.00			\$ 2,585.00		770,000	
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter			\$ 3,000.00				\$ 3,000.00		7,500	
Digital											
Million Impressions*											
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 7,170.00		1,500,000	
Million Impressions	Targeting - US, Middle East, Europe & Asia										
Google Adwords											
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			
LinkedIn											
LinkedIn	Digital Banner Campaign		\$ 2,000.00	\$ 2,000.00		\$ 2,000.00	\$ 2,000.00			400,000	
Comprehensive Digital											
Social Mirror Ads	Mirroring Social Post		\$ 1,500.00	\$ 1,500.00		\$ 1,500.00	\$ 1,500.00	\$ 6,000.00		400,000	
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00				\$ 7,500.00		150,000	
Geofencing - Event and Location											
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00				\$ 3,000.00		120,000	
Billionaire											
Billionaire	Custom Content + E-Newsletter		\$ 4,500.00					\$ 4,500.00		50,000	
Conde Nast UK											
Conde Nast UK	Instagram Post	\$ 2,250.00						\$ 2,250.00		200,000	
Cottages & Garden											
Spotlight + Property of Note	Rotating Gallery		\$ 2,950.00					\$ 2,950.00			
Daily Deeds	E-Newsletter sent 4X per week			\$ 3,000.00				\$ 3,000.00		60,000	
Crain's New York Business											
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00						\$ 3,150.00		15,000	
Elite Traveler											
Elite Online Real Estate Showcase	Online Real Estate Showcase				\$2,500			\$ 2,500.00		100,000	
Nob Hill Gazette											
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00		\$ 500.00	\$ 500.00	\$ 500.00	\$ 2,500.00		32,500	
JamesEdition											
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00				\$ 1,600.00		750,000	
New & Trending Real Estate Position	Featured Spot				\$ 1,000.00			\$ 1,000.00		750,000	
E-Newsletter promotion	Newsletter Top & Journal Article		\$ 1,500.00					\$ 1,500.00		292,000	
Social Media	Listing Feature	\$ 1,000.00				\$ 1,000.00		\$ 2,000.00		296,000	
Juwai.com											
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00		\$ 425.00		\$ 425.00		\$ 1,275.00		6,900,000	
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425				\$ 425.00		2,300,000	
LA Times											
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus	\$ 325.00	Bonus	\$ 325.00	Bonus	\$ 975.00		1,275,000	

SCHEDULE AND PRICING

Proposed Schedule, Pricing & Reach 2024

PLAN 3 CONTINUED

Luxury Estate														
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$	1,100.00						\$	1,100.00				
Robbreport.com														
Robbreport.com	Featured Listing Carousel - 1 Property			\$	1,350.00				\$	1,350.00	6,000			
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	
Simply Abu Dhabi														
Instagram Post	Instagram Post (2 Post Minimum)				Bonus		Bonus		\$	-	51,200			
WSI.com														
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$	2,150.00		\$	2,150.00			\$	4,300.00	328,000			
Mansion Global Homepage Hero	Shared Banner	\$	650.00		\$	650.00	\$	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-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	Bonus	\$	-				
Yachting E-Newsletter														
Boat International	Boat International	\$	750.00		\$	750.00		\$	750.00	\$	2,250.00	76,800		

SCHEDULE AND PRICING

Proposed Schedule, Pricing & Reach 2024

PLAN 3 CONTINUED

Plan 3

Print

Conde Nast Magazines Regional Pages

Architectural Digest - Manhattan	Full Page							\$ 2,510.00	\$ 2,510.00	13,000
Architectural Digest - Los Angeles/West LA	Full Page							\$ 2,870.00	\$ 2,870.00	19,000

Country Life

Country Life	Spot	\$ 525.00						\$ 525.00	\$ 1,050.00	80,000
Country Life	Full Page	\$ 3,300.00							\$ 3,300.00	40,000

Elite Traveler

Elite Traveler	Luxury Homes Feature							\$ 4,500.00	\$ 4,500.00	557,000
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Financial Times

Financial Times	Double Property Spot	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 7,500.00	1,052,285
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The Los Angeles Times

The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00		\$ 425.00		\$ 425.00			\$ 1,275.00	662,340
The Los Angeles Times	Takeover - Full Page			\$ 660.00			\$ 660.00		\$ 1,320.00	768,000

Le Figaro

Full Page	Full Page							\$ 2,500.00	\$ 2,500.00	50,000
Full Page Advertorial	Full Page Advertorial							\$ 3,000.00	\$ 3,000.00	50,000

The New York Times

The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00		\$ 1,520.00		\$ 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

The New York Times International Edition

The New York Times International Edition	Double Property Spot	\$ 1,300.00		\$ 1,300.00			\$ 1,300.00	\$ 3,900.00		312,903
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Private Air Luxury Homes

Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)							\$ 1,925.00	\$ 1,925.00	65,000
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The Real Deal

The Real Deal	Full Page							\$ 5,000.00	\$ 5,000.00	324,000
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Robb Report

Robb Report	Robb Report Luxury Property Guide							\$ 3,500.00	\$ 3,500.00	107,000
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San Francisco & Silicon Valley

San Francisco & Silicon Valley	Takeover - Full Page	\$ 725.00						\$ 725.00	\$ 1,450.00	73,000
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Simply Abu Dhabi

Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts							\$ 7,500.00	\$ 7,500.00	10,000
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The Wall Street Journal

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				\$ 795.00	\$ 795.00		\$ 4,770.00	1,933,272

The Wall Street Journal

Mansion Global Experience Luxury	Weekend Property insert	\$1,985.00						\$ 1,985.00	\$ 3,970.00	200,000
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TOTAL									\$ 172,950.00	27,694,405
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*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy

Pricing Subject to Change