



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
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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 Vie L’Ven and 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. Maarten.

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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Art Basel Magazine

Every December, the world's wealthiest and most powerful individuals arrive by private plane and yacht to peruse and purchase more than \$1 billion in art at Art Basel Miami Beach, the world's largest art fair.

Art Basel Magazine is the show's official publication, and the ideal forum to showcase your brand to an elite audience of the world's most sought-after demographic.

Art Basel Magazine provides unparalleled reach to an audience of art collectors, enthusiasts, influencers and industry elite through hyper-targeted distribution during the fair.

- Circulation: **30,000**

TARGETED DISTRIBUTION

Copies available during Art Basel
December 6-9, 2023

- Miami Beach Convention Center **40%**
- Art Basel Sanctioned Events **10%**
- Targeted Retailers, Restaurants & Spas **7%**
- In-Ro
- om Hotel Placement **30%**
- Galleries/Private Collections/Museums **8%**
- Premier In-Jet and In-Car Placement **5%**

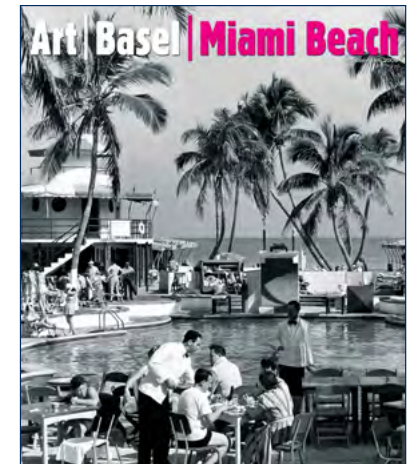


PREMIER PLACEMENT INCLUDES:

- Miami Beach Convention Center
- Exclusive automotive sponsors and car services
- FBOs
- Miami Beach
- Miami Design District
- Wynwood
- Bal Harbour
- Brickell City Centre
- Coral Gables Museums & Private Art Collections

FULL PAGE: \$2,900

HALF PAGE: \$1,500



Art Basel Sponsorship

Sotheby's International Realty will return as Show Sponsor of Art Basel Miami Beach, the preeminent art show, celebrating the convergence of fine art, digital art, and design.

As a Show Sponsor, Sotheby's International Realty will showcase a curated selection of the world's finest homes in the Collectors Lounge, an area exclusively reserved for Art Basel Miami Beach's VIP guests.

2023 HIGHLIGHTS

- The show attracted 79,000 visitors from over 92 countries throughout the five-show day period.
- Ultra-high-net-worth VIPs ranging from professional athletes, celebrities, prominent collectors, and more.
- Some notable attendees included professional athlete and collector Serena Williams, actor and collector Leonardo DiCaprio, actor Robert De Niro, businessman Jeff Bezos, and many more.



Art Basel Sponsorship



GOLD SPONSOR \$24K

The Gold Sponsor(s) will have the opportunity to staff up to 20 total hours throughout the event period in the branded lounge.

This sponsorship will include a full-page advertisement in Art Basel Magazine.

Ticket Allotment

- **3 First Choice Cards**
Access to First Choice opening, access to Collectors Lounge, unlimited entry, valid for two people
- **30 Preview VIP Cards**
Access to preview opening, access to Collectors lounge, unlimited entry, valid for two people
- **20 One-Day VIP Cards**
Access on one day during public show days, access to collectors lounge, valid for two people.

SILVER SPONSOR \$13.5K

The Silver Sponsor(s) will have the opportunity to staff up to 8 total hours throughout the event period in the branded lounge.

This sponsorship will include a full-page advertisement in Art Basel Magazine.

Ticket Allotment

- **1 First Choice Card**
Access to First Choice opening, access to Collectors Lounge, unlimited entry, valid for two people
- **10 Preview VIP Cards**
Access to preview opening, access to Collectors lounge, unlimited entry, valid for two people
- **6 One-Day VIP Cards**
Access on one day during public show days, access to collectors lounge, valid for two people.

***PLATINUM SPONSOR \$52.5K - SOLD OUT**

Azure

Insatiably curious, highly creative and ever-evolving, AZURE has covered the global architecture and design scene for 38 years. From cutting-edge projects and ingenious products to critical issues and emerging concepts, AZURE continuously sheds light on the ideas, possibilities and strategies for creating a more sustainable, equitable and inspiring world. Via print, web, social media and events, they engage their audience with smart, insightful editorial content that has earned numerous awards and a reputation for excellence around the world.

One of North America's most influential design and architecture media brands:

- A go-to font of inspiration and information for designers and architects
- A must-read, must-follow resource for sophisticated, savvy professionals and consumers
- A unique perspective on global currents and innovations



Magazine

Published six times a year, AZURE's award-winning print edition stands out for its original in-depth content, exceptional art direction and editorial and production quality. Championing sustainability and environmental leadership, we strive to reduce our carbon footprint as much as possible: we produce the print edition of the magazine using 100% FSC-certified recycled paper, soy-based ink and renewable energy at printing.

- **51,700 + Readership:**
print + digital (2.8 readers per copy*)
- **18,478 Average qualified circulation**
- **13,292 Paid subscribers**
- **474 Single-copy sales**
- **13,766 Total paid circulation**
- **4,712 Qualified non-paid**

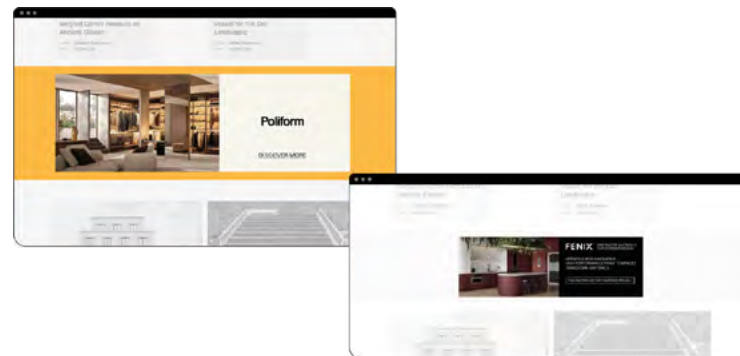
70-70% of circulation in Canada

FULL PAGE:

\$6,900 PER SINGLE PAGE PER ISSUE

UPFRONT DOUBLE PAGE SPREAD:

\$11,700 PER DOUBLE PAGE SPREAD PER ISSUE



Azure

AZURE's website offers an immersive visual experience that delivers thought-provoking editorial content to our growing audience of A&D professionals and specifiers.

- **66,500 Monthly average unique users**
- **220,000+ Monthly average pageviews**
- **19% YOY audience increase**

Custom Article

Bridge the gap between display advertising and editorial with an Online Custom Article focused on your brand. This versatile content draws audience interest and engagement in an informative and visually exciting experience.

Created by the AZURE editorial team, the article is featured throughout the website and is promoted via our newsletter and organic and paid social media marketing campaigns, reaching design and architecture audiences across North America.

Quantity: 50,000 Impressions

Newsletter Promotion: 22,000+ Recipients

Social Media Campaign:

- **1 Organic Instagram Posts**
- **2 Organic Facebook Posts**
- **1 Paid Meta Campaign**
- **2 Organic X (Twitter) Posts**
- **2 Organic LinkedIn Posts**
- **2 Organic Pinterest Posts**

PRICE:

US \$6,975 PER ARTICLE.

Powerbar and Skyscraper:

PRICE:

US \$4,775 PER MONTH (GUARANTEED 30,000 IMPRESSIONS)



Dedicated Newsletter

Take advantage of AZURE's list of over 22,000 newsletter subscribers by delivering your exclusive marketing newsletter directly to their inbox.

PRICE: \$3,600

BONUS: POWERBAR OR BILLBOARD (\$1,785 VALUE)

WITH A MINIMUM \$20K MEDIA SPEND

SPONSORSHIP TIERS

TIER 1 — Presenting Partners

This tier boasts the **most prominent positions** in the marketing campaign across all AZURE networks from Fall 2023 to the Winners Celebration in June 2024, and in the post-Celebration campaign throughout July 2024. Presenting Partners enjoy **exclusivity** in their industry sector.*

PARTNERSHIP BENEFITS:

Exclusivity in Industry Sector*

Advertising

- 2 full-page ads in Azure magazine
- \$8,200-value complimentary digital advertising applied to any standard display ad available in AZURE's newsletter and/or on azuremagazine.com
- 1 dedicated newsletter sent to 22,000+ newsletter subscribers
- 2 dedicated social media packages; in each package: 1 Facebook post, 1 Instagram post and 1 LinkedIn post
- NEW! 1 custom article on azuremagazine.com

Partnership Recognition through Logo Inclusion in all AZ AWARDS Communications

- In AZ AWARDS print ads, from the Jan/Feb 2024 to the May/June 2024 issues of Azure magazine
- On the AZ AWARDS Sponsor Page in the AZ AWARDS Annual issue of Azure magazine (July/August 2024)
- In AZ AWARDS blog posts on azuremagazine.com
- On AZ AWARDS digital ads posted on azuremagazine.com and in AZURE's newsletters
- In AZ AWARDS weekly newsletters from January to June, with live link to the Presenting Partner's website
- In the "Meet our Partners" newsletter, emailed to 22,000+ recipients
- On awards.azuremagazine.com: ROS logo inclusion plus company description on the Partners Page, both with live link to the Presenting Partner's website
- In three AZ AWARDS press releases: Call for Submissions; Finalists Announcement; Winners Announcement
- In the AZ AWARDS Call for Submissions video, posted on AZURE's website and social channels

Partnership Recognition and Brand Exposure – Pre-Gala

- Finalist Reels of select categories will be branded as "Presented by Your Brand" on AZURE's Instagram & Facebook, throughout the social campaign leading to the AZ AWARDS gala

Partnership Recognition at the AZ AWARDS Gala

- Logo inclusion on AZ AWARDS Sponsors banner at venue
- Logo inclusion on logo wall at red-carpet photography wall
- Logo inclusion in the Sponsors logo loop on screen at the stage, before and after the Awards Ceremony

Brand Exposure During Awards Ceremony at the AZ AWARDS Gala

- Verbal recognition on stage during the ceremony
- Company video projected during the ceremony
- On-stage presentation of trophies to winners of allocated categories

Premium Product Placement at AZ AWARDS Gala

- Opportunity to bring your brand to life through an experiential presence at the AZ Awards Gala

12 Complimentary Tickets to the AZ AWARDS Gala

Partnership Recognition and Brand Exposure – Post-Gala

- Extended brand exposure on AZURE's digital platforms through the post-event social campaign promoting the winners of each category

PRESENTING PARTNER INVESTMENT:

\$39,000

VALUE RECEIVED: \$71,900

SPONSORSHIP TIERS

TIER 2 — Sponsoring Partners

This tier provides **prime visibility** in the marketing campaign that runs across all AZURE platforms from Fall 2023 to July 2024.

SPONSORSHIP BENEFITS:

Advertising

- 1 full-page ad in Azure magazine
- NEW! \$4,200 \$5,000-value complimentary digital advertising applied to any standard display ad available in AZURE's newsletter and/or on azuremagazine.com
- 1 dedicated newsletter sent to 22,000+ newsletter subscribers
- 1 dedicated social media package: 1 Facebook post, 1 Instagram post and 1 LinkedIn post
- NEW! 1 dedicated Reel on Instagram and Facebook promoting a specific product
- NEW! 1 double-page spread in the digital edition of AZURE

Partnership Recognition through Logo Inclusion in all AZ AWARDS Communications

- In AZ AWARDS print ads, from the Jan/Feb 2024 issue to the May/June 2024 issues of Azure magazine
- On the AZ AWARDS Sponsor Page in the AZ AWARDS Annual issue of Azure magazine (July/August 2024)
- In AZ AWARDS blog posts on azuremagazine.com
- On AZ AWARDS digital ads posted on azuremagazine.com and in AZURE's newsletters
- In AZ AWARDS weekly newsletters from January to June 2024, with live link to the Sponsoring Partner's website
- In the "Meet our Partners" newsletter, emailed to 22,000+ recipients
- On awards.azuremagazine.com: ROS logo inclusion plus company description on the Partners Page, both with live link to the Sponsoring Partner's website
- In three AZ AWARDS press releases: Call for Submissions; Finalists Announcement; Winners Announcement
- In the AZ AWARDS Call for Submissions video, posted on AZURE's website and social channels

Partnership Recognition and Brand Exposure – Pre-Gala

- Finalist Reels of select categories will be branded as "Sponsored by Your Brand" on AZURE's Instagram & Facebook, throughout the social campaign leading to the AZ AWARDS Gala

Partnership Recognition at the AZ AWARDS Gala

- Logo inclusion on AZ AWARDS Sponsors banner at venue
- Logo inclusion on logo wall at red-carpet photography wall
- Logo inclusion in the Sponsors logo loop on screen at the stage, before and after the Awards Ceremony

Brand Exposure During Awards Ceremony at AZ AWARDS Gala

- Verbal recognition on stage during the ceremony

Premium Product Placement at AZ AWARDS Gala

- Opportunity to bring your brand to life through an experiential presence at the AZ AWARDS Gala

8 Complimentary Tickets to the AZ AWARDS Gala

Partnership Recognition and Brand Exposure – Post-Gala

- Extended brand exposure on AZURE's digital platforms through the post-event social campaign promoting the winners of each category

SPONSORING PARTNER INVESTMENT:

\$24,500

VALUE RECEIVED: \$45,000

SPONSORSHIP TIERS

TIER 3 — Sponsorship of AZ AWARDS

Guest of Honour and AZURE Talks

This tier provides exposure in the marketing campaign across all AZURE networks from April to July 2024.

SPONSORSHIP BENEFITS:

Advertising

- 1 full-page ad in Azure magazine

Partnership Recognition through Logo Inclusion throughout the Extensive AZURE Talks Marketing Campaign

- In AZURE Talks blog posts on azuremagazine.com:
 1. In the blog introducing the Guest of Honour
 2. In the blog promoting the Guest of Honour Talk
- On the exclusive AZURE-Talks-dedicated newsletter sent to AZURE's newsletter subscribers, promoting the Talk and recognizing our partnership
- On AZURE's social channels
- On AZURE Talks billboards posted on azuremagazine.com for 3 months
- On AZURE Talks banner ads in several AZURE newsletters

Brand Exposure During Awards Ceremony at AZ AWARDS Gala

- Verbal recognition on stage during the ceremony, acknowledging the Partner's sponsorship of the AZ Awards Guest of Honour and of the AZURE Talks taking place the next day

Partnership Recognition and Brand Exposure at AZURE Talks

- Verbal recognition during the introduction of the Talk
- Opportunity of showing a 30-second company video
- Possibility of a short pre-Talk presentation by Sponsor
- Opportunity of distributing a promotional product or printed material to Talk attendees

6 Complimentary Tickets to AZ Awards Gala

6 Complimentary Tickets to the Guest of Honour Talk

SPONSORING PARTNER INVESTMENT:

\$20,000

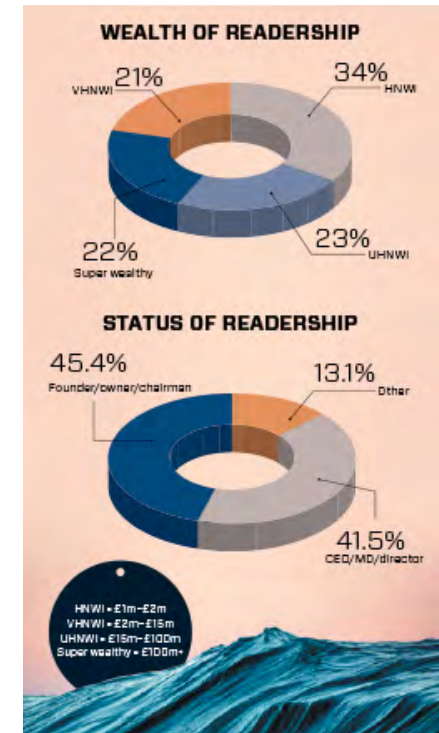
VALUE RECEIVED: \$36,300

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**



Boat International

OWNERS CLUB EVENTS

- Launched: September 2014
- Joining criteria: Invitation-only. Upon joining, must own or be in the process of buying a yacht of at least 24 metres LOA
- 400 members as of 2024
- Yacht range: 24m to 182m
- Average LOA: 41m
- Sailing yacht owners: 23.4% Motor yacht owners: 76.6%
- Overall Owners' Club primary residence:
 - USA: 34% Europe: 32%
 - UK: 18% Rest of World (South America, Oceania): 16%



Boat International

OWNER'S CLUB NEW YORK DINNER

WEDNESDAY 4 DECEMBER
CASA CIPRIANI NEW YORK
NEED TO COMMIT TO SPACE ASAP
AS ONLY TWO SPONSOR SLOTS LEFT.
TOTAL INVESTMENT: \$30,000 (USUALLY \$39,000)



OWNER'S CLUB PALM BEACH DINNER

SATURDAY 22 MARCH 2025
PALM BEACH BOAT SHOW
TOTAL INVESTMENT: \$30,000 (USUALLY \$65,000)

Event details:

Guests: 30-35 Owners' Club members (own multiple homes and vessels), their guests and VIPs.

Format: Arrival cocktail followed by an intimate seated dinner.



PARTNERSHIP TO INCLUDE

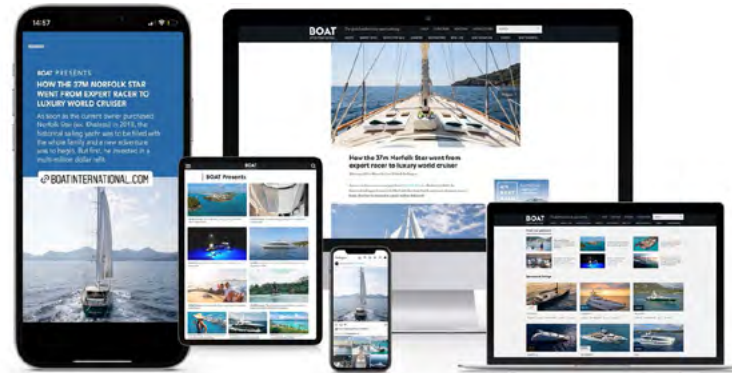
- Partner mention included in opening speech at the event
- Included in digital event invitations sent to Owners' Club members and VIP guests.
- Included in thank you email following the event
- Brand visibility on menu cards and napkins, where applicable
- Social media coverage before, during and after the event
- Access for two brand ambassadors/company professionals
- Crediting in event photo gallery in magazine and on boatinternational.com +
- Single Page Advert in Boat International US Edition Magazine
- Four E-Newsletters

Boat International

EXCLUSIVE SPONSORSHIP OF E-NEWSLETTERS

20 e-newsletters from October- May sponsoring the different e-newsletters in the BOAT brand - BOAT Briefing, Deep Dive and the BOAT Pro emails.

PRICE: \$8,000 (USUALLY \$11,295)
+ ADDITIONAL 7 E-NEWSLETTERS AS EXTRA VALUE



BOAT PRESENTS CUSTOM CONTENT DIGITAL PACKAGE

BOAT Presents: content written by the commercial content editor specifically for a client brief. It is a paid-for article that is promoted across the BOAT website, newsletters and social media for a one-month period.

EACH ARTICLE RECEIVES THE FOLLOWING

- 10 social media posts (across BI social media channels), typically
- One Instagram wall post
- 9 social posts across LinkedIn, Facebook, Instagram Stories
- Four newsletter slots in the BOAT daily newsletter coverage on the BI homepage
- The article is also promoted around the BOAT site though Sponsored content blocks

BOAT Presents articles typically receive 1,000+ page views

TOTAL COST: \$7,500 (USUALLY \$8,825)

Boat International

PRINT - FULL PAGE

- November (Fort Lauderdale Boat Show)
- March (Miami Boat Show)
- April (Palm Beach Boat Show)

PRICE: \$4,650 PER INSERTION, DOUBLE PAGE
SPREAD \$8,450
RIGHT-HAND PAGES AND EARLY SPREADS AT NO
EXTRA COST.
(RATE CARD PRICE IS \$17,453, DOUBLE PAGE
SPREAD \$31,482)



Dwell

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**



Dwell

BRAND STORY + SOCIAL, NEWSLETTER AND DIGITAL SATURATION

- Custom Written Article
- Roadblock Banners
- (1) Daily Dose Enewsletter promoting Branded Article
- (2) Social Promotions, promoting Branded Article on Facebook/Instagram Story/Pinterest
- ROS Promo Tiles, promoting Branded Article

Duration: 60 days. November – December 2024

Guaranteed Impressions: 786,667

Added Value:

- (1) Custom Daily Dose Email Inclusion
- ROS Banner Media – 400K Impressions

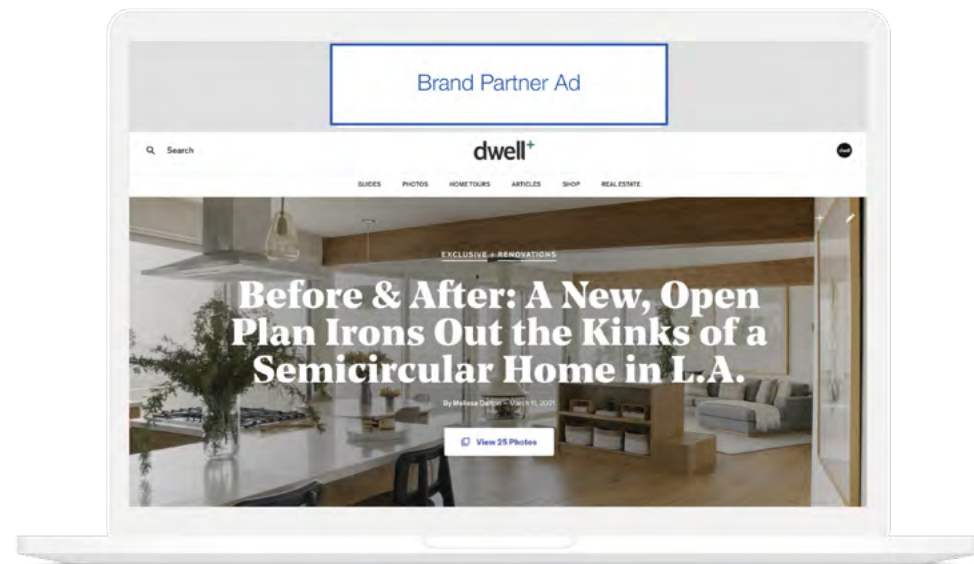
PRICE: \$29,750

REAL ESTATE PACKAGE

- Custom Written Article
- (1) Daily Dose Enewsletter promoting Branded Article
- Promo Tile on Home Page
- Promotion on the Dwell Facebook *ability to geotag and target specific locations (893k Followers).

Guaranteed Impressions: 156,500

PRICE: \$6,000



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**



Elite Traveler

CUSTOM PLAN OPTION #1

Print

- Spread in Winter 2024
- Spread in Spring 2025
- Spread in HRS 2024/25

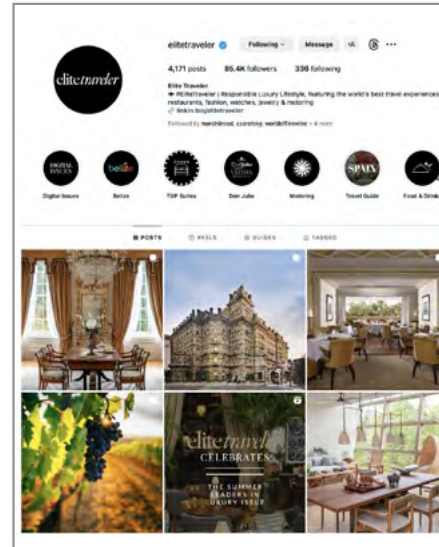
Social Media

- Dark Post
- 1 Million Guaranteed Impressions

Added Value

- Elite Luxury Homes Listing in 1 Issue of choice
- 100 Copies of HRS to Property
- Property Section Banner Takeover (3 Months)
- Run of Site Banners (3 Months)
- 6 Explorer E-Newsletter Takeovers
- 6 Latest in Luxury E-Newsletter Takeovers
- 6 Dedicated Email Blasts
- Online Property Listing Web Feature
- Social Media Amplification of Web Feature
- E-Newsletter Amplification of Web Feature

TOTAL MEDIA VALUE: \$435,378
ESTIMATED IMPRESSIONS: 4,242,000
TOTAL: \$72,000



Elite Traveler

CUSTOM PLAN OPTION #2

Print

- Spread in Winter 2024
- Page in Spring 2025
- Page in HRS 2024/25

Social Media

- Dark Post
- 440,000 Guaranteed Impressions

Added Value

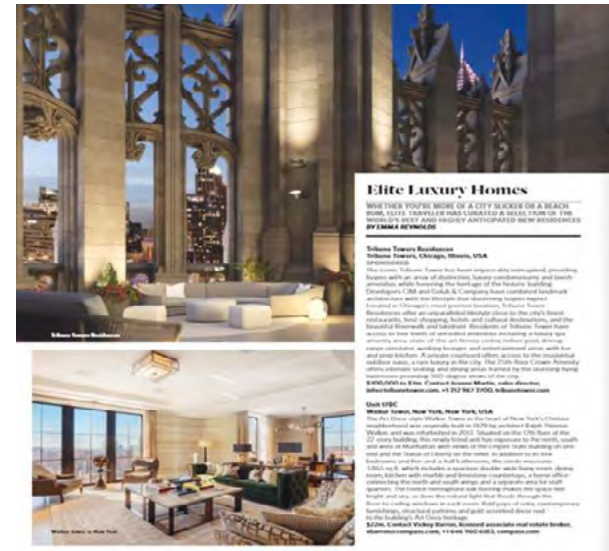
- Elite Luxury Homes Listing in 1 Issue of choice
- Run of Site Banners (3 Months)
- 3 Explorer E-Newsletter Takeovers
- 3 Latest in Luxury E-Newsletter Takeovers
- 3 Dedicated Email Blasts
- Online Property Listing Web Feature
- Social Media Amplification of Web Feature
- E-Newsletter Amplification of Web Feature

TOTAL MEDIA VALUE: \$254,252
ESTIMATED IMPRESSIONS: 3,346,000
TOTAL: \$42,000

EVENTS

Events held 4 times per year.

PRICE: \$12,500 WITH PLAN PURCHASE



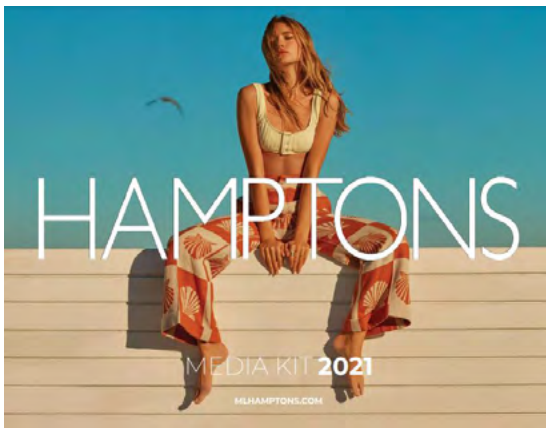
Modern Luxury

AT MODERN LUXURY, CONNECTION AND COMMUNITY DEFINE WHO WE ARE

Reaching an audience of more than 16 million, modern luxury is the nation's largest luxury media company offering leading brands access to the most affluent audiences in the most prominent cities across the u.s.

Through the power of the modern luxury media ecosystem including 85+ brands across 22 markets luxury brands can connect with their audiences in the places and ways that matter the most.

- Audience: **13 Million**
- Markets: **22**



Modern Luxury

NATIONAL PACKAGE #1

- 12 Full Pages
- 4 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article (Advertorial)



PLUS CHOICE OF 5 MEMBERSHIP POINTS:

1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
 - All Sizes
- Standard Boosted Instagram
 - Out-of-Feed post

2 POINTS (EACH)

- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

3 POINTS (EACH)

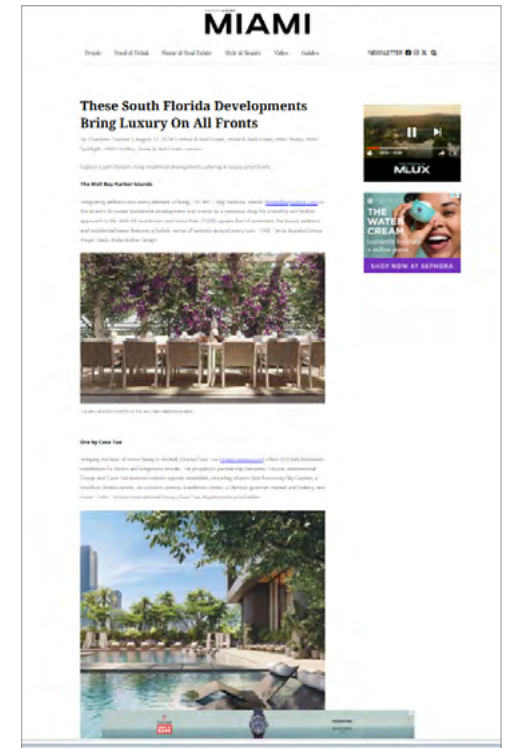
- Full Page
- Standard Boosted Instagram
 - In-Feed Post
- Influencer Package
- Print Marketing Card

MONTHLY COMMITMENT: \$8,500 PER MONTH FOR 6 MONTHS

TOTAL INVESTMENT: \$60,000

FULL RETAIL VALUE: \$115,000

YOU SAVE \$55,000 WITH THIS PACKAGE



Modern Luxury

NATIONAL PACKAGE #2

- 9 Full Pages
- 2 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article



PLUS CHOICE OF 4 MEMBERSHIP POINTS:

1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
 - All Sizes
- Standard Boosted Instagram
 - Out-of-Feed post

2 POINTS (EACH)

- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

3 POINTS (EACH)


- Full Page
- Standard Boosted Instagram
 - In-Feed Post
- Influencer Package
- Print Marketing Card

TOTAL INVESTMENT: \$42,250
 FULL RETAIL VALUE: \$76,500

MODERN LUXURY SPOTLIGHT

1 SUSTAINABLE STYLE

PVC is revolutionizing The Cuban Leather Collection which consists of sophisticated modular table options. The PVC panel with an elegant, functional and organizational features for an ideal table. From Hotel Cacha, a dark brown PVC, has an honey comb that organizes the collection. An economical table with emphasis on adaptability and a universal design approach.



MODERN LUXURY

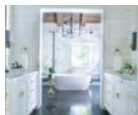
TOP 5

LIVE THE GOOD LIFE

THE HOTTEST PRODUCTS, EXCLUSIVE EVENTS AND SPECIAL OPPORTUNITIES FROM OUR PARTNERS.


4 COME HOME TO A DREAM

Crash at an elegant resort with a view of Construction Resource's award-winning Cedar Ridge Campus. The high-quality products including counter tops, appliances, lighting fixtures, doors and interior tile and flooring and more from the top brands in the industry. Showcase your authority and discover the immense opportunity that awaits at Construction Resource. Photograph by The Designer. Photo Link: @modernluxury_photography Instagram: @modernluxuryconstructionresource.com, 404.378.3332




2 BEST CUSTOM CLOSETS IN ATLANTA

Experience the quality craftsmanship and extraordinary service that is the hallmark of Custom Closets. Meeting your organizational needs and your time and design and build options. Contact for more information. Website: CustomClosets.com, 404.336.7887




5 MEET CIPHER AT C+H INTERIORS

Cipher Interiors is a combination of heritage techniques and contemporary forms. In a modern and elegant, polished pieces are set with clear, clear lines. Light enters only from one side, creating a dramatic play of light and shadow. The result is a space that is both functional and visually striking. Contact: @cipherinteriors.com, 770.655.0554, Product Link: www.cipherinteriors.com



3 DISCOVER REYNOLDS LAKE OCEAN

Just east of Miami, Reynolds Lake Ocean is a private waterfront community where members have enjoyed the quality time and classic pleasure with Reynolds Lake Ocean. With its championship golf courses, 11 restaurants, a beautiful spa, and more. Contact: ReynoldsLakeOcean.com, 770.655.0554, Product Link: www.reynoldslakeocean.com



GET IT NOW! DOWNLOAD THE ATLANTAN APP TO SHOP RIGHT OFF THE PAGE. AVAILABLE ON THE ITUNES APP STORE.

Modern Luxury

NATIONAL PACKAGE #3

- 6 Full Pages
- 1 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article



EVENTS

Custom events available

PRICE: \$30,000 TO \$40,000.

PLUS CHOICE OF 3 MEMBERSHIP POINTS:

1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
- Standard Boosted Instagram
- Out-of-Feed post

2 POINTS (EACH)

- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

3 POINTS (EACH)

- Full Page
- Standard Boosted Instagram
- In-Feed Post
- Influencer Package

TOTAL COST: \$30,000

SUSTAINABLE STYLE
PVC is revolutionizing the Custom Leather Collection with its use of sophisticated modular design options. The PVC panel with an elegant, functional and organizational solution for an ideal home. From Hotel Casita, a dual bed, PVC free and heavy metal free option, to the collection, an eco-conscious focus with emphasis on adaptability and a universal design approach.

COME HOME TO A DREAM
Create an elegant custom closet with ease at Construction Resource's award-winning Custom Closet Company. The high-quality products including custom built-in shelving, sliding doors and mirror tile and flooring and more from the top brands in the industry. Showcase your authority and discover the immense opportunity that awaits at Construction Resource. Photograph by The Designer. Photo Lab @thedesigndesigner.com, 404.378.3132

THE HOTTEST PRODUCTS, EXCLUSIVE EVENTS AND SPECIAL OPPORTUNITIES FROM OUR PARTNERS.

BEST CUSTOM CLOSETS IN ATLANTA
Elevate the quality, craftsmanship, and extraordinary service that is the hallmark of Custom Closets. Meeting your organizational needs and your time, we design and build elegant solutions for residential, boutique, and commercial. Our design and engineering team ensures that your custom closet will perfectly function for years to come. Discover the new, sleek and simple of our closets appropriate every day. Please call or visit our website: www.customclosets.com, 404.556.7587

DISCOVER REYNOLDS LAKE OCOONEE
Get out of town, Reynolds Lake Oconee is a private waterfront community where members have enjoyed the country since the 1920s. Enjoy the scenic views, the golf course, and the clubhouse. With its championship golf courses, 11 restaurants, a National Park Canoe Club, and more. Stay at the Spring Grounds and a range of vacation properties. The perfect destination is a private club for families, looking to relax, entertain or even just change scenery. Visit www.reynoldslake.com, 888.803.2252

MEET CIBER AT C+H INTERIORS
Ciber Interiors is a combination of heritage techniques and contemporary forms. Its unique hand-crafted, hand-painted pieces are set with clear glass. The light enters only from underneath, creating a warm, ethereal glow. Reynolds Lake Oconee is a private water resort with a range of vacation properties. The perfect destination is a private club for families, looking to relax, entertain or even just change scenery. Visit www.reynoldslake.com, 888.803.2252

GET IT NOW! DOWNLOAD THE ATLANTA APP TO SHOP RIGHT OFF THE PAGE. AVAILABLE ON THE ITUNES APP STORE.

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



Private Air Magazine



SATURATION PACKAGE

INSIDE FRONT COVER DOUBLE PAGE SPREAD:

- Enhanced & Boosted Social Media Posts
- Available based on availability
- Cost: **\$6,500 per issue**
(Rate Card \$17,000 USD)

DOUBLE PAGE SPREAD PRIME POSITIONING WITHIN THE FIRST 10 SPREADS

- Enhanced & Boosted Social Media Posts
- Cost: **\$3,750 per issue**
(Rate Card \$13,800 USD)

FULL PAGE AD & SOCIAL MEDIA POST

- Social Media Post
- Cost: **\$1,550 per issue**
(Rate Card \$8,000 USD)

SPECIAL FEATURES WITH SPREAD OPTIONS

- November | December 2024 & May | June 2025
(or in issues of your choice):
- Exclusive Estates Showcase Editorial – 4 pages
- Home Page online article for 6 months

BROCHURE INSERT OPTIONS:

- Create, print, and distribute a 12-page brochure insert (8.5in x 11in) with Private Air Luxury Homes Magazine in Key Markets: New York, Chicago, Miami, and Toronto.
- 5,000 inserts - \$8,250
(take out \$1.39 per brochure)
- 10,000 inserts - \$11,000
(take out 0.91 per brochure)

Brochure inserts can be inserted into one issue or split between two issues

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**



Robb Report



EVENTS

Exclusive House of Robb events.

PRICE: \$60,000 OR \$120,000
INCLUDES BONUS MEDIA

TIER 1

- (1) 2-page branding spread or advertorial spread in Robb Report's Luxury Property Guide. The branding spread would appear farther forward. This is a standalone issue that accompanies our December issue to 110K subscribers. View last year's edition [here](#).
- Real Estate Newsletter: 2 deployments, 2 weeks to 60K opt-in subscribers. View sample [here](#).
- Featured Listings: 3 listings, 3 months. View the featured listing carousel [here](#).
- Robb Report Daily Newsletter: 3 deployments within a 30-day timeframe. This newsletter is sent to 175K opt-in subscribers with a 25% average open rate. View sample [here](#).
- In Focus Now Newsletter: this newsletter is deployed on Saturdays to 190k opt-in subscribers with a 20% average open rate and is only available to advertising partners. View sample [here](#).

PRICE: \$36,000

Global

TIER 2

Everything in \$30K package plus:

- Robb Report Connect Dedicated E-blast: (1) deployment to 190K opt-in subscribers with a 21% average open rate. View sample [here](#).
- Print: (1) 2-page spread in the Robb Report November issue to 110K subscribers
- Print: (1) In Focus placement in (1) issue of Robb Report to 110K subscribers. This is only available to advertising partners.
- Featured Listings: 3 Listings, 3 months. View the featured listing carousel [here](#).

**The value of this package is more than \$70K.
The additional featured listings and In Focus Print
Placement are added value.**

PRICE: \$60,000

Global

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.

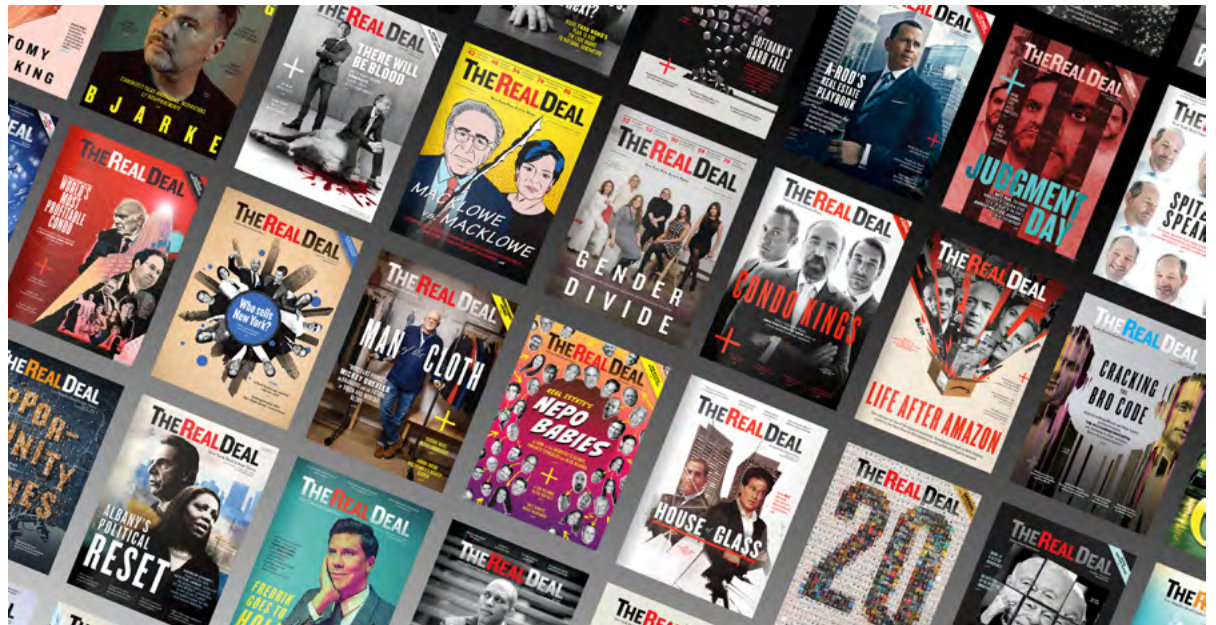
| Print | Digital | Social | Newsletters | Events |
|--|--|--|---|-------------------------------------|
| 2.5M+ Annual Readers (Source: Mitchell's) | 3M+ Monthly Visitors (Source: Google Analytics) | 340K+ Followers (Source: Hootsuite) | 300K+ Subscribers (Source: Sailthru) | 10K+ Attendees (Source: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

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+**



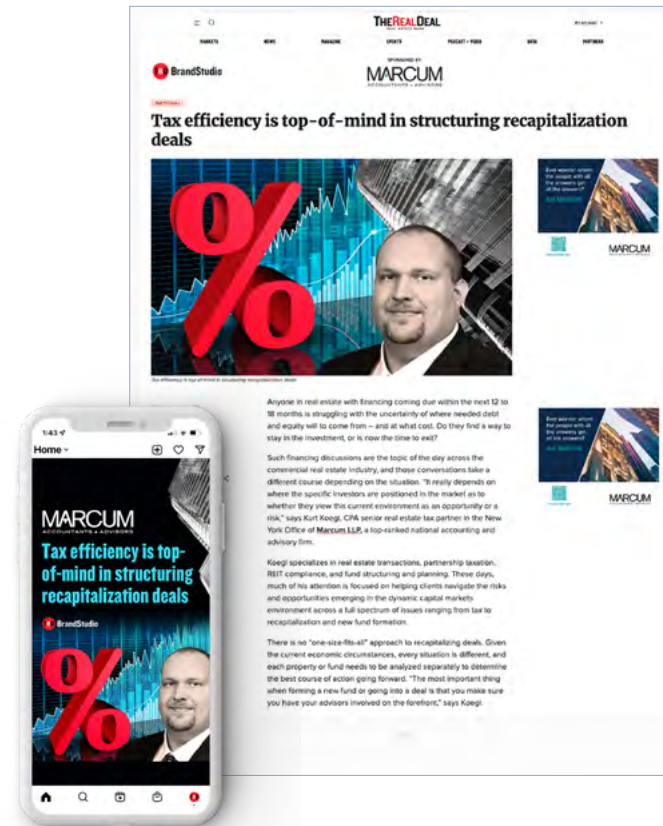
The Real Deal

CUSTOM CONTENT BRAND STUDIO

- Up to 1,200 words custom article
- Up to 3 interviews with Real Deal writers
- (60-days) Promoted on mobile and desktop spotlight on homepage and article pages
- Inclusion in 5 regional newsletters (Choice of New York, South Florida, Los Angeles, Chicago)
- San Francisco and Texas
- (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

Duration: 60 days - October – December 2024

PRICE: \$15,000



The Real Deal

REGIONAL E-NEWSLETTER

Sponsorship of market-based newsletters with breaking news and 50% open rate - (New York, South Florida, Chicago)

NEW YORK DAILY (2X)

- Circulation: 45,000
- Price: \$2,075

SOUTH FLORIDA DAILY (2X)

- Circulation: 43,000
- Price: \$1,800

CHICAGO DAILY (2X)

- Circulation: 25,000
- Price \$3,550

Duration: 1 per month – January to May 2025

Quantity: 6

PRICE: \$14,850



The Real Deal

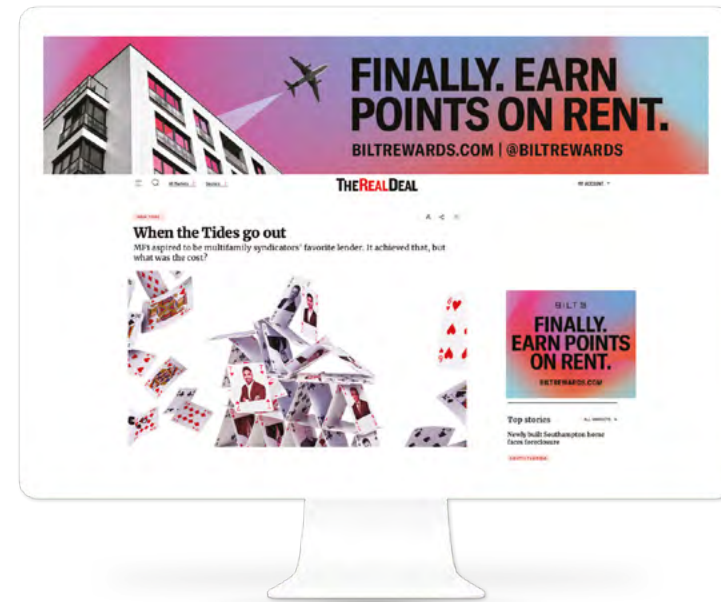
SUPER HIGH IMPACT ROADBLOCK BANNERS

- Stand out with display roadblocks over key high-visibility content
- The power of TRD first-party data ensures you engage the right audience with meaningful impact.
- Waste-free precision with custom geo and contextual targeting

Duration: October 2024 – April 2025

Quantity: 350,000 Impressions

PRICE: \$16,500



The Real Deal

PRINT ADVERTISING NATIONAL ISSUE

Full Page ad in the issue that started it all.

- Monthly issues covering all the news, coast to coast
- Delivered directly to readers who want the magazine and pay to subscribe
- The industry's indisputably definitive publication

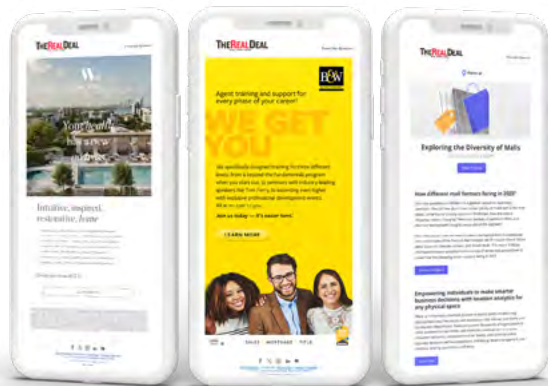
Circulation: 150,000

Duration: 2X – November 2024, (Distributed at the Miami Event which is the biggest event of the year with super extra distribution). Second date TBD.

PRICE : \$5,000 FULL PAGE



The Real Deal



SOCIAL MEDIA

Instagram Posts

Circulation: 390K Followers

Quantity: 3 – Dates TBD

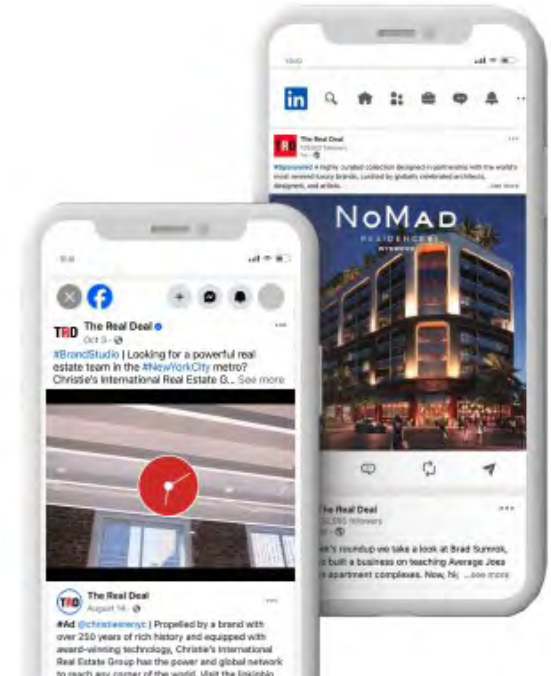
PRICE: \$3,750

NATIONAL DEDICATED EMAIL

Circulation: 110,000

Quantity: 1 – Date TBD

PRICE: \$12,000



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.

- Global Distribution: **35,000**
- 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 **New York, London, Los Angeles and Hong Kong**

FULL PAGE: \$3,640

HALF PAGE: \$1,820



Sotheby's
INTERNATIONAL REALTY

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



Austin, Texas
ashley@sothebyrealty.com
 Property #17120019
 Property Address
 International Realty
 Broker Name: 827.962.6222
broker@sothebyrealty.com
 \$50,000,000.00


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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, including marble, granite, and custom millwork. The building is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, including marble, granite, and custom millwork. The building is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, including marble, granite, and custom millwork.

New York, New York
ashley@sothebyrealty.com
 Property #17120019
 Property Address
 International Realty
 Broker Name: 827.962.6222
broker@sothebyrealty.com
 \$50,000,000.00



510 Park Avenue, 15/16

This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking New York City. The building is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, including marble, granite, and custom millwork.

New York, New York
ashley@sothebyrealty.com
 Property #17120019
 Property Address
 International Realty
 Broker Name: 827.962.6222
broker@sothebyrealty.com
 \$25,000,000.00

Four Seasons Private Residences

This apartment is 1,122 sq. ft. of spectacular views overlooking New York City. The building is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, including marble, granite, and custom millwork.


New York, New York
ashley@sothebyrealty.com
 Property #17120019
 Property Address
 International Realty
 Broker Name: 827.962.6222
broker@sothebyrealty.com
 \$13,000,000.00

95

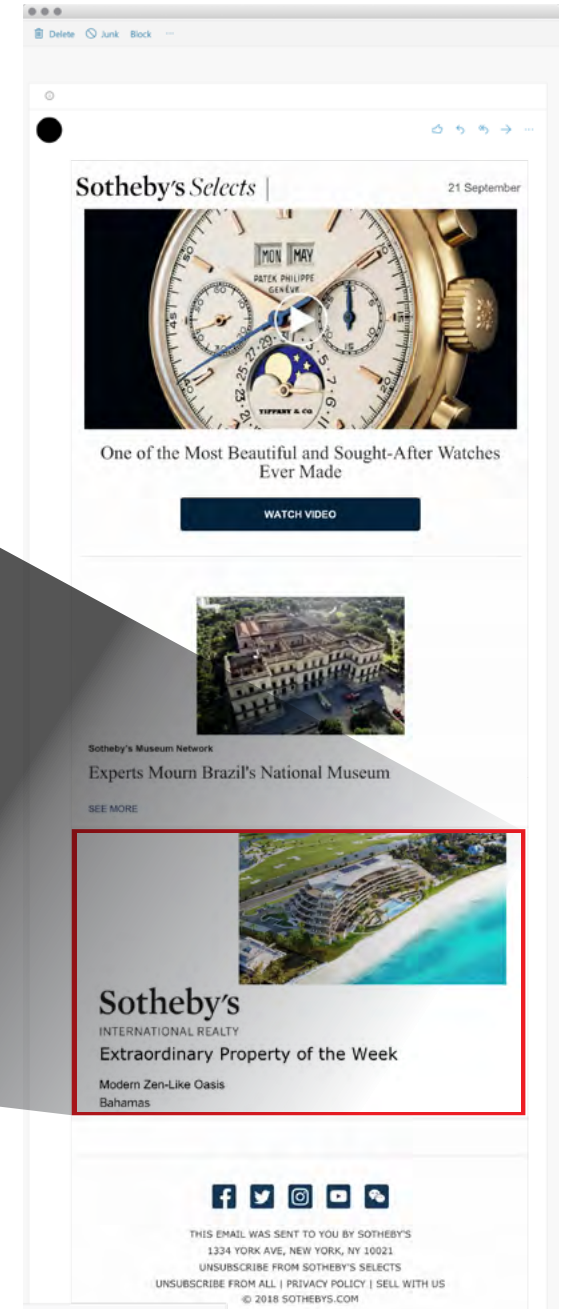
Sotheby's Selects e-Newsletters

- 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
[SEE MORE](#)

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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 |
|--|---|-------------|--------------|--------------|-------------|----------------|--------------|-------------|-------------|--------------|-----------|
| Art Bazel | | | | | | | | | | | |
| Art Bazel Magazine | Full Page | | | Bonus | | | | | | \$ - | 30,000 |
| Art Bazel Sponsorship | Gold Sponsor | | | \$ 24,000.00 | | | | | | \$ 24,000.00 | 79,000 |
| Azure | | | | | | | | | | | |
| Azure Gala | Sponsorship Tier 1 Presenting Sponsors | | | | | \$39,000 | | | | | 25,600 |
| Azure Magazine | Full Page | | Full Page | | Full Page | | | | | | 51,200 |
| Azure content | Custom Article | Article | | | | | | | | \$ 39,000.00 | 50,000 |
| Azure newsletter | Dedicated Newsletter | | | Newsletter | | | | | | | 22,000 |
| Azure banners | Digital Advertising | | Digital | | | Digital | | | | | 90,000 |
| Azure Social | Socail package | | | | Social | | Social | | | | |
| Boat International | | | | | | | | | | | |
| Owners Club Event - Casa Cipriani | New York Dinner | | | \$ 30,000.00 | | | | | | \$ 30,000.00 | 35 |
| Owners Club Event - Palm Beach Boat Show | Palm Beach Dinner | | | | | | \$ 30,000.00 | | | \$ 30,000.00 | 35 |
| Custom Content | Custom Article w/ Social and Newsletter promotion | | | | \$7,500 | | | | | \$ 7,500.00 | 1,000 |
| Enewsletter Exclusive | Exclusive Sponsorship - 20 enewsletters October - May | | | | \$8,000 | | | | | \$ 8,000.00 | 512,000 |
| Print - US Issue | Full page | | \$ 4,650.00 | | | | \$ 4,650.00 | \$ 4,650.00 | | \$ 13,950.00 | 38,775 |
| Dwell.com | | | | | | | | | | | |
| Brand Story Package | Brand Story , with Social, Newsletter and Digital Saturation | | \$ 29,750.00 | | | | | | | | 786,667 |
| Dwell | Custom Email - Bonus with Brand Story Package | | | | | | | Bonus | | \$ 29,750.00 | |
| Dwell | Brand Media - Bonus with Brand Story Package | | Bonus | Bonus | | | | | | | |
| Elite Traveler | | | | | | | | | | | |
| Custom Plan 1 | Multiple Print and Digital | | | | | \$72,000 | | | | | |
| Elite Online Real Estate Showcase | Online Real Estate Showcase with Social and Enewsletter Amplification | | | | | Online Listing | | | | | |
| EliteE-Newsletter | E-Newsletter Explorer and Luxury Takeovers | Enews Blast | Enews Blast | Enews Blast | Enews Blast | Enews Blast | Enews Blast | Enews Blast | Enews Blast | \$ 72,000.00 | 144,000 |
| Elite Dedicated E-blast | Dedicated E-blast | | | | | | | | | | 72,000 |
| Elite Social Media Post | Dark Post | | | | | | | | | | 1,000,000 |
| Elite Banners | ROS | | | | Banners | Banners | | | | | 300,000 |
| Elite Traveler | Spread | | | | Spread | Spread | | Spread | | | 1,671,000 |
| Elite Traveler | Luxury Homes Feature | | | | Feature | | | | | | 557,000 |
| Elite Traveler | Events | | | \$ 12,500.00 | | | | | | \$ 12,500.00 | |
| Modern Luxury | | | | | | | | | | | |
| Modern Luxury | Custom Package 1 | | | | | \$60,000 | | | | | |
| Modern Luxury | Boosted Instagram | | | | | Instagram | | | | | |
| Modern Luxury | Enewsletter/Advertorial | | | | | | Enews/Adv | | | | |
| Modern Luxury | Display Banner | | | | | | | Banner | | | |
| Modern Luxury | Real Estate Enewsletter | | | | Enews | | | | | | |
| Modern Luxury | Dedicated Email | | Email | | | | | | | \$ 60,000.00 | |
| Modern Luxury | Branded Content Article | Article | | | | | | | | | |
| Modern Luxury | Top 5 Editorial | | Top 5 | Top 5 | | | Top 5 | Top 5 | | | |
| Modern Luxury | Full Page - Ocean Drive | | Full Page | | | Full Page | | Full Page | | | 105,000 |
| Modern Luxury | Full Page - Miami Magazine | | Full Page | | | Full Page | | Full Page | | | 105,000 |
| Modern Luxury | Full Page - Chicago | | Full Page | Full Page | | | Full Page | Full Page | | | 105,000 |
| Modern Luxury | Full Page - Manhattan | | Full Page | Full Page | | | Full Page | Full Page | | | 105,000 |
| Modern Luxury Events | Custom Events by Location | | | \$ 40,000.00 | | | | | | \$ 40,000.00 | |

Proposed Schedule, Pricing & Reach 2024-2025

PLAN 1 - CONTINUED

| | | | | | | | | | | | |
|---|--|--|--------------|-------------|-------------|-------------|-------------|---------------|---------------|---------------|------------|
| Private Air Luxury Homes | | | | | | | | | | | |
| Private Air Luxury Homes | Inside Front Cover Spread (includes social media & E-Newsletter) | | \$ 6,500.00 | | \$ 6,500.00 | | \$ 6,500.00 | | \$ 6,500.00 | 260,000 | |
| Private Air Luxury Homes | Exclusive Estates Showcase Editorial - 4 pages | | Bonus | | | | | | \$ 26,000.00 | | |
| Private Air Luxury Homes | Homepage Online article | | | | Bonus | | | | | | |
| Private Air Luxury Homes | 12 page Brochure - inserted | | \$ 11,000.00 | | Brochure | | | | \$ 11,000.00 | 10,000 | |
| The Real Deal | | | | | | | | | | | |
| The Real Deal | National dedicated Email | | \$ 12,000.00 | | | | | | \$ 12,000.00 | 110,000 | |
| The Real Deal | Regional Enewsletter - NY Daily | | | | | | | | | 90,000 | |
| The Real Deal | Regional Enewsletter - South Florida Daily | | | | | | \$14,850 | | \$ 14,850.00 | 86,000 | |
| The Real Deal | Regional Enewsletter - Chicago Daily | | | | | | | | | 50,000 | |
| The Real Deal | High Impact Roadblock Banners | | | | \$16,500 | | | | \$ 16,500.00 | 350,000 | |
| The Real Deal | Custom Content Content | | \$15,000 | | | | | | \$ 15,000.00 | 3,000 | |
| The Real Deal | Social Post Instagram | | | \$ 1,250.00 | \$ 1,250.00 | \$ 1,250.00 | | | \$ 3,750.00 | 1,170,000 | |
| The Real Deal | Full Page | | \$ 5,000.00 | | | \$ 5,000.00 | | | \$ 10,000.00 | 300,000 | |
| The Real Deal | Package Discount | | | | | | | \$ (6,675.00) | \$ (6,675.00) | | |
| Robb Report | | | | | | | | | | | |
| Robbreport.com | Tier 2 | | | | | | \$60,000 | | | | |
| Robbreport.com | Featured Listing Carousel - 1 Property | | | Carousel | | | | Carousel | | 18,000 | |
| Robbreport.com | Real Estate Newsletter - 3 Sends | | | Newsletter | | Newsletter | | | | 120,000 | |
| Robbreport.com | Daily Newsletter - 3 Sends in 30 days | | | | | Newsletter | | | | 175,000 | |
| Robbreport.com | Focus Now Newsletter - Saturday | | | | | | | Newsletter | | 190,000 | |
| Robbreport.com | Connecr Dedicated Eblast | | | | Eblast | | | | \$ 60,000.00 | 190,000 | |
| Robb Report | 2 page Spread | | | Spread | | | | | | 110,000 | |
| Robb Report | In Focus Placement | | | | | | | In Focus | | 110,000 | |
| Robb Report | Robb Report Luxury Property Guide | | | | | | | | | 110,000 | |
| Robb Report | Custom Events - House of Robb | | | | Spread | | | | \$ 60,000.00 | | |
| Sotheby's Auction House: Print | | | | | | | | | | | |
| Sotheby's Magazine | Full Page | | | | | \$ 3,640.00 | | \$ 3,640.00 | | \$ 7,280.00 | 40,000 |
| Sotheby's Auction House: Digital | | | | | | | | | | | |
| Sotheby's Selects E-Newsletter | Sotheby's Selects E-Newsletter | | \$ 2,585.00 | | \$ 2,585.00 | | \$ 2,585.00 | | \$ 7,755.00 | 2,310,000 | |
| TOTAL | | | | | | | | | | | |
| | | | | | | | | | | \$ 604,160.00 | 11,652,312 |

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 |
|-----------------------------------|--|---------|--------------|--------------|-----------|----------------|-------------|-------------|-------|--------------|-----------|
| Art Bazel | | | | | | | | | | | |
| Art Bazel Magazine | Full Page | | | Bonus | | | | | | \$ - | 0 |
| Art Bazel Sponsorship | Silver Sponsor | | | \$ 13,500.00 | | | | | | \$ 13,500.00 | 79,000 |
| Azure | | | | | | | | | | | |
| Azure Gala | Sponsorship Tier 2 Sponsoring Sponsors | | | | \$24,500 | | | | | | 25,600 |
| Azure Magazine | Full Page | | Full Page | | | | | | | | 25,600 |
| Azure newsletter | Dedicated Newsletter | | | Newsletter | | | | | | \$ 24,500.00 | 22,000 |
| Azure banners | Digital Advertising | | Digital | | | Digital | | | | | 60,000 |
| Azure Social | Socail package | | | | Social | | | | | | |
| Azure Social | Dedicated Reel - Instagram and Facebook | | | | | | Social | | | | |
| Boat International | | | | | | | | | | | |
| Owners Club Event - Casa Cipriani | New York Dinner | | | \$ 30,000.00 | | | | | | \$ 30,000.00 | 35 |
| Custom Content | Custom Article w/ Social and Newsletter promotion | | | | \$7,500 | | | | | \$ 7,500.00 | 1,000 |
| Enewsletter Exclusive | Exclusive Sponsorship - 20 enewsletters October - May | | | | \$8,000 | | | | | \$ 8,000.00 | 512,000 |
| Print - US Issue | Full page | | \$ 4,650.00 | | | | \$ 4,650.00 | \$ 4,650.00 | | \$ 13,950.00 | 38,775 |
| Dwell.com | | | | | | | | | | | |
| Brand Story Package | Brand Story , with Social, Newsletter and Digital Saturation | | \$ 29,750.00 | | | | | | | | 786,667 |
| Dwell | Custom Email - Bonus with Brand Story Package | | | | | | Bonus | | | \$ 29,750.00 | |
| Dwell | Brand Media - Bonus with Brand Story Package | | Bonus | Bonus | | | | | | | |
| Elite Traveler | | | | | | | | | | | |
| Custom Plan 2 | Multiple Print and Digital | | | | | \$42,000 | | | | | |
| Elite Online Real Estate Showcase | Online Real Estate Showcase with Social and Newsletter Amplification | | | | | Online Listing | | | | | |
| EliteE-Newsletter | E-Newsletter Explorer and Luxury Takeovers | | Enews | Enews | Enews | | Enews | Enews | Enews | | 72,000 |
| Elite Dedicated E-blast | Dedicated E-blast | Blast | | Blast | | Blast | | | | \$ 42,000.00 | 36,000 |
| Elite Social Media Post - | Dark Post | | Dark Post | | | | | | | | 440,000 |
| Elite Banners | ROS | | Banners | Banners | Banners | | | | | | 300,000 |
| Elite Traveler | Spread | | | Spread | Full page | | Full Page | | | | 1,671,000 |
| Elite Traveler | Luxury Homes Feature | | | Feature | | | | | | \$ - | 557,000 |
| Modern Luxury | | | | | | | | | | | |
| Modern Luxury | Custom Package 2 | | | | | \$42,250 | | | | | |
| Modern Luxury | Boosted Instagram | | | | Insta | | | | | | |
| Modern Luxury | Enewsletter/Advertorial | | | | | Enews/Adv | | | | | |
| Modern Luxury | Real Estate Enewsletter | | | Enews | | | | | | | |
| Modern Luxury | Dedicated Email | | Email | | | | | | | \$ 42,250.00 | |
| Modern Luxury | Branded Content Article | Article | | | | | | | | | |
| Modern Luxury | Top 5 Editorial | | Top 5 | | Top 5 | | | | | | |
| Modern Luxury | Full Page - Ocean Drive | | Full Page | | Full Page | | Full Page | | | | 105,000 |
| Modern Luxury | Full Page - Miami Magazine | | Full Page | | Full Page | | Full Page | | | | 105,000 |
| Modern Luxury | Full Page - Chicago | | | Full Page | | | | | | | 35,000 |
| Modern Luxury | Full Page - Manhattan | | Full Page | | | | Full Page | | | | 70,000 |

Proposed Schedule, Pricing & Reach 2024-2025

PLAN 2-CONTINUED

| | | | | | | | | | | | | |
|---|--|--|--|--|--|--|--|--|--|--|--|--|
| Private Air Luxury Homes | | | | | | | | | | | | |
| Private Air Luxury Homes | Inside Spread (includes social media & E-Newsletter) | | | | | | | | | | | |
| Private Air Luxury Homes | Exclusive Estates Showcase Editorial - 4 pages | | | | | | | | | | | |
| Private Air Luxury Homes | Homepage Online article | | | | | | | | | | | |
| Private Air Luxury Homes | 12 page Brochure - inserted | | | | | | | | | | | |
| The Real Deal | | | | | | | | | | | | |
| The Real Deal | National dedicated Email | | | | | | | | | | | |
| The Real Deal | Regional Enewsletter - NY Daily | | | | | | | | | | | |
| The Real Deal | Regional Enewsletter - South Florida Daily | | | | | | | | | | | |
| The Real Deal | Regional Enewsletter - Chicago Daily | | | | | | | | | | | |
| The Real Deal | High Impact Roadblock Banners | | | | | | | | | | | |
| The Real Deal | Custom Content Content | | | | | | | | | | | |
| The Real Deal | Social Post Instagram | | | | | | | | | | | |
| The Real Deal | Full Page | | | | | | | | | | | |
| The Real Deal | Package Discount | | | | | | | | | | | |
| Robb Report | | | | | | | | | | | | |
| Robbreport.com | Tier 1 | | | | | | | | | | | |
| Robbreport.com | Featured Listing Carousel - 1 Property | | | | | | | | | | | |
| Robbreport.com | Real Estate Newsletter - 3 Sends | | | | | | | | | | | |
| Robbreport.com | Daily Newsletter - 3 Sends in 30 days | | | | | | | | | | | |
| Robbreport.com | Focus Now Newsletter - Saturday | | | | | | | | | | | |
| Robb Report | Robb Report Luxury Property Guide | | | | | | | | | | | |
| Sotheby's Auction House: Print | | | | | | | | | | | | |
| Sotheby's Magazine | Full Page | | | | | | | | | | | |
| Sotheby's Auction House: Digital | | | | | | | | | | | | |
| Sotheby's Selects E-Newsletter | Sotheby's Selects E-Newsletter | | | | | | | | | | | |
| 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 3

| Media | Ad Description | October | November | December | January | February | March | April | May | Media Total | Reach |
|-----------------------------------|--|---------|-------------|--------------|-----------|----------------|-------------|-----------|-------|--------------|-----------|
| Art Bazel | | | | | | | | | | | |
| Art Bazel Magazine | Full Page | | | Bonus | | | | | | \$ - | 0 |
| Art Bazel Sponsorship | Silver Sponsor | | | \$ 13,500.00 | | | | | | \$ 13,500.00 | 79,000 |
| Azure | | | | | | | | | | | |
| Azure content | Custom Article | | \$ 6,775.00 | | | | | | | \$ 6,775.00 | 50,000 |
| Azure Gala | Sponsorship Tier 2 Sponsoring Sponsors | | | | \$24,500 | | | | | | |
| Azure Magazine | Full Page | | Full Page | | | | | | | | 25,600 |
| Azure newsletter | Dedicated Newsletter | | | Newsletter | | | | | | \$ 24,500.00 | 22,000 |
| Azure banners | Digital Advertising | | Digital | | | Digital | | | | | 60,000 |
| Azure Social | Socail package | | | | Social | | | | | | |
| Azure Social | Dedicated Reel - Instagram and Facebook | | | | | | Social | | | | |
| Boat International | | | | | | | | | | | |
| Owners Club Event - Casa Cipriani | New York Dinner | | | \$ 30,000.00 | | | | | | \$ 30,000.00 | 35 |
| Custom Content | Custom Article w/ Social and Newsletter promotion | | | | \$7,500 | | | | | \$ 7,500.00 | 1,000 |
| Enewsletter Exclusive | Exclusive Sponsorship - 20 enewsletters October - May | | | | \$8,000 | | | | | \$ 8,000.00 | 512,000 |
| Print - US Issue | Full page | | \$ 4,650.00 | | | | \$ 4,650.00 | | | \$ 9,300.00 | 25,850 |
| Dwell.com | | | | | | | | | | | |
| Real Estate Package | Custom Article with promo on Homepage, in E-Newsletter & 1X on FB | | \$ 6,000.00 | | | | | | | \$ 6,000.00 | 156,500 |
| Elite Traveler | | | | | | | | | | | |
| Custom Plan 2 | | | | | | \$42,000 | | | | | |
| Elite Online Real Estate Showcase | Multiple Print and Digital | | | | | Online Listing | | | | | |
| EliteE-Newsletter | Online Real Estate Showcase with Social and Newsletter Amplification | | | | | | Enews | Enews | Enews | | 72,000 |
| Elite Dedicated E-blast | E-Newsletter Explorer and Luxury Takeovers | | | | | | | | | \$ 42,000.00 | 36,000 |
| Elite Social Media Post - | Dedicated E-blast | Blast | | | | | Blast | | | | 440,000 |
| Elite Banners | Dark Post | | Dark Post | | | | | | | | 300,000 |
| Elite Traveler | ROS | | Banners | | Banners | | | Full Page | | | 1,671,000 |
| Elite Traveler | Spread | | Banners | | Full page | | | | | | 557,000 |
| Elite Traveler | Luxury Homes Feature | | | | | | | | | | |
| Modern Luxury | | | | | | | | | | | |
| Modern Luxury | Custom Package 3 | | | | | \$30,000 | | | | | |
| Modern Luxury | Enewsletter/Advertorial | | | | | | Enews/Adv | | | | |
| Modern Luxury | Real Estate Enewsletter | | | | | | | | | | |
| Modern Luxury | Dedicated Email | | | | | | | | | | |
| Modern Luxury | Branded Content Article | Article | Email | | | | | | | \$ 30,000.00 | |
| Modern Luxury | Top 5 Editorial | | | | | | | | | | |
| Modern Luxury | Full Page - Ocean Drive | | Top 5 | | Top 5 | | | | | | 70,000 |
| Modern Luxury | Full Page - Miami Magazine | | Full Page | | Full Page | | | | | | 70,000 |
| Modern Luxury | Full Page - Chicago | | | | | | | Full Page | | | 35,000 |
| Modern Luxury | Full Page - Manhattan | | Full Page | | | | | | | | 35,000 |

Proposed Schedule, Pricing & Reach 2024-2025

PLAN 3-CONTINUED

| | | | | | | | | | | | |
|---|--|--|--|--|--|--|--|--|--|--|--|
| Private Air Luxury Homes | | | | | | | | | | | |
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| The Real Deal | | | | | | | | | | | |
| The Real Deal | National dedicated Email | | | | | | | | | | |
| The Real Deal | Regional Enewsletter - NY Daily | | | | | | | | | | |
| The Real Deal | Regional Enewsletter - South Florida Daily | | | | | | | | | | |
| The Real Deal | Regional Enewsletter - Chicago Daily | | | | | | | | | | |
| The Real Deal | High Impact Roadblock Banners | | | | | | | | | | |
| The Real Deal | Custom Content Content | | | | | | | | | | |
| The Real Deal | Social Post Instagram | | | | | | | | | | |
| The Real Deal | Full Page | | | | | | | | | | |
| The Real Deal | Package Discount | | | | | | | | | | |
| Robb Report | | | | | | | | | | | |
| Robbreport.com | Tier 1 | | | | | | | | | | |
| Robbreport.com | Featured Listing Carousel - 1 Property | | | | | | | | | | |
| Robbreport.com | Real Estate Newsletter - 3 Sends | | | | | | | | | | |
| Robbreport.com | Daily Newsletter - 3 Sends in 30 days | | | | | | | | | | |
| Robbreport.com | Focus Now Newsletter - Saturday | | | | | | | | | | |
| Robb Report | Robb Report Luxury Property Guide | | | | | | | | | | |
| Sotheby's Auction House: Print | | | | | | | | | | | |
| Sotheby's Magazine | Full Page | | | | | | | | | | |
| Sotheby's Auction House: Digital | | | | | | | | | | | |
| Sotheby's Selects E-Newsletter | Sotheby's Selects E-Newsletter | | | | | | | | | | |
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