



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

111 West 57th Street Advertising and Marketing Program

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 111 West 57th Street

SKY Advertising is excited to present to East Side Manhattan Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 111 West 57th Street.

Your strategic blueprint is composed of direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale and strategic print media to reach individuals looking for high-end living in New York, NY.

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**

ADVERTORIAL - 2 PAGE: \$10,500
 ADVERTORIAL - 4 PAGE: \$18,800
 FULL PAGE: \$3,640
 HALF PAGE: \$1,820
 QUARTER PAGE: \$910

Global



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
 78750
 Property # 1230123
 Agent: Sotheby's
 International Realty
 Broker: Sotheby's International Realty
 Email: sothebys@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, 46F/50C at Central Park West is a rare opportunity to own a piece of Manhattan's most iconic landmark. Every room in this penthouse is a masterpiece of design and craftsmanship, featuring an expansive light-filled space, a grand marble hall, a private screening room, a gym, and a spa.

New York, New York
 10022
 Property # 123456789
 Agent: Sotheby's International Realty
 Broker: Sotheby's International Realty
 Email: sothebys@sothebysrealty.com
 \$50,000,000.00

510 Park Avenue, 15/16
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking New York City. The building is a masterpiece of design and craftsmanship, featuring a private screening room, a gym, and a spa.

New York, New York
 10022
 Property # 123456789
 Agent: Sotheby's International Realty
 Broker: Sotheby's International Realty
 Email: sothebys@sothebysrealty.com
 \$20,000,000.00

Four Seasons Private Residences
 This stunning 1,100 sq. ft. penthouse is a masterpiece of design and craftsmanship, featuring a private screening room, a gym, and a spa.

New York, New York
 10022
 Property # 123456789
 Agent: Sotheby's International Realty
 Broker: Sotheby's International Realty
 Email: sothebys@sothebysrealty.com
 \$15,000,000.00

SC

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**

NORTHEAST REGION
QUARTER PAGE: \$3,530
HALF PAGE: \$7,060

NEW YORK REGION
QUARTER PAGE: \$2,310
HALF PAGE: \$4,620

THE WALL STREET JOURNAL.
WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • \$5.00
DOW 29,214.1 | NYSE 12,191 | NASDAQ 101,019.3 | SPX 3,000 | RUSSELL 2000 1,911.4 | 10-YR TREAS. 4.25% | 30-YR TREAS. 4.58% | GOLD \$1,142.30 | S&P 500 \$1,212 | VIX 20.32

What's News
Business & Finance

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

Shaky Ground
A major supply chain of hospitals is being disrupted by a coronavirus outbreak

Tennessee Twisters Kill at Least 25
A line of twisters began barreling across Tennessee on Monday, spawning three fatalities and several injuries in the state while many residents fled, according to the National Weather Service.

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

World Wide
Biden outlined a string of major foreign policy initiatives and leaders were deluged with calls for support from the field in the run-up to the Democratic presidential inauguration in A.D. 2021.

Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

City, State: [Redacted]
Webster or Address: \$4,XXX,XXX | sothebysrealty.com/61767
Company: [Redacted]
AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

City, State: [Redacted]
Webster or Address: \$4,XXX,XXX | sothebysrealty.com/61767
Company: [Redacted]
AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

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AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

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**

QUARTER PAGE, COLOR: \$4,500

HALF PAGE, COLOR: \$8,750

Global

Sotheby's Real Estate. Nothing compares to what's next.

NEW YORK, NEW YORK
 WOODBURY, VIRGINIA
 THE SHAMMA
 NEW YORK, NEW YORK

AUSTIN, TEXAS
 BLUFFTON, SOUTH CAROLINA
 FIVE HILLS, TEXAS
 CATHEDRAL CANYON

AUSTIN, TEXAS
 AUSTIN, TEXAS
 AUSTIN, TEXAS
 KAMARA WILCOX

BRISTOL, VIRGINIA
 BRISTOL, VIRGINIA

800.855.8500
 www.sothebysrealty.com

Hamptons

YOUR GUIDE TO LONG ISLAND'S EAST END

Hamptons is the east end's leading luxury lifestyle media brand, serving as the most reputable authority with an unparalleled pulse on the market.

As part of the award-winning modern luxury media network, hamptons delivers cutting-edge fashion spreads, international travel features, revealing celebrity profiles, and the latest local know-how, ensuring our content consistently engages the most cultured audience from westhampton to montauk

Connect to our exclusive community

The basics:

- Male/Female: **49%/51%**
- Average Age: **45**

Audience lifestyle:

- **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
- Circulation: **50,000**
CVC audited quantity includes print and digital copies
- Readership: **142,000**

FULL PAGE: \$5,000

SPREAD: \$9,375



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 1

Plan 1 - Half Pages

Media	Ad Description	September	October	November	December	January	February	March	April	May	Media Total	Reach
Sotheby's Auction House: Print												
Sotheby's Magazine	Advertorial - 2 page			\$ 10,500.00							\$ 10,500.00	20,000
Print												
Conde Nast Magazines												
Architectural Digest - Manhattan	Full Page			\$ 2,510.00		The 100 Issue					\$ 2,510.00	13,000
Financial Times												
Financial Times	Half Page		\$ 8,750.00								\$ 8,750.00	210,457
Modern Luxury												
Hamptons Magazine	Spread									\$ 9,375.00	\$ 9,375.00	35,000
The Wall Street Journal												
The Wall Street Journal - New York Region	Half Page		\$ 4,620.00								\$ 4,620.00	88,863
TOTAL											\$ 35,755.00	367,320
Pricing Subject to Change												

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 2

Plan 2 - Quarter Pages

Media	Ad Description	September	October	November	December	January	February	March	April	May	Media Total	Reach
Sotheby's Auction House: Print												
Sotheby's Magazine	Advertorial - 2 page			\$ 10,500.00							\$ 10,500.00	20,000
Print												
Conde Nast Magazines												
Architectural Digest - Manhattan	Full Page			\$ 2,510.00		The 100 issue					\$ 2,510.00	13,000
Financial Times												
Financial Times	Quarter Page		\$ 4,500.00								\$ 4,500.00	210,457
Modern Luxury												
Hamptons Magazine	Full Page								\$ 5,000.00		\$ 5,000.00	510,000
The Wall Street Journal												
The Wall Street Journal - New York Region	Quarter page		\$ 2,310.00								\$ 2,310.00	88,863
TOTAL											\$ 24,820.00	842,320
Pricing Subject to Change												

Proposed Schedule, Pricing & Reach 2024- 2025

PLAN 3

Plan 3 - Quarter Pages - Additional Runs

Media	Ad Description	September	October	November	December	January	February	March	April	May	Media Total	Reach
Sotheby's Auction House: Print												
Sotheby's Magazine	Advertorial - 2 page			\$ 10,500.00							\$ 10,500.00	20,000
Print												
Conde Nast Magazines												
Architectural Digest - Manhattan	Full Page			\$ 2,510.00		The 100 issue					\$ 2,510.00	13,000
Financial Times												
Financial Times	Quarter Page		\$ 4,500.00	\$ 4,500.00							\$ 9,000.00	420,914
Modern Luxury												
Hamptons Magazine	Full Page, Spread									\$ 5,000.00	\$ 5,000.00	35,000
The Wall Street Journal												
The Wall Street Journal - New York Region	Quarter page Buy 4 get 1 Free		\$ 2,310.00	\$ 2,310.00		\$ 2,310.00	\$ 2,310.00	Bonus			\$ 9,240.00	444,315
TOTAL											\$ 36,250.00	933,229
Pricing Subject to Change												