



ADVERTISING  
BRANDING  
MARKETING

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

---

SKYAD.COM

# Hutton Drive Advertising and Marketing Program

Los Feliz | **Sotheby's**  
INTERNATIONAL REALTY

# Table of Contents

## **3 INTRO**

## **4 SOTHEBY'S AUCTION HOUSE**

- 5 Sotheby's Magazine
- 6 Sotheby's Selects e-Newsletters

## **7 DIGITAL**

- 8 Impressions Campaign
- 13 Comprehensive Digital
- 16 Google AdWords
- 17 Juwai.com
- 18 Cottages & Garden
- 19 Dwell Real Estate
- 20 Nob Hill Gazette
- 21 JamesEdition.com
- 25 Land.com
- 26 LA Times
- 27 Le Figaro
- 28 RobbReport.com
- 30 The Wall Street Journal Online

## **32 PRINT**

- 33 The Wall Street Journal
- 35 The New York Times
- 38 Financial Times
- 39 Los Angeles Times
- 41 Robb Report
- 42 San Francisco & Silicon Valley Takeover
- 43 Private Air Luxury Homes Magazine

## **44 SCHEDULE, PRICING & REACH**

- 45 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 Hutton Drive

SKY Advertising is excited to present to Los Feliz Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Hutton Drive.

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 Los Angeles, CA.

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

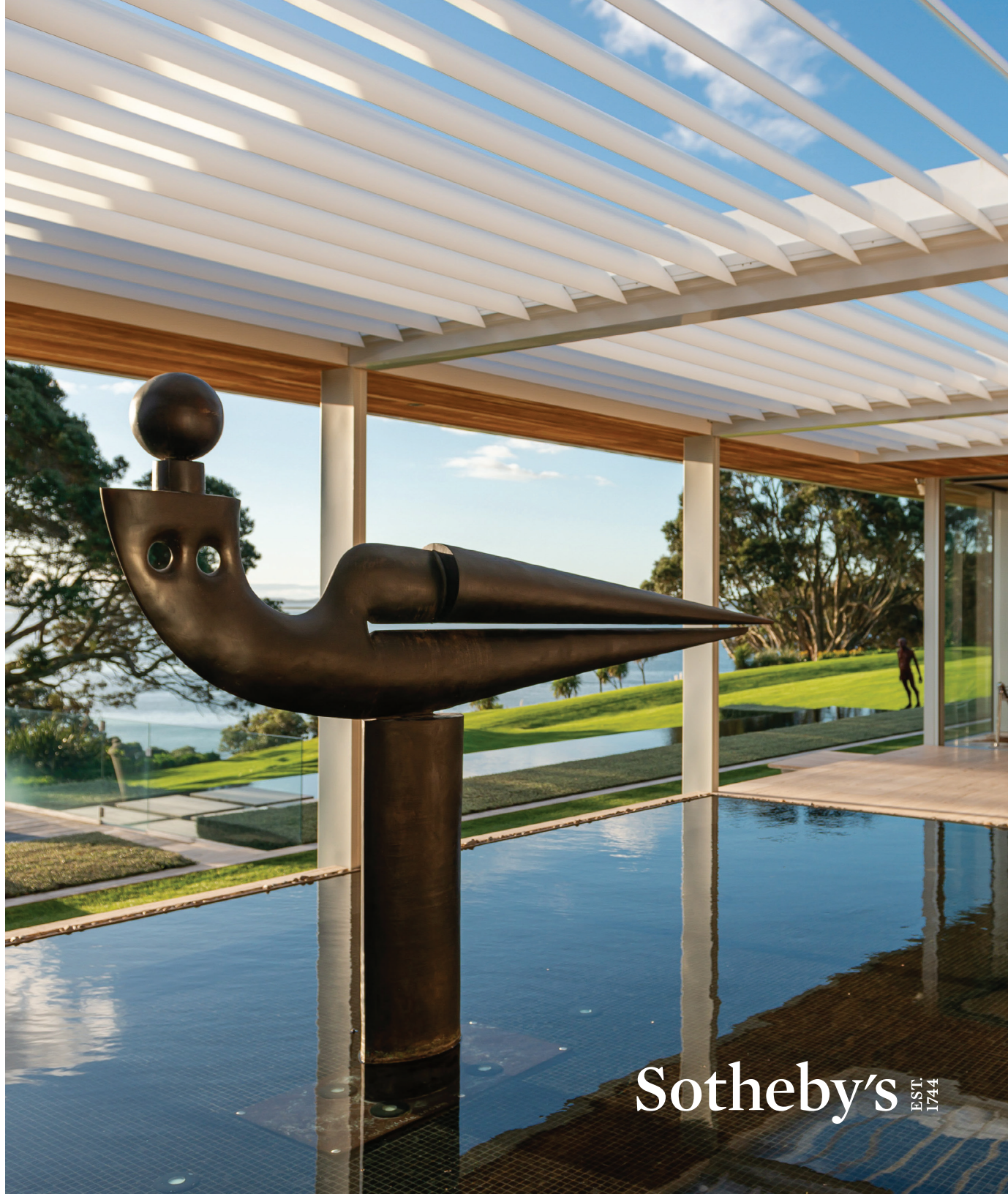
JANINE JONES  
*Executive Vice President*  
**212-677-2714**  
[janine@skyad.com](mailto:janine@skyad.com)

PAULA DAVIDSON  
*Senior Account Executive*  
**212-677-2671**  
[paula@skyad.com](mailto:paula@skyad.com)

SARA HELENI  
*Account Executive*  
**212-674-2402**  
[sara@skyad.com](mailto:sara@skyad.com)

CHLOE STEELY  
*Account Executive*  
**212-677-2557**  
[chloe@skyad.com](mailto: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  
 512.453.8800  
 Property # 1230123  
 Agent: Jennifer Smith  
 International Realty  
 Broker: Sotheby's International Realty  
 Email: jsmith@sothebysrealty.com  
 \$50,000,000.00

Nothing Compares to what's ours.  
 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 provided for informational purposes only and does not constitute an offer. Please contact your local office for more information.

Home

**1 Central Park West 46F/50C**  
 With unparalleled breathtaking views, this 50th floor Central Park West residence offers a rare opportunity to own a piece of New York City's most iconic real estate. This 2,000 sq. ft. residence features a grand entrance, a gourmet kitchen, a large living area, a master bedroom with a walk-in closet, and a private terrace. Don't miss this opportunity to own a piece of Central Park West.

**New York, New York**  
 212.850.0000  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 850 7772  
 Email: taylor@sothebysrealty.com  
 \$50,000,000.00

**510 Park Avenue, 15/16**  
 This residence in the sky offers 2,000 sq. ft. of sophisticated living space overlooking the city. The residence features a large living area, a gourmet kitchen, a master bedroom with a walk-in closet, and a private terrace. Don't miss this opportunity to own a piece of Park Avenue.

**New York, New York**  
 212.850.0000  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 850 7772  
 Email: taylor@sothebysrealty.com  
 \$20,000,000.00

**Four Seasons Private Residences**  
 This upcoming 1,100 sq. ft. boutique condominium residence is exclusively for sale through the Four Seasons Real Estate Group. The residence features a large living area, a gourmet kitchen, a master bedroom with a walk-in closet, and a private terrace. Don't miss this opportunity to own a piece of Four Seasons.

**New York, New York**  
 212.850.0000  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 850 7772  
 Email: taylor@sothebysrealty.com  
 \$15,000,000.00


86

DIGITAL

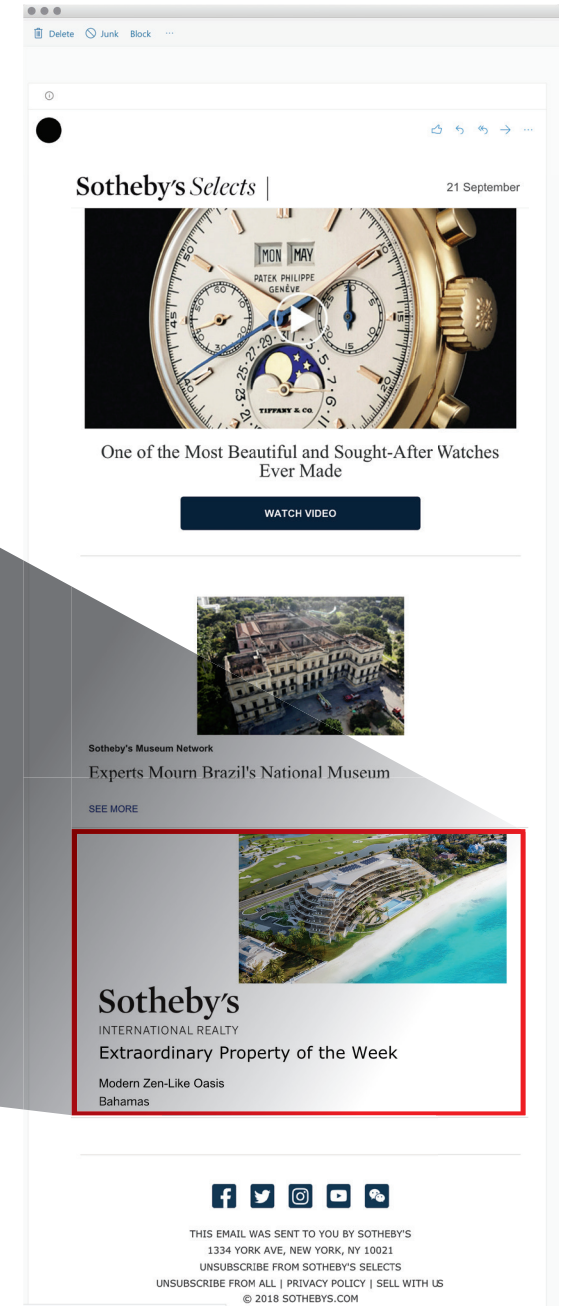
SOTHEBY'S SELECTS  
E-NEWSLETTERS

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


PRICE: \$2,585/DEPLOYMENT



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




Sotheby's Selects | 21 September



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

[WATCH VIDEO](#)

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



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

[f](#) [t](#) [@](#) [v](#) [m](#)

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



# Digital 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: **Hutton Drive**
- Flight Dates: **Two Weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

<b>100K Impressions per two weeks:</b>	<b>\$900</b>
<b>250K Impressions per month:</b>	<b>\$1,195</b>
<b>500K Impressions per month:</b>	<b>\$1,625</b>
<b>1 Million Impressions per month:</b>	<b>\$2,450</b>
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

<p>Nothing compares to what's next.</p>		<p>Aspen Snowmass   Sotheby's INTERNATIONAL REALTY</p> <p>DISCOVER MORE</p>
---	---	---

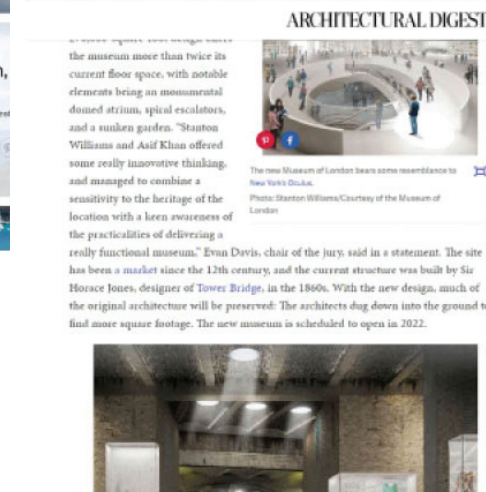
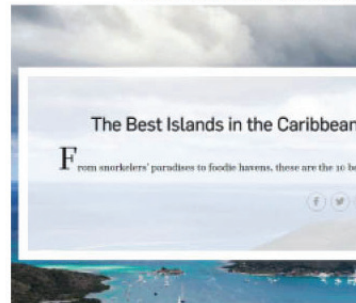
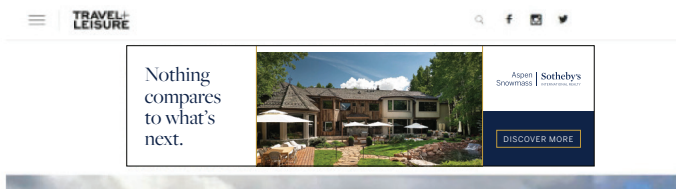
<p>Aspen Snowmass   Sotheby's INTERNATIONAL REALTY</p>		<p>Nothing compares to what's next.</p>	<p>DISCOVER MORE</p>
--	---	---	----------------------

<p>Nothing compares to what's next.</p>	<p>Aspen Snowmass Sotheby's</p>
	
 <p>DISCOVER MORE</p>	

<p>Nothing compares to what's next.</p>	<p>Aspen Snowmass Sotheby's</p>
 <p>DISCOVER MORE</p>	



# Sample Banners For Impressions Programs As They Appear On Sites

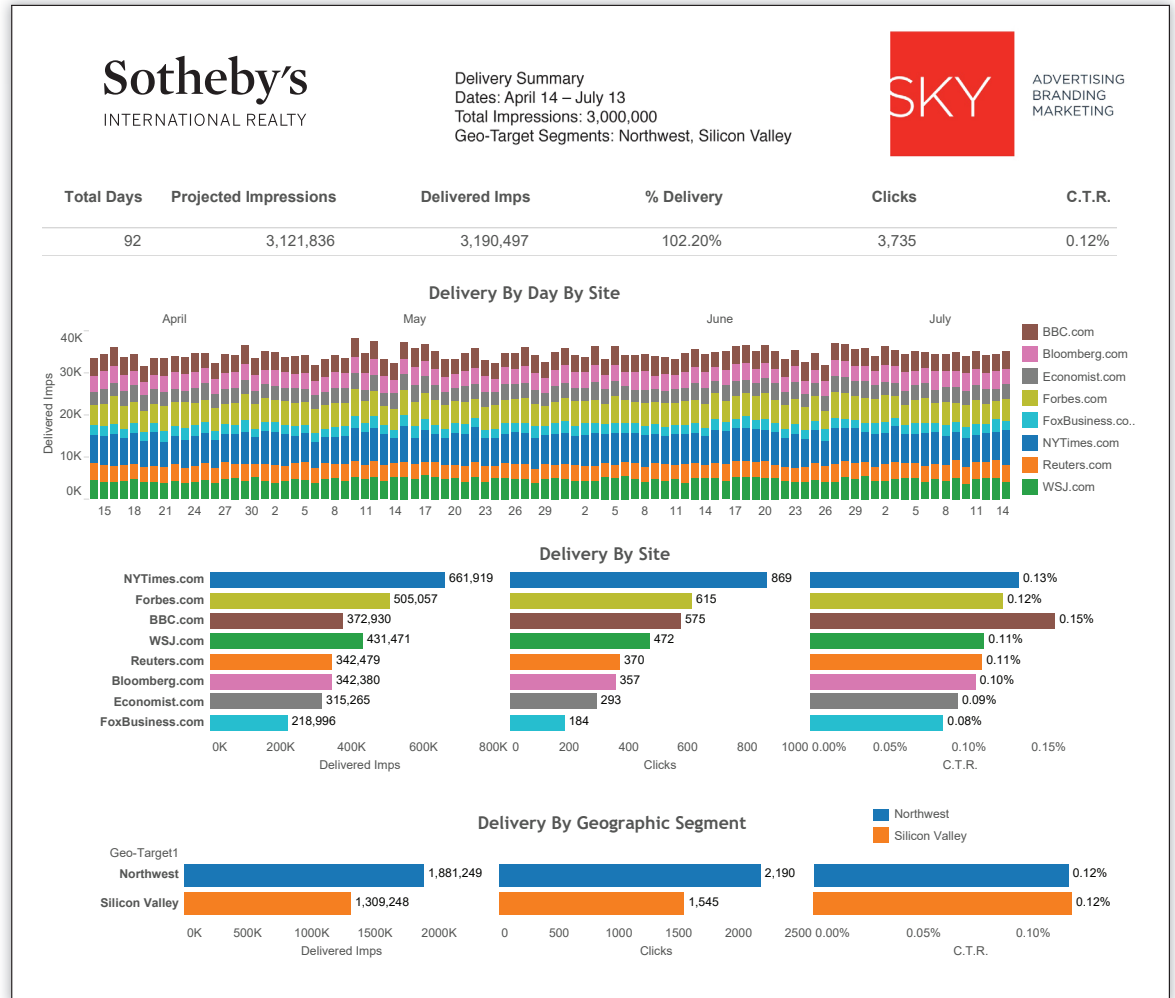


# Comprehensive Reporting For Your Customized Campaign

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



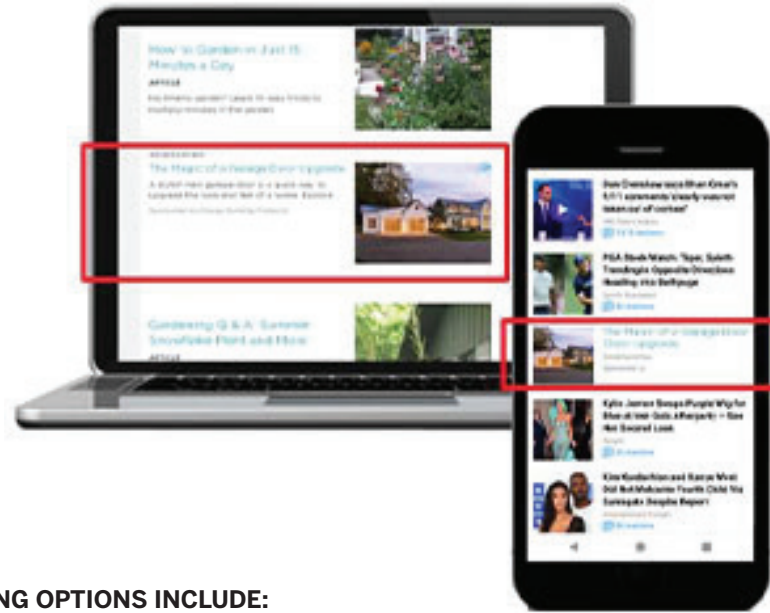
# Comprehensive Digital

## NATIVE DISPLAY

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

## HIGHER ENGAGEMENT:

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



## TARGETING OPTIONS INCLUDE:

- **Behavioral** – thousands of targeting categories including demographics, on-line and off-line behaviors, and interests. Keywords – target a list of up to 500 keywords related to your business, and show Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
- **Cross Platform Targeting** available from Mobile Conquesting.

- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.

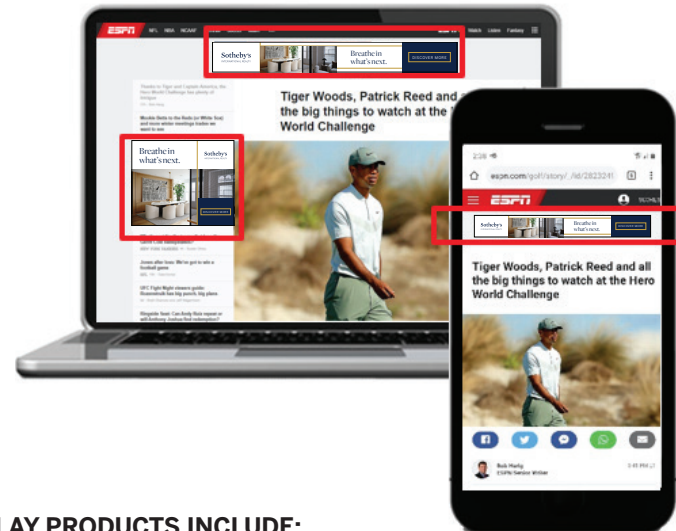
Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

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

# Comprehensive Digital

## DISPLAY

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



### TARGETED DISPLAY PRODUCTS INCLUDE:

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

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

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

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

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

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

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

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

Cross Platform Targeting available from Mobile Conquesting.

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

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

# Comprehensive Digital

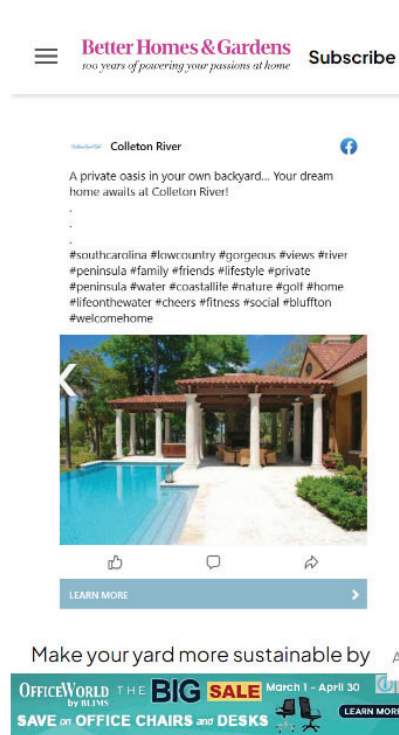
## SOCIAL MIRROR ADS

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

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

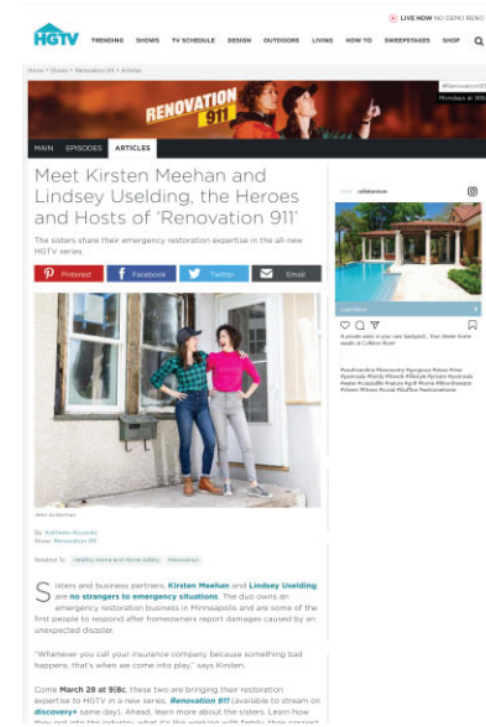
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



## TARGETING ABILITIES:

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



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

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



# Google AdWords

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

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

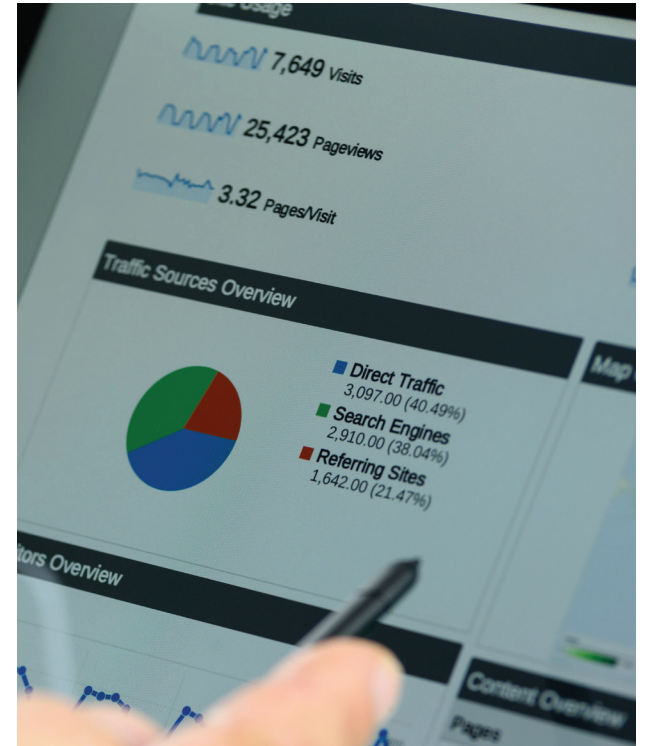


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

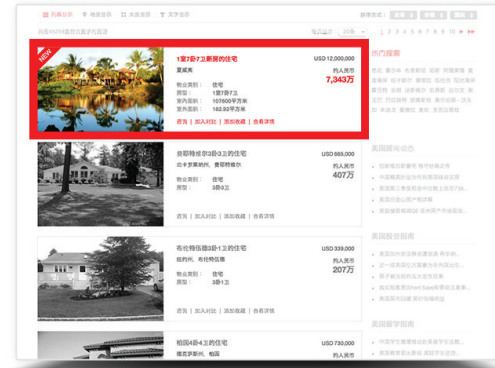
- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting,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

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



# juwai.com

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



## HOT PROPERTY UPGRADE

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

PRICING SPECIAL: \$425 FOR 30 DAYS.

**Global**

## FEATURED PLACEMENT PROPERTY LISTING

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

PRICE: \$425 FOR 6 MONTHS

**Global**

# Cottages & Garden

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

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

## TOP 10 MARKETS

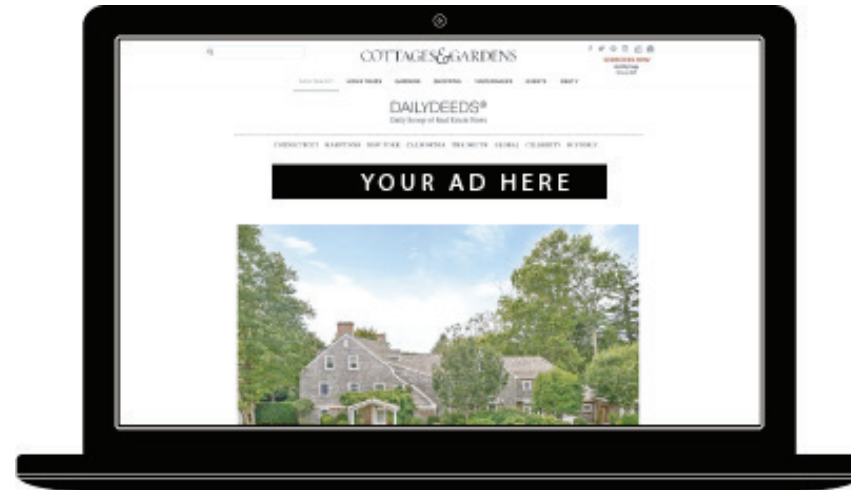
- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

## SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950

## DAILY DEEDS

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



### Floral Gift Ideas for Mother's Day

Even if she's not a gardener, chances are that every mother favors flowers.



### Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



### Ready, Set, Game Time!

12 fun finds that double as playful decor.

## Spotlight



CALIFORNIA CLOSETS

With an eye for both style and function, California Closets provides innovative custom storage systems for all areas of the home. Our expert design consultants will guide you through every step of the California Closets process. Find yourself at home with California Closets.



# Dwell Real Estate

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

## Dwell Audience Real Estate Metrics

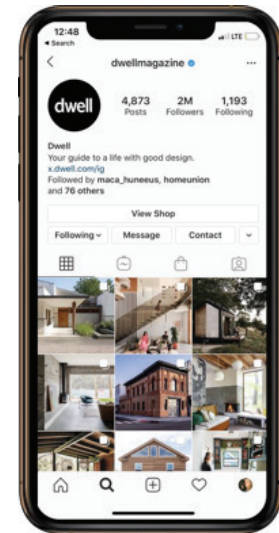
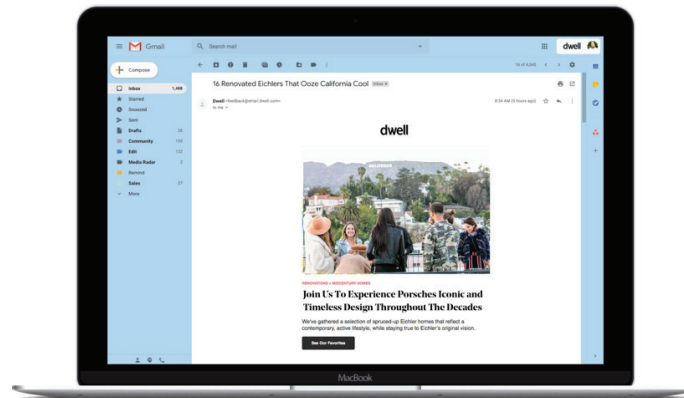
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

## CUSTOM REAL ESTATE ARTICLE.

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

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

PRICE: \$6,000



DIGITAL

# Nob Hill Gazette

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

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

## E-NEWSLETTER

### ON THE MARKET

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

PRICE: \$500 PER LISTING

**San Francisco, Peninsula, and Silicon Valley**



# jamesedition.com

## E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. Below this is a main banner for 'The Global Luxury Marketplace: Cars, Homes and more'. A central section titled 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3400 trusted dealers around the world...' is followed by a grid of 'MOST POPULAR' items including a Ferrari 488 GTB, Chevrolet Corvette, Stunning Villa, and Ram 2500. Below this are 'JAMES SPOTTING' and 'RICH LIST' sections. The 'RICH LIST' features a 'DOUBLE DOWN 214 Codecasa 2010/20...' yacht. A 'Featured Agent' section highlights Nick Swinburne. At the bottom, there's a 'LATEST STORIES' section with an orange sports car and several news snippets.

The screenshot shows the 'Find luxury real estate and homes for sale' search page. It features a search bar with 'Type location' and a 'Search' button. Below the search bar is a featured property listing for 'THE PENTHOUSES AT GOLDEN PEAK' with a price of \$2,300,000. A large banner for 'Nothing compares.' by Sotheby's is also visible. The page displays a grid of 'Featured luxury properties' with various listings including '5 Bedrooms - Pent...', 'Stunning Sherwood...', 'Enviably Estate By...', and 'Modern Apartment...'. Below this is a 'News about luxury real estate' section with several articles, 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'.

# jamesedition.com

## ROTATING GALLERY

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

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 in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600





# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

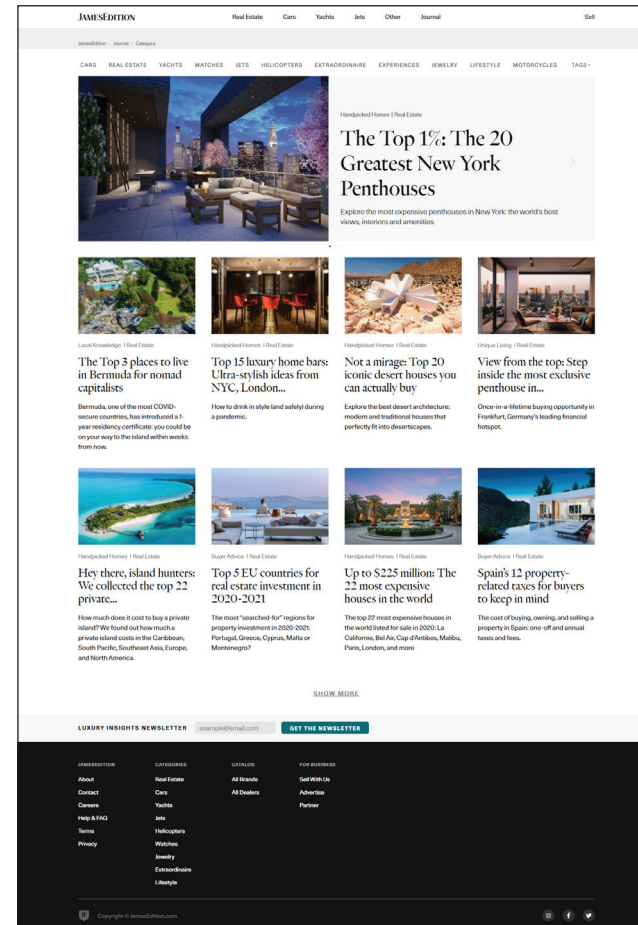
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

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



# jamesedition.com

## NEW & TRENDING

### FEATURED LUXURY POSITION

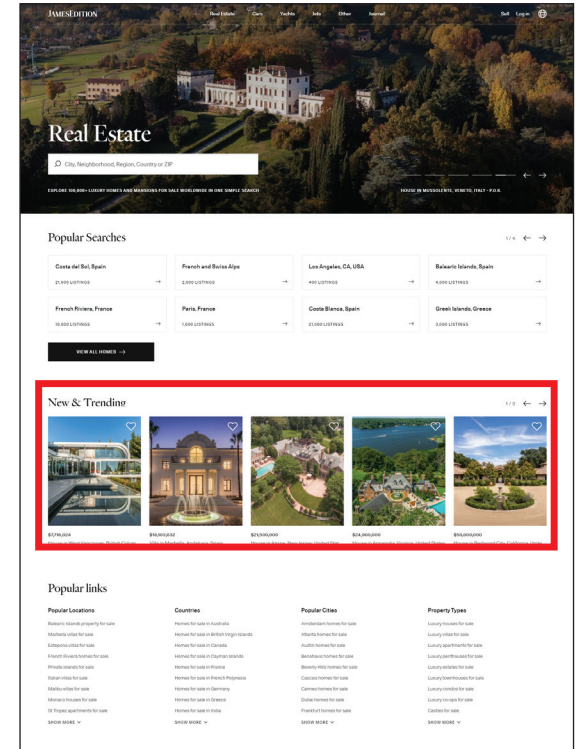
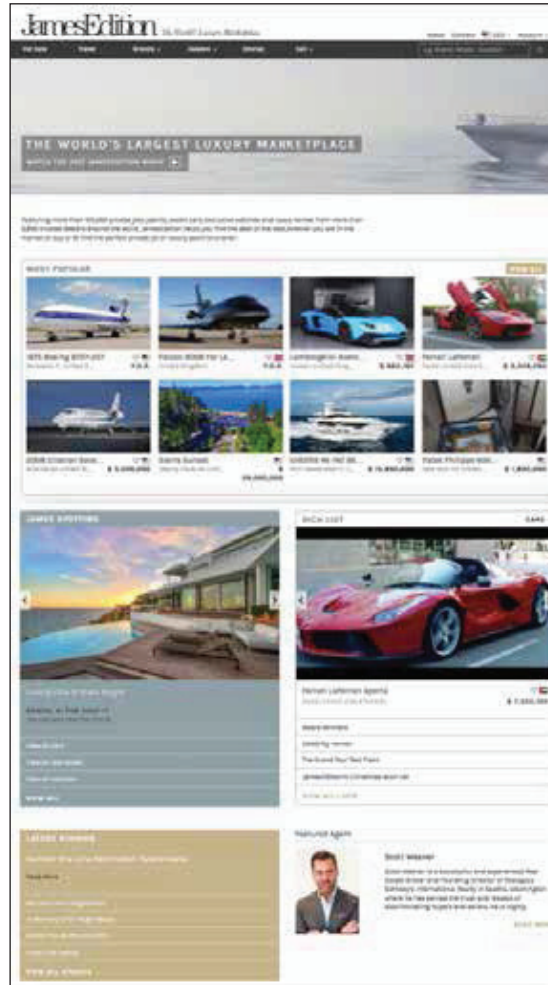
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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



# Land.com

The Land.com Network is the largest online marketplace for discovering, buying and selling rural real estate.

## LANDS OF AMERICA

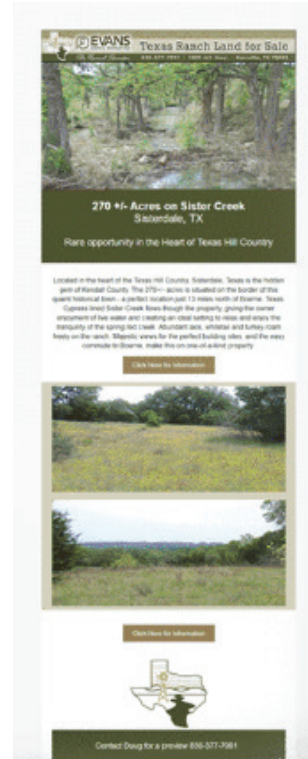
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

## LAND AND FARM

A top-tier rural property marketplace, Land And Farm receives more than 2 million visits and 16 million page views monthly.

## LAND WATCH

LandWatch is an online leader in rural properties and land for sale, including home sites for vacation, recreation or investment.



## SIGNATURE LISTINGS

10Xs more Exposure

- \$125/ONE LISTING
- \$330/3 LISTINGS
- \$1200/12 LISTINGS

## PLATINUM FEATURED PROPERTY

PRICE: \$700/30 DAYS

## DEDICATED EMAILS

Create a custom message dedicated to your target customers that highlights your properties and business.

Drive demand and call the most-relevant prospects to action.

PRICE: \$1,500

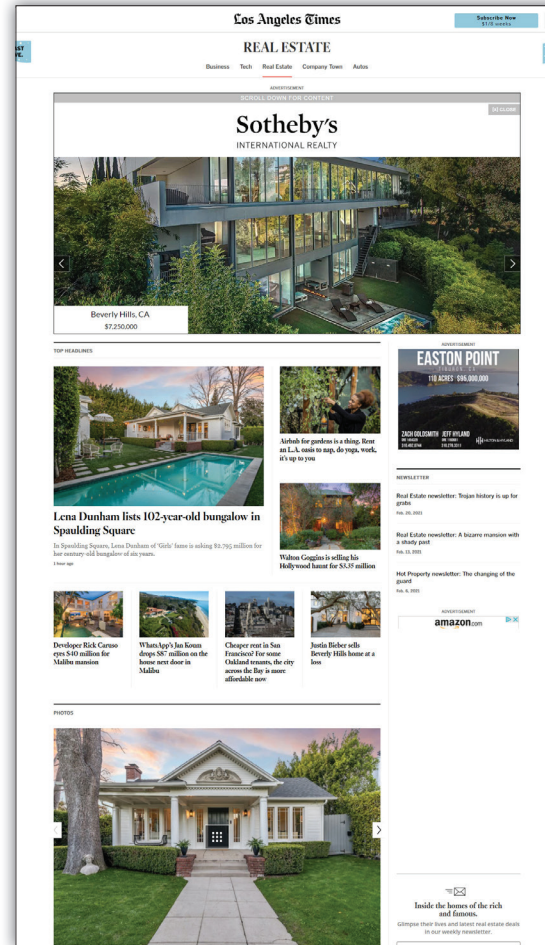
# LA Times

## LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

**Maximum 30 featured properties  
Included with the Hot Property Print Placement**





# Le Figaro

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

## PROPRIÉTÉS LE FIGARO.COM – FRANCE

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

## PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

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

## HEADLINE SEARCH

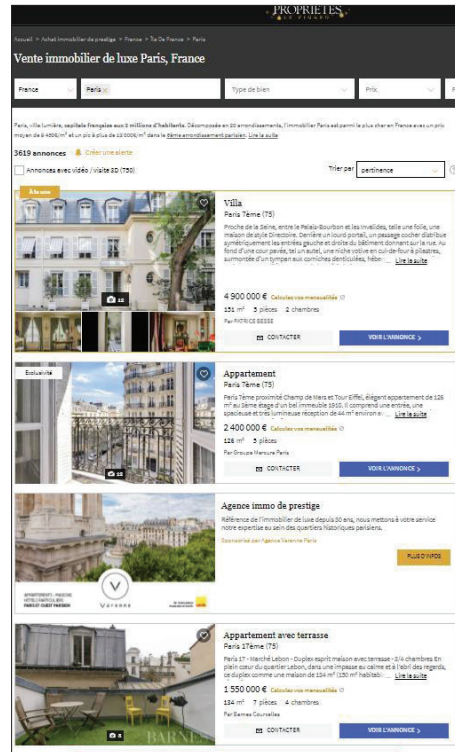
Position your property at the very top of the results page.

FEATURED CITY: \$795/CITY/MONTH

## NATIVE AD

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

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



# RobbReport.com

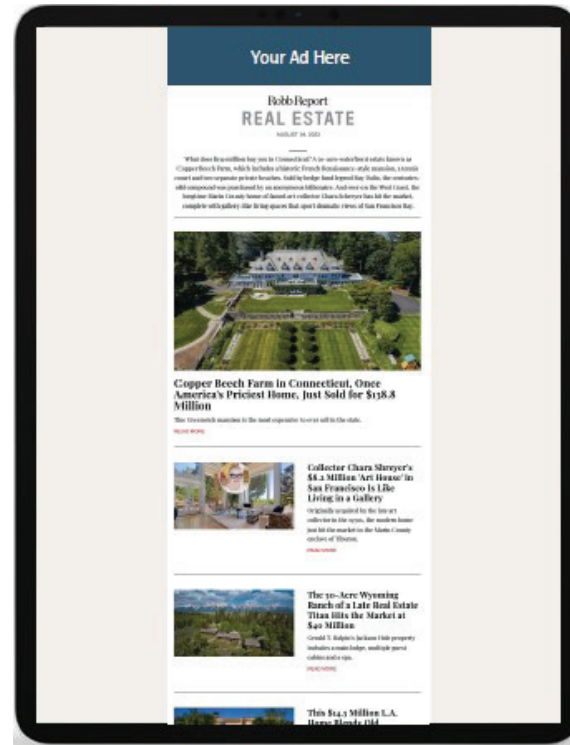
## REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

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

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

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



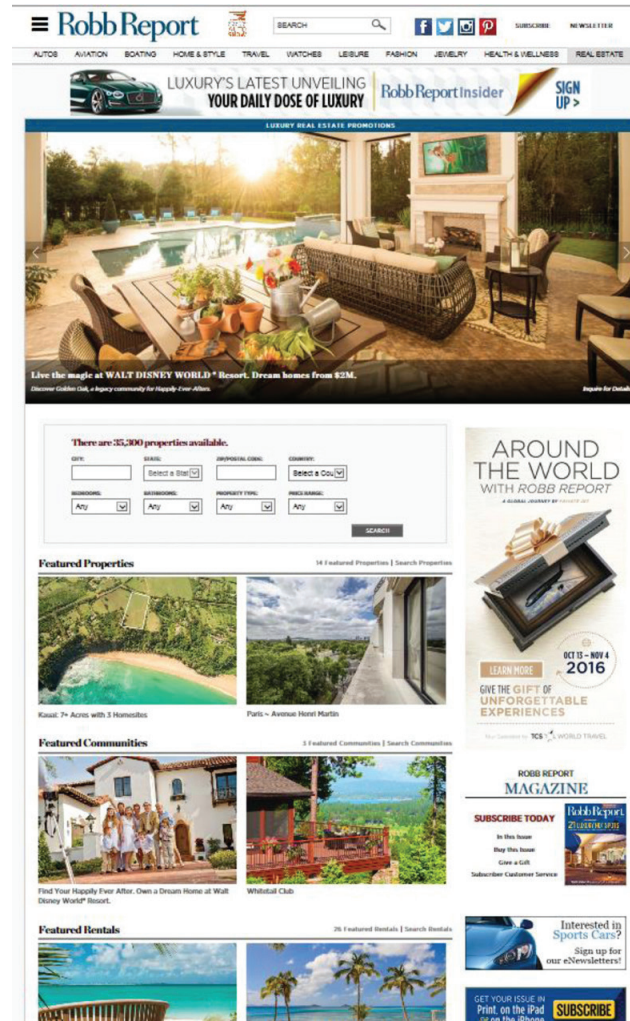
# RobbReport.com

## FEATURED LISTING CAROUSEL

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

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

PRICE: \$1,350 PER MONTH.



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties





# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL DAILY (M-F) NEWSLETTER

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

PRICE: \$3,680

View in your browser

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



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

---

**BY THE NUMBERS**

**The Most Expensive Homes for Sale in Canada**

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8555 McLaugh, Toronto, ON	\$12,900,000
10. 489 Sandrine Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,900,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmont	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

---

**TRENDING TODAY**


Architectural Digest @ArchDigest
Following

We found the most iconic building in every state in America: [archdg.co/8hz6SKy](http://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

#AloneTogether ad

**Staying home saves lives.**

For more info visit [coronavirus.gov](http://coronavirus.gov)

Powered by  AllPhotos 



# 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 • MSJ.com • \$4.00  
 DAA 292724 • 75351291 • NASDAQ 100: 10,939 • S&P 500: 3121.4 • 10-Y TREAS: 4.2512 • 30-Y TREAS: 4.2512 • 90-DAY T-BILL: 1.6438 • EURO: 1.1212 • YEN: 107.32

**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 goods is being disrupted by the coronavirus, which is causing a drop in oil prices and a rise in gold prices.

**Tennessee Twisters Kill at Least 25**  
 A line of twisters began barreling across Tennessee on Monday, spawning three major twister deaths and at least 25 injuries.

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

**World Wide**  
 Biden reached a string of major Tuesday primary victories and Sanders won the most votes in California.

**Sotheby's INTERNATIONAL REALTY** Nothing compares to what's next.

**Property 1:** [Image of a large white classical-style house with a pool] City, State: [Redacted] Agent Name: [Redacted]

**Property 2:** [Image of a modern interior with large windows] City, State: [Redacted] Agent Name: [Redacted]

**Property 3:** [Image of a large house with a pool] City, State: [Redacted] Agent Name: [Redacted]

**Property 4:** [Image of a large house with a pool] City, State: [Redacted] Agent Name: [Redacted]

**Property 5:** [Image of a large house with a pool] City, State: [Redacted] Agent Name: [Redacted]

**Property 6:** [Image of a large house with a pool] City, State: [Redacted] Agent Name: [Redacted]

**Property 7:** [Image of a large house with a pool] City, State: [Redacted] Agent Name: [Redacted]

**Property 8:** [Image of a large house with a pool] City, State: [Redacted] Agent Name: [Redacted]

**Property 9:** [Image of a large house with a pool] City, State: [Redacted] Agent Name: [Redacted]

**Property 10:** [Image of a large house with a pool] City, State: [Redacted] Agent Name: [Redacted]

**Property 11:** [Image of a large house with a pool] City, State: [Redacted] Agent Name: [Redacted]

**Property 12:** [Image of a large house with a pool] City, State: [Redacted] Agent Name: [Redacted]

PRINT

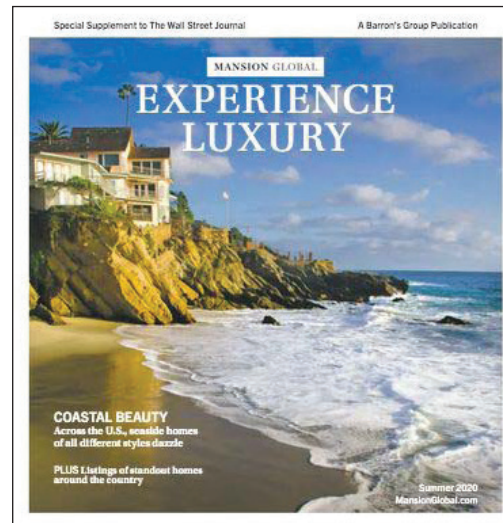
# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

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

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

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





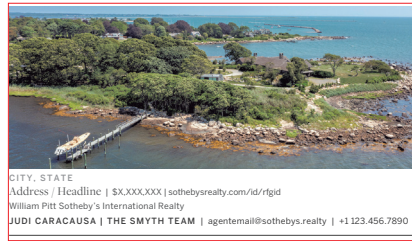
# The New York Times

## IN THE FRIDAY MAIN NEWS SECTION

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

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

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



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



**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

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

# The New York Times International Edition

The New York Times International Edition is a sophisticated and comprehensive daily report for opinion leaders and decision makers around the world. The mission of the New York Times International Edition is to enhance the global community by creating, collecting and distributing high-quality news and entertainment. Its readers have levels of income and investment that can hardly be described as average; much like the newspaper they enjoy reading, these levels reflect their highly mobile and affluent status. New York Times International Edition readers are people whose tastes tend toward the deluxe, leading active and upscale lifestyles.

- Circulation: **214,775**
- Geographic distribution: **Europe, Asia, Pacific, Middle East, N. Africa, Americas**
- Readership: **421,373**
- Male / Female ratio: **76% / 24%**
- Average household income: **\$367,700**
- Median age: **55**

DOUBLE PROPERTY SPOT: \$1,300  
PROPERTY SPOT: \$650

Global



**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

LYFORD CAY, THE BAHAMAS  
Canal House  
Price Upon Request  
SIRbahamas.com/id/DL4XDR  
Bahamas Sotheby's International Realty  
**NICK DAMIANOS**  
nick.damianos@sirbahamas.com  
+1 242.376.1841

**GREENWICH, CONNECTICUT**

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

**CENTRE ISLAND, NEW YORK**

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

**NEW YORK, NEW YORK**

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

**SHELTER ISLAND, NEW YORK**

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

© 2013 Sotheby's International Realty. All Rights Reserved. Sotheby's International Realty® is a registered trademark and used with permission. Each Sotheby's International Realty office is independently owned and operated, except those operated by Sotheby's International Realty, Inc. All offerings are subject to terms, conditions, changes including price or withdrawal without notice. Equal Housing Opportunity. SOTHEBYSREALTY.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**

**Sotheby's INTERNATIONAL REALTY**

**GREENWICH CONNECTICUT**

Move beyond your expectations.

Nothing compares. [SOTHEBYSREALTY.COM](http://SOTHEBYSREALTY.COM)

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

**72 Post Road, Old Westbury, NY**

**Fichea Russell**  
 Real Estate Salesperson  
 Gold Circle Of Excellence  
 c. 516.682.2710  
 c. 516.662.5400

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

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

**Danielle Gale** / AGENT / OEBRA-RUSSELL

**Sotheby's INTERNATIONAL REALTY**

**Sandbanks Exuma, The Bahamas**

**Jacqueline Lighthorn**  
 Estate Agent  
 +1 242 269 2225  
 260 Seaview Light House  
 #JL@bahamas.com

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

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

**Bahamas | Sotheby's INTERNATIONAL REALTY**

SIREBHAMAS.COM/ID/X29,67

**5305 Carlsbad Boulevard, Carlsbad, CA 92008**

**Eric Santorino**  
 Sales Associate  
 858.334.3557  
 eric@ericsantorino.com  
 ORE#42156201

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

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

**Pacific | Sotheby's INTERNATIONAL REALTY**

SOTHEBYSREALTY.COM/ID/THE44

# Financial Times

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

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

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

**Global**

# Los Angeles Times Takeover

The Los Angeles Times takeover is an exclusive, full-color Sotheby's International Realty outsert that is placed on top of the Los Angeles times on select Saturdays to coincide with the weekly Hot Properties section.

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.

- Full Page color ad using Sotheby's International Realty Design Vault template
- Western Los Angeles coverage
- Saturday Print Circulation: **56,000**
- Saturday e-edition subscribers: **164,780**

FULL PAGE: \$660  
 INSIDE FRONT COVER: \$1,500  
 INSIDE BACK COVER: \$1,500  
 BACK COVER: \$1,600

Sotheby's  
INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.  
SOTHEBYSREALTY.COM

MALIBU CALIFORNIA

72 Post Road, Old Westbury, NY

Extra Bonus!  
Pool Estate Gated Community  
Sotheby's International Realty  
+ 516.382.0710  
E. 028620485

72 Post Road  
9 BR | 6 BA | 10.54 ACRES  
\$4,900,000

Headquartered in an owner directly adjacent to the 220-acre Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom guest cottage, a country house, 100-year-old three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE.COM/AGENT/DEBRA.RUSSELL

Sotheby's  
INTERNATIONAL REALTY

Sotheby's INTERNATIONAL REALTY

Open the door to what's next.

The Rosewood Farm Estate  
Southampton, New York

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

Sotheby's  
INTERNATIONAL REALTY

Sotheby's INTERNATIONAL REALTY

Take a peek at what's next.

Water Mill South on Reserve, Pool & Tennis  
Water Mill, New York

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ. FT. | \$11,000,000  
S42MECOPROAD.COM

Sotheby's  
INTERNATIONAL REALTY







# Robb Report

## LUXURY PROPERTY GUIDE

As a global leader in the luxury real estate market, Robb Report showcases the best of the best. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, new residences and developments.

As a global leader in the luxury real estate market, Robb Report showcases the "best-of-the-best". From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, and new residential developments. For its first-ever issue, Robb Report editors will design a beautifully crafted Luxury Property Guide that will accompany our signature December Philanthropy issue. This special advertising edition will allow our partners the opportunity to get in front of this affluent audience while they're exploring the newest trends and properties around the world.

- **\$555K** average HHI
- **\$1,8MM** highest total real estate value

PRICE: \$3,500 FULL PAGE - PROPERTY PORTFOLIO

### Global



SOthebysREALTY.COM

Open the door to what's next.

Harald Grant  
Associate Broker  
914.642.7322  
Harald.Grant@SothebysRealty  
HARALD@HARALDGRANT.COM

The Rosewood Farm Estate  
Southampton, New York

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

Sotheby's  
INTERNATIONAL REALTY

© 2012 Sotheby's International Realty. All Rights Reserved. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty Inc. All other trademarks are the property of their respective owners. All rights reserved. All information is subject to change without notice. Please contact your Sotheby's International Realty agent for more information.

SOthebysREALTY.COM

Take a peek at what's next.

Beate V. Moore  
Associate Broker  
914.642.7322  
Beate.Moore@SothebysRealty  
BEATE@BEATEMOORE.COM

Water Mill South on Reserve, Pool & Tennis  
Water Mill, New York

6 BEDROOMS | 6.5+ BATHS | 4,900SQ.FT. | \$11,000,000  
542MECOVROAD.COM

Sotheby's  
INTERNATIONAL REALTY

© 2012 Sotheby's International Realty. All Rights Reserved. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty Inc. All other trademarks are the property of their respective owners. All rights reserved. All information is subject to change without notice. Please contact your Sotheby's International Realty agent for more information.

# San Francisco & Silicon Valley Takeover

Exclusive insert in the New York Times distributed to 36,500 households in the San Francisco and Silicon Valley metro.

FULL PAGE: \$725

INSIDE FRONT COVER: \$1,125

INSIDE BACK COVER: \$1,125

BACK COVER: \$1,475



**Sotheby's**  
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.  
SOTHEBYREALTY.COM

Represented by: Sarah Malhotra MRE, SLS

72 Post Road, Old Westbury, NY




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

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

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



DANIELGALÉ.COM/AGENT/DEBRA-RUSSELL

**Sandbanks Exuma, The Bahamas**



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

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

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

SIREBAHAMAS.COM/ID/V29V,67

Bahamas | **Sotheby's**  
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008



**Eric Santorino**  
Elite Agent  
858.334.3557  
eric@ericsantorinorealty.com  
DRE#02156503

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

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



SOTHEBYREALTY.COM/ID/THE44

Pacific | **Sotheby's**  
INTERNATIONAL REALTY

# 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 - ALL

Media	Ad Description	September	October	November	December	Media Total	Reach
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page			\$ 910.00		\$ 910.00	20,000
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				\$ 2,585.00	\$ 2,585.00	770,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
<b>Comprehensive Digital</b>							
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	300,000
<b>Cottages &amp; Garden</b>							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
<b>Dwell.com</b>							
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00			\$ 6,000.00	1,750,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00				\$ 500.00	6,500
<b>JamesEdition</b>							
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00		\$ 1,600.00	750,000
New & Trending Home Page Position	Featured Spot	\$ 1,200.00				\$ 1,200.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article		\$ 5,500.00			\$ 5,500.00	292,000
E-Newsletter Featured Listing	E-Newsletter				\$ 1,500.00	\$ 1,500.00	192,000
<b>Juwai.com</b>							
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00				\$ 425.00	2,300,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425		\$ 425.00	2,300,000
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus		Bonus		\$ -	850,000
<b>Land.com</b>							
Dedicated Emails - targeted*	Dedicated Emails - targeted*			\$ 1,500.00		\$ 1,500.00	5,000
Platinum Listings		\$ 750.00				\$ 750.00	
Signature Listings			\$330			\$ 330.00	
<b>Le Figaro</b>							
Headline Search	Featured City	\$ 795.00				\$ 795.00	
Native Ad	Native placement by City		\$ 500.00			\$ 500.00	

# Proposed Schedule, Pricing & Reach 2024

PLAN 1 - ALL

<b>Robbreport.com</b>							
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00			\$ 1,350.00	6,000	
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00		\$ 3,750.00	60,000	
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	492,000	
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00	17,000	
<b>Print</b>							
<b>Financial Times</b>							
Financial Times	Double Property Spot	\$ 1,500.00			\$ 1,500.00	210,457	
Financial Times	Property Spot		\$ 750.00		\$ 750.00	210,457	
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00	\$ 425.00		\$ 850.00	441,560	
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00	\$ 1,320.00	768,000	
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00		\$ 1,520.00	846,222	
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00		\$ 750.00	165,000	
<b>The New York Times International Edition</b>							
The New York Times International Edition	Property Spot	\$ 650.00	\$ 650.00		\$ 1,300.00	208,602	
<b>Private Air Luxury Homes</b>							
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00	\$ 1,925.00	65,000	
<b>Robb Report</b>							
Robb Report	Robb Report Luxury Property Guide			\$ 3,500.00	\$ 3,500.00	107,000	
<b>San Francisco &amp; Silicon Valley</b>							
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00		\$ 725.00	36,500	
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade			\$ 795.00	\$ 795.00	644,424	
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00		\$ 3,180.00	1,288,848	
<b>The Wall Street Journal</b>							
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00	\$ 980.00	100,000	
TOTAL					\$ 64,495.00	16,052,570	

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



# Proposed Schedule, Pricing & Reach 2024

PLAN 2

Media	Ad Description	September	October	November	December	Media Total	Reach
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page			\$ 910.00		\$ 910.00	20,000
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				\$ 2,585.00	\$ 2,585.00	770,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
<b>Cottages &amp; Garden</b>							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00				\$ 500.00	6,500
<b>JamesEdition</b>							
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00		\$ 1,600.00	750,000
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter				\$ 1,500.00	\$ 1,500.00	192,000
<b>Juwai.com</b>							
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00				\$ 425.00	2,300,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		\$425			\$ 425.00	2,300,000
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus		Bonus		\$ -	850,000
<b>Land.com</b>							
Dedicated Emails - targeted*	Dedicated Emails - targeted*			\$ 1,500.00		\$ 1,500.00	5,000
Platinum Listings		\$ 750.00				\$ 750.00	
Signature Listings			\$330			\$ 330.00	
<b>Le Figaro</b>							
Headline Search	Featured City	\$ 795.00				\$ 795.00	
Native Ad	Native placement by City		\$ 500.00			\$ 500.00	
<b>Robbreport.com</b>							
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00				\$ 1,350.00	6,000
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	492,000

# Proposed Schedule, Pricing & Reach 2024

PLAN 2

Print

**Financial Times**

Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 1,500.00	420,914
-----------------	---------------	-----------	-----------	-------------	---------

**The Los Angeles Times**

The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00	\$ 425.00	\$ 850.00	441,560
-----------------------	---	-----------	-----------	-----------	---------

The Los Angeles Times	Takeover - Full Page	\$ 660.00	\$ 660.00	\$ 1,320.00	768,000
-----------------------	----------------------	-----------	-----------	-------------	---------

**The New York Times**

The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00	\$ 1,520.00	846,222
--------------------	----------------------------------	-----------	-----------	-------------	---------

The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 750.00	165,000
-----------------------------	--------------------------------	-----------	-----------	-----------	---------

**The New York Times International Edition**

The New York Times International Edition	Property Spot	\$ 650.00	\$ 650.00	\$ 1,300.00	208,602
--	---------------	-----------	-----------	-------------	---------

**Private Air Luxury Homes**

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

**Robb Report**

Robb Report	Robb Report Luxury Property Guide	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	107,000
-------------	-----------------------------------	-------------	-------------	-------------	---------

**San Francisco & Silicon Valley**

San Francisco & Silicon Valley	Takeover - Full Page	\$ 725.00	\$ 725.00	\$ 725.00	36,500
--------------------------------	----------------------	-----------	-----------	-----------	--------

**The Wall Street Journal**

The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00	1,933,272
------------------------------------	--	-----------	-----------	-----------	-----------

**The Wall Street Journal**

Mansion Global Experience Luxury	Weekend Property insert	\$ 980.00	\$ 980.00	\$ 980.00	100,000
----------------------------------	-------------------------	-----------	-----------	-----------	---------

TOTAL		\$ 40,025.00	\$ 40,025.00	\$ 40,025.00	13,633,570
-------	--	--------------	--------------	--------------	------------

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

Pricing Subject to Change

SCHEDULE AND PRICING

# Proposed Schedule, Pricing & Reach 2024

PLAN 3

Media	Ad Description	September	October	November	December	Media Total	Reach
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page			\$ 910.00		\$ 910.00	20,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
<b>Cottages &amp; Garden</b>							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00				\$ 500.00	6,500
<b>JamesEdition</b>							
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
<b>Juwai.com</b>							
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00				\$ 425.00	2,300,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425		\$ 425.00	2,300,000
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus		Bonus		\$ -	850,000
<b>Land.com</b>							
Platinum Listings		\$ 750.00				\$ 750.00	
Signature Listings			\$330			\$ 330.00	
<b>Robbreport.com</b>							
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00				\$ 1,350.00	6,000
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	492,000



# Proposed Schedule, Pricing & Reach 2024

PLAN 3

Print

**Financial Times**

Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 1,500.00	420,914
-----------------	---------------	-----------	-----------	-------------	---------

**The Los Angeles Times**

The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00	\$ 425.00	\$ 850.00	441,560
-----------------------	---	-----------	-----------	-----------	---------

The Los Angeles Times	Takeover - Full Page	\$ 660.00	\$ 660.00	\$ 1,320.00	768,000
-----------------------	----------------------	-----------	-----------	-------------	---------

**The New York Times**

The New York Times	Property Spot - Weekday/Saturday	\$ 760.00		\$ 760.00	423,111
--------------------	----------------------------------	-----------	--	-----------	---------

The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00	\$ 750.00	165,000
-----------------------------	--------------------------------	--	-----------	-----------	---------

**The New York Times International Edition**

The New York Times International Edition	Property Spot	\$ 650.00	\$ 650.00	\$ 1,300.00	208,602
--	---------------	-----------	-----------	-------------	---------

**Private Air Luxury Homes**

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

**San Francisco & Silicon Valley**

San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00	\$ 725.00	36,500
--------------------------------	----------------------	--	-----------	-----------	--------

**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				\$ 27,990.00	10,934,035
-------	--	--	--	--------------	------------

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

Pricing Subject to Change