



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 1109 Bayshore Advertising and Marketing Program

Premier | **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 1109 Bayshore

SKY Advertising is excited to present to Premier Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 1109 Bayshore.

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 Nokomis, FL.

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

**LET'S DO  
GREAT THINGS TOGETHER**

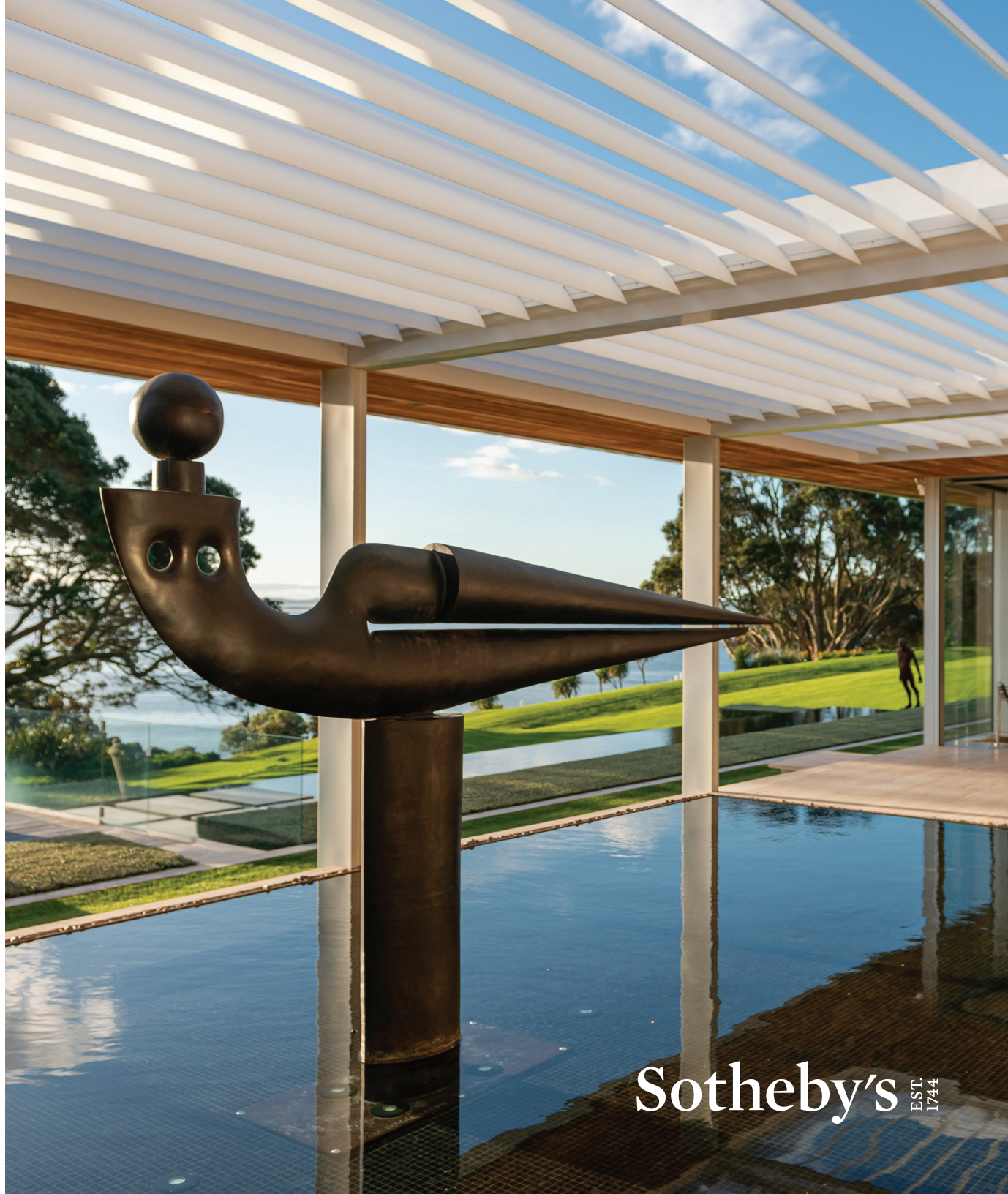
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*Account Executive*  
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**chloe@skyad.com**

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, 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**  
 \$2,400,000.00  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: [Phone Number]  
 City: [City]

**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 throughout. This is a rare opportunity to own a piece of New York City's most iconic real estate.

**New York, New York**  
 \$2,200,000.00  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: [Phone Number]  
 City: [City]

**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, 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**  
 \$13,000,000.00  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: [Phone Number]  
 City: [City]

86



# 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: **1109 Bayshore**
- Flight Dates: **Two Weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

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



# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**

The  
Economist





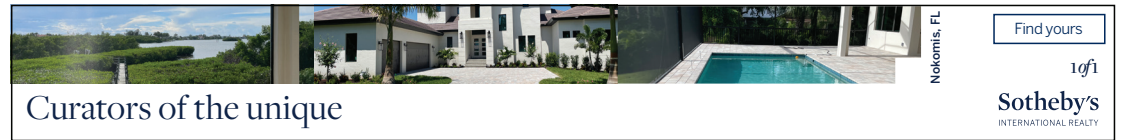
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

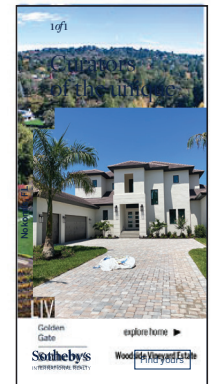
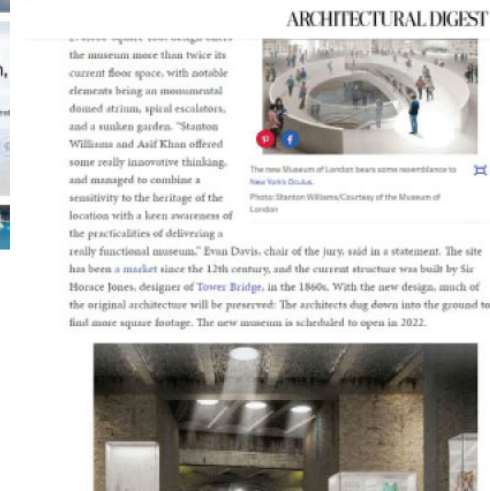
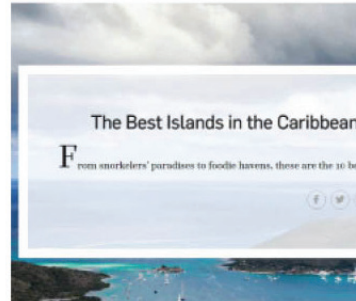
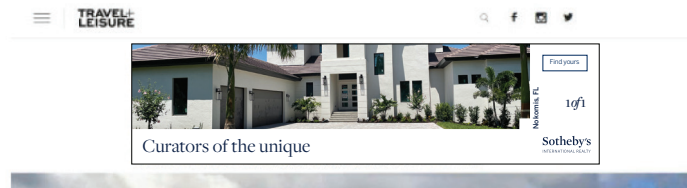
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

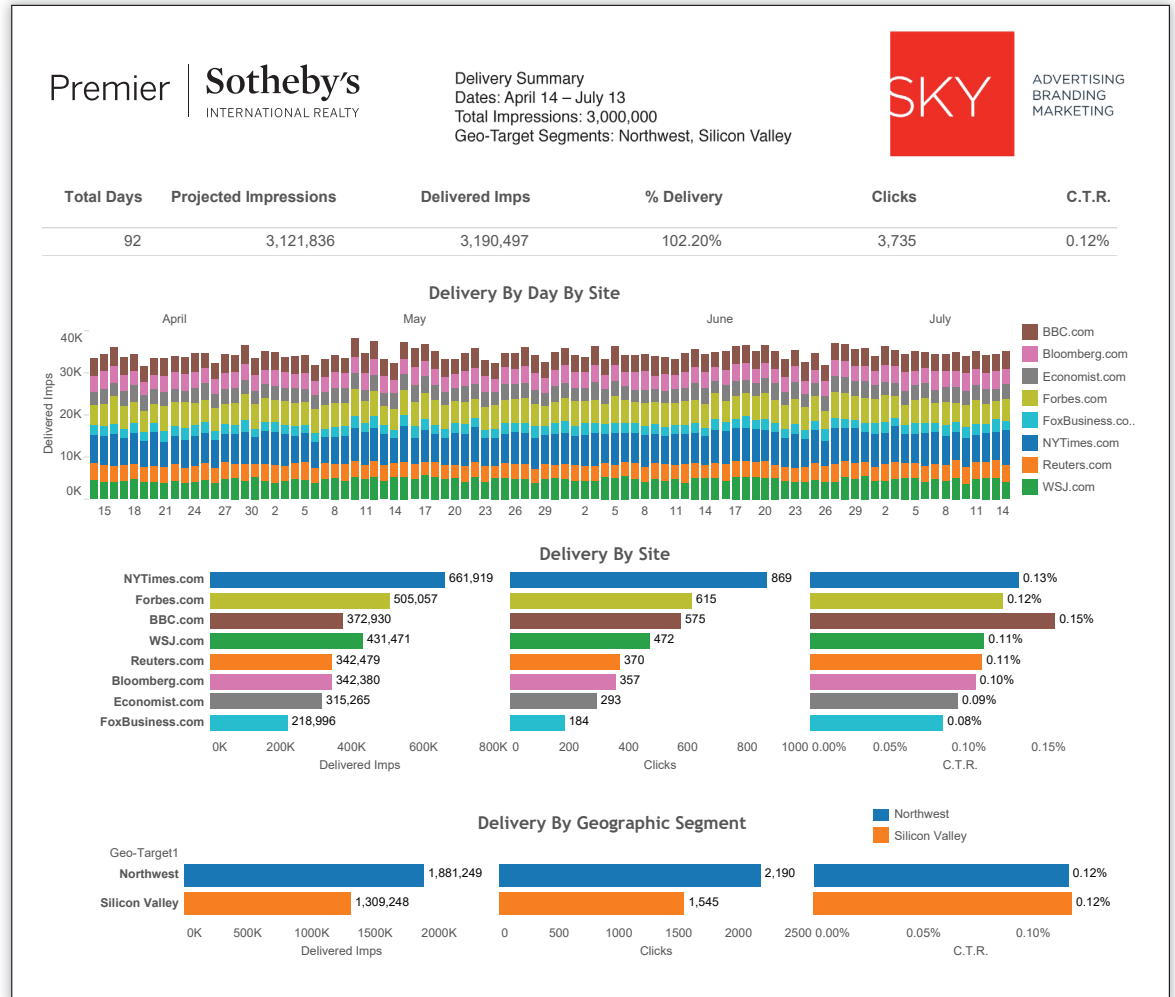


# Comprehensive Reporting For Your Customized Campaign

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.

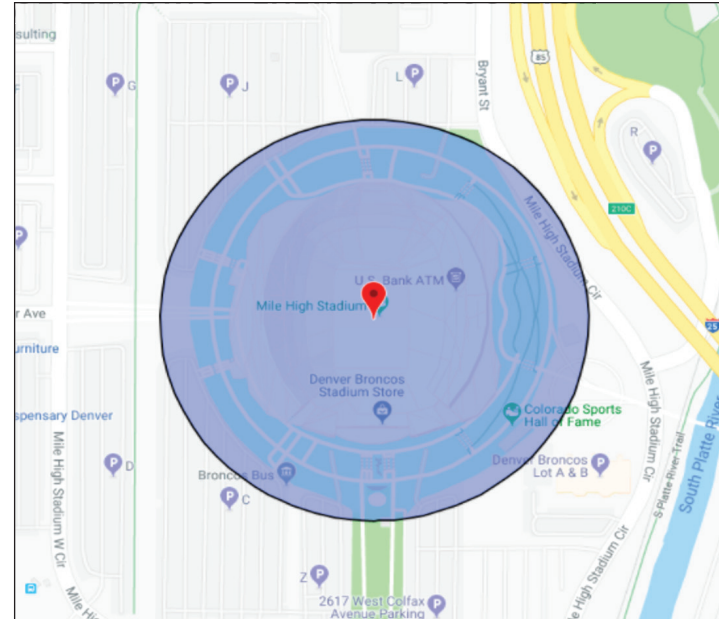
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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**



# Google AdWords

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

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

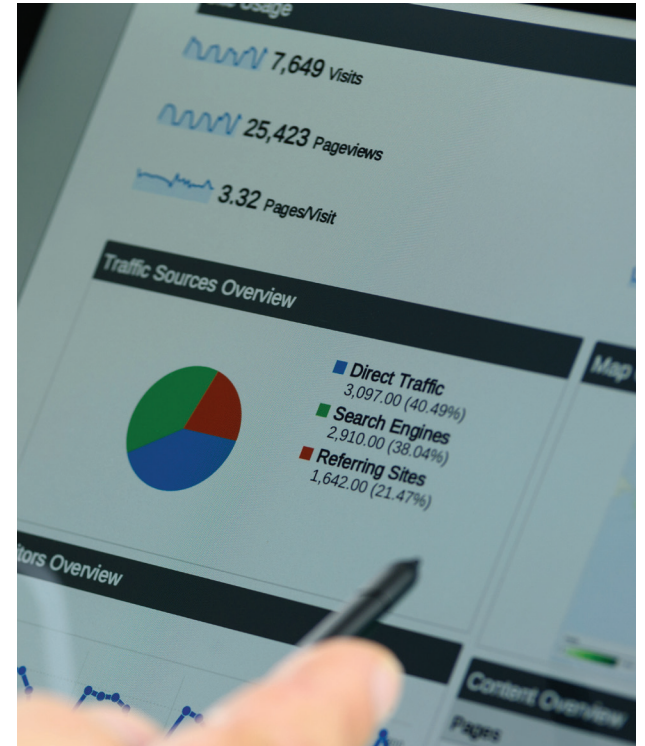


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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



# Google AdWords

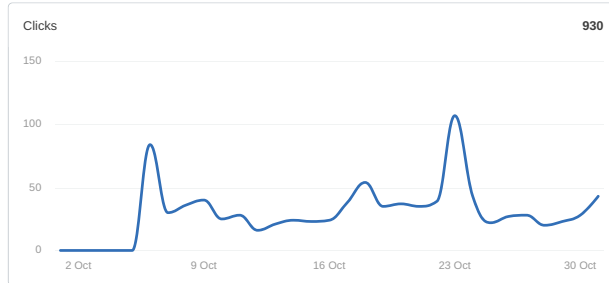
## CLIENT DASHBOARD

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



### SIR Premier

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



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

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

Cities

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

# Google AdWords

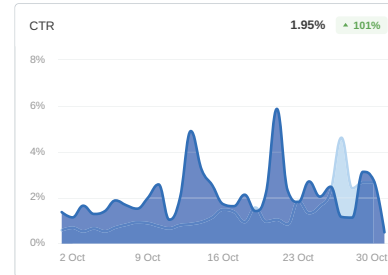
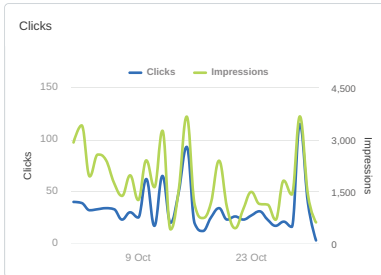
## MONTHLY REPORTING

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



## SIR Premier

### 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

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50K: \$1,200  
100K: \$1,950  
150K: \$2,375





# Cottages & Garden

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

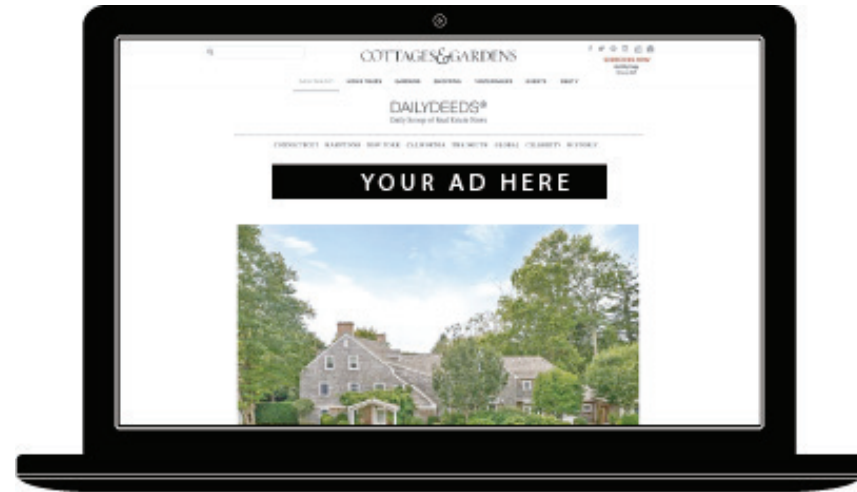
- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

## TOP 10 MARKETS

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

## SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950



### 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.

# 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

## NEW & TRENDING

### FEATURED LUXURY POSITION

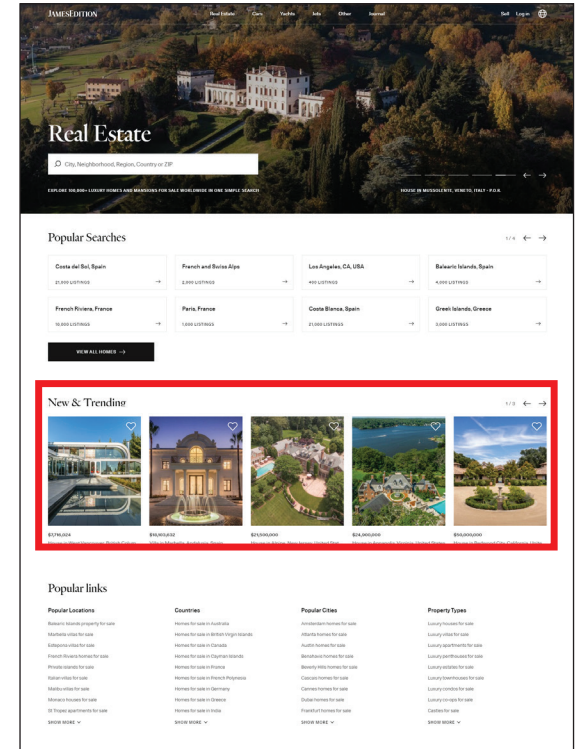
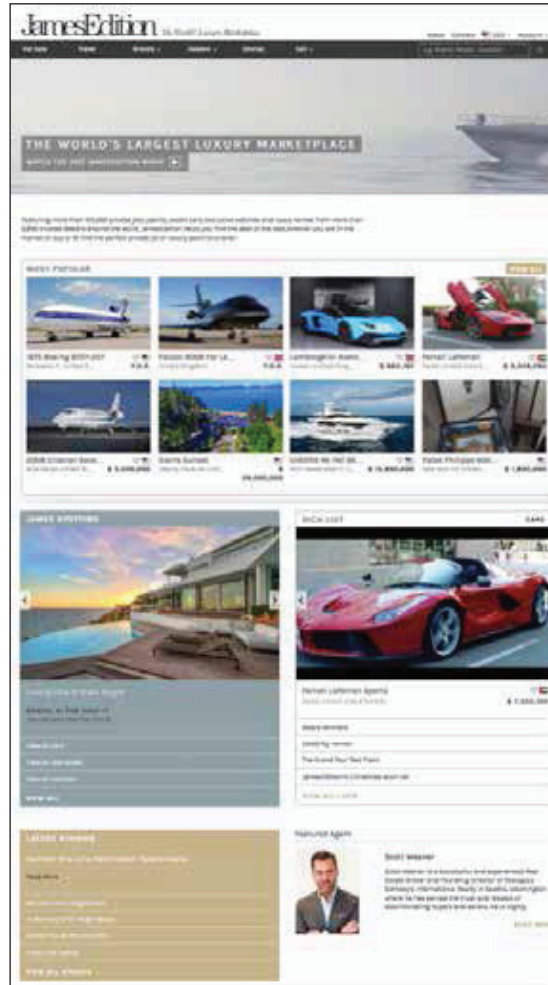
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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

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

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000





# 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.



## 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

**OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN**

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500 per

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

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

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

**RMS**

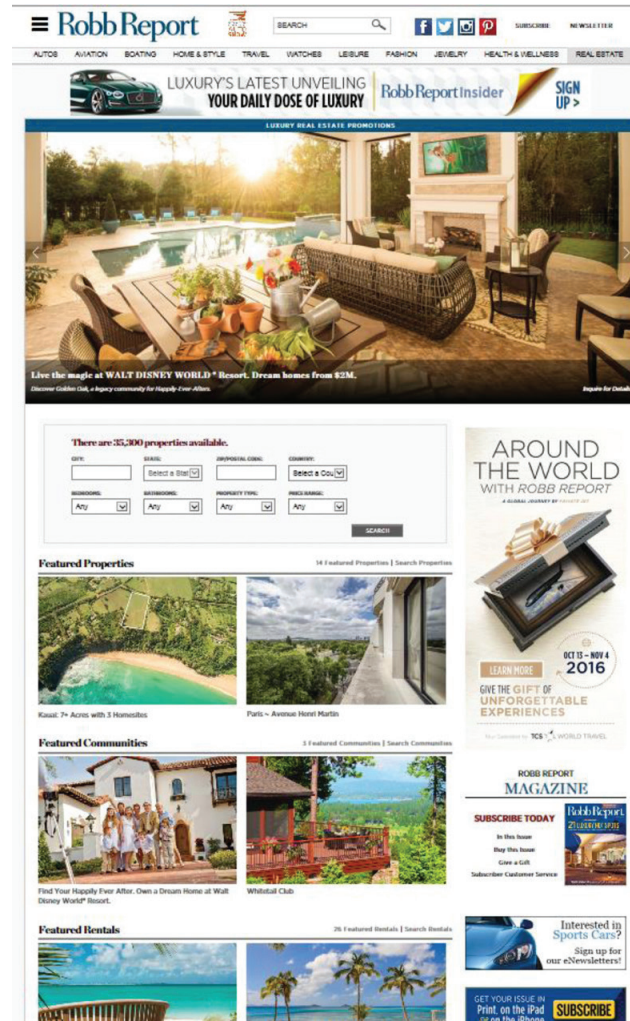
# RobbReport.com

## 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)

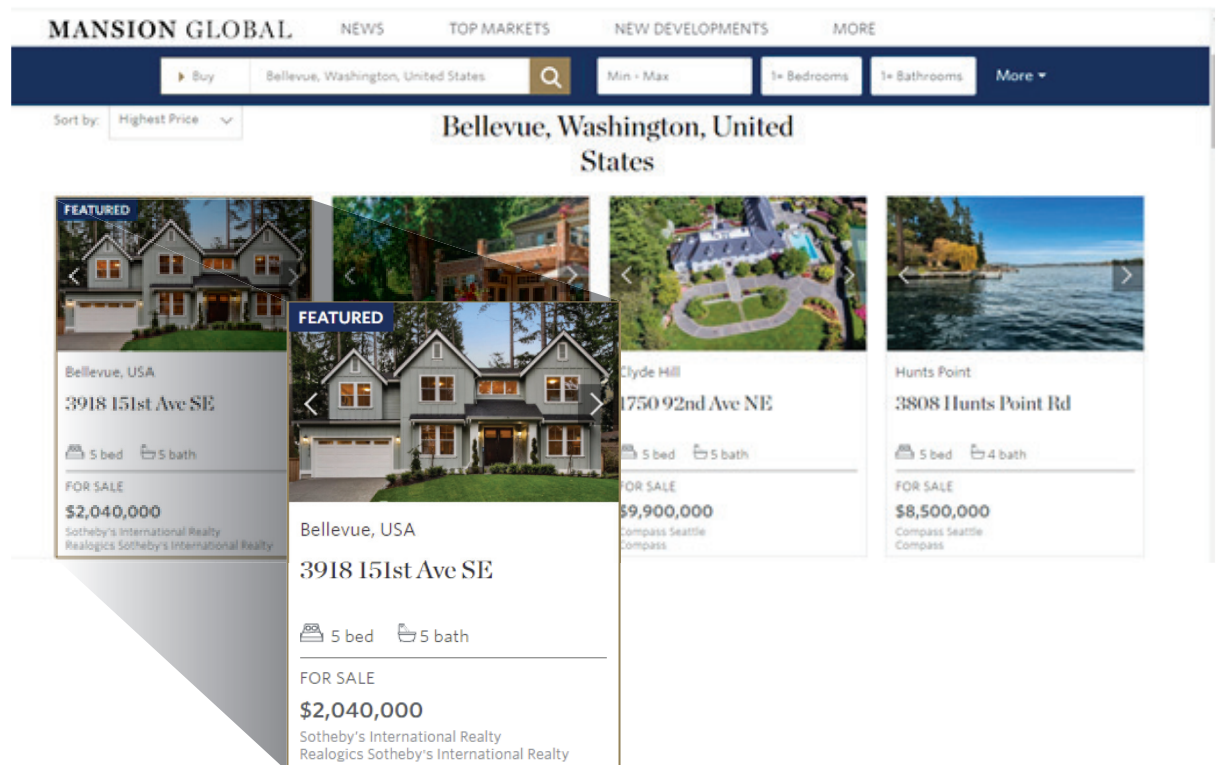
## FEATURED PROPERTY UPGRADES

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

Included with print placement





# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties





# Print Offerings



Sotheby's  
INTERNATIONAL REALTY



# The Wall Street Journal

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

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

PROPERTY SPOT: \$795  
Includes Bonus 30 Day Digital -  
Featured Property Upgrade

**THE WALL STREET JOURNAL.**  
WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXXV NO. 52 • \$5.00  
DOW 29,214.1 | NYSE 12,191 | NASDAQ 101,019.3 | SPX 3,000.7 | TICKETS 1.16 | 10-YR TREAS. 2.57% | 30-YR TREAS. 2.97% | GOLD 1,142.30 | S&P 500 12,172 | VIX 20.22

**What's News**  
Business & Finance

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

**Shaky Ground**  
A major supply chain of hospitals is being disrupted by a virus that is spreading rapidly in the U.S.

**Tennessee Twisters Kill at Least 25**  
A line of twisters began barreling across Tennessee on Monday, spawning three major twister events in the state while many residents fled, according to the National Weather Service.

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

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

**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

City, State: [Redacted]  
WebSite or Address: [Redacted] | sothebysrealty.com/6r/gtg  
Company: [Redacted]  
AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

City, State: [Redacted]  
WebSite or Address: [Redacted] | sothebysrealty.com/6r/gtg  
Company: [Redacted]  
AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

City, State: [Redacted]  
WebSite or Address: [Redacted] | sothebysrealty.com/6r/gtg  
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WebSite or Address: [Redacted] | sothebysrealty.com/6r/gtg  
Company: [Redacted]  
AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

PRINT

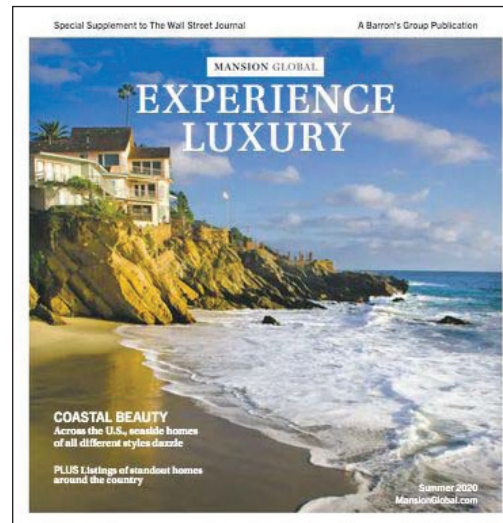
# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

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

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

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





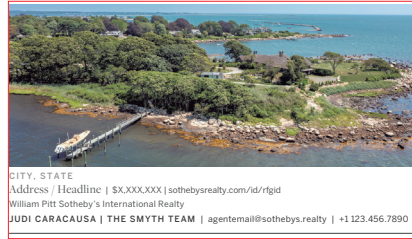
# The New York Times

## 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



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



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Nothing compares to what's next.

 <small>CITY, STATE</small> <small>Address   Headline   \$XXXXXX   sothebysrealty.com/d/r/dt</small> <small>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebys.realty   +1 212.456.7800</small>	 <small>CITY, STATE</small> <small>Address   Headline</small> <small>\$XXXXXX   sothebysrealty.com/d/r/dt</small> <small>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebys.realty   +1 212.456.7800</small>	 <small>CITY, STATE</small> <small>Address   Headline</small> <small>\$XXXXXX   sothebysrealty.com/d/r/dt</small> <small>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebys.realty   +1 212.456.7800</small>	 <small>CITY, STATE</small> <small>Address   Headline</small> <small>\$XXXXXX   sothebysrealty.com/d/r/dt</small> <small>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebys.realty   +1 212.456.7800</small>
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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**  
**Includes Digital promotion and Digital Flipbook**

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SOthebysREALTY.COM

Represented by: Sarah Malhotra MRE, SLS

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

Equal Housing Opportunity Sotheby's International Realty

Sandbanks  
Exuma, The Bahamas

Jacqueline Lightburn  
Elite Agent  
+1 242 269 2225  
260 Sandbanks Lightbourn  
605@bahamas.com

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

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

SIREBAHAMAS.COM/ID/V29V67

Bahamas | Sotheby's International Realty

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorbo  
Elite Agent  
858.334.3537  
eric@ericsantorbo.com  
DRE#02156001

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

Stunning single story 15 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.

SOthebysREALTY.COM/ID/THE44

Pacific | Sotheby's International Realty



# Chicago Tribune Takeover

The Chicago Tribune engages readers with news, featured content, unmatched editorial, and advertising information via digital, print and e-Newspaper. Our daily and Sunday editions offer geographical targeted advertising opportunities for maximum visibility to hyper local.

Promote your brand and properties in style with this tabloid insert devoted to Sotheby's International Realty and delivered to high-net worth neighborhoods.

- Distribution: **Chicago Metro Area**
- Circulation: **150,000+**

PRICE: \$725 FULL PAGE, COLOR  
Includes Digital Banner Promotion



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Represented by: [www.sothebysrealty.com](http://www.sothebysrealty.com)

Justin Winter | Sotheby's INTERNATIONAL REALTY

The Exceptional Lake Keowee - SC

Discover a tranquil haven in the upstate of South Carolina, where nature's beauty thrives year long with a moderate four season climate. Embark on winding mountain trails and admire majestic waterfalls. Experience Lake Keowee's sparkling emerald water with proximity to airports & coastal cities for easy travel - all within reach when you choose one of our luxury lifestyle communities as your new home!

Real Estate Specialists for Lifestyle Communities Located on Lake Keowee - The Capital of Lake Keowee, The Jewel of Lake Keowee, Keowee Park & More

JUSTIN WINTER  
Broker in Charge  
Cell: (864) 706-1087  
jwinter@sothebysrealty.com

15260 N HIGHWAY 12 W | SALEM, SC 29676 | WWW.JUSTINWINTER.COM | LAKE OFFICE: (864) 481-4444

Sotheby's INTERNATIONAL REALTY

6858 Casitas Pass Road  
Road

Perfectly sited between the Santa Ynez mountains and Pacific Ocean, The Prancing Horse Estate is considered to be one of Carpenter's trophy properties. With authentic Tuscan architecture by renowned local architect Don Nutty, the estate boasts over 12 acres of exquisitely maintained and landscaped grounds.

YETSIHQ  
Senior Global Real Estate Advisor  
916.362.8387  
yetsi@yetsi.com

SOTHEBY'S INTERNATIONAL REALTY | BEVERLY HILLS BROKERAGE | 9665 WILSHIRE BLVD STE 400 BEVERLY HILLS, CALIFORNIA 90212 | SOTHEBYSREALTY.COM

Bahamas | Sotheby's INTERNATIONAL REALTY

Sundara Ocean Club Estates

Located within the ultra-luxurious community of Ocean Club Estates on Paradise Island and set across two impeccably maintained lots totaling 48,044 sq. ft. with 236 feet of private canal frontage, Sundara is the perfect marriage of warm Colonial Bahamian style and timeless European sophistication. With 19,508 sq. ft. of indoor and outdoor living space, Sundara offers an abundance of space.

Sundara  
Paradise Island, The Bahamas  
8488 PRINCE STREET, SUITE 1000  
SIBahamas.com/SIPAE23

THE ANSELL GROUP  
Estate Agents  
+1 242 322 2200  
sundara@ansellgroup.com

BAHAMAS SOTHEBY'S INTERNATIONAL REALTY | WINDSOR BUSINESS PARK, NASSAU, THE BAHAMAS | +1 242 322 2200 | SIBAHAMAS.COM

# Financial Times

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

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

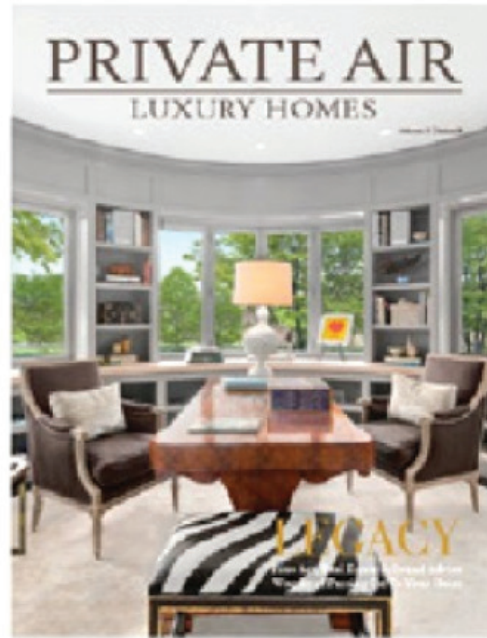
PROPERTY SPOT, COLOR: \$750  
Global



# 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



SOthebysREALTY.COM

Open the door to what's next.

**Harald Grant**  
Associate Broker  
914.642.7322  
Harald.Grant@SothebysRealty  
HGrant@SothebysRealty.com

**The Rosewood Farm Estate**  
Southampton, New York

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

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SOthebysREALTY.COM

Take a peek at what's next.

**Beate V. Moore**  
Associate Broker  
914.642.7322  
Beate.Moore@SothebysRealty  
BeateMoore.com

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

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

**Vanessa Moore**  
Executive Salesperson  
914.642.7322  
Vanessa.Moore@SothebysRealty

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# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY



# Proposed Schedule, Pricing & Reach

## 2024 - 2025

PLAN 1

Media	Ad Description	October	November	December	January	Media Total	Reach
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression		\$ 900.00			\$ 900.00	100,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
<b>Geofencing - Event and Location</b>							
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00			\$ 1,500.00	60,000
<b>Chicago Tribune</b>							
Chicago Tribune	Custom Email 50k		\$ 1,200.00			\$ 1,200.00	50,000
<b>Cottages &amp; Garden</b>							
Spotlight + Property of Note	Rotating Gallery		\$ 2,950.00			\$ 2,950.00	
<b>JamesEdition</b>							
New & Trending Real Estate Position	Featured Spot		\$ 1,000.00			\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00		\$ 1,500.00	192,000
<b>Ocean Home</b>							
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	6,000
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner		\$ 650.00	\$ 650.00		\$ 1,300.00	328,000
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus			

# Proposed Schedule, Pricing & Reach

## 2024 - 2025

PLAN 1 CONTINUE

Print					
<b>Chicago Tribune</b>					
Chicago Tribune	Takeover - Full Page		\$ 725.00	\$ 725.00	150,000
<b>Financial Times</b>					
Financial Times	Property Spot		\$ 750.00	\$ 750.00	210,457
<b>The New York Times</b>					
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00	\$ 760.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00	\$ 750.00	165,000
<b>Private Air Luxury Homes</b>					
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00	\$ 1,925.00	65,000
<b>Robb Report</b>					
Robb Report	Robb Report Luxury Property Guide		\$ 3,500.00	\$ 3,500.00	107,000
<b>The Wall Street Journal</b>					
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade		\$ 795.00	\$ 795.00	1,288,848
<b>The Wall Street Journal</b>					
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
TOTAL				\$ 28,290.00	4,058,816

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