



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

4410 S Highway A1A Advertising and Marketing Program

ONE | Sotheby's
INTERNATIONAL REALTY

Table of Contents

3 INTRO

4 SOTHEBY'S AUCTION HOUSE

5 Sotheby's Magazine

6 DIGITAL

7 Impressions Campaign

12 Comprehensive Digital

13 Google AdWords

16 jamesedition.com

19 Ocean Home

20 WSJ.com

22 PRINT

23 The Wall Street Journal

25 The New York Times

28 Financial Times

29 Private Air Luxury Homes Magazine

30 SCHEDULE, PRICING & REACH

31 2024



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 4410 S Highway A1A

SKY Advertising is excited to present to ONE Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the 4410 S Highway A1A.

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 Hutchinson Island, FL.

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**

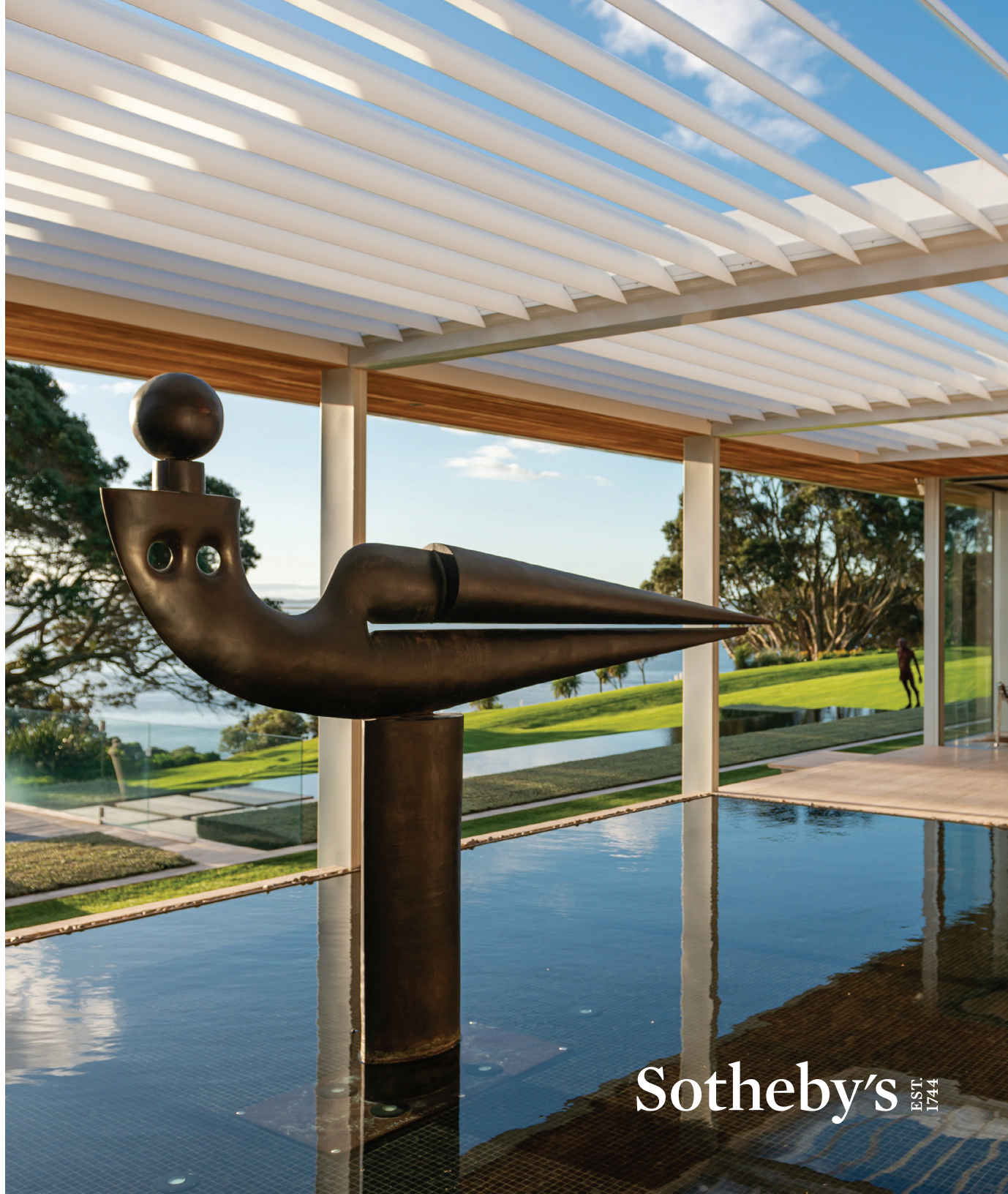
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

CHLOE STEELY
Account Executive
212-677-2557
chloe@skyad.com

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
 714.466.8800
 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.

© 2018 Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty, Inc. is an Equal Opportunity Employer. All trademarks are the property of their respective owners. The information is for informational purposes only and does not constitute an offer. Please contact your local office for more information.

Home

1 Central Park West 46R/50C
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom-made furniture. This is a rare opportunity to own a piece of New York City's most prestigious address. Sotheby's International Realty is proud to present this exceptional property. Call your agent today.

New York, New York
 \$2,400,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's +1 212 510 7772
 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 property features a private elevator and is a true masterpiece of modern architecture. Sotheby's International Realty is proud to present this exceptional property. Call your agent today.

New York, New York
 \$2,400,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's +1 212 510 7772
 Email: sothebys@sothebysrealty.com
 \$20,000,000.00

Four Seasons Private Residences
 This upcoming 1,100 sq. ft. penthouse residence is a true masterpiece of modern architecture. The property features a private elevator and is a true masterpiece of modern architecture. Sotheby's International Realty is proud to present this exceptional property. Call your agent today.

New York, New York
 \$2,400,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's +1 212 510 7772
 Email: sothebys@sothebysrealty.com
 \$10,000,000.00

85

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

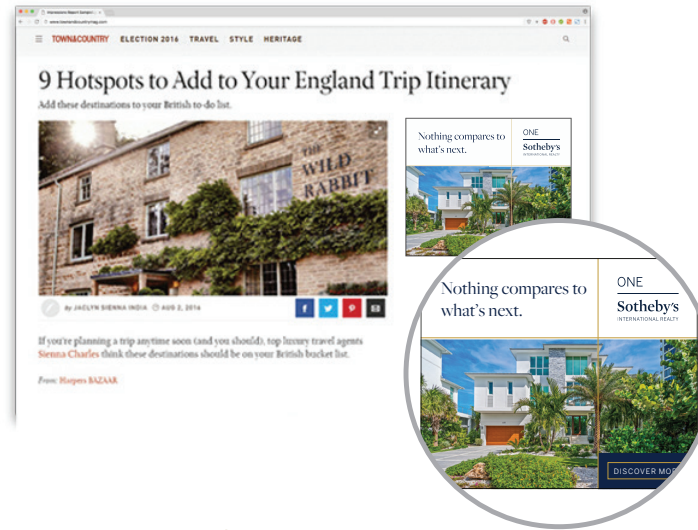
Impressions Campaign

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: **4410 S Highway A1A**
- Flight Dates: **Two Weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

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



Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

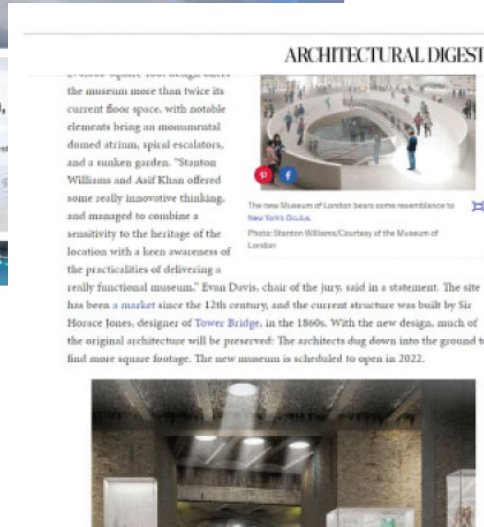
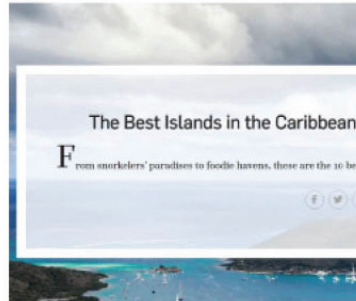
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

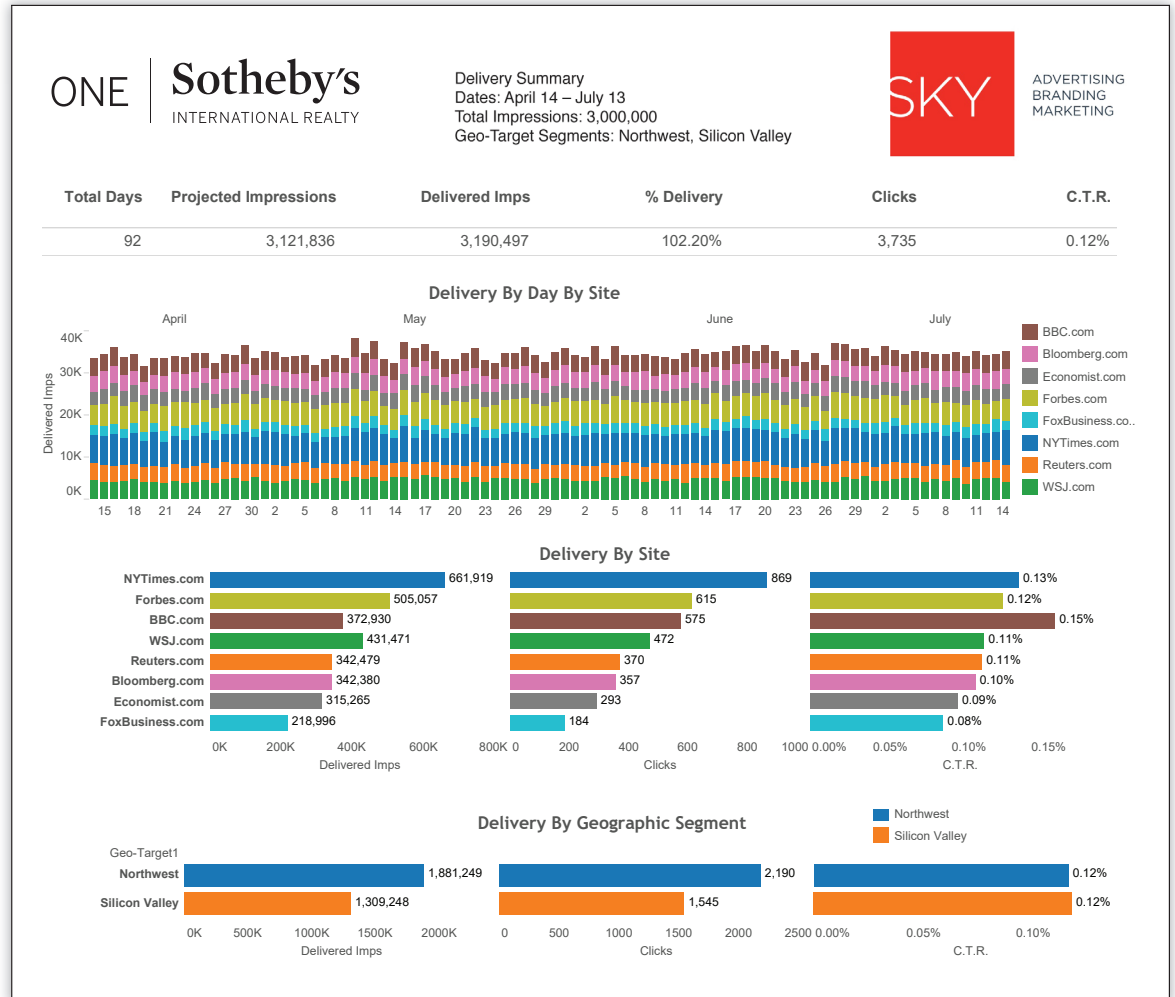


Comprehensive Reporting For Your Customized Campaign

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

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

IMPRESSIONS PROGRAM SAMPLE REPORT



Comprehensive Digital

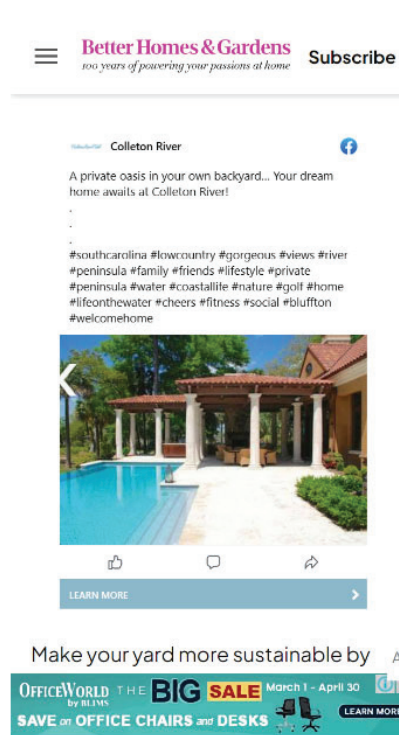
SOCIAL MIRROR ADS

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

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

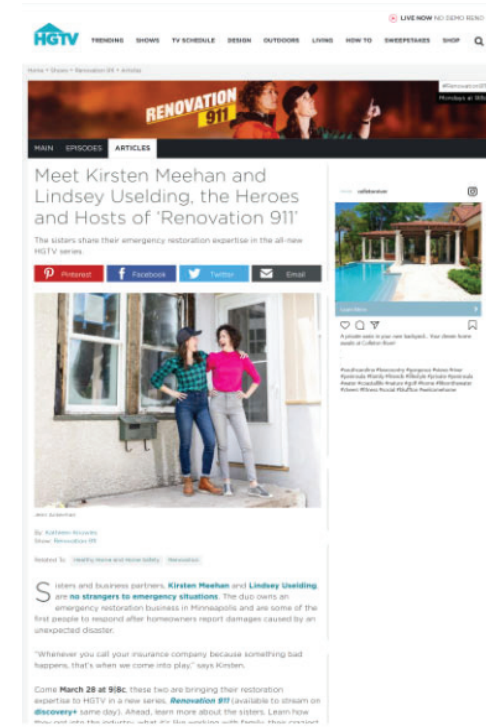
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



TARGETING ABILITIES:

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



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

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

Google AdWords

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

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

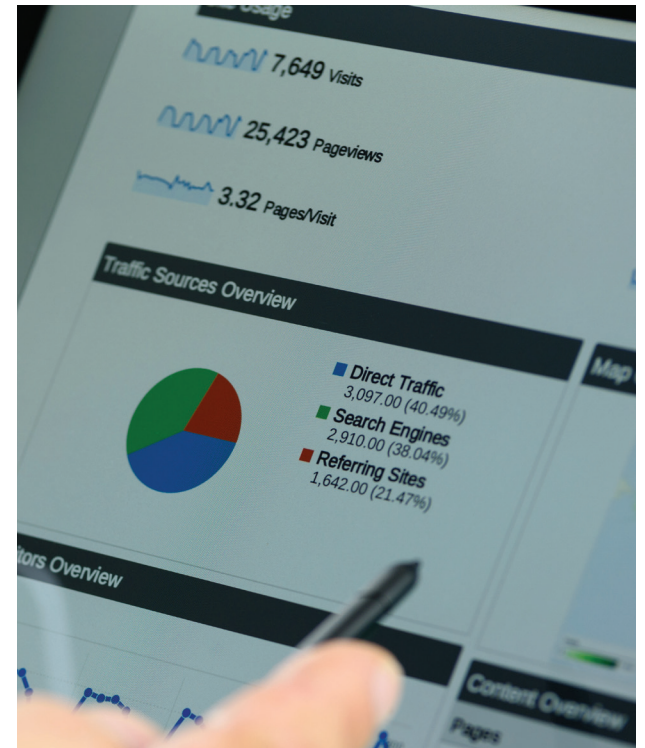


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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



Google AdWords

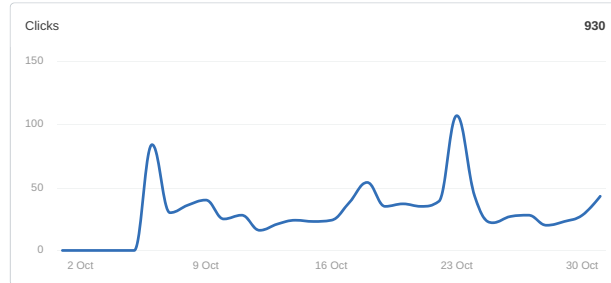
CLIENT DASHBOARD

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



SIR ONE

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



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

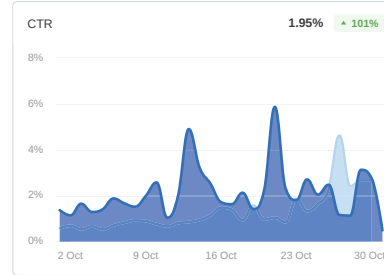
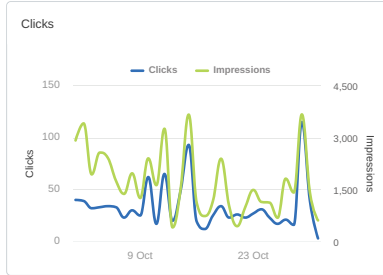
MONTHLY REPORTING

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



SIR ONE

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

jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. Below this is a search bar and a category menu with icons for Cars (7,560), Real Estate (76,214), Yachts (774), Watches (1,382), Jets (66), Helicopters (35), and Exotic Cars (6). The main banner features a large image of a yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, there's a section for 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3400 trusted dealers around the world.' This is followed by a 'MOST POPULAR' section with a grid of featured items: Ferrari 488 GTB (\$71,999), Chevrolet Corvette (\$478,947), Stunning Villa Over... (\$478,947), and Ram 2500 (\$48,999). Below this is a 'JAMES SPOTTING' section with a photo of a duplex and a 'RICH LIST' section with a photo of a yacht. The 'RICH LIST' section highlights a 'DOUBLE DOWN 214' Codecasa 2010/20... for \$3,800,000. There's also a 'Featured Agent' section for Nick Swinburne. At the bottom, there's a 'LATEST STORIES' section with an image of an orange sports car and several article teasers.

The screenshot shows the 'Find luxury real estate and homes for sale' page. It features a search bar with 'Type location' and a 'Search' button. Below the search bar, there's a large image of a modern interior with the text 'THE PENTHOUSES AT GOLDEN PEAK \$2,300,000'. To the right, there's a section for 'VIEW ALL HOMES' and a search bar. Below this, there's a 'Featured luxury properties' section with a grid of property listings, each with a photo and price: '5 Bedrooms - Pent...' (\$2,734,418), 'Stunning Sherwood...' (\$3,258,000), 'Enviably Estate By...' (\$2,995,900), and 'Modern Apartment...' (\$2,724,332). There's also a 'News about luxury real estate' section with several article teasers, including 'Most exclusive neighborhoods of Hong Kong', 'The Bahamas: Inside the most exclusive gated communities', 'Trending: Golf property in the "Golden Triangle" area of Algarve, Portugal', and 'Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring'. At the bottom, there's a footer with 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

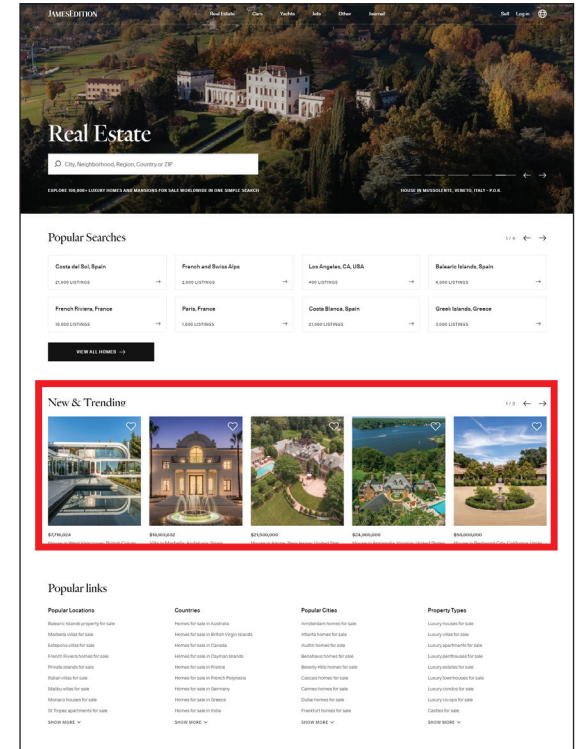
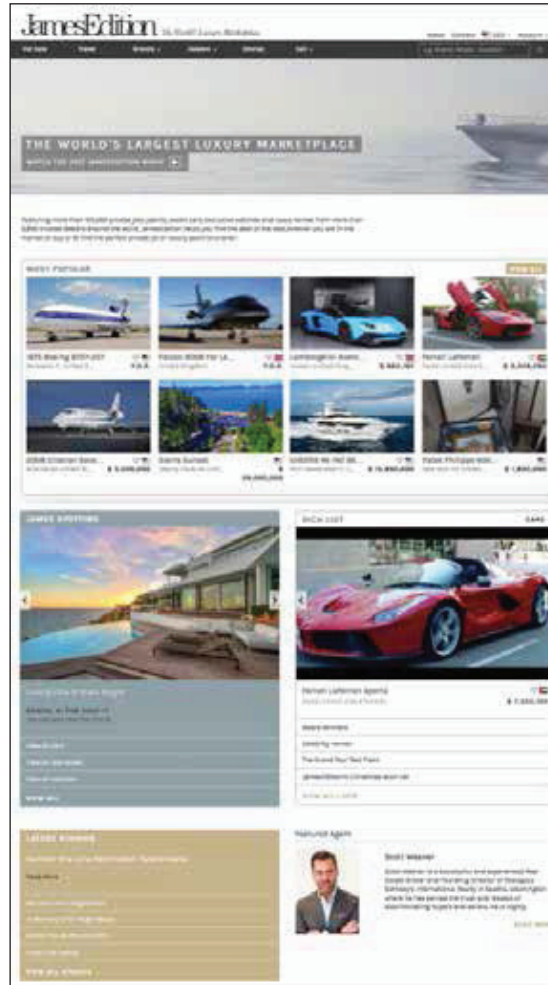
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

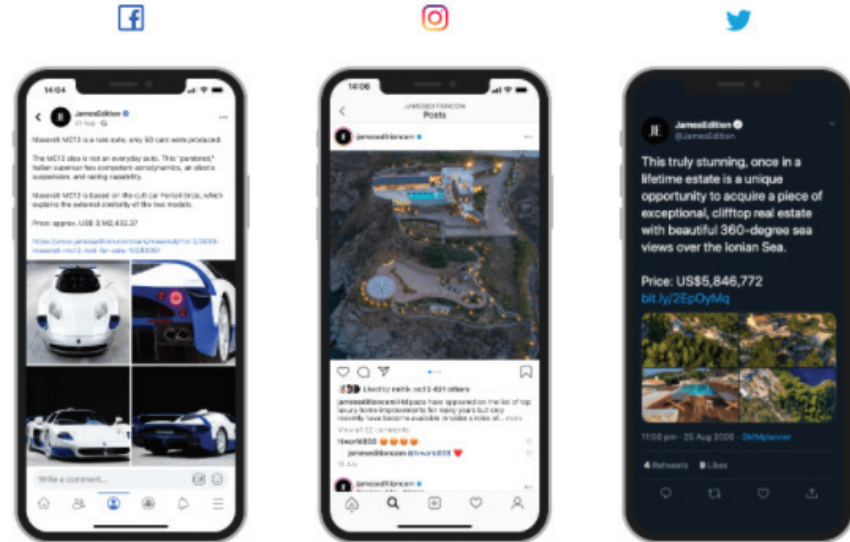
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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.

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

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.

STARTING AT \$750 PER MONTH



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 POST: \$675/POST
 INSTAGRAM POST: \$800/POST
 FACEBOOK/INSTAGRAM AD:
 \$1,400 PER MONTH

OCEAN HOME 2021 MAGAZINE

OCEANHOME EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA

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 Anguilla today.

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA
 Deluxe Suites 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

The Wall Street Journal Online (WSJ.com)

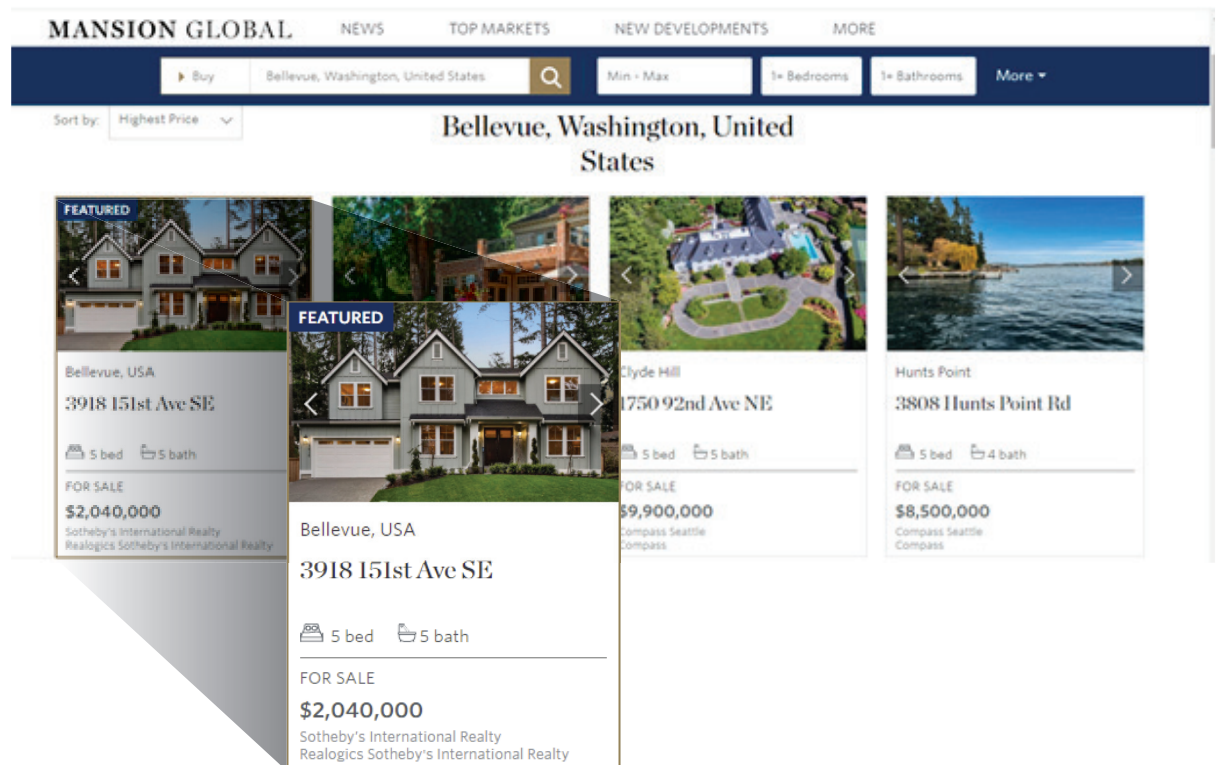
FEATURED PROPERTY UPGRADES

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



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

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

Includes Bonus 30 Day Digital -
 Featured Property Upgrade

THE WALL STREET JOURNAL.
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • WSJ.com • \$4.00
 DSN 292741 • 753.912.91 • NASDAQ 101819 • 3300 • NYSE TICKER: 1.16 • SPY TICKER: 2,572 • AUM 5,005 • 06.517.35 • 8,943 • 6012.1142.30 • 4,593 • 1000.12172 • 107.201.32

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

Tennessee Twisters Kill at Least 25
 At least 25 people were killed and 100 injured in a deadly twister that struck a small town in Tennessee on Tuesday.

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

Shaky Ground
 A major supply chain of goods is being disrupted by the coronavirus outbreak.

What's News
 Business & Finance

World-Wide
 Biden reached a string of Super Tuesday primary victories and Sanders won the first caucus in California.

Sotheby's
 INTERNATIONAL REALTY

Nothing compares to what's next.

City, State
 Website or Address: \$4,XXX,XXX | sothebysrealty.com/rlt/gpt
 Company: Sotheby's International Realty
 AGENT NAME: agentname@sothebysrealty.com | +1 212.456.7890

City, State
 Website or Address: \$4,XXX,XXX | sothebysrealty.com/rlt/gpt
 Company: Sotheby's International Realty
 AGENT NAME: agentname@sothebysrealty.com | +1 212.456.7890

City, State
 Website or Address: \$4,XXX,XXX | sothebysrealty.com/rlt/gpt
 Company: Sotheby's International Realty
 AGENT NAME: agentname@sothebysrealty.com | +1 212.456.7890

City, State
 Website or Address: \$4,XXX,XXX | sothebysrealty.com/rlt/gpt
 Company: Sotheby's International Realty
 AGENT NAME: agentname@sothebysrealty.com | +1 212.456.7890

City, State
 Website or Address: \$4,XXX,XXX | sothebysrealty.com/rlt/gpt
 Company: Sotheby's International Realty
 AGENT NAME: agentname@sothebysrealty.com | +1 212.456.7890

City, State
 Website or Address: \$4,XXX,XXX | sothebysrealty.com/rlt/gpt
 Company: Sotheby's International Realty
 AGENT NAME: agentname@sothebysrealty.com | +1 212.456.7890

City, State
 Website or Address: \$4,XXX,XXX | sothebysrealty.com/rlt/gpt
 Company: Sotheby's International Realty
 AGENT NAME: agentname@sothebysrealty.com | +1 212.456.7890

City, State
 Website or Address: \$4,XXX,XXX | sothebysrealty.com/rlt/gpt
 Company: Sotheby's International Realty
 AGENT NAME: agentname@sothebysrealty.com | +1 212.456.7890

City, State
 Website or Address: \$4,XXX,XXX | sothebysrealty.com/rlt/gpt
 Company: Sotheby's International Realty
 AGENT NAME: agentname@sothebysrealty.com | +1 212.456.7890

City, State
 Website or Address: \$4,XXX,XXX | sothebysrealty.com/rlt/gpt
 Company: Sotheby's International Realty
 AGENT NAME: agentname@sothebysrealty.com | +1 212.456.7890

City, State
 Website or Address: \$4,XXX,XXX | sothebysrealty.com/rlt/gpt
 Company: Sotheby's International Realty
 AGENT NAME: agentname@sothebysrealty.com | +1 212.456.7890

PRINT

The Wall Street Journal

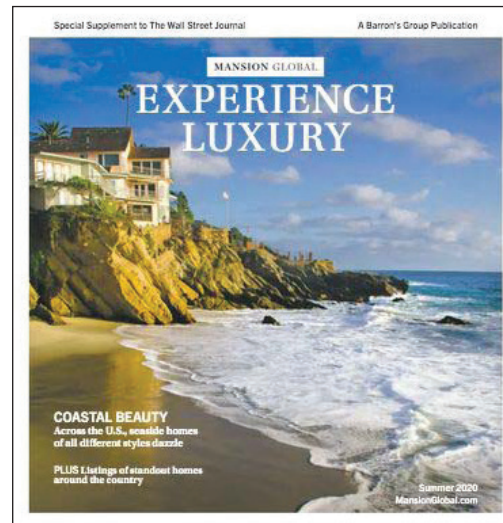
MANSION GLOBAL EXPERIENCE LUXURY

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

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

\$980/FULL PAGE TEMPLATE

\$1,985/FULL PAGE CUSTOM



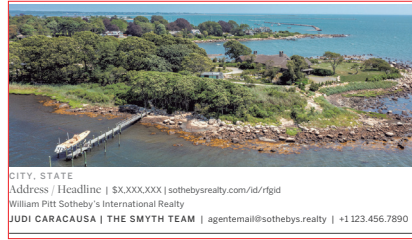
The New York Times

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



CITY, STATE
Address | Headline | \$XXXXXXX | sothebysrealty.com/d/r/dt
William Pitt Sotheby's International Realty
JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebysrealty.com | +1 212.456.7800



Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

 <small>CITY, STATE</small> <small>Address Headline \$XXXXXXX sothebysrealty.com/d/r/dt</small> <small>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebysrealty.com +1 212.456.7800</small>	 <small>CITY, STATE</small> <small>Address Headline</small> <small>\$XXXXXXX sothebysrealty.com/d/r/dt</small> <small>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebysrealty.com +1 212.456.7800</small>	 <small>CITY, STATE</small> <small>Address Headline</small> <small>\$XXXXXXX sothebysrealty.com/d/r/dt</small> <small>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebysrealty.com +1 212.456.7800</small>	 <small>CITY, STATE</small> <small>Address Headline</small> <small>\$XXXXXXX sothebysrealty.com/d/r/dt</small> <small>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebysrealty.com +1 212.456.7800</small>
--	--	--	--

The New York Times

THE SUNDAY REAL ESTATE

Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- Circulation: **403,748**
- Sunday: **972,774**
- Male / Female ratio: **51% / 49%**
- Median HHI: **\$193,586**
- Average HHI: **\$359,826**
- Median Age: **50**

PRICE: \$760/SINGLE SPOT, SUNDAY, COLOR




CITY, STATE
 Address | Headline | \$XXXXXXX | sothebysrealty.com/d/r/figd
 William Pitt Sotheby's International Realty
JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebys.realty | +1 212.456.7890

OWNERS | DESIGN | RENOVATIONS

RealEstate
 The New York Times

SECOND HOMES

THE HAMPTONS NORTH?



The Hudson Valley is starting to resemble that stretch of Long Island.

























By JILL SACROW
 For some time, the Hudson Valley was regarded as the most affordable real estate market in the Northeast. And now, as the market begins to recover, it's starting to resemble that stretch of Long Island.

For some time, the Hudson Valley was regarded as the most affordable real estate market in the Northeast. And now, as the market begins to recover, it's starting to resemble that stretch of Long Island.

For some time, the Hudson Valley was regarded as the most affordable real estate market in the Northeast. And now, as the market begins to recover, it's starting to resemble that stretch of Long Island.

Sotheby's
 INTERNATIONAL REALTY

Nothing compares to what's next.

 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890
 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890
 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890
 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890
 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890
 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890
 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890
 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890

SO THEBY'S REALTY.COM

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

72 Post Road, Old Westbury, NY

Sandbanks Exuma, The Bahamas

5305 Carlsbad Boulevard, Carlsbad, CA 92008

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**

PROPERTY SPOT, COLOR: \$750

Global

Sotheby's International Realty

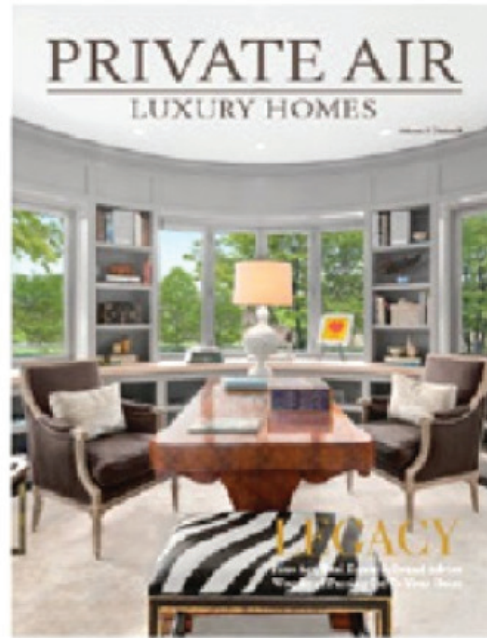
Nothing compares to what's next.

<p>WORLDWIDE</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p>	<p>WORLDWIDE</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p>	<p>WORLDWIDE</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p>
<p>WORLDWIDE</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p>	<p>WORLDWIDE</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p>	<p>WORLDWIDE</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p> <p>WORLDWIDE REALTY</p>

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**



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

PLAN 1

Plan	Ad Description	September	October	November	December	Media Total	Reach
Media							
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page			\$ 910.00	\$ 910.00		20,000
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
JamesEdition							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
Social Media	Listing Feature			\$ 1,000.00		\$ 1,000.00	148,000
Ocean Home							
E-Newsletter	E-Newsletter		\$ 750.00			\$ 750.00	22,000
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00				\$ 1,400.00	43,400
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 1,300.00	328,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus			\$ -	
Print							
Financial Times							
Financial Times	Property Spot	\$ 750.00				\$ 750.00	210,457
The New York Times							
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00			\$ 760.00	423,111
The New York Times	Property Spot - Sunday				\$ 760.00	\$ 760.00	381,268
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00				\$ 750.00	165,000
Private Air Luxury Homes							
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00		\$ 1,925.00	65,000
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00			\$ 1,590.00	1,288,848
The Wall Street Journal							
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00			\$ 980.00	100,000
TOTAL						\$ 22,575.00	4,437,084

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