



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Ama Terrace Advertising and Marketing Program

Antigua &
Barbuda

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 Ama Terrace

SKY Advertising is excited to present to Antigua & Barbuda Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Ama Terrace.

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 Antigua and Barbuda.

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

**LET'S DO
GREAT THINGS TOGETHER**

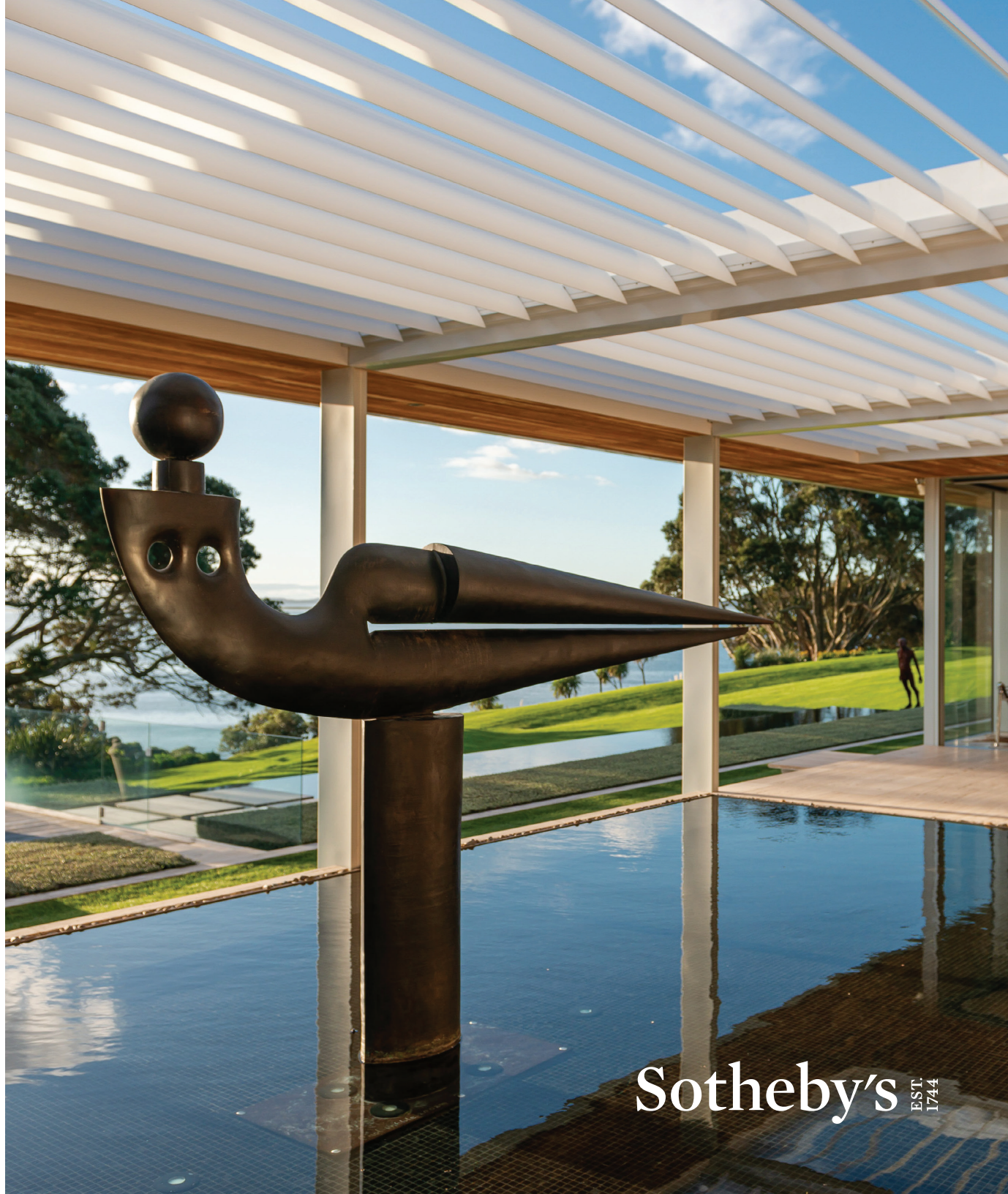
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CHLOE STEELY
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chloe@skyad.com

Sotheby's
Auction House
Offerings




Sotheby's
EST. 1744

DIGITAL

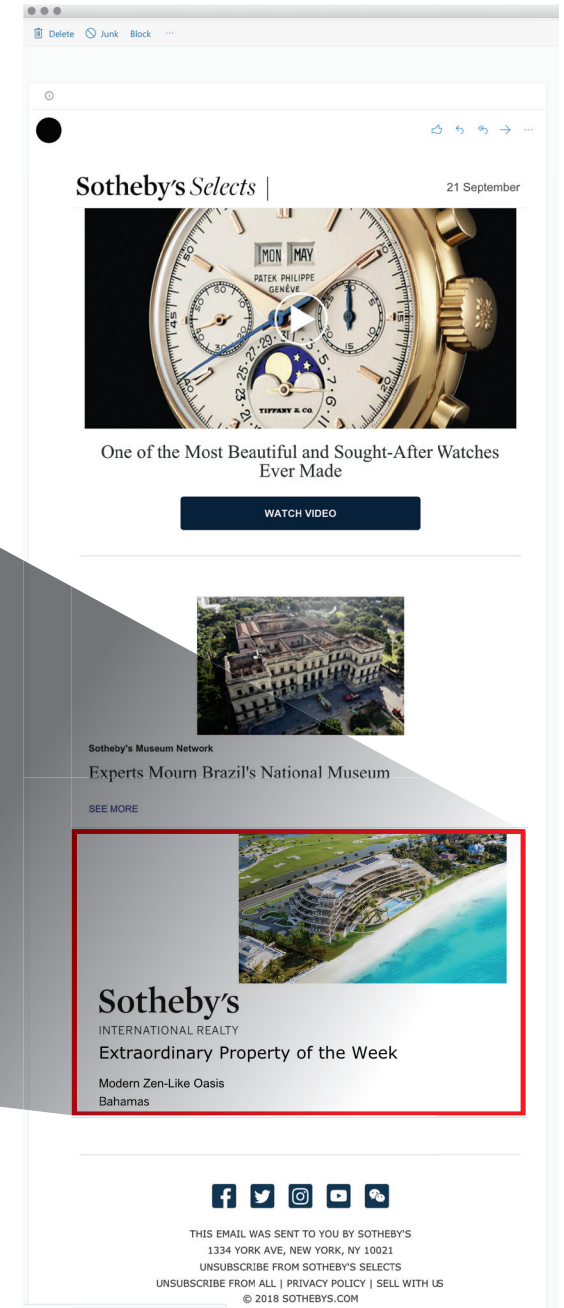
SOTHEBY'S SELECTS
E-NEWSLETTERS

- 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](#)



Delete Junk Block ...


Sotheby's Selects | 21 September



One of the Most Beautiful and Sought-After Watches Ever Made

WATCH VIDEO

Sotheby's Museum Network
Experts Mourn Brazil's National Museum
[SEE MORE](#)

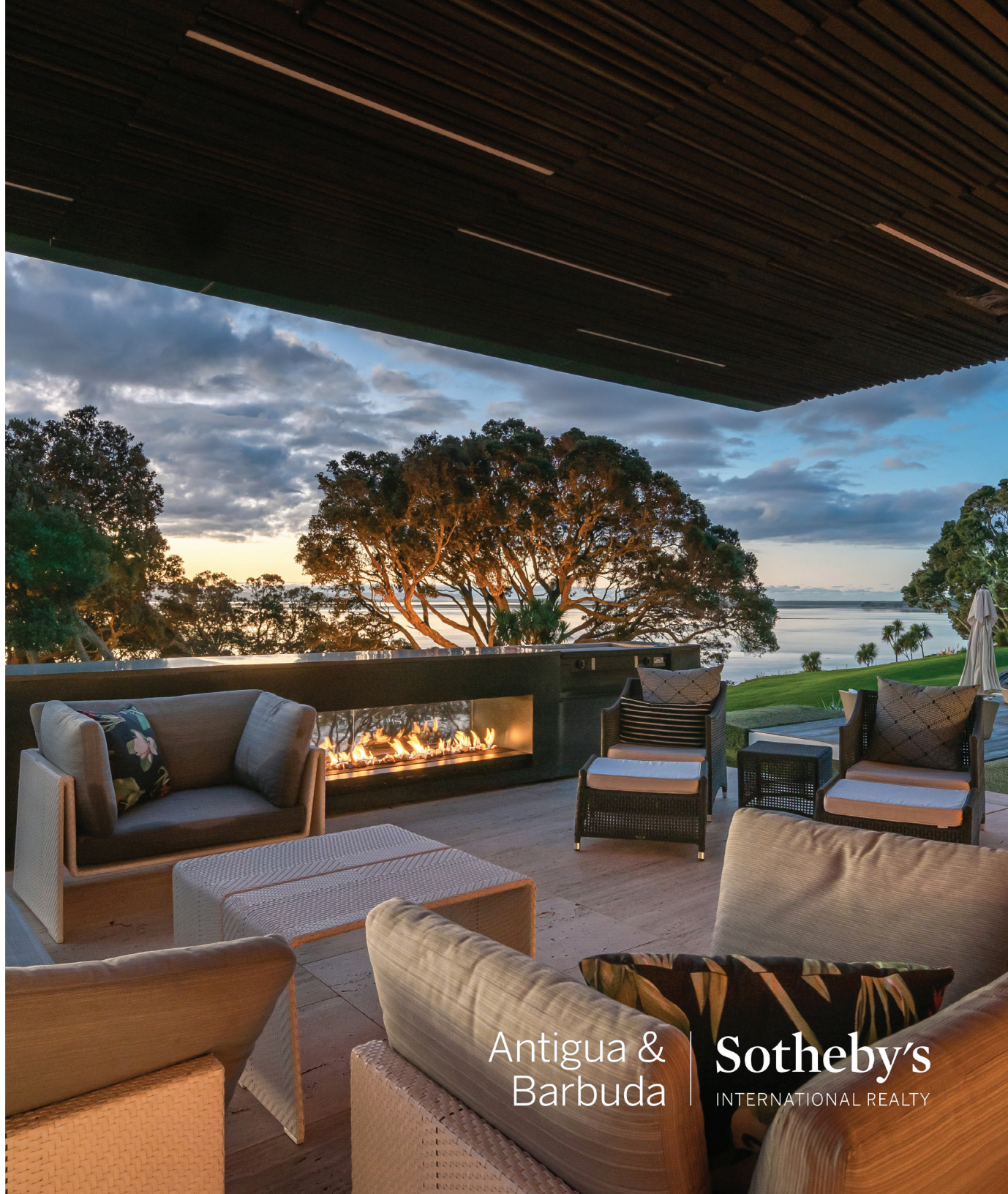


Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas

f t i y l

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
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Digital Offerings



Antigua &
Barbuda

Sotheby's
INTERNATIONAL REALTY

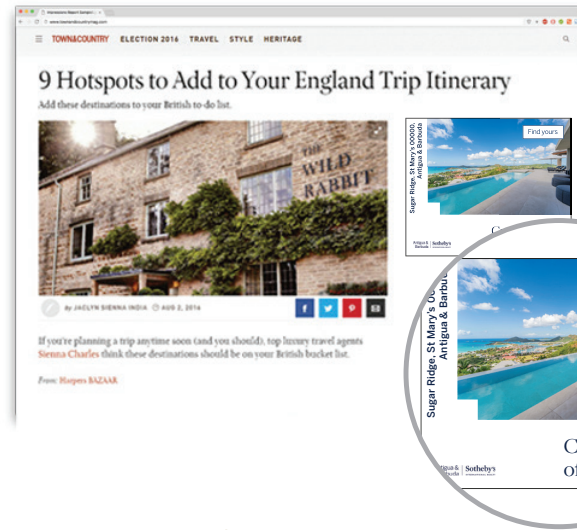
Impressions Campaign

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: **Ama Terrace**
- Flight Dates: **Two Weeks**
- Impressions: **100,000**
- 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	



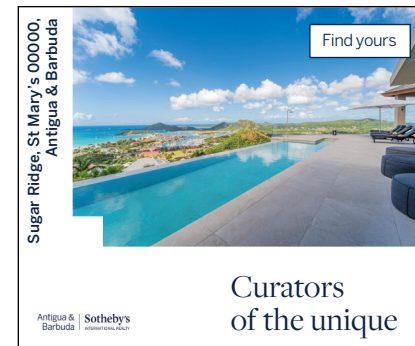
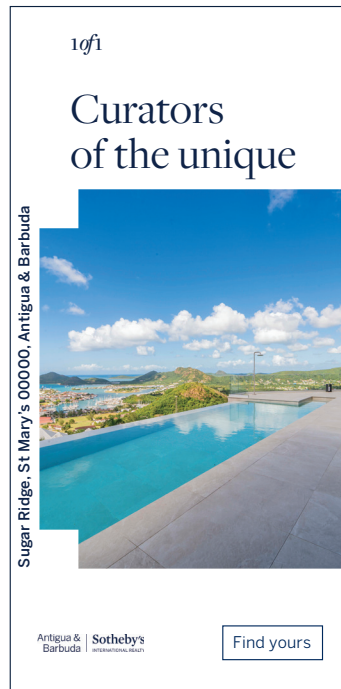
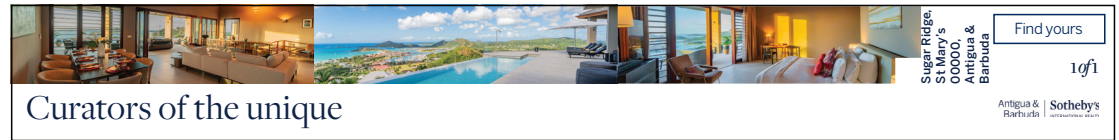
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

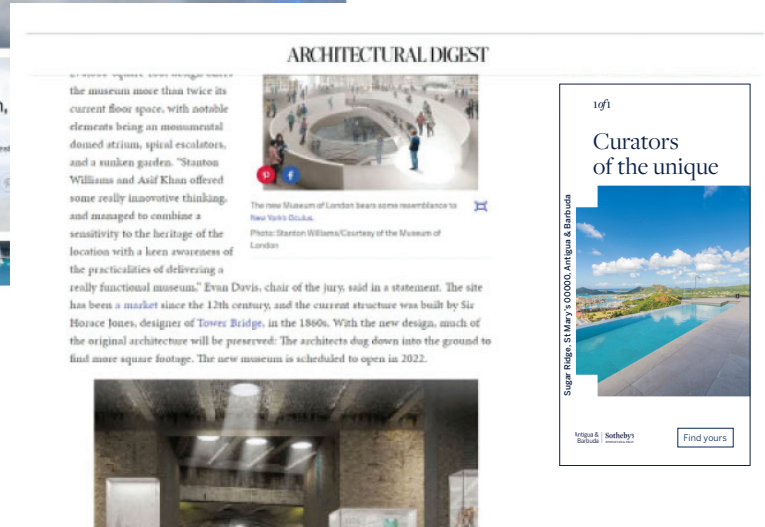
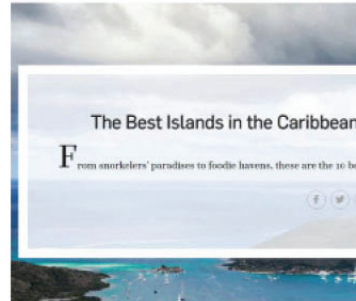
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

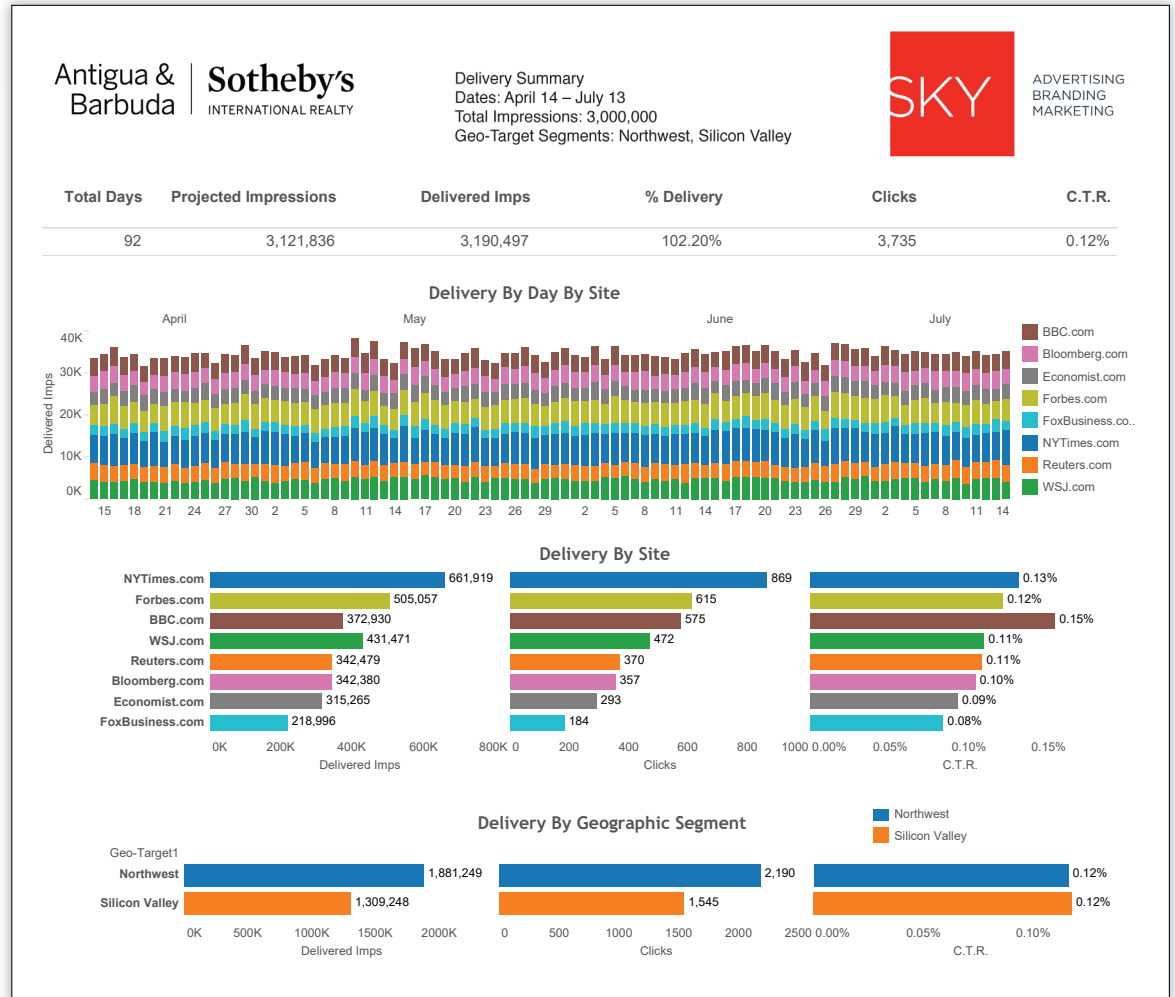


Comprehensive Reporting For Your Customized Campaign

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.

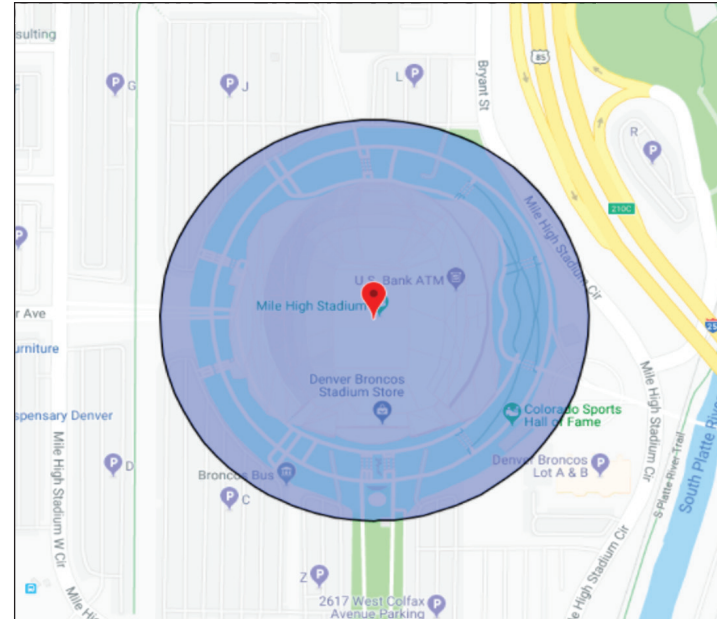
IMPRESSIONS PROGRAM SAMPLE REPORT



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/Month**
- **Up to 3 Geo-fences**
- **60,000 impressions**

Comprehensive Digital

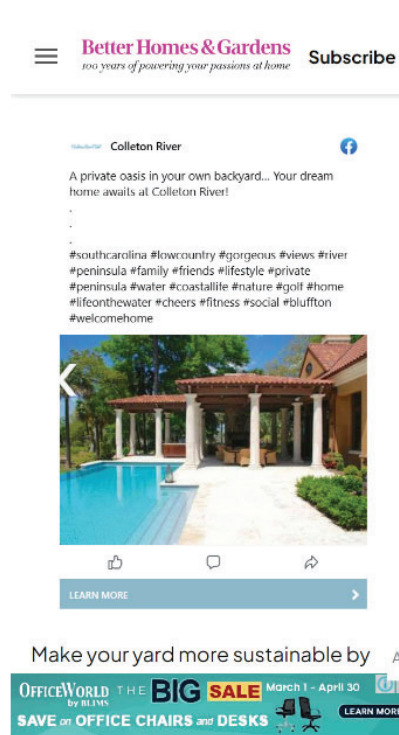
SOCIAL MIRROR ADS

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.

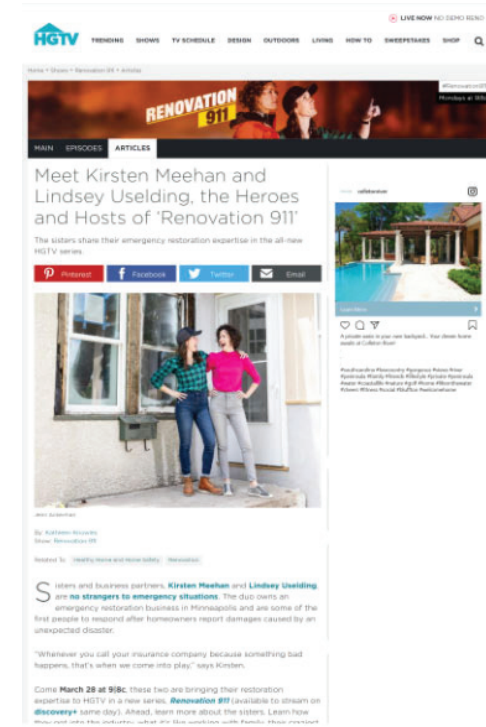
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

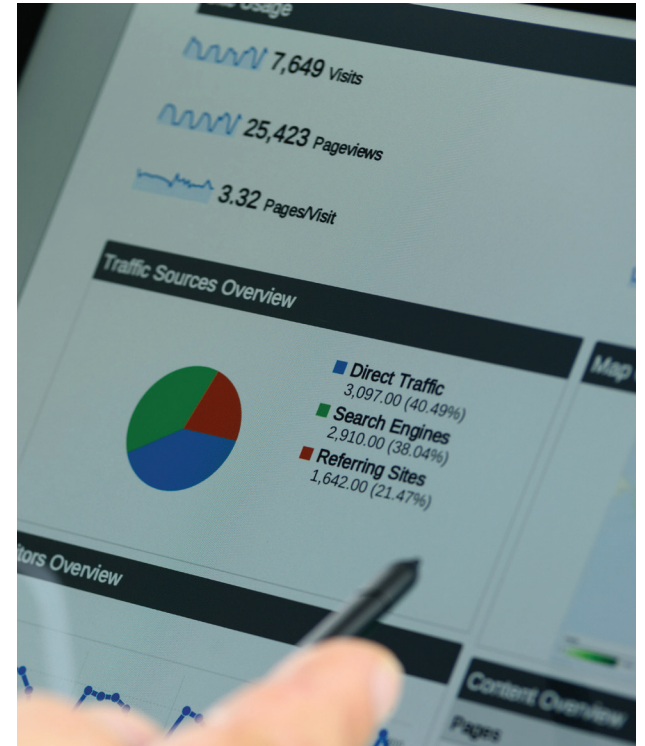


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

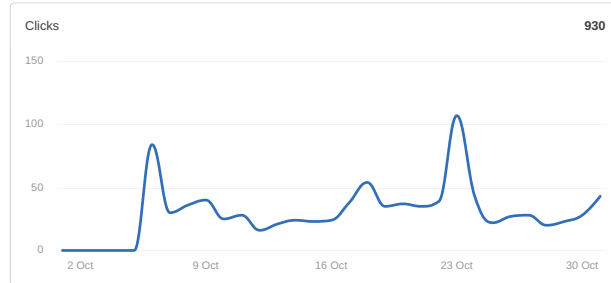
CLIENT DASHBOARD

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.



SIR Antigua & Barbuda

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

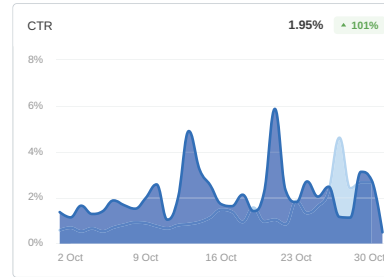
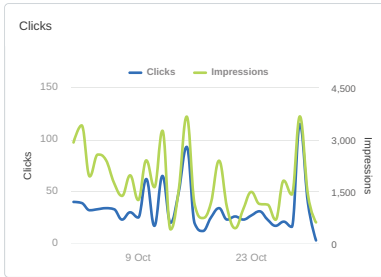
MONTHLY REPORTING

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



SIR Antigua & Barbuda

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.

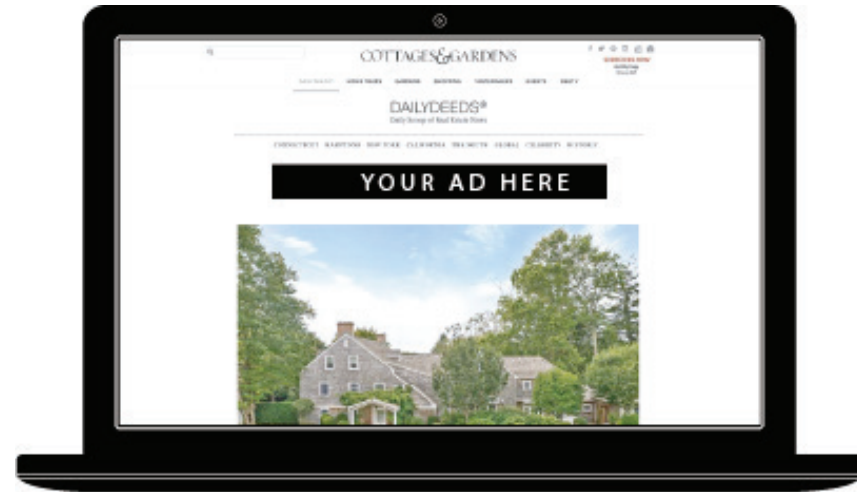
- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

TOP 10 MARKETS

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

SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950



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

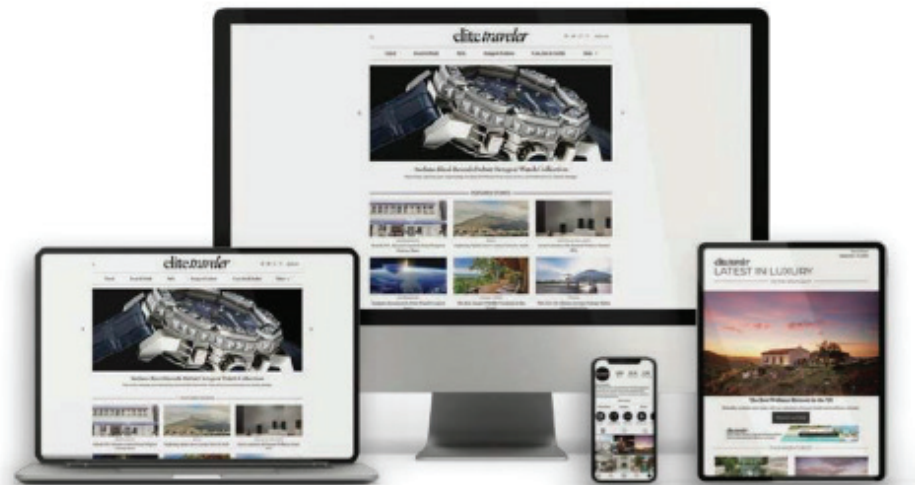
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

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

Half price with full page print purchase



jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. Below this is a main banner for 'The Global Luxury Marketplace: Cars, Homes and more'. A central section titled 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3400 trusted dealers around the world...' is followed by a 'MOST POPULAR' grid of luxury cars like the Ferrari 488 GTB, Chevrolet Corvette, and McLaren 650S. Below that is a 'JAMES SPOTTING' section with a duplex listing and a 'RICH LIST' section featuring a yacht listing. The bottom section includes 'LATEST STORIES' with an orange sports car and a 'Featured Agent' profile for Nick Swinburne.

This screenshot displays the real estate section of JamesEdition.com. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. Below the search bar is a grid of featured luxury properties, including a penthouse in Golden Peak, a 5-bedroom penthouse, a stunning Sherwood estate, and a modern apartment. Each listing includes a thumbnail image, a brief description, and the price. A 'News about luxury real estate' section follows, with articles on exclusive neighborhoods in Hong Kong, the Bahamas, and Algarve, Portugal. The page concludes with a footer containing 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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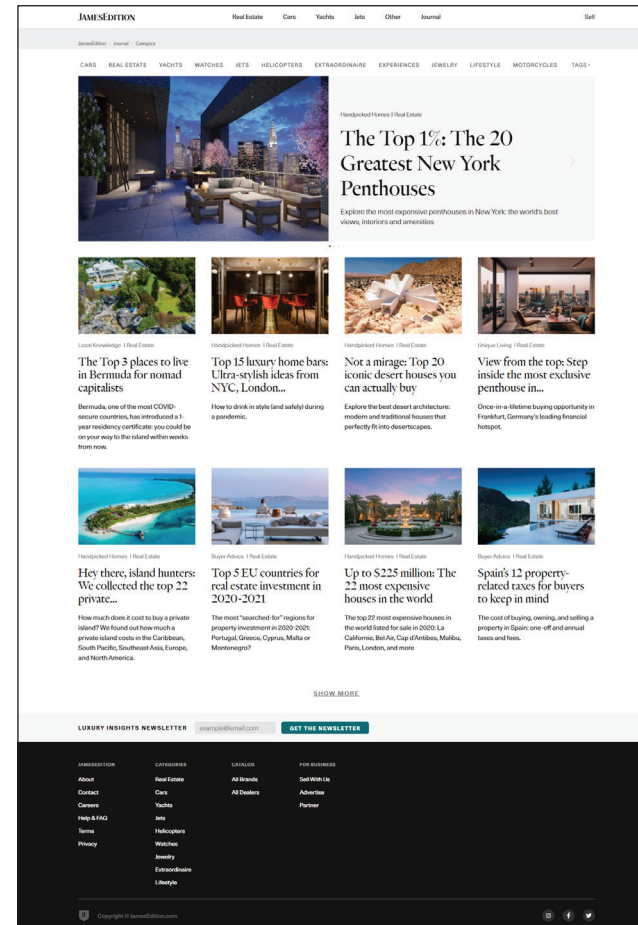
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

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

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



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

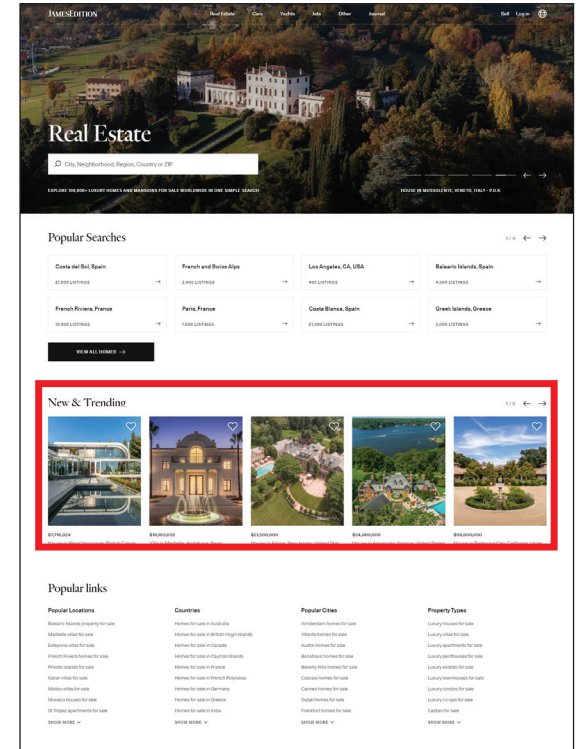
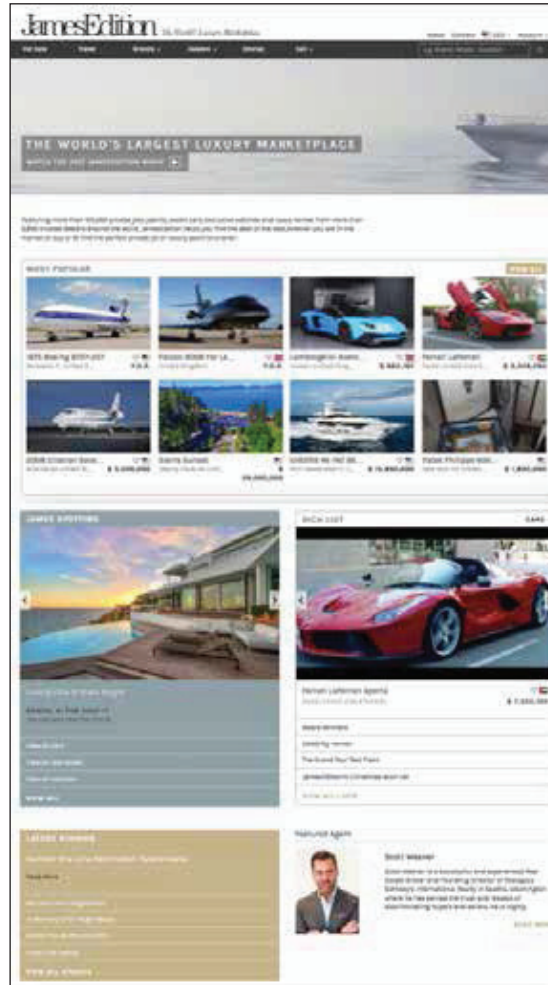
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

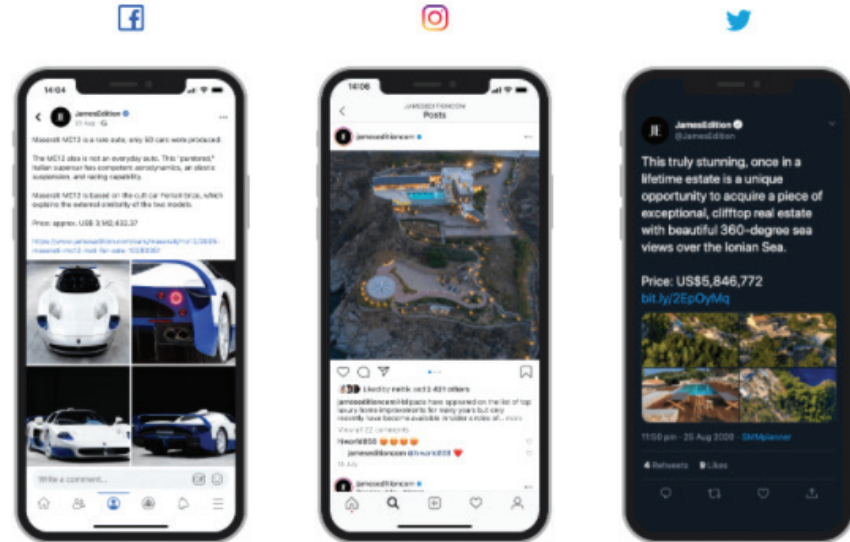
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- 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:

\$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

FACEBOOK: \$675

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

2021 OCEAN HOME MAGAZINE

OCEANHOME EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA

FROM A PENTHOUSE YOU CAN SEE FOREVER

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

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

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

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

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

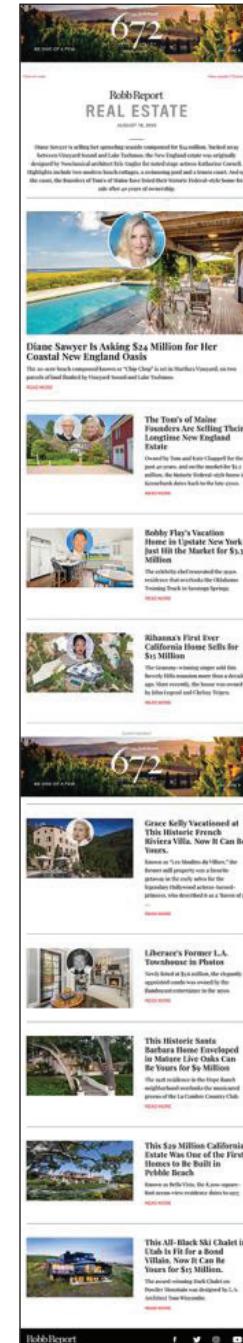
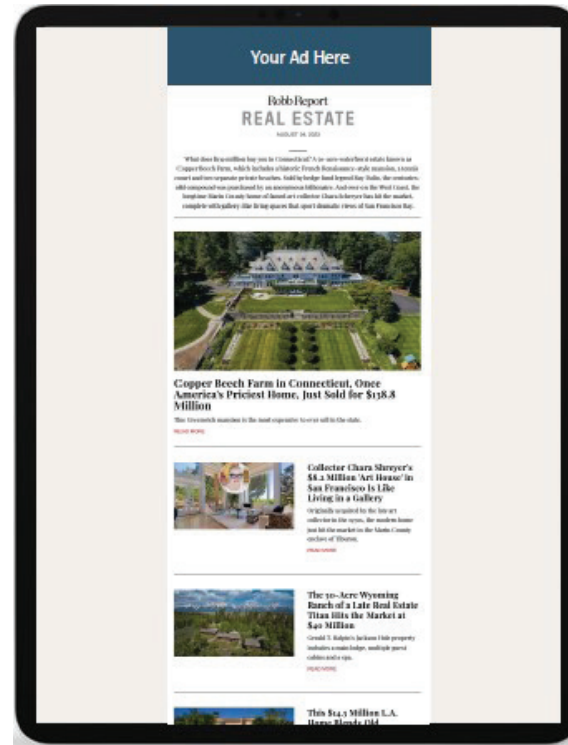
REAL ESTATE NEWSLETTER

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 SENDS \$3,750 - \$5,000 PER 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 PROPERTY \$1,350 PER MONTH

The screenshot displays the Robb Report website interface. At the top, there is a navigation bar with the Robb Report logo, a search bar, and social media icons. Below this is a secondary navigation bar with categories like AUTO, AVIATION, BOATING, HOME & STYLE, TRAVEL, WATCHES, LEISURE, FASHION, JEWELRY, HEALTH & WELLNESS, and REAL ESTATE. A prominent banner features a luxury car with the text 'LUXURY'S LATEST UNVEILING YOUR DAILY DOSE OF LUXURY' and 'RobbReportInsider SIGN UP >'. Below the banner is a carousel of featured listings, including a large image of a resort pool area with the text 'Live the magic at WALT DISNEY WORLD® Resort. Dream homes from \$2M.' and a search form with fields for city, state, zip, and country. The search form includes a 'SEARCH' button and a note that there are 35,300 properties available. Below the search form are sections for 'Featured Properties' (with two property images and captions like 'Kissed: 7+ Acres with 5 Homesites' and 'Patio - Avenue Hotel Martin'), 'Featured Communities' (with two community images and captions like 'Find Your Happily Ever After. Own a Dream Home at Walt Disney World® Resort.' and 'Whitetail Club'), and 'Featured Rentals' (with two rental images and a caption '26 Featured Rentals | Search Rentals'). On the right side, there is a promotional banner for 'AROUND THE WORLD WITH ROBB REPORT' magazine, featuring a watch and the text 'OCT 15 - NOV 4 2016' and 'GIVE THE GIFT OF UNFORGETTABLE EXPERIENCES'. At the bottom right, there is a 'SUBSCRIBE TODAY' button and a 'SUBSCRIBE' button for the magazine.

Simply Abu Dhabi

Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

INSTAGRAM POST

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally

- A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.
- Conservative estimates would easily value our 7,800 'By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.
- Instagram: We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following: 95,000 followers on @AmazingAbuDhabi 101,000 followers on @SimplyDubai

PRICE: \$1,375 PER POST

2 Post Minimum



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 DAILY (M-F) 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	\$7,900,000
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	\$1,378,900	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



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

Powered by LiveIntent AllChives

Boat International e-Newsletter

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

PRICE: \$750 NEWSLETTER



The screenshot shows the layout of the Boat International e-newsletter. At the top, there's a black header with the word 'BOAT' in white and a small link 'No Images? Click here'. Below the header is a large image of a yacht's steering wheel with the text 'BOAT BRIEFING' overlaid. Underneath is a section titled 'DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS' with an 'Inmarsat' logo. The main content is divided into two sections: 'LATEST BROKERAGE NEWS' and 'LATEST YACHT NEWS'. Each section contains four items, each with a small image of a yacht, a short headline, and a 'READ MORE' button. The 'LATEST BROKERAGE NEWS' items include: 'Benetti Harmony III listed for sale with Fraser', 'Benetti Rutil E now for sale with Northrop & Johnson and Denison', 'C2M price drop on Codecasa Regina d'Italia II with Edmiston & Company', and '\$1M price cut on 50 metre Trinity La Dea II with IYC'. The 'LATEST YACHT NEWS' items include: 'New 60 metre Amels 200 motor yacht sold', 'Lürssen's 130 metre+ Project Lightning pictured on sea trials', 'Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus', and 'DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS' with an 'Inmarsat' logo.

Print Offerings



Antigua &
Barbuda

Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

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

THE WALL STREET JOURNAL.
WEDNESDAY, MARCH 4, 2020 • VOL. 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, and it's not just the auto industry.

Tennessee Twisters Kill at Least 25
A line of twisters began barreling across Tennessee on Tuesday, killing at least 25 people in the rural state while many residents fled, according to the National Weather Service.

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

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

Sotheby's
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PRINT

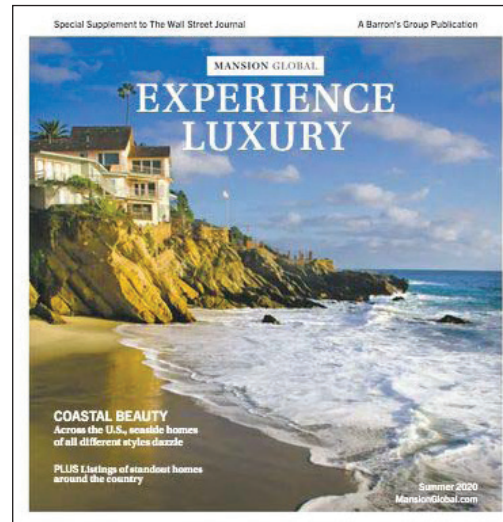
The Wall Street Journal

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



CITY, STATE
 Address | Headline | \$XXXXXX | sothebysrealty.com/d/r/rid
 William Pitt Sotheby's International Realty
JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebysrealty.com | +1 212 456 7800



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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



Sotbeys
INTERNATIONAL REALTY

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LYFORD CAY, THE BAHAMAS
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 SIRbahamas.com/id/DL4XDR
 Bahamas Sotbeys's International Realty
NICK DAMIANOS
 nick.damianos@sirbahamas.com
 +1 242.376.1841

GREENWICH, CONNECTICUT




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

CENTRE ISLAND, NEW YORK



357 Centre Island Road
 \$9,750,000 | DanielGale.com/listing/dgid584848
 Daniel Gale Sotbeys'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@sotbeys.realty +1 212.606.7717

SHELTER ISLAND, NEW YORK



29 Winthrop Road
 \$9,499,000 | DanielGale.com/listing/dgid786671
 Daniel Gale Sotbeys'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

Sotheby's
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Represented by: **Jeep Rubino** MRE 13.

Move beyond your expectations.

Nothing compares.
 SOTHEBYSREALTY.COM

72 Post Road, Old Westbury, NY

Fichez Russell
 Real Estate Salesperson
 Gold Circle Of Excellence
 6 516.632.2710
 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.

Danielle Gale / **AGENT/DOBRA RUSSELL**

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. (aka a beach) area directly visible to the ocean for water sports.

SIREBAHAMAS.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 15,000 sq ft oceanfront lot spanning two acres with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.

SOTHEBYSREALTY.COM/ID/THE44

Pacific | **Sotheby's**
INTERNATIONAL REALTY

Boat International

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

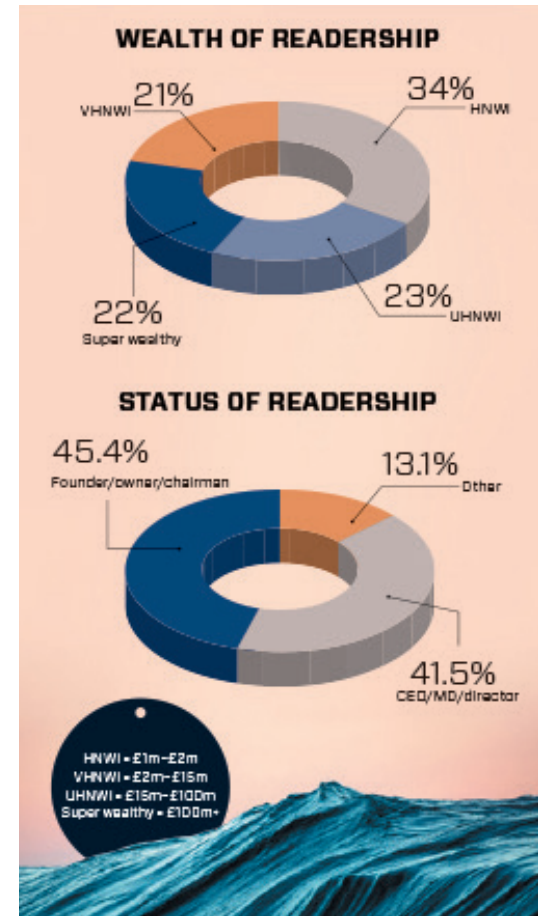
The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

US NATIONAL ISSUE

FULL PAGE, COLOR: \$4,650

FULL PAGE + E-NEWSLETTER, COLOR: \$5,100



PRINT

Conde Nast Traveler

INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy. Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Conde Nast Traveler

- Full page, color

REGION:
FULL PAGE, COLOR:
MANHATTAN: \$2,340
LOS ANGELES/WEST LA: \$2,340
SOUTH FLORIDA: \$3,810



300 International Drive #2501
BALTIMORE, MARYLAND

Live amongst three beds with the best undisturbed view in Baltimore. Highlighting the epitome of luxury condo living within the Four Seasons Private Residences Baltimore. Residence #2501 features 2,200+ square feet of living with high-end finishes and a seamless open floorplate. Centrally located to America's most prestigious golf courses: Caves Valley, Congressional, Baltimore Country Club and more.

Offered at \$2,990,000

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LAURIE SILVERMAN
Selling New York City

300 Central Park West, Apt 25G | 4 beds | 4.5 baths | Price Upon Request

60 Gramercy Park North, Apt 15A | 3 beds | 2.5 baths | Price Upon Request

LAURIE SILVERMAN
Senior Global Real Estate Advisor, Associate Broker
617-265-2634 | laurie.silverman@sothebysrealty.com
laurie@trvr.com

Sotheby's
INTERNATIONAL REALTY

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PRINT

Chicago Tribune Takeover

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

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

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

FULL PAGE, COLOR: \$725
 INSIDE FRONT COVER, COLOR: \$975
 INSIDE BACK COVER, COLOR: \$975
 BACK COVER, COLOR: \$1,300

Includes Digital Banner Promotion



Sotheby's INTERNATIONAL REALTY

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CHICAGO ILLINOIS

Represented by Justin Winter in Illinois

Justin Winter | Sotheby's INTERNATIONAL REALTY

The Exceptional Lake Keowee - SC

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

Real Estate Specialist for Lifestyle Communities Located on Lake Keowee - The Club at Lake Keowee, The Reserve at Lake Keowee, Keowee Pines & More

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 Broker in Charge
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Sotheby's INTERNATIONAL REALTY

6858 Casitas Pass Road

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

YETSIANG
 Senior Global Real Estate Advisor
 (916) 352-8887
 yetsiang@sotheby.com

SO THEBY'S INTERNATIONAL REALTY - BEVERLY HILLS BROKERAGE | 9600 WILSHIRE BLVD STE 400 BEVERLY HILLS, CALIFORNIA 90212 | SOTHEBYSREALTY.COM

Bahamas | Sotheby's INTERNATIONAL REALTY

Sundara Ocean Club Estates

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

Sundara Paradise Island, The Bahamas
 8488 PINEAWAY DRIVE, SUITE 1000
 SIBahamas.com/SP4E23

THE ANSELL GROUP
 Estate Agents
 (1 242) 322-2200
 theansellgroup@bahamas.com

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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**

PROPERTY SPOT, COLOR: \$750

Global

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,COLOR: \$2,850

FULL PAGE + E-NEWSLETTER SPOT ,COLOR: \$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

Sotheby's
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Nothing compares to what's next.

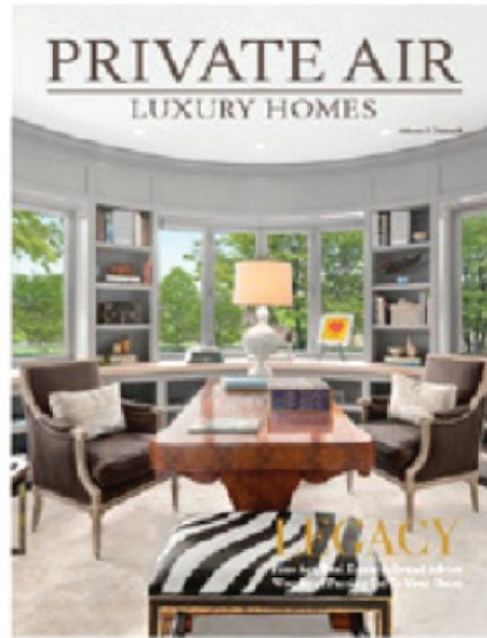
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The readers of Private Air Luxury Homes Magazine are some of the world's wealthiest individuals. They come from all over the globe and typically have a collection of homes, an extensive portfolio, a sophisticated interest in arts and culture, as well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



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65,000 private jet owners and guests

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FULL PAGE: \$1,925

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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
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Global



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Open the door to what's next.

Harald Grant
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HARALD@HARALDGRANT.COM

The Rosewood Farm Estate
Southampton, New York

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

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Take a peek at what's next.

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BEATE@BEATEMOORE.COM

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

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

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San Francisco & Silicon Valley Takeover

Exclusive insert in the New York Times distributed to 36,500 households in the San Francisco and Silicon Valley metro.

FULL PAGE OCTOBER: \$725
INSIDE FRONT COVER: \$1,125
INSIDE BACK COVER: \$1,125
BACK COVER: \$1,475



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Represented by: Sarah Ralston MRE, SLS

72 Post Road, Old Westbury, NY




Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 516.562.5710
c. 516.562.5400

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.



DANIELEGALE.COM/AGENT/OSBIRA-RUSSELL

Sandbanks Exuma, The Bahamas



Jacqueline Lighthorn
Elite Agent
+1 242 269 2225
260 Sandbanks Light House
JL@Sandbanks.com

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

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

SIREBAHAMAS.COM/ID/X295/67



5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorino
Sales Associate
858.334.3557
eric@ericsantorino.com
DRE#02156201

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

Stunning single story 15,000 sq ft oceanfront lot spanning two acres 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.



SOTHEBYREALTY.COM/ID/THE44



Schedule, Pricing & Reach



Antigua &
Barbuda

Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

PLAN 1

Plan 1 Media	Ad Description	October	November	December	Media Total	Reach
Sotheby's Auction House: Digital						
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00	\$ 2,585.00	770,000
Digital						
Million Impressions*						
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression		\$ 900.00		\$ 900.00	100,000
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00	
Comprehensive Digital						
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations			\$ 1,500.00	\$ 1,500.00	60,000
Cottages & Garden						
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00			\$ 2,950.00	
Elite Traveler						
Elite Online Real Estate Showcase	Online Real Estate Showcase		\$2,500		\$ 2,500.00	100,000
JamesEdition						
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
E-Newsletter Featured Listing	E-Newsletter	\$ 1,500.00			\$ 1,500.00	192,000
Luxury Estate						
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00			\$ 1,100.00	
Ocean Home						
Custom E-Mail	Custom E-Mail	\$ 2,750.00			\$ 2,750.00	22,000
Robbreport.com						
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
Simply Abu Dhabi						
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,375.00	\$ 1,375.00		\$ 2,750.00	51,200

Proposed Schedule, Pricing & Reach 2024

PLAN 1 CONTINUE

WSJ.com										
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
Yachting E-Newsletter										
Boat International	Boat International	\$	750.00	Bonus				\$	750.00	25,600

Proposed Schedule, Pricing & Reach 2024

PLAN 1 CONTINUE

Print

Boat International						
US National issue	Full Page + E-Newsletter		\$ 4,650.00	\$ 4,650.00		25,600
Chicago Tribune						
Chicago Tribune	Takeover - Full Page	\$ 725.00		\$ 725.00		150,000
Conde Nast Magazines Regional Pages						
Conde Nast Traveler - Manhattan	Full Page - January or Feb 2025		\$ 2,340.00	\$ 2,340.00		7,000
Conde Nast Traveler - Los Angeles/West LA	Full Page - January or Feb 2025		\$ 2,340.00	\$ 2,340.00		10,000
Conde Nast Traveler - South Florida	Full Page - January or Feb 2025		\$ 3,810.00	\$ 3,810.00		14,000
Financial Times						
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00	631,371
The New York Times						
The New York Times	Property Spot - Weekday/Saturday			\$ 760.00	\$ 760.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00		\$ 1,500.00	330,000
The New York Times International Edition						
The New York Times International Edition	Property Spot	\$ 650.00		\$ 650.00	\$ 1,300.00	208,602
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
San Francisco & Silicon Valley						
San Francisco & Silicon Valley	Takeover - Full Page	\$ 725.00			\$ 725.00	36,500
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00	1,933,272
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert - January 2025			\$ 980.00	\$ 980.00	100,000
TOTAL				\$ 76,955.00		7,349,256

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

Proposed Schedule, Pricing & Reach 2024

PLAN 2

Plan 2

Media	Ad Description	October	November	December	Media Total	Reach
Sotheby's Auction House: Digital						
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00	\$ 2,585.00	770,000
Digital						
Million Impressions*						
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression		\$ 900.00		\$ 900.00	100,000
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00	
Comprehensive Digital						
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations			\$ 1,500.00	\$ 1,500.00	60,000
Cottages & Garden						
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00			\$ 2,950.00	
JamesEdition						
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
Ocean Home						
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00			\$ 1,400.00	43,400
Robbreport.com						
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
Simply Abu Dhabi						
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,375.00	\$ 1,375.00		\$ 2,750.00	51,200
WSJ.com						
Mansion Global Homepage Hero	Shared Banner	\$ 650.00		\$ 650.00	\$ 1,300.00	328,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00	17,000
Yachting E-Newsletter						
Boat International	Boat International	\$ 750.00			\$ 750.00	25,600

Proposed Schedule, Pricing & Reach 2024

PLAN 2 CONTINUE

Print

Chicago Tribune									
Chicago Tribune	Takeover - Full Page	\$	725.00		\$	725.00	150,000		
Financial Times									
Financial Times	Property Spot	\$	750.00	\$	750.00	\$	2,250.00	631,371	
The New York Times									
The New York Times	Property Spot - Weekday/Saturday			\$	760.00	\$	760.00	423,111	
The New York Times Takeover	Full Page w/ Digital promotion	\$	750.00	\$	750.00	\$	1,500.00	330,000	
The New York Times International Edition									
The New York Times International Edition	Property Spot	\$	650.00		\$	650.00	\$	1,300.00	208,602
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	
San Francisco & Silicon Valley									
San Francisco & Silicon Valley	Takeover - Full Page	\$	725.00			\$	725.00	36,500	
The Wall Street Journal									
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$	795.00	\$	795.00	\$	2,385.00	1,933,272	
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert - January 2025			\$	980.00	\$	980.00	100,000	
TOTAL						\$	52,715.00	6,758,056	

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

Proposed Schedule, Pricing & Reach 2024

PLAN 3

Plan 3

Media	Ad Description	October	November	December	Media Total	Reach
Sotheby's Auction House: Digital						
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00	\$ 2,585.00	770,000
Digital						
Million Impressions*						
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression		\$ 900.00		\$ 900.00	100,000
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00	
Comprehensive Digital						
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
JamesEdition						
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
Ocean Home						
Instagram Post	Instagram Post	\$ 800.00			\$ 800.00	21,800
Robbreport.com						
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00		\$ 3,750.00	60,000
WSJ.com						
Mansion Global Homepage Hero	Shared Banner			\$ 650.00	\$ 650.00	164,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00	17,000

Proposed Schedule, Pricing & Reach 2024

PLAN 3 CONTINUE

Print

Financial Times											
Financial Times	Property Spot	\$	750.00	\$	750.00	\$	750.00	\$	2,250.00	631,371	
The New York Times											
The New York Times	Property Spot - Weekday/Saturday					\$	760.00	\$	760.00	423,111	
The New York Times Takeover	Full Page w/ Digital promotion	\$	750.00	\$	750.00			\$	1,500.00	330,000	
The New York Times International Edition											
The New York Times International Edition	Property Spot	\$	650.00			\$	650.00	\$	1,300.00	208,602	
Private Air Luxury Homes											
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)					\$	1,925.00	\$	1,925.00	65,000	
The Wall Street Journal											
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$	795.00	\$	795.00	\$	795.00	\$	2,385.00	1,933,272	
The Wall Street Journal											
Mansion Global Experience Luxury	Weekend Property insert - January 2025					\$	980.00	\$	980.00	100,000	
TOTAL									\$	33,765.00	6,066,156

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