



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Vie L'Ven Advertising and Marketing Program

St. Maarten | **Sotheby's**
INTERNATIONAL REALTY

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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Vie L'Ven

SKY Advertising is excited to present to St. Maarten Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Vie L'Ven.

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 St. Martin.

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**

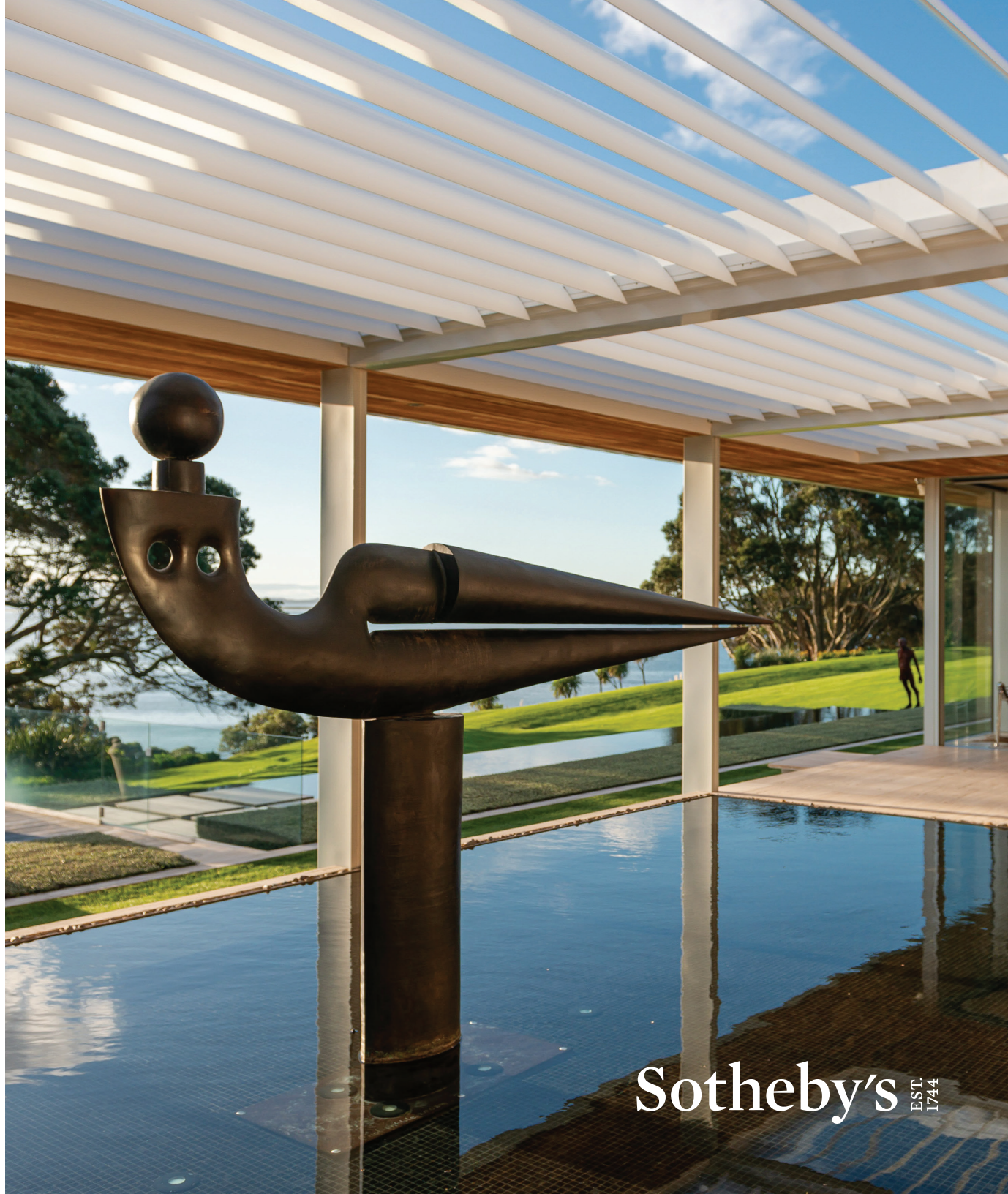
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Sotheby's
Auction House
Offerings



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
 512.453.8800
 Property # 1230123
 Agent: Jennifer Smith
 International Realty
 Broker: Sotheby's International Realty
 Email: jsmith@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 46F/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-made furniture. This is a rare opportunity to own a piece of New York City's most iconic real estate. Call today to schedule your private showing. \$50,000,000.00

510 Park Avenue, 15/16
 This residence in the sky offers 2,000 sq. ft. of sophisticated living space overlooking the city. The residence is finished with the finest materials and features a private elevator. Call today to schedule your private showing. \$25,000,000.00

New York, New York
 Sotheby's International Realty
 East Side Neighborhood Brokerage
 Manhattan Office +1 212 496 1234
 Email: jsmith@sothebysrealty.com

Four Seasons Private Residences
 This upcoming 1,100 sq. ft. penthouse is a true masterpiece of modern architecture. It features a private elevator and a stunning view of the city. Call today to schedule your private showing. \$15,000,000.00

New York, New York
 Sotheby's International Realty
 East Side Neighborhood Brokerage
 Manhattan Office +1 212 496 1234
 Email: jsmith@sothebysrealty.com

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DIGITAL

SOTHEBY'S BESPOKE EMAIL

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

PRICE: \$2,500/DEPLOYMENT




DIGITAL

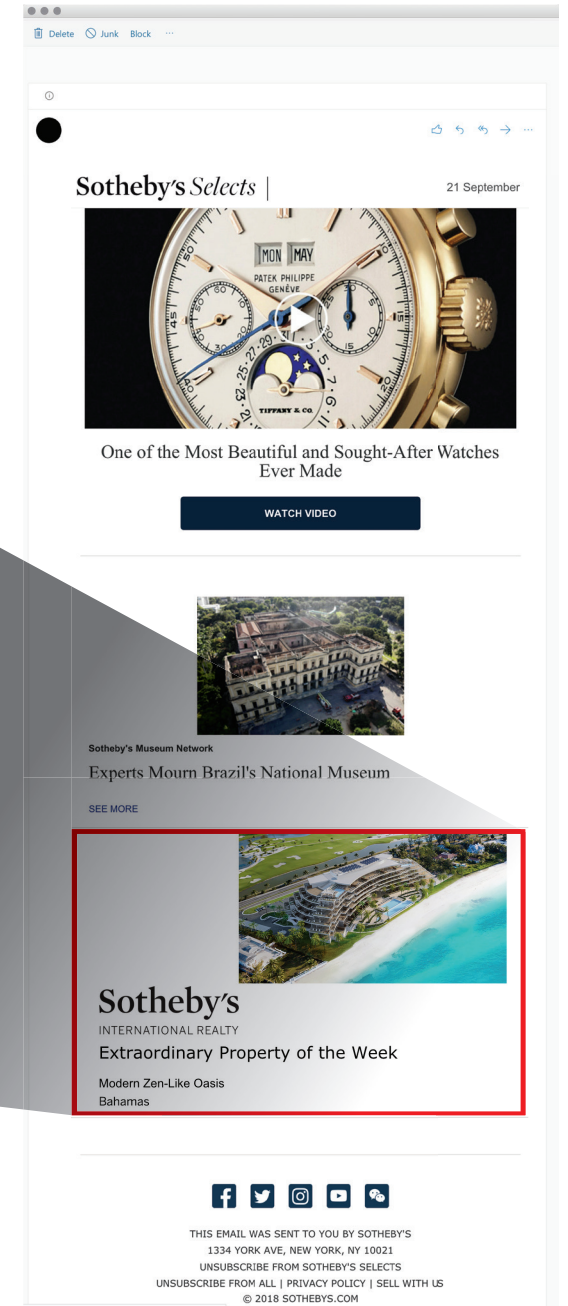
SOTHEBY'S SELECTS E-NEWSLETTERS

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

PRICE: \$2,585/DEPLOYMENT



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



Sotheby's Selects | 21 September

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

[WATCH VIDEO](#)

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

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

[f](#) [t](#) [@](#) [v](#) [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](#)
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Digital Offerings



Sotheby's
INTERNATIONAL REALTY

Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

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

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

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Vie L'Ven**
- Flight Dates: **November 2024 - April 2025**
- Impressions: **6,000,000**
- 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 | |



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

Condé Nast
Traveler

ELLE DECOR

BARRON'S

ARCHITECTURAL DIGEST
AD

BAZAAR Harpers

BUSINESS
INSIDER

FORTUNE

Forbes

TRAVEL+
LEISURE



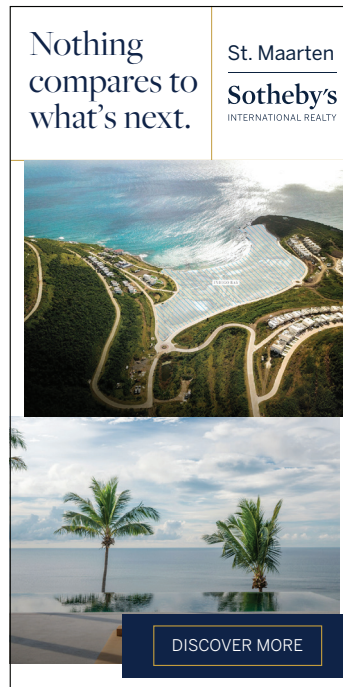
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

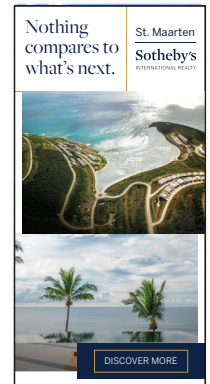
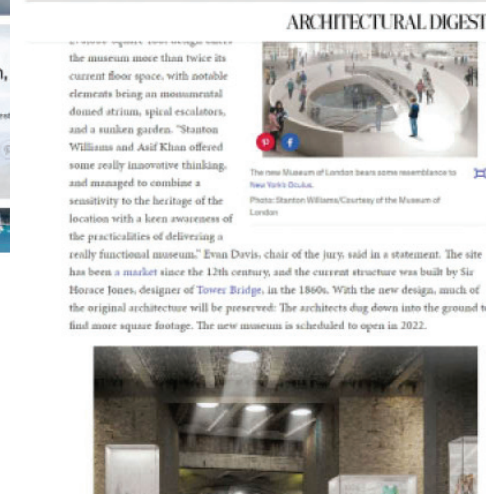
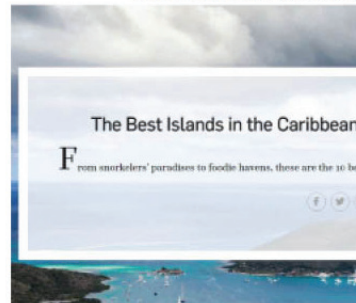
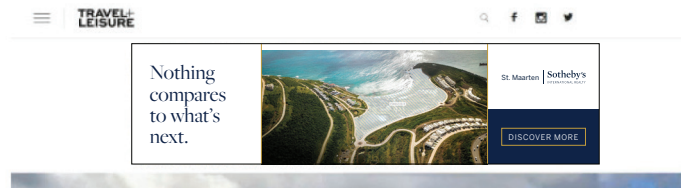
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

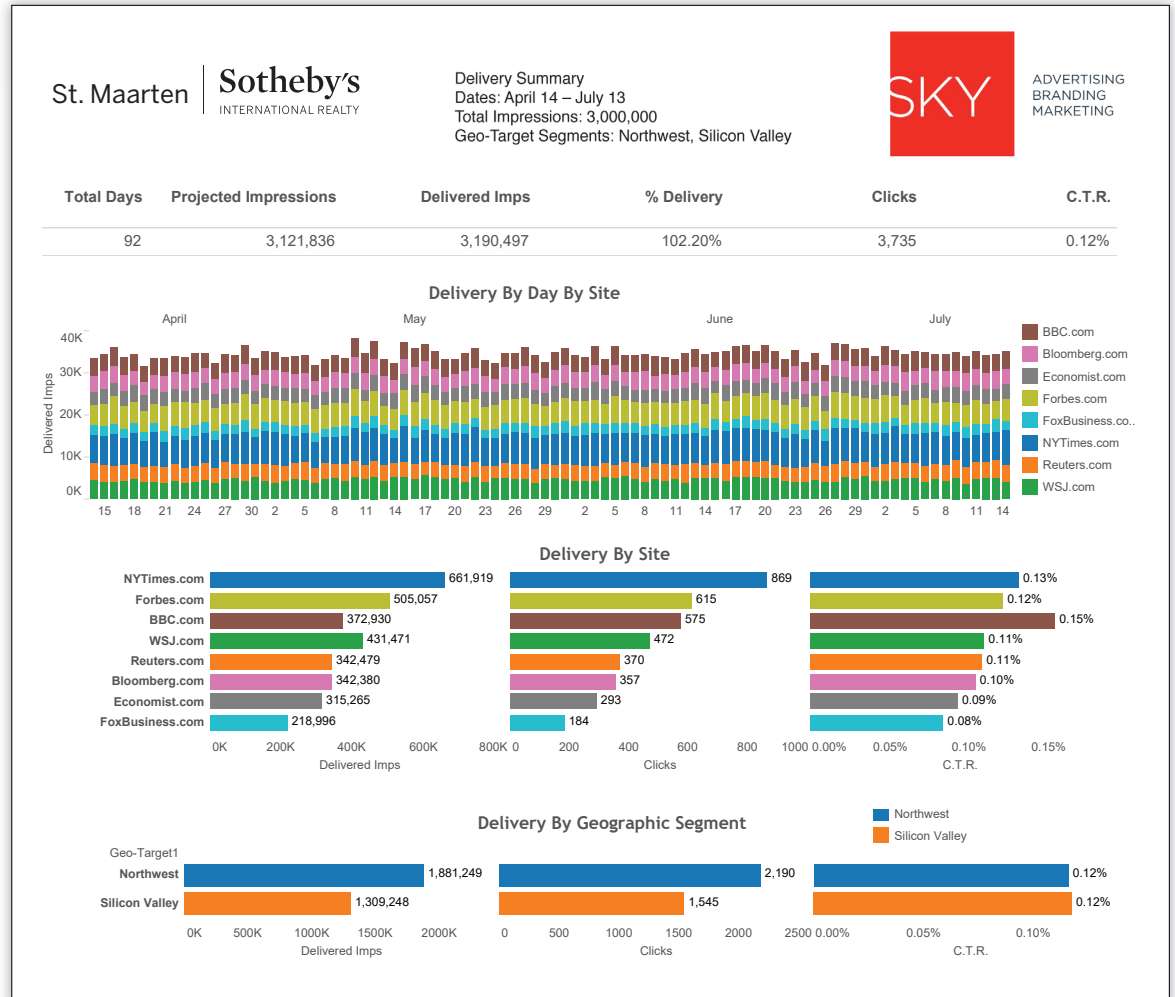


Comprehensive Reporting For Your Customized Campaign

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 make necessary adjustments.

- 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

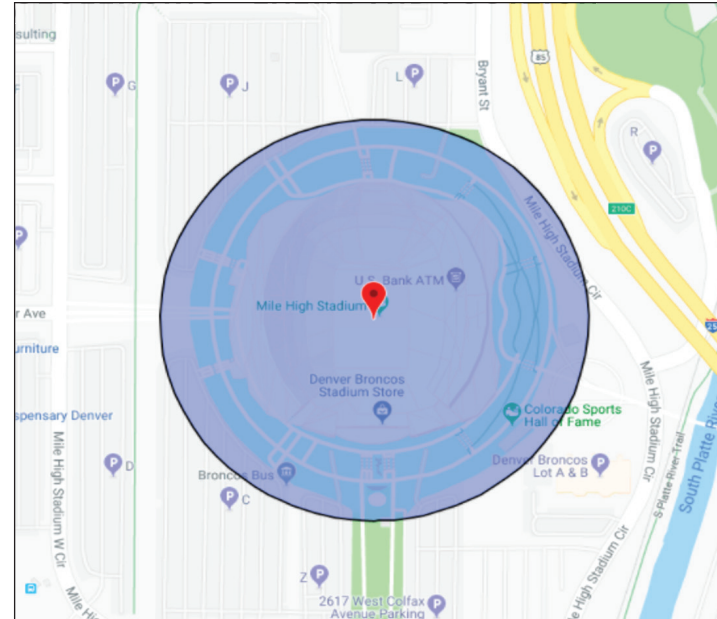


Digital Event Targeting

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.

Target Select Airports



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

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

Comprehensive Digital

OVER-THE TOP (OTT) AND CONNECTED TV (CTV)

OTT and CTV works to reach audiences en masse, build brand awareness, and drive sales lift. The relative cost efficiencies realized through digital TV allows advertisers to sustain crucial, growth-driving efforts at a reasonable price point. Additionally, CTV is essential to filling the (large) gaps in a fragmented media landscape.

With **46%** of adults watching TV on a connected device each day, it's simply too vast of an audience to ignore.



BENEFITS OF OTT AND CTV ADVERTISING

With OTT and CTV advertising, you can reach viewers beyond the reach of traditional Linear TV (i.e. cable, satellite, and antenna).

This new audience includes a growing number of cord-cutters or those who don't pay for standard cable or satellite services.

The rise of OTT and CTV viewership provides more meaningful ways for you to engage at the right time with the right target audience at the right moments—bringing together the targeting precision of digital with the high impact of TV viewership.

CONNECTED TV AND OVER-THE-TOP (OTT) ADVERTISING BENEFITS

- User-controlled viewing experiences lets advertisers get in front of the right audiences at the right times.
- User-registration data allows for cross-screen targeting.
- IP-based delivery permits the application of 1st and 3rd party audience data to target households watching ad-supported content.

PRICE: FROM \$1,500/MONTH
37,500 Impressions

Comprehensive Digital

OTT/VIDEO PRE-ROLL

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, FuboTV, 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.

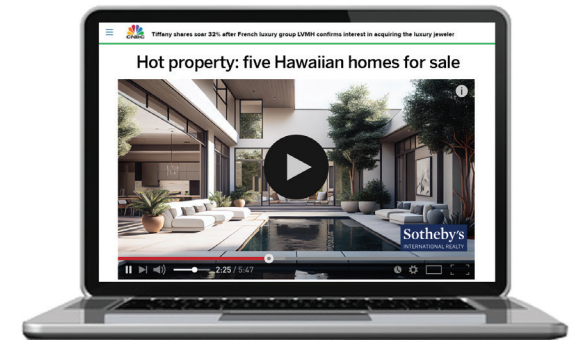


YouTube Video Pre-Roll Ads

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

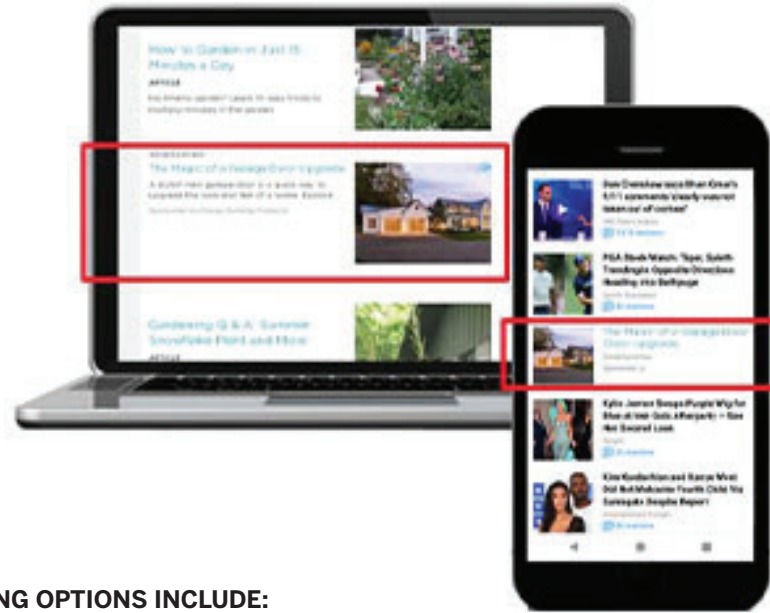
Comprehensive Digital

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.

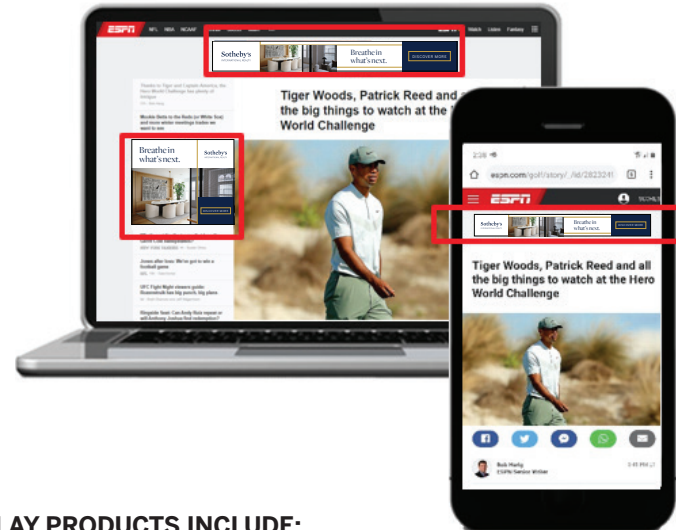
Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

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

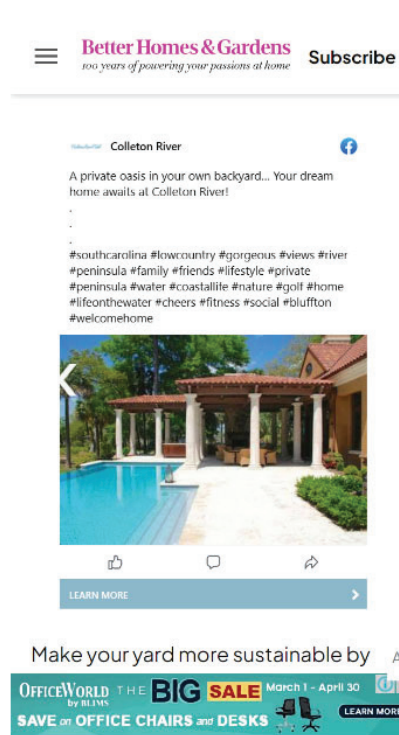
SOCIAL MIRROR ADS

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.

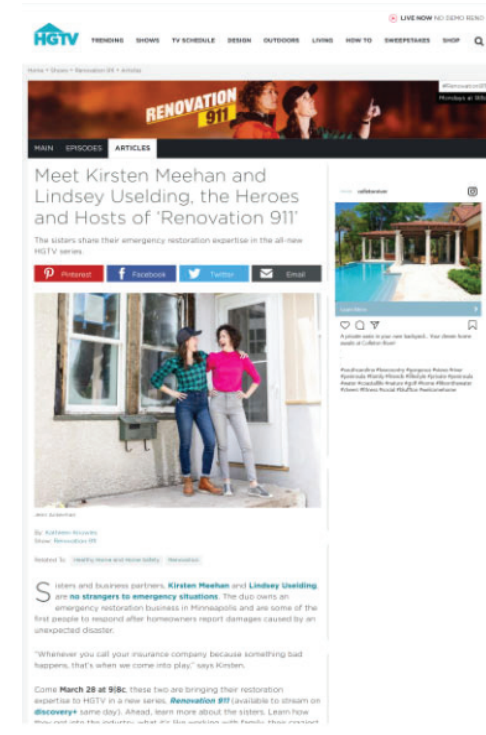
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

Comprehensive Digital

ONLINE AUDIO ADS

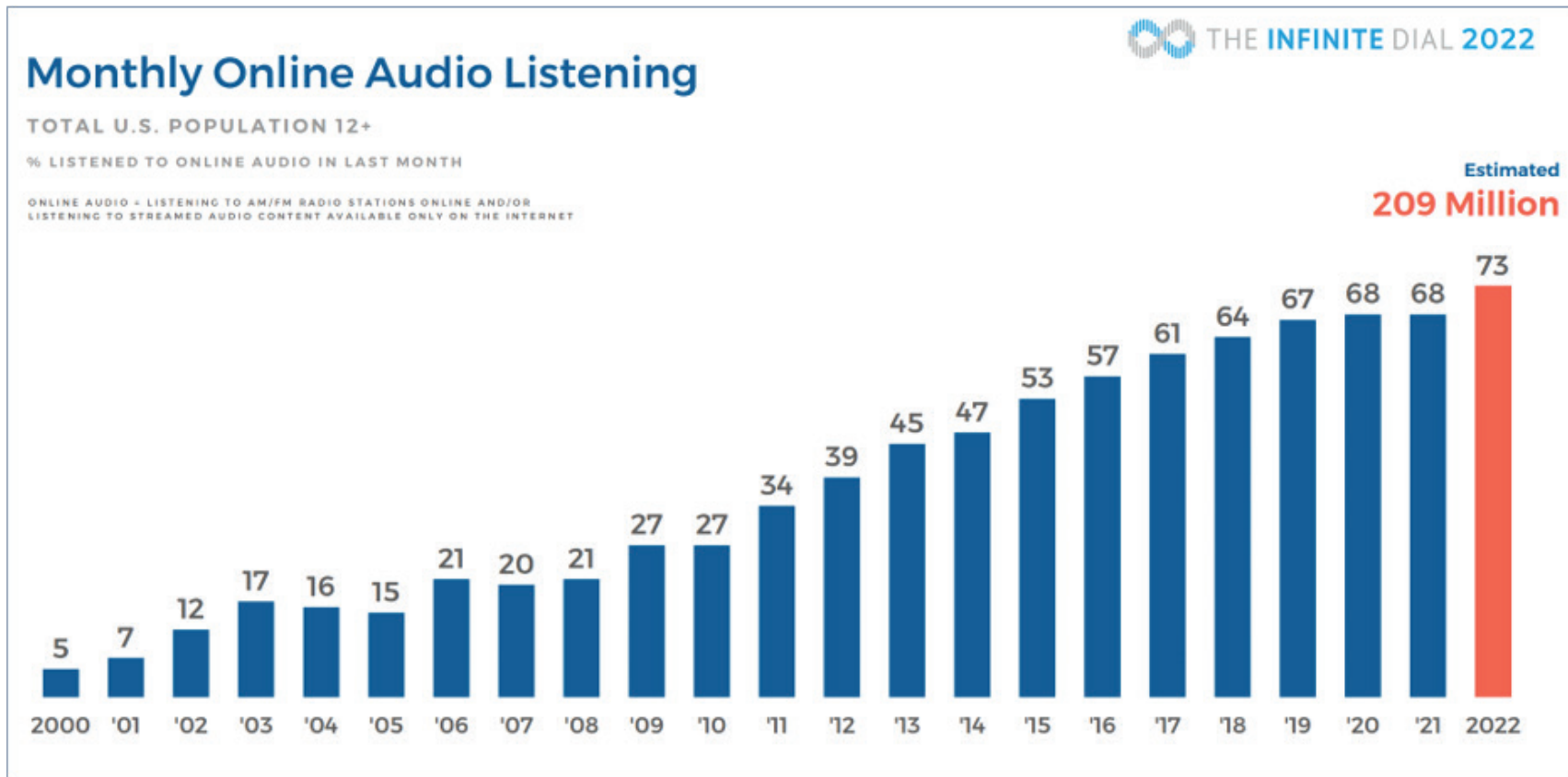
Audio ads served to targeted online listeners who are consuming audio content across all types of devices including Smart Speakers.

- Your 15-30 second audio ad plays in online content such as music, podcasts, and sporting events that users listen to on their devices.
- On some platforms your audio ad will be served along with a companion display ad at no additional cost.
- Your online audio ads run across major streaming services.

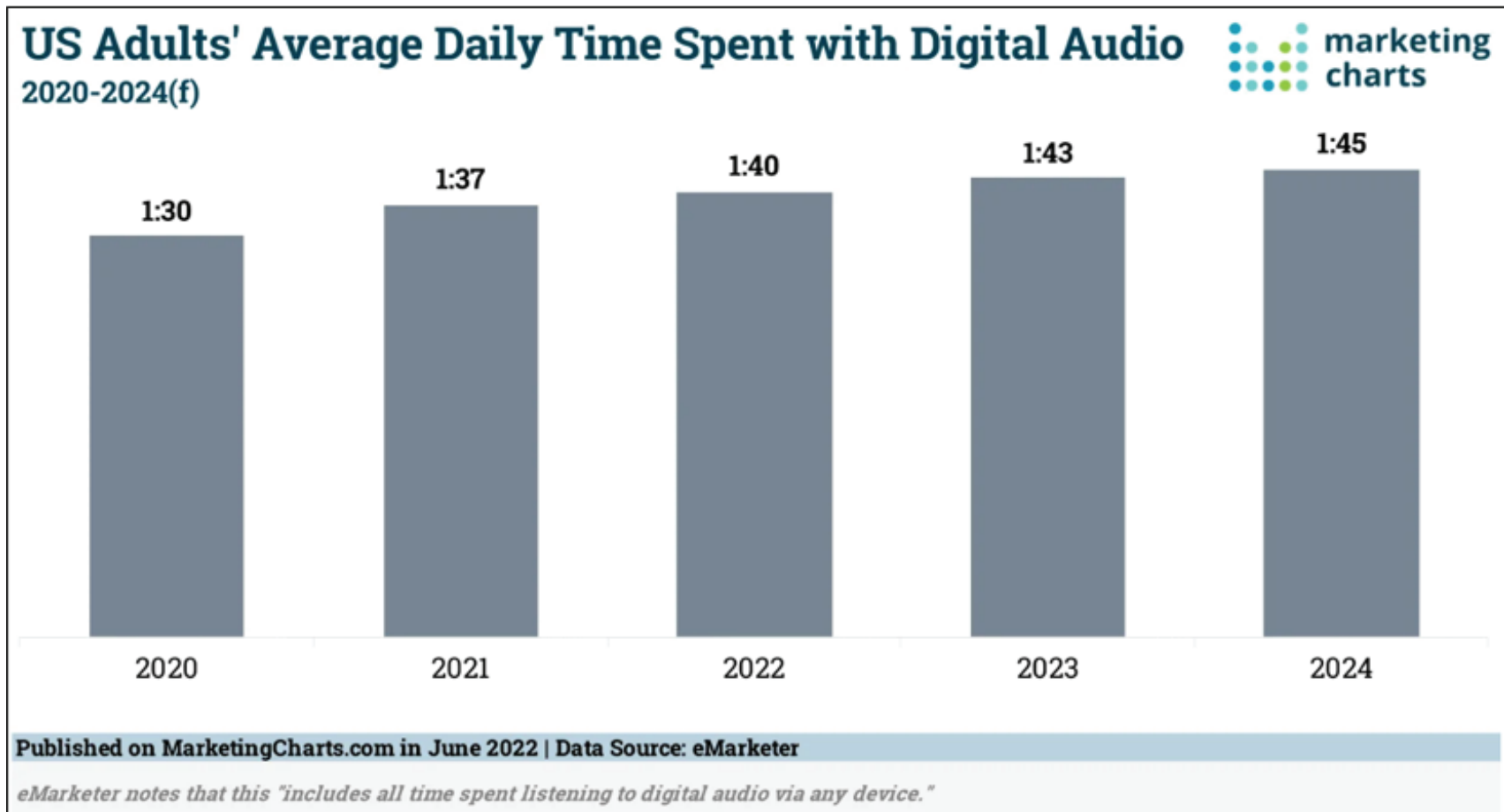
PRICE: FROM \$1,500/MONTH



73% of the U.S. population listened to Online Audio in the last month.



The average listener spends 1 hour and 40 minutes a day with Online Audio.



Source: [https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20\(1%3A27\)](https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20(1%3A27))

Google AdWords

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

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

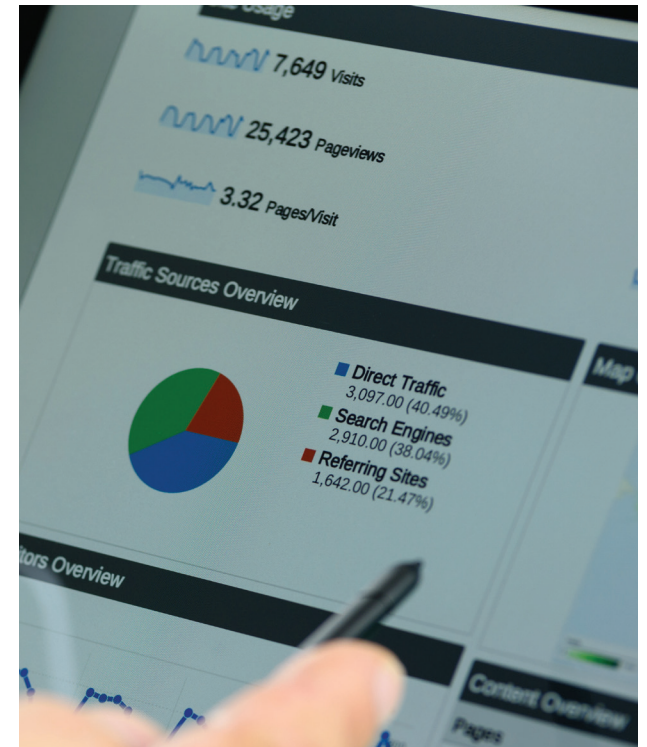


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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



Google AdWords

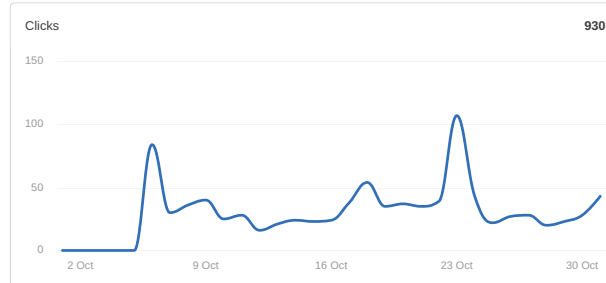
CLIENT DASHBOARD

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



SIR St. Maarten

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



Showing 9 of 9 Rows

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

Showing 50 of 89 Rows

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

Cities

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

Google AdWords

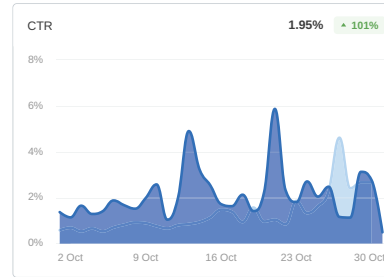
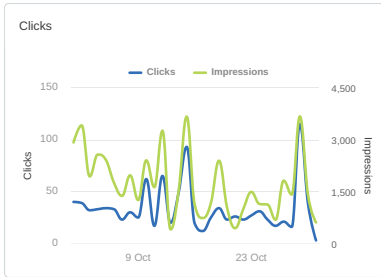
MONTHLY REPORTING

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



SIR St. Maarten

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 |

DIGITAL

Conde Nast UK

INSTAGRAM @CONDENASTPROPERTY

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

INSTAGRAM POST: \$ 2,750

DIGITAL NATIVE CONTENT

Convey your detailed message in an editorial format – created by Condé Nast, in their 'house style', approved by the client. Live for 6 weeks on any one of their award winning websites.

HOUSE & GARDEN: \$25,000

CONDE NAST TRAVELER: \$41,850

SOCIAL CAMPAIGNS

PRICE: \$11,500 PER BRAND



Condé Nast US and Canada

CONDE NAST DIGITAL ADVERTISING

Direct placement on Condé Nast's sites, either a single site or a customized site collection, offers your brand premium ad placements.

ROS INVENTORY AVAILABLE

- Standard Desktop Banners: 728x90, 300x600
- Impact Units: 970x250
- Mobile Web Banners: 300x250, 320x50, 300x50

TARGETING

- Mobile Web Banners: 300x250, 320x50, 300x50
- National, state, DMA and zip level targeting
- Behavioral, contextual and demographic targeting may be applied to the full Condé Nast collection

PRICE: \$17,775

182,927 Impressions

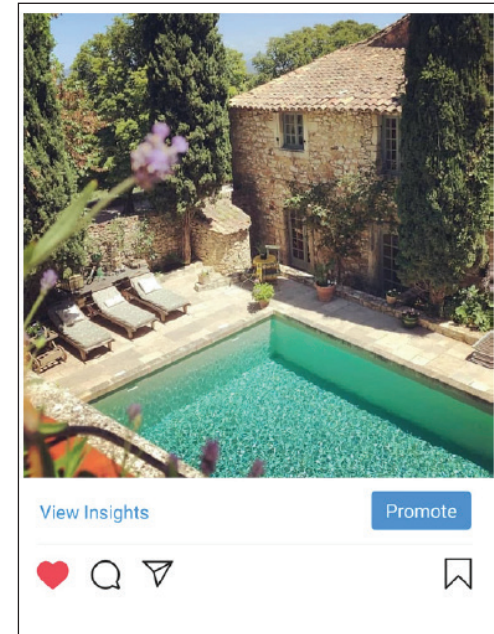
SUBSCRIBER EMAILS

Reach the actual Condé Nast subscribers with dedicated emails sent from the Condé Nast brands of your choice. These are VERY highly sought-after lists. Condé Nast only allows the most prestigious brands/clients to leverage their email lists.

Each deployment is sent to a specific Condé Nast brand's subscriber list of your choice. For example: Email #1 to Arch. Digest subs, email #2 to Vanity Fair subs, email #3 CN Traveler subs, email #4 AD again etc. We cannot combine lists for the same send.

PRICE: \$53,500 (\$10,700 PER EMAIL)

A series of 5 email sends, reaching 46,729 subscribers per send



Cottages & Garden

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

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

TOP 10 MARKETS

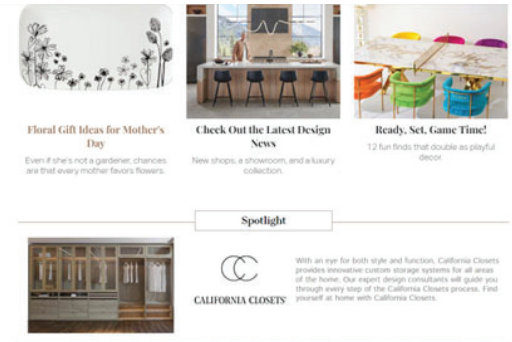
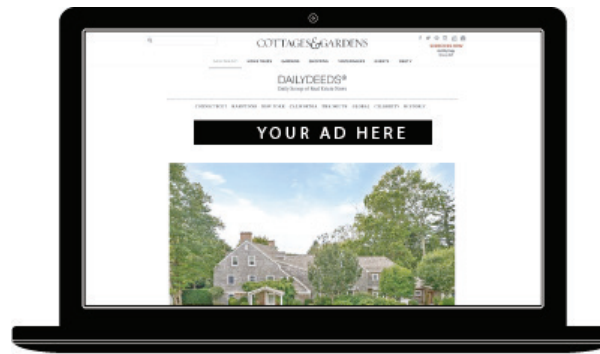
- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New Jersey
- Illinois
- Massachusetts
- Pennsylvania

SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950

DAILY DEEDS

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



INSTAPARTNERSHIP

Post and Stories takeover

PRICE: \$1,950/30 DAYS

BANNERS

ROS Display
300,000 Impressions

\$2,250/MONTH

C&G STORIES

Content development

\$5,295

DIGITAL

Country Life

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

Three core audience pillars:

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

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

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

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

WEEKLY E-NEWSLETTER

Published Wednesdays & Saturdays

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

PRICE: \$1,950

INTERNATIONAL PROPERTY LISTING

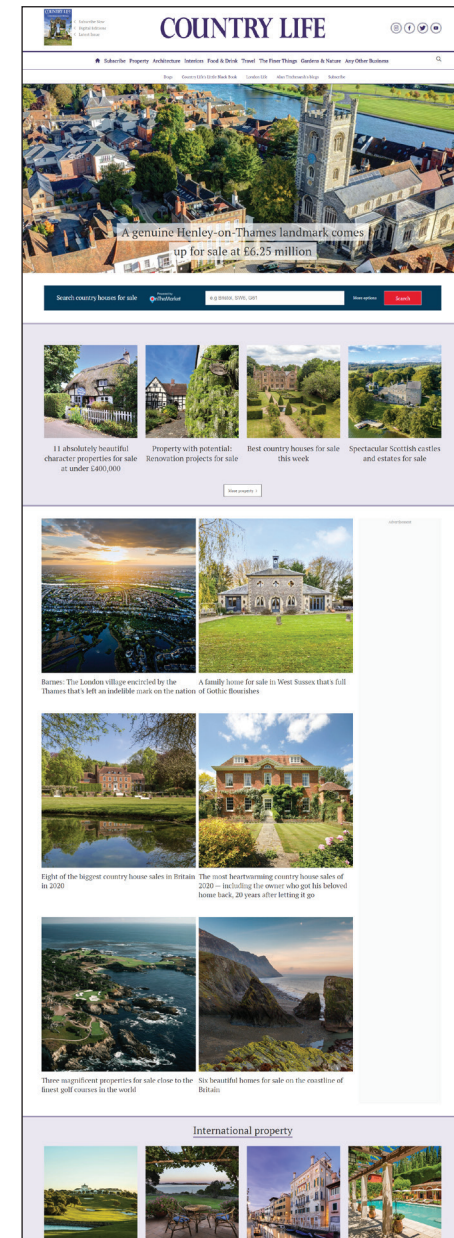
Property listings live forever on the Country Life site until you remove the URL.

\$400/LISTING

\$2,500 UNLIMITED LISTINGS

E-NEWSLETTER DEDICATED SEND

PRICE: \$2,250



Dwell Real Estate

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

Dwell Audience Real Estate Metrics

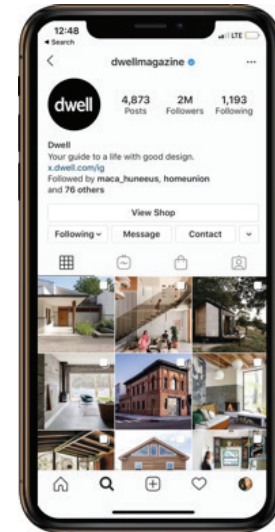
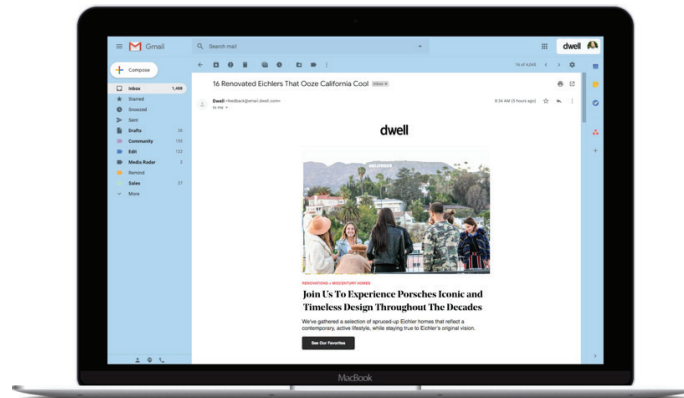
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

CUSTOM REAL ESTATE ARTICLE.

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

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

PRICE: \$6,000



DIGITAL

Dezeen

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

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

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

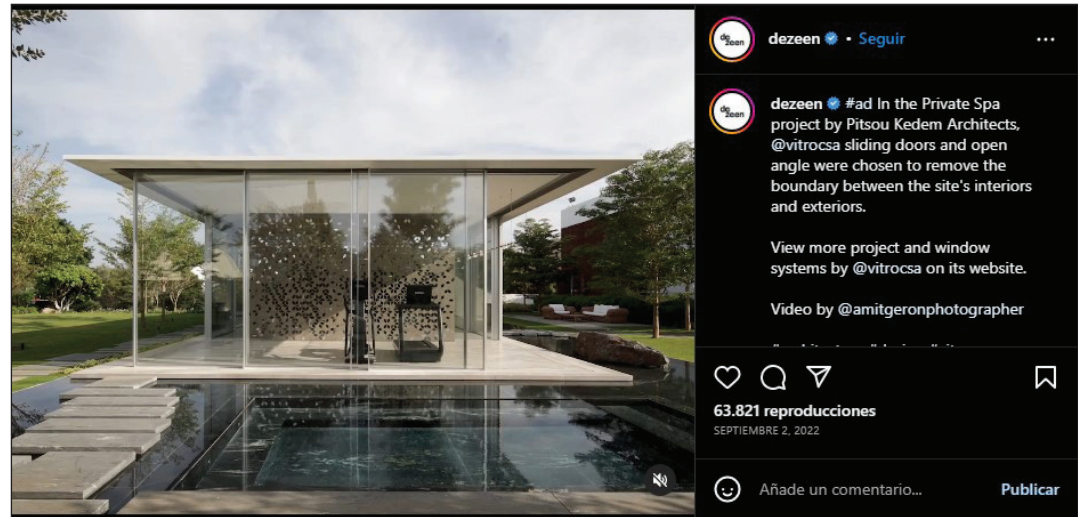
SOCIAL MEDIA POST

INSTAGRAM GRID POST: \$9,562.50

INSTAGRAM TARGETED POST: \$3,125

AGENDA E-NEWSLETTER - WEEKLY: \$5,250

Hero 1st Position



Elite Traveler

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

E-MAIL MARKETING

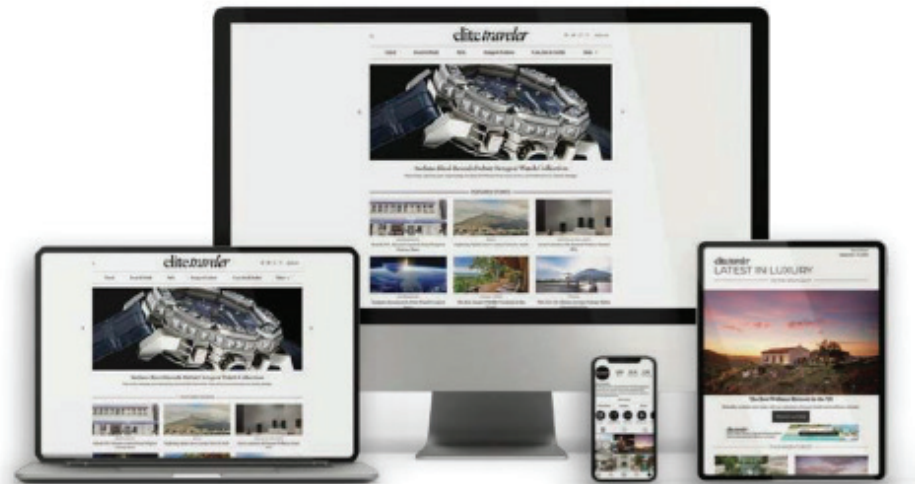
Promote sponsored content in a dedicated email. Sent directly to Elite Traveler's private jet audience

Elite Traveler audience

- Average Age: **45**
- Male/Female: **69/31**
- Average HHI: **\$7.9m**
- Average Net Worth: **\$32m**
- C-Suite position: **24%**
- Reader-per-copy: **5-3**
- Total Brand Readership: **557,000**

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

No Charge with Two page spread



Elite Traveler

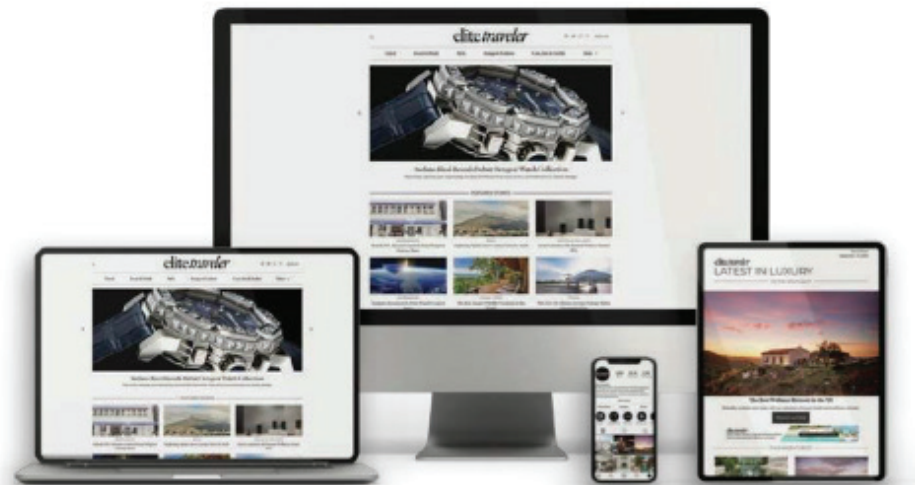
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert 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: \$4,000/YEAR

Half price with full page print purchase



Elite Traveler

SOCIAL MEDIA POST

One post on Elite Traveler's Instagram, Facebook and Twitter accounts

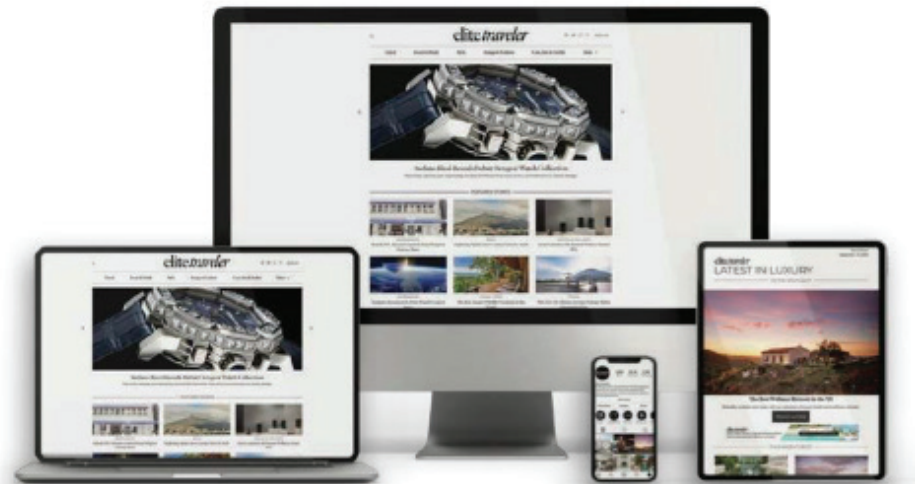
- 50.5K followers on Instagram
- 19.5K followers on Facebook
- 35.5K followers on Twitter

\$8,825 PER POST

SOCIAL MEDIA STORY/IG LIVE

One story featuring property tour on Elite Traveler's Instagram account with 50.5K followers.

\$8,825 PER POST



Elle Décor

ELLE DECOR leads the design conversation in interiors, fashion, art, culture and travel.

Their viewpoint is fresh, their vision is global, and their philosophy is simple: to inspire audiences to make their world more beautiful, one room at a time.

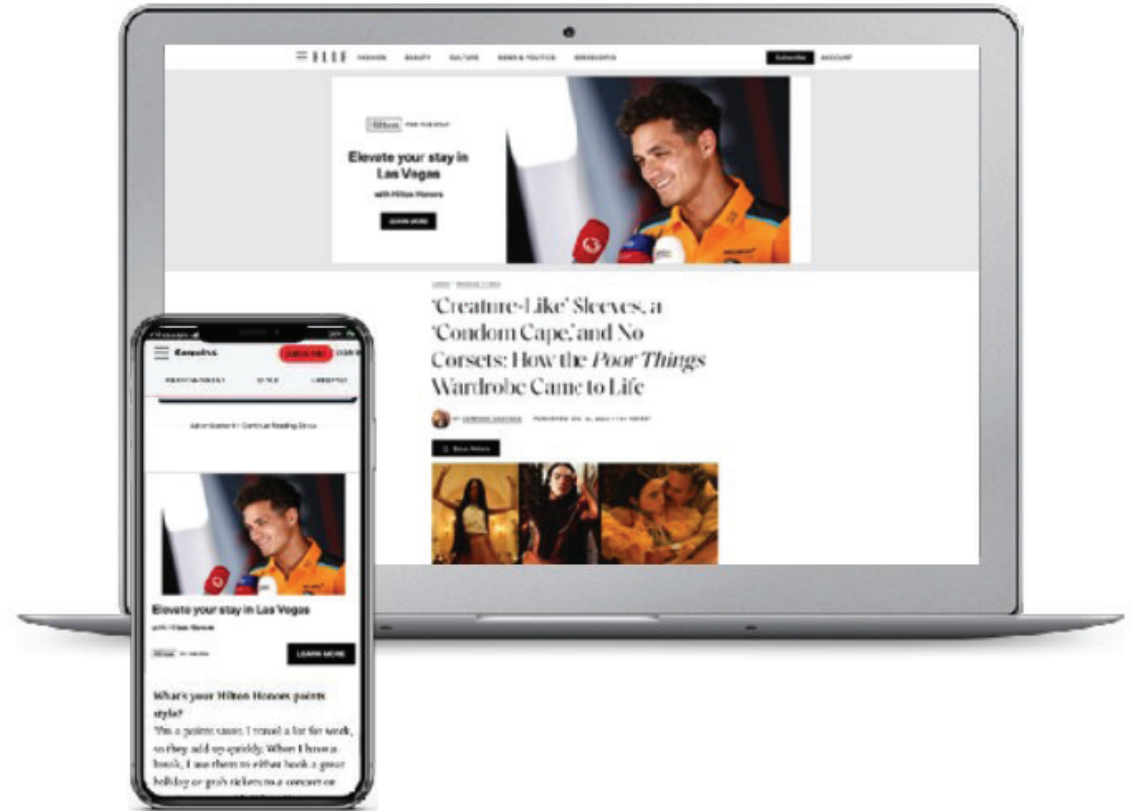
- **4.6M** Total Audience
- **13.7M** Total Brand Impressions

NATIVE ASSEMBLY AD MINI-SCROLLER

A turnkey, templated, and highly efficient unit that's designed to mirror the editorial aesthetic of Hearst sites and run in place of standard banners.

The ad hosts an image or video, alongside a simple call-to-action.

- **\$30K** minimum commitment



Financial Times

HTSI ENEWSLETTER

HTSI is a lifestyle supplement celebrating the chicest, most dynamic and exciting trends, and shining a spotlight on the global creatives and tastemakers shaping the world around us. Forensic in our analysis of the consumer mood – from Brisbane to Bologna – we offer a weekly edit of the stylezeitgeist, from the woman dressing Gen Z, to who makes the best butter.

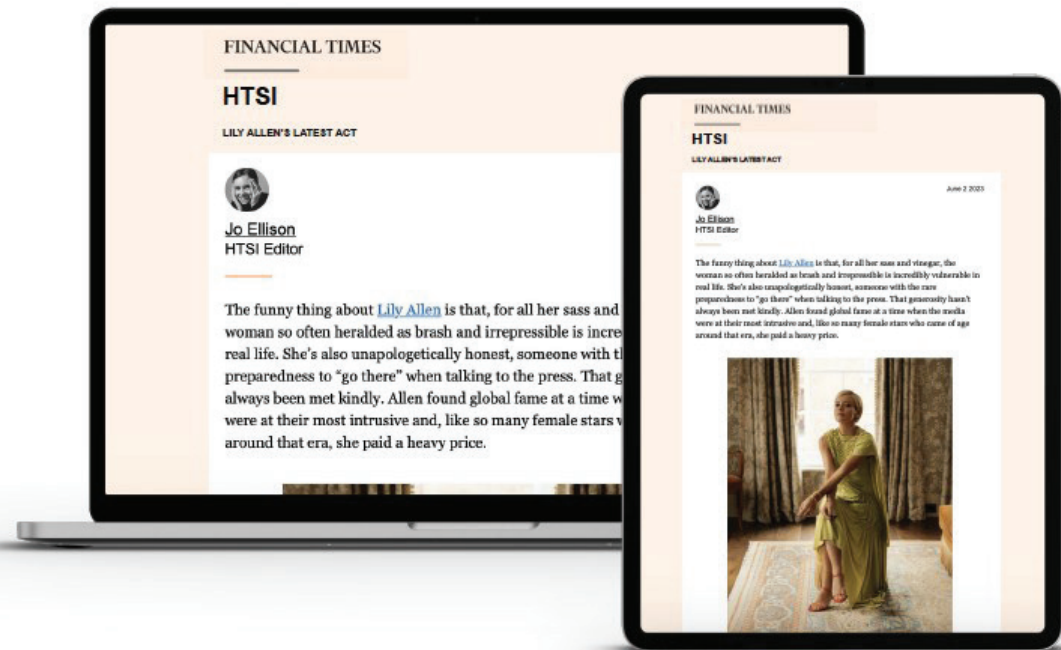
We'll bring you the latest stories from designers, horticulturists, hoteliers, artists, watchmakers and chefs. And we'll help sharpen your fashion sense, find inspiration for the home, discover escapes and adventures, reserve the best tables, keep tabs on cultural happenings, and get the lowdown on the latest cars and tech.

HTSI shows you how to live your best life.

- Subscribers: **11,073**
- Open rate: **47%**
- Top 3 regions: **33%** UK, **25%** Americas, **23%** CEMEA
- Top 3 industries: **23%** Finance, **11%** Consulting/Legal, **9%** CG/Leisure/Property

PRICE: \$11.245

Holding December date



Financial Times

HOUSE AND HOME ENEWS

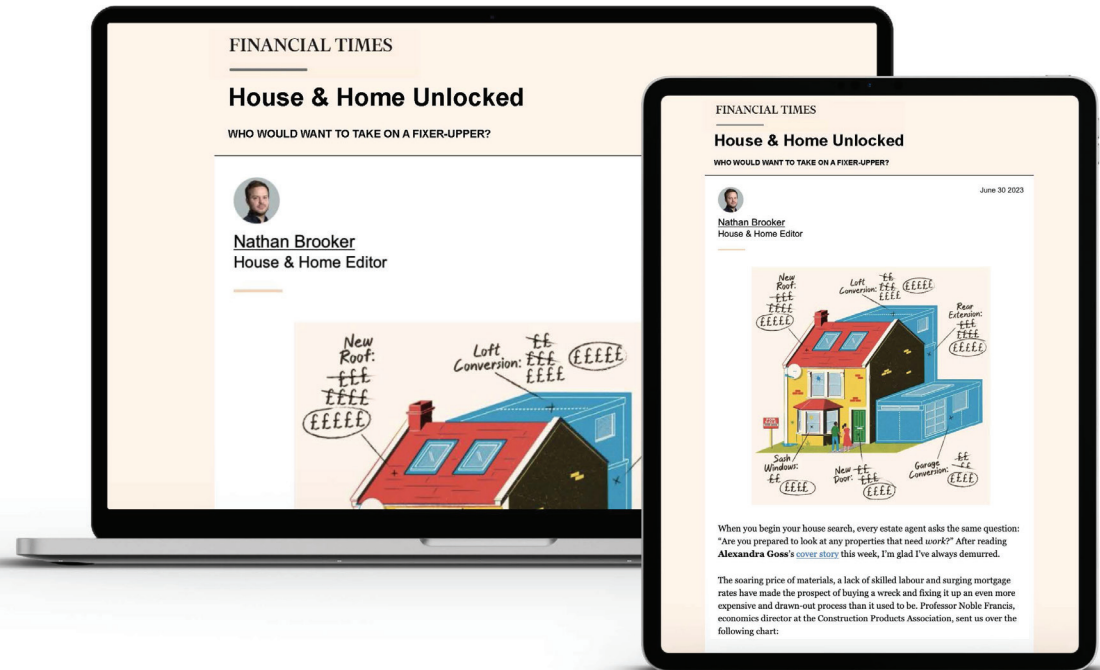
House and Home Unlocked is a weekly newsletter written by the House and Home team, led by editor Nathan Brooker.

Subscribers are offered the latest property news and market analysis, along with charts, clever artwork and beautiful photography. It also gives readers a behind-the-scenes look at how the section is put together, with commentary on the articles we run, insight from the authors who write them, and a selection of our favourite reader responses — some of which can be very rude indeed.

Shot-through with gossip and jokes, Unlocked has a club-like feel and is the perfect way to ease readers into the weekend.

- Subscribers **13,776**
- **Open rate 44%**
- Top 3 regions **50%** UK, **19%** Americas, **17%** CEMEA
- Top 3 industries **33%** Finance, **12%** Consulting/Legal, **10%** CG/Leisure/Property

PRICE: \$8,040



Financial Times

FT.COM

Discoverable via the main FT.com navigation bar, HTSI has its own section which is free to access and sits outside the paywall.

The content inspires readers looking to select the best products, services and experiences the luxury market has to offer.

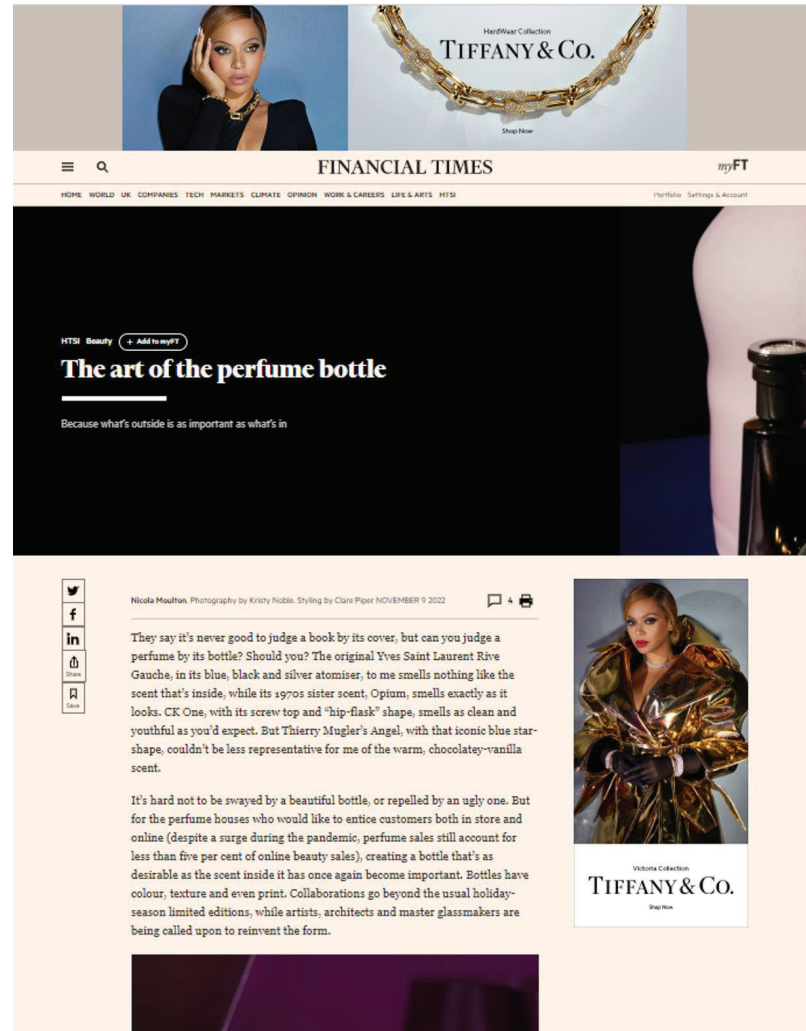
Far more than a companion to the print magazine, digital-only content coupled with a rich archive makes the section a destination unto itself.

Catering to FT readers, who we know are dedicated to enjoying the best things in life, the site offers content from art, travel, food and tech to wellness and style.

TRAFFIC

- Unique Users: **583k**
- Average monthly Page Views: **1.4 million**
- Average monthly Visits: **1 million**

PRICE: \$18,750



jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

jamesedition.com

ROTATING GALLERY

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

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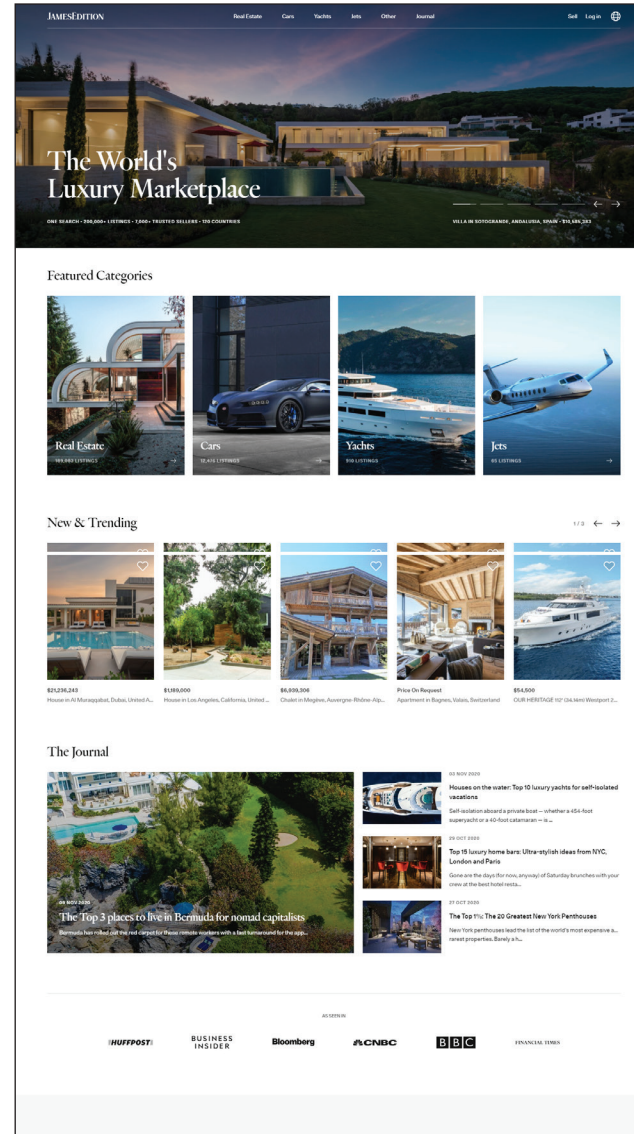
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

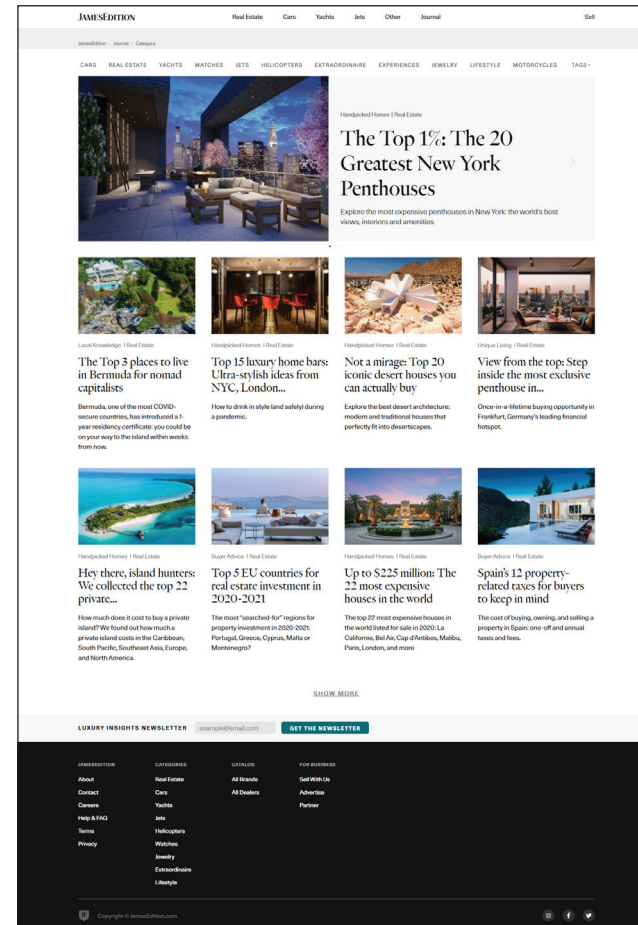
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

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



jamesedition.com

SOCIAL MEDIA POST

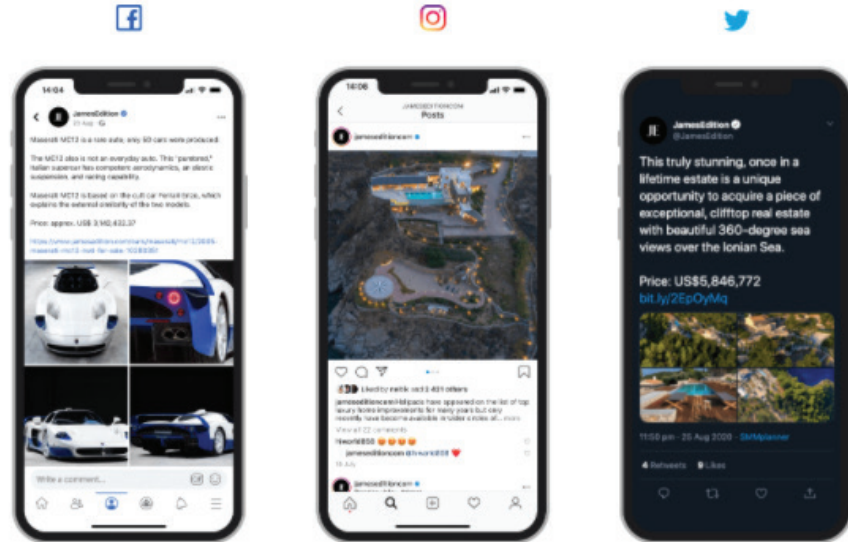
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

Le Figaro

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

PROPRIÉTÉS LE FIGARO.COM – FRANCE

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

PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

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

HEADLINE SEARCH

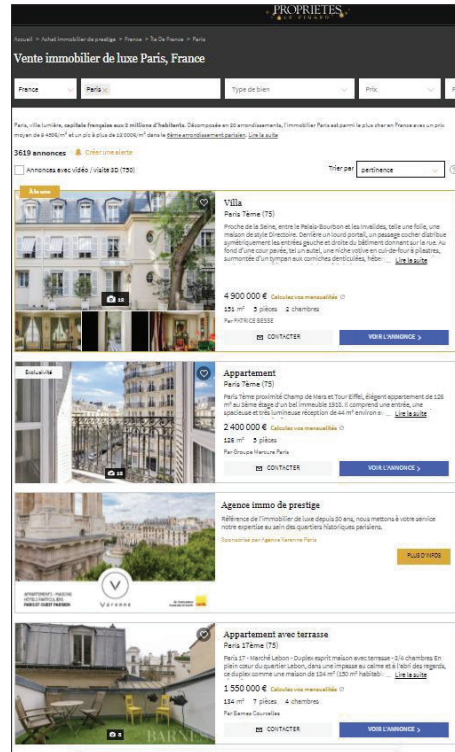
Position your property at the very top of the results page.

FEATURED CITY: \$795/CITY/MONTH

NATIVE AD

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

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



WEB ADVERTORIAL + AD CAMPAIGN

Article, Sponsored Social Posts, email, native campaign

PRICE: \$4.850

DIGITAL

Luxe Interiors and Design

DESIGN WHERE YOU LIVE.

Luxe champions the art of elevated living and inspires you to connect with those who create it.

Tell your stories, spark conversations and build relationships with fellow design lovers through a Luxe Interiors + Design social media program.

The Luxe audience

- 94% Own a Home Valued at \$1 Million or Greater
- 72% Have a Net Worth of \$5 Million or More
- 35% Have a Net Worth of \$10 Million or More
- 1.5 Million Audience
- 3.3 Million Global Digital Audience

@LuxeMagazine on Instagram

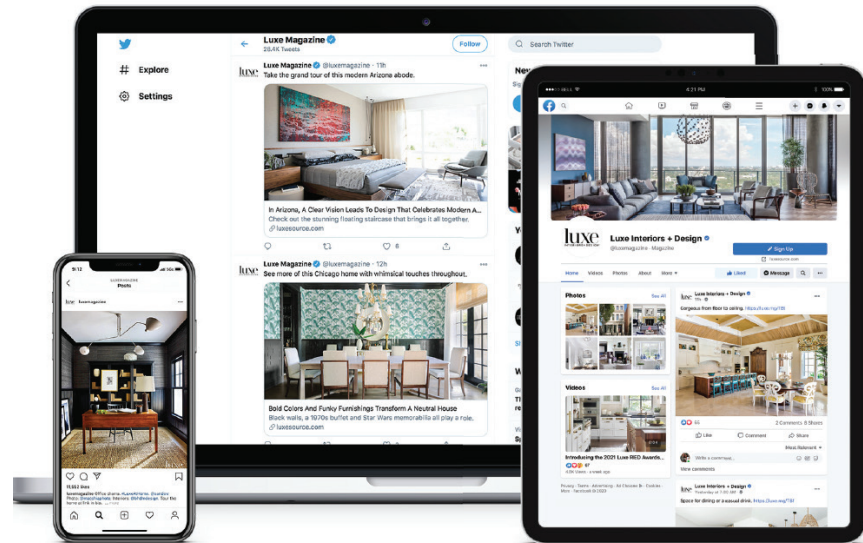
- 12M+ monthly reach
- 1.7M+ followers
- @LuxeMagazine on Facebook
- 2M+ monthly reach
- 970K followers

SPONSORED AD

The Luxe Audience

- Instagram and Facebook
- Sponsored Ad (1x): Choose clicks or impressions.
- 14-day minimum duration
- Image Ad
- Video Ad
- 500 clicks or 250K impressions

PRICE: \$3,125 FOR 166K IMPRESSIONS



LUXE SPONSORED NEWSLETTER:

Includes:

- 100% SOV
- Brand logo, 4 images, 130-140 words of copy
- Links to URL of choice

PRICE: \$2,350

EDITORIAL NEWSLETTER REGIONAL BANNERS

Includes:

- 2-week geotargeted regional flight across all 3 Luxe Editorial newsletters – The Luxe List, Luxe At Home and The Edit
- 970x250 + 300x250 units

PRICE: \$1,025

NATIVE CONTENT + SOCIAL MARKETING

\$4,690/PER REGION
NEW YORK & MIAMI

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



Luxury Magazine Mastercard

E-NEWSLETTER

Each month the printed newsletter accompanies Cardmember statements, showcasing select partner offers. Below are guidelines and criteria for newsletter inclusion.

PRINT OR DIGITAL
BONUS WITH PURCHASE OF A SPREAD

Printed Newsletter



Digital Newsletter



DIGITAL

Luxury Magazine Mastercard

SOCIAL MEDIA

Your brand or product will receive additional exposure through our growing social media channels.

One bonus Facebook or Instagram post.

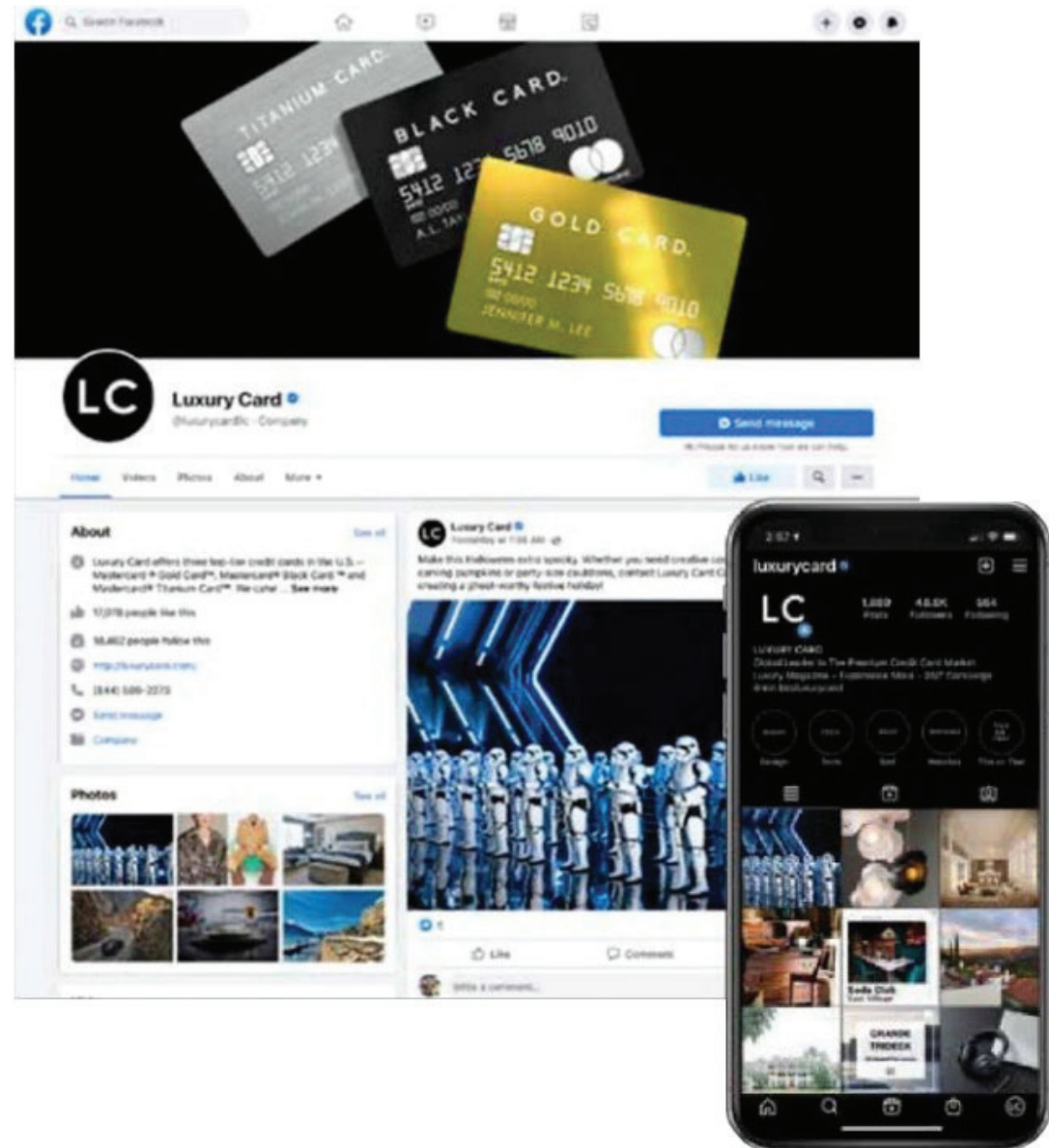
INSTAGRAM

- 1,100-1,200 liker per post
- 6,000-9,000 people reached per post
- 12,000-18,000 impressions per post

FACEBOOK

- 1,200 people reached per post
- 3,200 impressions per week

BONUS WITH PURCHASE OF A SPREAD



Modern Luxury Ocean Drive

The ultimate luxury lifestyle destination for the most discerning consumers in Miami, featuring extended reach via a curated network of preferred contextual sites

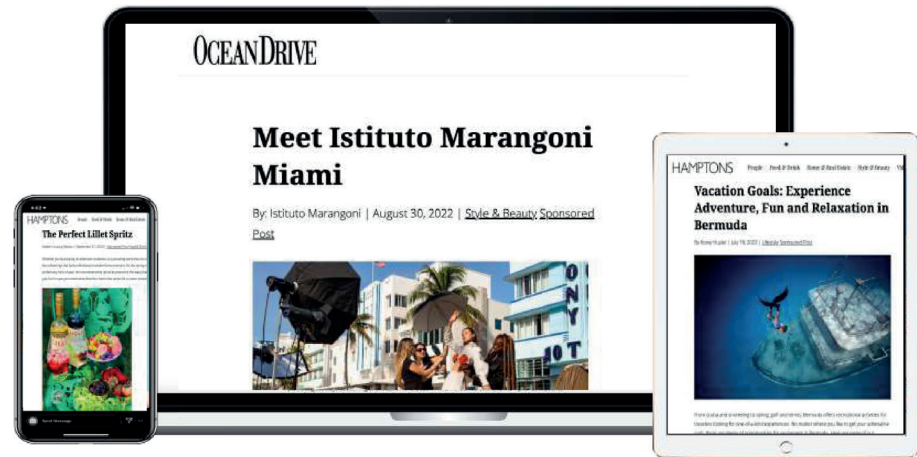
- Digital audience U.S. Uniques 50MM+
- Vip opt-in subscribers: **17K+**
- Social media followers: **40K+**

DEDICATED E-BLAST

\$2,175,00

SPONSORED CONTENT

\$3,750/ 10,000 IMPRESSIONS



DIGITAL

Modern Luxury Miami Magazine

The ultimate luxury lifestyle destination for the most discerning consumers in Miami, featuring extended reach via a curated network of preferred contextual sites

- Digital audience U.S. Uniques 50MM+
- Vip opt-in subscribers: **17K+**
- Social media followers: **40K+**

DEDICATED E-BLAST

\$2,175,00

SPONSORED CONTENT

\$3,750/ 10,000 IMPRESSIONS



Ocean Home

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

BANNERS

Online Banner Ads offer a versatile and flexible way to connect with consumers and drive customers to your website. They also provide an excellent way to establish your online presence and brand awareness.

PRICE: BONUS WITH PRINT PLACEMENT



OCEAN HOME MAGAZINE MONTHLY NEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, ocean view, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home. Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience of 22,000+ opt-ins putting your message right in their inbox as a partner in our monthly eNewsletter.

PRICE AND SPECS

- **DISPLAY AD:** \$500 per 300 x 250 pixels, one link
- **FEATURED AD:** \$700 per First position, Large image, Headline (30 characters) + text (40 words) & two links
- **SHARED AD:** \$500 per Image, Headline (30 characters) + text (40 words) & two links

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

2022 RELEASE DATES

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

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

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

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

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

Ocean Home

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

EXCLUSIVE EMAIL

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

PRICE: \$2,750



SOCIAL MEDIA POST

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

- 60,000+ Followers.

FACEBOOK/INSTAGRAM AD:
\$1,775 PER MONTH

OCEAN HOME 2021 MAGAZINE

OCEANHOME EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES ANAULLA

FROM A PENTHOUSE YOU CAN SEE FOREVER

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

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

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

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

FOUR SEASONS PRIVATE RESIDENCES ANAULLA
Deluxe Studios to 3-Bedroom Villas
From \$125,000 to over \$10 Million

OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

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

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

Price: \$2,500 per

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

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

RMS
REALTY MANAGEMENT SYSTEMS

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

Penta

Penta is a lifestyle brand dedicated to the best of the luxury world. Insightful stories and interviews with major cultural forces help guide our readers as they use their wealth to shape the future through investments and philanthropy, while ultimately creating a life well-earned. Penta goes beyond what it takes to create wealth and inspires our readers how to spend it with purpose.

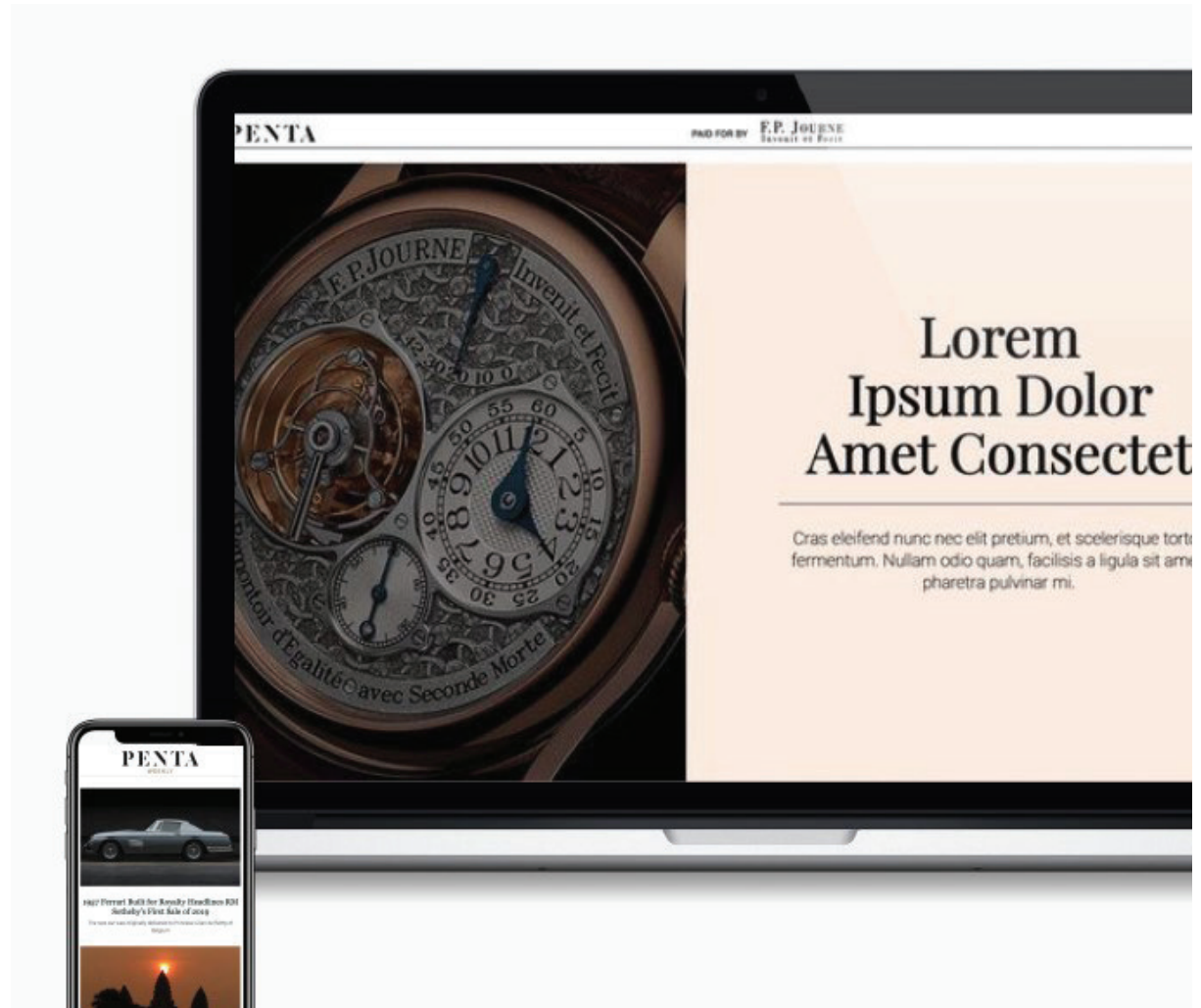
- **\$5.7M** Average HH Net Worth
- **\$425K** Average HHI
- **80%** Of readers agree Barron's helps inform their investment strategies.
- **67** Average age

CUSTOM ARTICLE PACKAGE

- Enewsletter **52K** Subscribers
- Custom Article **10K** guaranteed views

\$60,000

Custom Article with Promotion



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) |

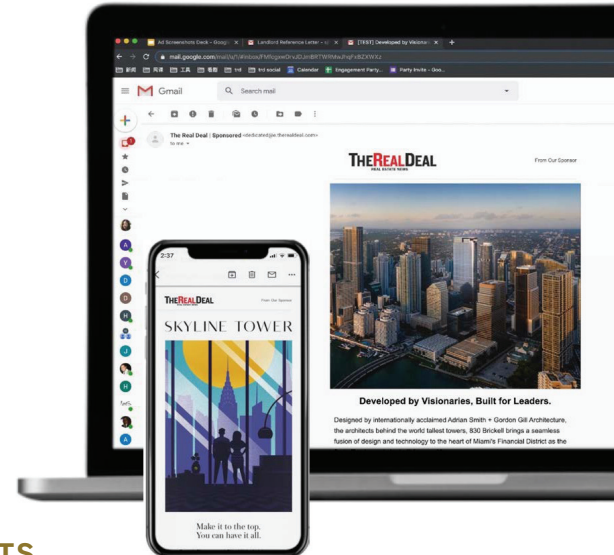
A Targeted Digital Reach Source

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:

- Choice of regions as follows:

| EMAIL CAMPAIGN | SENDS | OPENS | OPEN RATE | CLICKS | CTR |
|-------------------------------|---------|--------|-----------|--------|-------|
| National Dedicated Benchmarks | 140,000 | 21,253 | 15.18% | 323 | 1.52% |
| NY Dedicated Benchmarks | 40,000 | 6,212 | 15.53% | 215 | 3.46% |
| SF Dedicated Benchmarks | 34,000 | 5,645 | 16.60% | 178 | 3.15% |
| LA Dedicated Benchmarks | 26,000 | 3,814 | 14.67% | 101 | 2.65% |
| CH Dedicated Benchmarks | 23,000 | 1,907 | 8.29% | 70 | 3.67% |

- NATIONAL \$10,000
- NEW YORK \$8,250
- SOUTH FLORIDA \$5,300
- LOS ANGELES \$4,725
- CHICAGO \$3,550
- SAN FRANCISCO \$3,550
- TEXAS \$3,550

The Real Deal

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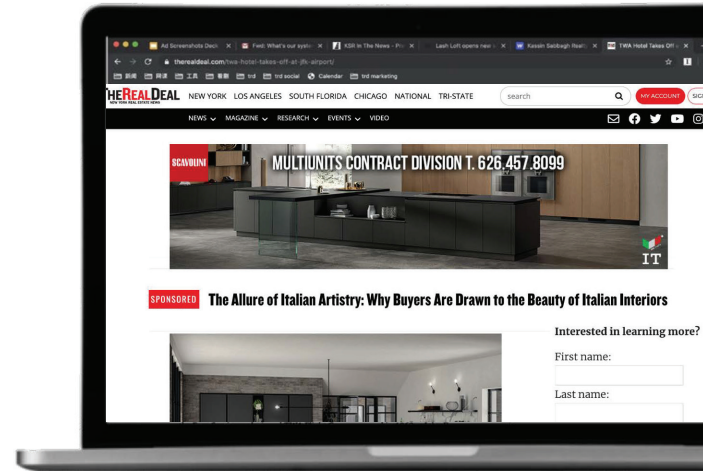
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- Mobile visits: **60%**

Demographics:

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- Ages 25-54: **70%**
- Earn over \$150K per year: **10M+**

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 STANDARD:

- 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.

STANDARD: \$15,625

SPONSORED CONTENT DETAILS PREMIUM:

- Up to 1,200 words custom article
- Up to 3 interviews
- (30-days) Promoted on mobile and desktop spotlight on homepage and article pages
- Inclusion in 5 regional newsletters
- (1x) Organic Social post on each platform: (LI, FB, IG, TW)
- (1x) Dark Social post on each platform: (LI, FB, IG, TW)
- 200k co-branded banner impressions driving to content
- Client provided banners framing article
- 30-day campaign journey report provided and reviewed directly with the client
- Full page designed and included in TRD magazine
- Regional dedicated email included

PREMIUM: \$28,125

The Real Deal

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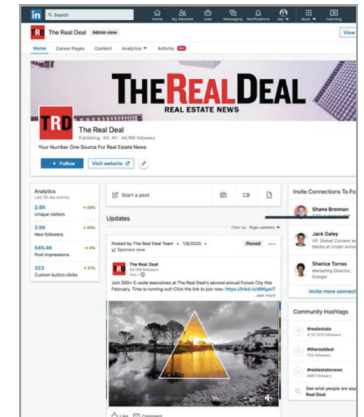
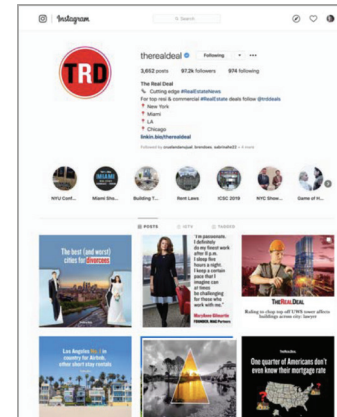
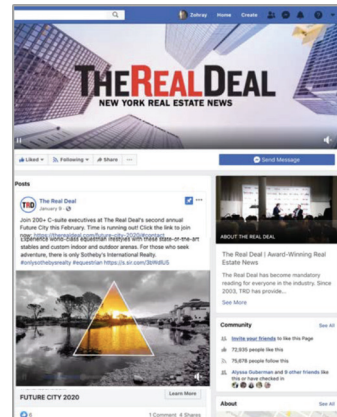
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SOCIAL PROMOTION

OPPORTUNITIES INCLUDE:

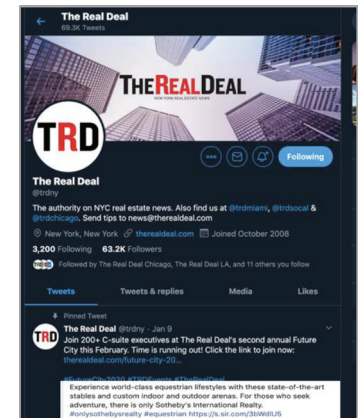
- Instagram stories
- Sponsored social posts
- Posts & stories directly targeted to Sotheby's International Realty desired audience

Facebook: **110K+**

Instagram: **120K+**

LinkedIn: **45K+**

Twitter: **65K+**



FACEBOOK: \$1,250

INSTAGRAM: \$1,250

LINKEDIN: \$1,250

TWITTER: \$1,250

RobbReport.com

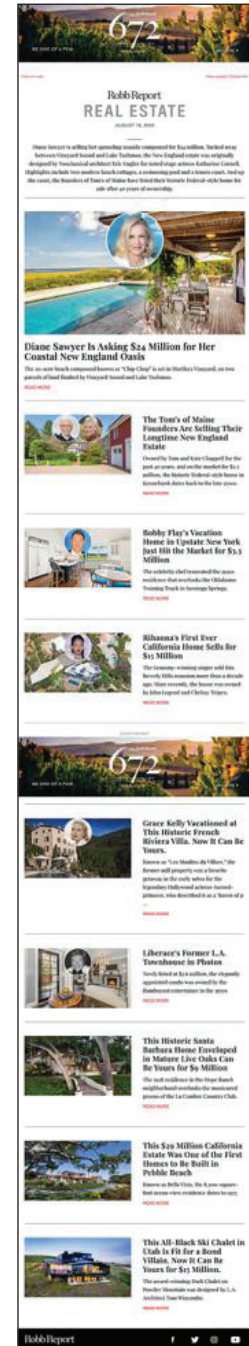
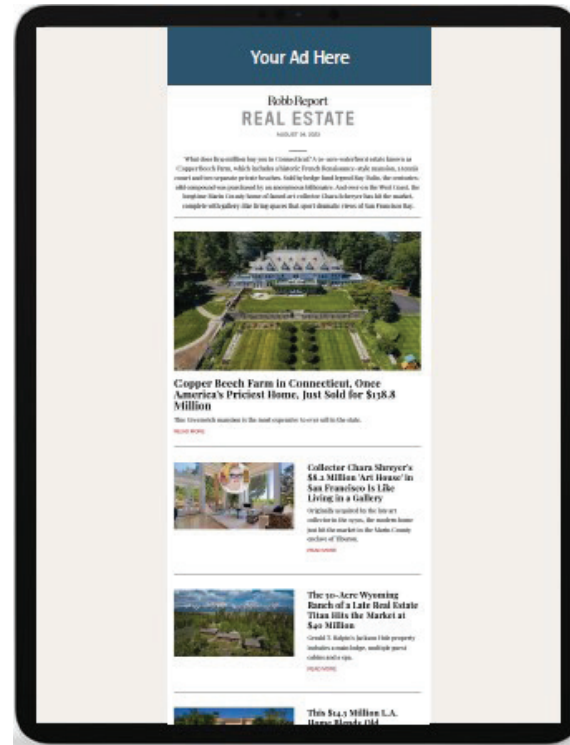
REAL ESTATE E-NEWSLETTER

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: \$3,875 - 3 DEPLOYMENTS (M, W,F)



DIGITAL

RobbReport.com

TRAVEL E-NEWSLETTER

• 115,000+ Subscribers

PRICE: \$5,625
WEEKLY ON TUESDAYS

View on web New reader? Subscribe

RobbReport TRAVEL



There Are Only 1,000 Mountain Gorillas in the World. This New Rwanda Lodge Lets You See Them up Close.

[READ MORE](#)



Forget the Spa. The Wellness Treatments at This Indonesian Hotel Are All About Horses.

[READ MORE](#)



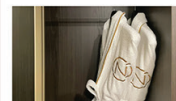
The World's Largest New Tourist Spacecraft Is Swankier Than Your Favorite Cocktail Lounge

[READ MORE](#)



We Stayed at France's Newest 'Super-Chalet' - Here's What It Was Like

[READ MORE](#)



Luxury Hotel Merch Is in High Demand. Here's Why.

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The Safari Experts at AndBeyond Are Launching a New Expedition Yacht in the Galápagos Islands This Summer

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Inside Saksey's, a Plush New Speakeasy Opening in Detroit This Spring

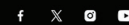
[READ MORE](#)



What It's Like to Stay at Le Barthélemy, a St. Barts Resort With Michelin- Star Culinary Cred

[READ MORE](#)

RobbReport



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RobbReport.com

FEATURED LISTING CAROUSEL

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

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

PRICE: \$1,350 PER MONTH.

The screenshot displays the Robb Report website interface. At the top, there is a navigation bar with the Robb Report logo, a search bar, and social media icons. Below this is a secondary navigation bar with categories like AUTO, AVIATION, BOATING, HOME & STYLE, TRAVEL, WATCHES, LEISURE, FASHION, JEWELRY, HEALTH & WELLNESS, and REAL ESTATE. A prominent banner features a luxury car with the text 'LUXURY'S LATEST UNVEILING YOUR DAILY DOSE OF LUXURY' and a 'RobbReportInsider' sign-up button. The main content area is dominated by a large carousel image of a luxurious outdoor living space with a pool and lounge furniture, with a caption: 'Live the magic at WALT DISNEY WORLD® Resort. Dream homes from \$2M.' Below the carousel is a search form with fields for City, State, Zip, Property Type, and Price Range, and a 'SEARCH' button. To the right of the search form is a promotional graphic for 'AROUND THE WORLD WITH ROBB REPORT' magazine, dated OCT 15 - NOV 4 2016, with a 'LEARN MORE' button. Below the search form are sections for 'Featured Properties' (showing two property images), 'Featured Communities' (showing two community images), and 'Featured Rentals' (showing two rental images). At the bottom right, there is a 'SUBSCRIBE TODAY' button and a 'GET YOUR ISSUE IN Print, on the iPad or on the iPhone' button.

RobbReport.com

LUXURY PROPERTY LISTING

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

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- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

MANUAL 1 LISTING: \$450/MONTH
 MANUAL UP TO 10 LISTINGS: \$1,135/MONTH


RR1
Robb Report
SUBSCRIBE

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

40737 properties available.

Q
More ▾

Sort By: Recent ▾




59 Lascelles Blvd, Toronto, ON M5P2C9, CAN

\$5,399,999

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land




Sierra Madre Mountain Retreat, Encampment, Wyoming 82325

\$995,000

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

Homes & Land




1241 N Rio Vista Blvd, Fort Lauderdale, Florida 33301

\$5,970,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land




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

\$2,199,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land




1709 Pope Court, Wilmington, North Carolina 28405

\$1,100,000

Bed: 4 SQFT: N/A
Bath: 4

Homes & Land




419 S Front Street, Wilmington, North Carolina 28401

\$848,000

Bed: 3 SQFT: N/A
Bath: 2

Homes & Land




2236 Acacia Drive, Wilmington, North Carolina 28403

\$1,041,700

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land




10430 E ACOMA Drive, Scottsdale, Arizona 85255

\$949,000

Bed: 4 SQFT: 2797
Bath: 3

Homes & Land




6097 N Paradise View Drive, Paradise Valley, Arizona 85253

\$3,295,000

Bed: 4 SQFT: 4605
Bath: 4

Homes & Land




33799 N 84TH Street, Scottsdale, Arizona 85266

\$3,375,000

Bed: 4 SQFT: 4985
Bath: 4

Homes & Land




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

\$980,000

Bed: 3 SQFT: 2524
Bath: 3

Homes & Land



20012 Tavernier DR, Estero, Florida 33928

\$895,000

Bed: 3 SQFT: 2488
Bath: 3

Homes & Land

The Wall Street Journal Online (WSJ.com)

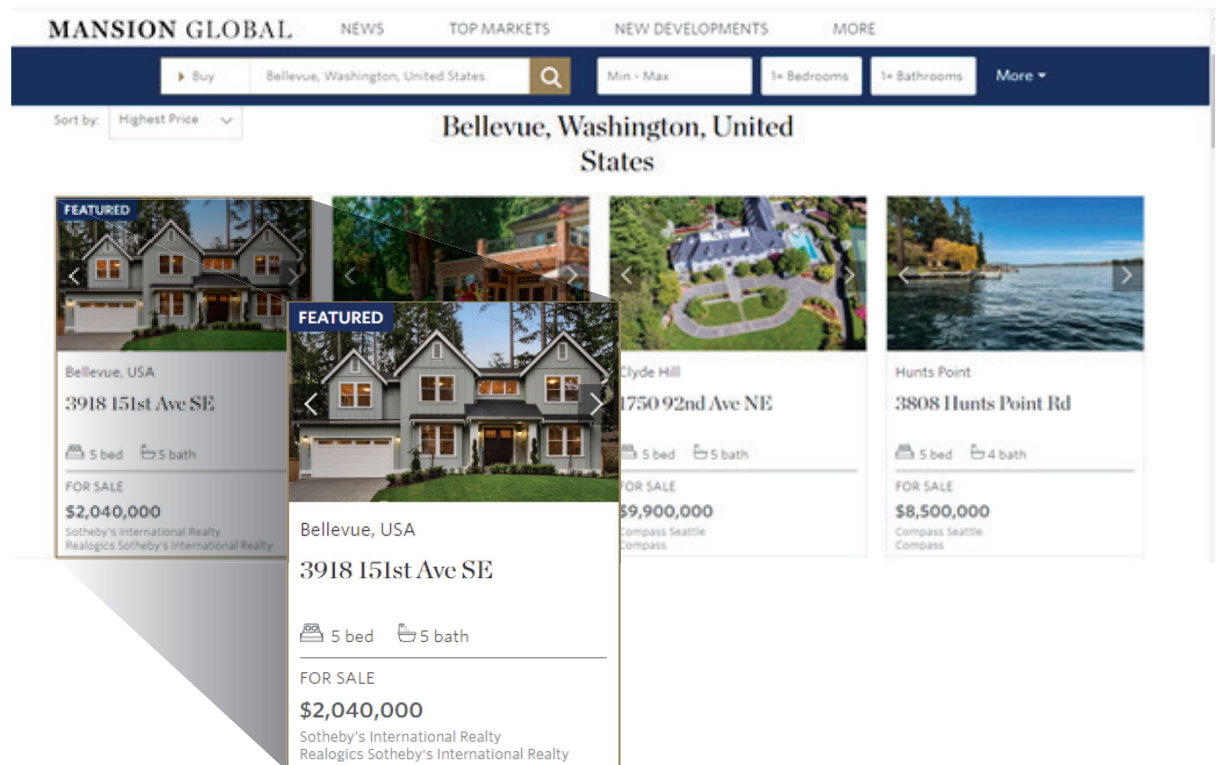
FEATURED PROPERTY UPGRADES

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

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

10 PROPERTIES: \$1,200

Included with print placement



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

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

INCLUDES

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

PRICE: \$1,000
3 Month Minimum

Buy | Luxury properties by location

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

VIEW MEDIA

SHARE | SAVE

DESCRIPTION

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

Read More

AMENITIES | View Gallery

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

Show More

NEIGHBORHOOD

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews

SHOP NOW

The Wall Street Journal Online (WSJ.com)

WEEKLY ENEWSLETTER

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

PRICE: \$3,500

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

THE WALL STREET JOURNAL.



REAL ESTATE

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

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

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

Do air purifiers and filters kill viruses?

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

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

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

Happy reading!

-Kerry Berger, digital editor of Mansion

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



JIM BARTISCH

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

Coronavirus Forces New York Condo Developers Into a Race Against Time



MICHAEL NAGEL/REUTERS/NEWS

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

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL DAILY (M-F) NEWSLETTER

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

PRICE: \$3,680

View in your browser

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



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

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

| ADDRESS | ASKING PRICE |
|---|--------------|
| 1. 3900 2012 St Catherine Street, Vancouver, BC | \$10,000,000 |
| 2. 68 Blake Park, Toronto, ON | \$10,000,000 |
| 3. 2220 North Avenue, Vancouver, BC | \$9,000,000 |
| 4. 3480 - 101 Lombard Street Toronto, ON | \$41,500,000 |
| 5. 5600 Park Crescent, Vancouver, BC | \$7,500,000 |
| 6. 5 Fernhill Court, Boca Raton, FL | \$73,300,000 |
| 6. 4882 201 Street, Surrey, BC | \$18,800,000 |
| 7. 41 St. Patrick, Brentwood, QC | \$12,000,000 |
| 8. 7520 7520 Ave Royale, Châteaufortier, QC | \$24,000,000 |
| 9. 8010 McLean, Toronto, ON | \$12,800,000 |
| 10. 489 Sandrine Road, Toronto, ON | \$20,000,000 |

| Region | Average Home Price | Number of Luxury Listings (over \$2M) | Most Expensive Listing |
|------------------|--------------------|---------------------------------------|------------------------|
| British Columbia | \$720,028 | 3,120 | \$28,000,000 |
| Vancouver | \$1,487,048 | 870 | \$38,000,000 |
| Surrey | \$867,400 | 122 | \$28,000,000 |
| Whisper | \$1,053,300 | 26 | \$25,900,000 |

| Region | Average Home Price | Number of Luxury Listings (over \$3M) | Most Expensive Listing |
|---------|--------------------|---------------------------------------|------------------------|
| Ontario | \$578,072 | 1,061 | \$35,000,000 |
| Toronto | \$869,817 | 332 | \$30,000,000 |

| Region | Average Home Price | Number of Luxury Listings (over \$3M) | Most Expensive Listing |
|----------------|--------------------|---------------------------------------|------------------------|
| Quebec | \$294,291 | 185 | \$26,000,000 |
| Westmont | \$1,376,900 | 32 | \$26,000,000 |
| Chateau-Richer | \$193,333 | 1 | \$26,000,000 |

TRENDING TODAY

 Architectural Digest @ArchDigest

Following

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



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

Powered by iStockPhoto AllChances

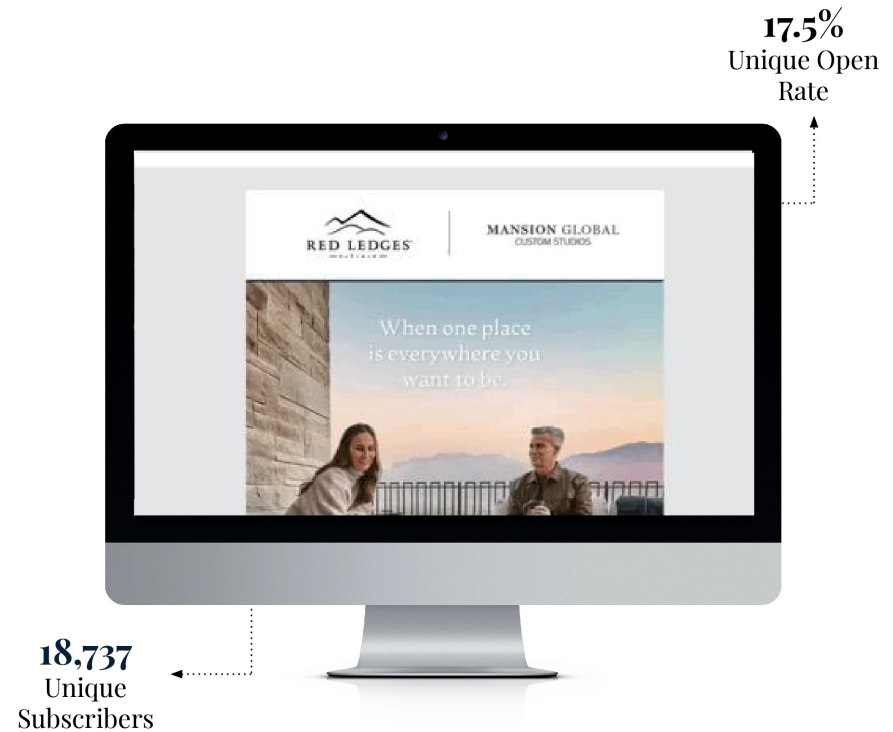
skyad.com | 64

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



Boat International E-Newsletter

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

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

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

PRICE: \$750/NEWSLETTER



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**

**EASTERN
QUARTER PAGE: \$9,860
Buy 6 get 3 free**

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

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

THE WALL STREET JOURNAL.

What's News

Fed Cuts Rates Amid Virus Fears

Tennessee Twisters Kill at Least 25

Biden Picks Up String of Victories, Sanders Logs Big Win in California

Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

Sotheby's International Realty

12 luxury real estate listings displayed in a grid format. Each listing includes a photo of the property, address, city/state, and agent information.

PRINT

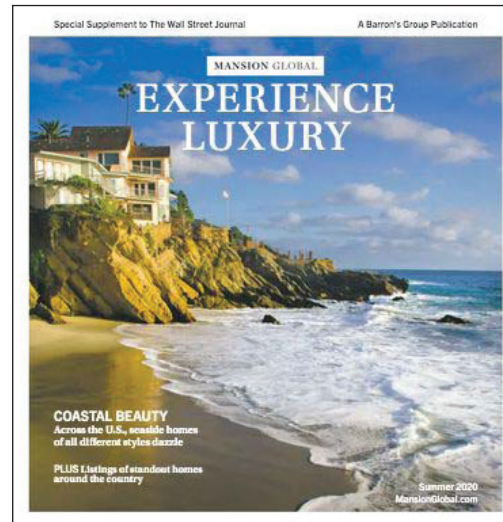
The Wall Street Journal

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



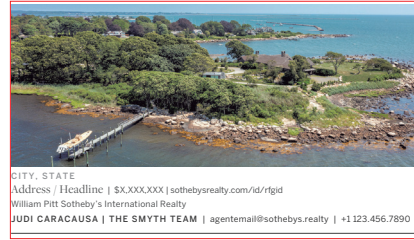
The New York Times

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



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The New York Times 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




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 Bahamas Sotheby's International Realty
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 +1 242.376.1841

GREENWICH, CONNECTICUT




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

CENTRE ISLAND, NEW YORK




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

NEW YORK, NEW YORK



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

SHELTER ISLAND, NEW YORK



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

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The New York Times Takeover

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

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

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

Includes Digital promotion and Digital Flipbook

Sotheby's INTERNATIONAL REALTY

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Represented by: **Janet Maloney** MRE, SLS

72 Post Road, Old Westbury, NY

Fichea Russell
 Real Estate Salesperson
 Gold Circle Of Excellence
 616.682.2710
 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 grand estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIELE GALE CO-AGENT/DOBRA RUSSELL

Daniel Gale Sotheby's International Realty

Sandbanks Exuma, The Bahamas

Jacqueline Lightburn
 Estate Agent
 +1 242 269 2225
 260 Seaview Lightburn
 #JL@bahamas.com

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

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

SIREBAHAMAS.COM/ID/V29,67

Bahamas | Sotheby's International Realty

5305 Carlsbad Boulevard, Carlsbad, CA 92008

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

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

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

SOTHEBYSREALTY.COM/ID/THE44

Pacific | Sotheby's International Realty

Boat International

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

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

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

US NATIONAL ISSUE

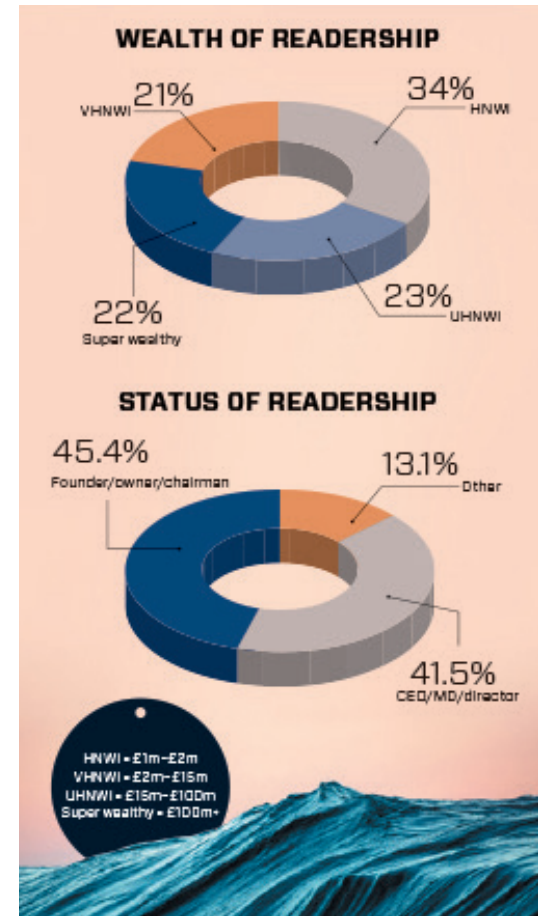
FULL PAGE :\$4,650

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

INTERNATIONAL ISSUE

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%**

December 2024 - Art and Lux

January 2025 - AD 100

February 2024 TBD (Future of Design 2024)

CANADA EAST

FULL PAGE 1X: \$2,190

FULL PAGE 4X: \$1,990

SPREAD 1X: \$4,280

SPREAD 4X: \$3,420



SOUTH FLORIDA

FULL PAGE 1X: \$2,730

FULL PAGE 4X: \$2,450

SPREAD 1X: \$5,510

SPREAD 4X: \$4,410

NEW YORK METRO

FULL PAGE 1X: \$9,880

FULL PAGE 4X: \$7,950

SPREAD 1X: \$19,530

SPREAD 4X: \$15,320

DALLAS / FT. WORTH

FULL PAGE 1X: \$2,530

FULL PAGE 4X: \$2,450

SPREAD 1X: \$4,920

SPREAD 4X: \$3,940



PRINT

Conde Nast Traveler

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 Conde Nast Traveler.

- Full page, color

December 2024 Winter Sun
Jan/Feb 2025 The Gold List

CANADA EAST
 FULL PAGE 1X: \$2,190
 FULL PAGE 4X: \$1,970
 SPREAD 1X: \$4,280
 SPREAD 4X: \$3,640

SOUTH FLORIDA
 FULL PAGE 1X: \$3,560
 FULL PAGE 4X: \$3,200
 SPREAD 1X: \$6,930
 SPREAD 4X: \$5,890
NEW YORK METRO



FULL PAGE 1X: \$9,870
 FULL PAGE 4X: \$8,880
 SPREAD 1X: \$19,240
 SPREAD 4X: \$16,350

DALLAS / FT. WORTH
 FULL PAGE 1X: \$2,560
 FULL PAGE 4X: \$2,300
 SPREAD 1X: \$4,990
 SPREAD 4X: \$4,240

300 International Drive #2501
 BALTIMORE, MARYLAND

Live amongst the clouds with the best undisturbed view in Baltimore. Highlighting the splendor of luxury 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 \$2,999,000

TRAVELSTEAD
 Alex Lerner
 443-486-3152
 alex@trvr.com

Lidia Travelstead
 410-869-2133
 lidia@trvr.com

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Vanity Fair

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 Vanity Fair Magazine.

- Full page, color

December 2024 Holiday

Feb 2025 TBD (Love Feb 2024)

CANADA EAST

FULL PAGE 1X: \$5,220
 FULL PAGE 4X: \$4,700
 SPREAD 1X: \$10,190
 SPREAD 4X: \$8,660

SOUTH FLORIDA

FULL PAGE 1X: \$3,580
 FULL PAGE 4X: \$3,220
 SPREAD 1X: \$6,980
 SPREAD 4X: \$5,930



NEW YORK METRO

FULL PAGE 1X: \$11,400
 FULL PAGE 4X: \$10,260
 SPREAD 1X: \$22,220
 SPREAD 4X: \$18,890

DALLAS / FT. WORTH

FULL PAGE 1X: \$3,140
 FULL PAGE 4X: \$2,830
 SPREAD 1X: \$6,120
 SPREAD 4X: \$5,200

LAURIE SILVERMAN
Selling New York City

300 Central Park West, Apt 25G | 4 beds | 4.5 baths | Price Upon Request

60 Gramercy Park North, Apt 15A | 3 beds | 2.5 baths | Price Upon Request

LAURIE SILVERMAN
 Senior Global Real Estate Advisor, Associate Broker
 917-885-5834 | laurie.silverman@sothebysrealty.com
 laurie@sothebysrealty.com

Sotheby's
 INTERNATIONAL REALTY

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TTR
Sotheby's

300 International Drive #2501
 BALTIMORE, MARYLAND

Live amongst the clouds with the best undisturbed view in Baltimore. Highlighting the epitome of luxury condo living with the Four Seasons Private Residences Baltimore. Residence #2501 features 2,200+ 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.

Office at \$2,999,000

THE TRAVELSTEAD®
 Alex Lerner
 443-488-3152
 alexlerner@travestead.com

Lidia Travelstead
 410-869-2133
 lidia@travestead.com

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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.

PRICE: PROPERTY FULL PAGE 4 MAGAZINES +
INSTAGRAM POST: \$9,625

GQ
OCTOBER 2020
#BlackLivesMatter
Nihal Arthanayake on 'BAME' faces
David Ohsoga 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
SUPPORTING GLOBAL OPPORTUNITIES
DIANA HILL LAYES-NEVILL
Why 2020 actually is the best time to start a business

TATLER
October 2020
Feel fabulous!
The best workwear 2020: 10 items you must have
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 coastal living, the Four Seasons Private Residences in Baltimore, the country's 10th largest resort, offers first-class living with high-end finishes and a seamless open layout. Centrally located in America's most prestigious golf resort, Caves Valley, Congressional, Baltimore Country Club and more.

Offered at \$2,999,000

THE TRAVELSTEAD
Alex Lerner
410.462.9175
alex@travelsead.com
travelsead.com

Light Travelstead
410.850.1113
light@travelsead.com
travelsead.com

OFFERED AT \$2,999,000

4 **LOCUS** **UNITED STATES**
Value of Residence: \$2,999,000

TRAVELSTEAD
A luxury real estate brokerage offering unparalleled service. 410.850.1113. Please contact your local office for more information. We are an Equal Housing Opportunity and Affirmative Action Employer. All real estate searches, solicitations, advertisements, and other real estate activities are subject to the Equal Housing Opportunity Act. © 2020 Travelstead, Inc. All rights reserved. Travelstead, Inc. is a registered trademark of Travelstead, Inc. All other trademarks are the property of their respective owners.

Dwell

MODERN MARKET

Dwell is the marketplace to living with good design. A trusted authority for 20 years, connecting consumers and design professionals with inspiration, products, and the tools they need to achieve their goals. Published six times a year, each issue of Dwell Magazine includes exclusive stories on the most innovative leaders in architecture and design, presenting modern homes that encapsulate the concept of good design.

- Circulation: **200,000**
- Total Reach: **778,000**
- Female / Male Ratio: **60% / 40%**
- Median Age: **44.4**
- Median HHI: **\$130,000**
- Source: **Google Analytics, Quantcast, and Sprout Social 2019**

SMALL AD: \$1,800

MEDIUM VERTICAL AD: \$3,600

MEDIUM HORIZONTAL AD: \$4,200

LARGE AD: \$5,200



Elle Décor

Elle Décor is about the best designs in the world. Design always has been, and will forever be, in every pocket of a stylish life. From interiors, fashion, and art to food and travel — design is a reflection of who we are at any given moment.

- Circulation: **500,000+**
- Female / Male Ratio: **71% / 29%**
- Median Age: **46.5**
- Median HHI: **\$191,874**

Circulation: **186,654**

Metros: California, Georgia, Florida, Illinois, Massachusetts, New York, Texas

January 2024 Editorial - Best Cold Weather Destinations

FULL PAGE - MAJOR METROS: \$16,600
FULL PAGE NATIONAL: \$22,500



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; HALF OR QUARTER

FULL PAGE: \$9,250

SPREAD: \$18,250

LUXURY HOMES FEATURE:

STARTING AT \$4,500



Financial Times

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

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

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

Global

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FTWeekend

No rest for the Wild
Willem Dafoe director
aligns his knowledge
AT HOME PAGE 2

Sign of the Times
South Bank for a sharp
rise in London price falls
UK PROPERTY PAGE 4 & 5

Study in style
Homework
IS IN CHARGE
JUST PROPERTY PAGE 10

The home of prime property: propertylistings.com

Follow us on Twitter @FTProperty

Could you afford? Prime
homes in the UK have seen
a 10% increase in price over
the last year, according to
the latest survey from the
Countrywide Group and the
Countrywide Research Group.
The survey shows that the
average house price in the
UK is now £245,000, up from
£220,000 a year ago. This is
the highest price since 2007,
when the average house price
was £200,000. The survey also
shows that the average house
price in London is now £450,000,
up from £350,000 a year ago.
This is the highest price since
2007, when the average house
price in London was £300,000.
The survey also shows that the
average house price in the
rest of the UK is now £200,000,
up from £150,000 a year ago.
This is the highest price since
2007, when the average house
price in the rest of the UK was
£100,000.

A study
shows that
the average
house price
in the UK
is now £245,000,
up from £220,000
a year ago.

By the time you're reading this,
the average house price in the
UK will have risen by another
10%. This is the highest price since
2007, when the average house
price in the UK was £200,000.
The survey also shows that the
average house price in London
is now £450,000, up from
£350,000 a year ago. This is
the highest price since 2007,
when the average house price
in London was £300,000.

FTWeekend

US edition

Food and drink festive special
Tips from top global chefs
Lunch with the FT
FT chief Bernie Ecclestone: 7 break the rules
LIFE SAVER

Schulz reversal raises Merkel's survival hopes
SPD chief ready to join coalition talks
Rare bout of German unrest precedes

Alzheimer's afflicted Monty Python star helps launch FT Seasonal Appeal

Uber and the cost of the Kalanick problem
RIG ROAD
LIFE IN JAIL
Aiming the world on its days
Adventure on two wheels
Sarah Jessica Parker

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FTB Sotheby's International Realty
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\$1,200,000
Sotheby's International Realty
ASHLEY TRECO | ashley.treco@sotheby.com | +1 246 422 0000

NEW YORK, NEW YORK
\$6,900,000
Sotheby's International Realty
MARK FIELD | HELEN MARGOLIS
www.sotheby.com | +1 212 606 7600

BLUFFTON, SOUTH CAROLINA
\$7.5M
FTB Sotheby's
Doreen Barrow Sotheby's International Realty
catharine.park@sotheby.com | +1 843 218 2001

AUSTIN, TEXAS
\$2,500,000
2099 Fara Hill Estates
Kumar Sotheby's International Realty
kumar@sotheby.com | +1 512 423 5038

AUSTIN, TEXAS
\$10,000,000
2401 Woodloch
Kumar Sotheby's International Realty
kumar@sotheby.com | +1 512 423 5038

BRISTOL, VIRGINIA
\$1,847 Flaglands Trail
\$1,000,000
Proctor Sotheby's International Realty
GREGORY TEATER | gregory.teater@sotheby.com | +1 434 646 5556

PRINT

Financial Times

HOW TO SPEND IT

Distributed globally with the Financial Times 35 times a year and available digitally, How To Spend It is a glossy lifestyle magazine providing the ultimate in luxury reading for a discerning, high-net-worth audience and an elegant environment for advertisers.

How To Spend It is a modern and fresh reflection on how we spend our lives and the terms by which we define 'the spend'. reflects the changing world of luxury and challenges readers to think more mindfully about, not only how to spend their money, but how to spend their most precious commodity – time.

AUDIENCE

- **1/3** of HTSI audience do not visit any other luxury lifestyle magazine websites or read any other magazine titles
- **6 in 10** How To Spend It luxury fashion shoppers have bought a luxury fashion item featured in HTSI
- **40%** of HTSI readers invest in Fine Art
- **63%** of HTSI readers are looking for new ideas to improve their homes
- **87%** of HTSI audience value the quality and craftsmanship of a product
- **\$2.7 million** HTSI audience has an average property portfolio of **\$2.7 million (£2.2 million, €2.5 million)**
- **74%** love to travel to new destinations
- **Over 1/3** of HTSI readers are interested in looking for new ways to support charities



FINANCIAL TIMES
Business



AUDIENCE

- USA **38,300**
- UK **95,655**
- CEMA **39,224**
- Asia **18,712**
- Total **191,891**

FULL PAGE: \$30,000

INCLUDES BONUS QUARTER PAGE FINANCIAL TIMES AD.

NOVEMBER 2024 - GLOBAL PROPERTY SPECIAL



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
FULL PAGE ADVERTORIAL: \$3,000

**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**

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Harald.Grant@SothebysRealty
HGrant@rosewoodfarmestate.com

Bruce Grant
Licensed Salesperson
914.642.7722
Bruce.Grant@SothebysRealty

The Rosewood Farm Estate
Southampton, New York

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

Sotheby's
INTERNATIONAL REALTY

SOthebysREALTY.COM

Take a peek at what's next.

Beate V. Moore
Associate Broker
914.527.7878
Beate.Moore@SothebysRealty
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

Luxe Magazine

LUXE INTERIORS + DESIGN

Luxe Interiors + Design is the largest architecture and design brand in the United States. We have a direct line to local businesses and design professionals, and target highly affluent consumers, 6 times a year, in the top 14 major markets.

- **4%** Delivered to luxury homeowners in the wealthiest zip codes in each LUXE region
- **8%** Distributed to a proprietary list of trade professionals, showrooms and design centers
- **8%** Distributed to private air travelers via exclusive MediaJet newsstands in 250+ FBOs and on newsstands in Barnes & Noble, Hudson News, Whole Foods and Central Market

AUDIENCE:

- **93%** Net Worth of \$1 Million or more
- **72%** Net Worth of \$5 Million or more
- **35%** Net Worth of \$10 Million or more
- **94%** Own a Home Valued and \$1 Million or greater

NEW YORK

FULL PAGE: \$5,313

MIAMI

FULL PAGE: \$3,825



Luxury Magazine Mastercard

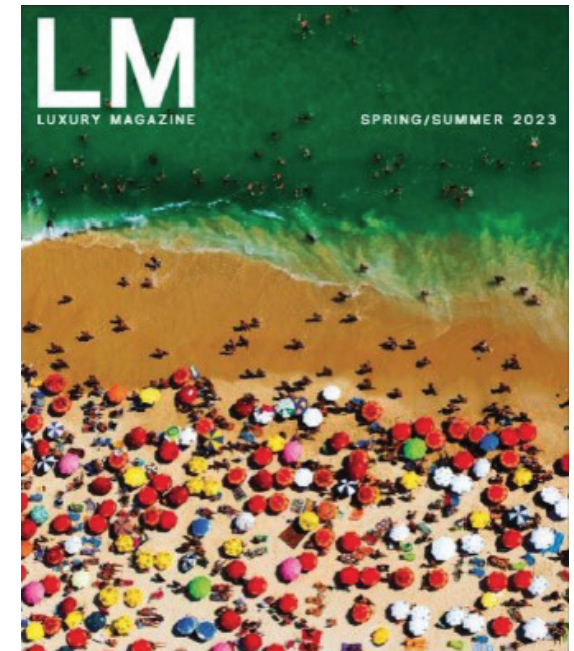
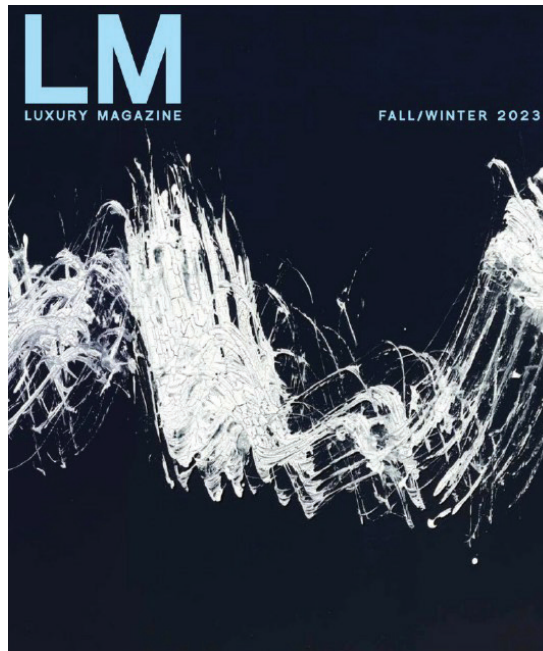
Luxury card is the bi-annual publication produced exclusively for Luxury card members, covering the very best in Travel, Design, Technology, and Fashion.

The publication's purpose is to promote a Luxury Lifestyle while informing cardmembers of ways to charge their experiences, interests, and passions.

FULL PAGE: \$10,625

SPREAD: \$20,000

Digital Bonus with Spread 1X run or Full Page 2X run



Modern Luxury Miami

Miami magazine is the definitive guide to living the most glamorous life, speaking to miami's top tastemakers, power players, celebrities and international visitors.

As part of the award-winning modern luxury media network, miami delivers cutting-edge fashion spreads, international travel features, revealing celebrity profiles, and the latest local know-how, ensuring our content consistently engages the city's most cultured audience. over players, celebrities and international visitors.

- Nearly 4.5X as likely to have a HHI of \$500,000+
- 5X as likely to have a net worth of \$2 million+
- 76% more likely to be a Chief Executive or Upper Management
- Nearly 3X as likely to have a professional school degree and 2.5X as likely to have a doctorate
- 68% more likely to have traveled abroad within the past year
- 90% more likely to have flown 10+ times in the past year for business and/or personal reasons
- 2X more likely to own a second home

MIAMI MAGAZINE
FULL PAGE: \$4,900



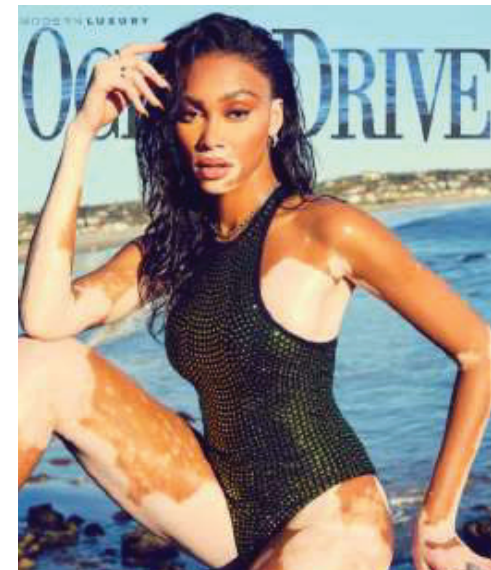
Modern Luxury Ocean Drive

Ocean Drive is Miami's leading luxury lifestyle media brand, serving as the most reputable authority with an unparalleled pulse on the market.

When it launched in 1993, Ocean Drive redefined a media genre and ignited the resurrection of South Beach as the global hot spot we all know today. Through high-profile parties and iconic photos, Ocean Drive became unsurpassable and internationally known as "the bible of South Beach," featuring a-list celebrities and soon-to-be cultural icons alike – from Heidi and J. Lo to Diddy and Cindy. Today, Ocean Drive remains a go-to resource for Miami's movers and shakers.

- 4.5X as likely to have a HHI of \$500,000+
- 5.5X as likely to have a net worth of \$2 million+
- 2.5X more likely to be a Chief Executive or Upper Management
- More than 2X as likely to have a professional school degree and 2X as likely to have a doctorate
- 85% more likely to have traveled abroad within the past year
- 57% more likely to have flown 10+ times in the past year for business and/or personal reasons
- 2X more likely to own a second home

OCEAN DRIVE
FULL PAGE: \$4,900



Ocean Home Magazine

THE LUXURY COASTAL LIFESTYLE PUBLICATION

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

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

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

Demographics

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

2 PAGE SPREAD

FRONT OF MAGAZINE + BONUS BANNERS: \$4,950

FULL PAGE + BONUS BANNERS: \$2,850

NAPA VALLEY, CALIFORNIA



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

PRIVATE PARADISE / FIRE ISLAND CHIC / OUTDOOR LIGHTING

OCEAN HOME

The Luxury Coastal Lifestyle Magazine
ISSUE 1 - 10/2019

TOP HOMES

THE MOST EXCLUSIVE COASTAL HOMES ON THE MARKET IN 2019



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

Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

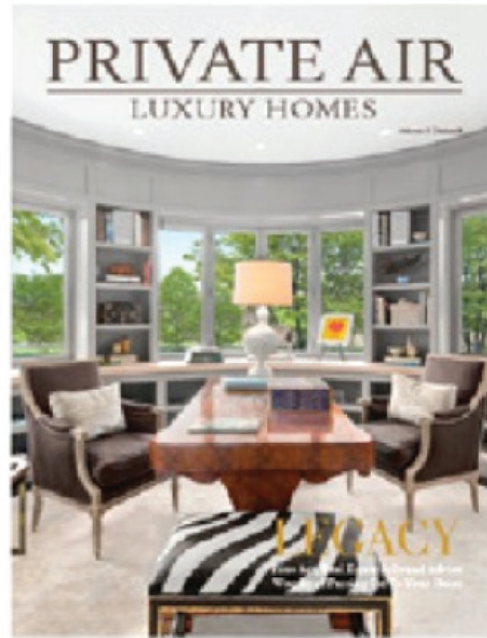
| | | |
|---|--|--|
| <p>NAPA VALLEY, CALIFORNIA</p>  <p>CampusEstateAndVineyards.com \$18,500,000 St. Helena Brokerage ARTHUR D. GOODRICH arthur.goodrich@sothebys.realty +1 415.735.8779</p> | <p>VAN NUYS, CALIFORNIA</p>  <p>6300KixonAve.com \$3,300,000 Vista Sotheby's International Realty STEVEN MULLINS stevenmullins@sothebys.com +1 310.901.4687</p> | <p>SEBASTIAN, FLORIDA</p>  <p>8900 44th Avenue \$1,400,000 sothebysrealty.com/id/481652W ONE Sotheby's International Realty CINDY O'DARE MAZIE REGAN cindyodare@sothebys.com +1 772.214.8708</p> |
| <p>VEED BEACH, FLORIDA</p>  <p>905 Winding River Road \$3,250,000 sothebysrealty.com/id/150WFF ONE Sotheby's International Realty KRISTIN DOBSON CINDY O'DARE kristin@sothebys.com +1 772.321.6564</p> | <p>WELAKA, FLORIDA</p>  <p>603 Front Street \$1,400,000 sothebysrealty.com ONE Sotheby's International Realty MAZIE REGAN mzie@sothebys.com +1 772.214.8708</p> | <p>NEW YORK, NEW YORK</p>  <p>135East79StreetMaisonE.com \$12,000,000 East Side Manhattan Brokerage AMANDA FIELD JORDAN NIKKI FIELD amanda.jordan@sothebys.realty +1 212.660.7798</p> |
| <p>LINCOLN, NORTH CAROLINA</p>  <p>1947 Flattop Cliffs Drive \$29,750,000 sothebysrealty.com/id/LFP2M Premier Sotheby's International Realty MARILYN WRIGHT marilynwright@premier.com +1 828.279.3880</p> | <p>BAINBRIDGE ISLAND, WASHINGTON</p>  <p>BainbridgeLuxeLiving.com \$6,480,000 Realty@Sotheby's International Realty SHAYNE TURSEOM shayne.turseom@sothebys.com +1 206.755.9657</p> | <p>OLD FORT BAY, THE BAHAMAS</p>  <p>Krystal Home \$38,000,000 sothebahamas.com/id/48232 Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@sothebahamas.com +1 242.424.9099</p> |

SOthebysREALTY.COM

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

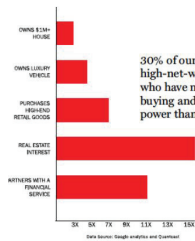
For over 17 years The Real Deal's mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

| 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) |

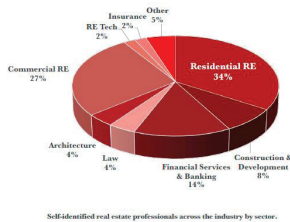
A Targeted Digital Reach Source

TRD READERS ARE DECISION MAKERS WITHIN THE RE INDUSTRY

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



30% of our readers are high-net-worth individuals who have more discretionary buying and decision-making power than our competition*.



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

Based on 8 Insertions

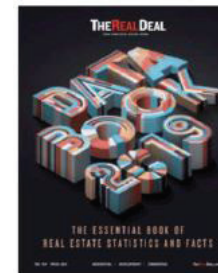
STRATEGIC PRINT OPTIONS



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: \$12,000



SOTHEBYSREALTY.COM

Open the door to what's next.



Harald Grant
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Harald.Grant@SothebysRealty.com
Harald.Grant@SothebysRealty.com

Bruce Grant
Luxury Salesperson
815.337.7732
Bruce.Grant@SothebysRealty.com

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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Robb Report

LUXURY PROPERTY GUIDE

For the fourth year in a row, Robb Report's editors are creating a beautiful Luxury Property Guide in-book supplement to accompany our highly-anticipated December Giving issue.

The guide will showcase a range of properties, from mountain hideaways to beachfront residences, while providing key industry insights and highlighting the most exclusive developments from around the world.

- Average HH Net Worth: **\$3.3M+**
- Average value of second home/other real estate: **\$3M+**
- As likely to buy a newly constructed home in the next 12 months: **3X**
- As likely to plan to buy a vacation or second home : **2.4X**

FRONT OF BOOK

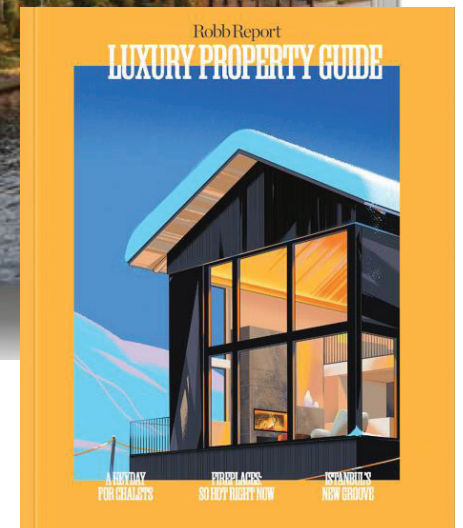
FULL PAGE: \$7,250

SPREAD: \$12,500

SHOWCASE PAGES BACK OF BOOK

FULL PAGE: \$3,500

SPREAD: \$7,000



Travel & Leisure

At TRAVEL+LEISURE we inspire and empower the world's most curious and passionate travelers to travel more—and travel better. We help to elevate their experience through content and tools that serve them across their entire journey, from dreaming to planning to booking to traveling.

- Circulation: **1,009,444**
- Average HHI: **\$400K**
- Average Age: **47.9**
- Millionaires: **7.3MM (up 5.2% YoY)**
- Male/Female: **52% / 48%**

HALF PAGE: \$154,000

THIRD PAGE: \$120,000



Virtuoso

Virtuoso, The Magazine speaks to sophisticated travelers with warmth and authority. The magazine is an insider's companion to the world's best luxury travel experiences: meaningful cultural immersion, top hotels and cruises, in-depth explorations of sought-after destinations, plus travel-related fashion and lifestyle coverage - all distinguished by the affiliation with Virtuoso's prestigious global network of travel companies and advisors.

- Median Household Income: **250K**
- Median Net Assets: **\$2.5M**
- Net Worth **\$2M**
- Male/Female: **62% / 38%**

November/December 2024 Cruising

FULL PAGE: \$22,190
FULL PAGE 3X: \$20,375
2/3 PAGE: \$16,100
2/3 PAGE 3XS: \$15,750
1/2 PAGE: \$11,790
1/2 PAGE 3XS: \$11,220
1/3 PAGE: \$7,500
1/3 PAGE 3XS: \$7,125



Schedule,
Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 1

| Media | Ad Description | October | November | December | January | February | March | April | May | 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 Bespoke Emails | | | \$ 2,500.00 | | | | | | | \$ 2,500.00 | 550,000 |
| Sotheby's Selects E-Newsletter | Sotheby's Selects E-Newsletter | | | \$ 2,585.00 | \$ 2,585.00 | \$ 2,585.00 | | | | \$ 7,755.00 | 2,310,000 |
| Digital | | | | | | | | | | | |
| Million Impressions* | | | | | | | | | | | |
| Million Impressions | Digital Banner Program | | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 14,700.00 | 6,000,000 |
| Million Impressions | Targeting - Canada, US, Europe, Puerto Rico, | | | | | | | | | | |
| Google Adwords | | | | | | | | | | | |
| Google Adwords | Digital PPC program | | \$ 6,750.00 | \$ 6,750.00 | \$ 6,750.00 | \$ 6,750.00 | \$ 6,750.00 | \$ 6,750.00 | \$ 6,750.00 | \$ 40,500.00 | |
| Comprehensive Digital | | | | | | | | | | | |
| Social Mirror Ads | Mirroring Social Post | | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 18,000.00 | 600,000 |
| Display | Digital Banner Program | | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 18,000.00 | 900,000 |
| Native Display | Native Ad | | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 18,000.00 | 900,000 |
| OTT & Video Pre-roll Combo | Internet Connected Device ads | | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 18,000.00 | 300,000 |
| Online Audio Ads | 15-30 seconds audio content | | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 18,000.00 | 180,000 |
| Geofencing - Event and Location | | | | | | | | | | | |
| Geofencing - Event and Location | Target specific events and locations - Airports select locations | | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 18,000.00 | 360,000 |
| Conde Nast | | | | | | | | | | | |
| Digital Banners | ROS Banners | | | | | \$ 17,775 | | | | \$ 17,775.00 | 182,927 |
| Email Campaign | Email to Conde Nast Brand - 5 emails | | | | \$ 53,500 | | | | | \$ 53,500.00 | 233,645 |
| Conde Nast UK | | | | | | | | | | | |
| Conde Nast UK | Instagram Post - Conde Nast Property | | \$ 2,750.00 | | | | | | | \$ 2,750.00 | 200,000 |
| Conde Nast UK | Digital Native Content - House and Garden | | | | \$ 25,000.00 | | | | | \$ 25,000.00 | |
| Conde Nast UK | Digital Native Content - Conde Nast Traveller | | | | | \$ 41,850.00 | | | | \$ 41,850.00 | |
| Conde Nast UK | Social Campaigns | | | \$ 11,500.00 | | | | | | \$ 11,500.00 | |
| Cottages & Garden | | | | | | | | | | | |
| Instapartnership | Post and Stories takeover | | | \$ 1,950.00 | | | | | | \$ 1,950.00 | 64,300 |
| Spotlight + Property of Note | Rotating Gallery | | \$ 2,950.00 | | \$ 2,950.00 | | | | | \$ 5,900.00 | |
| Daily Deeds | E-Newsletter sent 4X per week | | | \$ 5,000.00 | | \$ 5,000.00 | | | | \$ 10,000.00 | 120,000 |
| Banners | ROS Display - 300,000 Impressions | | | | | | \$ 2,250.00 | | | \$ 2,250.00 | 300,000 |
| C&G Stories | Content development | | \$ 5,295.00 | | | | | | | \$ 5,295.00 | 11,510,000 |
| Country Life | | | | | | | | | | | |
| Country Life | Weekly E-Newsletter | | | | | \$ 1,950.00 | | | | \$ 1,950.00 | 25,000 |
| Country Life | E-Newsletter Dedicated Send | | \$ 2,250.00 | | \$ 2,250.00 | | | | | \$ 4,500.00 | 50,000 |
| Country Life | International Property Listing | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 3,200.00 | |

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 1

| | | | | | | | | | | | | |
|---|---|--|--|--|--|----|----------|-------|-----------|-----------|-----------|-----------|
| Dezeen | | | | | | | | | | | | |
| Instagram Grid Post | | | | | | \$ | 9,562.50 | | \$ | 9,562.50 | 3,300,000 | |
| Instagram Targeted Post | | | | | | \$ | 3,125.00 | | \$ | 3,125.00 | | |
| Agenda Enewsletter - Weekly | Hero 1st Position | | | | | \$ | 5,250.00 | | \$ | 5,250.00 | | |
| Dwell.com | | | | | | | | | | | | |
| Real Estate Package | Custom Article with promo on Homepage, in E-Newsletter & 1X on FB | | | | | \$ | 6,000.00 | | \$ | 6,000.00 | 1,750,000 | |
| Elite Traveler | | | | | | | | | | | | |
| Elite Online Real Estate Showcase | Online Real Estate Showcase | | | | | | 4,000 | | \$ | 4,000.00 | 100,000 | |
| Elite Dedicated E-blast | Dedicated E-blast | | | | | | Bonus | | \$ | - | 12,000 | |
| Elle Décor | | | | | | | | | | | | |
| Native Assembly Ad | Video or image | | | | | | \$30,000 | | | | | |
| Financial Times | | | | | | | | | | | | |
| HTSI Enewsletter | How To Spend It enews Friday | | | | | | | \$ | 11,245.00 | \$ | 11,245.00 | 11,073 |
| House and Home enews | House and Home Unlocked Friday | | | | | \$ | 8,040.00 | | \$ | 8,040.00 | 13,776 | |
| FT.com | Impressions | | | | | | | | \$ | 18,750.00 | 208,333 | |
| JamesEdition | | | | | | | | | | | | |
| Main Home Page Rotating Gallery | Featured Banner | | | | | \$ | 2,000.00 | \$ | 2,000.00 | \$ | 4,000.00 | 1,500,000 |
| Real Estate Rotating Gallery | Featured Banner | | | | | | | \$ | 1,600.00 | \$ | 1,600.00 | 750,000 |
| Featured Article and E-Newsletter promotion | Newsletter Top & Journal Article | | | | | | | \$ | 5,500.00 | \$ | 5,500.00 | 292,000 |
| E-Newsletter Featured Listing | E-Newsletter | | | | | \$ | 1,500.00 | | \$ | 1,500.00 | 384,000 | |
| Social Media | Listing Feature | | | | | \$ | 1,000.00 | \$ | 1,000.00 | \$ | 2,000.00 | 296,000 |
| Le Figaro | | | | | | | | | | | | |
| Headline Search | Featured City | | | | | \$ | 795.00 | \$ | 795.00 | \$ | 795.00 | 2,385.00 |
| Native Ad | Native placement by City | | | | | \$ | 500.00 | \$ | 500.00 | \$ | 500.00 | 1,500.00 |
| Web Advertorial + Ad Campaign | Article, Sponsored Social Posts, email, native campaign | | | | | \$ | 4,850.00 | | | \$ | 4,850.00 | |
| Luxe Interiors + Design | | | | | | | | | | | | |
| Sponsored Enewsletter | Enewsletter | | | | | | | \$ | 2,375.00 | \$ | 2,375.00 | |
| IG + Facebook Sponsored Ad | IG + Facebook Sponsored Ad | | | | | | | \$ | 3,125.00 | \$ | 3,125.00 | 166,000 |
| Native Content + Social Marketing | Regional Native Content + Social Marketing | | | | | \$ | 4,690.00 | \$ | 4,687.00 | \$ | 9,377.00 | 588,000 |
| Editorial E-Newsletter Regional Banners | | | | | | | | \$ | 1,025.00 | \$ | 1,025.00 | |
| Luxury Estate | | | | | | | | | | | | |
| Luxury Estate | Showcase Listing + Elite Listing Packages - 6 months | | | | | | | \$ | 5,100 | \$ | 5,100.00 | |
| Luxury Magazine - Mastercard | | | | | | | | | | | | |
| Enewsletter | Sponsorship | | | | | | | Bonus | \$ | - | | |
| Social Media | Instagram and Facebook Post | | | | | | | Bonus | \$ | - | | |
| Modern Luxury - Ocean Drive | | | | | | | | | | | | |
| Dedicated Eblast | Eblast | | | | | \$ | 2,175.00 | \$ | 2,175.00 | \$ | 4,350.00 | 10,000 |
| Sponsored Content | Content | | | | | \$ | 3,750.00 | \$ | 3,750.00 | \$ | 7,500.00 | 10,000 |

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 1

| | | | | | | | | | | | |
|--|---|-------------|-------------|-------------|--------------|-------------|-------------|-------------|-------------|--------------|---------|
| Modern Luxury - Miami Magazine | | | | | | | | | | | |
| Dedicated Eblast | Eblast | | \$ 2,175.00 | | \$ 2,175.00 | | | | | \$ 4,350.00 | 10,000 |
| Sponsored Content | Content | | | \$ 3,750.00 | | \$ 3,750.00 | | | | \$ 7,500.00 | 10,000 |
| Ocean Home | | | | | | | | | | | |
| Banners | ROS Banners | Bonus | | Bonus | | Bonus | | | | \$ - | 110,000 |
| Custom E-Mail | Custom E-Mail | | \$ 2,750.00 | | \$ 2,750.00 | | \$ 2,750.00 | | \$ 2,750.00 | \$ 11,000.00 | 88,000 |
| Facebook/Instagram Ad | Facebook/Instagram Ad | | \$ 1,775.00 | | \$ 1,775.00 | | | \$ 1,775.00 | | \$ 5,325.00 | 130,200 |
| Penta | | | | | | | | | | | |
| Custom Article | Custom Article with Two Enewsletters | | | | \$ 60,000.00 | | | | | \$ 60,000.00 | 114,000 |
| Real Deal | | | | | | | | | | | |
| Real Deal | Custom Content Package | | | | \$ 28,125.00 | | | | | \$ 28,125.00 | 730,000 |
| Robbreport.com | | | | | | | | | | | |
| Robbreport.com | Featured Listing Carousel - 1 Property | | \$ 1,350.00 | \$ 1,350.00 | \$ 1,350.00 | \$ 1,350.00 | \$ 1,350.00 | \$ 1,350.00 | | \$ 6,750.00 | 30,000 |
| Robbreport.com | Travel Enewsletter | \$ 5,625.00 | | \$ 5,625.00 | | \$ 5,625.00 | | \$ 5,625.00 | | \$ 16,875.00 | 180,000 |
| Robbreport.com | Real Estate Newsletter - 3 Sends | | \$ 3,875.00 | \$ 3,875.00 | \$ 3,875.00 | \$ 3,875.00 | \$ 3,875.00 | \$ 3,875.00 | | \$ 19,375.00 | 300,000 |
| Robbreport.com | Luxury Property Listings - Manual 1 Listing | \$ 450.00 | \$ 450.00 | \$ 450.00 | \$ 450.00 | \$ 450.00 | \$ 450.00 | \$ 450.00 | \$ 450.00 | \$ 3,600.00 | |
| WSJ.com | | | | | | | | | | | |
| Mansion Global Homepage Hero | Mansion Global Homepage Hero | | \$ 2,150.00 | | \$ 2,150.00 | | \$ 2,150.00 | | \$ 2,150.00 | \$ 6,450.00 | 492,000 |
| Mansion Global Homepage Hero | Shared Banner | \$ 650.00 | | \$ 650.00 | | \$ 650.00 | \$ 650.00 | \$ 650.00 | | \$ 2,600.00 | 656,000 |
| Mansion Global New Development Profile | Profile page - 3 months minimum | | | \$1,000 | | | | \$1,000 | | \$ 2,000.00 | |
| WSJ.com E-Newsletter | Weekly E-Newsletter (Wed/Fri) | | | | \$ 3,500.00 | | | | | \$ 3,500.00 | 40,000 |
| Mansion Global e-Newsletter | Daily Monday-Friday | | | \$ 3,680.00 | | \$ 3,680.00 | | | | \$ 7,360.00 | 34,000 |
| Mansion Global Custom E-mail | | | \$ 6,000.00 | | | | | | | \$ 6,000.00 | 17,000 |
| Property Upgrades | 10 Featured Property Upgrades | Bonus | Bonus | Bonus | Bonus | Bonus | Bonus | Bonus | Bonus | \$ - | |
| Yachting E-Newsletter | | | | | | | | | | | |
| Boat International | Boat International | \$ 750.00 | Bonus | Bonus | Bonus | \$ 750.00 | \$ 750.00 | \$ 750.00 | | \$ 3,000.00 | 102,400 |

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 1

Print

| | | | | | | | | | |
|--|---|--------------|-------------|--------------|--------------|-------------|-------------|--------------|-----------|
| Boat International | | | | | | | | | |
| US National Issue | Full Page + E-Newsletter | \$ 5,100.00 | | \$ 5,100.00 | | | | \$ 10,200.00 | 51,200 |
| International Issue | Full Page + E-Newsletter | | \$ 5,100.00 | | | | | \$ 5,100.00 | 12,925 |
| Conde Nast Magazines Regional Pages | | | | | | | | | |
| Architectural Digest - Canada East | Full Page | \$ 1,990.00 | | \$ 3,420.00 | | | | \$ 5,410.00 | 22,000 |
| Architectural Digest - South Florida | Full Page | \$ 2,450.00 | | \$ 4,410.00 | | | | \$ 6,860.00 | 32,000 |
| Architectural Digest - New York Metro | Full Page | \$ 7,950.00 | | \$ 7,950.00 | | | | \$ 15,900.00 | 98,000 |
| Architectural Digest - Dallas / Ft. Worth | Full Page | \$ 2,450.00 | | \$ 3,940.00 | | | | \$ 6,390.00 | 32,000 |
| Conde Nast Traveler - Canada East | Full Page | \$ 2,190.00 | | \$ 3,640.00 | | | | \$ 5,830.00 | 10,000 |
| Conde Nast Traveler - South Florida | Full Page | \$ 3,200.00 | | \$ 5,890.00 | | | | \$ 9,090.00 | 36,000 |
| Conde Nast Traveler - New York Metro | Full Page | \$ 8,880.00 | | \$ 16,350.00 | | | | \$ 25,230.00 | 76,000 |
| Conde Nast Traveler - Dallas Ft. Worth | Full Page | \$ 2,300.00 | | \$ 4,250.00 | | | | \$ 6,550.00 | 22,000 |
| Vanity Fair - Canada East | Full Page | \$ 8,660.00 | | | | | | \$ 8,660.00 | 32,000 |
| Vanity Fair - South Florida | Full Page | \$ 5,930.00 | | | | | | \$ 5,930.00 | 20,000 |
| Vanity Fair - New York Metro | Full Page | \$ 18,890.00 | | | | | | \$ 18,890.00 | 71,000 |
| Vanity Fair - Dallas Ft. Worth | Full Page | \$ 5,200.00 | | | | | | \$ 5,200.00 | 19,000 |
| Conde Nast UK | | | | | | | | | |
| Conde Nast UK | 4 Full pages in 4 Magazines + Instagram | | \$ 9,625.00 | | \$ 9,625.00 | | | \$ 19,250.00 | 410,160 |
| Dwell | | | | | | | | | |
| Dwell | Modern Market | \$ 5,200.00 | | \$ 5,200.00 | | | | \$ 10,400.00 | 412,000 |
| Elle Décor | | | | | | | | | |
| Elle Décor | Full Page | | | | \$ 22,200.00 | | | \$ 22,200.00 | 186,654 |
| Elite Traveler | | | | | | | | | |
| Elite Traveler | Full Page; half or quarter | \$ 18,250.00 | | | | | | \$ 18,250.00 | 557,000 |
| Elite Traveler | Luxury Homes Feature | \$ 4,500.00 | | | | | | \$ 4,500.00 | 557,000 |
| Financial Times | | | | | | | | | |
| How To Spend It | HTSI Global Property Special | \$ 30,000.00 | | | | | | \$ 30,000.00 | 210,457 |
| Financial Times | Quadruple Property Spot | \$ 3,000.00 | \$ 3,000.00 | | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 15,000.00 | 1,052,285 |
| Financial Times | Quarter Page | | | | Bonus | | | \$ - | 210,457 |
| 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 |
| Luxe Interiors + Design | | | | | | | | | |
| Luxe Interiors + Design - New York | Full Page | \$ 5,313.00 | | \$ 5,313.00 | | \$ 5,313.00 | | \$ 15,939.00 | 150,000 |
| Luxe Interiors + Design - Miami | Full Page | \$ 2,825.00 | | \$ 3,825.00 | | \$ 3,825.00 | | \$ 10,475.00 | 150,000 |
| Luxury Magazine - Mastercard | | | | | | | | | |
| Luxury Magazine - Mastercard | Full page / Spread | \$ 20,000.00 | | | | | | \$ 20,000.00 | 35,000 |
| Luxury Magazine - Japanese Edition | Bonus Full page | | | Bonus | | | | \$ - | |
| Modern Luxury | | | | | | | | | |
| Ocean Drive | Full Page | \$ 4,900.00 | | \$ 4,900.00 | | | | \$ 9,800.00 | 70,000 |
| Miami Magazine | Full Page | | \$ 4,900.00 | | \$ 4,900.00 | | | \$ 9,800.00 | 100,000 |

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 1

| | | | | | | | | | | |
|---|--|-------------|--------------|---------------|--------------|-------------|-------------|-------------|-----------------|------------|
| 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 | Eight Property Spot - Weekday/Saturday | | \$ 6,080.00 | | | | | | \$ 6,080.00 | 423,111 |
| The New York Times Takeover | Full Page w/ Digital promotion | \$ 750.00 | | | | \$ 750.00 | | | \$ 1,500.00 | 330,000 |
| The New York Times Takeover | Inside Back Cover | \$ 1,150.00 | | | | \$ 1,150.00 | | | \$ 2,300.00 | 330,000 |
| The New York Times Takeover | Back Cover | \$ 1,500.00 | | | | \$ 1,500.00 | | | \$ 3,000.00 | 336,000 |
| 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 |
| Ocean Home | | | | | | | | | | |
| Ocean Home | 2 Page Spread - Front of Magazine + Bonus Banners | | \$ 4,950.00 | | | \$ 4,950.00 | | | \$ 9,900.00 | 140,000 |
| 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 | \$ 800.00 | | | | | | | \$ 800.00 | 324,000 |
| The Real Deal | 2 Page Spread | | | \$ 9,500.00 | | | | | \$ 9,500.00 | 324,000 |
| Robb Report | | | | | | | | | | |
| Robb Report | Full Page | | | \$ 12,000.00 | | | | | \$ 12,000.00 | 107,000 |
| Robb Report | Robb Report Luxury Property Guide | | \$ 12,500.00 | | | | | | \$ 12,500.00 | 107,000 |
| Travel & Leisure | | | | | | | | | | |
| Travel & Leisure | Half Page: \$154,000; Third Page \$120,000 | | | \$ 120,000.00 | | | | | \$ 120,000.00 | |
| Vituooso | | | | | | | | | | |
| Vituooso | 1/3 - page 3xs | | \$ 21,375.00 | | | | | | \$ 21,375.00 | 180,000 |
| The Wall Street Journal | | | | | | | | | | |
| The Wall Street Journal - Eastern | Quarter Page | \$ 9,860.00 | \$ 9,860.00 | \$ 9,860.00 | \$ 19,720.00 | \$ 9,860.00 | Bonus | Bonus | \$ 59,160.00 | 1,332,000 |
| 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 | \$ 3,180.00 | \$ 22,260.00 | 4,510,968 |
| The Wall Street Journal | | | | | | | | | | |
| Mansion Global Experience Luxury | Weekend Property insert | \$1,985.00 | | \$ 3,970.00 | | | \$ 1,985.00 | | \$ 7,940.00 | 300,000 |
| TOTAL | | | | | | | | | \$ 1,321,763.50 | 52,462,806 |

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

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 2

| Media | Ad Description | October | November | December | January | February | March | April | May | 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 Bespoke Emails | | | \$ 2,500.00 | | | | | | | \$ 2,500.00 | 550,000 |
| Sotheby's Selects E-Newsletter | Sotheby's Selects E-Newsletter | | | \$ 2,585.00 | \$ 2,585.00 | \$ 2,585.00 | | | | \$ 7,755.00 | 2,310,000 |
| Digital | | | | | | | | | | | |
| Million Impressions* | | | | | | | | | | | |
| Million Impressions | Digital Banner Program | | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 14,700.00 | 6,000,000 |
| Million Impressions | Targeting - Canada, US, Europe, Puerto Rico, | | | | | | | | | | |
| Geofencing - Event and Location | | | | | | | | | | | |
| Geofencing - Event and Location | Target specific events and locations - Airports select locations | | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | | \$ 18,000.00 | 360,000 |
| Conde Nast | | | | | | | | | | | |
| Email Campaign | Email to Conde Nast Brand - 5 emails | | | | \$53,500 | | | | | \$ 53,500.00 | 233,645 |
| Conde Nast UK | | | | | | | | | | | |
| Conde Nast UK | Instagram Post - Conde Nast Property | | \$ 2,750.00 | | \$ 2,750.00 | | | | | \$ 5,500.00 | 400,000 |
| Conde Nast UK | Digital Native Content - Conde Nast Traveller | | | | | \$ 41,850.00 | | | | \$ 41,850.00 | |
| Cottages & Garden | | | | | | | | | | | |
| Instapartnership | Post and Stories takeover | | | \$ 1,950.00 | | | | | | \$ 1,950.00 | 64,300 |
| Spotlight + Property of Note | Rotatine Gallery | | \$ 2,950.00 | | \$ 2,950.00 | | | | | \$ 5,900.00 | |
| Daily Deeds | E-Newsletter sent 4X per week | | | \$ 5,000.00 | | \$ 5,000.00 | | | | \$ 10,000.00 | 120,000 |
| C&G Stories | Content development | | \$ 5,795.00 | | | | | | | \$ 5,795.00 | 11,510,000 |
| Country Life | | | | | | | | | | | |
| Country Life | E-Newsletter Dedicated Send | | \$ 2,250.00 | | \$ 2,250.00 | | | | | \$ 4,500.00 | 50,000 |
| Country Life | International Property Listing | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 3,200.00 | |
| Dezeen | | | | | | | | | | | |
| Instaaram Targeted Post | | | \$ 3,125.00 | | | | | | | \$ 3,125.00 | |
| Agenda Enewsletter - Weekly | Hero 1st Position | | | \$ 5,250.00 | | | | | | \$ 5,250.00 | |
| Dwell.com | | | | | | | | | | | |
| Real Estate Package | Custom Article with promo on Homepage, in E-Newsletter & 1X on FB | | \$ 6,000.00 | | | | | | | \$ 6,000.00 | 1,750,000 |
| Elite Traveler | | | | | | | | | | | |
| Elite Online Real Estate Showcase | Online Real Estate Showcase | | | | | \$4,000 | | | | \$ 4,000.00 | 100,000 |
| Elite Dedicated E-blast | Dedicated E-blast | | | Bonus | | | | | | \$ - | 12,000 |
| Financial Times | | | | | | | | | | | |
| FTSI Enewsletter | How To Spend It enews Friday | | | | | \$ 11,245.00 | | | | \$ 11,245.00 | 11,073 |
| House and Home enews | House and Home Unlocked Friday | | | \$ 8,040.00 | | | | | | \$ 8,040.00 | 13,776 |
| FT.com | Impressions | | | | | \$18,750 | | | | \$ 18,750.00 | 208,333 |
| JamesEdition | | | | | | | | | | | |
| Main Home Page Rotating Gallery | Featured Banner | | \$ 2,000.00 | | \$ 2,000.00 | | | | | \$ 4,000.00 | 1,500,000 |
| Real Estate Rotating Gallery | Featured Banner | | | \$ 1,600.00 | | | | | | \$ 1,600.00 | 750,000 |
| Featured Article and E-Newsletter promotion | Newsletter Top & Journal Article | | | | | \$ 5,500.00 | | | | \$ 5,500.00 | 292,000 |
| E-Newsletter Featured Listing | E-Newsletter | | | \$ 1,500.00 | | | \$ 1,500.00 | | | \$ 3,000.00 | 384,000 |
| Social Media | Listing Feature | | \$ 1,000.00 | | | \$ 1,000.00 | | | | \$ 2,000.00 | 296,000 |

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 2

| | | | | | | | | | | | | |
|---|---|--|-------------|--------------|-------------|-------------|-------------|-------------|-------------|----|-----------|---------|
| Le Figaro | | | | | | | | | | | | |
| Headline Search | Featured City | | \$ 795.00 | | \$ 795.00 | | \$ 795.00 | | \$ 795.00 | \$ | 2,385.00 | |
| Native Ad | Native placement by City | | \$ 500.00 | | \$ 500.00 | | \$ 500.00 | | \$ 500.00 | \$ | 1,500.00 | |
| Web Advertorial + Ad Campaign | Article, Sponsored Social Posts, email, native campaign | | \$ 4,850.00 | | | | | | | \$ | 4,850.00 | |
| Luxe Interiors + Design | | | | | | | | | | | | |
| Sponsored Enewsletter | Enewsletter | | | \$ 2,375.00 | | | | | | \$ | 2,375.00 | |
| IG + Facebook Sponsored Ad | IG + Facebook Sponsored Ad | | | | | | \$ 3,125.00 | | | \$ | 3,125.00 | 166,000 |
| Native Content + Social Marketing | Regional Native Content + Social Marketing | | \$ 4,690.00 | | \$ 4,687.00 | | | | | \$ | 9,377.00 | 588,000 |
| Editorial E-Newsletter Regional Banners | | | | | | \$ 1,025.00 | | | | \$ | 1,025.00 | |
| Luxury Estate | | | | | | | | | | | | |
| Luxury Estate | Showcase Listing + Elite Listing Packages - 6 months | | | | \$ 5,100.00 | | | | | \$ | 5,100.00 | |
| Luxury Magazine - Mastercard | | | | | | | | | | | | |
| Enewsletter | Sponsorship | | | | | | | | | \$ | - | |
| Social Media | Instagram and Facebook Post | | | | | | | | | \$ | - | |
| Modern Luxury - Ocean Drive | | | | | | | | | | | | |
| Dedicated Eblast | Eblast | | | \$ 2,175.00 | | \$ 2,175.00 | | | | \$ | 4,350.00 | 10,000 |
| Soonosored Content | Content | | \$ 3,750.00 | | \$ 3,750.00 | | | | | \$ | 7,500.00 | 10,000 |
| Modern Luxury - Miami Magazine | | | | | | | | | | | | |
| Dedicated Eblast | Eblast | | \$ 2,175.00 | | \$ 2,175.00 | | | | | \$ | 4,350.00 | 10,000 |
| Soonosored Content | Content | | \$ 3,750.00 | | \$ 3,750.00 | | | | | \$ | 7,500.00 | 10,000 |
| Ocean Home | | | | | | | | | | | | |
| Banners | ROS Banners | | | | | | | | | \$ | - | 132,000 |
| Custom E-Mail | Custom E-Mail | | \$ 2,750.00 | | \$ 2,750.00 | | \$ 2,750.00 | | \$ 2,750.00 | \$ | 11,000.00 | 88,000 |
| Facebook/Instagram Ad | Facebook/Instagram Ad | | \$ 1,775.00 | | \$ 1,775.00 | | | \$ 1,775.00 | | \$ | 5,325.00 | 130,200 |
| Real Deal | | | | | | | | | | | | |
| Real Deal | Custom Content Package | | | \$ 28,125.00 | | | | | | \$ | 28,125.00 | 730,000 |
| Robbreport.com | | | | | | | | | | | | |
| Robbreport.com | Featured Listine Carousel - 1 Prooerty | | \$ 1,350.00 | \$ 1,350.00 | \$ 1,350.00 | \$ 1,350.00 | \$ 1,350.00 | \$ 1,350.00 | \$ 1,350.00 | \$ | 6,750.00 | 30,000 |
| Robbreport.com | Travel Enewsletter | | \$ 5,625.00 | | \$ 5,625.00 | | \$ 5,625.00 | | \$ 5,625.00 | \$ | 16,875.00 | 180,000 |
| Robbreport.com | Real Estate Newsletter - 3 Sends | | \$ 3,875.00 | \$ 3,875.00 | \$ 3,875.00 | \$ 3,875.00 | \$ 3,875.00 | \$ 3,875.00 | \$ 3,875.00 | \$ | 19,375.00 | 300,000 |
| Robbreport.com | Luxury Prooerty Listine - Manual 1 Listine | | \$ 450.00 | \$ 450.00 | \$ 450.00 | \$ 450.00 | \$ 450.00 | \$ 450.00 | \$ 450.00 | \$ | 3,600.00 | |
| WSJ.com | | | | | | | | | | | | |
| Mansion Global Homepage Hero | Mansion Global Homepage Hero | | \$ 2,150.00 | | \$ 2,150.00 | | \$ 2,150.00 | | \$ 2,150.00 | \$ | 6,450.00 | 492,000 |
| Mansion Global Homepage Hero | Shared Banner | | \$ 650.00 | \$ 650.00 | \$ 650.00 | \$ 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 | | \$1,000 | \$ | 2,000.00 | |
| WSJ.com E-Newsletter | Weekly E-Newsletter (Wed/Fri) | | | \$ 3,500.00 | | \$ 3,500.00 | | \$ 3,500.00 | | \$ | 3,500.00 | 34,000 |
| Mansion Global e-Newsletter | Daily Monday-Friday | | | \$ 3,680.00 | | \$ 3,680.00 | | \$ 3,680.00 | | \$ | 7,360.00 | 34,000 |
| Mansion Global Custom E-mail | | | \$ 6,000.00 | | | | | | | \$ | 6,000.00 | 1,700 |
| Property Upgrades | 10 Featured Property Upgrades | | | | | | | | | \$ | - | |
| Yachting E-Newsletter | | | | | | | | | | | | |
| Boat International | Boat International | | \$ 750.00 | | \$ 750.00 | | \$ 750.00 | | \$ 750.00 | \$ | 3,000.00 | 102,400 |

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 2

Print

| | | | | | | | | | |
|--|---|--------------|--------------|--------------|-------------|-------------|-------------|--------------|-----------|
| Boat International | | | | | | | | | |
| US National issue | Full Page + E-Newsletter | \$ 5,100.00 | | \$ 5,100.00 | | | | \$ 10,200.00 | 51,200 |
| International issue | Full Page + E-Newsletter | | \$ 5,100.00 | | | | | \$ 5,100.00 | 12,925 |
| Conde Nast Magazines Regional Pages | | | | | | | | | |
| Architectural Digest - Canada East | Full Page | | \$ 1,990.00 | \$ 3,420.00 | | | | \$ 5,410.00 | 22,000 |
| Architectural Digest - South Florida | Full Page | | \$ 2,450.00 | \$ 4,410.00 | | | | \$ 6,860.00 | 32,000 |
| Architectural Digest - New York Metro | Full Page | | \$ 7,950.00 | \$ 7,950.00 | | | | \$ 15,900.00 | 98,000 |
| Architectural Digest - Dallas / Ft. Worth | Full Page | | \$ 2,450.00 | \$ 3,940.00 | | | | \$ 6,390.00 | 32,000 |
| Conde Nast Traveler - Canada East | Full Page | | \$ 2,190.00 | \$ 3,640.00 | | | | \$ 5,830.00 | 10,000 |
| Conde Nast Traveler - South Florida | Full Page | | \$ 3,200.00 | \$ 5,890.00 | | | | \$ 9,090.00 | 36,000 |
| Conde Nast Traveler - New York Metro | Full Page | | \$ 8,880.00 | \$ 16,350.00 | | | | \$ 25,230.00 | 76,000 |
| Conde Nast Traveler - Dallas Ft. Worth | Full Page | | \$ 2,300.00 | \$ 4,250.00 | | | | \$ 6,550.00 | 22,000 |
| Vanity Fair- Canada East | Full Page | | \$ 8,660.00 | | | | | \$ 8,660.00 | 32,000 |
| Vanity Fair- South Florida | Full Page | | \$ 5,930.00 | | | | | \$ 5,930.00 | 20,000 |
| Vanity Fair- New York Metro | Full Page | | \$ 18,890.00 | | | | | \$ 18,890.00 | 71,000 |
| Vanity Fair- Dallas Ft Worth | Full Page | | \$ 5,200.00 | | | | | \$ 5,200.00 | 19,000 |
| Conde Nast UK | | | | | | | | | |
| Conde Nast UK | 4 Full pages in 4 Magazines + Instagram | | \$ 9,625.00 | | \$ 9,625.00 | | | \$ 19,250.00 | 410,160 |
| Dwell | | | | | | | | | |
| Dwell | Modern Market | \$ 5,200.00 | | \$ 5,200.00 | | | | \$ 10,400.00 | 412,000 |
| Elle Décor | | | | | | | | | |
| Elle Décor | Full Page | | | \$ 22,200.00 | | | | \$ 22,200.00 | 186,654 |
| Elite Traveler | | | | | | | | | |
| Elite Traveler | Full Page; half or quarter | | \$ 18,250.00 | | | | | \$ 18,250.00 | 557,000 |
| Elite Traveler | Luxury Homes Feature | | \$ 4,500.00 | | | | | \$ 4,500.00 | 557,000 |
| Financial Times | | | | | | | | | |
| How To Spend It | HTSI Global Property Special | \$ 30,000.00 | | | | | | \$ 30,000.00 | 210,457 |
| Financial Times | Quadruple Property Spot | \$ 3,000.00 | \$ 3,000.00 | | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 15,000.00 | 1,052,285 |
| Financial Times | Quarter Page | | | Bonus | | | | \$ - | 210,457 |
| 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 |
| Luxe Interiors + Design | | | | | | | | | |
| Luxe Interiors + Design - New York | Full Page | \$ 5,313.00 | | \$ 5,313.00 | | \$ 5,313.00 | | \$ 15,939.00 | 150,000 |
| Luxe Interiors + Design - Miami | Full Page | \$ 2,825.00 | | \$ 3,825.00 | | \$ 3,825.00 | | \$ 10,475.00 | 150,000 |
| Luxury Magazine - Mastercard | | | | | | | | | |
| Luxury Magazine - Mastercard | Full page / Spread | \$ 20,000.00 | | | | | | \$ 20,000.00 | 35,000 |
| Luxury Magazine - Japanese Edition | Bonus Full page | | Bonus | | | | | \$ - | |
| Modern Luxury | | | | | | | | | |
| Ocean Drive | Full Page | \$ 4,900.00 | | \$ 4,900.00 | | | | \$ 9,800.00 | 70,000 |
| Miami Magazine | Full Page | | \$ 4,900.00 | | \$ 4,900.00 | | \$ 4,900.00 | \$ 9,800.00 | 100,000 |

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 2

| | | | | | | | | | | |
|---|--|--------------|--------------|--------------|--------------|-------------|-------------|-------------|--------------|-----------|
| 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 | Eight Property Spot - Weekday/Saturday | | \$ 6,080.00 | | | | | | \$ 6,080.00 | 423,111 |
| The New York Times Takeover | Full Page w/ Digital promotion | \$ 750.00 | | | \$ 750.00 | | | | \$ 1,500.00 | 330,000 |
| The New York Times Takeover | Inside Back Cover | \$ 1,150.00 | | | \$ 1,150.00 | | | | \$ 2,300.00 | 330,000 |
| The New York Times Takeover | Back Cover | \$ 1,500.00 | | | \$ 1,500.00 | | | | \$ 3,000.00 | 336,000 |
| 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 |
| Ocean Home | | | | | | | | | | |
| Ocean Home | 2 Page Spread - Front of Magazine + Bonus Banners | | \$ 4,950.00 | | \$ 4,950.00 | | | | \$ 9,900.00 | 140,000 |
| 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 |
| The Real Deal | 2 Page Spread | | | \$ 9,500.00 | | | | | \$ 9,500.00 | 324,000 |
| Robb Report | | | | | | | | | | |
| Robb Report | Full Page | | | \$ 12,000.00 | | | | | \$ 12,000.00 | 107,000 |
| Robb Report | Robb Report Luxury Property Guide | | \$ 12,500.00 | | | | | | \$ 12,500.00 | 107,000 |
| Vituooso | | | | | | | | | | |
| Vituooso | 1/3 - page 3xs | \$ 21,375.00 | | | | | | | \$ 21,375.00 | 180,000 |
| The Wall Street Journal | | | | | | | | | | |
| The Wall Street Journal - Eastern | Quarter Page | \$ 9,860.00 | \$ 9,860.00 | \$ 9,860.00 | \$ 19,720.00 | \$ 9,860.00 | Bonus | Bonus | \$ 59,160.00 | 1,332,000 |
| 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 | \$ 3,180.00 | \$ 22,260.00 | 4,510,968 |
| The Wall Street Journal | | | | | | | | | | |
| Mansion Global Experience Luxury | Weekend Property insert | \$1,985.00 | \$ 3,970.00 | | | \$ 1,985.00 | | | \$ 7,940.00 | 300,000 |

TOTAL \$ 950,176.00 45,861,579
 *After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
 Pricing Subject to Change

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 3

| Media | Ad Description | October | November | December | January | February | March | April | May | 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 Bespoke Emails | | | \$ 2,500.00 | | | | | | | \$ 2,500.00 | 550,000 |
| Sotheby's Selects E-Newsletter | Sotheby's Selects E-Newsletter | | | \$ 2,585.00 | \$ 2,585.00 | \$ 2,585.00 | | | | \$ 7,755.00 | 2,310,000 |
| Digital | | | | | | | | | | | |
| Million Impressions* | | | | | | | | | | | |
| Million Impressions | Digital Banner Program | | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 14,700.00 | 6,000,000 |
| Million Impressions | Targeting - Canada, US, Europe, Puerto Rico, | | | | | | | | | | |
| Geofencing - Event and Location | | | | | | | | | | | |
| Geofencing - Event and Location | Target specific events and locations - Airports select locations | | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | | \$ 18,000.00 | 360,000 |
| Conde Nast UK | | | | | | | | | | | |
| Conde Nast UK | Instagram Post - Conde Nast Property | | \$ 2,750.00 | | \$ 2,750.00 | | | | | \$ 5,500.00 | 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 | | | | | \$ 5,900.00 | |
| Daily Deeds | E-Newsletter sent 4X per week | | | \$ 5,000.00 | | | | | | \$ 5,000.00 | 60,000 |
| C&G Stories | Content development | | \$ 5,295.00 | | | | | | | \$ 5,295.00 | 11,510,000 |
| Country Life | | | | | | | | | | | |
| Country Life | E-Newsletter Dedicated Send | | \$ 2,250.00 | | \$ 2,250.00 | | | | | \$ 4,500.00 | 50,000 |
| Country Life | International Property Listing | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 3,200.00 | |
| Dezeen | | | | | | | | | | | |
| Instagram Targeted Post | | | \$ 3,125.00 | | | | | | | \$ 3,125.00 | |
| Dwell.com | | | | | | | | | | | |
| Real Estate Package | Custom Article with promo on Homepage, in E-Newsletter & 1X on FB | | \$ 6,000.00 | | | | | | | \$ 6,000.00 | 1,750,000 |
| Elite Traveler | | | | | | | | | | | |
| Elite Online Real Estate Showcase | Online Real Estate Showcase | | | | \$ 4,000 | | | | | \$ 4,000.00 | 100,000 |
| Financial Times | | | | | | | | | | | |
| FT.com | Impressions | | | | | \$ 18,750 | | | | \$ 18,750.00 | 208,333 |
| JamesEdition | | | | | | | | | | | |
| Main Home Page Rotating Gallery | Featured Banner | | \$ 2,000.00 | | \$ 2,000.00 | | | | | \$ 4,000.00 | 1,500,000 |
| Real Estate Rotating Gallery | Featured Banner | | | \$ 1,600.00 | | | | | | \$ 1,600.00 | 750,000 |
| Featured Article and E-Newsletter promotion | Newsletter Top & Journal Article | | | | | \$ 5,500.00 | | | | \$ 5,500.00 | 292,000 |
| E-Newsletter Featured Listing | E-Newsletter | | | \$ 1,500.00 | | | \$ 1,500.00 | | | \$ 3,000.00 | 384,000 |
| Social Media | Listing Feature | \$ 1,000.00 | | | | \$ 1,000.00 | | | | \$ 2,000.00 | 296,000 |
| Le Figaro | | | | | | | | | | | |
| Headline Search | Featured City | | \$ 795.00 | | \$ 795.00 | | \$ 795.00 | | | \$ 2,385.00 | |
| Native Ad | Native placement by City | | | \$ 500.00 | | \$ 500.00 | | \$ 500.00 | | \$ 1,500.00 | |
| Web Advertorial + Ad Campaign | Article, Sponsored Social Posts, email, native campaign | | \$ 4,850.00 | | | | | | | \$ 4,850.00 | |

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 3

| | | | | | | | | | | | | | | | | | | |
|---|--|-------|----------|----------|----------|-----------|----------|-------|----------|----------|-----------|-----------|---------|--------|--------|----------|----------|---------|
| Luxe Interiors + Design | | | | | | | | | | | | | | | | | | |
| Sponsored Enewsletter | Enewsletter | | | \$ | 2,375.00 | | | | \$ | 2,375.00 | | | | | | | | |
| IG + Facebook Sponsored Ad | IG + Facebook Sponsored Ad | | | | | | | \$ | 3,125.00 | | 166,000 | | | | | | | |
| Native Content + Social Marketing | Regional Native Content + Social Marketing | \$ | 4,690.00 | | | \$ | 4,687.00 | | | \$ | 9,377.00 | 588,000 | | | | | | |
| Editorial E-Newsletter Regional Banners | | | | | | | | \$ | 1,025.00 | | | | | | | | | |
| Luxury Estate | | | | | | | | | | | | | | | | | | |
| Luxury Estate | Showcase Listing + Elite Listing Packages - 3 months | | | | | | | | | \$ | - | | | | | | | |
| Luxury Estate | Showcase Listing + Elite Listing Packages - 6 months | | | | | | \$ | 5,100 | | \$ | 5,100.00 | | | | | | | |
| Luxury Magazine - Mastercard | | | | | | | | | | | | | | | | | | |
| Enewsletter | Sponsorship | | | | | | | | | \$ | - | | | | | | | |
| Social Media | Instagram and Facebook Post | | | | | | | | | \$ | - | | | | | | | |
| Modern Luxury - Ocean Drive | | | | | | | | | | | | | | | | | | |
| Dedicated Eblast | Eblast | \$ | 2,175.00 | | | \$ | 2,175.00 | | | \$ | 4,350.00 | 10,000 | | | | | | |
| Sponsored Content | Content | \$ | 3,750.00 | | | \$ | 3,750.00 | | | \$ | 7,500.00 | 10,000 | | | | | | |
| Modern Luxury - Miami Magazine | | | | | | | | | | | | | | | | | | |
| Dedicated Eblast | Eblast | \$ | 2,175.00 | | | \$ | 2,175.00 | | | \$ | 4,350.00 | 10,000 | | | | | | |
| Sponsored Content | Content | \$ | 3,750.00 | | | \$ | 3,750.00 | | | \$ | 7,500.00 | 10,000 | | | | | | |
| Ocean Home | | | | | | | | | | | | | | | | | | |
| Banners | ROS Banners | | | Bonus | | Bonus | | Bonus | | \$ | - | 132,000 | | | | | | |
| Custom E-Mail | Custom E-Mail | \$ | 2,750.00 | | | \$ | 2,750.00 | | \$ | 2,750.00 | \$ | 11,000.00 | 88,000 | | | | | |
| Facebook/Instagram Ad | Facebook/Instagram Ad | \$ | 1,775.00 | | | \$ | 1,775.00 | | \$ | 1,775.00 | \$ | 5,325.00 | 130,200 | | | | | |
| Real Deal | | | | | | | | | | | | | | | | | | |
| Real Deal | Custom Content Package | | | | \$ | 15,625.00 | | | | \$ | 15,625.00 | 730,000 | | | | | | |
| Robbreport.com | | | | | | | | | | | | | | | | | | |
| Robbreport.com | Featured Listing Carousel - 1 Property | \$ | 1,350.00 | | | \$ | 1,350.00 | | \$ | 1,350.00 | \$ | 6,750.00 | 30,000 | | | | | |
| Robbreport.com | Travel Enewsletter | \$ | 5,625.00 | | | \$ | 5,625.00 | | \$ | 5,625.00 | \$ | 16,875.00 | 180,000 | | | | | |
| Robbreport.com | Real Estate Newsletter - 3 Sends | \$ | 3,875.00 | | | \$ | 3,875.00 | | \$ | 3,875.00 | \$ | 11,625.00 | 180,000 | | | | | |
| Robbreport.com | Luxury Property Listings - Manual 1 Listing | \$ | 450.00 | | | \$ | 450.00 | | \$ | 450.00 | \$ | 450.00 | \$ | 450.00 | \$ | 3,600.00 | | |
| 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 | | \$ | 650.00 | \$ | 2,600.00 | 656,000 | | | | | |
| Mansion Global New Development Profile | Profile page - 3 months minimum | | | | \$ | 1,000 | | | \$ | 1,000 | \$ | 2,000.00 | | | | | | |
| WSJ.com E-Newsletter | Weekly E-Newsletter (Wed/Fri) | | | | | \$ | 3,500.00 | | | | \$ | 3,500.00 | 34,000 | | | | | |
| Mansion Global e-Newsletter | Daily Monday-Friday | | | | \$ | 3,680.00 | | | \$ | 3,680.00 | \$ | 7,360.00 | 34,000 | | | | | |
| Mansion Global Custom E-mail | | | \$ | 6,000.00 | | | | | | | \$ | 6,000.00 | 17,000 | | | | | |
| Property Upgrades | 10 Featured Property Upgrades | Bonus | Bonus | Bonus | | Bonus | Bonus | Bonus | Bonus | Bonus | \$ | - | | | | | | |
| Yachting E-Newsletter | | | | | | | | | | | | | | | | | | |
| Boat International | Boat International | \$ | 750.00 | \$ | 750.00 | Bonus | | Bonus | | \$ | 750.00 | \$ | 750.00 | \$ | 750.00 | \$ | 3,750.00 | 128,000 |

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 3

Print

| | | | | | | | | | | |
|--|---|--|--|----|-----------|----|----------|----|-----------|-----------|
| Boat International | | | | | | | | | | |
| US National issue | Full Page + E-Newsletter | | | \$ | 5,100.00 | \$ | 5,100.00 | \$ | 5,100.00 | 25,600 |
| International issue | Full Page + E-Newsletter | | | \$ | | \$ | | \$ | 5,100.00 | 12,925 |
| Conde Nast Magazines Regional Pages | | | | | | | | | | |
| Architectural Digest - Canada East | Full Page | | | \$ | 1,990.00 | \$ | 1,990.00 | \$ | 3,980.00 | 22,000 |
| Architectural Digest - South Florida | Full Page | | | \$ | 2,450.00 | \$ | 2,450.00 | \$ | 4,900.00 | 32,000 |
| Architectural Digest - New York Metro | Full Page | | | \$ | 7,950.00 | \$ | 7,950.00 | \$ | 15,900.00 | 98,000 |
| Architectural Digest - Dallas / Ft. Worth | Full Page | | | \$ | 2,450.00 | \$ | 2,450.00 | \$ | 4,900.00 | 32,000 |
| Conde Nast Traveler - Canada East | Full Page | | | \$ | 2,190.00 | \$ | 2,190.00 | \$ | 4,380.00 | 10,000 |
| Conde Nast Traveler - South Florida | Full Page | | | \$ | 3,200.00 | \$ | 3,200.00 | \$ | 6,400.00 | 36,000 |
| Conde Nast Traveler - New York Metro | Full Page | | | \$ | 8,880.00 | \$ | 8,880.00 | \$ | 17,760.00 | 76,000 |
| Conde Nast Traveler - Dallas Ft. Worth | Full Page | | | \$ | 2,300.00 | \$ | 2,300.00 | \$ | 4,600.00 | 22,000 |
| Vanity Fair- Canada East | Full Page | | | \$ | 4,700.00 | | | \$ | 4,700.00 | 32,000 |
| Vanity Fair- South Florida | Full Page | | | \$ | 3,220.00 | | | \$ | 3,220.00 | 20,000 |
| Vanity Fair- New York Metro | Full Page | | | \$ | 10,620.00 | | | \$ | 10,620.00 | 71,000 |
| Vanity Fair- Dallas Ft Worth | Full Page | | | \$ | 2,830.00 | | | \$ | 2,830.00 | 19,000 |
| Conde Nast UK | | | | | | | | | | |
| Conde Nast UK | 4 Full pages in 4 Magazines + Instagram | | | \$ | 9,625.00 | | | \$ | 9,625.00 | 205,080 |
| Dwell | | | | | | | | | | |
| Dwell | Modern Market | | | \$ | 5,200.00 | | | \$ | 10,400.00 | 412,000 |
| Elle Décor | | | | | | | | | | |
| Elle Décor | Full Page | | | | | | | \$ | 22,200.00 | 186,654 |
| 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 | 1,052,285 |
| Financial Times | Quarter Page | | | | | \$ | 5,000.00 | \$ | 5,000.00 | 210,457 |
| Le Figaro | | | | | | | | | | |
| Full Page | Full Page | | | \$ | 2,500.00 | | | \$ | 2,500.00 | 100,000 |
| Full Page Advertorial | Full Page Advertorial | | | | | \$ | 3,000.00 | \$ | 3,000.00 | 50,000 |
| Luxe Interiors + Design | | | | | | | | | | |
| Luxe Interiors + Design - New York | Full Page | | | \$ | 5,313.00 | | | \$ | 5,313.00 | 150,000 |
| Luxe Interiors + Design - Miami | Full Page | | | \$ | 2,825.00 | | | \$ | 3,825.00 | 150,000 |
| Luxury Magazine - Mastercard | | | | | | | | | | |
| Luxury Magazine - Mastercard | Full page / Spread | | | \$ | 20,000.00 | | | \$ | 20,000.00 | 35,000 |
| Luxury Magazine - Japanese Edition | Bonus Full page | | | | | | | \$ | - | |
| Modern Luxury | | | | | | | | | | |
| Ocean Drive | Full Page | | | \$ | 4,900.00 | | | \$ | 4,900.00 | 70,000 |
| Miami Magazine | Full Page | | | \$ | 4,900.00 | \$ | 4,900.00 | \$ | 4,900.00 | 100,000 |

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 3

| | | | | | | | | | | |
|---|--|--------------|--------------|--------------|--------------|-------------|-------------|-------------|---------------|------------|
| 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 | Eight Property Spot - Weekday/Saturday | | \$ 6,080.00 | | | | | \$ | 6,080.00 | 423,111 |
| The New York Times Takeover | Full Page w/ Digital promotion | \$ 750.00 | | | \$ 750.00 | | | \$ | 1,500.00 | 330,000 |
| The New York Times Takeover | Inside Back Cover | \$ 1,150.00 | | | \$ 1,150.00 | | | \$ | 2,300.00 | 330,000 |
| The New York Times Takeover | Back Cover | \$ 1,500.00 | | | \$ 1,500.00 | | | \$ | 3,000.00 | 336,000 |
| 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 |
| Ocean Home | | | | | | | | | | |
| Ocean Home | 2 Page Spread - Front of Magazine + Bonus Banners | | \$ 4,950.00 | | \$ 4,950.00 | | | \$ | 9,900.00 | 140,000 |
| 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 | | | | \$ | 10,000.00 | 648,000 |
| Robb Report | | | | | | | | | | |
| Robb Report | Full Page | | | \$ 12,000.00 | | | | \$ | 12,000.00 | 107,000 |
| Robb Report | Robb Report Luxury Property Guide | | \$ 12,500.00 | | | | | \$ | 12,500.00 | 107,000 |
| Vituso | | | | | | | | | | |
| Vituso | 1/3 - page 3xs | \$ 21,375.00 | | | | | | \$ | 21,375.00 | 180,000 |
| The Wall Street Journal | | | | | | | | | | |
| The Wall Street Journal - Eastern | Quarter Page | \$ 9,860.00 | \$ 9,860.00 | \$ 9,860.00 | \$ 19,720.00 | \$ 9,860.00 | Bonus | Bonus | \$ 59,160.00 | 1,332,000 |
| 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 | \$ 3,180.00 | \$ 22,260.00 | 4,510,968 |
| The Wall Street Journal | | | | | | | | | | |
| Mansion Global Experience Luxury | Weekend Property insert | \$1,985.00 | \$ 3,970.00 | | | \$ 1,985.00 | | \$ | 7,940.00 | 300,000 |
| TOTAL | | | | | | | | | \$ 716,816.00 | 45,010,848 |

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

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 4

| Media | Ad Description | October | November | December | January | February | March | April | May | 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 Bespoke Emails | | | \$ 2,500.00 | | | | | | | \$ 2,500.00 | 550,000 |
| Sotheby's Selects E-Newsletter | Sotheby's Selects E-Newsletter | | | \$ 2,585.00 | \$ 2,585.00 | \$ 2,585.00 | | | | \$ 7,755.00 | 2,310,000 |
| Digital | | | | | | | | | | | |
| Million Impressions* | | | | | | | | | | | |
| Million Impressions | Digital Banner Program | | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | | \$ 14,700.00 | 6,000,000 |
| Million Impressions | Targeting - Canada, US, Europe, Puerto Rico, | | | | | | | | | | |
| Geofencing - Event and Location | | | | | | | | | | | |
| Geofencing - Event and Location | Target specific events and locations - Airports select locations | | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | | \$ 18,000.00 | 360,000 |
| Conde Nast UK | | | | | | | | | | | |
| Conde Nast UK | Instagram Post - Conde Nast Property | | \$ 2,750.00 | | \$ 2,750.00 | | | | | \$ 5,500.00 | 400,000 |
| Cottages & Garden | | | | | | | | | | | |
| Spotlight + Property of Note | Rotating Gallery | | \$ 2,950.00 | | | | | | | \$ 2,950.00 | |
| Daily Deeds | E-Newsletter sent 4X per week | | | \$ 5,000.00 | | | | | | \$ 5,000.00 | 60,000 |
| Country Life | | | | | | | | | | | |
| Country Life | E-Newsletter Dedicated Send | | \$ 2,250.00 | | \$ 2,250.00 | | | | | \$ 4,500.00 | 50,000 |
| Country Life | International Property Listing | \$ 400.00 | | \$ 400.00 | | \$ 400.00 | | | | \$ 1,200.00 | |
| Dwell.com | | | | | | | | | | | |
| Real Estate Package | Custom Article with promo on Homepage, in E-Newsletter & 1X on FB | | \$ 6,000.00 | | | | | | | \$ 6,000.00 | 1,750,000 |
| Elite Traveler | | | | | | | | | | | |
| Elite Online Real Estate Showcase | Online Real Estate Showcase | | | | \$ 4,000 | | | | | \$ 4,000.00 | 100,000 |
| JamesEdition | | | | | | | | | | | |
| Main Home Page Rotating Gallery | Featured Banner | | \$ 2,000.00 | | \$ 2,000.00 | | | | | \$ 4,000.00 | 1,500,000 |
| Real Estate Rotating Gallery | Featured Banner | | | \$ 1,600.00 | | | | | | \$ 1,600.00 | 750,000 |
| Featured Article and E-Newsletter promotion | Newsletter Top & Journal Article | | | | | \$ 5,500.00 | | | | \$ 5,500.00 | 292,000 |
| E-Newsletter Featured Listing | E-Newsletter | | | \$ 1,500.00 | | | \$ 1,500.00 | | | \$ 3,000.00 | 384,000 |
| Social Media | Listing Feature | \$ 1,000.00 | | | | | | | | \$ 1,000.00 | 148,000 |
| Le Figaro | | | | | | | | | | | |
| Headline Search | Featured City | \$ 795.00 | | | \$ 795.00 | | \$ 795.00 | | | \$ 2,385.00 | |
| Native Ad | Native placement by City | | \$ 500.00 | | \$ 500.00 | | \$ 500.00 | \$ 500.00 | | \$ 1,500.00 | |
| Luxe Interiors + Design | | | | | | | | | | | |
| Sponsored Enewsletter | Enewsletter | | | \$ 2,375.00 | | | | | | \$ 2,375.00 | |
| IG + Facebook Sponsored Ad | IG + Facebook Sponsored Ad | | | | | | \$ 3,125.00 | | | \$ 3,125.00 | 166,000 |
| Native Content + Social Marketing | Regional Native Content + Social Marketing | \$ 4,690.00 | | | | | | | | \$ 4,690.00 | 294,000 |
| Editorial E-Newsletter Regional Banners | | | | | | \$ 1,025.00 | | | | \$ 1,025.00 | |
| Luxury Estate | | | | | | | | | | | |
| Luxury Estate | Showcase Listing + Elite Listing Packages - 3 months | | | \$ 3,250 | | | | | | \$ 3,250.00 | |
| Modern Luxury - Ocean Drive | | | | | | | | | | | |
| Dedicated Eblast | Eblast | | \$ 3,750.00 | \$ 2,175.00 | | \$ 2,175.00 | | | | \$ 4,350.00 | 10,000 |
| Sponsored Content | Content | | | | | | | | | \$ 3,750.00 | 5,000 |

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 4

| | | | | | | | | | |
|--|---|-------------|--------------|-------------|-------------|-------------|-----------|--------------|---------|
| Modern Luxury - Miami Magazine | | | | | | | | | |
| Dedicated Eblast | Eblast | | \$ 2,175.00 | | \$ 2,175.00 | | | \$ 4,350.00 | 10,000 |
| Sponsored Content | Content | | | \$ 3,750.00 | | | | \$ 3,750.00 | 5,000 |
| Ocean Home | | | | | | | | | |
| Banners | ROS Banners | | | Bonus | | Bonus | | \$ - | 44,000 |
| Custom E-Mail | Custom E-Mail | \$ 2,750.00 | | | \$ 2,750.00 | \$ 2,750.00 | | \$ 8,250.00 | 66,000 |
| Facebook/Instagram Ad | Facebook/Instagram Ad | \$ 1,775.00 | | \$ 1,775.00 | | \$ 1,775.00 | | \$ 5,325.00 | 130,200 |
| Real Deal | | | | | | | | | |
| Real Deal | Custom Content Package | | \$ 15,625.00 | | | | | \$ 15,625.00 | 730,000 |
| Robbreport.com | | | | | | | | | |
| Robbreport.com | Featured Listing Carousel - 1 Property | | \$ 1,350.00 | | \$ 1,350.00 | \$ 1,350.00 | | \$ 4,050.00 | 18,000 |
| Robbreport.com | Travel Newsletter | \$ 5,625.00 | | \$ 5,625.00 | | \$ 5,625.00 | | \$ 16,875.00 | 180,000 |
| Robbreport.com | Real Estate Newsletter - 3 Sends | \$ 3,875.00 | | \$ 3,875.00 | | \$ 3,875.00 | | \$ 11,625.00 | 180,000 |
| Robbreport.com | Luxury Property Listings - Manual 1 Listing | \$ 450.00 | | \$ 450.00 | | \$ 450.00 | \$ 450.00 | \$ 1,800.00 | |
| 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 | | \$ 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 | \$ - | |
| Yachting E-Newsletter | | | | | | | | | |
| Boat International | Boat International | | \$ 750.00 | | Bonus | \$ 750.00 | \$ 750.00 | \$ 2,250.00 | 76,800 |

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 4

Print

| | | | | | | | | | | | | |
|---|--|------------|----------|----|----------|----|----------|----------|----------|------------|------------|-----------|
| Boat International | | | | | | | | | | | | |
| US National issue | Full Page + E-Newsletter | | | \$ | 5,100.00 | | | \$ | 5,100.00 | 25,600 | | |
| Conde Nast Magazines Regional Pages | | | | | | | | | | | | |
| Architectural Digest - Canada East | Full Page | | | \$ | 1,990.00 | | | \$ | 1,990.00 | 11,000 | | |
| Architectural Digest - South Florida | Full Page | | | \$ | 2,450.00 | | | \$ | 2,450.00 | 16,000 | | |
| Architectural Digest - New York Metro | Full Page | | | \$ | 7,950.00 | | | \$ | 7,950.00 | 49,000 | | |
| Architectural Digest - Dallas / Ft. Worth | Full Page | | | \$ | 2,450.00 | | | \$ | 2,450.00 | 16,000 | | |
| 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 | \$ | 3,000.00 | \$ | 15,000.00 | 1,052,285 |
| Le Figaro | | | | | | | | | | | | |
| Full Page | Full Page | \$ | 2,500.00 | \$ | 2,500.00 | | | \$ | 5,000.00 | 100,000 | | |
| Luxe Interiors + Design | | | | | | | | | | | | |
| Luxe Interiors + Design - New York | Full Page | | | \$ | 5,313.00 | | | \$ | 5,313.00 | | | |
| Luxe Interiors + Design - Miami | Full Page | \$ | 2,825.00 | | | | | \$ | 2,825.00 | | | |
| Modern Luxury | | | | | | | | | | | | |
| Ocean Drive | Full Page | \$ | 4,900.00 | \$ | 4,900.00 | | | \$ | 9,800.00 | 70,000 | | |
| Miami Magazine | Full Page | | | \$ | 4,900.00 | \$ | 4,900.00 | \$ | 9,800.00 | 100,000 | | |
| The New York Times | | | | | | | | | | | | |
| The New York Times | Quadruple Property Spot - Weekday/Saturday | \$ | 3,040.00 | \$ | 3,040.00 | \$ | 3,040.00 | \$ | 3,040.00 | \$ | 12,160.00 | 1,692,444 |
| The New York Times Takeover | Back Cover | \$ | 1,500.00 | | | | | \$ | 1,500.00 | \$ | 3,000.00 | 336,000 |
| The New York Times International Edition | | | | | | | | | | | | |
| The New York Times International Edition | Quadruple Property Spot | | | \$ | 2,600.00 | | | \$ | 2,600.00 | 104,301 | | |
| The New York Times International Edition | Double Property Spot | | | | | | \$ | 1,300.00 | \$ | 1,300.00 | 104,301 | |
| Ocean Home | | | | | | | | | | | | |
| Ocean Home | Full Page + Bonus banners | \$ | 2,850.00 | \$ | 2,850.00 | | | \$ | 5,700.00 | 140,000 | | |
| 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 | Robb Report Luxury Property Guide | | | \$ | 7,950.00 | | | \$ | 7,950.00 | 107,000 | | |
| The Wall Street Journal | | | | | | | | | | | | |
| The Wall Street Journal - Eastern | 2x7" | \$ | 3,290.00 | \$ | 3,290.00 | \$ | 3,290.00 | \$ | 3,290.00 | \$ | 16,450.00 | 1,036,000 |
| The Wall Street Journal - National | Double Property Spot w/ Digital Featured Property Upgrade | | | \$ | 4,770.00 | \$ | 1,590.00 | \$ | 1,590.00 | \$ | 1,590.00 | 1,933,272 |
| 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 | \$ | 1,985.00 | \$ | 5,955.00 | 300,000 | | |
| TOTAL | | | | | | | | | \$ | 364,038.00 | 28,637,899 | |

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

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 5

| Media | Ad Description | October | November | December | January | February | March | April | May | 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 | | | | \$ 5,170.00 | 1,540,000 |
| Digital | | | | | | | | | | | |
| Million Impressions* | | | | | | | | | | | |
| Million Impressions | Digital Banner Program | | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | \$ 2,450.00 | | \$ 14,700.00 | 6,000,000 |
| Million Impressions | Targeting - Canada, US, Europe, Puerto Rico, | | | | | | | | | | |
| Geofencing - Event and Location | | | | | | | | | | | |
| Geofencing - Event and Location | Target specific events and locations - Airports select locations | | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | | \$ 18,000.00 | 360,000 |
| Conde Nast UK | | | | | | | | | | | |
| Conde Nast UK | Instagram Post - Conde Nast Property | | \$ 2,750.00 | | \$ 2,750.00 | | | | | \$ 5,500.00 | 400,000 |
| Cottages & Garden | | | | | | | | | | | |
| Spotlight + Property of Note | Rotating Gallery | | \$ 2,950.00 | | | | | | | \$ 2,950.00 | |
| Daily Deeds | E-Newsletter sent 4X per week | | | \$ 5,000.00 | | | | | | \$ 5,000.00 | 60,000 |
| Country Life | | | | | | | | | | | |
| Country Life | E-Newsletter Dedicated Send | | \$ 2,250.00 | | \$ 2,250.00 | | | | | \$ 4,500.00 | 50,000 |
| Country Life | International Property Listing | \$ 400.00 | | \$ 400.00 | | \$ 400.00 | | | | \$ 1,200.00 | |
| Elite Traveler | | | | | | | | | | | |
| Elite Online Real Estate Showcase | Online Real Estate Showcase | | | | \$ 4,000 | | | | | \$ 4,000.00 | 100,000 |
| JamesEdition | | | | | | | | | | | |
| Main Home Page Rotating Gallery | Featured Banner | | \$ 2,000.00 | | \$ 2,000.00 | | | | | \$ 4,000.00 | 1,500,000 |
| Real Estate Rotating Gallery | Featured Banner | | | \$ 1,600.00 | | | | | | \$ 1,600.00 | 750,000 |
| Featured Article and E-Newsletter promotion | Newsletter Top & Journal Article | | | | | \$ 5,500.00 | | | | \$ 5,500.00 | 292,000 |
| E-Newsletter Featured Listing | E-Newsletter | | | \$ 1,500.00 | | | \$ 1,500.00 | | | \$ 3,000.00 | 384,000 |
| Social Media | Listing Feature | | \$ 1,000.00 | | | | | | | \$ 1,000.00 | 148,000 |
| Le Figaro | | | | | | | | | | | |
| Headline Search | Featured City | | \$ 795.00 | | \$ 795.00 | | \$ 795.00 | | | \$ 2,385.00 | |
| Native Ad | Native placement by City | | | \$ 500.00 | | \$ 500.00 | | \$ 500.00 | | \$ 1,500.00 | |
| Luxe Interiors + Design | | | | | | | | | | | |
| Sponsored Enewsletter | Enewsletter | | | \$ 2,375.00 | | | | | | \$ 2,375.00 | |
| IG + Facebook Sponsored Ad | IG + Facebook Sponsored Ad | | | | | | \$ 3,125.00 | | | \$ 3,125.00 | 166,000 |
| Native Content + Social Marketing | Regional Native Content + Social Marketing | | \$ 4,690.00 | | | | | | | \$ 4,690.00 | 294,000 |
| Luxury Estate | | | | | | | | | | | |
| Luxury Estate | Showcase Listing + Elite Listing Packages - 3 months | | | \$ 3,250 | | | | | | \$ 3,250.00 | |
| Modern Luxury - Ocean Drive | | | | | | | | | | | |
| Dedicated Eblast | Eblast | | | \$ 2,175.00 | | \$ 2,175.00 | | | | \$ 4,350.00 | 10,000 |
| Sponsored Content | Content | | \$ 3,750.00 | | | | | | | \$ 3,750.00 | 5,000 |
| Modern Luxury - Miami Magazine | | | | | | | | | | | |
| Dedicated Eblast | Eblast | | \$ 2,175.00 | | \$ 2,175.00 | | | | | \$ 4,350.00 | 10,000 |
| Sponsored Content | Content | | | \$ 3,750.00 | | | | | | \$ 3,750.00 | 5,000 |

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 5

| | | | | | | | | | | | | |
|--|---|--------------|--|-------------|-------------|-------------|-------|-------------|-------|-----------|--------------|---------|
| Ocean Home | | | | | | | | | | | | |
| Banners | ROS Banners | | | Bonus | | Bonus | | | | | \$ - | 44,000 |
| Custom E-Mail | Custom E-Mail | \$ 2,750.00 | | | \$ 2,750.00 | \$ 2,750.00 | | | | | \$ 8,250.00 | 66,000 |
| Facebook/Instagram Ad | Facebook/Instagram Ad | | | \$ 1,775.00 | | | | \$ 1,775.00 | | | \$ 3,550.00 | 86,800 |
| Real Deal | | | | | | | | | | | | |
| Real Deal | Custom Content Package | \$ 15,625.00 | | | | | | | | | \$ 15,625.00 | 730,000 |
| Robbreport.com | | | | | | | | | | | | |
| Robbreport.com | Featured Listing Carousel - 1 Property | | | \$ 1,350.00 | \$ 1,350.00 | \$ 1,350.00 | | \$ 1,350.00 | | | \$ 4,050.00 | 12,000 |
| Robbreport.com | Travel Enewsletter | \$ 5,625.00 | | | \$ 5,625.00 | \$ 5,625.00 | | \$ 5,625.00 | | | \$ 16,875.00 | 180,000 |
| Robbreport.com | Real Estate Newsletter - 3 Sends | | | \$ 3,875.00 | | \$ 3,875.00 | | \$ 3,875.00 | | | \$ 7,750.00 | 120,000 |
| Robbreport.com | Luxury Property Listings - Manual 1 Listing | \$ 450.00 | | \$ 450.00 | | \$ 450.00 | | \$ 450.00 | | | \$ 1,800.00 | |
| WSJ.com | | | | | | | | | | | | |
| Mansion Global Homepage Hero | Mansion Global Homepage Hero | \$ 2,150.00 | | \$ 2,150.00 | | \$ 2,150.00 | | \$ 2,150.00 | | | \$ 6,450.00 | 492,000 |
| Mansion Global Homepage Hero | Shared Banner | \$ 650.00 | | \$ 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 | | \$1,000 | | | \$ 2,000.00 | |
| Mansion Global e-Newsletter | Daily Monday-Friday | | | \$ 3,680.00 | | \$ 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 | | | Bonus | \$ 750.00 | | \$ 750.00 | | \$ 750.00 | \$ 2,250.00 | 76,800 |

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 5

| Print | | | | | | | | | | | |
|---|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|---------------|------------|
| Boat International | | | | | | | | | | | |
| US National issue | Full Page + E-Newsletter | | | | | | | | \$ 5,100.00 | \$ 5,100.00 | 25,600 |
| Conde Nast Magazines Regional Pages | | | | | | | | | | | |
| Architectural Digest - Canada East | Full Page | | | | | | | | \$ 1,990.00 | \$ 1,990.00 | 11,000 |
| Architectural Digest - South Florida | Full Page | | | | | | | | \$ 2,450.00 | \$ 2,450.00 | 16,000 |
| Architectural Digest - New York Metro | Full Page | | | | | | | | \$ 7,950.00 | \$ 7,950.00 | 49,000 |
| Architectural Digest - Dallas / Ft. Worth | Full Page | | | | | | | | \$ 2,450.00 | \$ 2,450.00 | 16,000 |
| Elite Traveler | | | | | | | | | | | |
| Elite Traveler | Luxury Homes Feature | | | | | | | | \$ 4,500.00 | \$ 4,500.00 | 557,000 |
| Financial Times | | | | | | | | | | | |
| Financial Times | Double Property Spot | \$ 1,500.00 | \$ 1,500.00 | | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | | \$ 7,500.00 | \$ 7,500.00 | 1,052,285 |
| Le Figaro | | | | | | | | | | | |
| Full Page | Full Page | \$ 2,500.00 | | | \$ 2,500.00 | | | | \$ 5,000.00 | \$ 5,000.00 | 100,000 |
| Luxe Interiors + Design | | | | | | | | | | | |
| Luxe Interiors + Design - New York | Full Page | | | | | | | | \$ 5,313.00 | \$ 5,313.00 | |
| Luxe Interiors + Design - Miami | Full Page | \$ 2,825.00 | | | | | | | \$ 2,825.00 | \$ 2,825.00 | |
| Modern Luxury | | | | | | | | | | | |
| Ocean Drive | Full Page | \$ 4,900.00 | | | | | | | \$ 4,900.00 | \$ 4,900.00 | 35,000 |
| Miami Magazine | Full Page | | | | \$ 4,900.00 | | | | \$ 4,900.00 | \$ 4,900.00 | 50,000 |
| The New York Times | | | | | | | | | | | |
| The New York Times | Double Property Spot - Weekday/Saturday | \$ 1,520.00 | \$ 1,520.00 | | \$ 1,520.00 | \$ 1,520.00 | \$ 1,520.00 | | \$ 6,080.00 | \$ 6,080.00 | 1,692,444 |
| The New York Times Takeover | Back Cover | \$ 1,500.00 | | | | | \$ 1,500.00 | | \$ 3,000.00 | \$ 3,000.00 | 336,000 |
| The New York Times International Edition | | | | | | | | | | | |
| The New York Times International Edition | Quadruple Property Spot | | | | \$ 2,600.00 | | | | \$ 2,600.00 | \$ 2,600.00 | 104,301 |
| The New York Times International Edition | Double Property Spot | | | | | | \$ 1,300.00 | | \$ 1,300.00 | \$ 1,300.00 | 104,301 |
| Ocean Home | | | | | | | | | | | |
| Ocean Home | Full Page + Bonus banners | | | | \$ 2,850.00 | \$ 2,850.00 | | | \$ 5,700.00 | \$ 5,700.00 | 140,000 |
| 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 | \$ 4,650.00 | 195,000 |
| The Real Deal | | | | | | | | | | | |
| The Real Deal | Full Page | \$ 5,000.00 | | | | | | | \$ 5,000.00 | \$ 5,000.00 | 324,000 |
| Robb Report | | | | | | | | | | | |
| Robb Report | Robb Report Luxury Property Guide | | | | \$ 7,950.00 | | | | \$ 7,950.00 | \$ 7,950.00 | 107,000 |
| The Wall Street Journal | | | | | | | | | | | |
| The Wall Street Journal - Eastern | 2x7" | \$ 3,290.00 | \$ 3,290.00 | \$ 3,290.00 | \$ 3,290.00 | \$ 3,290.00 | Bonus | Bonus | \$ 16,450.00 | \$ 16,450.00 | 1,036,000 |
| The Wall Street Journal - National | Double Property Spot w/ Digital Featured Property Upgrade | \$ 1,590.00 | \$ 1,590.00 | \$ 1,590.00 | \$ 1,590.00 | \$ 1,590.00 | \$ 1,590.00 | \$ 1,590.00 | \$ 11,130.00 | \$ 11,130.00 | 4,510,968 |
| The Wall Street Journal | | | | | | | | | | | |
| Mansion Global Experience Luxury | Weekend Property insert | \$1,985.00 | | | \$ 1,985.00 | | \$ 1,985.00 | | \$ 5,955.00 | \$ 5,955.00 | 300,000 |
| TOTAL | | | | | | | | | | \$ 316,538.00 | 25,373,499 |

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