



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Exclusive Oceanfront Villa 1, 2 & 3 Advertising and Marketing Program

Smythe  
& Jones

**Sotheby's**  
INTERNATIONAL REALTY

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

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure Exclusive Oceanfront Villa 1, 2 & 3

SKY Advertising is excited to present to Bonaire Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the Exclusive Oceanfront Villa 1, 2 & 3.

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 Bonaire, Sint Eustatius and Saba.

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  
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*Account Executive*  
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**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  
 78758  
 Property # 1230123  
 Agent: [Name]  
 Broker: [Name]  
 \$50,000,000

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

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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, including marble, granite, and custom millwork. This is a rare opportunity to own a piece of New York City's most iconic real estate.

**New York, New York**  
 10022  
 Property # 123456789  
 Agent: [Name]  
 Broker: [Name]  
 \$50,000,000

**510 Park Avenue, 15/16**  
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking the city. The building is a masterpiece of modern architecture, featuring the finest materials and finishes. This is a rare opportunity to own a piece of New York City's most iconic real estate.

**New York, New York**  
 10022  
 Property # 123456789  
 Agent: [Name]  
 Broker: [Name]  
 \$20,000,000

**Four Seasons Private Residences**  
 This stunning 1,100 sq. ft. penthouse is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, including marble, granite, and custom millwork. This is a rare opportunity to own a piece of New York City's most iconic real estate.

**New York, New York**  
 10022  
 Property # 123456789  
 Agent: [Name]  
 Broker: [Name]  
 \$15,000,000


95

DIGITAL

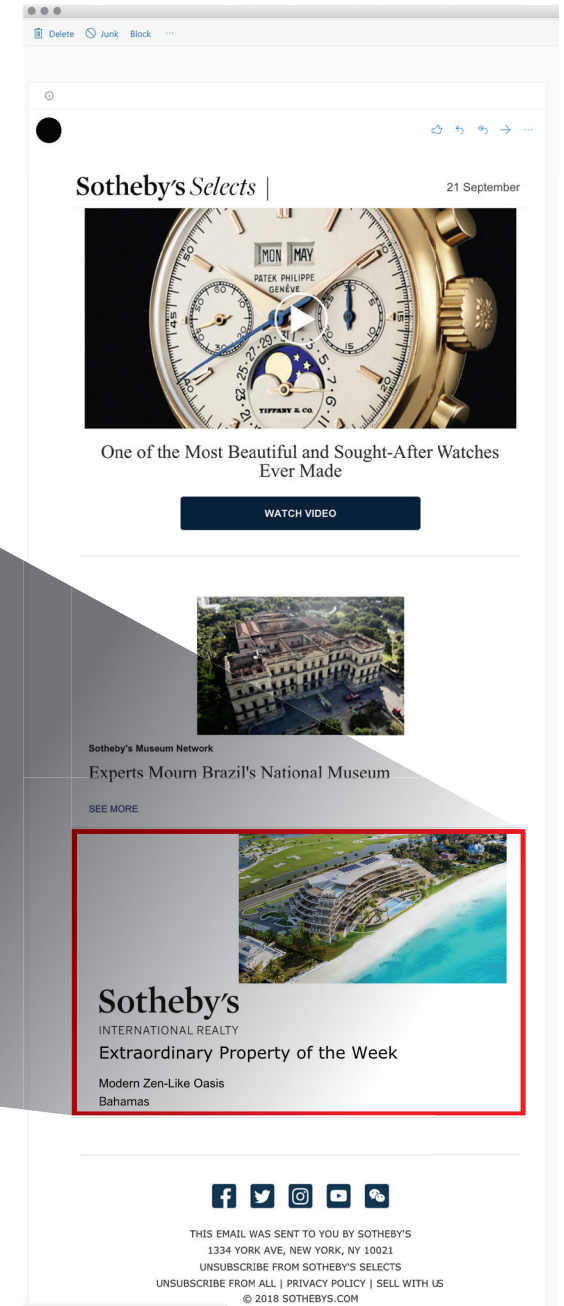
SOTHEBY'S SELECTS  
E-NEWSLETTERS

- 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](#) [i](#) [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: **Exclusive Oceanfront Villa 1, 2 & 3**
- Flight Dates: **September 2024 - November 2024**
- Impressions: **250,000**
- 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	





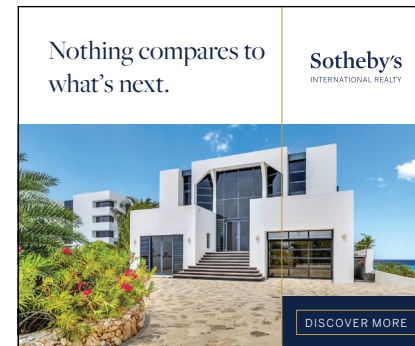
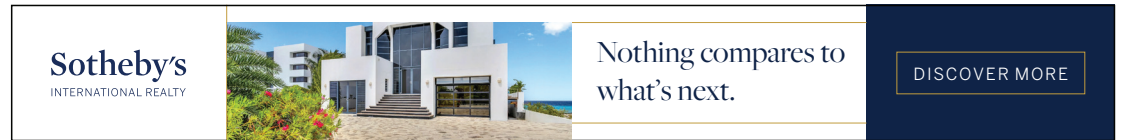
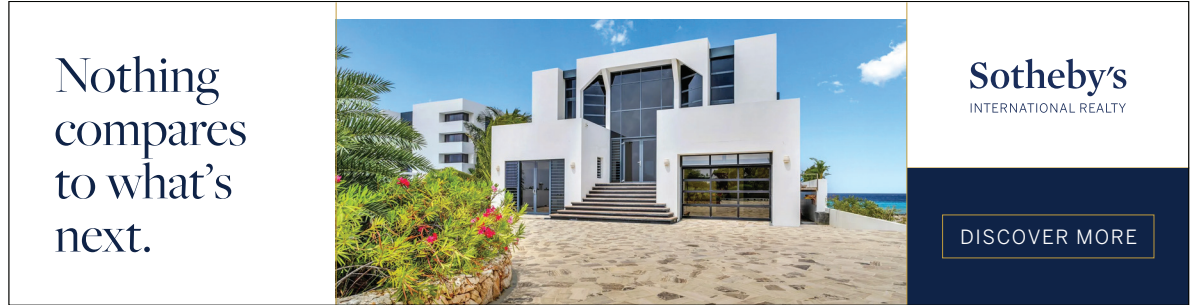
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

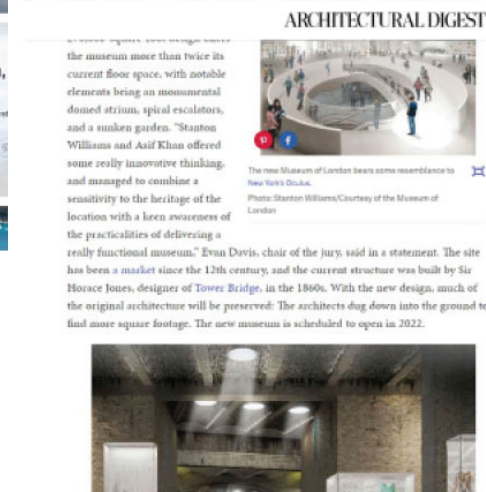
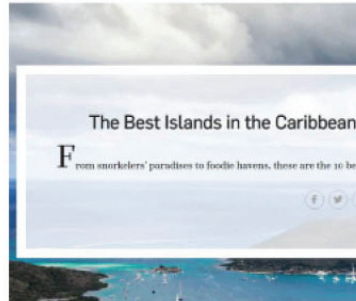
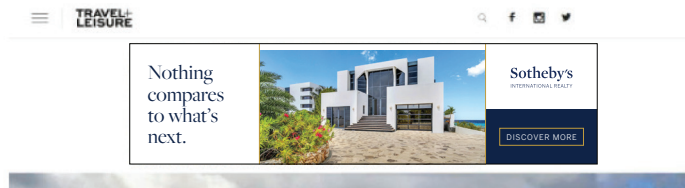
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



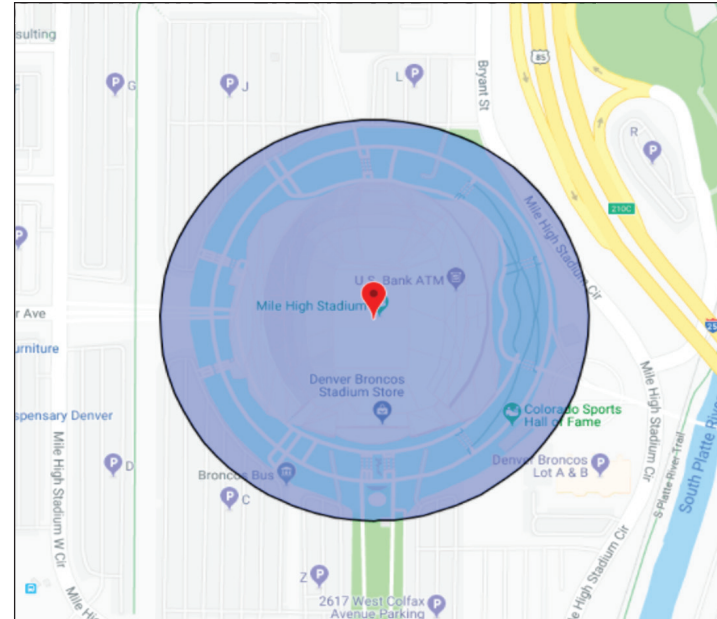
# Sample Banners For Impressions Programs As They Appear On Sites



# Digital Event Targeting

## GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.



## GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

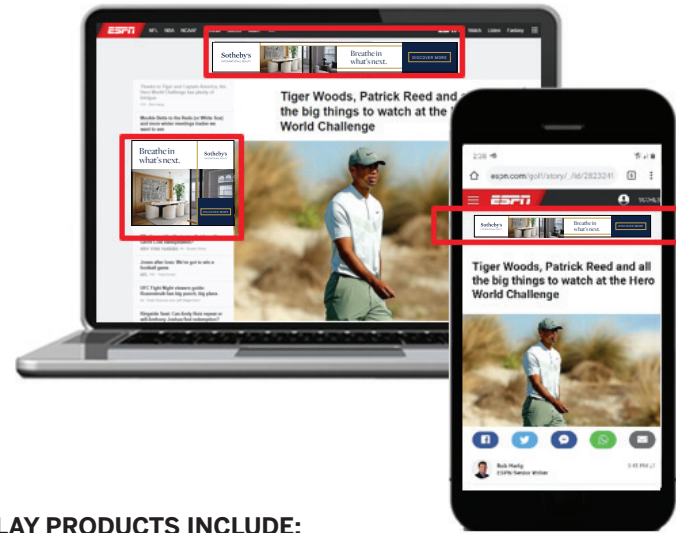
### TIER 1

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

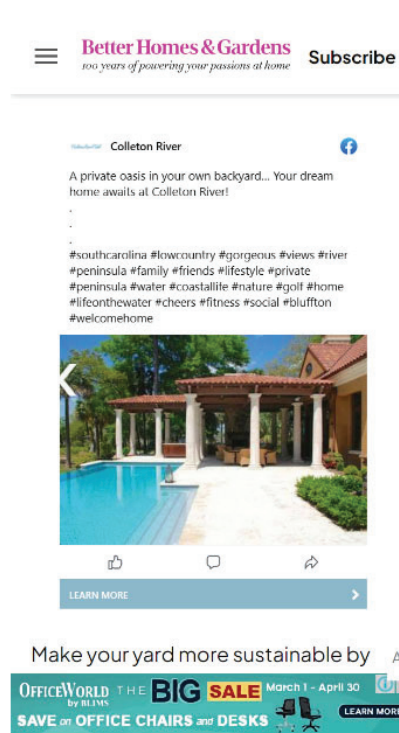
## SOCIAL MIRROR ADS

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.

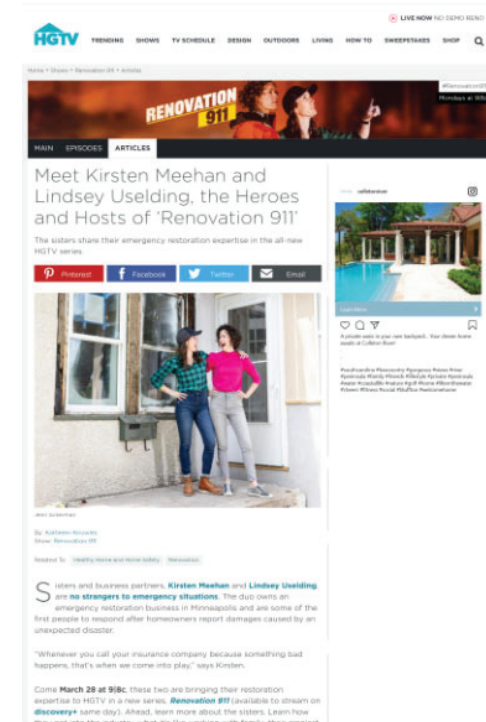
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

# Cottages & Garden

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

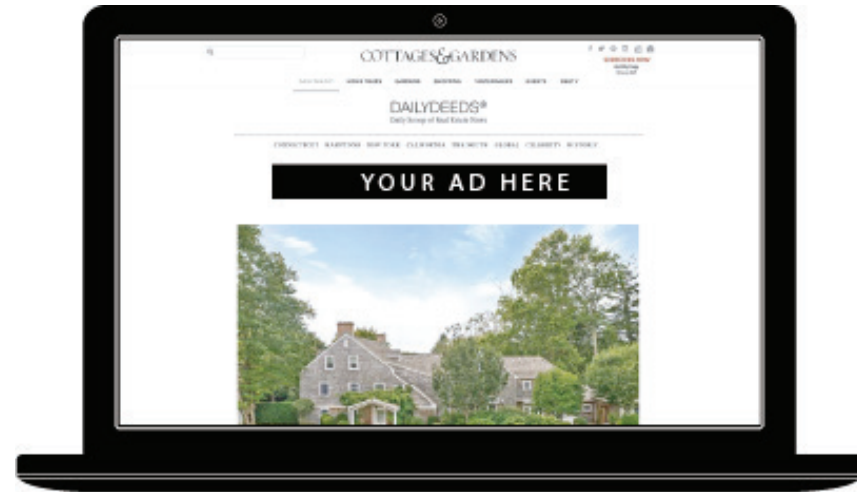
- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

## TOP 10 MARKETS

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

## SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950



### 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.

# Elite Traveler

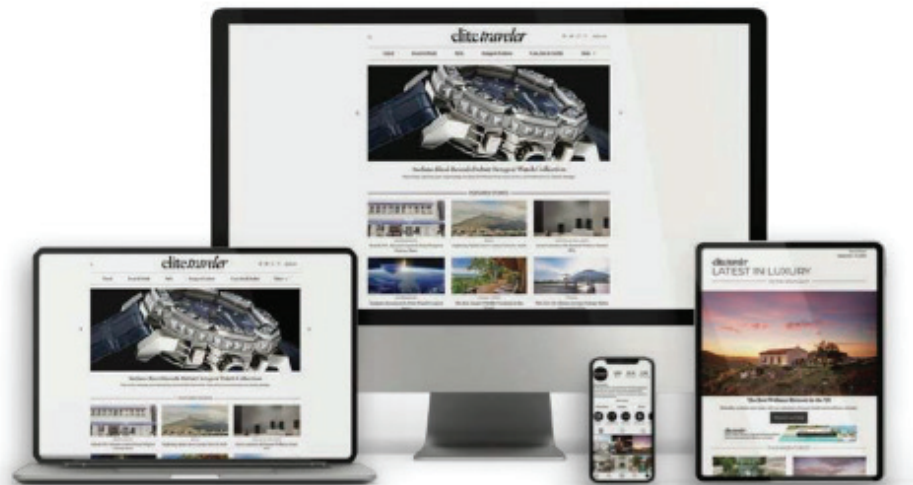
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

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

- Average HHI **\$7.9M**
- Average Net Worth **\$32M**
- **318,661** Unique Browsers

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ONLINE REAL ESTATE SHOWCASE: \$2,500  
Per article for one year



# jamesedition.com

## E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500



# jamesedition.com

## ROTATING GALLERY

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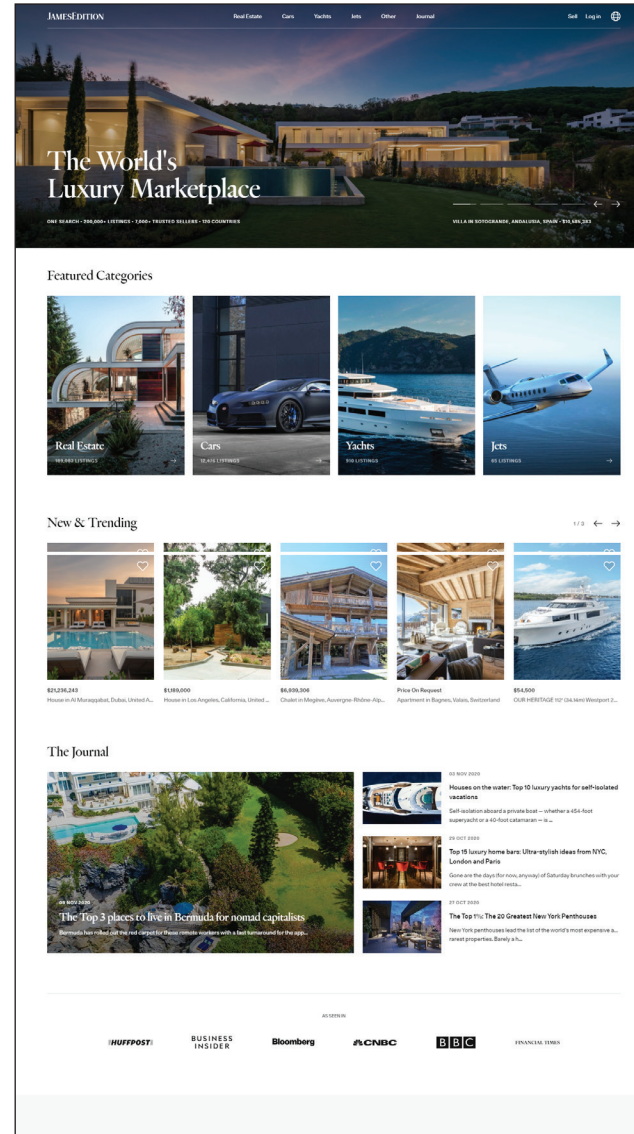
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

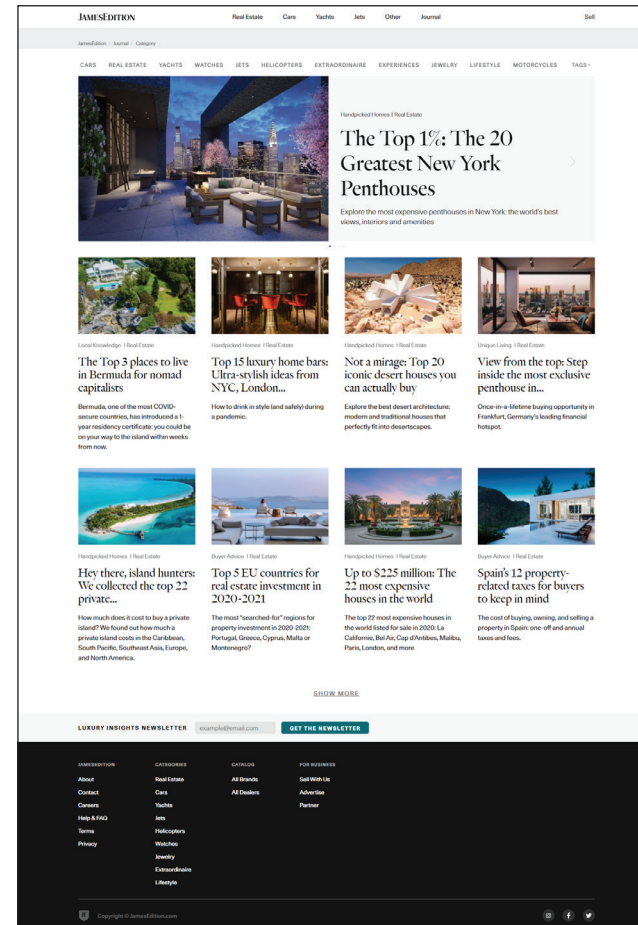
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

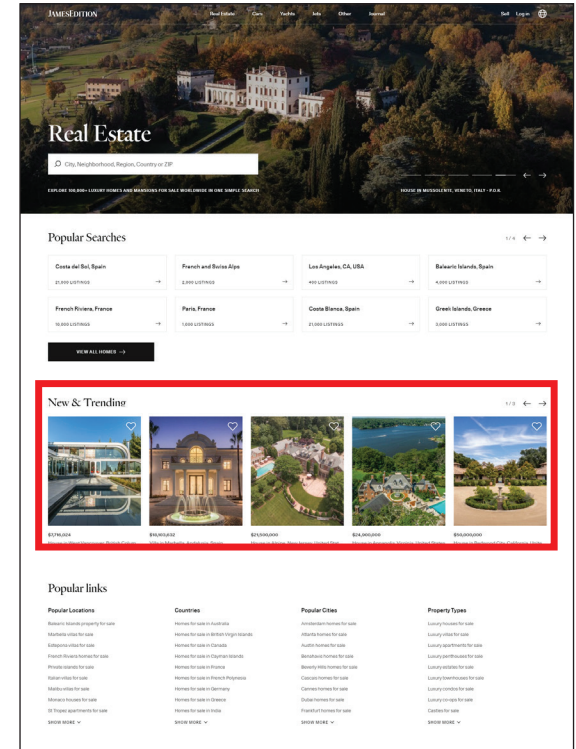
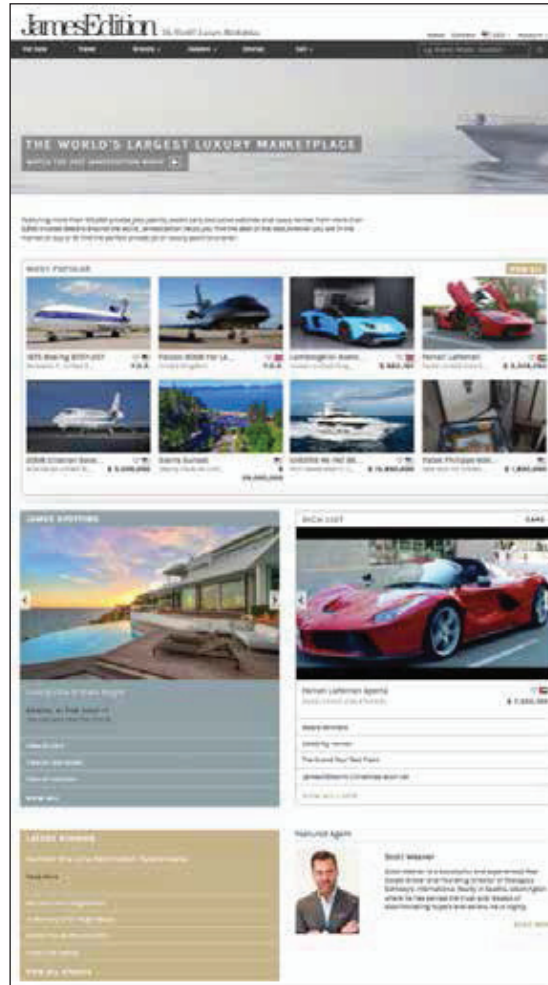
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

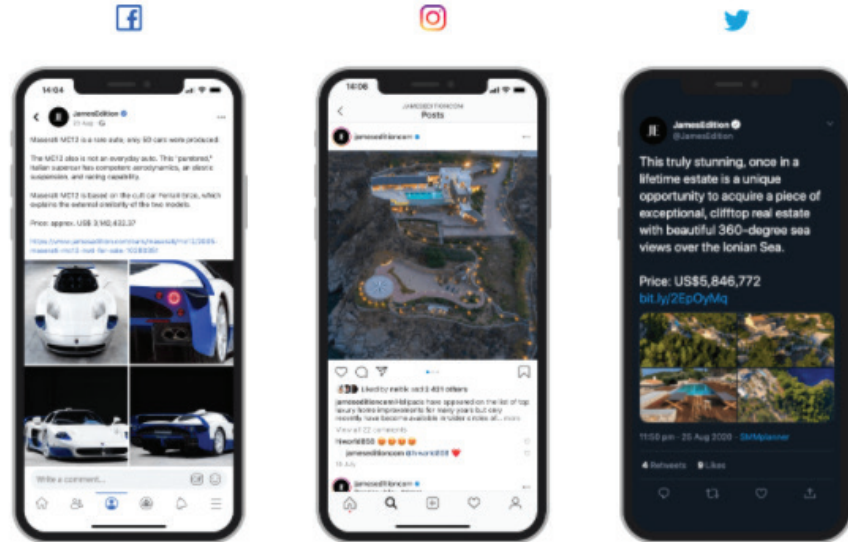
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- Instagram **74.8K**
- Facebook **31.3K**



## PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$800

## PHOTO PLUS

- 1-5 featured listings
- 1-10 photos & text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000

## VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

# Luxury Estate

## LUXURY ESTATE

Luxury Estate is the leading international portal for the luxury real estate market.

With its website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- **1,900,000** visitors per month
- **18,000,000** page views per month
- **3,000,000** euro average buyer inquiry

### SHOWCASE LISTING + ELITE LISTING PACKAGES

#### PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



# Ocean Home

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

## EXCLUSIVE EMAIL

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

PRICE: \$2,750 PER WEEK



## SPONSORED CONTENT

Custom article written and created by our editors to showcase your company. Posted on oceanhomemag.com, your article will be tailored to meet your marketing objectives and highlight your unique brand and properties.

- 800-1,000 words + 4-6 images.

PRICE: \$2,500

## 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.

INSTAGRAM: \$800/POST

FACEBOOK: \$675/POST

FACEBOOK/INSTAGRAM AD: \$1,400/MONTH

**OCEAN HOME** 2021 SPRING

**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](mailto:SALES@OCEANHOMEMAG.COM)

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

**RMS**  
 REALTY MARKETING SOLUTIONS

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

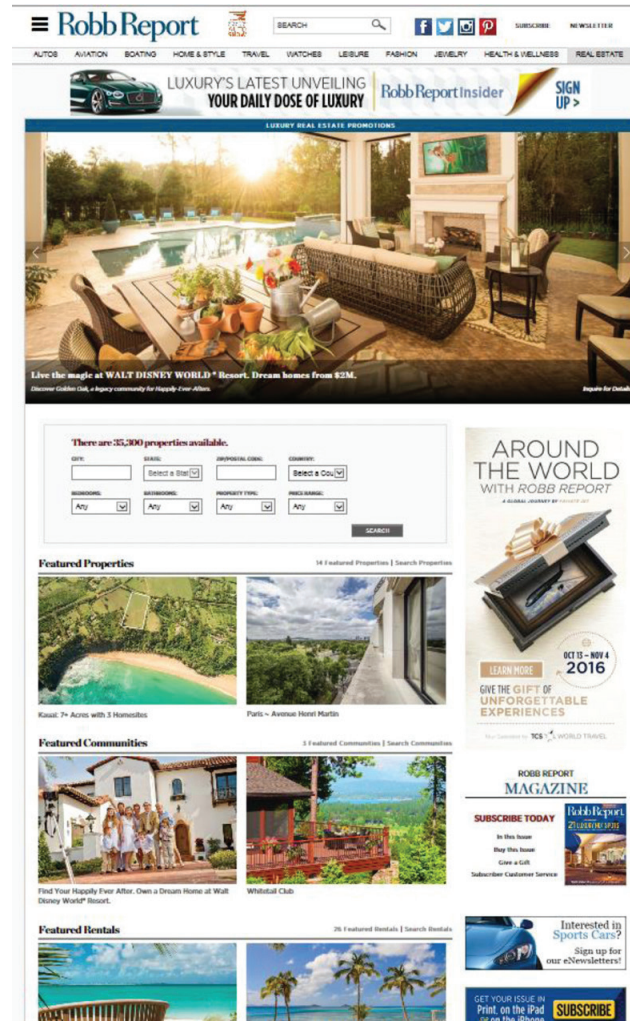
# RobbReport.com

## 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



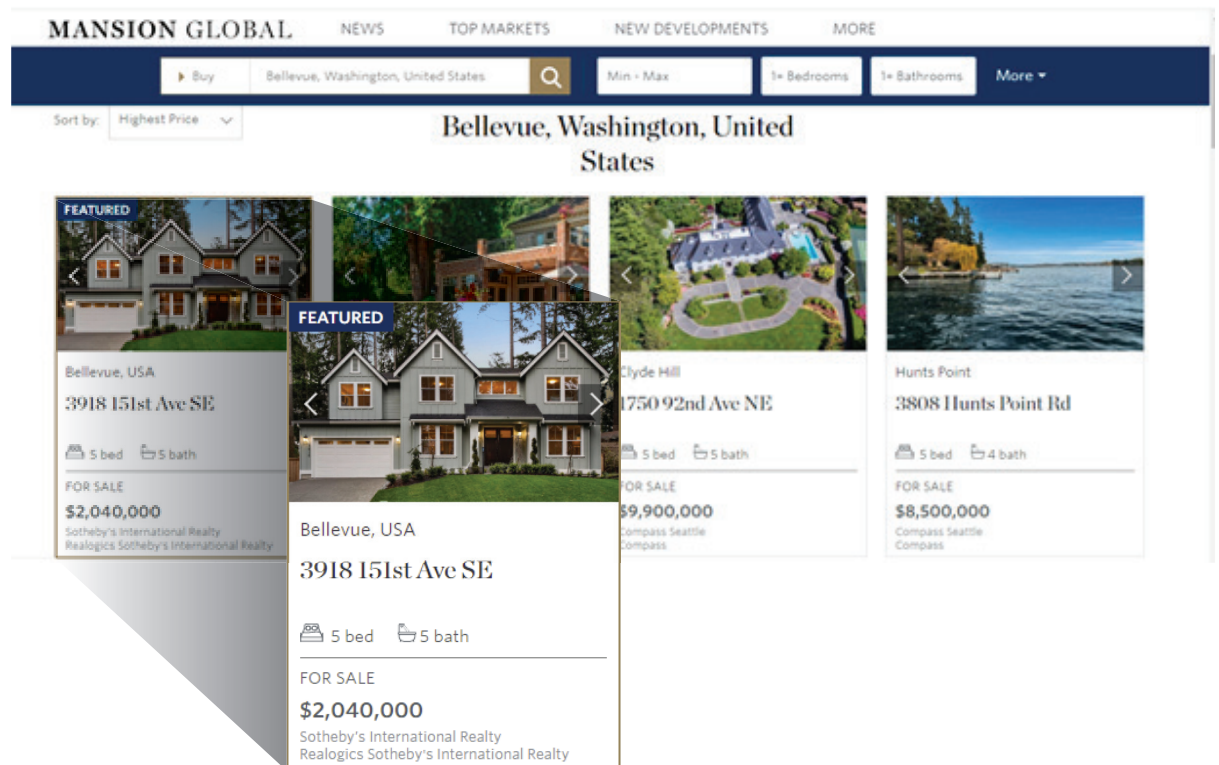
# The Wall Street Journal Online (WSJ.com)

## 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





# 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

**THE WALL STREET JOURNAL.**  
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • MSJ.com • \$4.00

**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 new report says the U.S. economy may be in for a rough ride

**Tennessee Twisters Kill at Least 25**  
 A line of twisters began barreling across Tennessee on Tuesday, killing at least 25 people in the worst twister outbreak in the state since 1954.

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

**World Wide**  
 Biden outlined a string of proposals to help states and leaders who are struggling to cope with the economic fallout from the coronavirus crisis.

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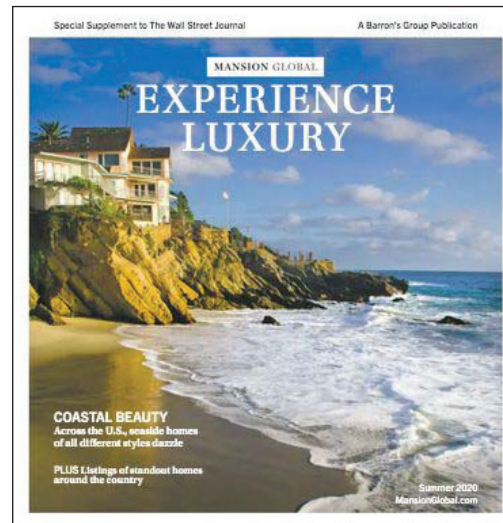
# The Wall Street Journal

## 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



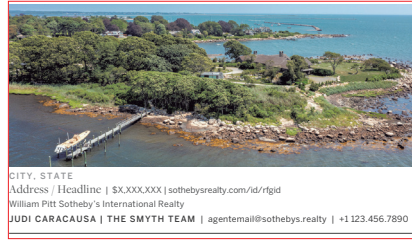
# The New York Times

## 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



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# 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



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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.

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# The New York Times International Edition

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

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


PROPERTY SPOT: \$650  
 DOUBLE PROPERTY SPOT: \$1,300  
 QUADRUPLE PROPERTY SPOT: \$2,600

Global




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# The New York Times Takeover

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

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

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

**Includes Digital promotion and Digital Flipbook**

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Represented by: Jean Muller MRE #613

72 Post Road, Old Westbury, NY

Fichea Russell  
Real Estate Salesperson  
Gold Circle Of Excellence  
6 502.602.2710  
c. 505.660.5400

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.

DANIELE GALE.COM/AGENT/DEBRA-RUSSELL

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Sandbanks  
Exuma, The Bahamas

Jacqueline Lighthorn  
Estate Agent  
+1 242 269 2225  
260 Sandbanks Light House  
#613Bahamas.com

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

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

SIREBAHAMAS.COM/ID/X29,67

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5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorbo  
Sales Associate  
858.334.3057  
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DRE#02156001

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

Stunning single story 11.5 acre 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.

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Pacific | **Sotheby's**  
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# 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

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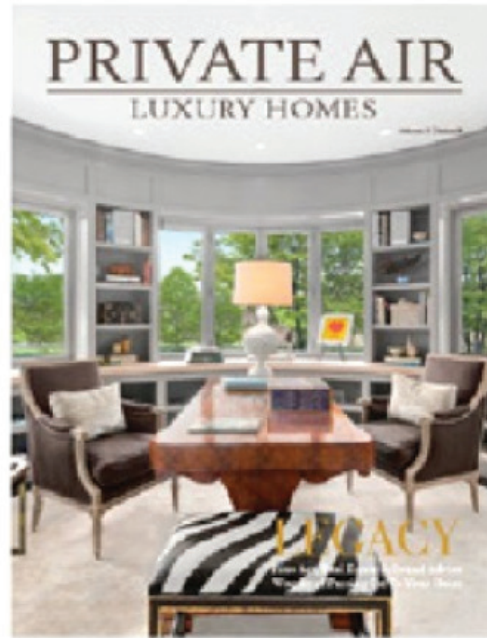
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# Private Air Luxury Homes Magazine

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**



# 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



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10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000  
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Vanessa.Moore@SothebysRealty

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

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

**Sotheby's INTERNATIONAL REALTY**

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# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2024

PLAN 1 - DIGITAL

Plan 1 Media	Ad Description	Price	September	October	November	December	Media Total	Reach
<b>Sotheby's Auction House: Print</b>								
Sotheby's Magazine	Half Page	\$1,820.00			\$ 1,820.00		\$ 1,820.00	20,000
<b>Sotheby's Auction House: Digital</b>								
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$2,585				\$ 2,585.00	\$ 2,585.00	770,000
<b>Digital</b>								
<b>Million Impressions*</b>								
Million Impressions	Digital Banner Program	\$1,195/250K	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
<b>Comprehensive Digital</b>								
Social Mirror Ads	Mirroring Social Post	From \$1,500/month - 100,000 impressions		\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	200,000
Display	Digital Banner Program	From \$1,500/month - 150,000 impressions			\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	300,000
<b>Geofencing - Event and Location</b>								
Geofencing - Event and Location	Target specific events and locations	From \$1,500/month Up to 3 Geo-fences - 60,000 impressions			\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	120,000
<b>Cottages &amp; Garden</b>								
Spotlight + Property of Note	Rotating Gallery	\$2,950.00		\$ 2,950.00			\$ 2,950.00	
<b>Elite Traveler</b>								
Elite Online Real Estate Showcase	Online Real Estate Showcase	\$2,500 per article for one year			\$2,500		\$ 2,500.00	100,000
<b>JamesEdition</b>								
Main Home Page Rotating Gallery	Featured Banner	\$2,000/month			\$ 2,000.00		\$ 2,000.00	750,000
New & Trending Home Page Position	Featured Spot	\$1,200	\$ 1,200.00				\$ 1,200.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$5,500		\$ 5,500.00			\$ 5,500.00	292,000
E-Newsletter Featured Listing	E-Newsletter	\$1,500				\$ 1,500.00	\$ 1,500.00	192,000
Social Media	Listing Feature	Photo \$800, Photo Plus \$1,000, Video \$1,800	\$ 1,000.00				\$ 1,000.00	148,000
<b>Luxury Estate</b>								
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months	\$3,250		\$3,250			\$ 3,250.00	
<b>Ocean Home</b>								
Custom E-Mail	Custom E-Mail	\$2,750 per week	\$ 2,750.00				\$ 2,750.00	22,000
Facebook/Instagram Ad	Facebook/Instagram Ad	\$1,400 per month		\$ 1,400.00			\$ 1,400.00	43,400
<b>Robbreport.com</b>								
Robbreport.com	Featured Listing Carousel - 1 Property	\$1,350/Month	\$ 1,350.00				\$ 1,350.00	6,000
<b>WSJ.com</b>								
Mansion Global Homepage Hero	Shared Banner	\$650/listing	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	492,000
Property Upgrades	10 Featured Property Upgrades	\$1,200		Bonus	Bonus	Bonus	\$ -	

# Proposed Schedule, Pricing & Reach 2024

PLAN 1 - PRINT

Print

<b>Financial Times</b>								
Financial Times	Property Spot	\$750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00	631,371	
<b>The New York Times</b>								
The New York Times	Property Spot - Weekday/Saturday	\$760.00	\$ 760.00	\$ 760.00	\$ 1,520.00		846,222	
The New York Times Takeover	Full Page w/ Digital promotion	\$750	\$ 750.00	\$ 750.00	\$ 1,500.00		330,000	
<b>The New York Times International Edition</b>								
The New York Times International Edition	Property Spot	\$650.00	\$ 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/Full Page	\$ 1,925.00	\$ 1,925.00	\$ 1,925.00		65,000	
<b>Robb Report</b>								
Robb Report	Robb Report Luxury Property Guide	\$3,500/Full Page		\$ 3,500.00	\$ 3,500.00		107,000	
<b>The Wall Street Journal</b>								
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$795.00	\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00	1,933,272	
<b>The Wall Street Journal</b>								
Mansion Global Experience Luxury	Weekend Property insert	\$980/Full page Template or \$1985/Full page custom		\$ 980.00	\$ 980.00		100,000	
<b>TOTAL</b>							\$ 59,700.00	9,176,867

\*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 - DIGITAL

Plan 2 Media	Ad Description	Price	September	October	November	December	Media Total	Reach
<b>Sotheby's Auction House: Print</b>								
Sotheby's Magazine	Quarter Page	\$910.00			\$ 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				\$ 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/Two weeks		\$ 900.00			\$ 900.00	100,000
<b>Comprehensive Digital</b>								
Display	Digital Banner Program	From \$1,500/month - 150,000 impressions			\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	300,000
<b>Geofencing - Event and Location</b>								
Geofencing - Event and Location	Target specific events and locations	From \$1,500/month Up to 3 Geo-fences - 60,000 impressions				\$ 1,500.00	\$ 1,500.00	60,000
<b>Cottages &amp; Garden</b>								
Spotlight + Property of Note	Rotating Gallery	\$2,950.00		\$ 2,950.00			\$ 2,950.00	
<b>Elite Traveler</b>								
Elite Online Real Estate Showcase	Online Real Estate Showcase	\$2,500 per article for one year		\$2,500			\$ 2,500.00	100,000
<b>JamesEdition</b>								
Real Estate Rotating Gallery	Featured Banner	\$1,600/month		\$ 1,600.00			\$ 1,600.00	750,000
New & Trending Home Page Position	Featured Spot	\$1,200	\$ 1,200.00				\$ 1,200.00	750,000
E-Newsletter Featured Listing	E-Newsletter	\$1,500				\$ 1,500.00	\$ 1,500.00	192,000
Social Media	Listing Feature	Photo \$800, Photo Plus \$1,000, Video \$1,800	\$ 1,000.00				\$ 1,000.00	148,000
<b>Luxury Estate</b>								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$1,100		\$ 1,100.00			\$ 1,100.00	
<b>Ocean Home</b>								
Facebook/Instagram Ad	Facebook/Instagram Ad	\$1,400 per month		\$ 1,400.00			\$ 1,400.00	43,400
<b>Robbreport.com</b>								
Robbreport.com	Featured Listing Carousel - 1 Property	\$1,350/Month	\$ 1,350.00				\$ 1,350.00	6,000
<b>WSJ.com</b>								
Mansion Global Homepage Hero	Shared Banner	\$650/listing	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	492,000
Property Upgrades	10 Featured Property Upgrades	\$1,200		Bonus	Bonus	Bonus	\$ -	

# Proposed Schedule, Pricing & Reach 2024

PLAN 2 - PRINT

**Print**

<b>Financial Times</b>									
Financial Times	Property Spot	\$750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00			631,371
<b>The New York Times</b>									
The New York Times	Property Spot - Weekday/Saturday	\$760.00	\$ 760.00		\$ 760.00	\$ 1,520.00			846,222
The New York Times Takeover	Full Page w/ Digital promotion	\$750	\$ 750.00	\$ 750.00		\$ 1,500.00			330,000
<b>The New York Times International Edition</b>									
The New York Times International Edition	Property Spot	\$650.00	\$ 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/Full Page		\$ 1,925.00		\$ 1,925.00			65,000
<b>Robb Report</b>									
Robb Report	Robb Report Luxury Property Guide	\$3,500/Full Page				\$ 3,500.00	\$ 3,500.00		107,000
<b>The Wall Street Journal</b>									
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$795.00	\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00			1,933,272
<b>The Wall Street Journal</b>									
Mansion Global Experience Luxury	Weekend Property insert	\$980/Full page Template or \$1985/Full page custom				\$ 980.00	\$ 980.00		100,000
<b>TOTAL</b>							\$ 40,805.00		7,952,867

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



# Proposed Schedule, Pricing & Reach 2024

PLAN 3

Plan 3	Ad Description	Price	September	October	November	December	Media Total	Reach
<b>Media</b>								
<b>Sotheby's Auction House: Print</b>								
Sotheby's Magazine	Quarter Page	\$910.00			\$ 910.00		\$ 910.00	20,000
<b>Digital</b>								
<b>Million Impressions*</b>								
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$900/Two weeks		\$ 900.00			\$ 900.00	100,000
<b>Comprehensive Digital</b>								
Display	Digital Banner Program	From \$1,500/month - 150,000 impressions			\$ 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			\$ 2,950.00	
<b>JamesEdition</b>								
New & Trending Home Page Position	Featured Spot	\$1,200	\$ 1,200.00				\$ 1,200.00	750,000
E-Newsletter Featured Listing	E-Newsletter	\$1,500			\$ 1,500.00		\$ 1,500.00	192,000
<b>Luxury Estate</b>								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$1,100		\$ 1,100.00			\$ 1,100.00	
<b>Robbreport.com</b>								
Robbreport.com	Featured Listing Carousel - 1 Property	\$1,350/Month	\$ 1,350.00				\$ 1,350.00	6,000
<b>WSJ.com</b>								
Mansion Global Homepage Hero	Shared Banner	\$650/listing		\$ 650.00	\$ 650.00		\$ 1,300.00	328,000
Property Upgrades	10 Featured Property Upgrades	\$1,200		Bonus	Bonus	Bonus	\$ -	
<b>Print</b>								
<b>Financial Times</b>								
Financial Times	Property Spot	\$750.00		\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00	631,371
<b>The New York Times</b>								
The New York Times	Property Spot - Weekday/Saturday	\$760.00				\$ 760.00	\$ 760.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$750		\$ 750.00	\$ 750.00		\$ 1,500.00	330,000
<b>The New York Times International Edition</b>								
The New York Times International Edition	Property Spot	\$650.00		\$ 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/Full Page			\$ 1,925.00		\$ 1,925.00	65,000
<b>The Wall Street Journal</b>								
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$795.00	\$ 795.00	\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00	1,933,272
<b>The Wall Street Journal</b>								
Mansion Global Experience Luxury	Weekend Property insert	\$980/Full page Template or \$1985/Full page custom				\$ 980.00	\$ 980.00	100,000
<b>TOTAL</b>							\$ 25,310.00	5,387,356

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