



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Greenside Cottages Advertising and Marketing Program

DeLoach | **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 Greenside Cottages

SKY Advertising is excited to present to DeLoach Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the Greenside Cottages.

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 Sea Palms, St Simons Island, GA.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to this unique and exciting property.

**LET'S DO  
GREAT THINGS TOGETHER**

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**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: Sotheby's  
 International Realty  
 Broker: Sotheby's International Realty  
 Email: sothebys@sothebysrealty.com  
 \$50,000,000.00

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

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Home

**1 Central Park West 46R/50C**  
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom-made furniture. This is a rare opportunity to own a piece of New York City's most iconic real estate.

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

**510 Park Avenue, 15/16**  
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking the city. The building is a masterpiece of modern architecture, with 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: Sotheby's International Realty  
 Broker: Sotheby's International Realty  
 Email: sothebys@sothebysrealty.com  
 \$20,000,000.00

**Four Seasons Private Residences**  
 This stunning 1,100 sq. ft. penthouse is a masterpiece of modern architecture, with 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: Sotheby's International Realty  
 Broker: Sotheby's International Realty  
 Email: sothebys@sothebysrealty.com  
 \$15,000,000.00

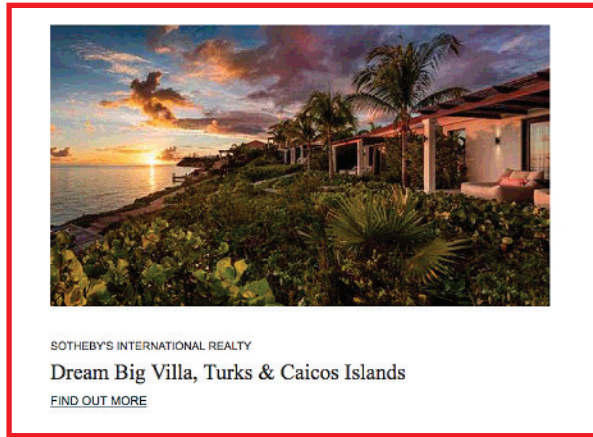
SC

DIGITAL

SOTHEBY'S BESPOKE EMAIL

- Every Week
- 52x/Year
- Custom content
- 35% open rate
- 550,000+ recipients

PRICE: \$2,500/DEPLOYMENT




DIGITAL

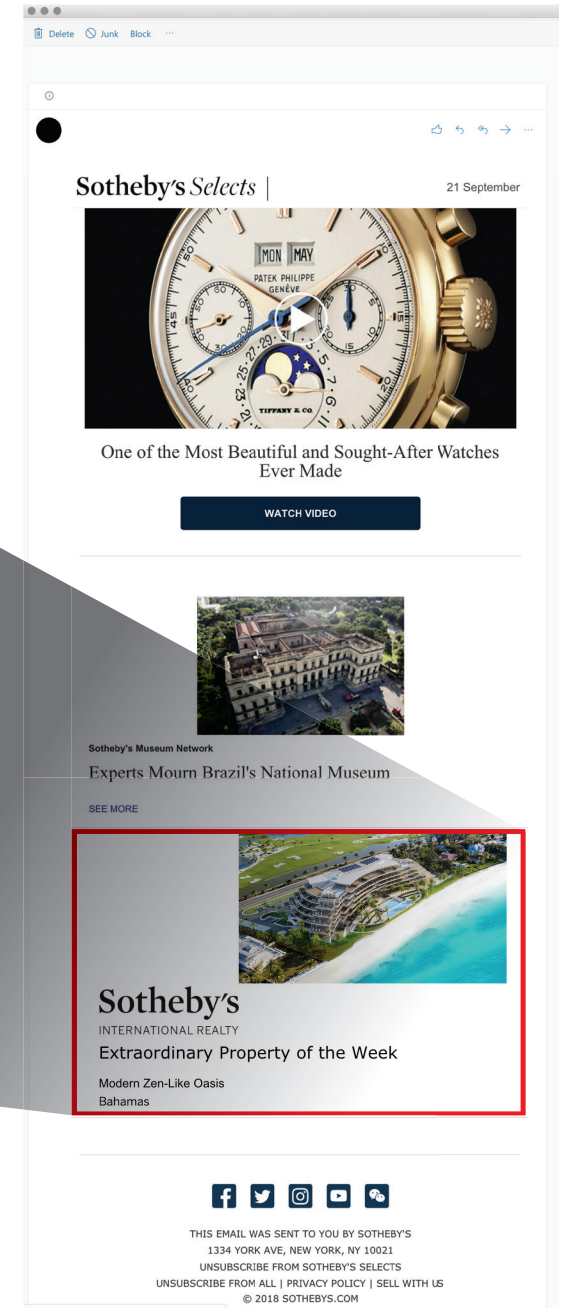
SOTHEBY'S SELECTS  
E-NEWSLETTERS

- 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



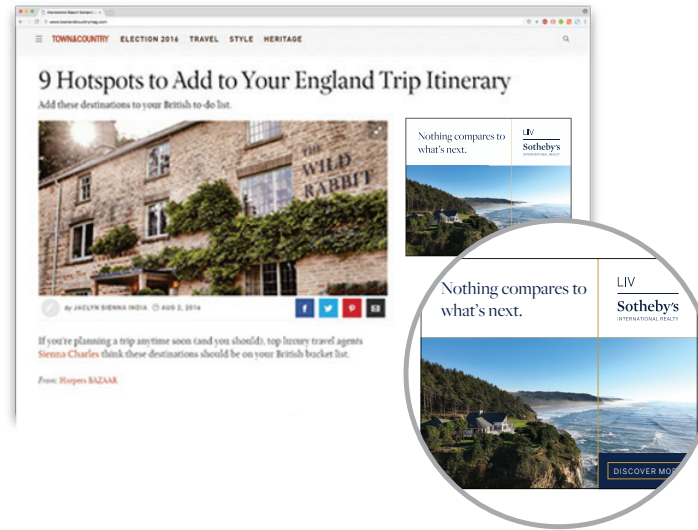
# Impressions Campaign

**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: **Greenside Cottages**
- Flight Dates: **January 2025 - June 2025**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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



# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**

The  
Economist



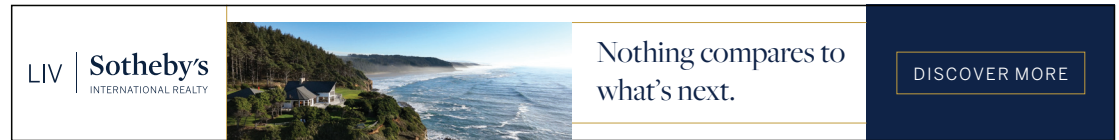
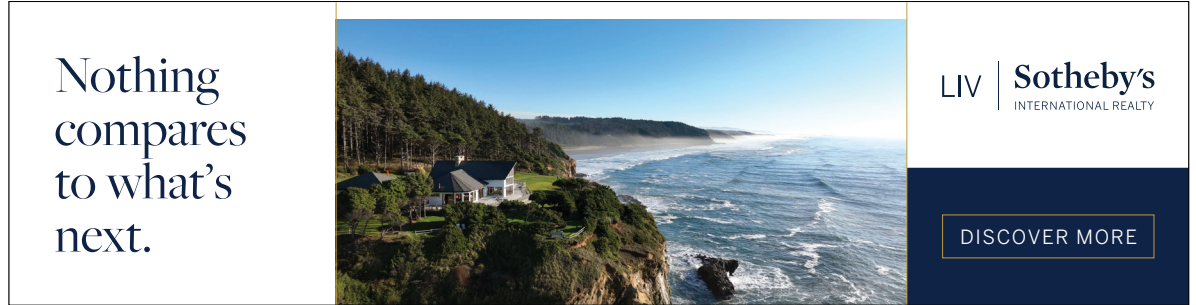
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

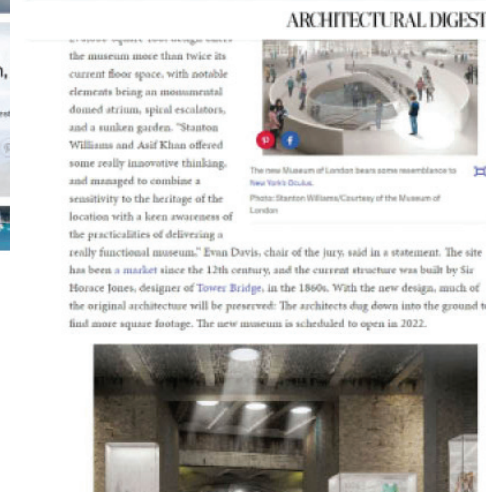
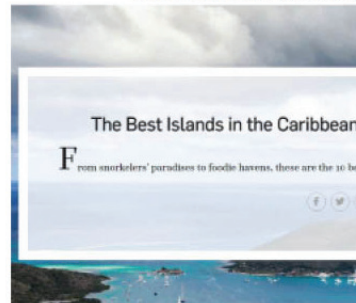
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

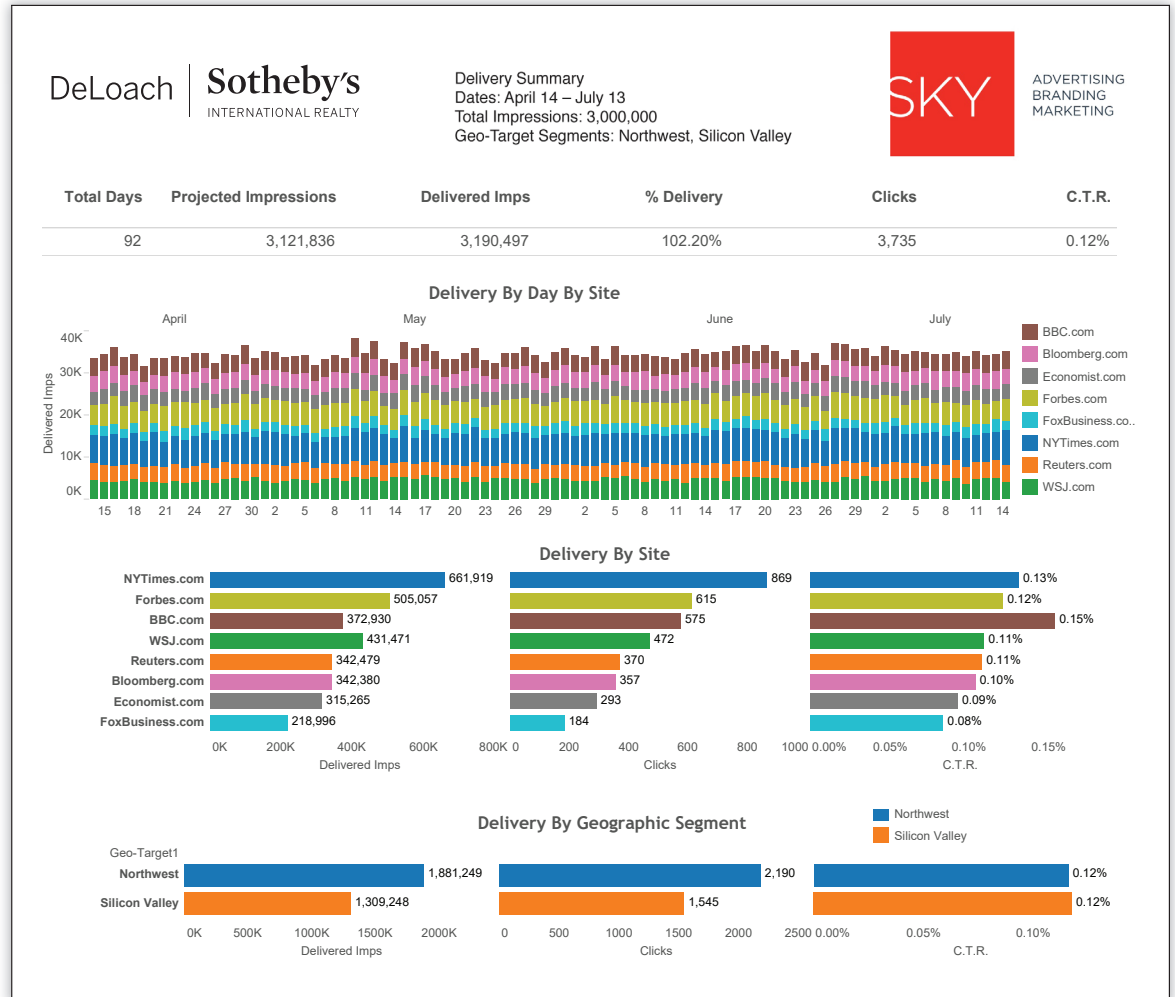


# Comprehensive Reporting For Your Customized Campaign

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

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

## IMPRESSIONS PROGRAM SAMPLE REPORT



# Impressions Scheduling

After doing some research, we have put together an integrated program that targets a high net worth audience in the Greater Toronto market and key geography segments in the US, Europe, Middle East, India and Asia (Hong Kong/ China)

This recommendation includes:

- A Site specific segment that allows us reach a high net worth audience in a premium editorial environment in leading national news, business, finance and lifestyle websites.
- A behavioral targeted custom in-market segment, that will allow us to reinforce and show banners to people who are considered actively looking for Toronto Luxury Condos across the target markets.
- A behavioral targeted custom intent banner segment, that will allow us to reinforce and show banners to people who are actively searching for Luxury Condos in Toronto.
- A paid search (AdWords) segment targeting people actively searching Google for Condos in Toronto.
- Retargeting

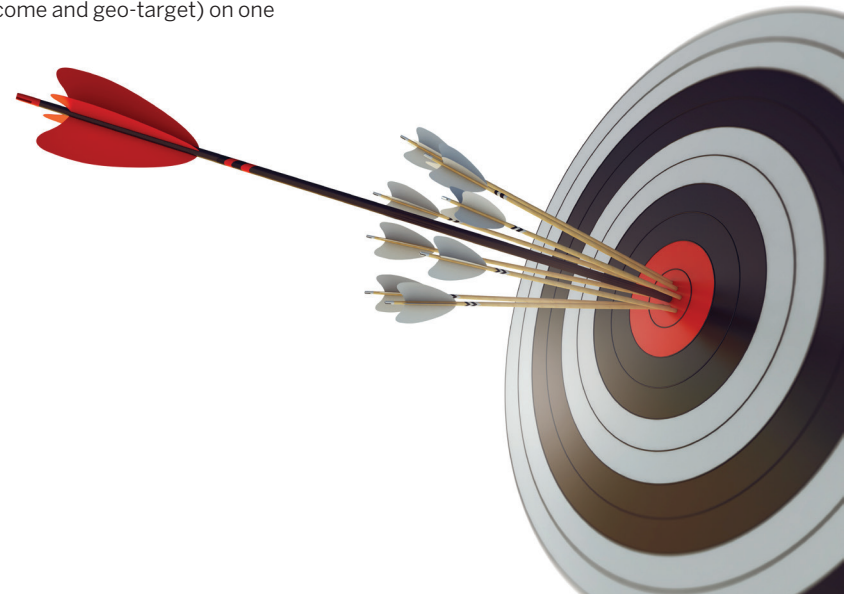
## SITE SPECIFIC

This segment consists of premium websites with income and geo-targeting to extend the overall reach of the program. For this segment we have recommended readers A35-65 in top 10% HHI living in the target markets of premium sites like WSJ.com, Bloomberg.com, Reuters.com, ArchitecturalDigest.com, Forbes.com and FoxNews.com

## BEHAVIORAL TARGETING

We are able to target A35-65 in the top 10% of HHI who are actively searching for Real Estate based on their online behavior (sites visited, content consumed and search activity). Since historical search data shows that 90+% of all searches for Toronto Condos are done within the market.

Since this segment targets behavior first, the banners could end up showing on any site across the web. To ensure that the banners are seen in a premium environment, we have created a "white list" of sites. Ads will only show to people who have met our targeting criteria (In-Market, income and geo-target) on one of these sites.



### BEHAVIORAL TARGETING - CUSTOM INTENT

To target people who are actively searching for Toronto properties beyond the Toronto market, we have created a custom intent audience based on Toronto Condos real estate related activity based on terms such as

- “condo prices downtown toronto”
- “lofts for sale toronto”
- “condos for sale etobicoke”
- “waterfront condos toronto”
- “3 bedroom condo for sale toronto”
- “condos for sale gta toronto”
- “toronto condo prices”
- “liberty village condos for sale”
- “toronto luxury real estate”
- “toronto waterfront condos for sale”
- “luxury houses for sale in toronto”
- “condos for sale downtown toronto”
- “luxury homes toronto”
- “sotheby’s real estate toronto”
- “condos for sale toronto”
- “pre construction condos toronto 2020”
- “downtown toronto apartments for sale”
- “luxury condos for sale toronto”
- “toronto apartments for sale”
- “condo listings toronto”
- “new condos for sale toronto”
- “pre construction condos toronto 2021”
- “sotheby’s toronto”
- “new townhomes toronto”
- “luxury houses in toronto”
- “condominium for sale in toronto”
- “townhouses for sale downtown toronto”

### GOOGLE ADWORDS

Paid search ads based on the above keywords

### RE-TARGETING

This allows us to cost-effectively reinforce our messaging to people who have visited the property’s site / listing.

### MEASUREMENT

Key metrics (KPI’s) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions

### REPORTING

We will provide monthly reporting that will summarize the KPI’s (Key Performance Indicators) and provide optimization recommendations.

# Impressions Scheduling

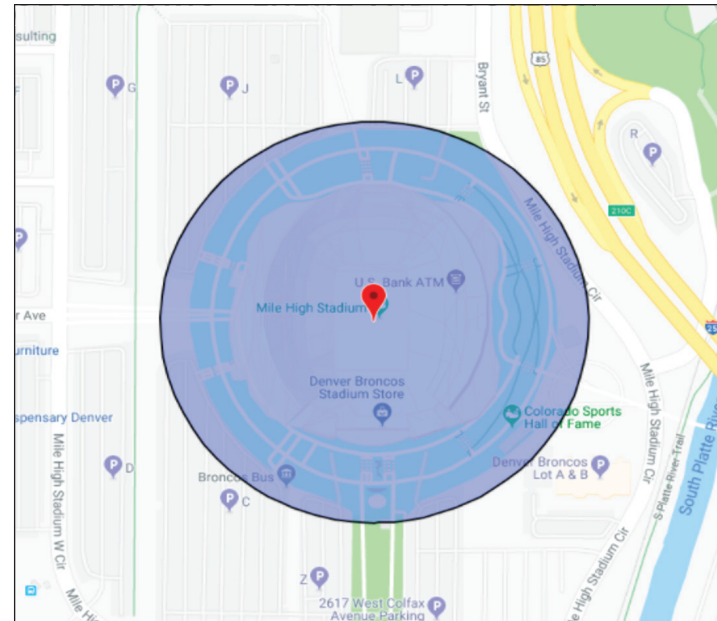
Media	Geo-Target	2019					2020												Impressions	
		08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12		
NYTimes.com	US (Seattle, San Francisco (including Silicon Valley), Los Angeles)																			2,250,000
Telegraph.co.UK	United Kingdom, Europe																			2,250,000
GulfNews.com	Middle East																			2,250,000
EconomicTimes.IndiaTimes.com	India																			2,250,000
SCMP.com	China/Hong Kong																			2,250,000
Forbes.com																				3,000,000
Bloomberg.com																				3,000,000
Reuters.com	Greater Toronto, Europe, China, India, Middle East, US (Seattle, San Francisco (including Silicon Valley), Los Angeles)																			3,000,000
Economist.com																				3,000,000
WSJ.com																				3,000,000
Google - In Market Behavioral	Greater Toronto																			4,660,000
Google - Custom Intent	Greater Toronto, Europe, China, India, Middle East, US (Seattle, San Francisco (including Silicon Valley), Los Angeles)																			3,000,000
Google - Search	Greater Toronto, Europe, China, India, Middle East, US (Seattle, San Francisco (including Silicon Valley), Los Angeles)																			75,000
Google - Retargeting	United States																			15,000
<b>Total Digital</b>																				<b>34,000,000</b>



# 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

### TARGET SPECIFIC EVENTS AND LOCATIONS

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

# 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.

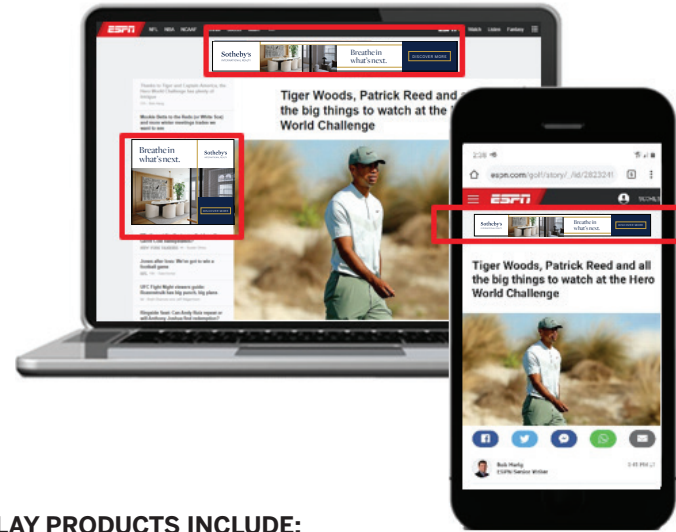
Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

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

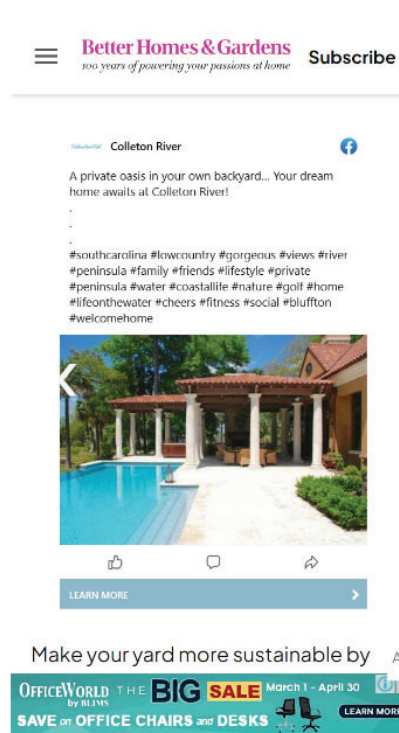
## SOCIAL MIRROR ADS

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.

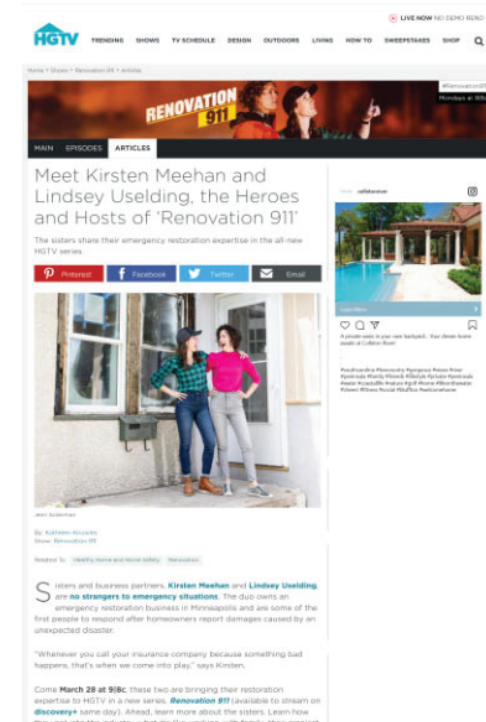
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

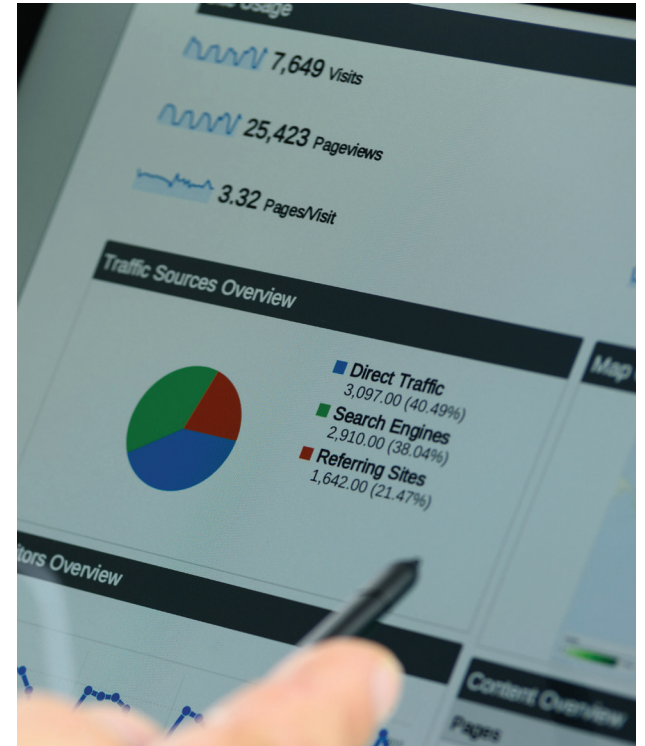


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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**



# Google AdWords

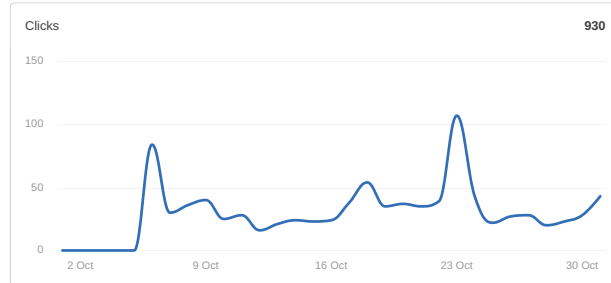
## CLIENT DASHBOARD

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



## DeLoach

Google Ads Impressions <b>85,229</b>	Google Ads Clicks <b>930</b>	Google Ads CTR <b>1.09%</b>	Google Ads Phone Calls <b>9</b>	Average Cost-Per-Click <b>\$1.52</b>	Google Ads Interaction R... <b>1.14%</b>
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Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
<a href="#">SKY - SMART</a>	459	\$312.71	\$39.09	74,095
<a href="#">SKY - PMAX</a>	290	\$359.88	\$179.94	8,209
<a href="#">SKY - General</a>	75	\$278.65	\$0.00	1,432
<a href="#">SKY - Boulder</a>	53	\$293.25	\$293.25	1,145
<a href="#">SKY - Trademark</a>	38	\$134.26	\$134.26	259
<a href="#">SKY - Niwot</a>	11	\$33.94	\$0.00	69
<a href="#">SKY - Longmont</a>	4	\$19.24	\$0.00	16
<a href="#">SKY - Golden</a>	0	\$0.00	\$0.00	3
<a href="#">SKY - Superior</a>	0	\$0.00	\$0.00	1

Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"home for sale boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

# Google AdWords

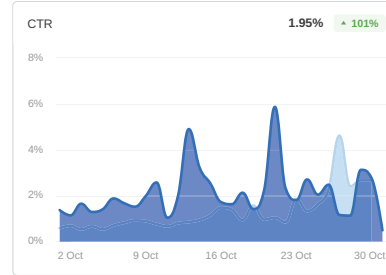
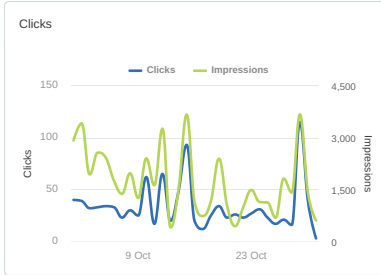
## MONTHLY REPORTING

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



## DeLoach

### October KPI's



Total Impressions ▼ 46%

**53,704**

Total Clicks ▲ 9%

**1,049**

Phone Calls ▲ 71%

**12**

Interaction Rate ▲ 218%

**4.17%**

CTR ▲ 101%

**1.95%**

Average CPC ▲ 7%

**\$0.94**

### Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

### Keywords

Showing 23 of 23 Rows

KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean realty	1	1	1

# Chicago Tribune

The Chicago Tribune helps Chicagoans, and those that love Chicago, stay connected to the stories and topics that affect this great city. Its award-winning stories range from an array of topics that matter most; including breaking news, politics, sports, culture, suburban coverage and engaging interactive features.

- Average Monthly Page Views: 36.6M
- Unique Monthly Visitors: 11.7M

## CUSTOM EMAIL

Email deployment to target audience featuring dedicated content.

Targeting options can include:

- Geography (zip code, DMA)
- Demographic (Age, Household Income, Interest)
- Home Intenders
- First Time Homeowner
- Homeowner / Renter
- Property Type
- Home Value

CUSTOM EMAIL 50K: \$1,200

CUSTOM EMAIL 100K: \$1,950

CUSTOM EMAIL 150K: \$2,375





# 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

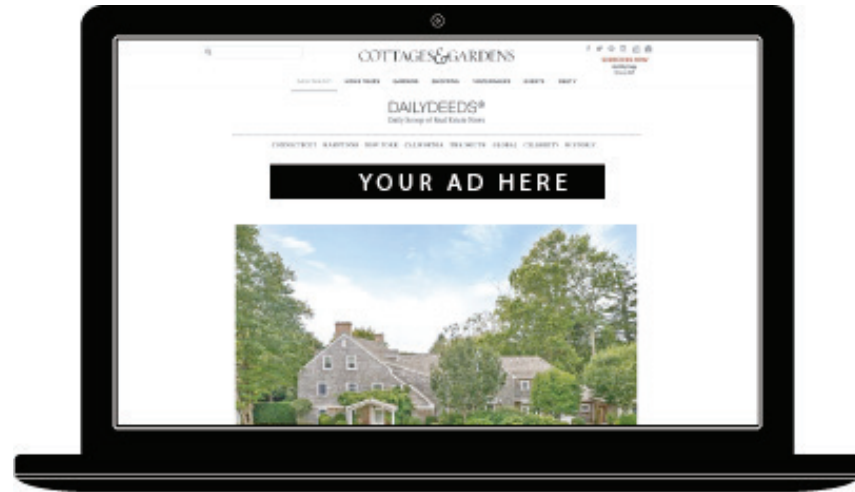
- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

## 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

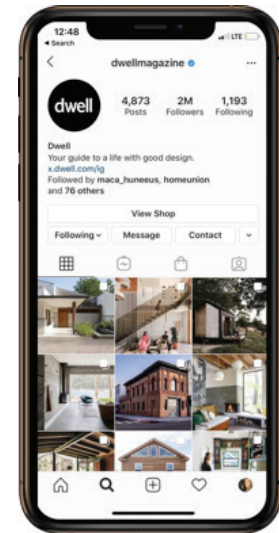
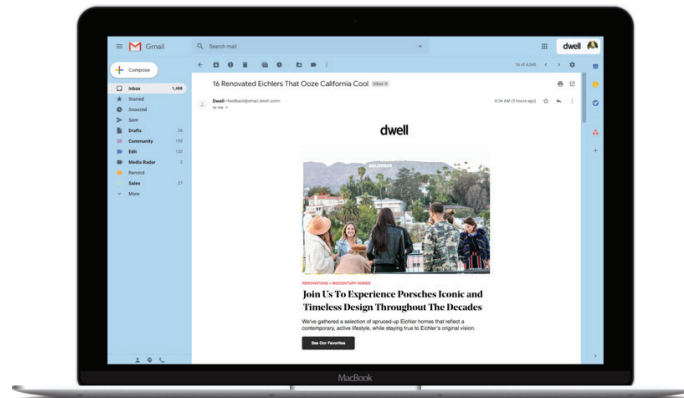
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

## 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



# 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 'MOST POPULAR' grid of luxury cars like the Ferrari 488 GTB, Chevrolet Corvette, and McLaren 650S. Below this are sections for 'JAMES SPOTTING' (interior view), 'RICH LIST' (yacht listing), and 'LATEST STORIES' (orange sports car). A 'Featured Agent' section for Nick Swinburne is also visible.

The screenshot shows the 'Find luxury real estate and homes for sale' page. It features a search bar with a location input field and a 'Search' button. Below the search bar is a grid of featured luxury properties, each with a thumbnail image and key details like '5 Bedrooms - Pent...', 'Elegant French Styl...', and 'Magnificent Seclu...'. A 'News about luxury real estate' section follows, with articles such as 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. The page concludes with a footer containing 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

# 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.

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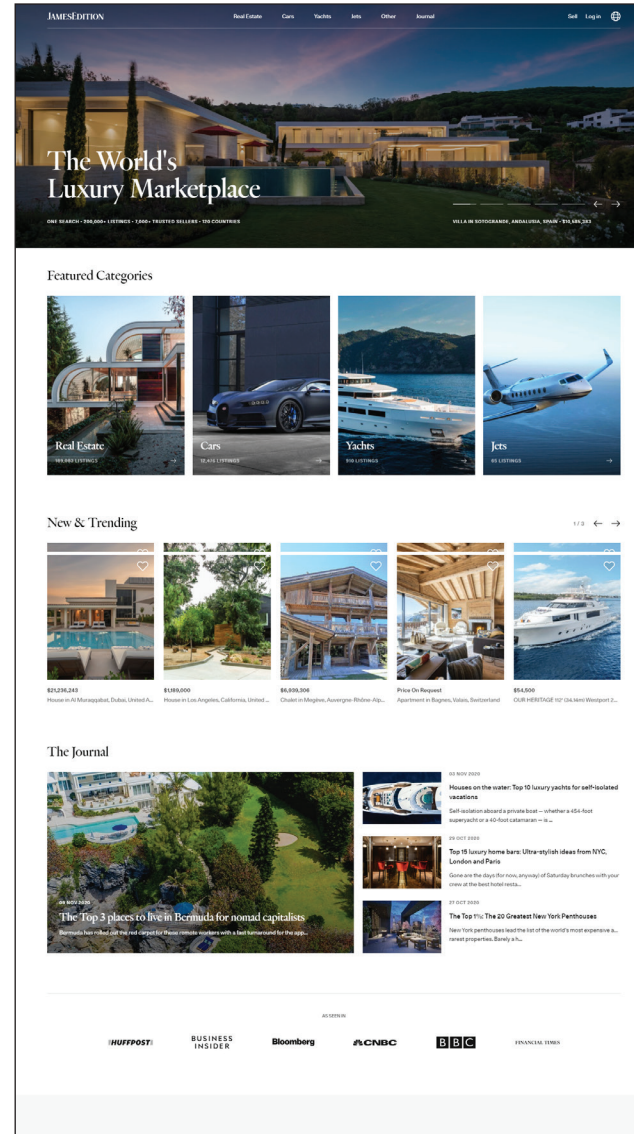
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### 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.

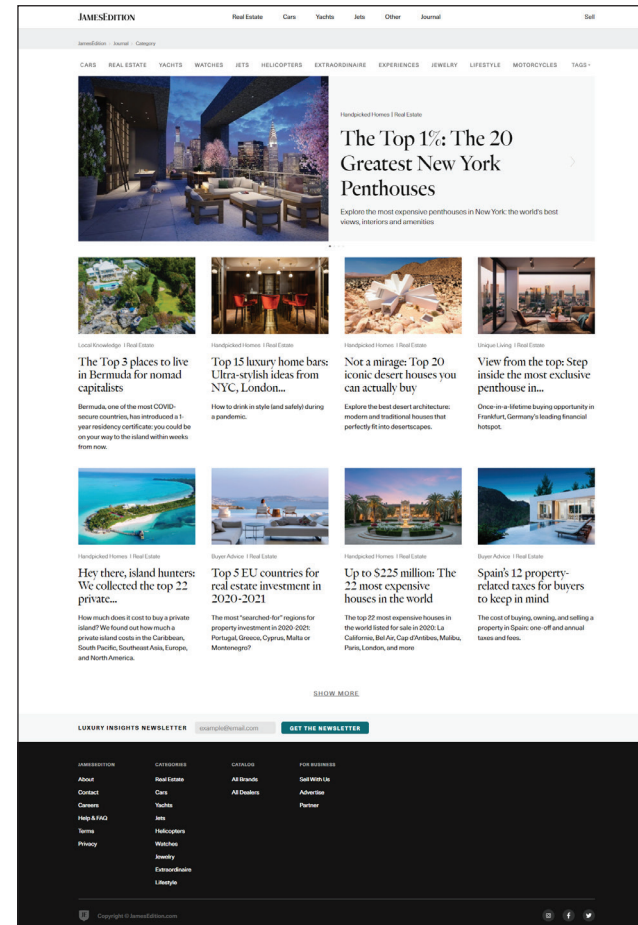
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

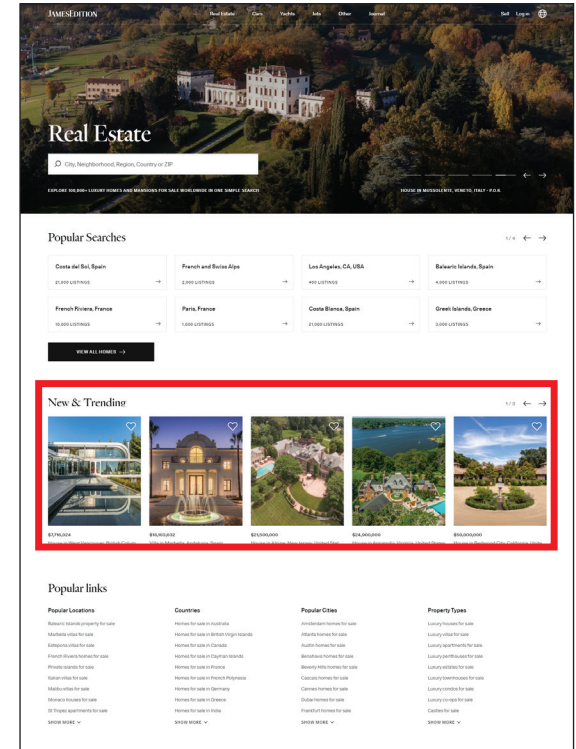
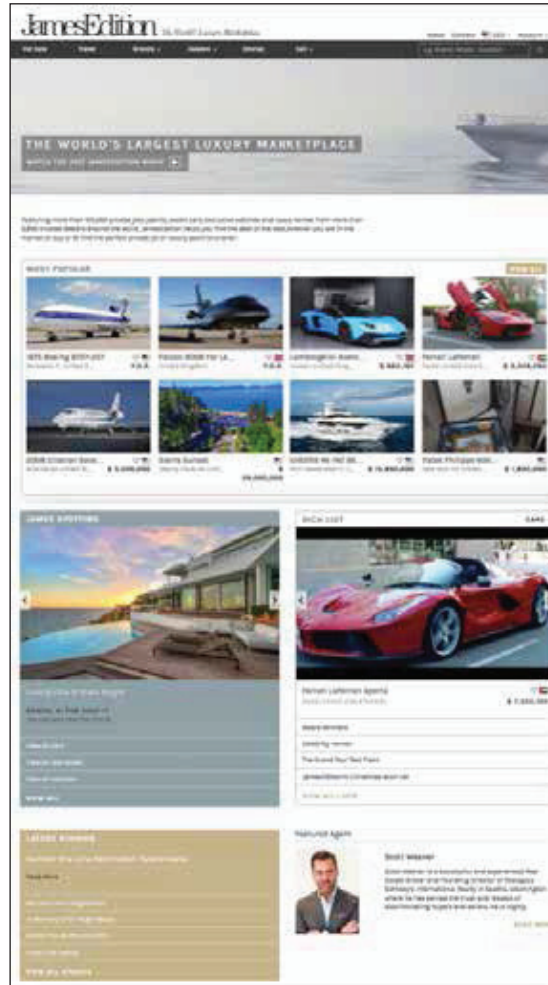
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# jamesedition.com

## SOCIAL MEDIA POST

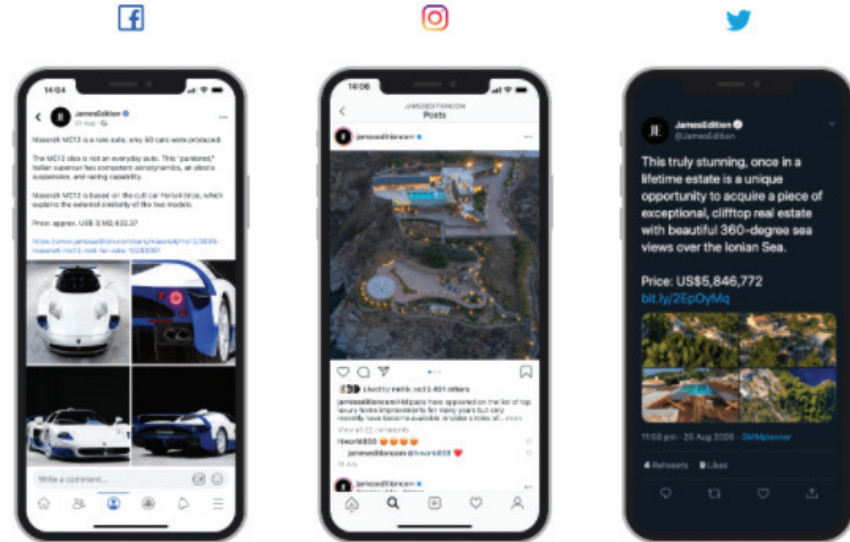
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

# 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.

## BANNERS

Online Banner Ads offer a versatile and flexible way to connect with consumers and drive customers to your website. They also provide an excellent way to establish your online presence and brand awareness.

PRICE: BONUS WITH PRINT PLACEMENT



## ENEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, oceanview, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience putting your message right in their inbox as a partner in our monthly eNewsletter.

- 22,000+ Opt-in subscribers
- 19% Open Rate
- 15% Click through rate

PRICE: STARTING AT \$750 PER MONTH

**OCEAN HOME MAGAZINE MONTHLY ENEWSLETTER**

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, ocean view, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience of 22,000+ opt-ins putting your message right in their inbox as a partner in our monthly eNewsletter.

**PRICE AND SPECS**

- **DISPLAY AD:** \$500 per 300 x 250 block plus link
- **FEATURED AD:** \$700 per First position, larger image, headline (30 characters) + text (40 words) & two links
- **SHARED AD:** \$500 per Image, headline (30 characters) + text (40 words) & two links

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

**2022 RELEASE DATES**

• Feb 16	• June 22	• Sept 21
• March 16	• July 13	• Oct 19
• April 20	• Aug 17	• Nov 16
• May 18		

Limited inventory. Reservations are first come, deadline 1 week prior.

**22,000** OPT-IN SUBSCRIBERS    **19%** OPEN RATE    **15%** CLICK THROUGH RATE

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

The Ocean Home digital team is committed to bringing your brand's vision to life through original, well designed and engineered digital experiences. Contact us to reach the wealthiest consumers in the world who can easily afford multiple vacation homes and products for their coastal lifestyle.



# 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: \$3,000

## 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 PER POST

FACEBOOK: \$675 PER POST

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

**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.

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

**RMS**  
REALTY MANAGEMENT SYSTEMS

# RobbReport.com

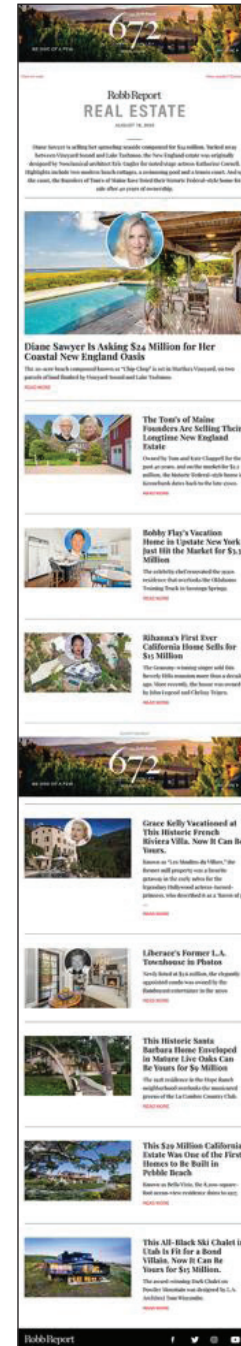
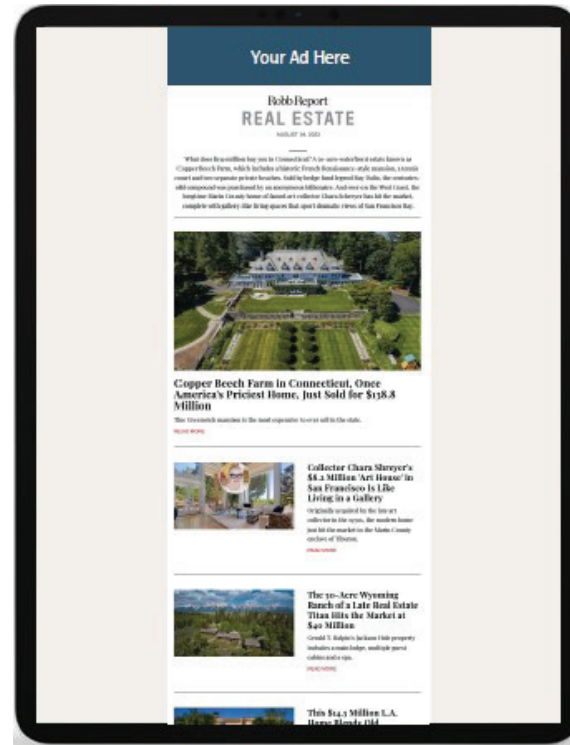
## REAL ESTATE NEWSLETTER

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/WEEK



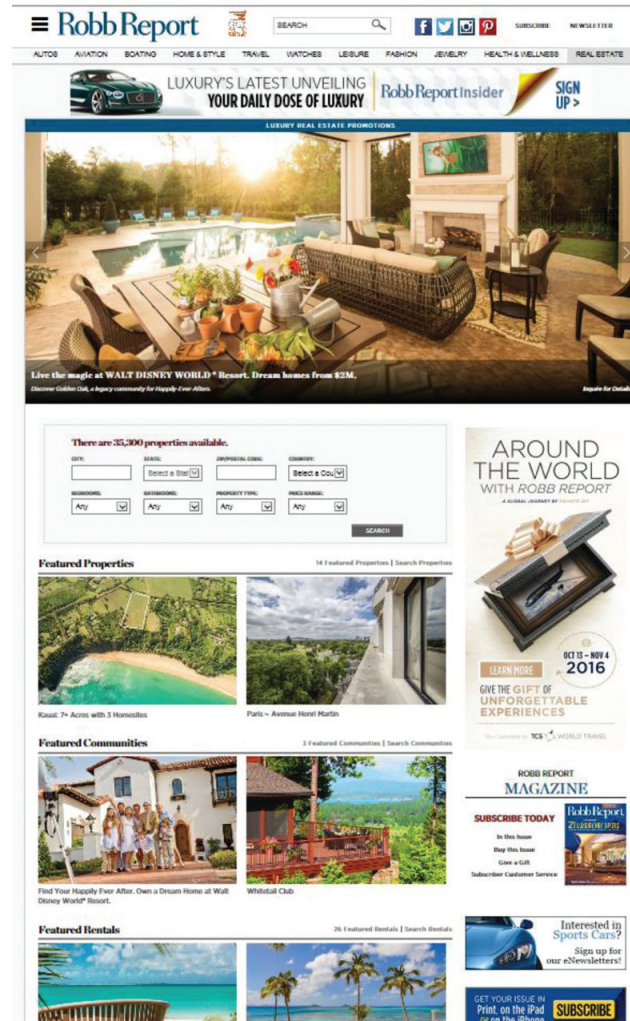
# RobbReport.com

## 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/MONTH



# Atlanta Journal Constitution

The Atlanta Journal - Constitution is an American daily newspaper based in metropolitan area of Atlanta, Georgia.

- 389,702 Average Weekday readers, including ePaper readers
- 628,095 Average Sunday readers, including ePaper readers
- 50,000 + Monthly ePaper APP users
- 1.2M total monthly print & ePaper readership

Opt In newsletter that keeps you ahead of the crowds with updates on the latest local entertainment events.

- Delivered each Thursday
- 31,153 Subscribers
- Sponsored by position is available at the top

ENEWSLETTER: \$1,875

The Atlanta Journal-Constitution  
**Things to Do**  
January 27, 2023

Presented by  
**NETFLIX**  
**STRANGER THINGS**  
THE EXPERIENCE

It's worth knowing what's really going on >

Go Atlanta  
Listen to the latest Go Atlanta podcast  
Apple Podcasts Spotify Google Podcasts STITCHER

**New York's Boca Tuya dance company brings dreamscapes, mayhem to KSU**  
[Read more >](#)

**The Atlanta Opera's 'Don Giovanni' is often stirring in its noir take**  
[Read more >](#)

**Staibdance's 'Ararat, the beginning' explores post-adversity restart**  
[Read more >](#)

**The Battery has events for everyone this February and March**  
[Read more >](#)

ADVERTISEMENT

**NETFLIX STRANGER THINGS THE EXPERIENCE**  
FRIENDS, THE EXPERIENCE IN ATLANTA IS CLOSING SOON!  
**GRAB YOUR TICKETS NOW!**

Powered by Livestock

# Elegant Island Living

Elegant Island Living is the premier lifestyle magazine for St. Simons Island and the surrounding communities. Published monthly, Elegant Island Living is unequalled in its commitment to its readers' appetite for quality and luxury in every aspect of their lives. Elegant Island Living embodies the way of life and tastes of its readers, covering such topics as philanthropy, the arts, shopping, health & beauty, the outdoors, home design, charity opportunities, travel and leisure, community, social events, and more. Elegant Island Living readers understand luxury, and enjoy this magazine as a guide and companion to the St. Simons Island lifestyle.

A dedicated mailing to a wider target audience

Sponsored email sent directly to database of approximately 8,000 subscribers.

ELECTRONIC POSTCARD: \$825

A promotional graphic for a poinsettia sale. The background is a dense field of red, white, and pink poinsettias. At the top, the text "Live Oaks Garden Club Poinsettia Sale" is written in a red, cursive font. In the center, there is a small inset image of a poinsettia plant in a pot. Below this, a white text box contains the following information: "Now is the time to order your poinsettias! The Live Oaks Garden Club's 21st Annual Poinsettia sale starts Thursday, October 7th and runs through Thursday, November 18th." followed by "Lush, long-lasting, red, white, and pink poinsettias in 8\" data-bbox="490 157 806 699"/>

### **Time to Order Your Holiday Poinsettias!**

The Live Oaks Garden Club's 21st Annual Poinsettia Sale begins TOMORROW, Thursday, October 7 and will continue through Thursday, November 18th. Plants are available in red, white, and pink and come in 8" foil-wrapped pots for only \$20. Please place your orders at [liveoaksgardenclubinc.com](http://liveoaksgardenclubinc.com). Pick-up will be Friday, December 3. All proceeds go to Club beautification projects such as maintaining the planters at the pier on St. Simons Island, the Demere Road Butterfly Garden, and the Justice Tree at the Glynn County Court House.

# The Wall Street Journal Online (WSJ.com)

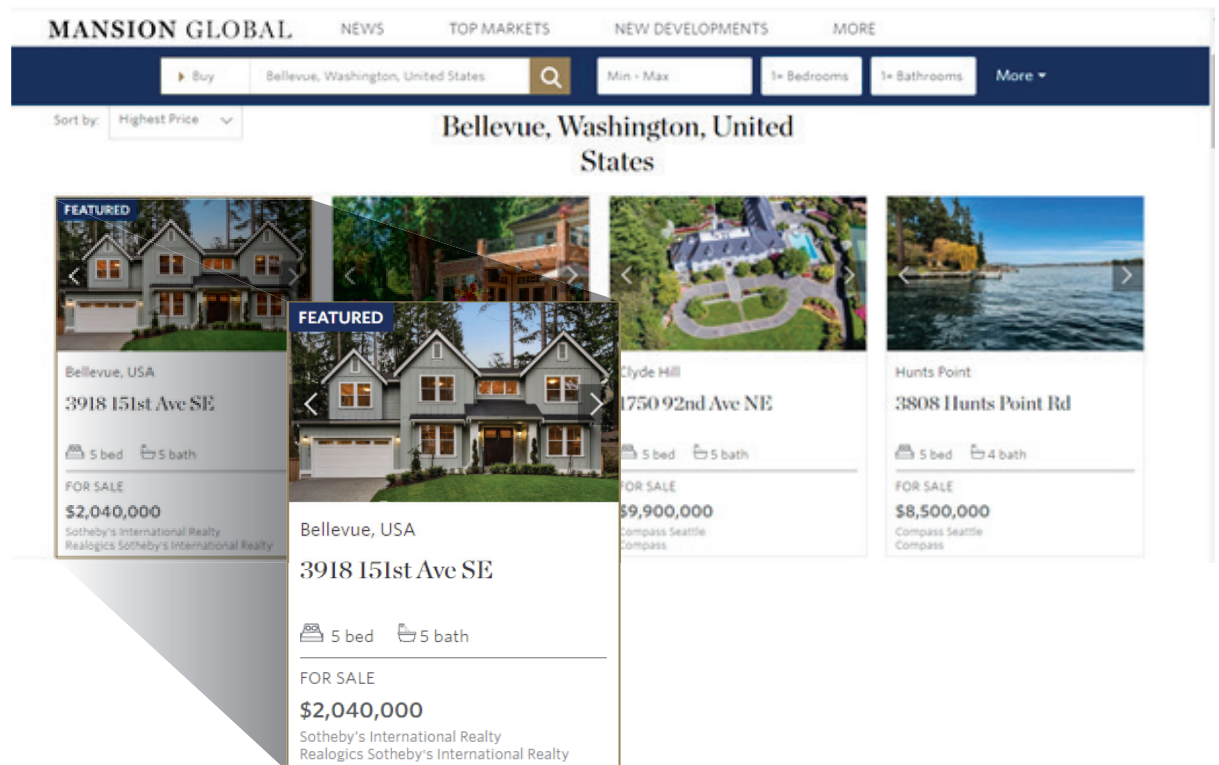
## FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

10 PROPERTIES: \$1,200

Included with print placement



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



# The Wall Street Journal Online (WSJ.com)

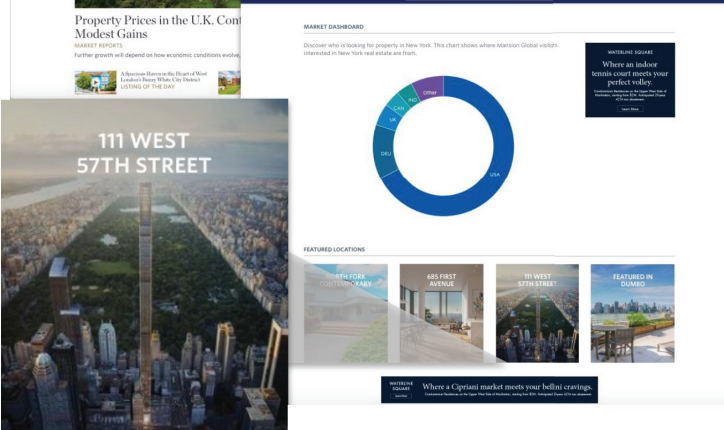
## MANSION GLOBAL TOP MARKETS PAGE TILES

Showcase premier listings alongside regionally relevant editorial.

### AVAILABLE MARKETS:

- New York
- London & UK
- Los Angeles
- Dubai
- Miami
- Sydney
- San Francisco

PRICE: \$575/MONTH





# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

### INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PRICE: \$1,000  
3 Month Minimum

Buy Luxury properties by location

San Francisco  
**706 Mission**  
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE

VIEW MEDIA

SHARE [Icons] SAVE

**DESCRIPTION**

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

Read More

**AMENITIES** [View Gallery](#)

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

Show More

**NEIGHBORHOOD**

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews

SHOP NOW

# The Wall Street Journal Online (WSJ.com)

## MANSSION GLOBAL DAILY (M-F) E NEWSLETTER

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

PRICE: \$3,680

View in your browser

**ManSSION 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	\$7,900,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,900,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLean, Toronto, ON	\$12,900,000
10. 489 Spadina 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
Westmount	\$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)

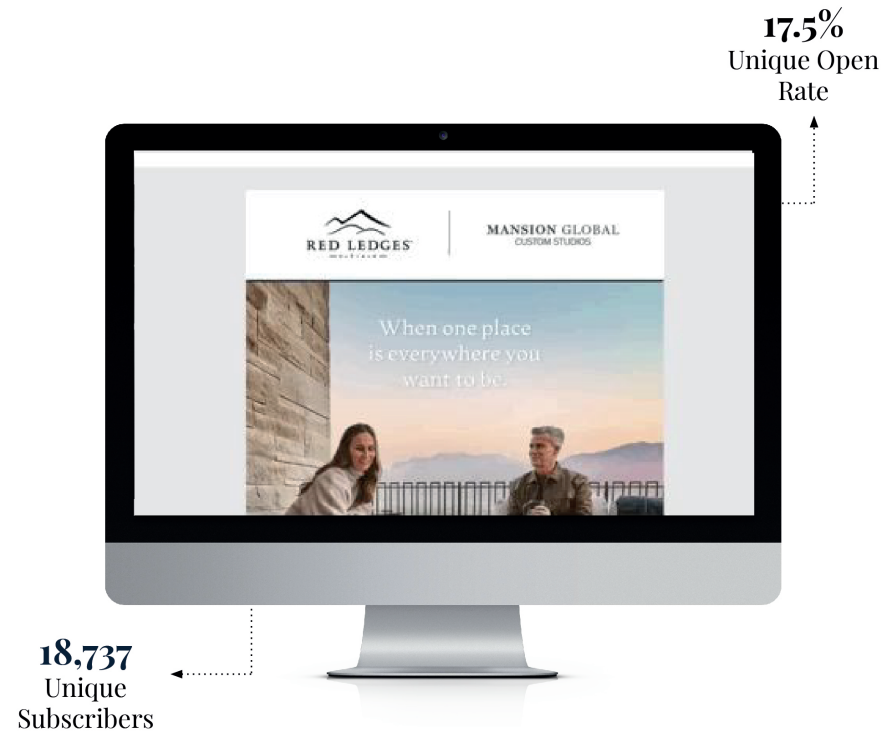
Powered by AllChives

# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL CUSTOM E-NEWSLETTER

Take advantage of Mansion Global's Custom newsletter to showcase your brand as a luxury lifestyle and real estate leader to luxury connoisseurs and high-net-worth buyers around the world. From aspiration to action, Mansion Global's custom newsletter is the go-to read for the most powerful and affluent consumers, delivering all your newsworthy content directly to their inboxes- inspiring the luxury lifestyle & delivering results.

PRICE: \$6,000 EXCLUSIVE EMAIL



# 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**

**4x7 \$6,580 Buy 4 get 1 Free**  
**PROPERTY SPOT: \$795**  
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**THE WALL STREET JOURNAL.**  
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXXV NO. 52 • WSJ.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

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

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

**Shaky Ground**  
 A major supply chain disruption is feared as the U.S. economy is hit by the coronavirus pandemic.

**World-Wide**  
 Biden reached a string of Super Tuesday primary victories and Sanders won the largest victory in California.

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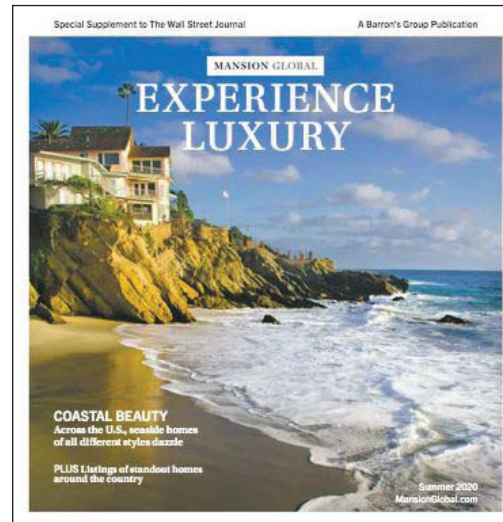
# The Wall Street Journal

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FULL PAGE:  
\$980/TEMPLATE  
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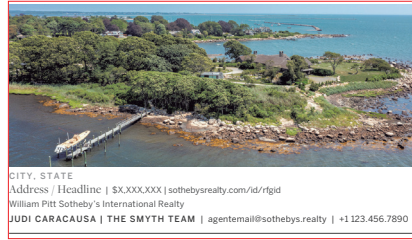
# The New York Times

## 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  
 EIGHT PROPERTY SPOT - WEEKDAY/SATURDAY: \$6,080



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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**

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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 desirable real estate market in the Northeast. And now, it's starting to resemble that stretch of Long Island. The region's growing number of second homes is attracting more and more people who are buying second homes here to enjoy the scenic views of the area and the amenities that come with it. In the past, many of these homes were built in the 1950s and 1960s, but now, many are being built with modern amenities and finishes. The region's growing number of second homes is attracting more and more people who are buying second homes here to enjoy the scenic views of the area and the amenities that come with it. In the past, many of these homes were built in the 1950s and 1960s, but now, many are being built with modern amenities and finishes.

By JILL SACROW  
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- Circulation: **160,000**
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Eric Santorino  
Sales Associate  
858.334.3557  
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- Median Age: **54**
- Male / Female: **46% / 54%**

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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  
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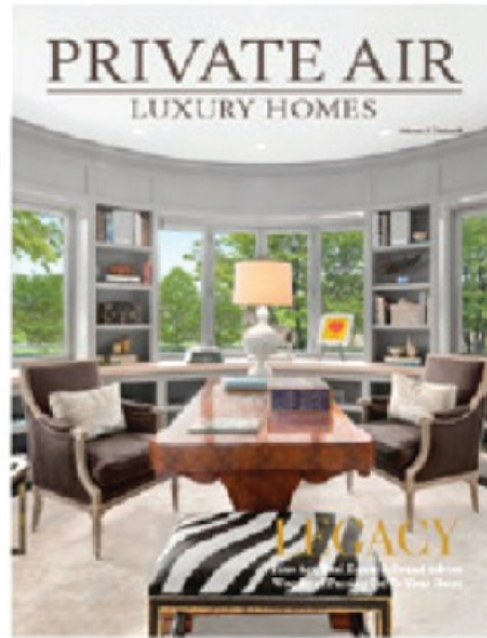
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The readers of Private Air Luxury Homes Magazine are some of the world's wealthiest individuals. They come from all over the globe and typically have a collection of homes, an extensive portfolio, a sophisticated interest in arts and culture, as well 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.



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# Golden Isles

Golden Isles Magazine is a local publication with regional presence - a six-time national and twelve-time state award winner, jam-packed with quality content.

Golden Isles Magazine is a glossy bi-monthly publication with a distribution of 13,000 copies.

The Golden Isles Magazine has direct mailing to over 3,000 homes throughout Sea Island, St Simons Island, Jekyll Island, and Brunswick in addition to the racked and distribution point copies.

Approximately 64 percent of the direct-mailed copies are sent to homes on St. Simons and Sea Islands; 27 percent are mailed to homes in Brunswick, on Jekyll Island, and surrounding areas; and, nine percent are mailed out-of-town to part-time residents and frequent visitors to the Golden Isles. It is a powerful statement that 1-in-5 homes on the two islands receive Golden Isles Magazine in their mailboxes every two months.

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PRICE: 2/3 PAGE \$1,056



PRINT

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# Brunswick News

The Brunswick News is a daily newspaper in Brunswick, Georgia that covers local and international news, sports, entertainment, and classifieds. It has been published since 1902 by the Leavy family, making it one of the oldest family-owned newspapers in Georgia and one of the few remaining family-controlled newspapers in the country.

The Brunswick News is published Tuesday - Saturday and distributed through home delivery and single copy sales.

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QUARTER PAGE, COLOR - 3 DAYS: \$1,497





# Elegant Island Living

Elegant Island Living is the premier lifestyle magazine for St. Simons Island and the surrounding communities. Published monthly, Elegant Island Living is unequalled in its commitment to its readers' appetite for quality and luxury in every aspect of their lives. Elegant Island Living embodies the way of life and tastes of its readers, covering such topics as philanthropy, the arts, shopping, health & beauty, the outdoors, home design, charity opportunities, travel and leisure, community, social events, and more. Elegant Island Living readers understand luxury, and enjoy this magazine as a guide and companion to the St. Simons Island lifestyle.

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# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2024

PLAN 1

Plan 1		January	February	March	April	May	June	Media Total	Reach
<b>Media</b>	<b>Ad Description</b>								
<b>Sotheby's Auction House: Print</b>									
Sotheby's Magazine	Full Page	\$ 3,640.00			\$ 1,820.00			\$ 5,460.00	40,000
<b>Sotheby's Auction House: Digital</b>									
Sotheby's Bespoke Emails						\$ 2,500.00		\$ 2,500.00	550,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00		\$ 2,585.00				\$ 5,170.00	1,540,000
<b>Digital</b>									
<b>Million Impressions*</b>									
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 7,170.00	1,500,000
Million Impressions	Targeting - Atlanta, Macon, Dallas, Austin, Nashville, New York, Chicago, Illinois, Pennsylvania								
<b>Google Adwords</b>									
Google Adwords	Digital PPC program	\$ 3,250.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 15,750.00	
<b>Comprehensive Digital</b>									
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 9,000.00	600,000
Display	Digital Banner Program		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	450,000
Native Display	Native Ad				\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
<b>Geofencing - Event and Location</b>									
Geofencing - Event and Location	Target specific events and locations					\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	120,000
<b>Atlanta Journal Constitution</b>									
Atlanta Journal Constitution E-newsletter	E-newsletter - Thursdays		\$1,875		\$1,875		\$1,875	\$ 5,625.00	93,459
<b>Chicago Tribune</b>									
Chicago Tribune	Custom Email 100k	\$ 1,950.00		\$ 1,950.00		\$ 1,950.00		\$ 5,850.00	300,000
<b>Cottages &amp; Garden</b>									
Spotlight + Property of Note	Rotating Gallery		\$ 2,950.00		\$ 2,950.00			\$ 5,900.00	
Daily Deeds	E-Newsletter sent 4X per week			\$ 3,000.00		\$ 3,000.00		\$ 6,000.00	120,000
<b>Dwell.com</b>									
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter &		\$ 6,000.00					\$ 6,000.00	1,750,000
<b>Elegant Island Living</b>									
Elegant Island Living	Electronic Postcard	\$ 825.00		\$ 825.00		\$ 825.00		\$ 2,475.00	24,000
<b>JamesEdition</b>									
Main Home Page Rotating Gallery	Featured Banner			\$ 2,000.00				\$ 2,000.00	750,000
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
New & Trending Real Estate Position	Featured Spot						\$ 1,000.00	\$ 1,000.00	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
Social Media	Listing Feature		\$ 1,000.00		\$ 1,000.00			\$ 2,000.00	296,000

# Proposed Schedule, Pricing & Reach 2024

PLAN 1 - CONTINUED

<b>Ocean Home</b>									
Custom E-Mail	Custom E-Mail	\$ 2,750.00						\$ 2,750.00	22,000
Facebook/Instagram Ad	Facebook/Instagram Ad		\$ 1,400.00					\$ 1,400.00	43,400
Sponsored Content	Sponsored Content				\$ 3,000.00			\$ 3,000.00	38,199
<b>Robbreport.com</b>									
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00			\$ 1,350.00			\$ 2,700.00	12,000
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00			\$ 3,750.00		\$ 7,500.00	120,000
<b>WSJ.com</b>									
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00			\$ 2,150.00			\$ 4,300.00	328,000
Mansion Global Homepage Hero	Shared Banner		\$ 650.00			\$ 650.00	\$ 650.00	\$ 1,950.00	492,000
Mansion Global New Development Profile	Profile page - 3 months minimum			1,000.00			1,000.00	\$ 2,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00		\$ 7,360.00	34,000
Mansion Global Custom E-mail					\$ 6,000.00			\$ 6,000.00	17,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus	\$ -	
<b>Print</b>									
<b>Atlanta Business Chronicle</b>									
Atlanta Business Chronicle								TBD	
<b>Brunswick News</b>									
Brunswick News	1/4 Page Color - 3 Days		\$1,498		\$1,498		\$1,498	\$ 4,492.50	44,100
<b>Chicago Tribune</b>									
Chicago Tribune	Takeover - Full Page					\$ 725.00		\$ 725.00	150,000
Chicago Tribune	Takeover - Inside Back Cover					\$ 975.00		\$ 975.00	150,000
Chicago Tribune	Takeover - Back Cover		\$ 1,300.00					\$ 1,300.00	150,000
<b>Conde Nast Magazines Regional Pages</b>									
Architectural Digest - Atlanta Metro	Full Page		\$ 2,340.00					\$ 2,340.00	12,000
Golf Digest - Atlanta	Full Page		\$ 5,930.00					\$ 5,930.00	38,000
<b>Financial Times</b>									
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 3,750.00	1,052,285
<b>Elegant Island Living</b>									
Elegant Island Living Full Page	Real Estate Full Page	\$925	\$925	\$925	\$925	\$925	\$925	\$ 2,775.00	30,000
Elegant Island Living Half Page	Real Estate Half Page	\$650	\$650	\$650	\$650	\$650	\$650	\$ 1,950.00	30,000
<b>Golden Isles Magazine</b>									
Golden Isles Magazine	2/3 Page		\$1,056.00	\$1,056.00	\$1,056.00	\$1,056.00	\$1,056.00	\$ 4,224.00	52,000
<b>The New York Times</b>									
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00	\$ 1,520.00		\$ 1,520.00			\$ 4,560.00	1,269,333
The New York Times	Property Spot - Sunday			\$ 760.00				\$ 760.00	381,268
The New York Times Takeover	Full Page w/ Digital promotion			\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00	495,000

SCHEDULE AND PRICING

# Proposed Schedule, Pricing & Reach 2024

PLAN 1 - CONTINUED

The New York Times Takeover	Inside Back Cover			\$ 1,150.00	\$ 1,150.00		\$ 2,300.00	330,000
The New York Times Takeover	Back Cover		\$ 1,500.00				\$ 1,500.00	168,000
<b>Private Air Luxury Homes</b>								
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E	\$ 1,550.00	\$ 1,550.00		\$ 1,550.00		\$ 4,650.00	195,000
<b>The Wall Street Journal</b>								
The Wall Street Journal - Eastern	4 x 7		\$ 6,580.00	\$ 6,580.00	\$ 6,580.00	\$ 6,580.00	Bonus \$ 26,320.00	1,964,100
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Pr	\$ 1,590.00	\$ 1,590.00				\$ 1,590.00	1,933,272
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade			\$ 3,180.00	\$ 3,180.00	\$ 3,180.00		1,933,272
<b>The Wall Street Journal</b>								
Mansion Global Experience Luxury	Weekend Property insert	\$1,985.00	\$ 1,985.00				\$ 1,985.00	300,000
TOTAL							\$ 233,726.50	23,101,688

\*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

Plan 2										
Media	Ad Description	January	February	March	April	May	June	Media Total	Reach	
<b>Sotheby's Auction House: Print</b>										
Sotheby's Magazine	Half Page	\$ 1,820.00		\$ 1,820.00				\$ 3,640.00	40,000	
<b>Sotheby's Auction House: Digital</b>										
Sotheby's Bespoke Emails						\$ 2,500.00		\$ 2,500.00	550,000	
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00		\$ 2,585.00				\$ 5,170.00	1,540,000	
<b>Digital</b>										
<b>Million Impressions*</b>										
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 7,170.00	1,500,000	
Million Impressions	Targeting - Atlanta, Macon, Dallas, Austin, Nashville, New York, Chicago, Illinois, Pennsylvania									
<b>Google Adwords</b>										
Google Adwords	Digital PPC program	\$ 2,750.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,750.00		
<b>Comprehensive Digital</b>										
Social Mirror Ads	Mirroring Social Post				\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000	
Display	Digital Banner Program		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	450,000	
<b>Geofencing - Event and Location</b>										
Geofencing - Event and Location	Target specific events and locations					\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	120,000	
<b>Atlanta Journal Constitution</b>										
Atlanta Journal Constitution E-newsletter	E-newsletter - Thursdays		\$1,875		\$1,875		\$1,875	\$ 5,625.00	93,459	
<b>Chicago Tribune</b>										
Chicago Tribune	Custom Email 50k	\$ 1,200.00		\$ 1,200.00		\$ 1,200.00		\$ 3,600.00	150,000	
<b>Cottages &amp; Garden</b>										
Spotlight + Property of Note	Rotating Gallery		\$ 2,950.00		\$ 2,950.00			\$ 5,900.00		
Daily Deeds	E-Newsletter sent 4X per week			\$ 3,000.00		\$ 3,000.00		\$ 6,000.00	120,000	
<b>Elegant Island Living</b>										
Elegant Island Living	Electronic Postcard	\$ 825.00		\$ 825.00		\$ 825.00		\$ 2,475.00	24,000	
<b>JamesEdition</b>										
Main Home Page Rotating Gallery	Featured Banner			\$ 2,000.00				\$ 2,000.00	750,000	
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	
New & Trending Real Estate Position	Featured Spot						\$ 1,000.00	\$ 1,000.00	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	
Social Media	Listing Feature		\$ 1,000.00		\$ 1,000.00			\$ 2,000.00	296,000	
<b>Ocean Home</b>										
Custom E-Mail	Custom E-Mail	\$ 2,750.00						\$ 2,750.00	22,000	
Facebook/Instagram Ad	Facebook/Instagram Ad			\$ 1,400.00				\$ 1,400.00	43,400	
Sponsored Content	Sponsored Content					\$ 3,000.00		\$ 3,000.00	38,199	

# Proposed Schedule, Pricing & Reach 2024

PLAN 2 - CONTINUED

<b>Robbreport.com</b>													
Robbreport.com	Featured Listing Carousel - 1 Property	\$	1,350.00		\$	1,350.00		\$	2,700.00	12,000			
Robbreport.com	Real Estate Newsletter - 3 Sends			\$	3,750.00			\$	3,750.00	60,000			
<b>WSJ.com</b>													
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$	2,150.00		\$	2,150.00		\$	4,300.00	328,000			
Mansion Global Homepage Hero	Shared Banner			\$	650.00		\$	650.00	\$	1,950.00	492,000		
Mansion Global New Development Profile	Profile page - 3 months minimum				\$1,000				\$1,000	\$	2,000.00		
Mansion Global e-Newsletter	Daily Monday-Friday			\$	3,680.00			\$	3,680.00	\$	7,360.00	34,000	
Property Upgrades	10 Featured Property Upgrades	Bonus		Bonus		Bonus		Bonus		Bonus	\$	-	
<b>Print</b>													
<b>Atlanta Business Chronicle</b>													
Atlanta Business Chronicle									TBD				
<b>Brunswick News</b>													
Brunswick News	1/4 Page Color - 3 Days		\$1,498		\$1,498		\$1,498		\$	4,492.50	44,100		
<b>Chicago Tribune</b>													
Chicago Tribune	Takeover - Full Page					\$	725.00		\$	725.00	150,000		
Chicago Tribune	Takeover - Inside Back Cover					\$	975.00		\$	975.00	150,000		
Chicago Tribune	Takeover - Back Cover		\$	1,300.00					\$	1,300.00	150,000		
<b>Conde Nast Magazines Regional Pages</b>													
Architectural Digest - Atlanta Metro	Full Page		\$	2,340.00					\$	2,340.00	12,000		
Golf Digest - Atlanta	Full Page		\$	5,930.00					\$	5,930.00	38,000		
<b>Financial Times</b>													
Financial Times	Property Spot	\$	750.00	\$	750.00	\$	750.00	\$	750.00	\$	3,750.00	1,052,285	
<b>Elegant Island Living</b>													
Elegant Island Living Full Page	Real Estate Full Page		\$925		\$925		\$925		\$	2,775.00	30,000		
Elegant Island Living Half Page	Real Estate Half Page	\$650		\$650		\$650		\$	1,950.00	30,000			
<b>Golden Isles Magazine</b>													
Golden Isles Magazine	2/3 Page		\$1,056.00	\$1,056.00	\$1,056.00	\$1,056.00	\$	4,224.00		52,000			
<b>The New York Times</b>													
The New York Times	Property Spot - Weekday/Saturday	\$	760.00					\$	760.00	423,111			
The New York Times	Double Property Spot - Weekday/Saturday			\$	1,520.00		\$	1,520.00	\$	3,040.00	846,222		
The New York Times	Property Spot - Sunday				\$	760.00		\$	760.00	\$	760.00	381,268	
The New York Times Takeover	Full Page w/ Digital promotion		\$	750.00	\$	750.00	\$	750.00	\$	750.00	\$	3,000.00	660,000
The New York Times Takeover	Inside Back Cover				\$	1,150.00	\$	1,150.00	\$	2,300.00	330,000		
<b>Private Air Luxury Homes</b>													
Private Air Luxury Homes	Full Page in 3 Issues (includes social media,	\$	1,550.00		\$	1,550.00		\$	1,550.00	\$	4,650.00	195,000	
<b>The Wall Street Journal</b>													

# Proposed Schedule, Pricing & Reach 2024

PLAN 2 - CONTINUED

The Wall Street Journal										
The Wall Street Journal - Eastern	2 x 7		\$ 3,290.00	\$ 3,290.00	\$ 3,290.00	\$ 3,290.00	Bonus	\$ 13,160.00		1,964,100
The Wall Street Journal - National	Property Spot w/ Digital Featured Property	\$ 795.00	\$ 795.00					\$ 1,590.00		1,288,848
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
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade				\$ 3,180.00	\$ 3,180.00		\$ 6,360.00		1,288,848
The Wall Street Journal										
Mansion Global Experience Luxury	Weekend Property insert		\$1,985.00	\$ 1,985.00			\$ 1,985.00	\$ 5,955.00		300,000
TOTAL								\$ 184,056.50		20,371,688

\*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										
Media	Ad Description	January	February	March	April	May	June	Media Total	Reach	
<b>Sotheby's Auction House: Print</b>										
Sotheby's Magazine	Quarter Page	\$ 910.00		\$ 910.00				\$ 1,820.00	40,000	
<b>Sotheby's Auction House: Digital</b>										
Sotheby's Bespoke Emails						\$ 2,500.00		\$ 2,500.00	550,000	
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00		\$ 2,585.00				\$ 5,170.00	1,540,000	
<b>Digital</b>										
<b>Million Impressions*</b>										
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 7,170.00	1,500,000	
Million Impressions	Targeting - Atlanta, Macon, Dallas, Austin, Nashville, New York, Chicago, Illinois, Pennsylvania									
<b>Google Adwords</b>										
Google Adwords	Digital PPC program	\$ 2,250.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 9,750.00		
<b>Comprehensive Digital</b>										
Social Mirror Ads	Mirroring Social Post				\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000	
Display	Digital Banner Program		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	450,000	
<b>Geofencing - Event and Location</b>										
Geofencing - Event and Location	Target specific events and locations					\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	120,000	
<b>Atlanta Journal Constitution</b>										
Atlanta Journal Constitution E-newsletter	E-newsletter - Thursdays		\$1,875		\$1,875		\$1,875	\$ 5,625.00	93,459	
<b>Chicago Tribune</b>										
Chicago Tribune	Custom Email 50k			\$ 1,200.00		\$ 1,200.00		\$ 2,400.00	100,000	
<b>Cottages &amp; Garden</b>										
Spotlight + Property of Note	Rotating Gallery		\$ 2,950.00		\$ 2,950.00			\$ 5,900.00		
Daily Deeds	E-Newsletter sent 4X per week			\$ 3,000.00				\$ 3,000.00	60,000	
<b>Elegant Island Living</b>										
Elegant Island Living	Electronic Postcard	\$ 825.00		\$ 825.00		\$ 825.00		\$ 2,475.00	24,000	
<b>JamesEdition</b>										
Main Home Page Rotating Gallery	Featured Banner			\$ 2,000.00				\$ 2,000.00	750,000	
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	
New & Trending Real Estate Position	Featured Spot						\$ 1,000.00	\$ 1,000.00	750,000	
E-Newsletter Featured Listing	E-Newsletter					\$ 1,500.00		\$ 1,500.00	192,000	
Social Media	Listing Feature		\$ 1,000.00					\$ 1,000.00	148,000	
<b>Ocean Home</b>										
Custom E-Mail	Custom E-Mail	\$ 2,750.00						\$ 2,750.00	22,000	
Facebook/Instagram Ad	Facebook/Instagram Ad			\$ 1,400.00				\$ 1,400.00	43,400	
<b>Robbreport.com</b>										
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00			\$ 1,350.00			\$ 2,700.00	12,000	

# Proposed Schedule, Pricing & Reach 2024

PLAN 3 - CONTINUED

Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00			\$ 3,750.00	\$ 7,500.00		120,000
<b>WSI.com</b>									
Mansion Global Homepage Hero	Mansion Global Homepage Hero				\$ 2,150.00		\$ 2,150.00		164,000
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 650.00	\$ 650.00	\$ 2,600.00	656,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000			\$1,000		\$ 2,000.00	
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00		\$ 7,360.00	34,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus	\$ -	

# Proposed Schedule, Pricing & Reach 2024

PLAN 3 - CONTINUED

Print										
<b>Atlanta Business Chronicle</b>										
Atlanta Business Chronicle									TBD	
<b>Brunswick News</b>										
Brunswick News	1/4 Page Color - 3 Days	\$1,498		\$1,498		\$1,498		\$	4,492.50	44,100
<b>Chicago Tribune</b>										
Chicago Tribune	Takeover - Full Page		\$ 725.00		\$ 725.00		\$	1,450.00		300,000
<b>Conde Nast Magazines Regional Pages</b>										
Architectural Digest - Atlanta Metro	Full Page		\$ 2,340.00				\$	2,340.00		12,000
Golf Digest - Atlanta	Full Page		\$ 5,930.00				\$	5,930.00		38,000
<b>Financial Times</b>										
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$	3,750.00		1,052,285
<b>Elegant Island Living</b>										
Elegant Island Living Full Page	Real Estate Full Page	\$925		\$925		\$925	\$	2,775.00		30,000
Elegant Island Living Half Page	Real Estate Half Page	\$650	\$650		\$650		\$	1,950.00		30,000
<b>Golden Isles Magazine</b>										
Golden Isles Magazine	2/3 Page		\$1,056.00	\$1,056.00	\$1,056.00	\$1,056.00	\$	4,224.00		52,000
<b>The New York Times</b>										
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00		\$ 760.00		\$	2,280.00		1,269,333
The New York Times	Property Spot - Sunday			\$ 760.00			\$	760.00		381,268
The New York Times Takeover	Full Page w/ Digital promotion			\$ 750.00	\$ 750.00	\$ 750.00	\$	2,250.00		495,000
<b>Private Air Luxury Homes</b>										
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E	\$ 1,550.00	\$ 1,550.00		\$ 1,550.00		\$	4,650.00		195,000
<b>The Wall Street Journal</b>										
The Wall Street Journal - Eastern	2 x 7	\$ 3,290.00	\$ 3,290.00	\$ 3,290.00	\$ 3,290.00	Bonus	\$	13,160.00		1,964,100
The Wall Street Journal - National	Property Spot w/ Digital Featured Property I	\$ 795.00	\$ 795.00	\$ 795.00	\$ 795.00	\$ 795.00	\$	4,770.00		3,866,544
<b>The Wall Street Journal</b>										
Mansion Global Experience Luxury	Weekend Property insert	\$1,985.00	\$ 1,985.00			\$ 1,985.00	\$	5,955.00		300,000
TOTAL									\$ 155,306.50	19,198,489

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