



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Antea Beach Resort Advertising and Marketing Program

Bulgaria | **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 Antea Beach Resort

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

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 Chernomorets, Bulgaria.

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**

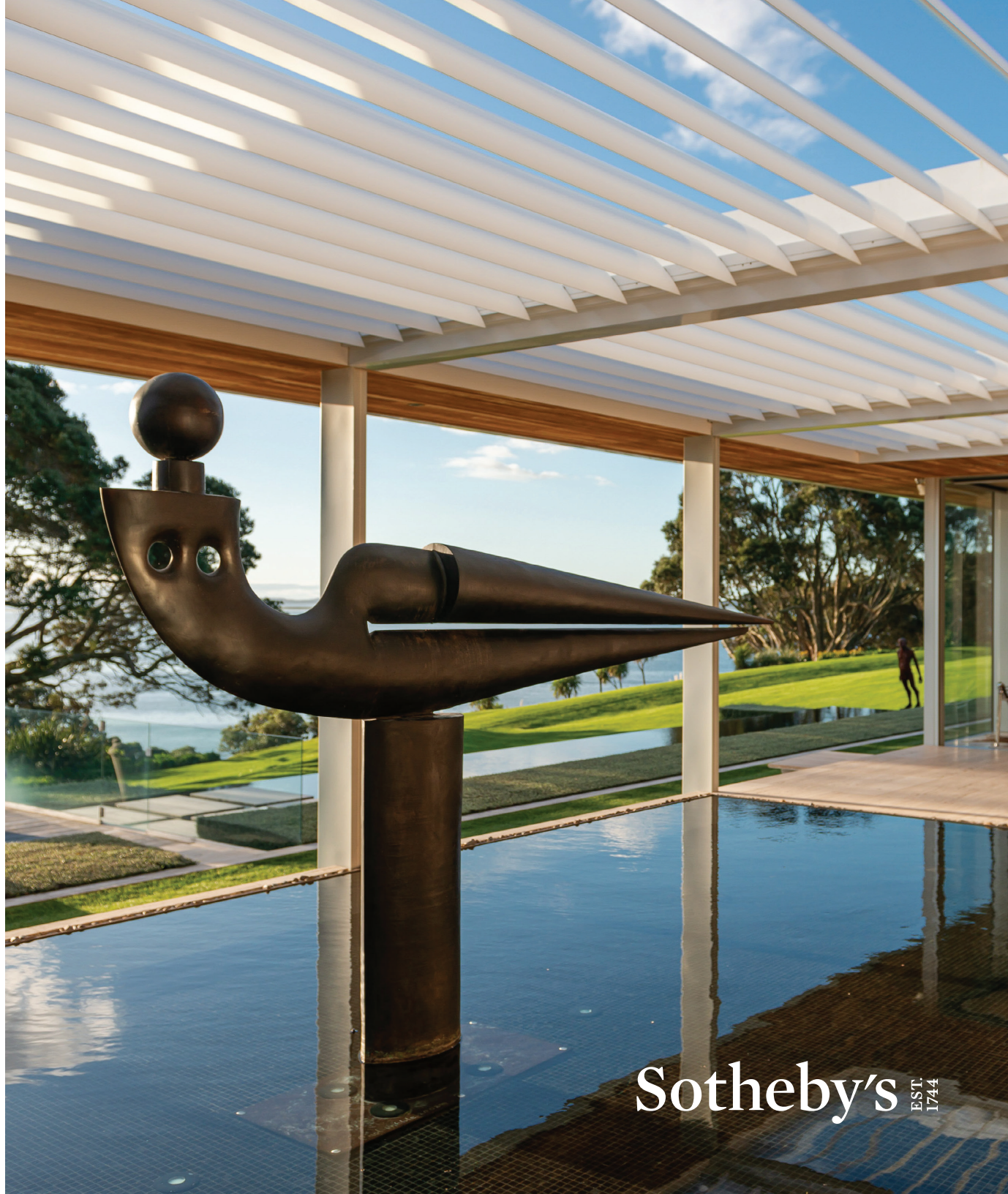
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Sotheby's
Auction House
Offerings



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**

ADVERTORIAL - 2 PAGE: \$10,500

ADVERTORIAL - 4 PAGE: \$18,800

FULL PAGE: \$3,640

HALF PAGE: \$1,820

QUARTER PAGE: \$910

Global



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
 sarah@sothebysrealty.com
 Property # 1230018
 Agent: Sarah
 International Realty
 Broker: Sotheby's International Realty
 Email: sarah@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 of Central Park residence is a masterpiece of modern architecture and craftsmanship. Every room is meticulously finished with the finest materials, from the Italian marble floors to the custom millwork, creating an unparalleled living experience. This is a rare opportunity to own a piece of Central Park West history.

New York, New York
 \$2,400,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's International Realty
 Email: sarah@sothebysrealty.com
 \$50,000,000.00

550 Park Avenue, 15/16
 This residence in the sky offers 2,000 sq. ft. of sophisticated living space overlooking the city. The residence is a masterpiece of modern architecture and craftsmanship, featuring the finest materials and finishes. This is a rare opportunity to own a piece of Park Avenue history.

New York, New York
 \$2,400,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's International Realty
 Email: sarah@sothebysrealty.com
 \$50,000,000.00

Four Seasons Private Residences
 This upcoming 1,100 sq. ft. penthouse residence is a masterpiece of modern architecture and craftsmanship, featuring the finest materials and finishes. This is a rare opportunity to own a piece of Four Seasons history.

New York, New York
 \$2,400,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's International Realty
 Email: sarah@sothebysrealty.com
 \$50,000,000.00

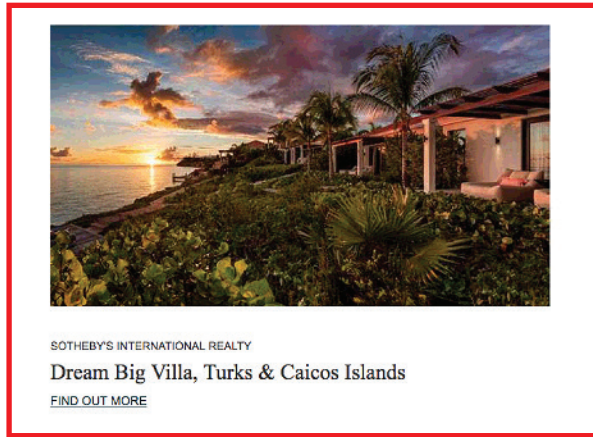
86

DIGITAL

SOTHEBY'S BESPOKE EMAIL

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

PRICE: \$2,500/DEPLOYMENT




DIGITAL

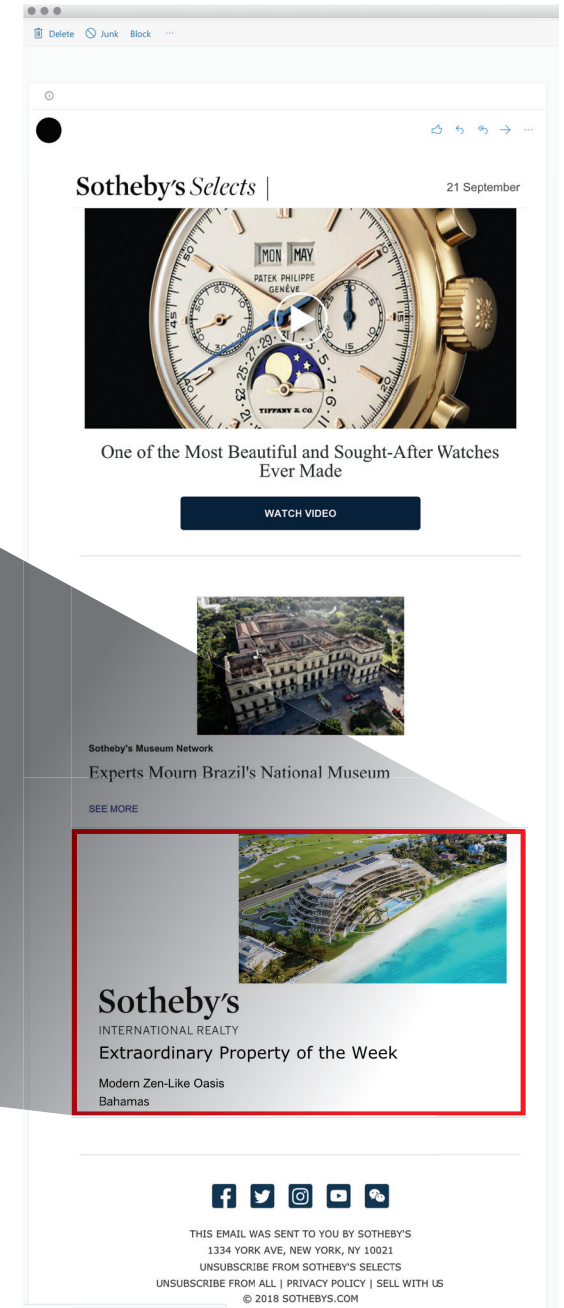
SOTHEBY'S SELECTS
E-NEWSLETTERS

- 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

SOTHEBY'S PREFERRED E-NEWSLETTERS

- 11x Year
- Highlights auction dates and invitations
- 4,500 top Sotheby's clients (Preferred)
- 43.7% open rate

PRICE: \$3,000/DEPLOYMENT

EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®

Sotheby's INTERNATIONAL REALTY

DISCOVER MORE!

Elegant Condo Tower
New York, New York

Sotheby's Preferred 5 September 2018

Your Members' Lounge in Hong Kong

The Preferred Members' Lounge returns to the Hong Kong Convention Centre this autumn, open daily from 28 September to 3 October.

LEARN MORE

EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®

Sotheby's INTERNATIONAL REALTY

DISCOVER MORE!

Elegant Condo Tower
New York, New York

Travel to Hong Kong in Style

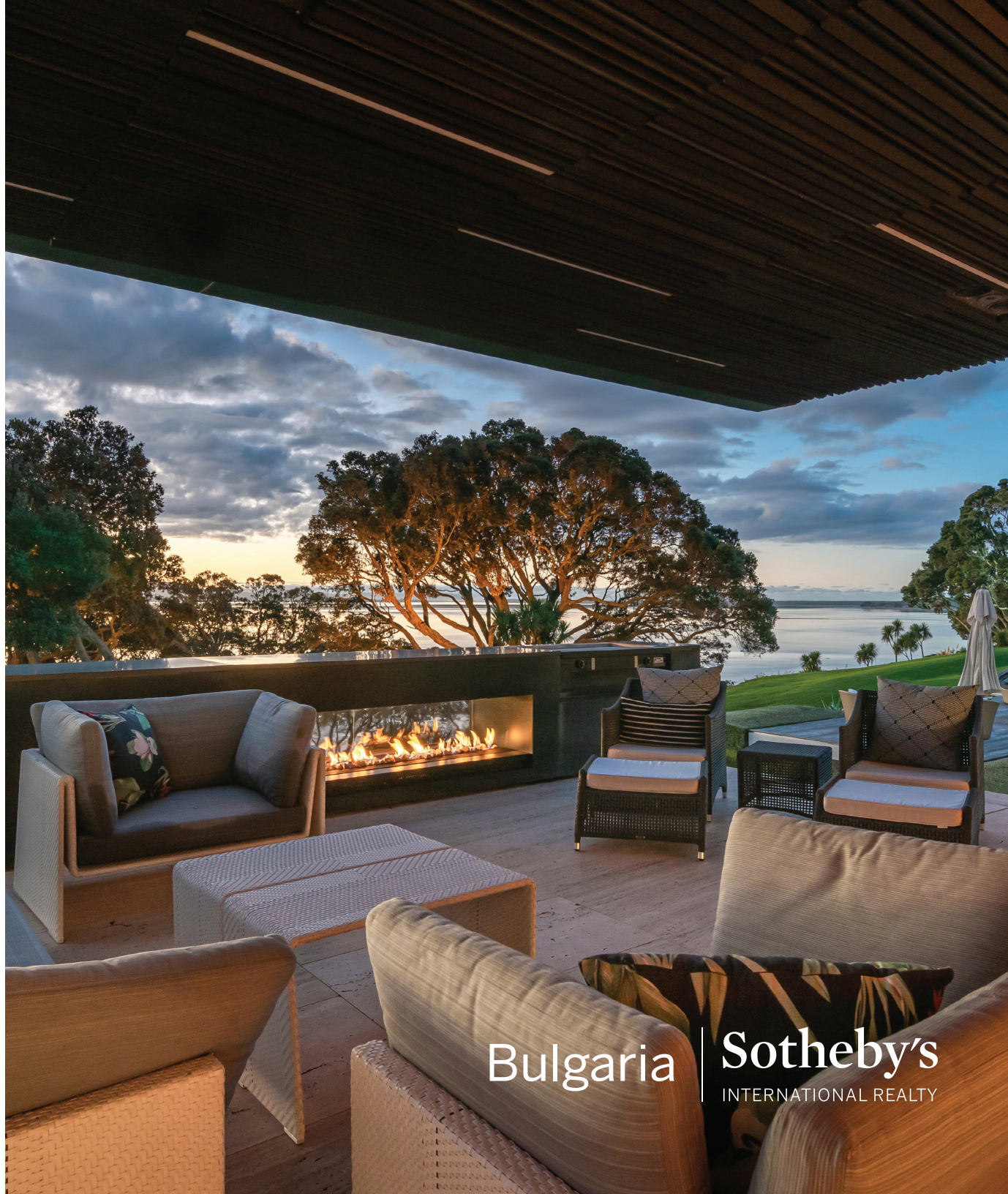
Take advantage of special offers and services while you are in Hong Kong for our sales, including exclusive hotel rates and private club access.

LEARN MORE

Limited Offer

A Jewelled Garden of Eden

Digital Offerings



Bulgaria | Sotheby's
INTERNATIONAL REALTY

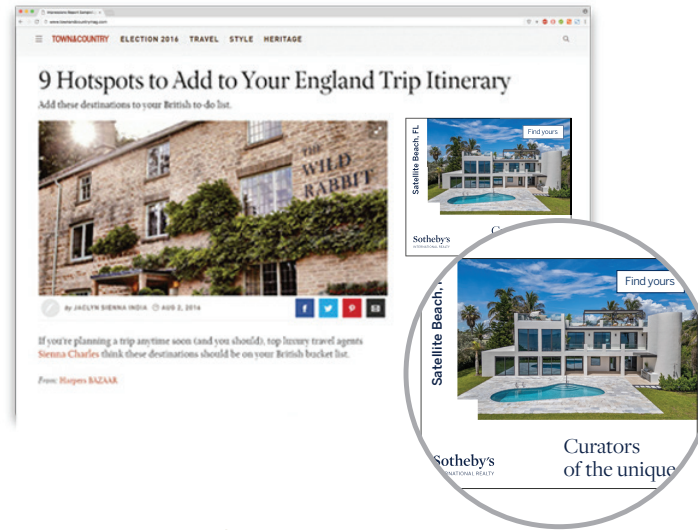
Impressions Campaign

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: **Antea Beach Resort**
- Flight Dates: **October 2024 - March 2025**
- Impressions: **3,000,000**
- 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



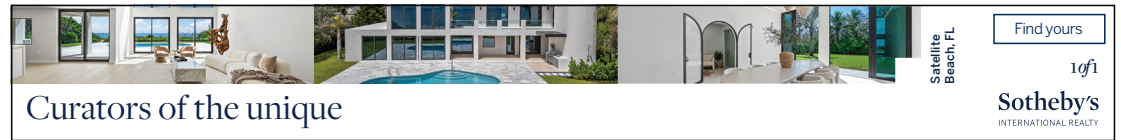
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

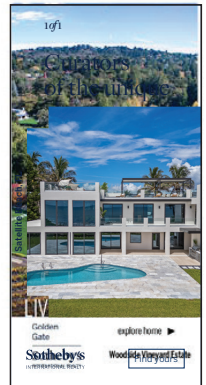
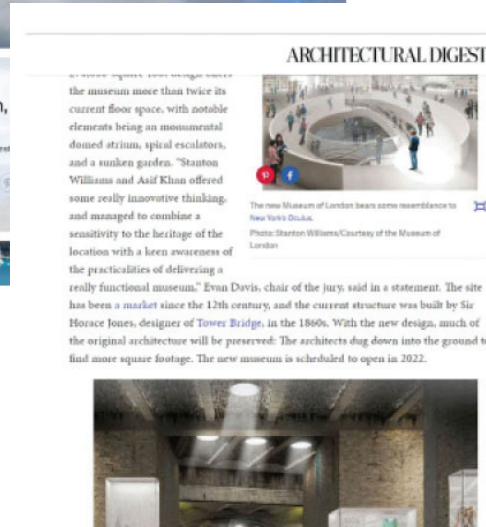
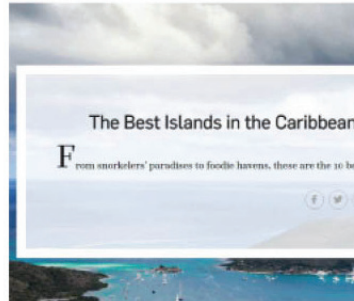
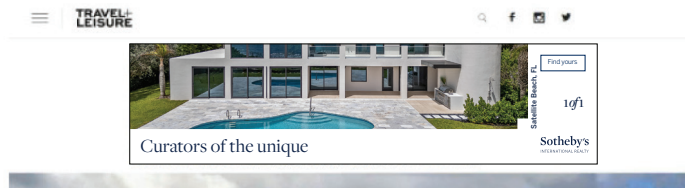
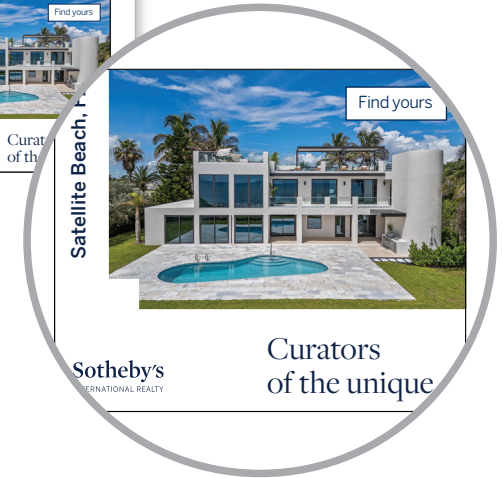
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

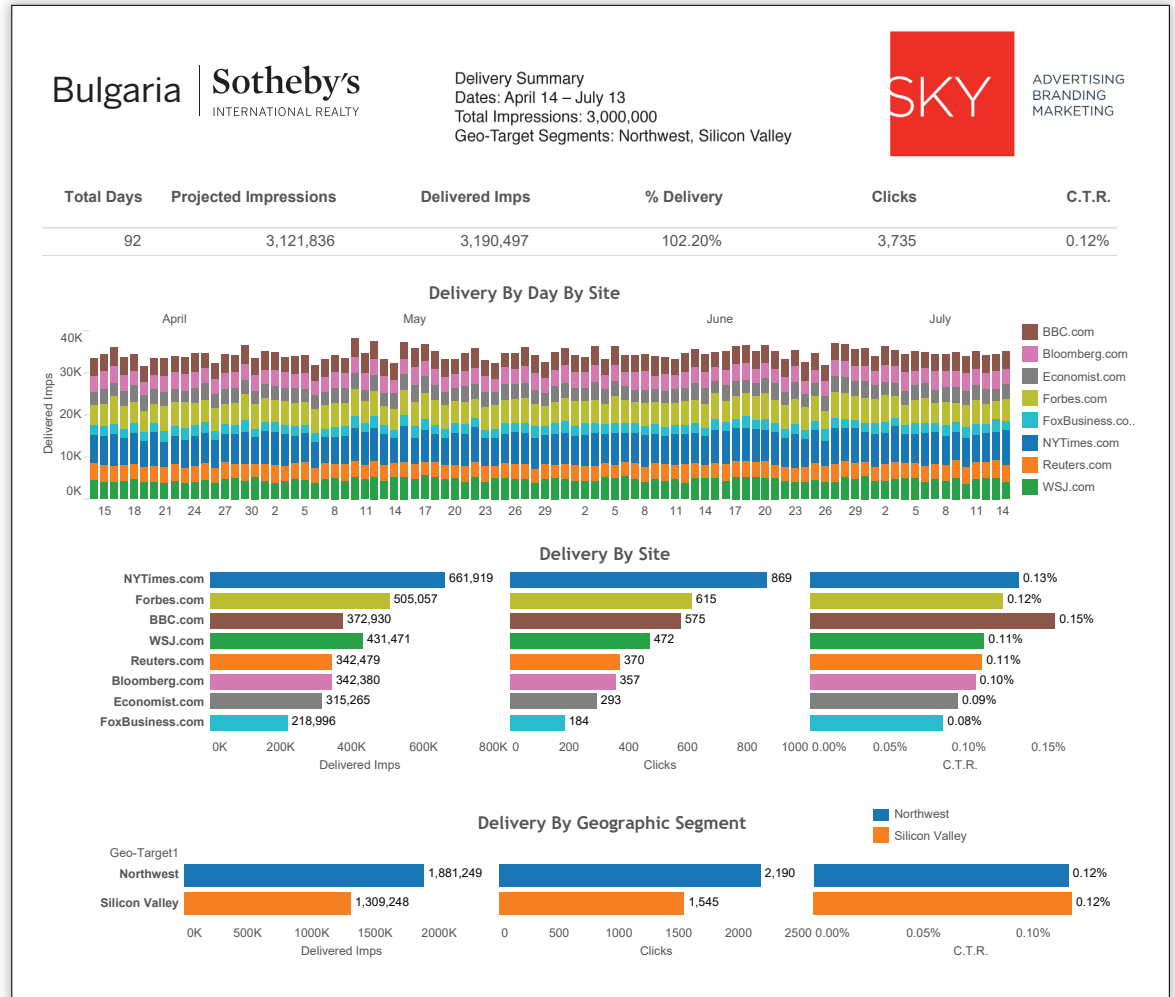


Comprehensive Reporting For Your Customized Campaign

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.

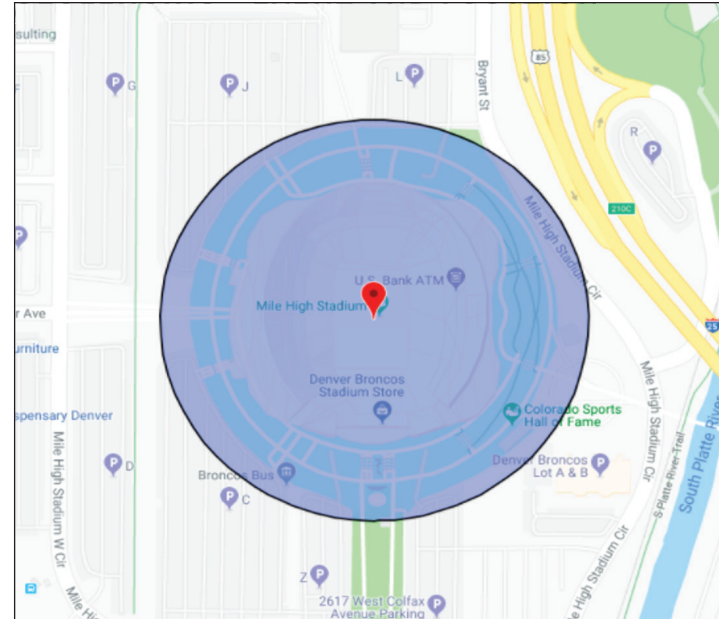
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

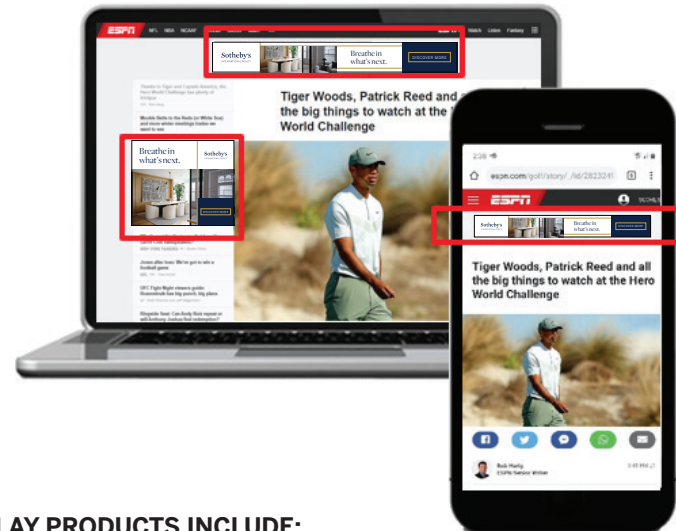
TIER 1

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

Comprehensive Digital

DISPLAY

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



TARGETED DISPLAY PRODUCTS INCLUDE:

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

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

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

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

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

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

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

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

Cross Platform Targeting available from Mobile Conquesting.

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

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

Comprehensive Digital

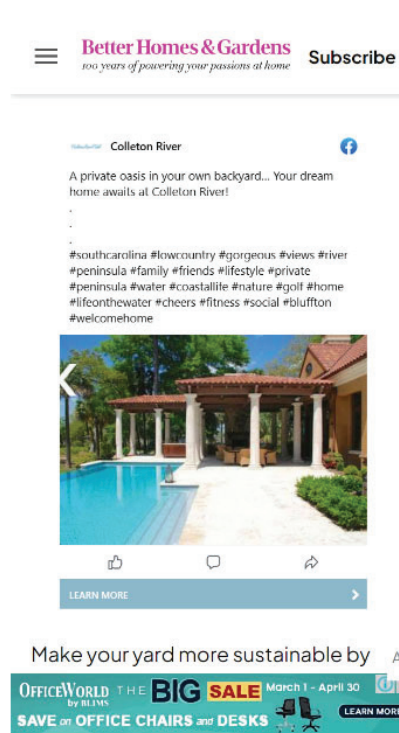
SOCIAL MIRROR ADS

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

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

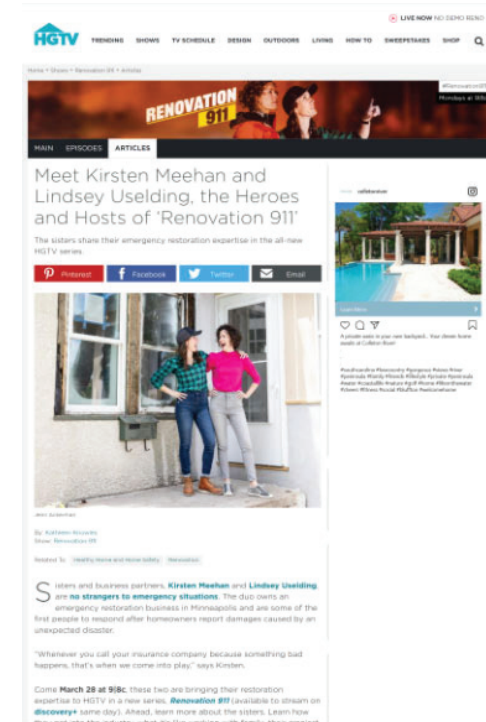
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



TARGETING ABILITIES:

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



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

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

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.

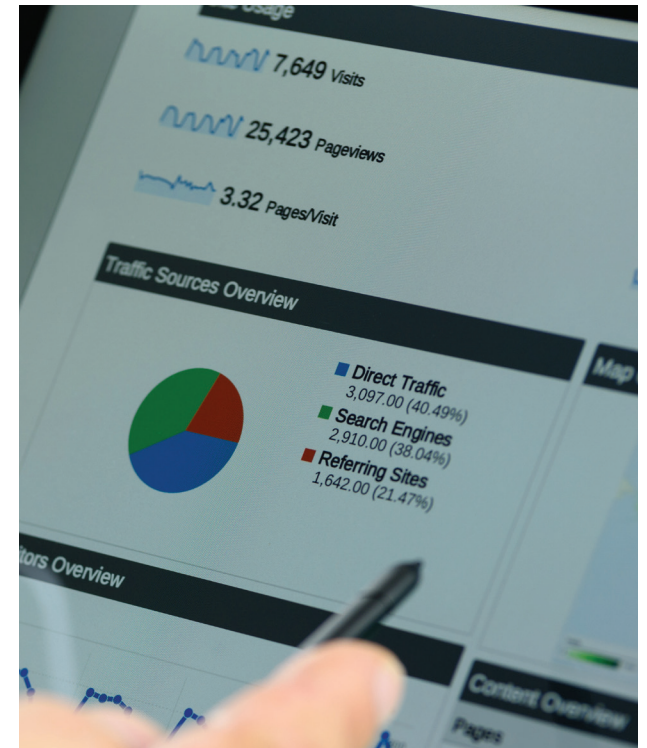


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

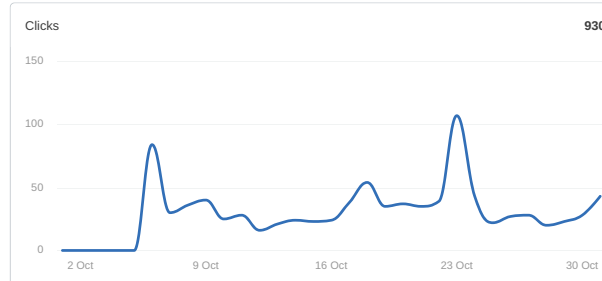
CLIENT DASHBOARD

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.



Bulgaria SIR

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



Showing 9 of 9 Rows

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

Showing 50 of 89 Rows

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

Cities

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

Google AdWords

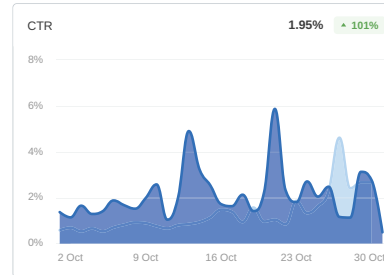
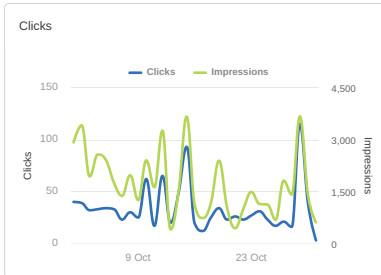
MONTHLY REPORTING

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



Bulgaria SIR

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

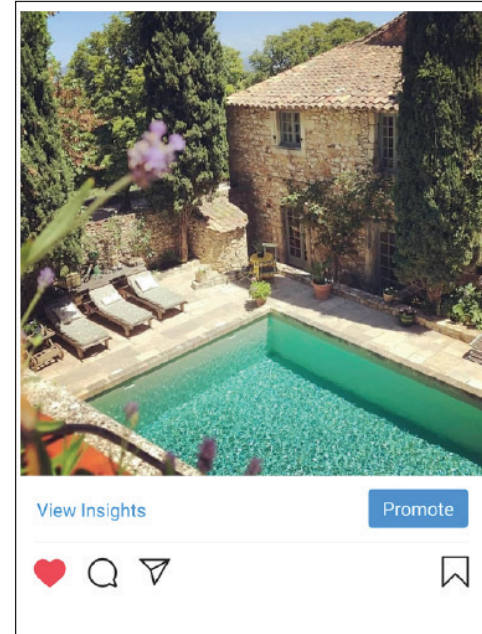
KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean realty	1	1	1

Conde Nast UK

INSTAGRAM @CONDENASTPROPERTY

Ready to jump into action on instagram, @condenastproperty is the fastest growing account at Conde Nast Britain and consistently comes in at No 1 each week on growth and engagement. @condenastproperty has grown organically in 3 years and now has 215K followers.

INSTAGRAM POST: \$ 2,750



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

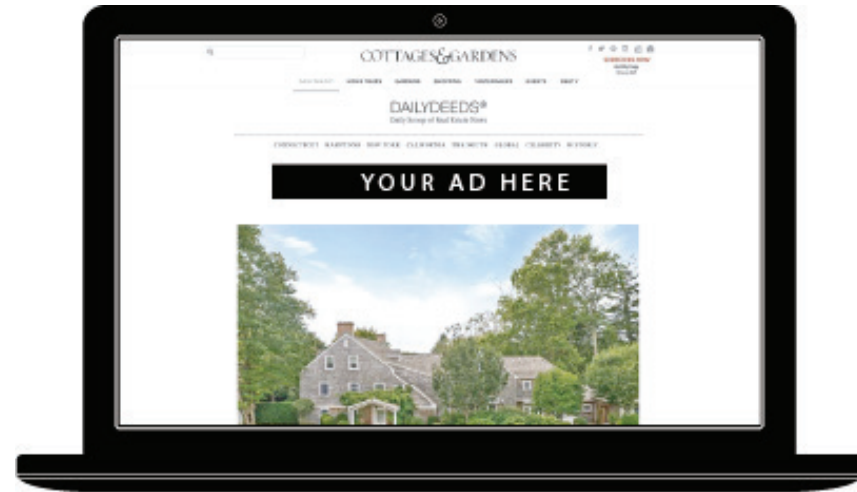
- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

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.

DIGITAL

Country Life

Country Life is the world's most celebrated magazine of the British way of life, its countryside, properties, and gardens

Three core audience pillars:

Traditional country champions – wealthy empty nesters enjoying their retirement in the countryside.

Custodians of the land – country dwellers with a deep emotional connection to the countryside.

Discerning Country – a quietly refined group, the most affluent, and willing to spend on the brands that reflect their discerning taste.

- 1.68M Global page views per month
- 352K Social Followers
- 81% Targeted HNWI Audience

E-NEWSLETTER DEDICATED SEND

PRICE: \$2,250

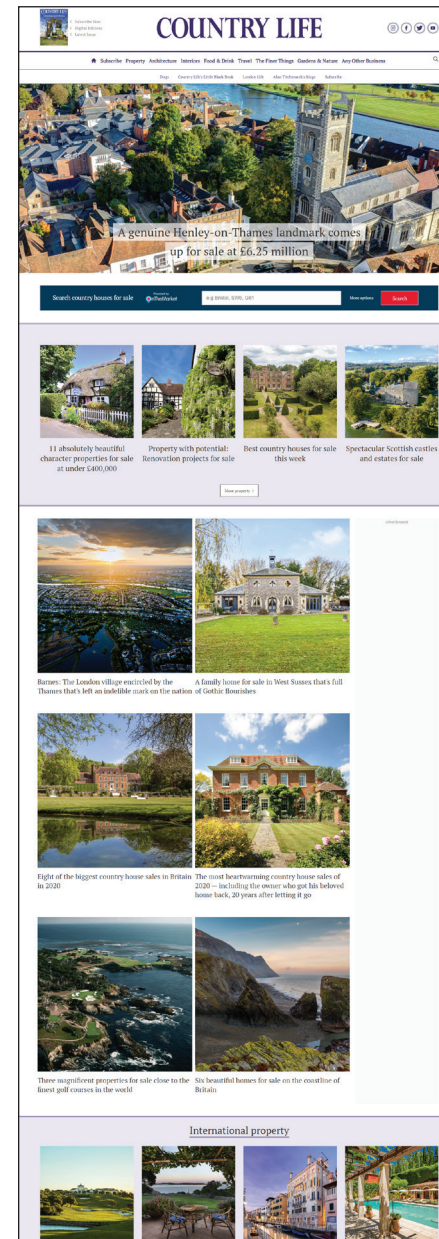
VIDEO/IMAGE SOCIAL POST

PRICE: \$3,665

INTERNATIONAL PROPERTY LISTING

Property listings live forever on the Country Life site until you remove the URL.

PRICE:
\$400/LISTING
\$2,500 UNLIMITED LISTINGS



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

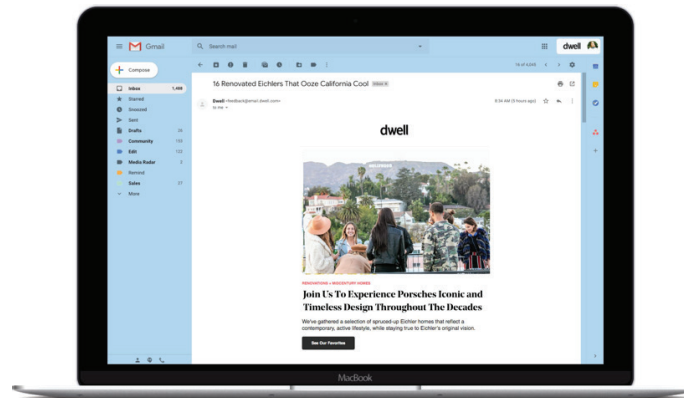
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

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



Dezeen

Dezeen is a popular and influential architecture, interiors and design magazine, with three million monthly readers and seven million social media followers.

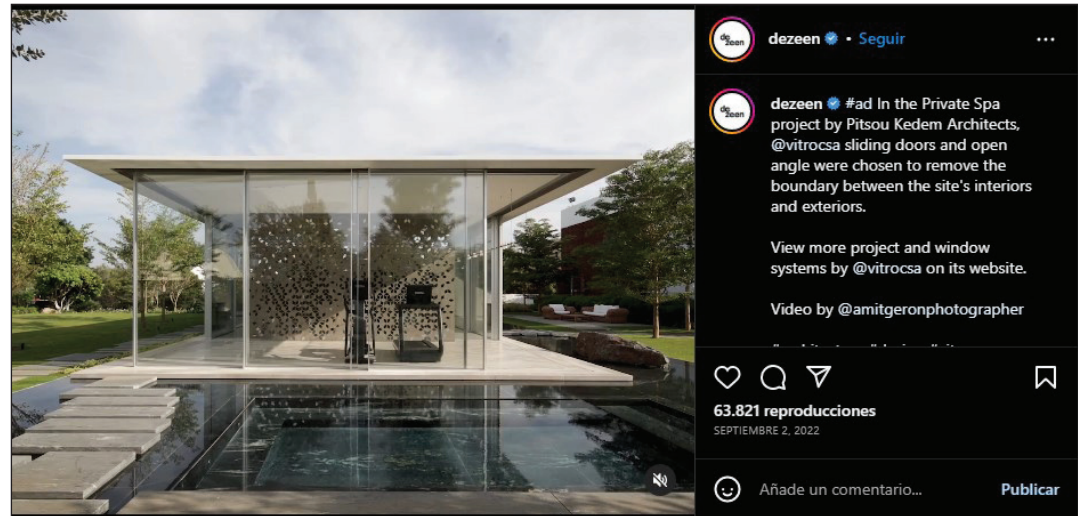
Dezeen's reach is global, with readers on every continent.

Their biggest audience is in the USA, followed by the UK, India, Canada, Australia, and Germany.

SOCIAL MEDIA POST

INSTAGRAM GRID POST: \$9,000

INSTAGRAM TARGETED POST: \$3,125



Elite Traveler

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

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

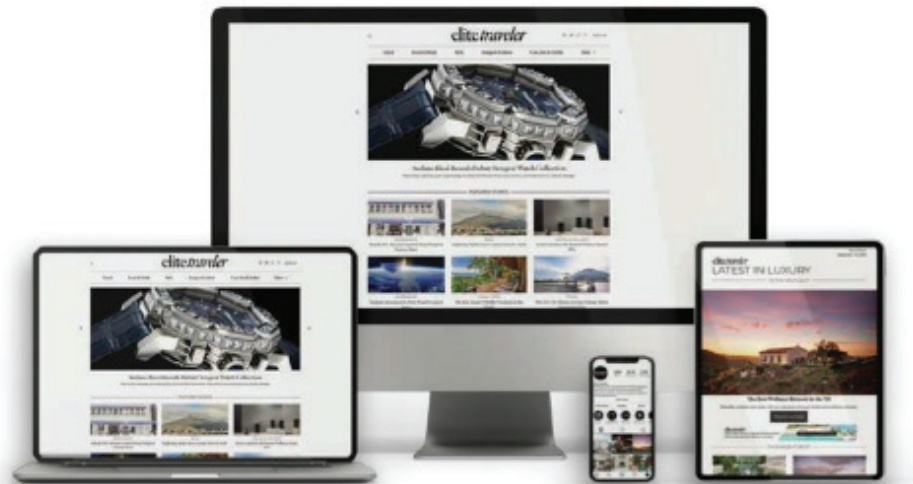
- Average HHI **\$7.9M**
- Average Net Worth **\$32M**
- **318,661** Unique Browsers

ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR

Half price with full page print purchase

DEDICATED E-BLAST: \$6,000 PER WEEK

Free with 2 page spread



jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

jamesedition.com

ROTATING GALLERY

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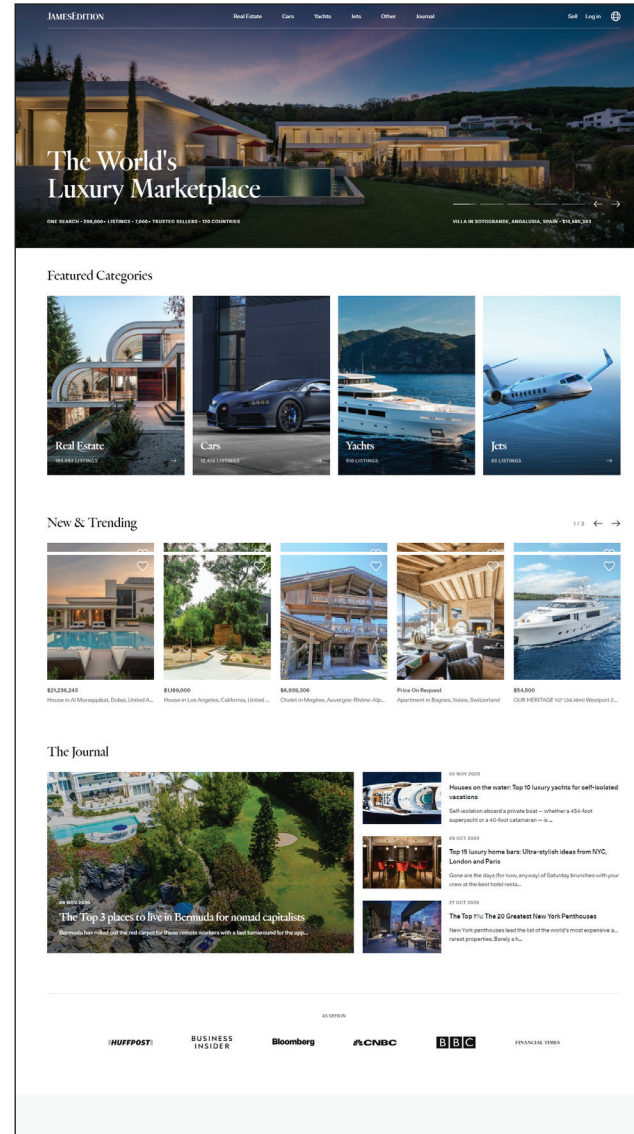
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

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.

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

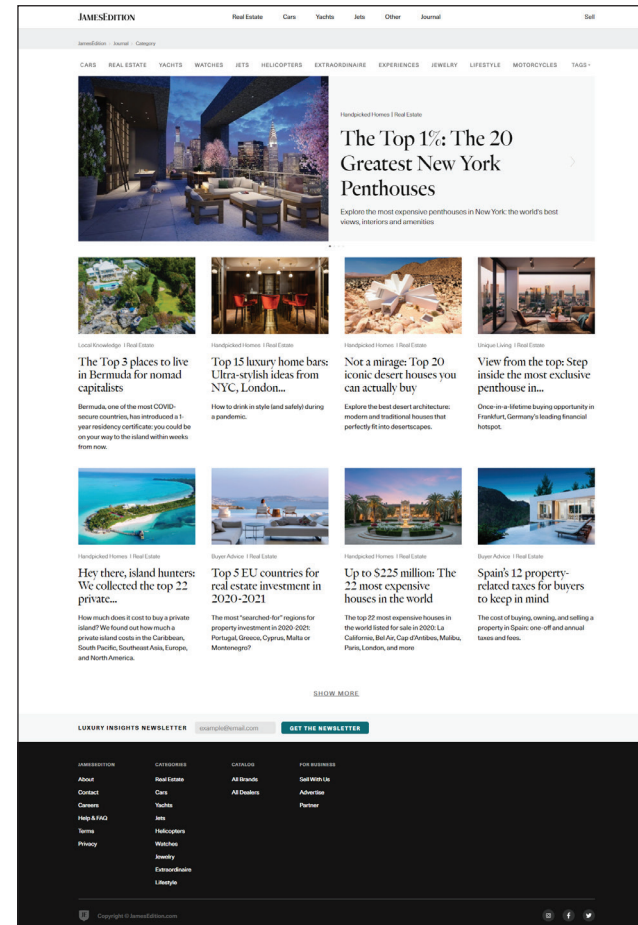
Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

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

\$10,000 NEWSLETTER PREMIUM & JOURNAL ARTICLE

\$5,500 NEWSLETTER TOP & ARTICLE

\$3,300 NEWSLETTER TRENDING & ARTICLE



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

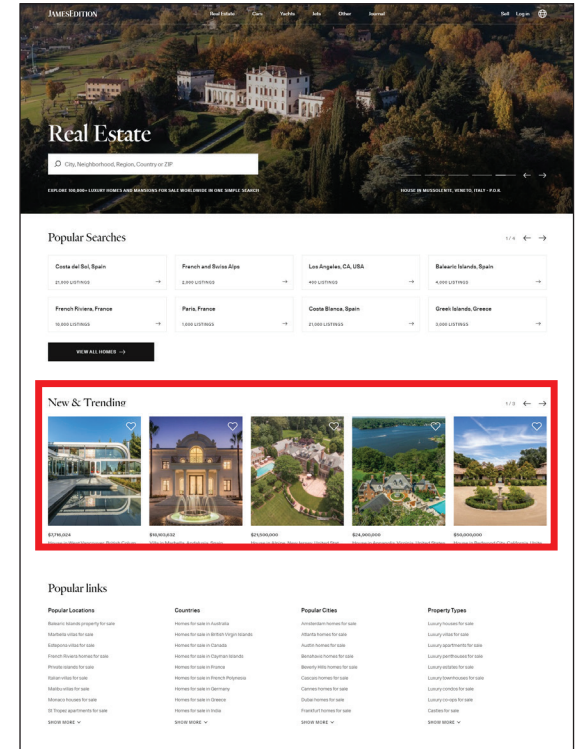
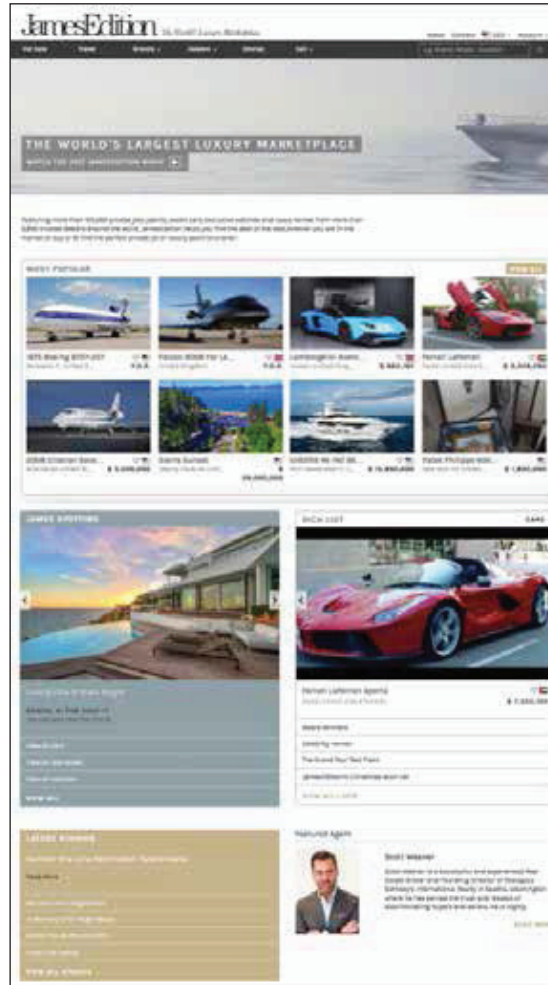
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

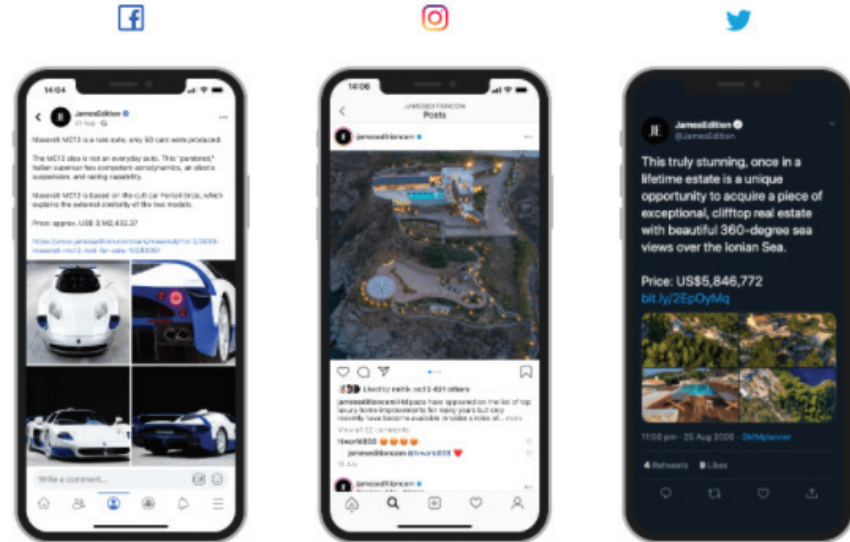
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

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



PHOTO

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

PHOTO: \$800

PHOTO PLUS

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

PHOTO PLUS: \$1,000

VIDEO

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

VIDEO: \$1,800

Luxury Estate

LUXURY ESTATE

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

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

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

SHOWCASE LISTING + ELITE LISTING PACKAGES PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS

\$8,000 FOR 1 YEAR



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



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

OCEAN HOME 2021 AUGUST

OCEANHOME EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA

FROM A PENTHOUSE YOU CAN SEE FOREVER

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Westler-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA
 Deluxe Studios to 3-Bedroom Villas
 From \$425,000 to over \$10 Million

OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

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

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

Price: \$2,500. per

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

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

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

RMS

RobbReport.com

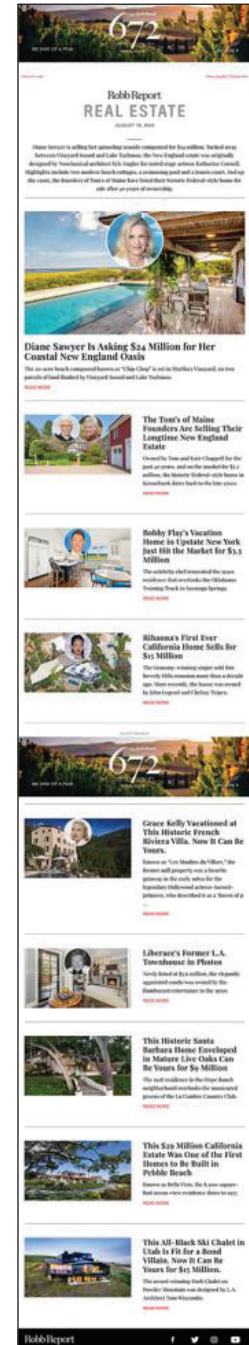
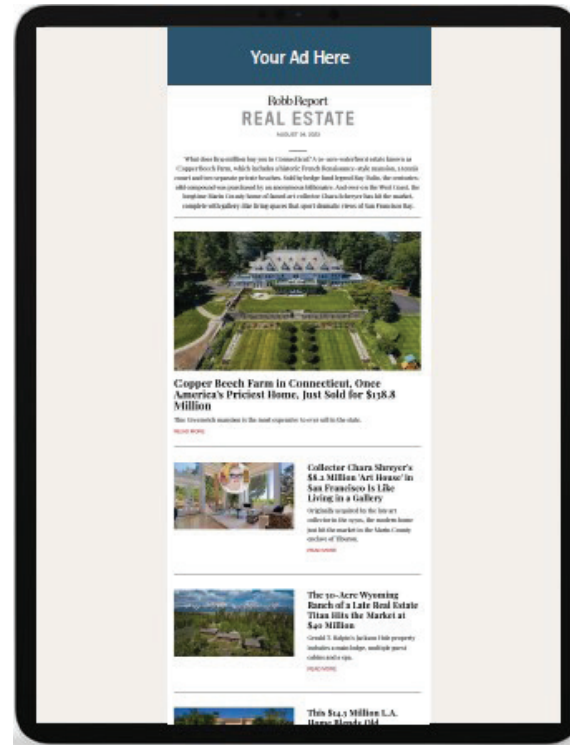
REAL ESTATE NEWSLETTER

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



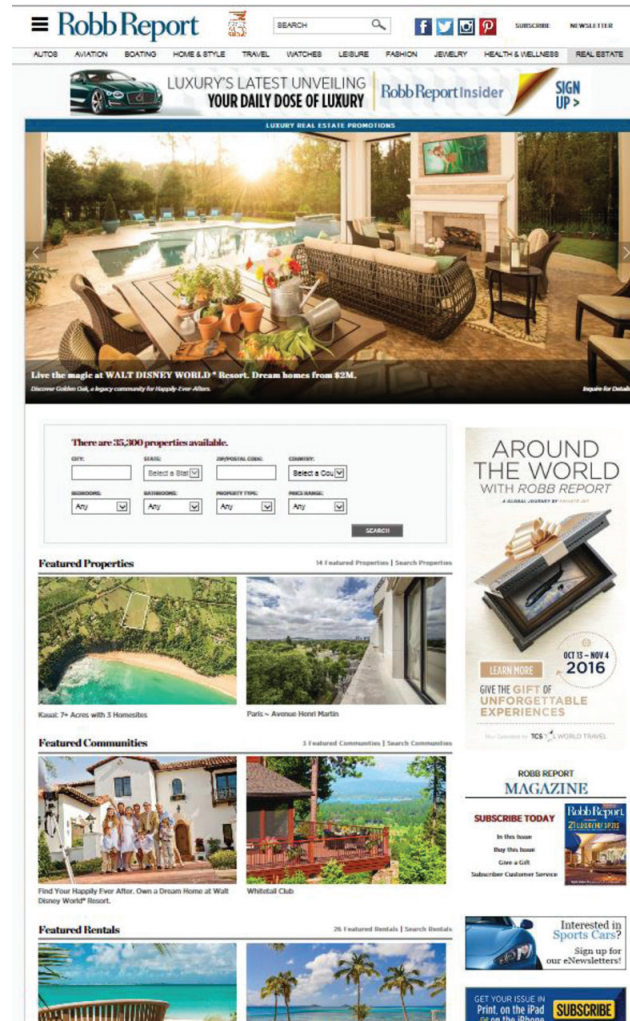
RobbReport.com

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 PER MONTH



RobbReport.com

LUXURY PROPERTY LISTING

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

MANUAL 1 LISTING: \$450/MONTH

RR1
Robb Report
SUBSCRIBE

☰ CARS YACHTS AVIATION WATCHES STYLE HOME FOOD & DRINK TRAVEL GIFT GUIDE VIDEOS 🔍

40737 properties available.

More ▾

Sort By: Recent ▾

59 Lascelles Blvd, Toronto, ON M5P2C9, CAN

\$5,399,999

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land

Sierra Madre Mountain Retreat, Encampment, Wyoming 82325

\$995,000

Bed: N/A SQFT: N/A
Bath: N/A

Homes & Land

1241 N Rio Vista Blvd, Fort Lauderdale, Florida 33301

\$5,970,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land

2965 Outlook Way, Naramata, BC V0H 1N0, CAN

\$2,199,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land

1709 Pope Court, Wilmington, North Carolina 28405

\$1,100,000

Bed: 4 SQFT: N/A
Bath: 4

Homes & Land

419 S Front Street, Wilmington, North Carolina 28401

\$848,000

Bed: 3 SQFT: N/A
Bath: 2

Homes & Land

2236 Acacia Drive, Wilmington, North Carolina 28403

\$1,041,700

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land

10430 E ACOMA Drive, Scottsdale, Arizona 85255

\$949,000

Bed: 4 SQFT: 2797
Bath: 3

Homes & Land

6097 N Paradise View Drive, Paradise Valley, Arizona 85253

\$3,295,000

Bed: 4 SQFT: 4605
Bath: 4

Homes & Land

33799 N 84TH Street, Scottsdale, Arizona 85266

\$3,375,000

Bed: 4 SQFT: 4985
Bath: 4

Homes & Land

1000 Curisha Point S, St Helena Island, South Carolina 29920

\$980,000

Bed: 3 SQFT: 2524
Bath: 3

Homes & Land

20012 Tavernier DR, Estero, Florida 33928

\$895,000

Bed: 3 SQFT: 2488
Bath: 3

Homes & Land

The Wall Street Journal Online (WSJ.com)

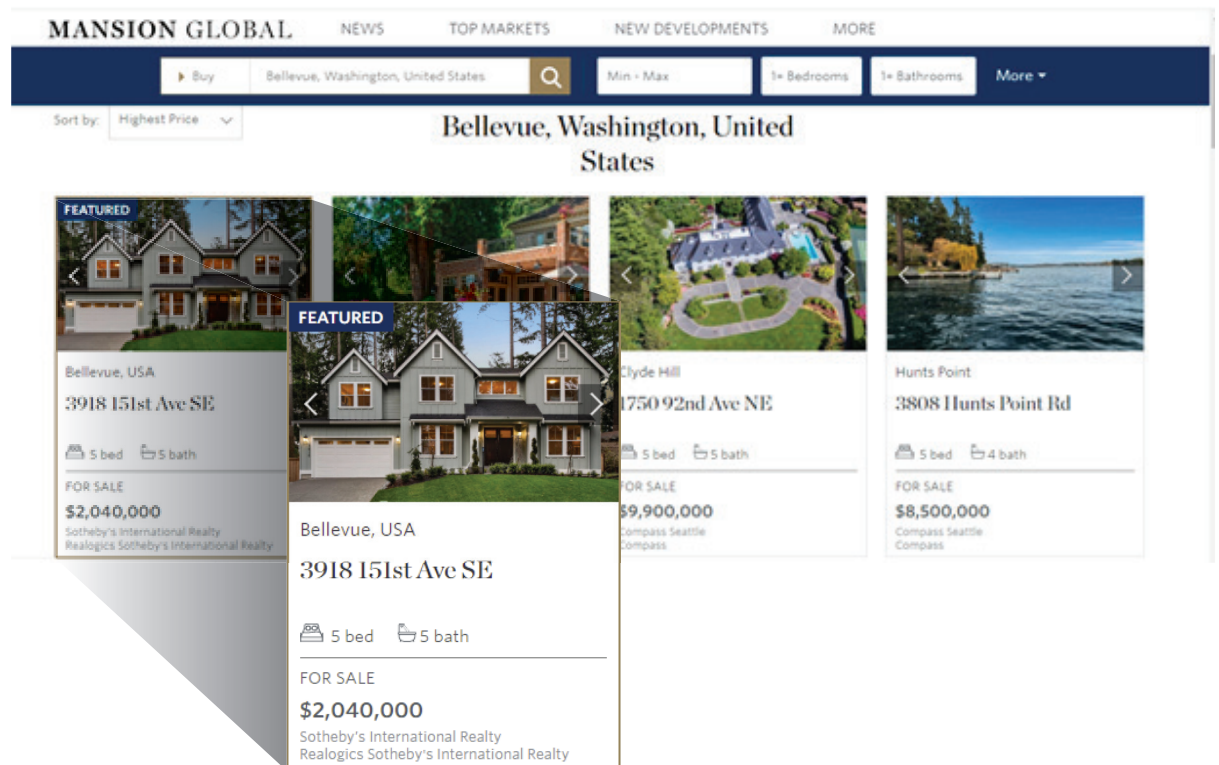
FEATURED PROPERTY UPGRADES

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 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)

MANSION GLOBAL DAILY (M-F) E NEWSLETTER

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

PRICE: \$3,680

View in your browser

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



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

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLaugh, 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
Westmont	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

TRENDING TODAY


Architectural Digest @ArchDigest
Following

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

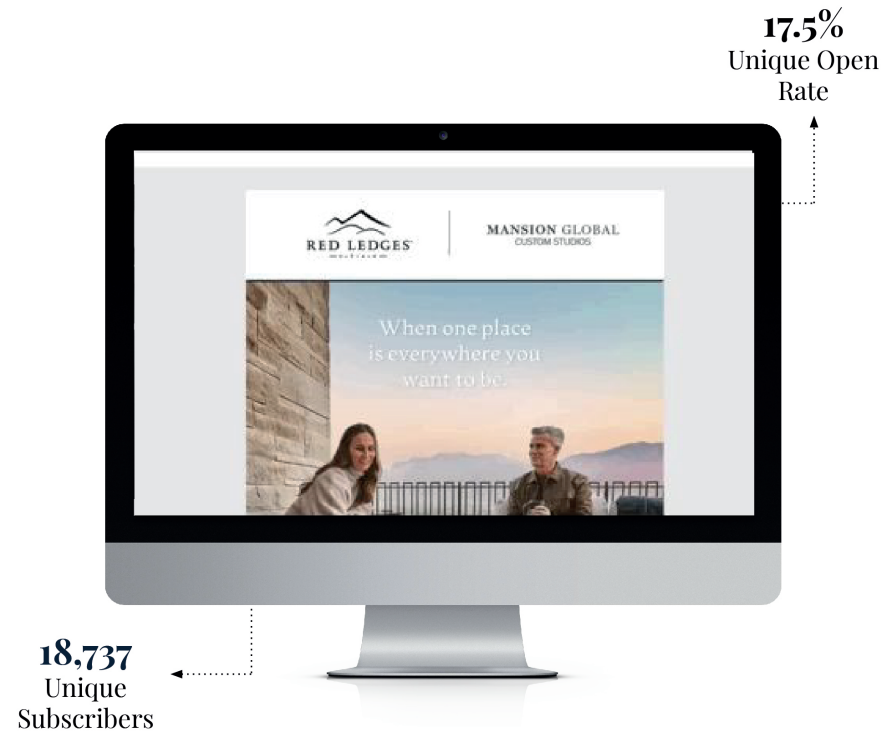
Powered by  AllPhotos 

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



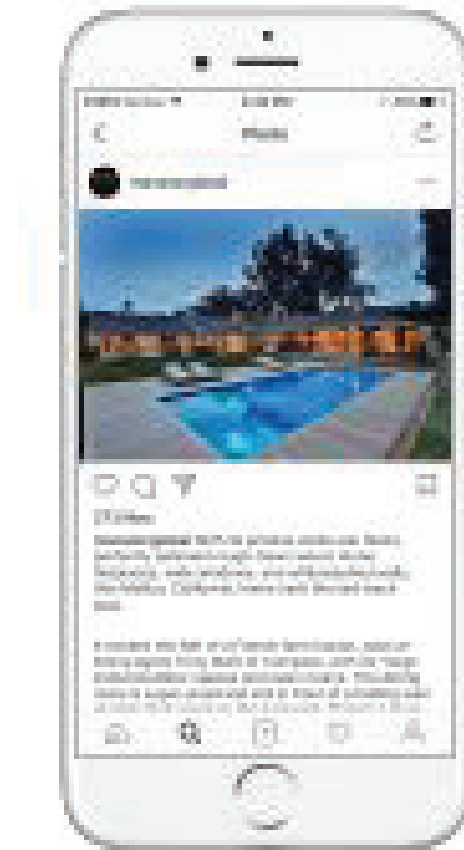
The Wall Street Journal Online (WSJ.com)

@MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

PRICE: \$1,775

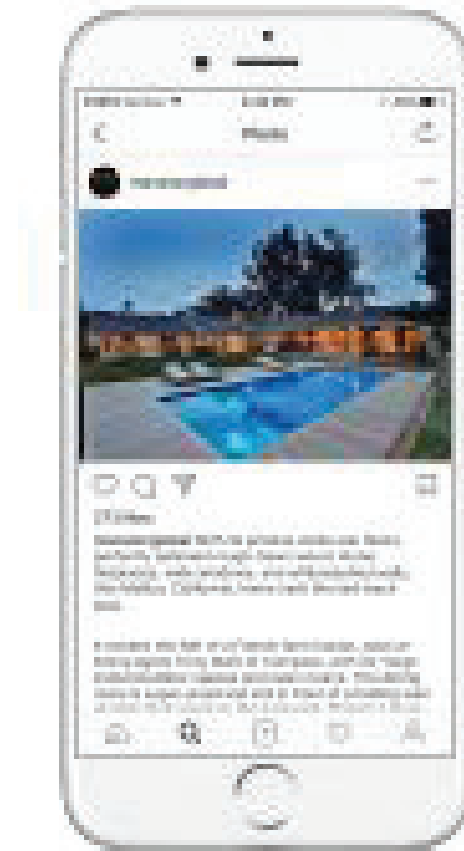


DIGITAL

The Wall Street Journal Online (WSJ.com)

**@MANSIONGLOBAL INSTAGRAM +
BOOST**

PRICE: \$7,000



Print Offerings



Bulgaria | Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

PROPERTY SPOT: \$795
 DOUBLE PROPERTY SPOT: \$1,590
 QUADRUPLE PROPERTY SPOT: \$3,180
 EIGHT PROPERTY SPOTS: \$6,360

Includes Bonus 30 Day Digital -
 Featured Property Upgrade

THE WALL STREET JOURNAL.
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX 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 of goods is being disrupted by the coronavirus outbreak.

World Wide
 Biden picked a string of Super Tuesday primary victories and Sanders won a big win in California.

Sotheby's
 INTERNATIONAL REALTY

Nothing compares to what's next.

City, State
 Website or Address: \$4,000,000 | sothebysrealty.com/61767
 Company: Sotheby's International Realty
 AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

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PRINT

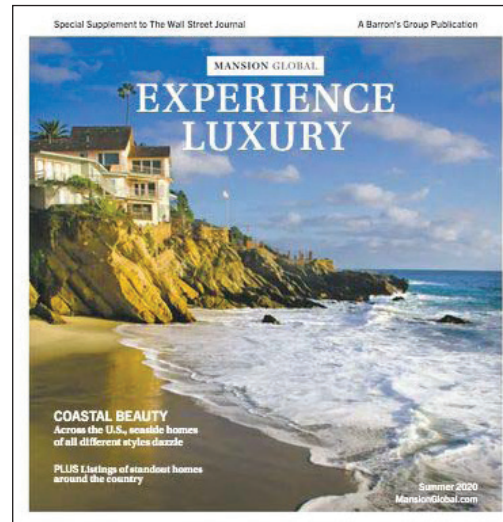
The Wall Street Journal

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



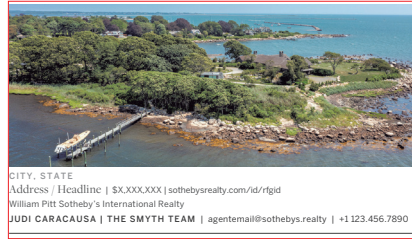
The New York Times

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**

- 1/2 PAGE, 1/4 PAGE
- PROPERTY SPOT, COLOR: \$760
- DOUBLE PROPERTY SPOT, COLOR: \$1,520
- QUADRUPLE PROPERTY SPOT, COLOR: \$3,040
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The New York Times
LATE EDITION Today, don't forget, today and the day after tomorrow, the election. In the morning, check, morning news. In the afternoon, check, afternoon news. In the evening, check, evening news. In the night, check, night news.

Web's Far Right Can Hear itself As Trump Talks
Chearing the Spread of Once-Fringe Views
By KEVIN WOODS and ALI MITCHELL
On Wednesday, as news outlets reported that the president's daily schedule of tweets and phone calls was being tracked by the White House, the far right of the Web was celebrating. It was a sign, they said, that the president's words were being heard. The Web's far right, they said, was no longer a fringe. It was a force to be reckoned with.

Edge in Polls Might Not Tip House Scales
Outcomes Hang on a Handful of Seats
By NICHOLAS WALTON
Democrats appear poised to win the House of Representatives in the November 6 election, but the odds are still in the balance. The House is so closely divided that the outcome will likely be determined by a handful of seats in swing states.

It's Not Heaven, It's Brooklyn
The 10,000 runners in this year's New York City Marathon enjoyed blue skies, overcast conditions and a fast course. Pages F2-F3.

Spending Millions in a Bid to Avoid Sanctions
By BENJAMIN SVETKEY
The U.S. Treasury Department is spending millions of dollars to help companies in Russia avoid international sanctions.

Partisan Rhetoric Of New Query On the Census
By NICHOLAS WALTON
The U.S. Census Bureau is asking for more information about the 2018 census, but the request has been criticized as partisan.

Called to Serve, Utah Mayor Always Answered
By JEFFREY TRUMBULL
NORTH OGDEN, Utah — The 100th anniversary of the Utah-Idaho Territorial Centennial is being celebrated in North Ogden.

Offering Little Proof, Accuses Georgia Rival of 'Hack'
By RICHARD BARNETT
ATLANTA — Mr. Trump, from the moment he was elected president, he has been accused of being a hack.

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The New York Times International Edition

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

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

QUADRUPLE PROPERTY SPOT: \$2,600
 DOUBLE PROPERTY SPOT: \$1,300
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- Circulation: **160,000**
- Distribution: **NYC Metro Area**

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

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Sandbanks Exuma, The Bahamas

Jacqueline Lighthorn
 Estate Agent
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Sandbanks | Exuma
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- Readership: 1,559,000
- Average Age: 41
- Circulation: 205,080

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- Circulation: **150,000+**

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- Circulation: **41,000**
- Male/Female: **50/50**
- Average Age: **55**
- HNW Audience: **85%**

PRICE: \$3,300 FULL PAGE

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International Properties Edition



Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

ELITE TRAVELER AUDIENCE

- Total Readership: **557,000**
- Average Age: **45**
- Male/Female Ratio: **69% / 31%**
- Average HHI: **\$7.9M**
- Average Net Worth: **\$32M**

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Financial Times

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

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

QUADRUPLE PROPERTY SPOT, COLOR: \$3,000
 DOUBLE PROPERTY SPOT, COLOR: \$1,500
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- Readers: **1.4 million**
- Web Visitors: **93,000 per month**
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- Distribution: **U.S.A. 32%, U.K. 19%, France 12%, Canada 3%, Australia 3%**

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Every issue of Ocean Home inspires and educates highly affluent readers about the world's most exceptional oceanfront architecture, interior design, exclusive resorts and luxury lifestyle.

- High Net Worth Coastal Homeowners
- Luxury Hotels & Resorts
- Private Jets & Luxury Aircraft

Demographics

- Distribution: **50,000**
- Total Audience: **135,000**
- Geographic breakdown: **United States coastal areas, Canada, Caribbean**
- Average age: **51**
- Male / Female: **49% / 51%**
- Average HHI: **\$2,400,000**
- Net Worth: **\$9,600,000**
- Primary Residence value: **\$4,900,000**

FULL PAGE: \$2,850 PROPERTY SPOT, COLOR
 FULL PAGE: \$3,250 E-NEWSLETTER SPOT, COLOR

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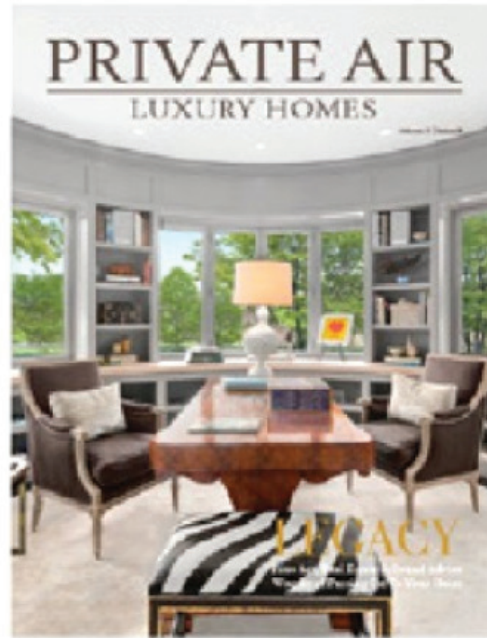
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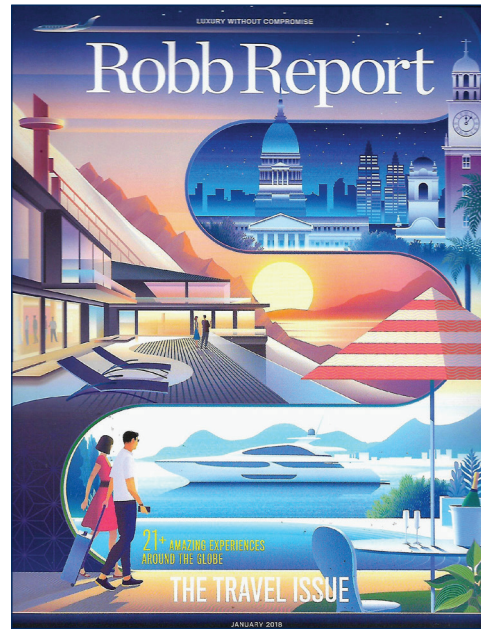
Robb Report

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. 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.

- Audience: **324,000**
- Average Age: B
- Male / Female Ratio: **79/21**
- Average HHI: **\$484,000**
- Average HNW: **\$2,800,000**

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Robb Report

LUXURY PROPERTY GUIDE

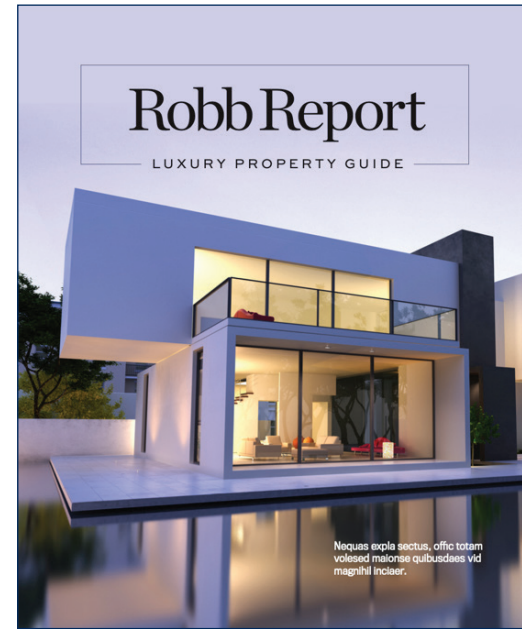
As a global leader in the luxury real estate market, Robb Report showcases the best of the best. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, new residences and developments.

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

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Open the door to what's next.

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Water Mill, New York

6 BEDROOMS | 6.5+ BATHS | 4,900SQ.FT. | \$11,000,000
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Schedule, Pricing & Reach



Bulgaria | Sotheby's
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Proposed Schedule, Pricing & Reach

2024 2025

PLAN 1

Plan 1 Media	Ad Description	October	November	December	January	February	March	Media Total	Reach
Sotheby's Auction House: Print									
Sotheby's Magazine	Advertorial - 2 page				\$ 10,500.00			\$ 10,500.00	20,000
Sotheby's Magazine	Full Page				\$ 3,640.00		\$ 3,640.00	\$ 7,280.00	40,000
Sotheby's Auction House: Digital									
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
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter					\$ 3,000.00		\$ 3,000.00	7,500
Digital									
Million Impressions*									
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 9,750.00	3,000,000
Million Impressions	Targeting - Europe and US								
Google Adwords									
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	
Comprehensive Digital									
Social Mirror Ads	Mirroring Social Post	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 15,000.00	600,000
Display	Digital Banner Program	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 15,000.00	900,000
Geofencing - Event and Location									
Geofencing - Event and Location	Target specific events and locations		\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 8,000.00	240,000
Chicago Tribune									
Chicago Tribune	Custom Email 100k		\$ 1,950.00		\$ 1,950.00			\$ 3,900.00	200,000
Conde Nast UK									
Conde Nast UK	Instagram Post	\$ 2,750.00		\$ 2,750.00		\$ 2,750.00		\$ 8,250.00	600,000
Cottages & Garden									
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
Country Life									
Country Life	E-Newsletter Dedicated Send		\$ 2,250.00		\$ 2,250.00			\$ 4,500.00	50,000
Country Life	Video/Image Social Post			\$ 3,665.00				\$ 3,665.00	10,000
Country Life	International Property Listing	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 2,400.00	
Dezeen									
Instagram Grid Post			\$ 9,000.00					\$ 9,000.00	3,300,000
Social Media Targeted Post					\$ 3,125.00		\$ 3,125.00	\$ 6,250.00	
Dwell.com									
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00					\$ 6,000.00	1,750,000
Elite Traveler									
Elite Online Real Estate Showcase	Online Real Estate Showcase				\$ 2,500			\$ 2,500.00	100,000
Elite Dedicated E-blast	Dedicated E-blast		\$ 6,000.00					\$ 6,000.00	12,000

Proposed Schedule, Pricing & Reach

2024 2025

PLAN 1 CONTINUE

JamesEdition																
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 Premium & Journal Article									\$ 10,000.00	\$ 10,000.00	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			
Luxury Estate																
Luxury Estate	Showcase Listing + Elite Listing Packages - 6 months										\$5,100	\$ 5,100.00				
Ocean Home																
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			
Robbreport.com																
Robbreport.com	Featured Listing Carousel - 1 Property										\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 4,050.00	18,000	
Robbreport.com	Real Estate Newsletter - 3 Sends										\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 11,250.00	180,000	
Robbreport.com	Luxury Property Listings - Manual 1 Listing										\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 2,700.00	
WSJ.com																
Mansion Global Homepage Hero	Shared Banner										\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 3,900.00	984,000
Mansion Global New Development Profile	Profile page - 3 months minimum											\$1,000.00	\$1,000	\$ 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	\$ 6,000.00	17,000	
Property Upgrades	10 Featured Property Upgrades											Bonus	Bonus	\$ -		
Mansion Global Instagram	Mansion Global Instagram											\$ 1,775.00	\$ 1,775.00	\$ 3,550.00	152,400	
Mansion Global Instagram + Boost	Mansion Global Instagram + Boost											\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	76,200	

SCHEDULE AND PRICING

Proposed Schedule, Pricing & Reach

2024 2025

PLAN 1 CONTINUE

Print

Chicago Tribune									
Chicago Tribune	Takeover - Full Page				\$ 725.00	\$ 725.00			150,000
Conde Nast Magazines									
Architectural Digest - Manhattan	Full Page				\$ 2,510.00	\$ 2,510.00			13,000
Architectural Digest - Chicago Metro	Full Page				\$ 3,460.00	\$ 3,460.00			22,000
Architectural Digest - Boston Metro	Full Page				\$ 2,510.00	\$ 2,510.00			13,000
Conde Nast UK									
Conde Nast UK	Property listing 4 Magazines + Instagram				\$ 9,000.00	\$ 9,000.00			205,080
Country Life									
Country Life	Full Page		\$ 3,300.00			\$ 3,300.00			40,000
Country Life	Double Page Advertorial				\$ 8,900.00	\$ 8,900.00			40,000
Elite Traveler									
Elite Traveler	Full Page; half or quarter			\$ 9,250.00		\$ 9,250.00			557,000
Elite Traveler	Luxury Homes Feature				\$ 4,500.00	\$ 4,500.00			557,000
Financial Times									
Financial Times	Quadruple Property Spot			\$ 3,000.00	\$ 3,000.00	\$ 6,000.00			420,914
Financial Times	Double Property Spot	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00			420,914
Le Figaro									
Full Page Advertorial	Full Page Advertorial			\$ 3,000.00		\$ 3,000.00			50,000
The New York Times									
The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00			\$ 1,520.00			423,111
The New York Times	Quadruple Property Spot - Weekday/Saturday			\$ 3,040.00	\$ 3,040.00	\$ 6,080.00			846,222
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00				\$ 750.00			165,000
The New York Times Takeover	Back Cover				\$ 1,500.00	\$ 1,500.00			168,000
The New York Times International Edition									
The New York Times International Edition	Quadruple Property Spot		\$ 2,600.00			\$ 2,600.00	\$ 5,200.00		208,602
Ocean Home									
Ocean Home	Full Page E-Newsletter Spot		\$ 3,250.00		\$ 3,250.00		\$ 6,500.00		140,000
Private Air Luxury Homes									
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Estate Showcase Editorials)			\$ 1,550.00		\$ 1,550.00	\$ 3,100.00		130,000
Robb Report									
Robb Report	Full Page			\$ 8,000.00		\$ 8,000.00			107,000
Robb Report	Robb Report Luxury Property Guide		\$ 3,500.00			\$ 3,500.00			107,000
The Wall Street Journal									
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	\$ 3,180.00	\$ 9,540.00		1,933,272
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert			\$ 1,985.00		\$ 1,985.00	\$ 3,970.00		200,000

TOTAL \$ 341,670.00 26,590,662

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

Pricing Subject to Change

Proposed Schedule, Pricing & Reach

2024 2025

PLAN 2

Plan 2										
Media	Ad Description	October	November	December	January	February	March	Media Total	Reach	
Sotheby's Auction House: Print										
Sotheby's Magazine	Full Page				\$ 3,640.00		\$ 3,640.00	\$ 7,280.00	40,000	
Sotheby's Auction House: Digital										
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	
Digital										
Million Impressions*										
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 9,750.00	3,000,000	
Million Impressions	Targeting - Europe and US									
Google Adwords										
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		
Comprehensive Digital										
Social Mirror Ads	Mirroring Social Post	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 15,000.00	600,000	
Display	Digital Banner Program	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 15,000.00	900,000	
Geofencing - Event and Location										
Geofencing - Event and Location	Target specific events and locations		\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 8,000.00	240,000	
Chicago Tribune										
Chicago Tribune	Custom Email 50k		\$ 1,200.00		\$ 1,200.00			\$ 2,400.00	100,000	
Conde Nast UK										
Conde Nast UK	Instagram Post	\$ 2,750.00		\$ 2,750.00		\$ 2,750.00		\$ 8,250.00	600,000	
Cottages & Garden										
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	
Country Life										
Country Life	E-Newsletter Dedicated Send		\$ 2,250.00		\$ 2,250.00			\$ 4,500.00	50,000	
Country Life	Video/Image Social Post			\$ 3,665.00				\$ 3,665.00	10,000	
Country Life	International Property Listing	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 2,400.00		
Dezeen										
Social Media Targeted Post					\$ 3,125.00		\$ 3,125.00	\$ 6,250.00		
Dwell.com										
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00					\$ 6,000.00	1,750,000	
Elite Traveler										
Elite Online Real Estate Showcase	Online Real Estate Showcase				\$2,500			\$ 2,500.00	100,000	
Elite Dedicated E-blast	Dedicated E-blast		\$ 6,000.00					\$ 6,000.00	12,000	

Proposed Schedule, Pricing & Reach 2024 2025

PLAN 2 CONTINUE

JamesEdition									
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
Luxury Estate									
Luxury Estate	Showcase Listing + Elite Listing Packages - 6 months			\$5,100				\$ 5,100.00	
Ocean Home									
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
Robbreport.com									
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
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 2,700.00	
WSJ.com									
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 3,900.00	984,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000.00			\$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	Bonus	\$ -	
Mansion Global Instagram	Mansion Global Instagram	\$ 1,775.00				\$ 1,775.00		\$ 3,550.00	152,400

Proposed Schedule, Pricing & Reach

2024 2025

PLAN 2 CONTINUE

Print

Chicago Tribune								
Chicago Tribune	Takeover - Full Page			\$ 725.00	\$ 725.00			150,000
Conde Nast Magazines								
Architectural Digest - Manhattan	Full Page			\$ 2,510.00	\$ 2,510.00			13,000
Architectural Digest - Chicago Metro	Full Page			\$ 3,460.00	\$ 3,460.00			22,000
Architectural Digest - Boston Metro	Full Page			\$ 2,510.00	\$ 2,510.00			13,000
Conde Nast UK								
Conde Nast UK	Property listing 4 Magazines + Instagram			\$ 9,000.00	\$ 9,000.00			205,080
Country Life								
Country Life	Full Page		\$ 3,300.00		\$ 3,300.00			40,000
Country Life	Full Page Advertorial			\$ 4,500.00	\$ 4,500.00			40,000
Elite Traveler								
Elite Traveler	Full Page; half or quarter			\$ 9,250.00	\$ 9,250.00			557,000
Elite Traveler	Luxury Homes Feature			\$ 4,500.00	\$ 4,500.00			557,000
Financial Times								
Financial Times	Quadruple Property Spot			\$ 3,000.00	\$ 3,000.00	\$ 6,000.00		420,914
Financial Times	Double Property Spot	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00		420,914
Le Figaro								
Full Page Advertorial	Full Page Advertorial			\$ 3,000.00	\$ 3,000.00			50,000
The New York Times								
The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00		\$ 1,520.00			423,111
The New York Times	Quadruple Property Spot - Weekday/Saturday			\$ 3,040.00	\$ 3,040.00	\$ 6,080.00		846,222
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00	\$ 1,500.00			330,000
The New York Times International Edition								
The New York Times International Edition	Quadruple Property Spot			\$ 2,600.00	\$ 2,600.00			104,301
The New York Times International Edition	Double Property Spot	\$ 1,300.00		\$ 1,300.00				104,301
Ocean Home								
Ocean Home	Full Page E-Newsletter Spot		\$ 3,250.00		\$ 3,250.00			70,000
Private Air Luxury Homes								
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Estate Showcase Editorials)			\$ 1,550.00	\$ 1,550.00	\$ 3,100.00		130,000
Robb Report								
Robb Report	Full Page			\$ 8,000.00	\$ 8,000.00			107,000
Robb Report	Robb Report Luxury Property Guide		\$ 3,500.00		\$ 3,500.00			107,000
The Wall Street Journal								
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	\$ 3,180.00	\$ 9,540.00	1,933,272
The Wall Street Journal								
Mansion Global Experience Luxury	Weekend Property insert			\$ 1,985.00	\$ 1,985.00	\$ 3,970.00		200,000
TOTAL					\$ 285,370.00			22,930,962

TOTAL

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

Pricing Subject to Change

Proposed Schedule, Pricing & Reach

2024 2025

PLAN 3

Plan 3	Ad Description	October	November	December	January	February	March	Media Total	Reach
Media									
Sotheby's Auction House: Print									
Sotheby's Magazine	Half Page				\$ 1,820.00		\$ 1,820.00	\$ 3,640.00	40,000
Sotheby's Auction House: Digital									
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
Digital									
Million Impressions*									
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 - Europe and US								
Google Adwords									
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	
Comprehensive Digital									
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	600,000
Display	Digital Banner Program	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	900,000
Geofencing - Event and Location									
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 6,000.00	240,000
Conde Nast UK									
Conde Nast UK	Instagram Post	\$ 2,750.00			\$ 2,750.00			\$ 5,500.00	400,000
Cottages & Garden									
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
Country Life									
Country Life	E-Newsletter Dedicated Send		\$ 2,250.00					\$ 2,250.00	25,000
Country Life	Video/Image Social Post					\$ 3,665.00		\$ 3,665.00	10,000
Country Life	International Property Listing	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 2,400.00	
Dezeen									
Social Media Targeted Post					\$ 3,125.00		\$ 3,125.00	\$ 6,250.00	
Dwell.com									
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00					\$ 6,000.00	1,750,000
Elite Traveler									
Elite Online Real Estate Showcase	Online Real Estate Showcase				\$ 2,500			\$ 2,500.00	100,000
Elite Dedicated E-blast	Dedicated E-blast		\$ 6,000.00					\$ 6,000.00	12,000
JamesEdition									
Main Home Page Rotating Gallery	Featured Banner	\$ 2,000.00						\$ 2,000.00	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

Proposed Schedule, Pricing & Reach

2024 2025

PLAN 3 CONTINUE

Luxury Estate											
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months								\$3,250	\$ 3,250.00	
Ocean Home											
Custom E-Mail	Custom E-Mail	\$ 2,750.00								\$ 2,750.00	22,000
Instagram Post	Instagram Post			\$ 800.00						\$ 800.00	21,800
Sponsored Content	Sponsored Content						\$ 3,000.00			\$ 3,000.00	38,199
Robbreport.com											
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
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00		\$ 2,700.00	
WSJ.com											
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00		\$ 3,900.00	984,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000.00				\$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	Bonus		\$ -	
Mansion Global Instagram	Mansion Global Instagram						\$ 1,775.00			\$ 1,775.00	76,200

Proposed Schedule, Pricing & Reach

2024 2025

PLAN 3 CONTINUE

Print												
Chicago Tribune												
Chicago Tribune	Takeover - Full Page							\$ 725.00	\$ 725.00	150,000		
Conde Nast Magazines												
Architectural Digest - Manhattan	Full Page							\$ 2,510.00	\$ 2,510.00	13,000		
Architectural Digest - Boston Metro	Full Page							\$ 2,510.00	\$ 2,510.00	13,000		
Conde Nast UK												
Conde Nast UK	Property listing 4 Magazines + Instagram							\$ 9,000.00	\$ 9,000.00	205,080		
Country Life												
Country Life	Full Page		\$ 3,300.00						\$ 3,300.00	40,000		
Country Life	Full Page Advertorial							\$ 4,500.00	\$ 4,500.00	40,000		
Elite Traveler												
Elite Traveler	Luxury Homes Feature							\$ 4,500.00	\$ 4,500.00	\$ 9,000.00	1,114,000	
Financial Times												
Financial Times	Double Property Spot							\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	420,914	
Financial Times	Property Spot	\$ 750.00	\$ 750.00						\$ 1,500.00	420,914		
Le Figaro												
Full Page	Full Page							\$ 2,500.00	\$ 2,500.00	50,000		
The New York Times												
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 Takeover	Full Page w/ Digital promotion	\$ 750.00						\$ 750.00	\$ 1,500.00	330,000		
The New York Times International Edition												
The New York Times International Edition	Double Property Spot							\$ 1,300.00	\$ 1,300.00	104,301		
The New York Times International Edition	Property Spot		\$ 650.00						\$ 650.00	104,301		
Ocean Home												
Ocean Home	Full Page E-Newsletter Spot		\$ 3,250.00						\$ 3,250.00	70,000		
Private Air Luxury Homes												
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)							\$ 1,925.00	\$ 1,925.00	65,000		
Robb Report												
Robb Report	Robb Report Luxury Property Guide		\$ 3,500.00						\$ 3,500.00	107,000		
The Wall Street Journal												
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade							\$ 1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 4,770.00	1,933,272
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00						\$ 1,590.00	1,288,848		
The Wall Street Journal												
Mansion Global Experience Luxury	Weekend Property insert							\$ 1,985.00	\$ 1,985.00	\$ 3,970.00	200,000	
TOTAL								\$ 215,430.00		19,708,162		

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