



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Smuggler Den Advertising and Marketing Program

Aspen  
Snowmass | 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 Smuggler Den

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

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 Aspen, CO.

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**

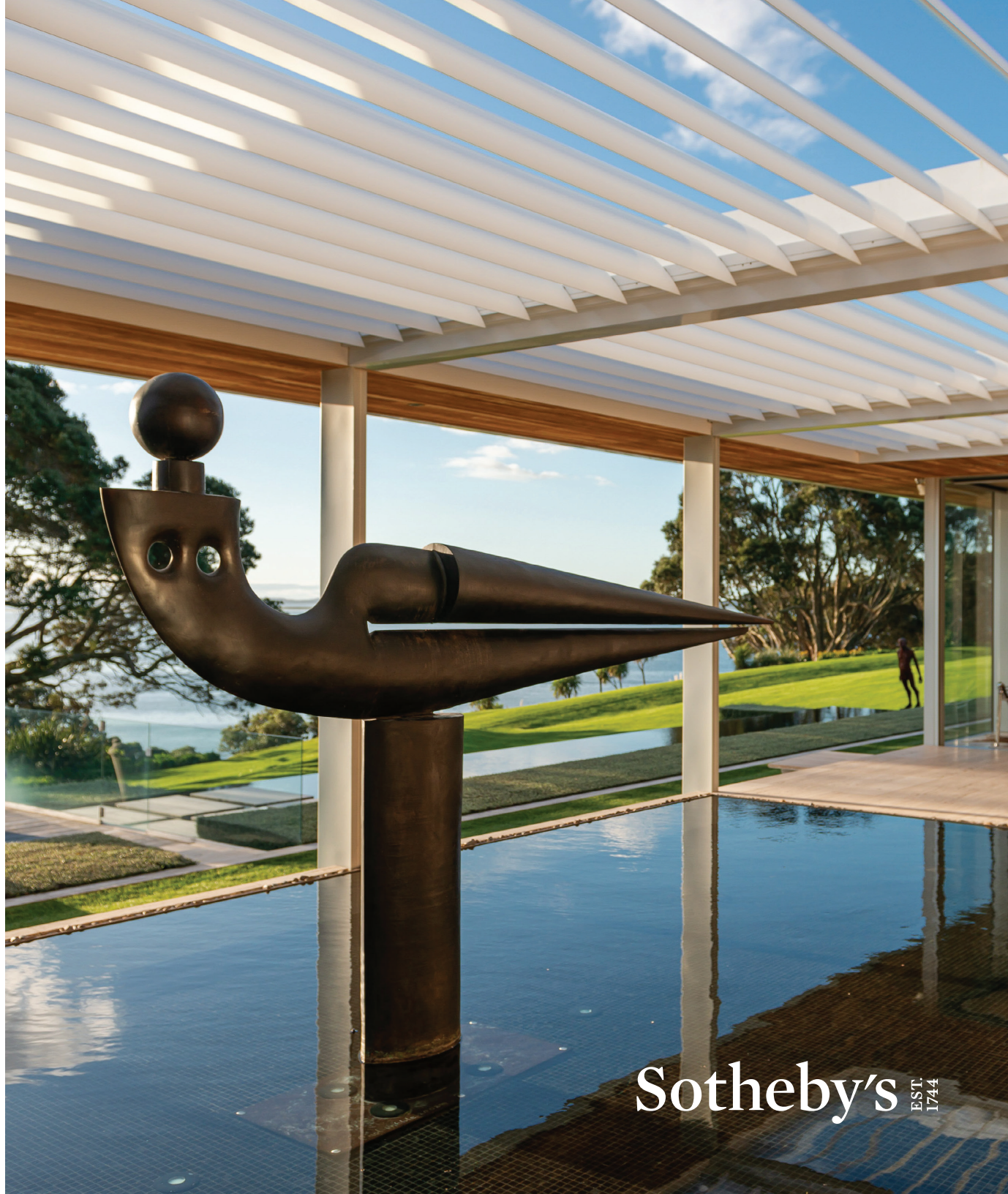
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**CHLOE STEELY**  
*Account Executive*  
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**chloe@skyad.com**

Sotheby's  
Auction House  
Offerings



Sotheby's  
EST. 1744



# Sotheby's Auction Magazine

## SOTHEBY'S MAGAZINE

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

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

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

Global



**Sotheby's**  
INTERNATIONAL REALTY

Austin, Texas  
 512.453.3333  
 Property # 1230123  
 Agent: Sotheby's  
 International Realty  
 Broker: Sotheby's International Realty  
 Email: sothebys@sothebysrealty.com  
 \$50,000,000.00

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

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Home

**1 Central Park West 46R/50C**  
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom millwork. This is a rare opportunity to own an exceptional piece of New York City real estate. Call your agent today for more information.

**New York, New York**  
 212.453.3333  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Sotheby's International Realty  
 Email: sothebys@sothebysrealty.com  
 \$50,000,000.00

**510 Park Avenue, 15/16**  
 This residence in the sky offers 2,000 sq. ft. of sophisticated living space overlooking New York City's most iconic skyline. The property is a true masterpiece of modern architecture. Call your agent today for more information.

**New York, New York**  
 212.453.3333  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Sotheby's International Realty  
 Email: sothebys@sothebysrealty.com  
 \$20,000,000.00

**Four Seasons Private Residences**  
 This stunning 1,100 sq. ft. penthouse is a true masterpiece of modern architecture. The property is a true masterpiece of modern architecture. Call your agent today for more information.

**New York, New York**  
 212.453.3333  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Sotheby's International Realty  
 Email: sothebys@sothebysrealty.com  
 \$15,000,000.00


50

DIGITAL

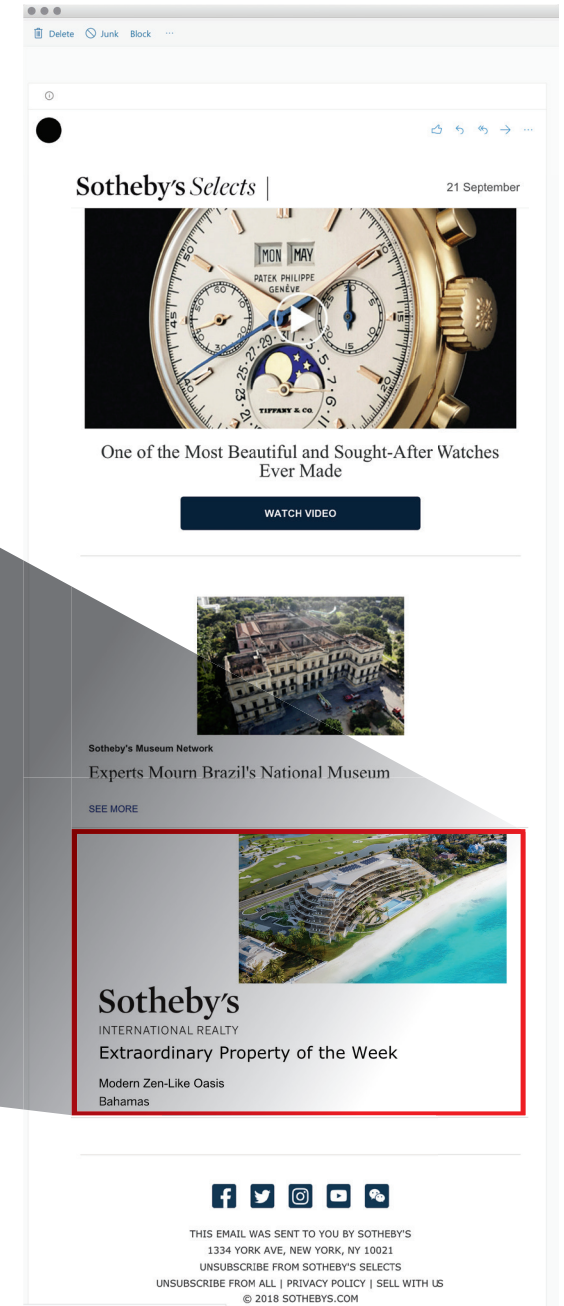
SOTHEBY'S SELECTS  
E-NEWSLETTERS

- Every Friday
- 52x Year
- Highlights upcoming auction events
- 700,000+ recipients
- 34% average open rate


PRICE: \$2,585/DEPLOYMENT



**Sotheby's**  
INTERNATIONAL REALTY  
Extraordinary Property of the Week  
Modern Zen-Like Oasis  
Bahamas  
[SEE MORE](#)




Sotheby's Selects | 21 September



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

[WATCH VIDEO](#)

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



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

[f](#) [t](#) [@](#) [v](#) [m](#)

THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S  
1334 YORK AVE, NEW YORK, NY 10021  
UNSUBSCRIBE FROM SOTHEBY'S SELECTS  
UNSUBSCRIBE FROM ALL | PRIVACY POLICY | SELL WITH US  
© 2018 SOTHEBYS.COM



# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



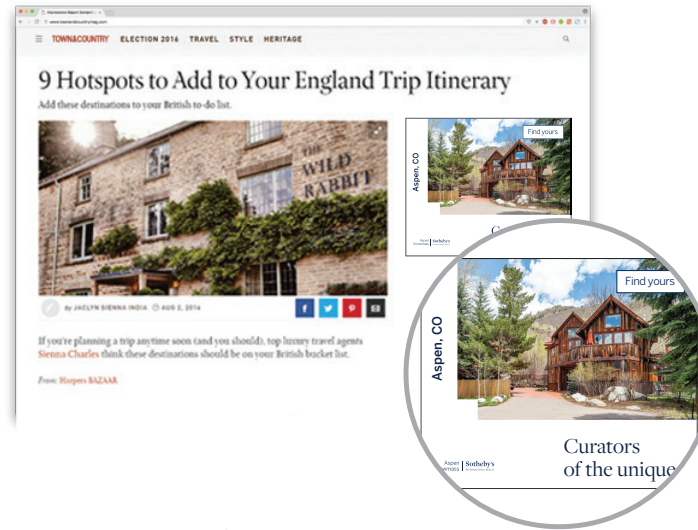
# Impressions Campaign

**CUSTOMIZABLE.**  
**AFFORDABLE.**  
**MEASURABLE.**

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

**Impress locally. Impress globally.**



## CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Smuggler Den**
- Flight Dates: **October 2024 - January 2025**
- Impressions: **750,000**
- 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	



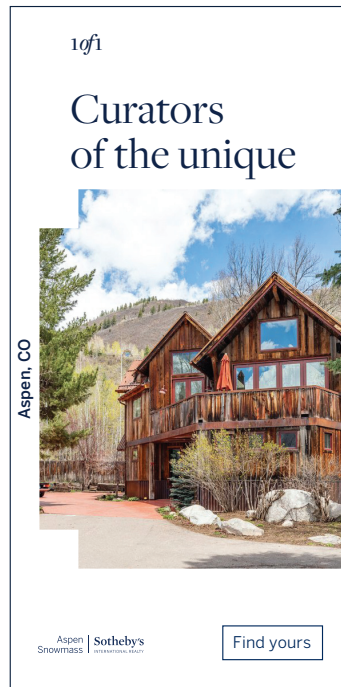
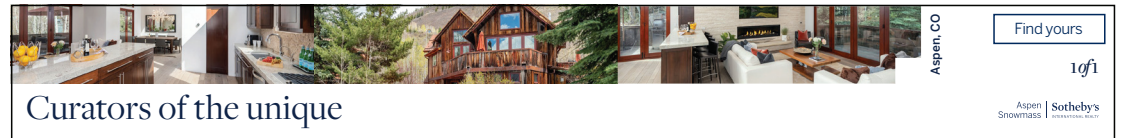
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

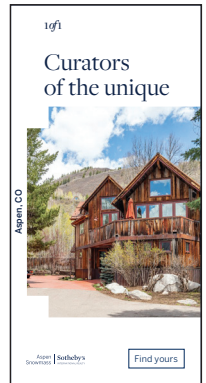
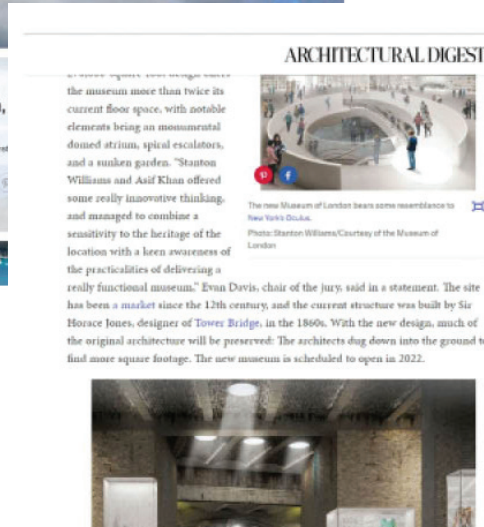
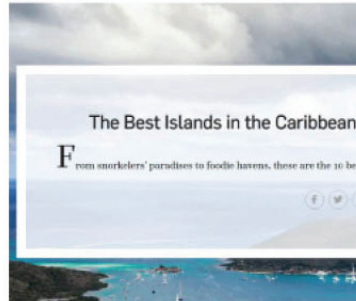
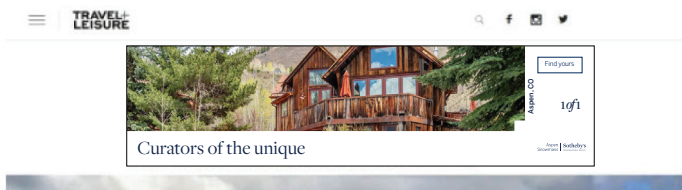
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites



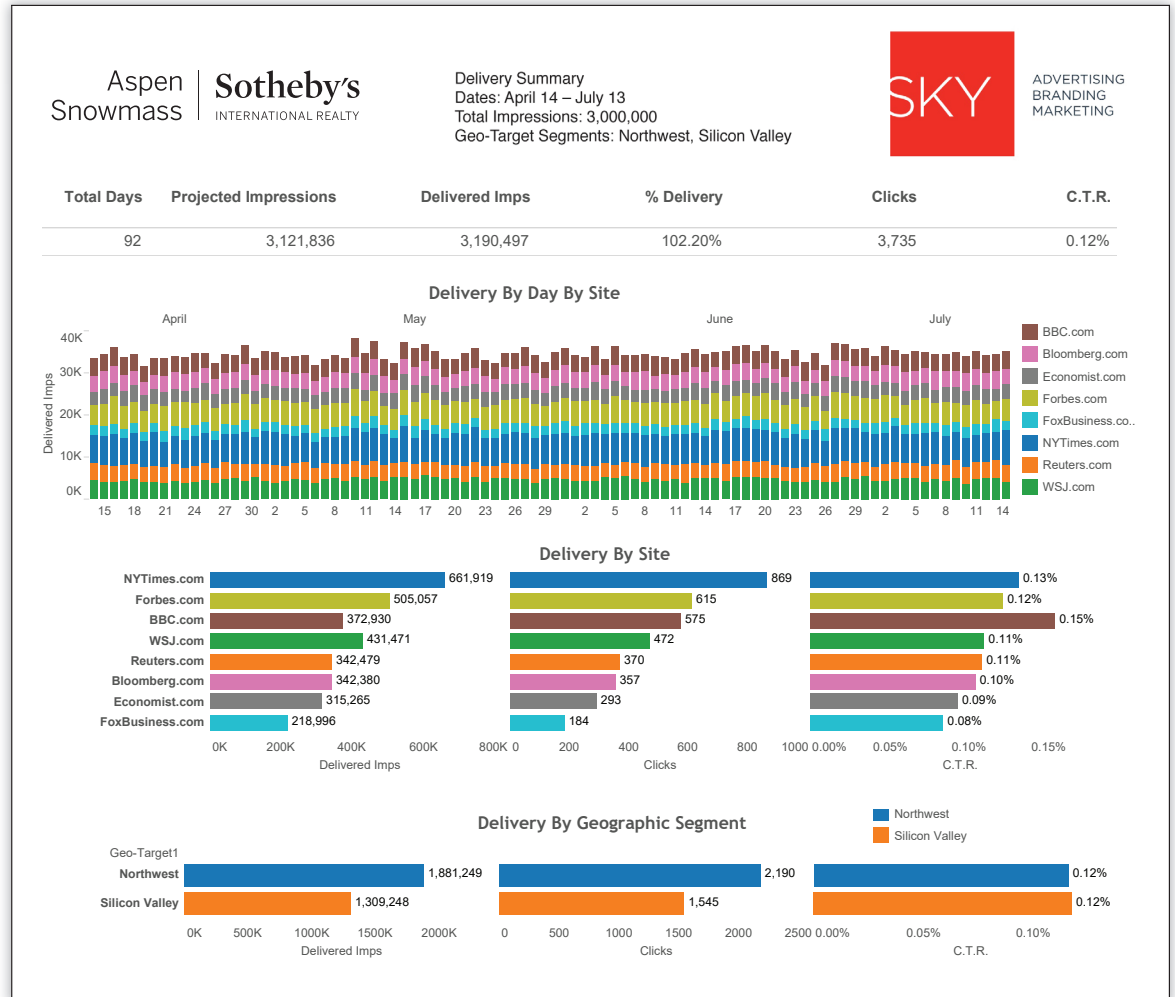


# Comprehensive Reporting For Your Customized Campaign

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.

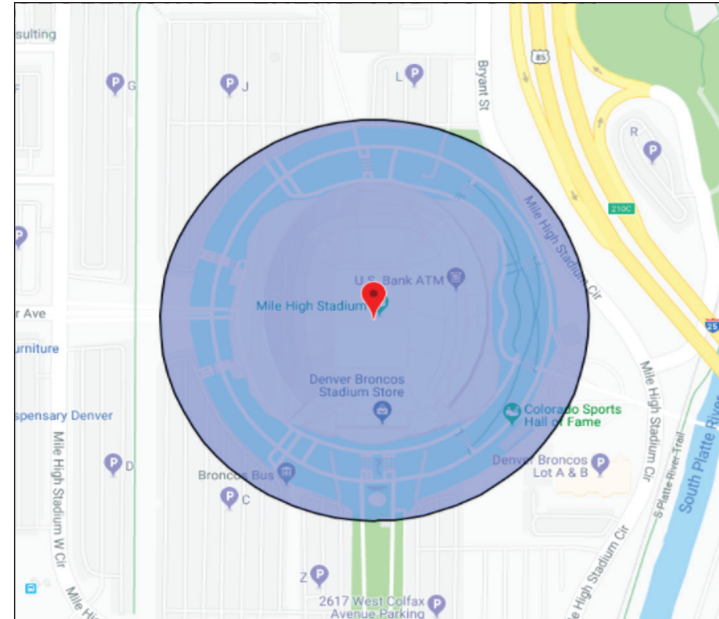
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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**
- **Up to 3 Geo-fences**
- **60,000 impressions**

# Comprehensive Digital

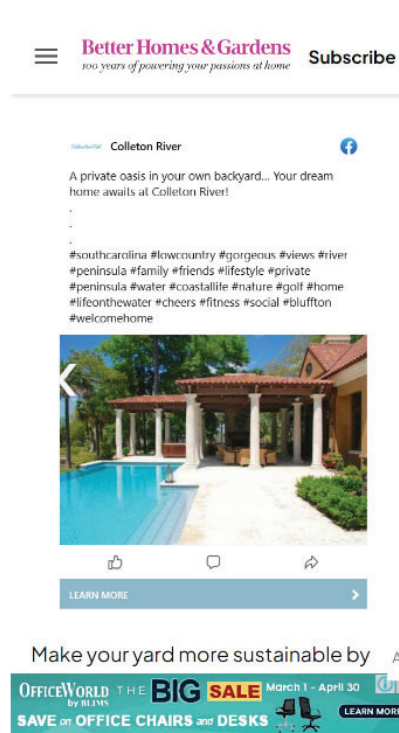
## SOCIAL MIRROR ADS

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.

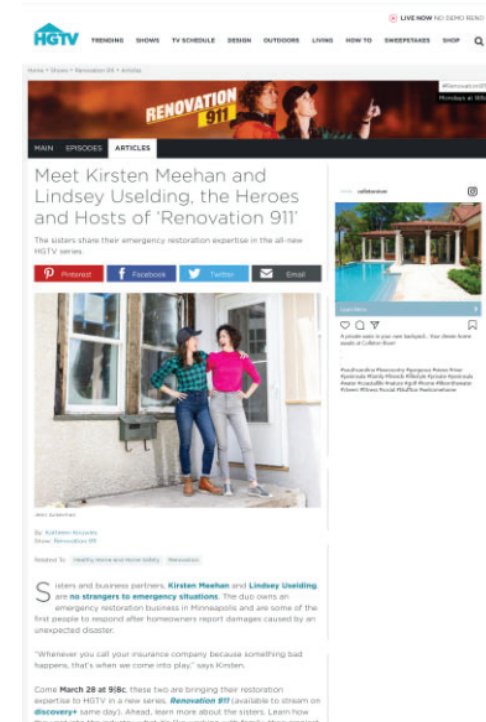
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

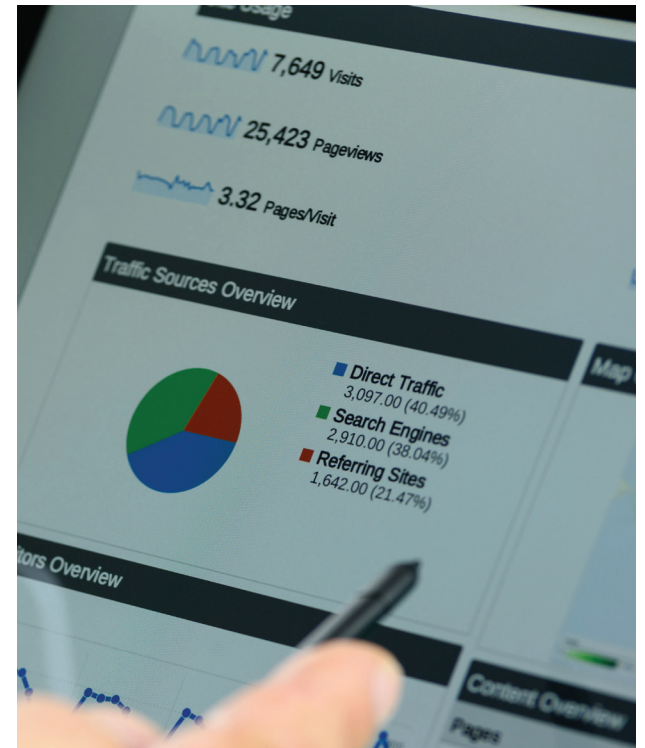


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

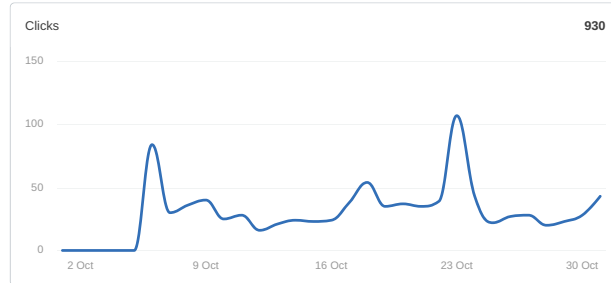
## CLIENT DASHBOARD

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.



### Aspen Snowmass 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

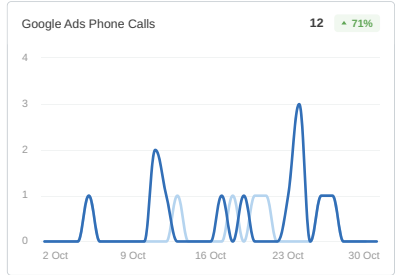
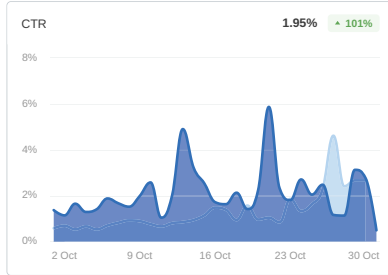
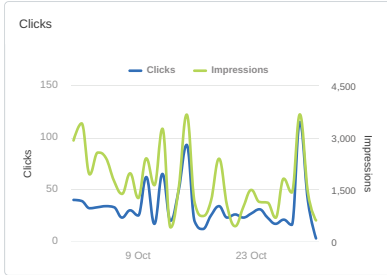
## MONTHLY REPORTING

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



## Aspen Snowmass 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

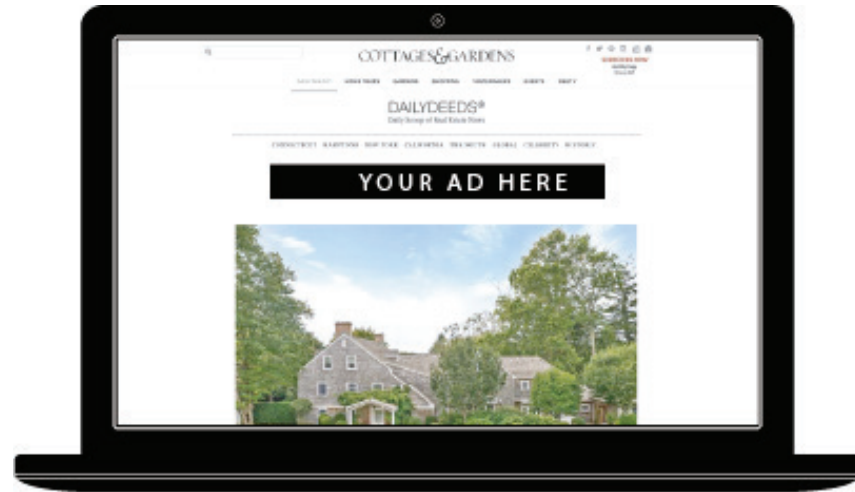
- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

## 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



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.

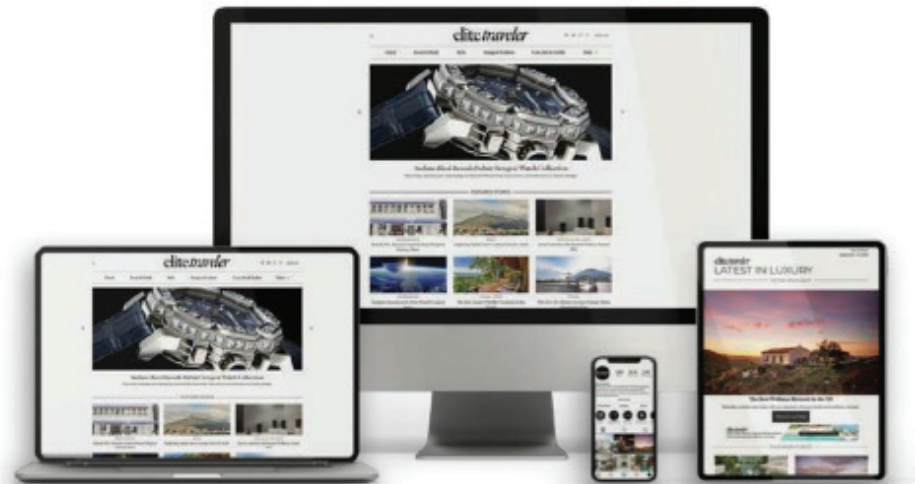
Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- 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

# jamesedition.com

## ROTATING GALLERY

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

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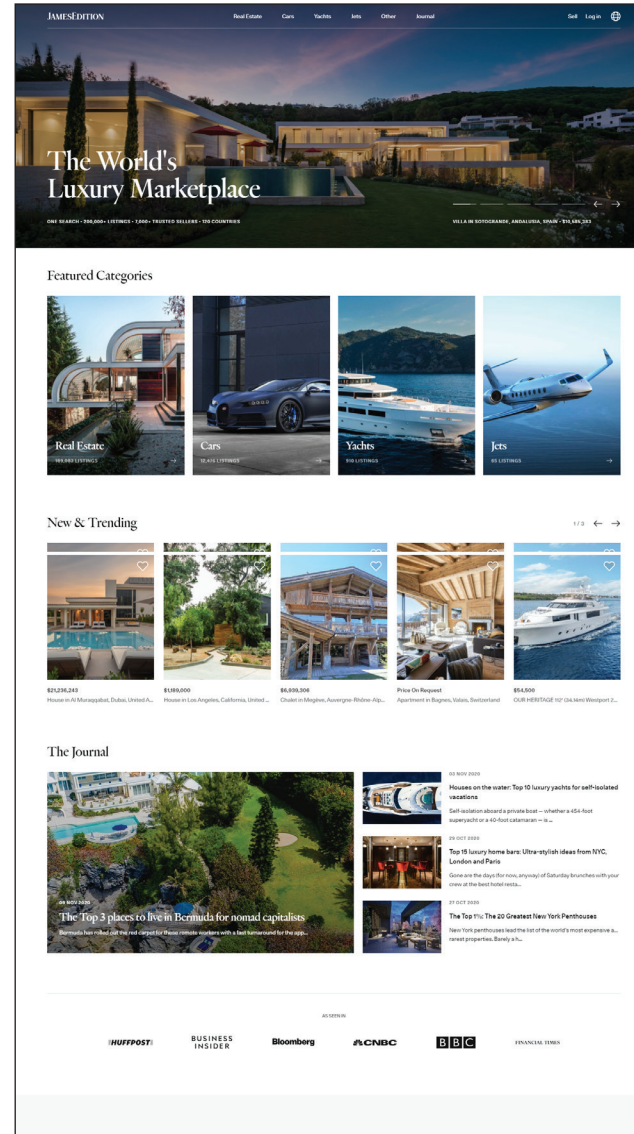
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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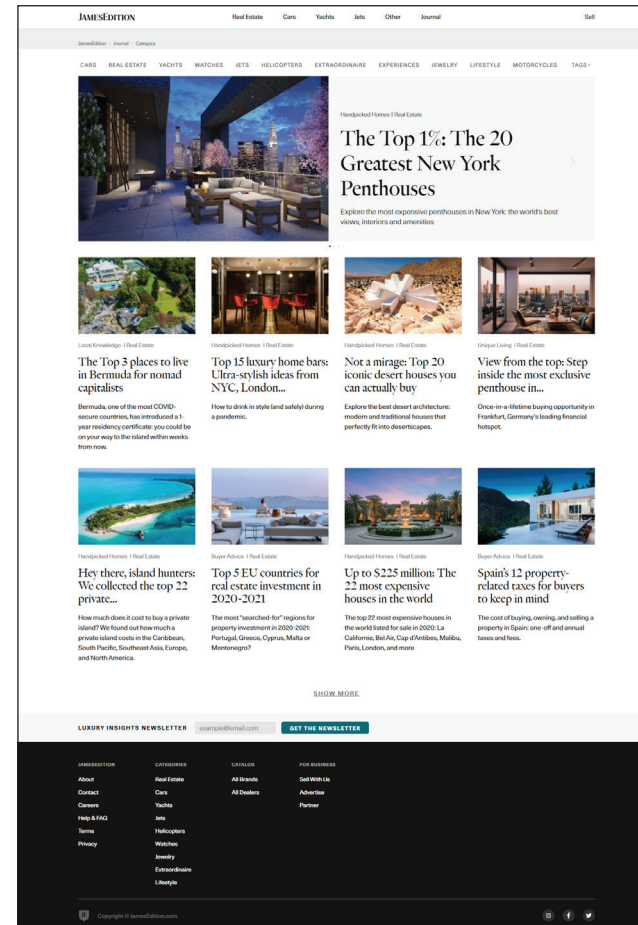
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

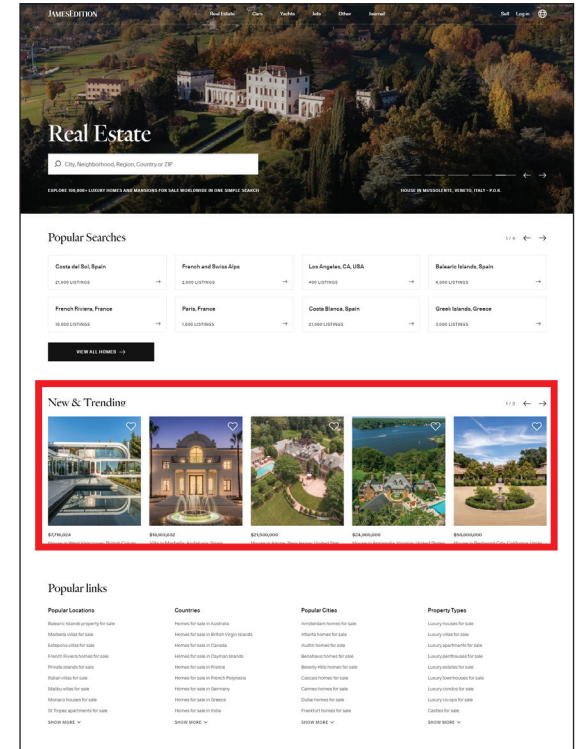
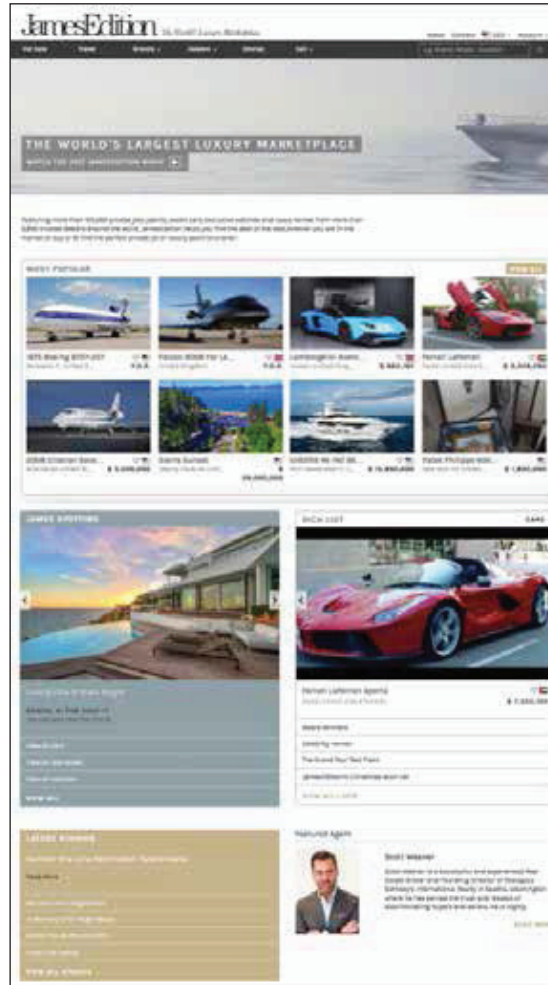
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# jamesedition.com

## SOCIAL MEDIA POST

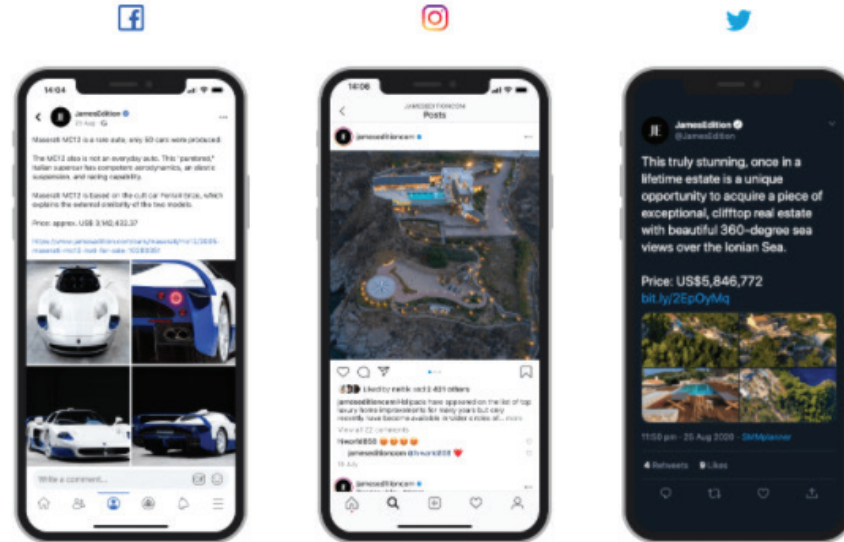
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- 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

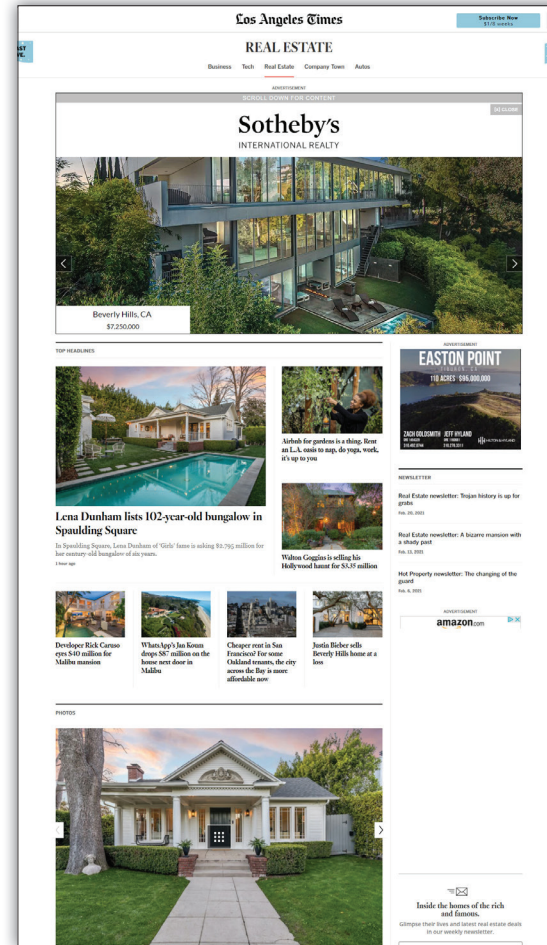
# LA Times

## 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**



# LA Times

## CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

---

PRICE: \$1,750/DEPLOYMENT

# Los Angeles Times

# 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





# RobbReport.com

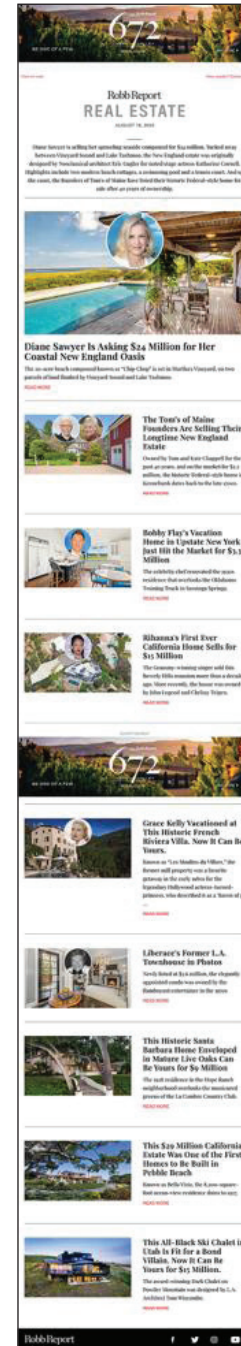
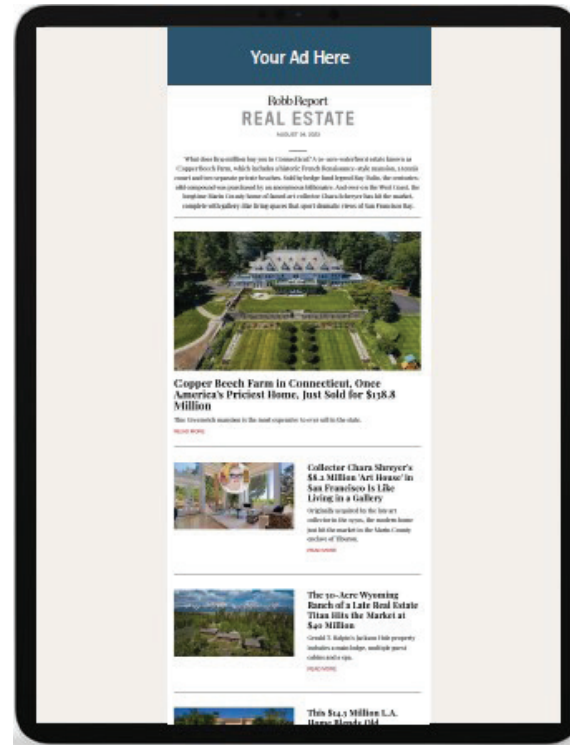
## REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

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

- Open Rate – 18.5%
- Email is exclusive, Partner own both banner positions: (2) 970x250
- Rate: \$3,100 for 1 week (3 deployments)

PRICE: \$3,750 - \$5,000/PER WEEK  
3 DEPLOYMENTS (M, W, F)



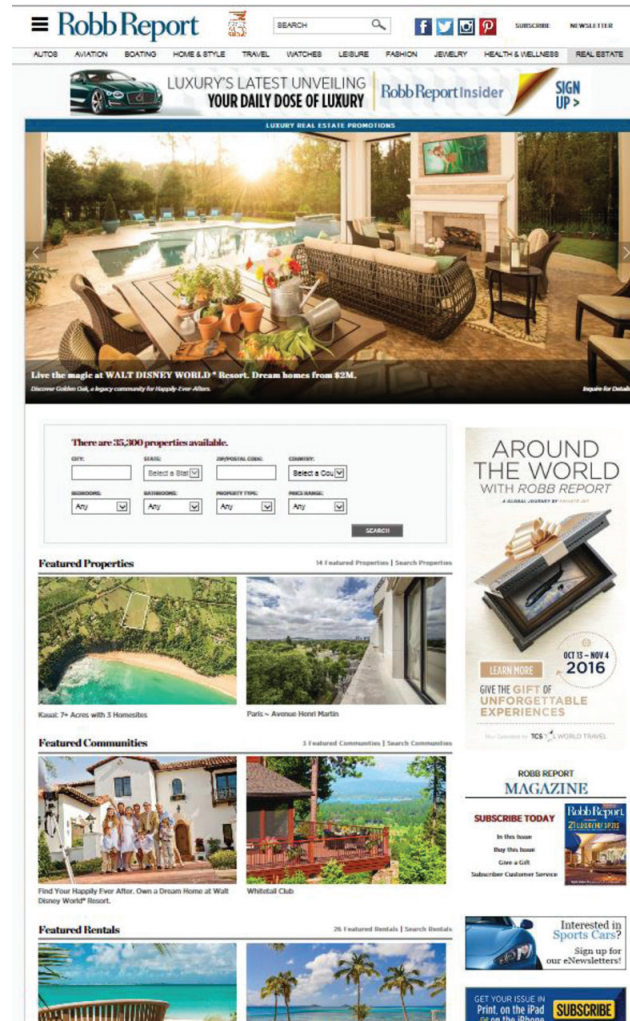
# RobbReport.com

## 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

1 PROPERTY PRICE: \$1,350 PER MONT



# 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.

Q
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)

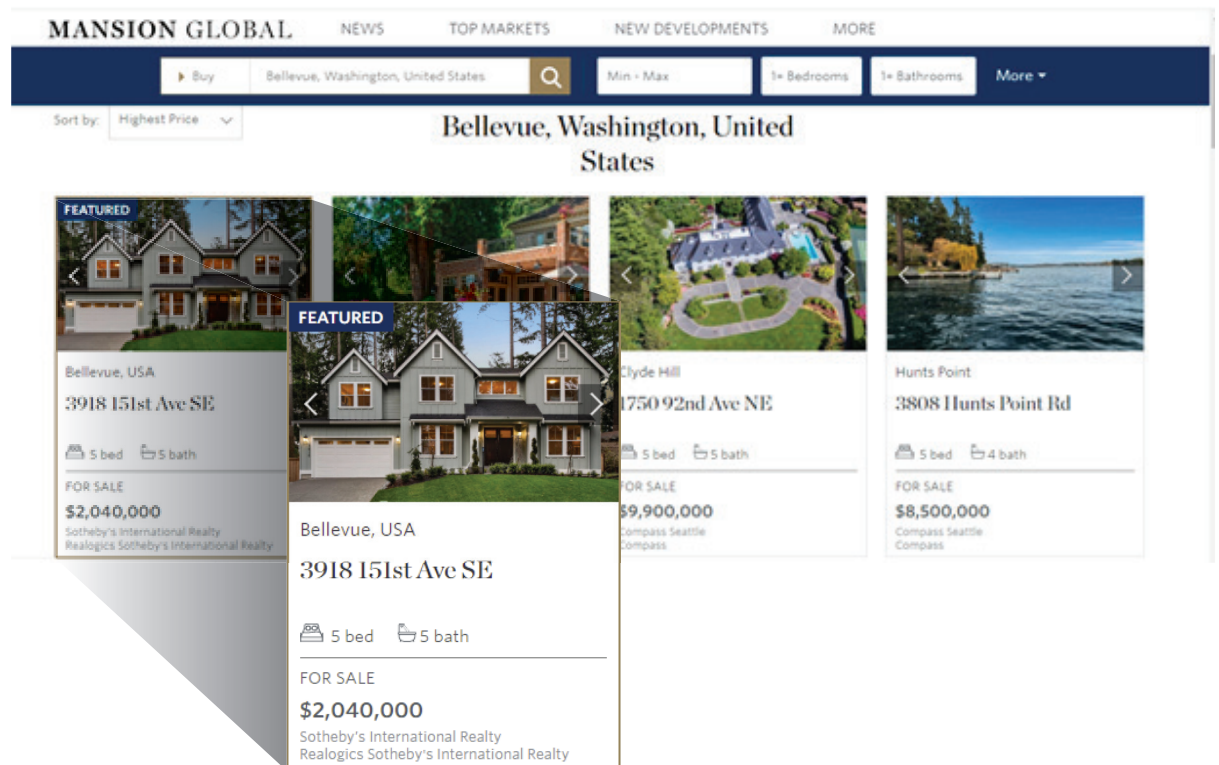
## FEATURED PROPERTY UPGRADES

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





## DIGITAL

# 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) E NEWSLETTER

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

PRICE: \$3,680

View in your browser

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



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

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,900,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,900,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 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	3,130	\$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 LiveIntent AllChives

# The Wall Street Journal Online (WSJ.com)

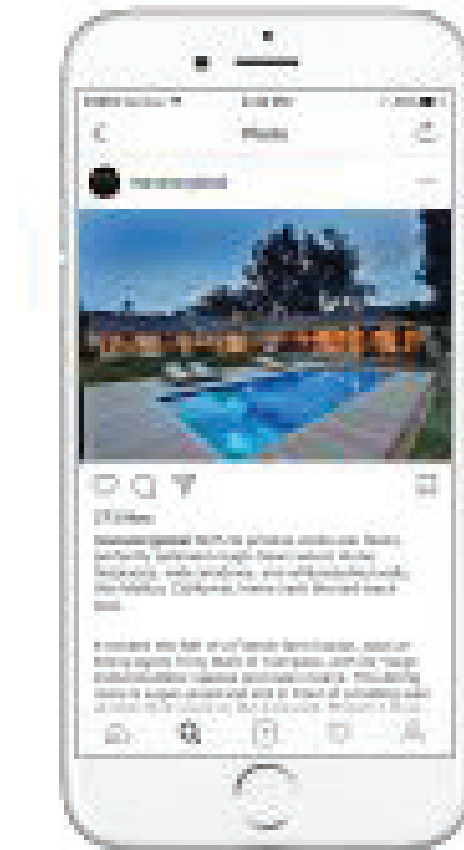
## @MANSIONGLOBAL INSTAGRAM

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

- Followers: **76.2K**

---

PRICE: \$1,775





# Print Offerings



Sotheby's  
INTERNATIONAL REALTY



# The Wall Street Journal

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

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

PROPERTY SPOT: \$795  
 DOUBLE PROPERTY SPOT: \$1,590  
**Includes Bonus 30 Day Digital -  
 Featured Property Upgrade**

**THE WALL STREET JOURNAL.**  
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXXV NO. 52 • WSJ.com • \$4.00

**What's News**  
 Business & Finance

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

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

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

**Shaky Ground**  
 A major supply chain of goods is being disrupted by the coronavirus, which is causing shortages of goods and services.

**What's News**  
 The Fed has cut its benchmark rate to 0% and lowered its target range for the federal funds rate to 0% to 0.25%.

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 Website or Address: \$4,000,000 | sothebysrealty.com/61767  
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PRINT

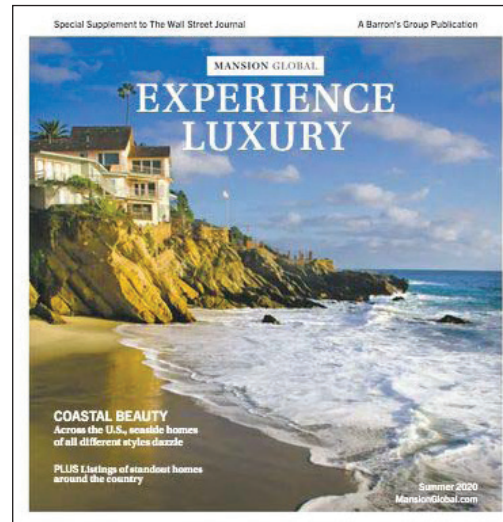
# The Wall Street Journal

## 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 | \$XXXXXXX | sothebysrealty.com/d/r/rid  
 William Pitt Sotheby's International Realty  
**JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebys.realty | +1 212.456.7800**



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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: Jean Muller MRE #13

72 Post Road, Old Westbury, NY

Fichea 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.

DANIELEGALE.COM/AGENT/DEBRA-RUSSELL

Sandbanks  
Exuma, The Bahamas

Jacqueline Lighthorn  
Estate Agent  
+1 242 269 2225  
260 Sandbanks Light House  
#13@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 sweeping pool deck and a classic infinity pool. Like a luxury spa, directly visible the ocean for water sports.

SIREBAHAMAS.COM/ID/V29/67

Bahamas | Sotheby's  
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorbo  
Sales Associate  
858.334.3557  
eric@ericandjessicah.com  
DRE#02156001

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

Stunning single story 15 acre oceanfront lot spanning two parcels with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.

SOTHEBYSREALTY.COM/ID/THE44

Pacific | Sotheby's  
INTERNATIONAL REALTY





# 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

Sotheby's International Realty

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 The Club's signature | \$20,900,000  
 FTB Sotheby's International Realty  
**MARK C. LEHMAN** mark.lehman@sotheby.com | +1 703 866 0869

STONEMOUNTAIN, NEW YORK  
 \$20,000,000 | sotheby.com/us/STONEMOUNTAIN  
 Sotheby's International Realty  
**ASHLEY TRECO** ashley.treco@sotheby.com | +1 248 422 0089

NEW YORK, NEW YORK  
 \$17,500,000 | sotheby.com/us/NEWYORK  
 Sotheby's International Realty  
**WAKI FIELD | HELEN MARGOS** waki@sotheby.com | +1 212 606 7669

BLUFFTON, SOUTH CAROLINA  
 \$10,500,000  
 Daniel Roman Sotheby's International Realty  
**CATHERINE DONALDSON** catherine.donaldson@sotheby.com | +1 843 218 2061

AUSTIN, TEXAS  
 \$9,500,000  
 Kusan Sotheby's International Realty  
**KARINA WILCOX** karina@sothebyrealty.com | +1 512 423 5528

AUSTIN, TEXAS  
 \$8,000,000  
 Kusan Sotheby's International Realty  
**KARINA WILCOX** karina@sothebyrealty.com | +1 512 423 5528

BRISTOL, VIRGINIA  
 \$4,847,000 | Flagships Trail  
 \$1,000,000 | sotheby.com/us/BRISTOL  
 Frances Sotheby's International Realty  
**GRETTA FEATY** gretta@sotheby.com | +1 423 646 5554

# 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  
 INSIDE FRONT COVER: \$1,500  
 INSIDE BACK COVER: \$1,500  
 BACK COVER: \$1,600



# 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.

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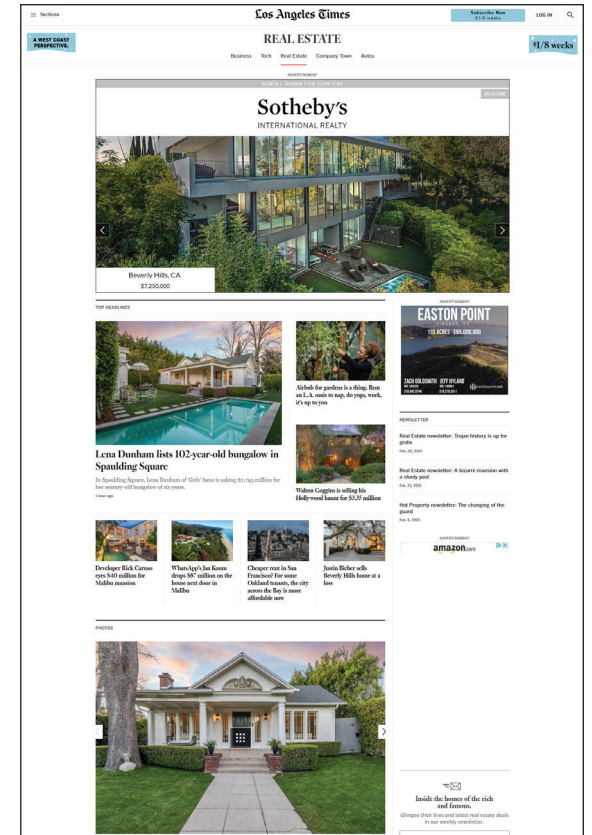
## LA TIMES DIGITAL LIGHTHOUSE

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

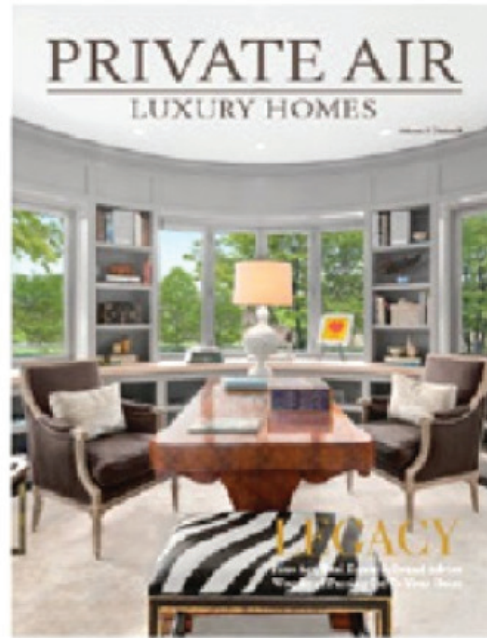




# Private Air Luxury Homes Magazine

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

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



## DISTRIBUTION

### 65,000 private jet owners and guests

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

FULL PAGE: \$1,925

**includes social media & E-Newsletter**

FULL PAGE IN 3 ISSUES: \$1,550

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

FULL PAGE IN 6 ISSUES: \$1,450

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



# Robb Report

## LUXURY PROPERTY GUIDE

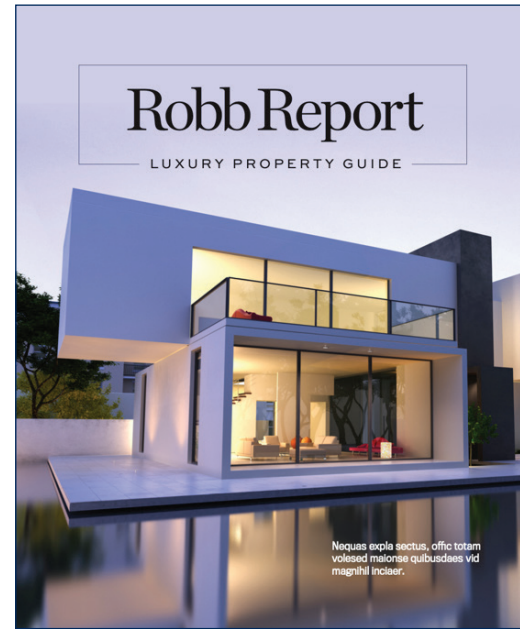
As a global leader in the luxury real estate market, Robb Report showcases the best of the best. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, new residences and developments.

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

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

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

Global



SOthebysREALTY.COM

Open the door to what's next.

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

The Rosewood Farm Estate  
Southampton, New York

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

Sotheby's INTERNATIONAL REALTY

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SOthebysREALTY.COM

Take a peek at what's next.

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

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

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

Vanessa Moore  
Executive Salesperson  
914.642.7322  
Vanessa.Moore@SothebysRealty

Sotheby's INTERNATIONAL REALTY

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# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

SCHEDULE AND PRICING

# Proposed Schedule, Pricing & Reach

## 2024-2025

PLAN 1

Media	Ad Description	October	November	December	January	February	Media Total	Reach
<b>Sotheby's Auction House: Print</b>								
Sotheby's Magazine	Half Page				\$ 1,820.00		\$ 1,820.00	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
<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
Million Impressions	Targeting - Miami and Los Angeles							
<b>Google Adwords</b>								
Google Adwords	Digital PPC program	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00			\$ 4,500.00	
<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	\$ 1,500.00		\$ 4,500.00	180,000
<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>JamesEdition</b>								
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00			\$ 1,600.00	750,000
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00					\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00				\$ 1,500.00	192,000
Social Media	Listing Feature				\$ 1,000.00		\$ 1,000.00	148,000
<b>LA Times</b>								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	\$ 325.00	Bonus	\$ 325.00		\$ 975.00	1,275,000
Custom Email	Custom Email		\$ 1,750.00				\$ 1,750.00	30,000
<b>Luxury Estate</b>								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00					\$ 1,100.00	
<b>Robbreport.com</b>								
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00			\$ 1,350.00		\$ 2,700.00	12,000
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00				\$ 3,750.00	60,000
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	\$ 650.00		\$ 2,600.00	656,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00				\$ 3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus	Bonus		\$ -	
Mansion Global Instagram	Mansion Global Instagram			\$ 1,775.00			\$ 1,775.00	76,200

SCHEDULE AND PRICING

# Proposed Schedule, Pricing & Reach 2024-2025

PLAN 1 - CONTINUED

Print

Conde Nast Magazines

Architectural Digest - South Florida	Full Page		\$ 2,870.00		\$ 2,870.00	19,000
Architectural Digest - Los Angeles / West LA	Full Page		\$ 1,920.00		\$ 1,920.00	15,000

Financial Times

Financial Times	Double Property Spot		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	631,371
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The Los Angeles Times

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

The New York Times

The New York Times	Double Property Spot - Weekday/Saturday			\$ 1,520.00		\$ 1,520.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00			\$ 750.00	165,000

Private Air Luxury Homes

Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00		\$ 1,925.00	65,000
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Robb Report

Robb Report	Robb Report Luxury Property Guide			\$ 3,500.00		\$ 3,500.00	107,000
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The Wall Street Journal

The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade		\$ 1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 4,770.00	1,933,272
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The Wall Street Journal

Mansion Global Experience Luxury	Weekend Property insert				\$ 980.00	\$ 980.00	100,000
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TOTAL					\$ 77,640.00		10,209,734
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\*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy  
Pricing Subject to Change

# Proposed Schedule, Pricing & Reach

## 2024-2025

PLAN 2

Media	Ad Description	October	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
<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				\$ 3,000.00	200,000
<b>Geofencing - Event and Location</b>								
Geofencing - Event and Location	Target specific events and locations			\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	120,000
<b>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>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	\$ 325.00	\$ 325.00	Bonus	\$ 325.00		\$ 975.00	1,275,000
Custom Email	Custom Email		\$ 1,750.00				\$ 1,750.00	30,000
<b>Luxury Estate</b>								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00					\$ 1,100.00	
<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-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

<b>Conde Nast Magazines</b>						
Architectural Digest - South Florida	Full Page			\$ 2,870.00	\$ 2,870.00	19,000
Architectural Digest - Los Angeles / West LA	Full Page			\$ 1,920.00	\$ 1,920.00	15,000
<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 Takeover	Full Page w/ Digital promotion	\$ 750.00			\$ 750.00	165,000
<b>Private Air Luxury Homes</b>						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00	\$ 1,925.00	65,000
<b>Robb Report</b>						
Robb Report	Robb Report Luxury Property Guide		\$ 3,500.00		\$ 3,500.00	107,000
<b>The Wall Street Journal</b>						
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00	1,933,272
<b>The Wall Street Journal</b>						
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00	\$ 980.00	100,000
TOTAL					\$ 58,075.00	8,255,534

\*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

Media	Ad Description	October	November	December	January	February	Media Total	Reach
<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
<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				\$ 3,000.00	200,000
<b>Cottages &amp; Garden</b>								
Spotlight + Property of Note	Rotating Gallery		\$ 2,950.00				\$ 2,950.00	
<b>JamesEdition</b>								
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00					\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00				\$ 1,500.00	192,000
<b>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>Robbreport.com</b>								
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00				\$ 3,750.00	60,000
<b>WSJ.com</b>								
Mansion Global Homepage Hero	Shared Banner	\$ 650.00		\$ 650.00			\$ 1,300.00	328,000
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus	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	\$	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 Takeover	Full Page w/ Digital promotion	\$	750.00			\$	750.00	165,000	
<b>The Wall Street Journal</b>									
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$	795.00	\$	795.00	\$	2,385.00	1,933,272	
Mansion Global Experience Luxury	Weekend Property insert					\$	980.00	100,000	
<b>TOTAL</b>							\$	29,595.00	6,682,534

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