



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 3700 Ocean Drive Advertising and Marketing Program

ONE | 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 3700 Ocean Drive

SKY Advertising is excited to present to ONE Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 3700 Ocean Drive.

Your strategic blueprint is composed of three layers: direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale, strategic print media to cast a wide net, and digital products that are highly targeted to individuals looking for high-end living in Vero Beach, FL 32963.

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

**LET'S DO  
GREAT THINGS TOGETHER**

**JANINE JONES**  
*Executive Vice President*  
**212-677-2714**  
**janine@skyad.com**

**PAULA DAVIDSON**  
*Senior Account Executive*  
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*Account Executive*  
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**sara@skyad.com**

**CHLOE STEELY**  
*Account Executive*  
**212-677-2557**  
**chloe@skyad.com**

Sotheby's  
Auction House  
Offerings



Sotheby's  
EST. 1744

# Sotheby's Auction Magazine

## SOTHEBY'S MAGAZINE

This large format magazine enriches readers with sophisticated content related to the art and real estate world. Sotheby's Magazine features editorial showcasing Sotheby's International Realty® listings.

- Distribution: **20,000**
- Auction clients with **\$50,000-\$5 million** in transactions
- Distribution at all **70** Sotheby's offices around the world
- Distribution at Park Hyatt Hotels in **18** countries
- Distributed at high profile auction events in **NY, London, Los Angeles and Hong Kong**

FULL PAGE: \$3,640  
 HALF PAGE: \$1,820  
 QUARTER PAGE: \$910

Global



**Sotheby's**  
INTERNATIONAL REALTY

Austin, Texas  
 512.453.3333  
 Property # 1230123  
 Agent: Jennifer Smith  
 Broker: Sotheby's International Realty  
 1234 Main Street, Austin, TX 78701  
 Email: jsmith@sothebysrealty.com  
 \$50,000,000.00

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

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Home

**1 Central Park West 46R/50C**  
 With unparalleled breathtaking views, this 50th floor Central Park West residence offers a rare opportunity to own a piece of New York City's most iconic real estate. This 2,000 sq. ft. residence features an expansive open-plan living area, a gourmet kitchen with top-of-the-line appliances, and a master suite with a private terrace. Don't miss this opportunity to own a piece of Central Park West.

**New York, New York**  
 212.453.3333  
 Sotheby's International Realty  
 East Side Manhattan, New York  
 Call: Taylor +1 212 453 3333  
 Email: taylor@sothebysrealty.com  
 \$50,000,000.00

**510 Park Avenue, 15/16**  
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking the city. The residence features a private terrace, a gourmet kitchen, and a master suite with a walk-in closet. Don't miss this opportunity to own a piece of Park Avenue.

**New York, New York**  
 212.453.3333  
 Sotheby's International Realty  
 East Side Manhattan, New York  
 Call: Taylor +1 212 453 3333  
 Email: taylor@sothebysrealty.com  
 \$20,000,000.00

**Four Seasons Private Residences**  
 This stunning 1,100 sq. ft. penthouse residence offers an extraordinary living experience with unparalleled views of the city. The residence features a private terrace, a gourmet kitchen, and a master suite with a walk-in closet. Don't miss this opportunity to own a piece of Four Seasons Private Residences.

**New York, New York**  
 212.453.3333  
 Sotheby's International Realty  
 East Side Manhattan, New York  
 Call: Taylor +1 212 453 3333  
 Email: taylor@sothebysrealty.com  
 \$15,000,000.00


SC

DIGITAL

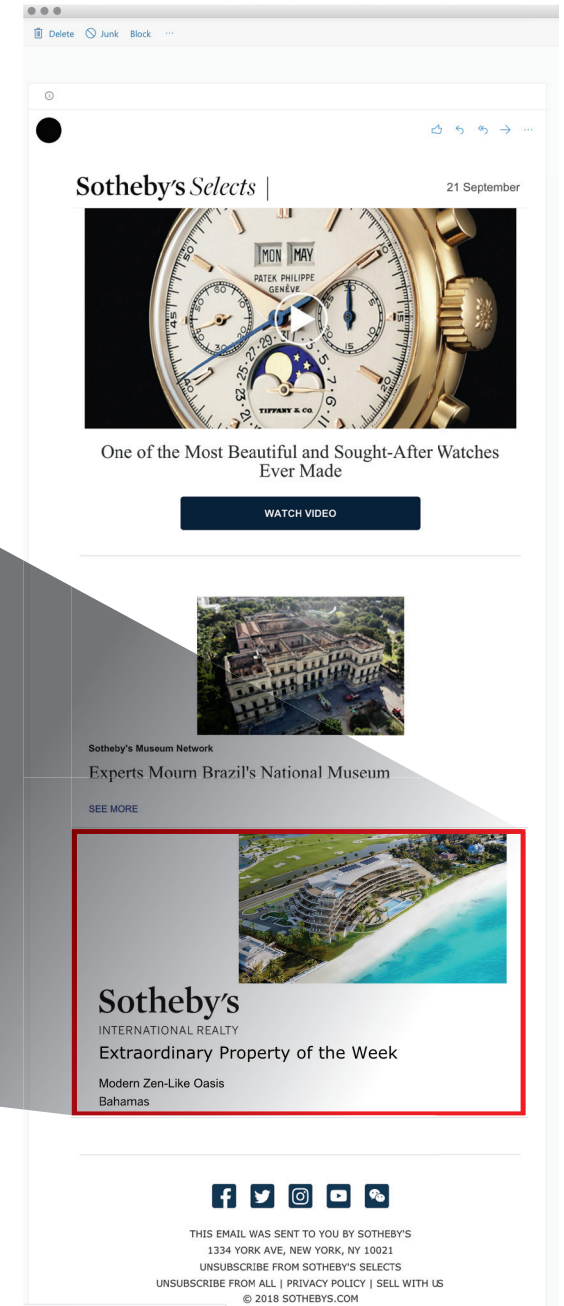
SOTHEBY'S SELECTS  
E-NEWSLETTERS

- 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

**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



ONE | Sotheby's  
INTERNATIONAL REALTY



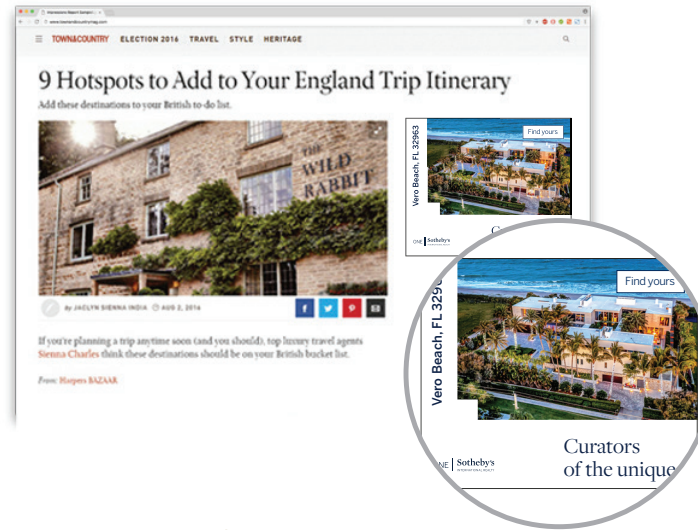
# Impressions Campaign

**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: **3700 Ocean Drive**
- Flight Dates: **November 2024 - January 2025**
- Impressions: **750,000**
- 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	



Minimum 3 month commitment

# 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




Vero Beach, FL 32963

Find yours

1 of 1

Curators of the unique

ONE | Sotheby's INTERNATIONAL REALTY



Vero Beach, FL 32963

Find yours


1 of 1

Curators of the unique

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1 of 1

Curators of the unique



Vero Beach, FL 32963

ONE | Sotheby's INTERNATIONAL REALTY

Find yours

Vero Beach, FL 32963

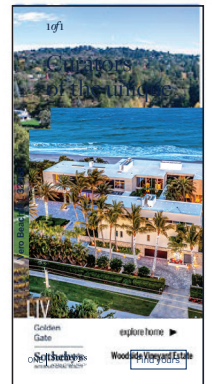
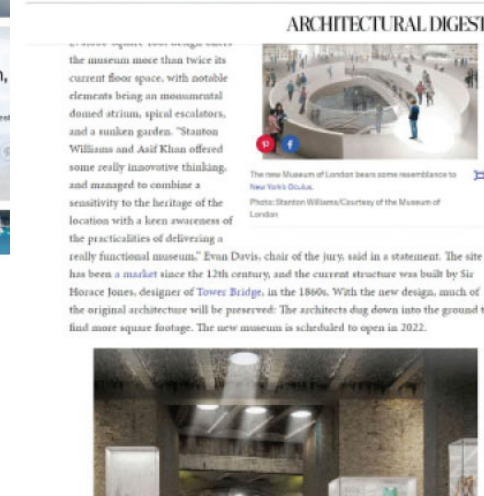
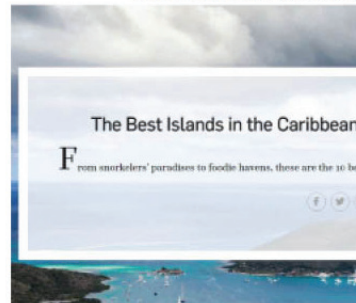
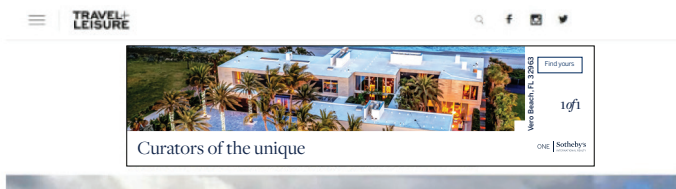
Find yours



Curators of the unique

ONE | Sotheby's INTERNATIONAL REALTY

# Sample Banners For Impressions Programs As They Appear On Sites

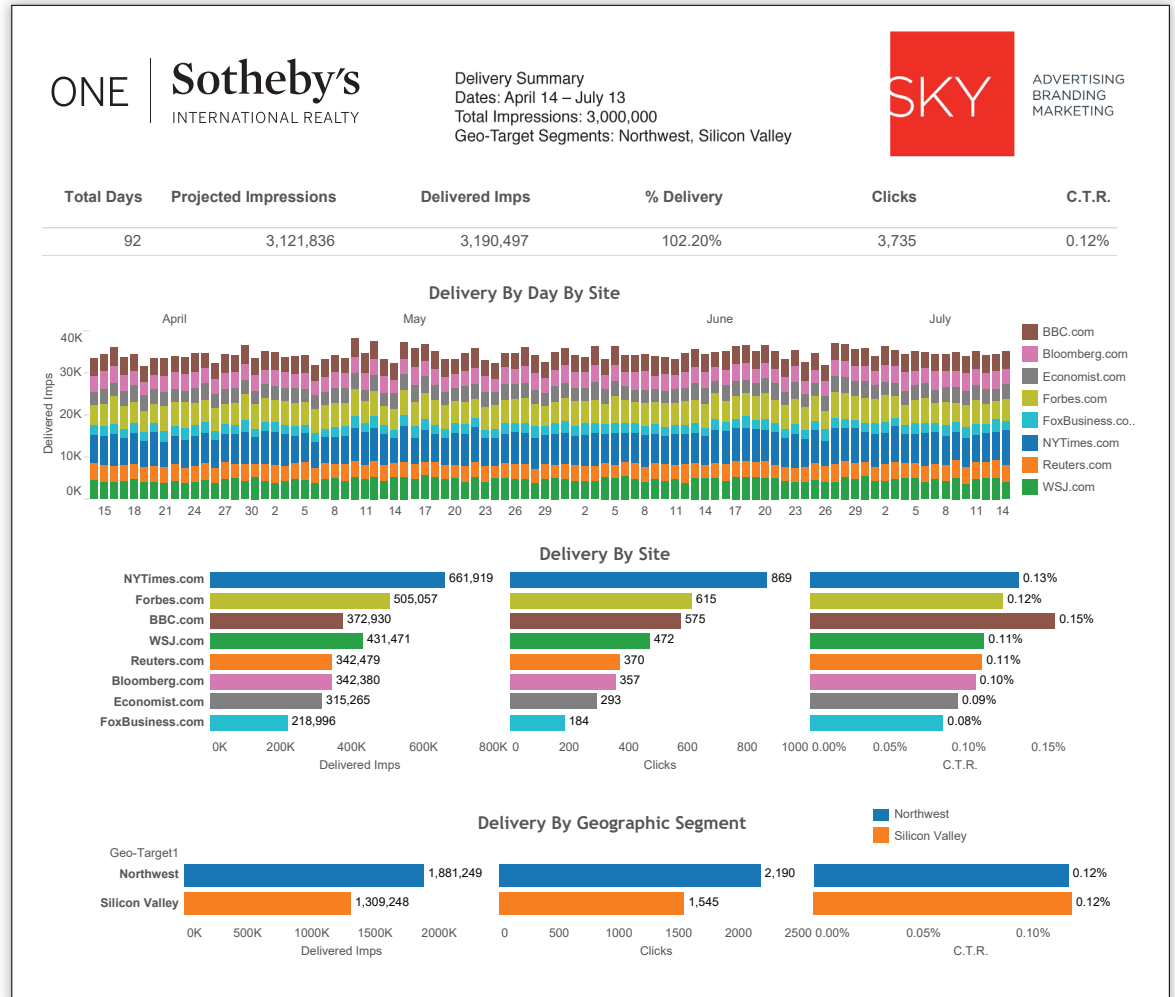


# Comprehensive Reporting For Your Customized Campaign

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.

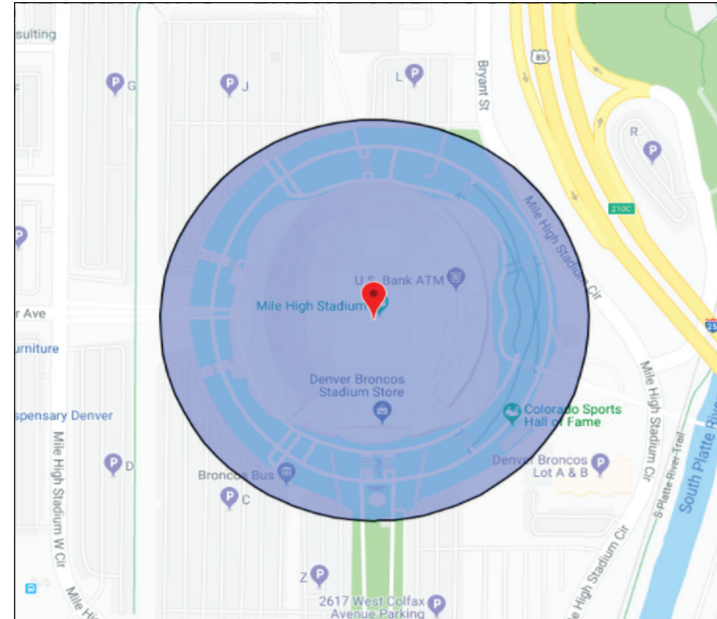
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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

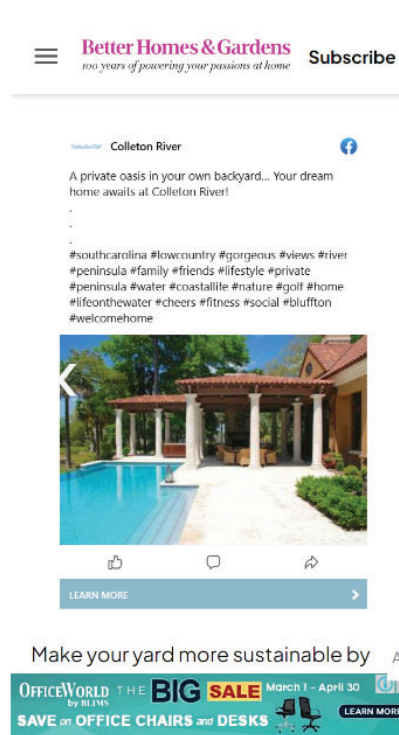
## SOCIAL MIRROR ADS

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.

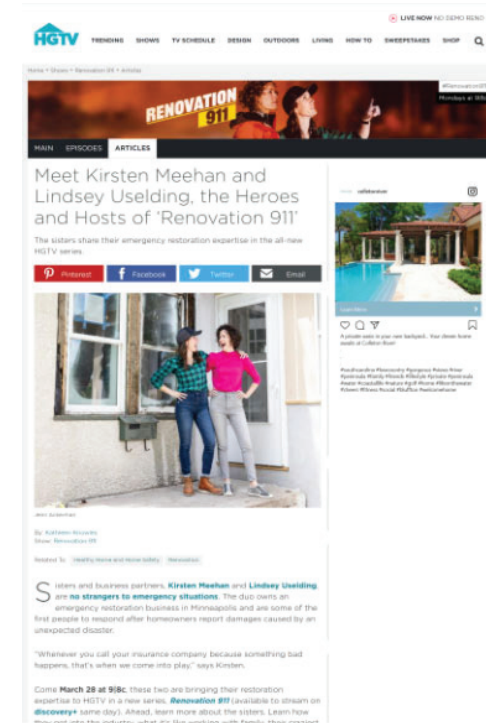
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

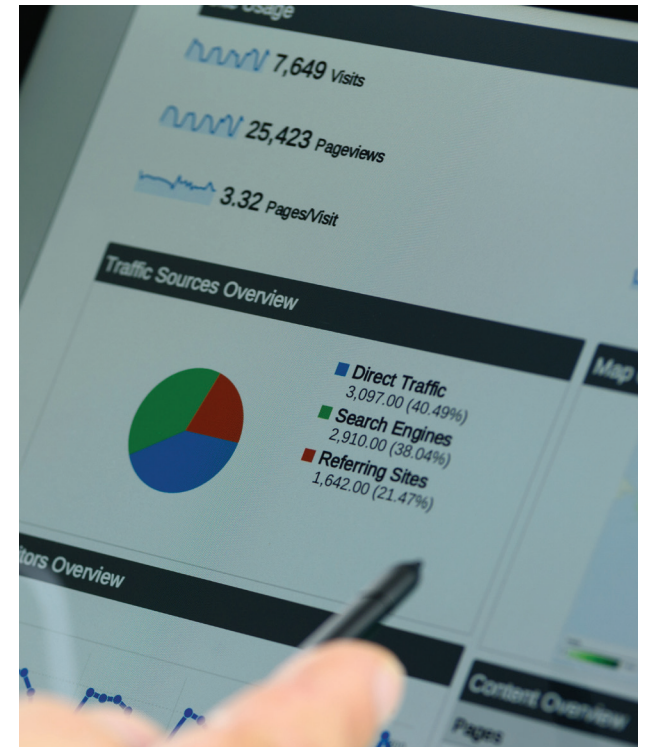


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

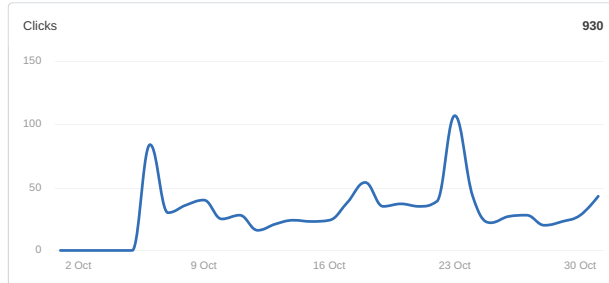
## CLIENT DASHBOARD

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.



## ONE SIR

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

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

Showing 50 of 89 Rows

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

Cities

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

# Google AdWords

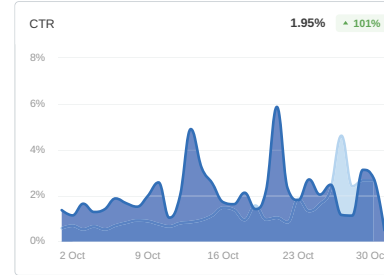
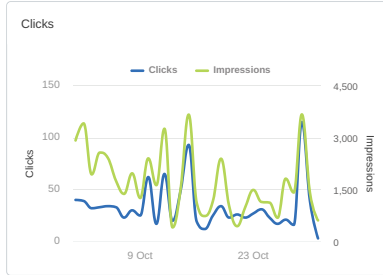
## MONTHLY REPORTING

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



## ONE 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

# 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

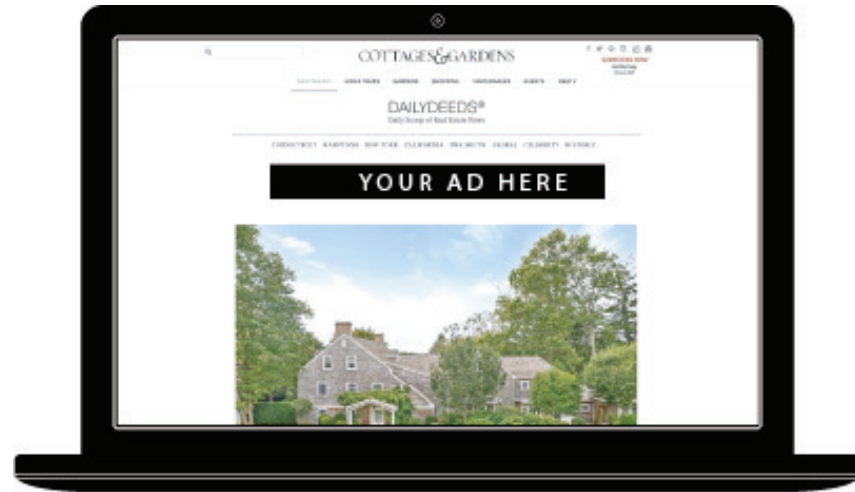
- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

## 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.

# Elite Traveler

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

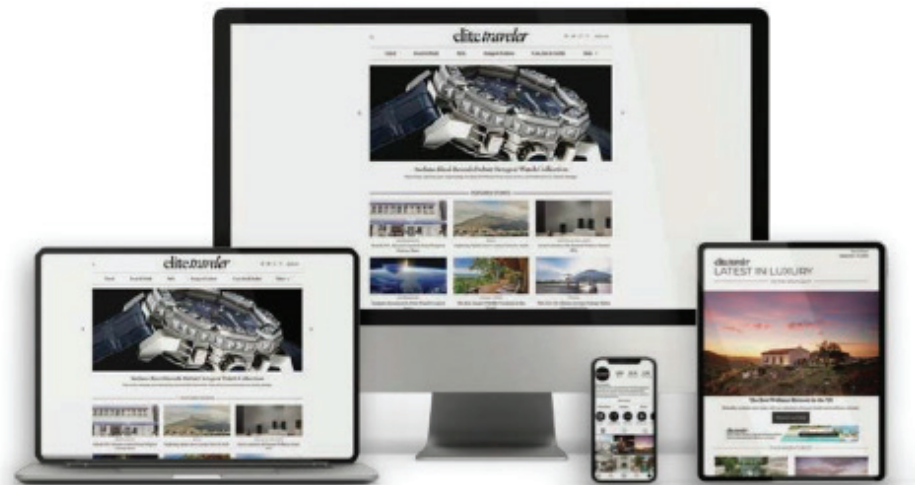
Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

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

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

**Half price with full page print purchase**



## DIGITAL

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# Nob Hill Gazette

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

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

## E-NEWSLETTER

### ON THE MARKET

---

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

---

PRICE: \$500 PER LISTING

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



# jamesedition.com

## ROTATING GALLERY

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

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

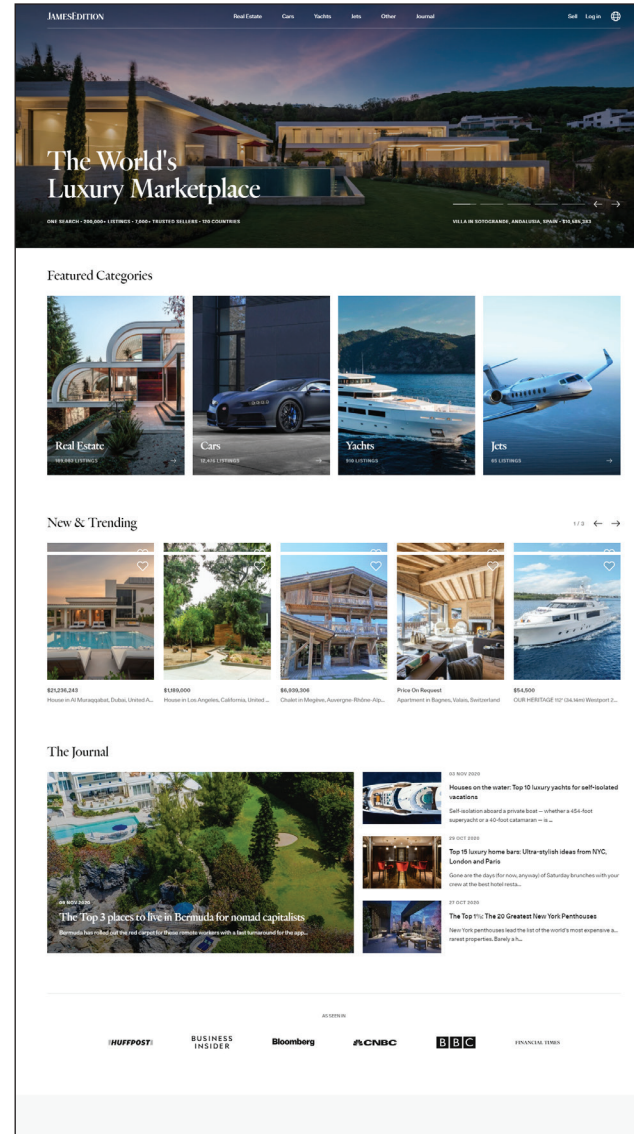
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

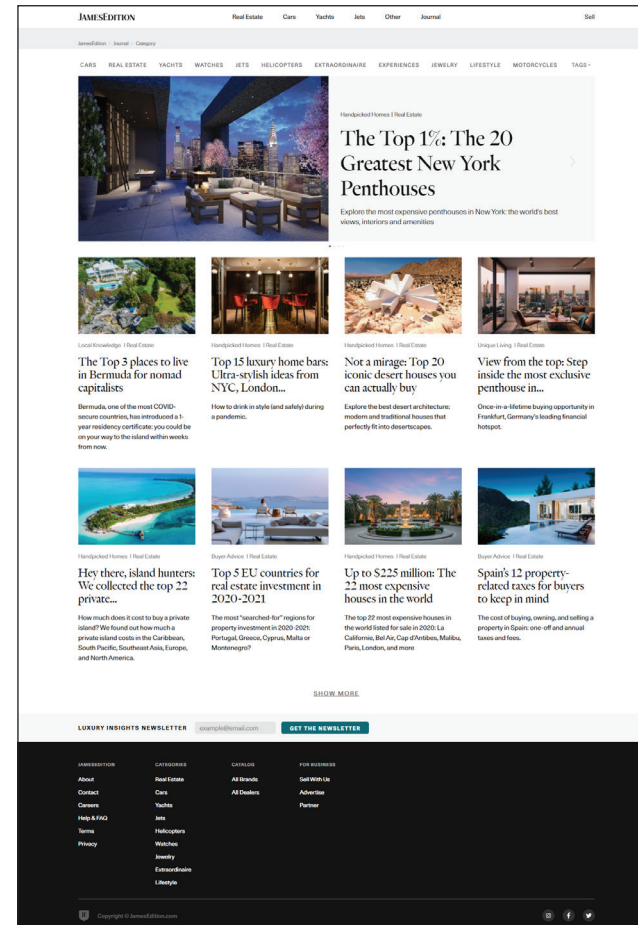
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

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



# jamesedition.com

## NEW & TRENDING

### FEATURED LUXURY POSITION

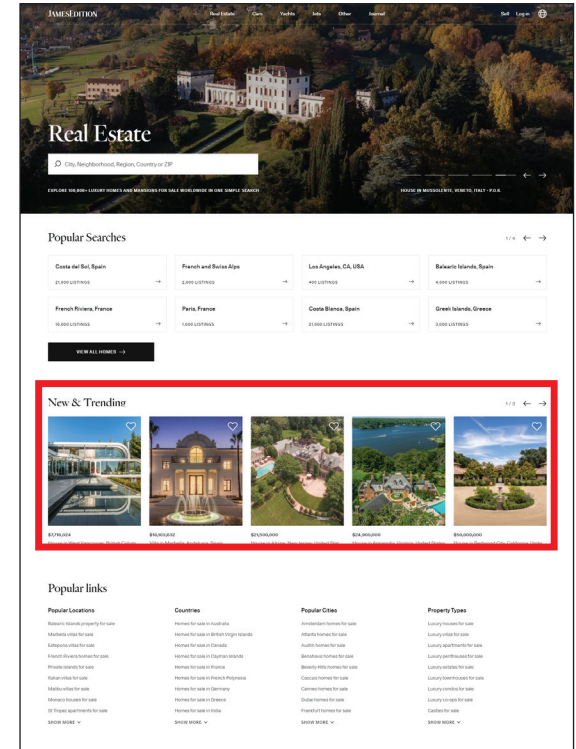
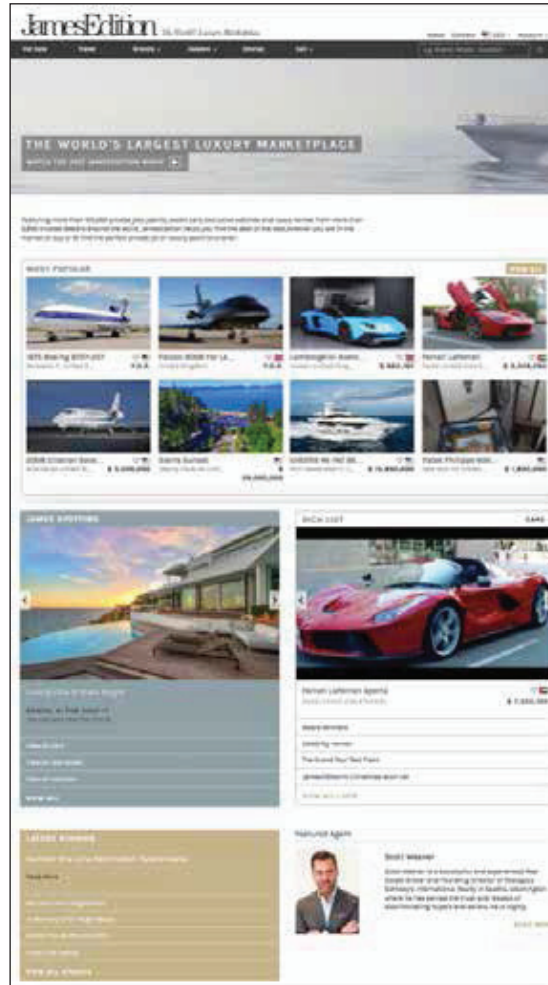
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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

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

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000





# jamesedition.com

## SOCIAL MEDIA POST

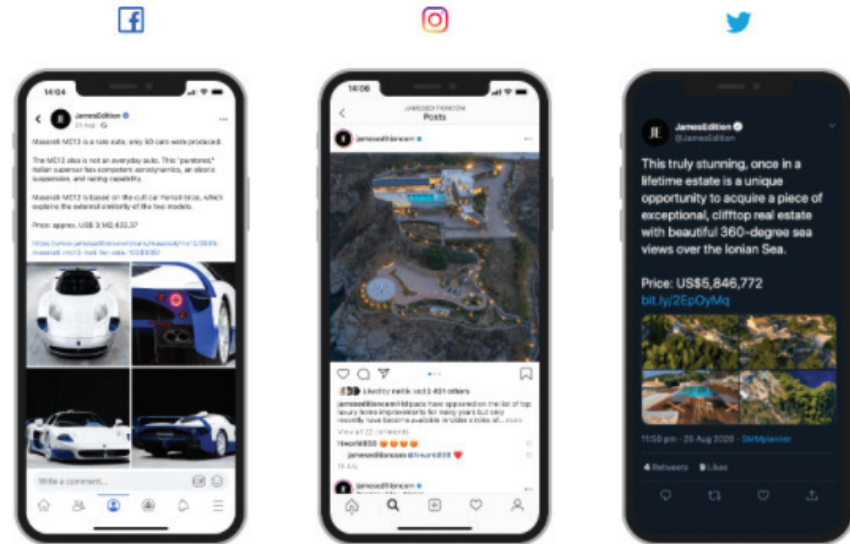
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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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

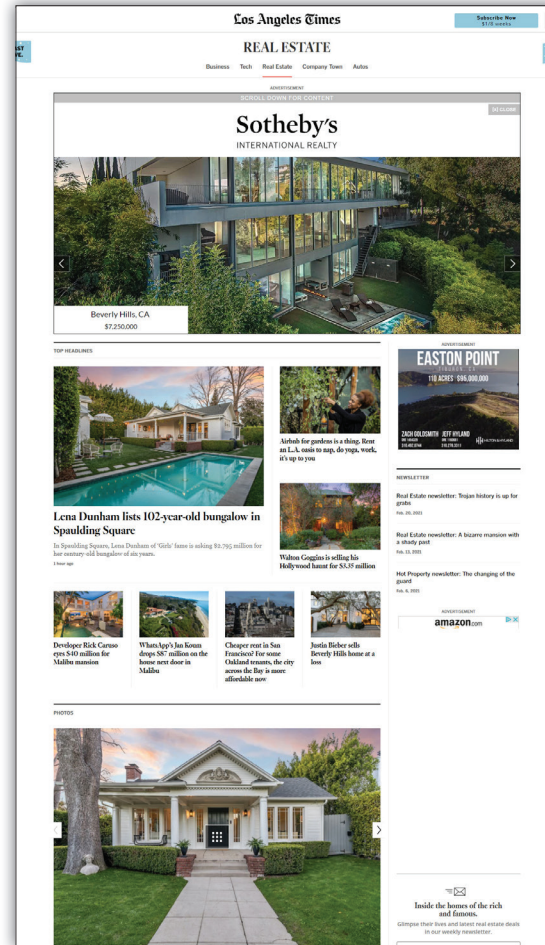
# LA Times

## LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

Maximum 30 featured properties  
Included with the Hot Property Print Placement



# 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:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



# Ocean Home

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

## EXCLUSIVE EMAIL

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

PRICE: \$2,750 PER WEEK



## SPONSORED CONTENT

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

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

PRICE: \$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 MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN**

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

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

Price: \$2,500 per

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

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

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

[oceanhomemag.com](http://oceanhomemag.com) | 300 Brickstone Sq., Suite 904, Andover MA 01910

**RMS**  
REALTY MANAGEMENT SYSTEMS

# RobbReport.com

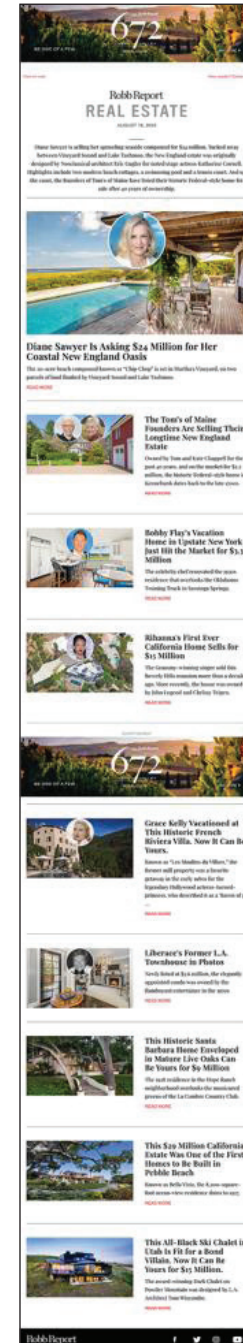
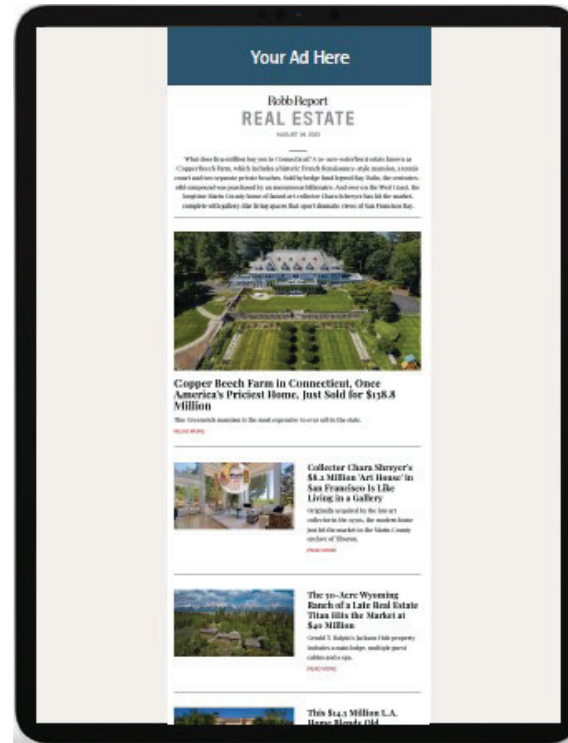
## REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

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

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

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



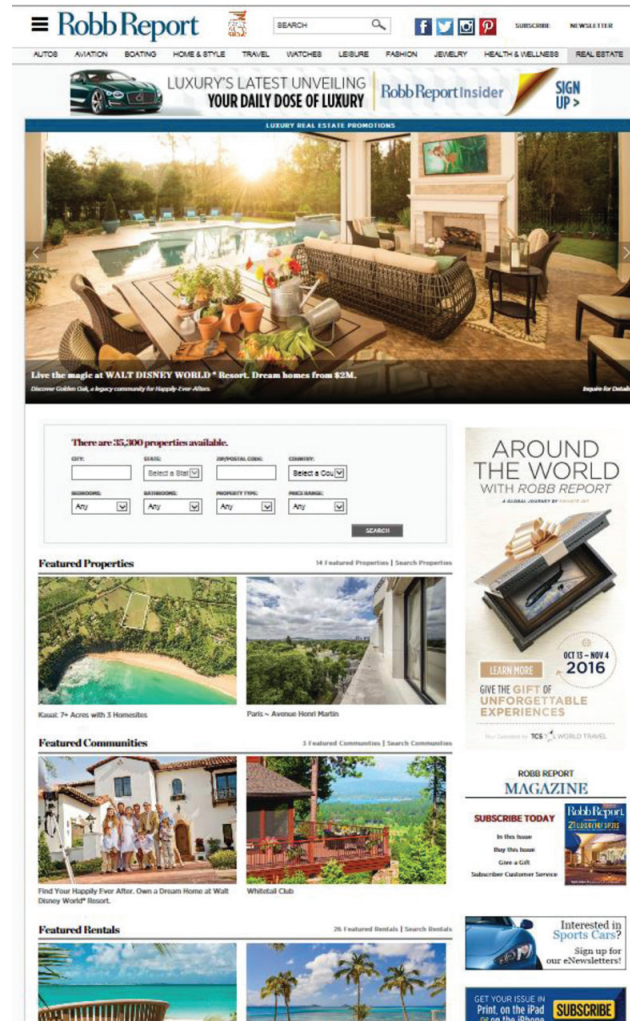
# RobbReport.com

## 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)

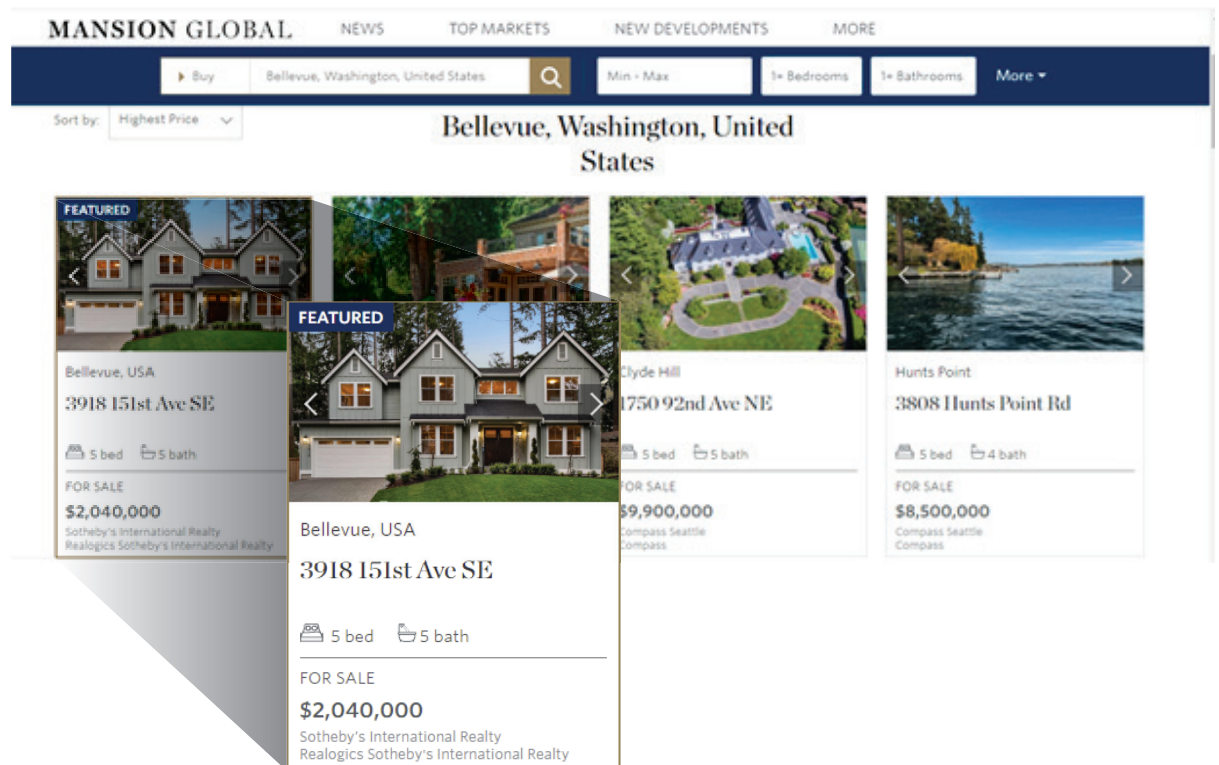
## FEATURED PROPERTY UPGRADES

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)

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

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

PRICE: \$3,680

View in your browser

**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. 3800 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,900,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 120 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 McLean, Toronto, ON	\$12,900,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,900,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmont	\$1,378,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

**TRENDING TODAY**

**Architectural Digest** @ArchDigest Following

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



3:26 AM - 25 May 2018

**#AloneTogether** ad

**Staying home saves lives.**

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

Powered by AllPhotos

Print Offerings



ONE | 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 • MSJ.com • \$4.00

**What's News**  
**Business & Finance**

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

**Shaky Ground**  
 A major supply chain is being disrupted by the virus, with the risk of a global health crisis.

**Tennessee Twisters Kill at Least 25**  
 A line of storms began barreling across Tennessee on Tuesday, killing at least 25 people in the worst twister season since 1956.

**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 Super Tuesday primary victories and Sanders won the most votes in California.

**Sotheby's**  
 INTERNATIONAL REALTY

Nothing compares to what's next.

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**City, State**  
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PRINT

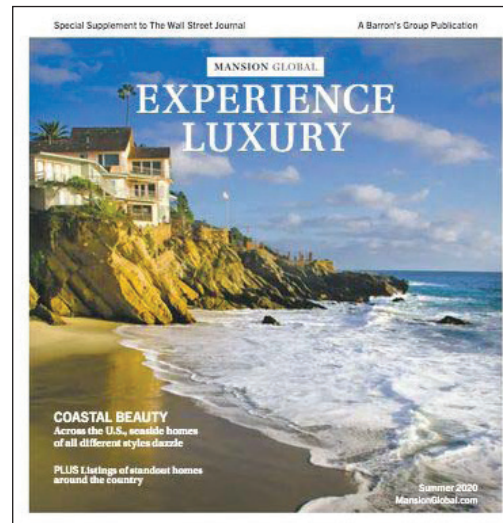
# The Wall Street Journal

## 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



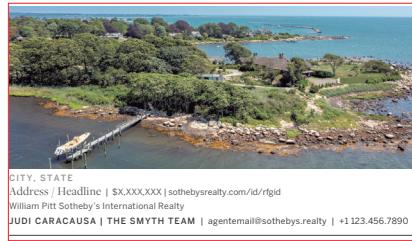
# The New York Times

## 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**

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



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**JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebys.realty | +1 212.456.7800**



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# The New York Times

## THE SUNDAY REAL ESTATE

Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- Circulation: **403,748**
- Sunday: **972,774**
- Male / Female ratio: **51% / 49%**
- Median HHI: **\$193,586**
- Average HHI: **\$359,826**
- Median Age: **50**

PRICE:  
\$760/SINGLE SPOT, SUNDAY, COLOR  
\$1,520/DOUBLE PROPERTY SPOT, SUNDAY, COLOR




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OWNERS | DESIGNER | RENOVATORS

**RealEstate**  
The New York Times

SECOND HOMES

### THE HAMPTONS NORTH?

































The Hudson Valley is starting to resemble that stretch of Long Island.

By JILL SACON  
For some time, the Hudson Valley was regarded as the most desirable real estate market in the Northeast. And now, the market has become a hotbed of activity for people who are buying second homes here as a way to escape the city. The area is now being marketed as the "Hamptons North" and is attracting a new wave of buyers. The area is now being marketed as the "Hamptons North" and is attracting a new wave of buyers. The area is now being marketed as the "Hamptons North" and is attracting a new wave of buyers.

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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  
 PROPERTY SPOT: \$650

Global



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




**CENTRE ISLAND, NEW YORK**

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



**NEW YORK, NEW YORK**

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



**SHELTER ISLAND, NEW YORK**

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

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# The New York Times Takeover

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

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

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

**Includes Digital promotion and Digital Flipbook**

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Represented by: **Janet Maloney MRE** 913

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

**Fichea Russell**  
 Real Estate Salesperson  
 Gold Circle Of Excellence  
 616.682.2710  
 c. 516.662.5400

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

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

**DANIELE GALE.COM/AGENT/DEBRA-RUSSELL**

**Equal Housing Opportunity Sotheby's International Realty**

**Sandbanks Exuma, The Bahamas**

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

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

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

[SIBAHAMAS.COM/ID/V29/67](http://SIBAHAMAS.COM/ID/V29/67)

**Bahamas | Sotheby's International Realty**

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

**Eric Santorino**  
 Sales Associate  
 858.334.3557  
 eric@ericsantorinorealty.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](http://SOTHEBYSREALTY.COM/ID/THE44)

**Pacific | Sotheby's International Realty**

# Billionaire Magazine

Billionaire is a sophisticated, extremely high-end luxury publication curated for a controlled and selected subscriber list of UHNWIs globally. The core values of the publication consist of Philanthropy, Sustainability, The Finest Artists and Craftspeople, Investments, as well as exploring unique travel experiences and high-end luxury products globally for our readers. Billionaire provides indepth articles on meaningful projects, initiatives, and peer-to-peer conversations on UHNW-relevant issues.

- Circulation: **14,791**
  - **10,791** mailed to individuals that have a minimum net worth of **\$39 million**
  - **238** Royal Families receive the Magazine globally
  - **4,000** Copies are distributed exclusively to top fine Art Galleries, private Banks, Yacht Clubs, Polo clubs, private Jet Terminals all over the world
- Average Household Net Worth: **\$106,000,000**

PRICE: FULL PAGE COLOR: \$8,125

Global



# 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**

## PRICE:

FULL PAGE \$9,250

SPREAD \$18,250

LUXURY HOMES FEATURE: STARTING AT \$4,500



# Financial Times

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

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

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

**Global**

# Los Angeles Times Takeover

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

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

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

FULL PAGE: \$660

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MALIBU CALIFORNIA

72 Post Road, Old Westbury, NY

Extra Bonus!  
Real Estate Campaign  
Special Offer Available  
+ \$2,500,000  
+ 2,000,000

72 Post Road  
9 BR | 6 BA | 10,54 ACRES  
\$4,900,000

Headquartered in a prime directly adjacent to the 220-acre Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom, eight-bath, six-car garage, 10,000 sq. ft. three-story main house, a two-story garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIELGAL.COM/AGENT/DEBRA.RUSSELL

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Open the door to what's next.

The Rosewood Farm Estate  
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,900,000  
ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

Sotheby's INTERNATIONAL REALTY

Take a peek at what's next.

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

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ. FT. | \$11,000,000  
S4MEOORROAD.COM

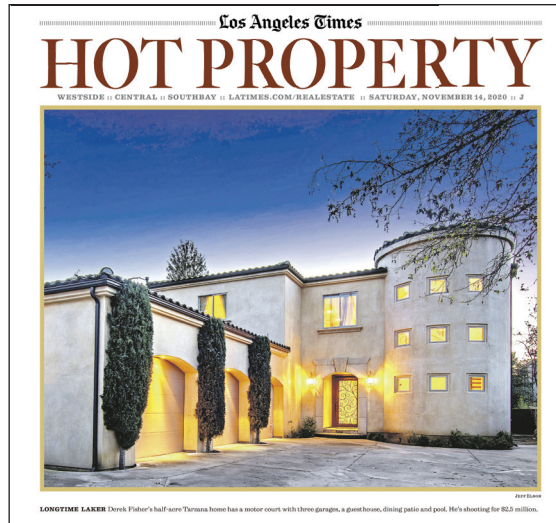
Sotheby's INTERNATIONAL REALTY

# Los Angeles Times Hot Property And Digital Lighthouse

## LOS ANGELES TIMES HOT PROPERTY

The Los Angeles Times weekly Hot Property section features the most up-to-date real estate news — including Hot Property (celebrity transactions), neighborhood spotlights, buying/selling tips, home décor and improvement trends.

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



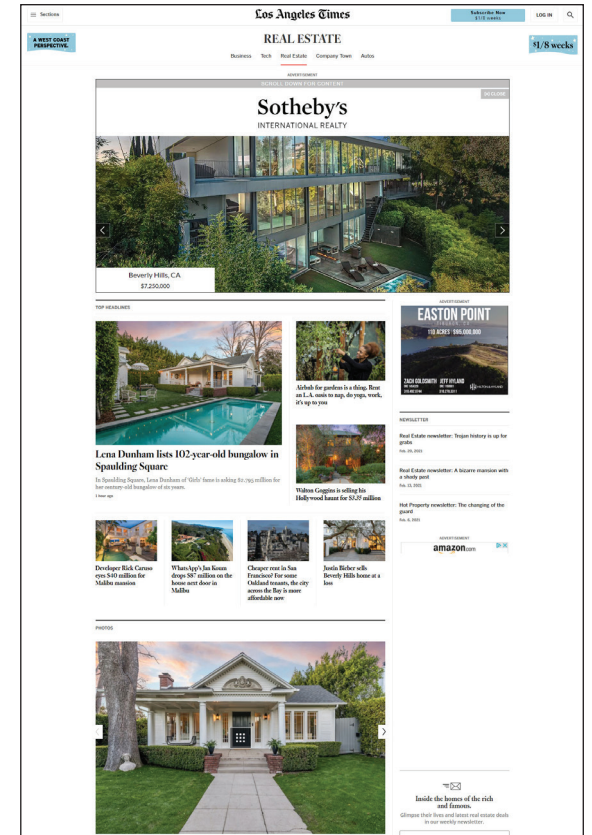
## LA TIMES DIGITAL LIGHTHOUSE

The Sotheby's International Realty LA Times Digital Lighthouse showcases 27-30 properties monthly and owns 100% SOV at the top of the LA Times Real Estate section.

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

Full color with 30 day Lighthouse Placement



# Ocean Home Magazine

## THE LUXURY COASTAL LIFESTYLE PUBLICATION

Ocean Home is an award-winning coastal lifestyle magazine dedicated to inspiring and educating readers with in-depth articles on exclusive homes and designers, insightful, first-person reports on luxurious resorts and informative stories on must-have products and accessories.

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

FULL PAGE E-NEWSLETTER SPOT: \$3,250

NAPA VALLEY, CALIFORNIA



CampusEstateAndVineyards.com  
\$18,500,000  
St. Helena Brokerage  
**ARTHUR D. GOODRICH**  
arthur.goodrich@sothebys.realty +1 415.735.8779

PRIVATE PARADISE / FIRE ISLAND CHIC / OUTDOOR LIGHTING

# OCEAN HOME

The Luxury Coastal Lifestyle Magazine  
ISSUE 1 - 10/2019

## TOP HOMES

THE MOST EXCLUSIVE COASTAL HOMES ON THE MARKET IN 2019



DESTINATION CALIFORNIA  
MALIBU MODERN BY DOUG BURDGE,  
CLASSIC LUXURY IN MONTECITO

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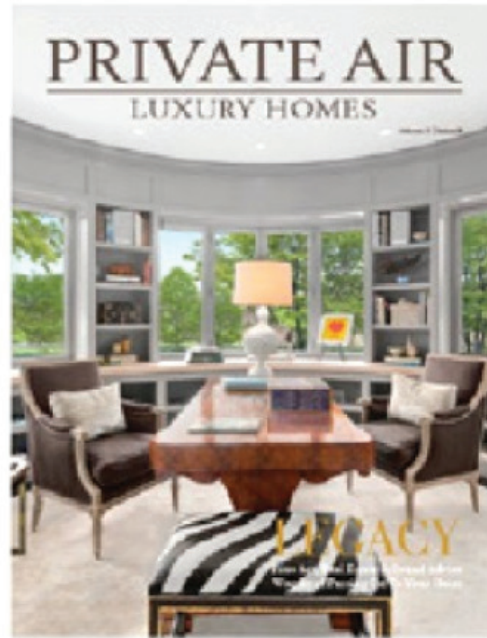
<p>NAPA VALLEY, CALIFORNIA</p>  <p>CampusEstateAndVineyards.com \$18,500,000 St. Helena Brokerage <b>ARTHUR D. GOODRICH</b> arthur.goodrich@sothebys.realty +1 415.735.8779</p>	<p>VAN NUYS, CALIFORNIA</p>  <p>6300KrisonAve.com \$3,300,000 Vista Sotheby's International Realty <b>STEVEN MULLINS</b> smullins@sothebys.realty +1 310.901.4687</p>	<p>SEBASTIAN, FLORIDA</p>  <p>8900 44th Avenue \$1,400,000   sothebyrealty.com/id/481623W ONE Sotheby's International Realty <b>CINDY O'DARE   MAZIE REGAN</b> cindyodare@sothebys.com</p>
<p>VERO BEACH, FLORIDA</p>  <p>905 Winding River Road \$3,250,000   sothebyrealty.com/id/150WFF ONE Sotheby's International Realty <b>KRISTIN DOBSON   CINDY O'DARE</b> kristin@sothebys.com +1 772.325.6564</p>	<p>WELAKA, FLORIDA</p>  <p>603 Front Street \$1,400,000   sothebyrealty.com ONE Sotheby's International Realty <b>MAZIE REGAN</b> mregan@sothebys.com +1 772.214.8708</p>	<p>NEW YORK, NEW YORK</p>  <p>135 East 79th Street MaisE.com \$12,000,000 East Side Manhattan Brokerage <b>AMANDA FIELD JORDAN   NIKKI FIELD</b> amanda.jordan@sothebys.realty +1 212.660.7706</p>
<p>LINCOLN, NORTH CAROLINA</p>  <p>1947 Flattop Cliffs Drive \$29,750,000   sothebyrealty.com/id/LFP2M Premier Sotheby's International Realty <b>MARILYN WRIGHT</b> marilyn.wright@premier.com +1 828.276.3880</p>	<p>BAINBRIDGE ISLAND, WASHINGTON</p>  <p>BainbridgeLuxeLiving.com \$6,480,000 Realty@sotheby's International Realty <b>SHAYNE TURSEOM</b> shayne.turseom@sothebys.com +1 206.755.9657</p>	<p>OLD FORT BAY, THE BAHAMAS</p>  <p>Krystal Home \$38,000,000   sothebys.com/id/48232 Bahamas Sotheby's International Realty <b>GEORGE DAMIANOS</b> george.damianos@sothebys.com +1 242.424.9009</p>

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# Private Air Luxury Homes Magazine

Private Air Luxury Homes Magazine is published exclusively for the world's most discerning travelers. Distributed through Private Jet Terminals throughout the world, our readers include C-Level executives, royalty, heads of state, celebrities, captains of industry, and private aircraft owners; all of whom expect the highest standards of excellence.

The readers of Private Air Luxury Homes Magazine are some of the world's wealthiest individuals. They come from all over the globe and typically have a collection of homes, an extensive portfolio, a sophisticated interest in arts and culture, as well as a passion for luxury products and travel. This world-class publication caters to their wants with a unique perspective and a genuine grasp of what interests its reader - the world's most exclusive real estate, investments, fine art, and collectibles.



## DISTRIBUTION

### 65,000 private jet owners and guests

Readers encompass professional athletes, A-list celebrities, Fortune 500 executives, politicians, and entrepreneurs

FULL PAGE: \$1,925

**includes social media & E-Newsletter**

FULL PAGE IN 3 ISSUES: \$1,550

**includes social media, E-Newsletter  
& Exclusive Estate Showcase Editorials**

FULL PAGE IN 6 ISSUES: \$1,450

**includes social media & E-Newsletter  
& Exclusive Estate Showcase Editorials**





# Robb Report

## LUXURY PROPERTY GUIDE

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

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

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

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

Global



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**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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**Beate V. Moore**  
Associate Broker  
914.642.7322  
Beate.Moore@SothebysRealty  
BMoore@SothebysRealty.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	November	December	January	February	Media Total	Reach
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page		\$ 910.00			\$ 910.00	20,000
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00		\$ 2,585.00	770,000
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter	\$ 3,000.00				\$ 3,000.00	7,500
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
<b>Comprehensive Digital</b>							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
<b>Geofencing - Event and Location</b>							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
<b>Cottages &amp; Garden</b>							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week		\$ 3,000.00			\$ 3,000.00	60,000
<b>Elite Traveler</b>							
Elite Online Real Estate Showcase	Online Real Estate Showcase		\$2,500			\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00				\$ 500.00	6,500
<b>JamesEdition</b>							
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00		\$ 1,600.00	750,000
New & Trending Home Page Position	Featured Spot	\$ 1,200.00				\$ 1,200.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article		\$ 5,500.00			\$ 5,500.00	292,000
Social Media	Listing Feature	\$ 1,000.00				\$ 1,000.00	148,000
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus				
<b>Luxury Estate</b>							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00				\$ 1,100.00	

# Proposed Schedule, Pricing & Reach 2024 - 2025

PLAN 1 - CONTINUED

<b>Ocean Home</b>						
Custom E-Mail	Custom E-Mail	\$ 2,750.00			\$ 2,750.00	22,000
Facebook/Instagram Ad	Facebook/Instagram Ad		\$ 1,400.00		\$ 1,400.00	43,400
<b>Robbreport.com</b>						
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00			\$ 1,350.00	6,000
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00		\$ 3,750.00	60,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing			\$ 450.00	\$ 450.00	
<b>WSJ.com</b>						
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	492,000
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus		

# Proposed Schedule, Pricing & Reach 2024 - 2025

PLAN 1 - CONTINUED

Print						
<b>Billionaire Magazine</b>						
Billionaire Magazine	Full Page		\$ 8,125.00		\$ 8,125.00	14,791
<b>Elite Traveler</b>						
Elite Traveler	Luxury Homes Feature		\$ 4,500.00		\$ 4,500.00	557,000
<b>Financial Times</b>						
Financial Times	Quadruple Property Spot	\$ 3,000.00			\$ 3,000.00	210,457
Financial Times	Double Property Spot		\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	420,914
<b>The Los Angeles Times</b>						
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00		\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page	\$ 660.00			\$ 660.00	384,000
<b>The New York Times</b>						
The New York Times	Quadruple Property Spot - Weekday/Saturday		\$ 3,040.00		\$ 3,040.00	423,111
The New York Times	Double Property Spot - Sunday		\$ 1,520.00		\$ 1,520.00	381,268
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00			\$ 750.00	165,000
<b>The New York Times International Edition</b>						
The New York Times International Edition	Property Spot		\$ 650.00		\$ 650.00	104,301
<b>Ocean Home</b>						
Ocean Home	Full Page E-Newsletter Spot		\$ 3,250.00		\$ 3,250.00	70,000
<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	Double Property Spot w/ Digital Featured Property Upgrade			\$ 1,590.00	\$ 1,590.00	644,424
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
<b>The Wall Street Journal</b>						
Mansion Global Experience Luxury	Weekend Property insert			\$ 1,985.00	\$ 1,985.00	100,000
<b>TOTAL</b>					\$ 101,520.00	10,455,718

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

SCHEDULE AND PRICING

# Proposed Schedule, Pricing & Reach 2024 - 2025

PLAN 2

Plan 2

Media	Ad Description	November	December	January	February	Media Total	Reach
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page		\$ 910.00			\$ 910.00	20,000
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter	\$ 3,000.00				\$ 3,000.00	7,500
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
<b>Comprehensive Digital</b>							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
<b>Geofencing - Event and Location</b>							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
<b>Cottages &amp; Garden</b>							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
<b>Elite Traveler</b>							
Elite Online Real Estate Showcase	Online Real Estate Showcase		\$ 2,500			\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00				\$ 500.00	6,500
<b>JamesEdition</b>							
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00		\$ 1,600.00	750,000
New & Trending Home Page Position	Featured Spot	\$ 1,200.00				\$ 1,200.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus			\$ -	425,000
<b>Luxury Estate</b>							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00				\$ 1,100.00	
<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
Robbreport.com	Luxury Property Listings - Manual 1 Listing			\$ 450.00		\$ 450.00	
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	492,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus		\$ -	

SCHEDULE AND PRICING

# Proposed Schedule, Pricing & Reach 2024 - 2025

PLAN 2 - CONTINUED

**Print**

<b>Elite Traveler</b>						
Elite Traveler	Luxury Homes Feature		\$ 4,500.00	\$ 4,500.00		557,000
<b>Financial Times</b>						
Financial Times	Double Property Spot	\$ 1,500.00	\$ 1,500.00	\$ 3,000.00		420,914
Financial Times	Property Spot			\$ 750.00	\$ 750.00	210,457
<b>The Los Angeles Times</b>						
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00	\$ 425.00		220,780
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00		384,000
<b>The New York Times</b>						
The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00	\$ 1,520.00		423,111
The New York Times	Property Spot - Sunday		\$ 760.00	\$ 760.00		381,268
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00		165,000
<b>The New York Times International Edition</b>						
The New York Times International Edition	Property Spot		\$ 650.00	\$ 650.00		104,301
<b>Ocean Home</b>						
Ocean Home	Full Page E-Newsletter Spot		\$ 3,250.00	\$ 3,250.00		70,000
<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	644,424
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
<b>The Wall Street Journal</b>						
Mansion Global Experience Luxury	Weekend Property insert			\$ 1,985.00	\$ 1,985.00	100,000
<b>TOTAL</b>				\$ 63,530.00		9,055,927

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

SCHEDULE AND PRICING

# Proposed Schedule, Pricing & Reach 2024 - 2025

PLAN 3

Plan 3

Media	Ad Description	November	December	January	February	Media Total	Reach
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page		\$ 910.00			\$ 910.00	20,000
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter	\$ 3,000.00				\$ 3,000.00	7,500
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
<b>Cottages &amp; Garden</b>							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
<b>Elite Traveler</b>							
Elite Online Real Estate Showcase	Online Real Estate Showcase		\$2,500			\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00				\$ 500.00	6,500
<b>JamesEdition</b>							
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>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus			\$ -	425,000
<b>Luxury Estate</b>							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00				\$ 1,100.00	
<b>Ocean Home</b>							
E-Newsletter	E-Newsletter	\$ 750.00				\$ 750.00	22,000
Instagram Post	Instagram Post		\$ 800.00			\$ 800.00	21,800
<b>Robbreport.com</b>							
Robbreport.com	Luxury Property Listings - Manual 1 Listing	\$ 450.00		\$ 450.00		\$ 900.00	
<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	Bonus		\$ -	



SCHEDULE AND PRICING

# Proposed Schedule, Pricing & Reach 2024 - 2025

PLAN 3 - CONTINUED

**Print**

<b>Financial Times</b>												
Financial Times	Property Spot	\$	750.00	\$	750.00	\$	750.00	\$	2,250.00	631,371		
<b>The Los Angeles Times</b>												
The Los Angeles Times	Hot Property - listing + digital lighthouse			\$	425.00			\$	425.00	220,780		
The Los Angeles Times	Takeover - Full Page	\$	660.00					\$	660.00	384,000		
<b>The New York Times</b>												
The New York Times	Property Spot - Weekday/Saturday			\$	760.00			\$	760.00	423,111		
The New York Times	Property Spot - Sunday			\$	760.00			\$	760.00	381,268		
The New York Times Takeover	Full Page w/ Digital promotion	\$	750.00					\$	750.00	165,000		
<b>The New York Times International Edition</b>												
The New York Times International Edition	Property Spot			\$	650.00			\$	650.00	104,301		
<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	\$	795.00	\$	795.00	\$	3,180.00	2,577,696
<b>The Wall Street Journal</b>												
Mansion Global Experience Luxury	Weekend Property insert					\$	980.00	\$	980.00	100,000		
<b>TOTAL</b>								\$	37,250.00	7,132,327		

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