



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Damian Archbold Group Advertising and Marketing Program

Golden  
Gate

**Sotheby's**  
INTERNATIONAL REALTY

# Table of Contents

## **3 INTRO**

## **4 SOTHEBY'S AUCTION HOUSE**

- 5 Sotheby's Magazine
- 6 Sotheby's Selects e-Newsletters

## **7 DIGITAL**

- 8 Impressions Campaign
- 13 Geofencing - Event and Location
- 14 Comprehensive Digital
- 16 Google AdWords
- 20 juwai.com
- 22 Cottages & Garden
- 23 Decanter e-Newsletter
- 24 Dwell Real Estate
- 25 Elite Traveler
- 26 Nob Hill Gazette
- 27 JamesEdition.com
- 32 Land.com
- 33 LA Times
- 35 RobbReport.com
- 37 The Wall Street Journal Online

## **39 PRINT**

- 40 The Wall Street Journal
- 42 The New York Times
- 43 The New York Times Takeover
- 44 Architectural Digest
- 45 Bon Appetit
- 46 Elite Traveler
- 47 Financial Times
- 48 The Land Report
- 49 Los Angeles Times
- 51 Modern Luxury
- 52 Private Air Luxury Homes Magazine
- 53 Robb Report
- 54 San Francisco & Silicon Valley Takeover

## **55 SCHEDULE, PRICING & REACH**

- 56 2024 - 2025



**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 Damian Archbold Group

SKY Advertising is excited to present to Golden Gate Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the Damian Archbold Group.

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 Napa.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to the team and their expertise.

**LET'S DO  
GREAT THINGS TOGETHER**

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

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

Sotheby's  
Auction House  
Offerings



Sotheby's  
EST. 1744

# Sotheby's Auction Magazine

## SOTHEBY'S MAGAZINE

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

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

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

Global



**Sotheby's**  
INTERNATIONAL REALTY

Austin, Texas  
 214.426.6200  
 Property # 1230123  
 Agent: Jennifer Smith  
 Broker: Sotheby's International Realty  
 1234 Main Street, Austin, TX 78701  
 Email: jsmith@sothebysrealty.com  
 \$50,000,000.00

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

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Home

**1 Central Park West 46R/50C**  
 With unparalleled breathtaking views, 46R/50C at Central Park West is a rare opportunity to own a piece of New York City's most iconic real estate. This exclusive penthouse offers an unparalleled living experience with over 3,000 sq. ft. of luxury finishes, including a private gym, indoor pool, and a private chef's kitchen. Don't miss this once-in-a-lifetime opportunity to own a piece of Central Park West.

**New York, New York**  
 212.850.0000  
 Sotheby's International Realty  
 East Side Manhattan, New York  
 Call: Taylor +1 212 850 7772  
 Email: taylor@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 features a private gym, indoor pool, and a private chef's kitchen. Don't miss this once-in-a-lifetime opportunity to own a piece of Park Avenue.

**New York, New York**  
 212.850.0000  
 Sotheby's International Realty  
 East Side Manhattan, New York  
 Call: Taylor +1 212 850 7772  
 Email: taylor@sothebysrealty.com  
 \$20,000,000.00

**Four Seasons Private Residences**  
 This stunning 1,100 sq. ft. penthouse offers unparalleled views of the city and a private chef's kitchen. The property features a private gym, indoor pool, and a private chef's kitchen. Don't miss this once-in-a-lifetime opportunity to own a piece of Four Seasons Private Residences.

**New York, New York**  
 212.850.0000  
 Sotheby's International Realty  
 East Side Manhattan, New York  
 Call: Taylor +1 212 850 7772  
 Email: taylor@sothebysrealty.com  
 \$15,000,000.00


85

DIGITAL

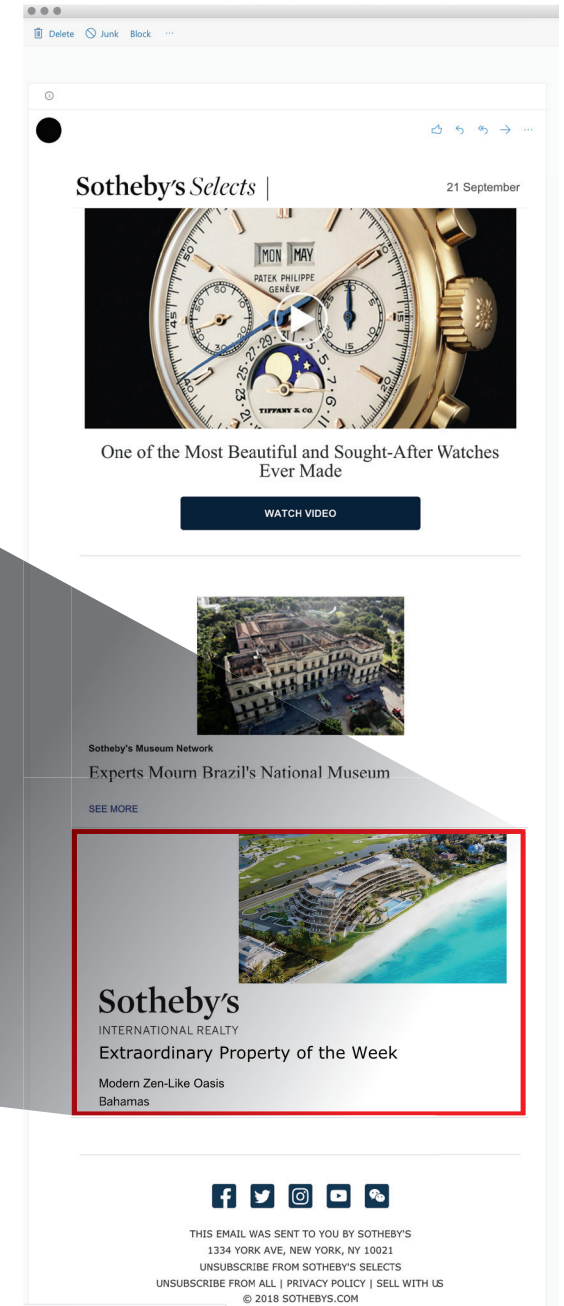
SOTHEBY'S SELECTS  
E-NEWSLETTERS

- 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](#)

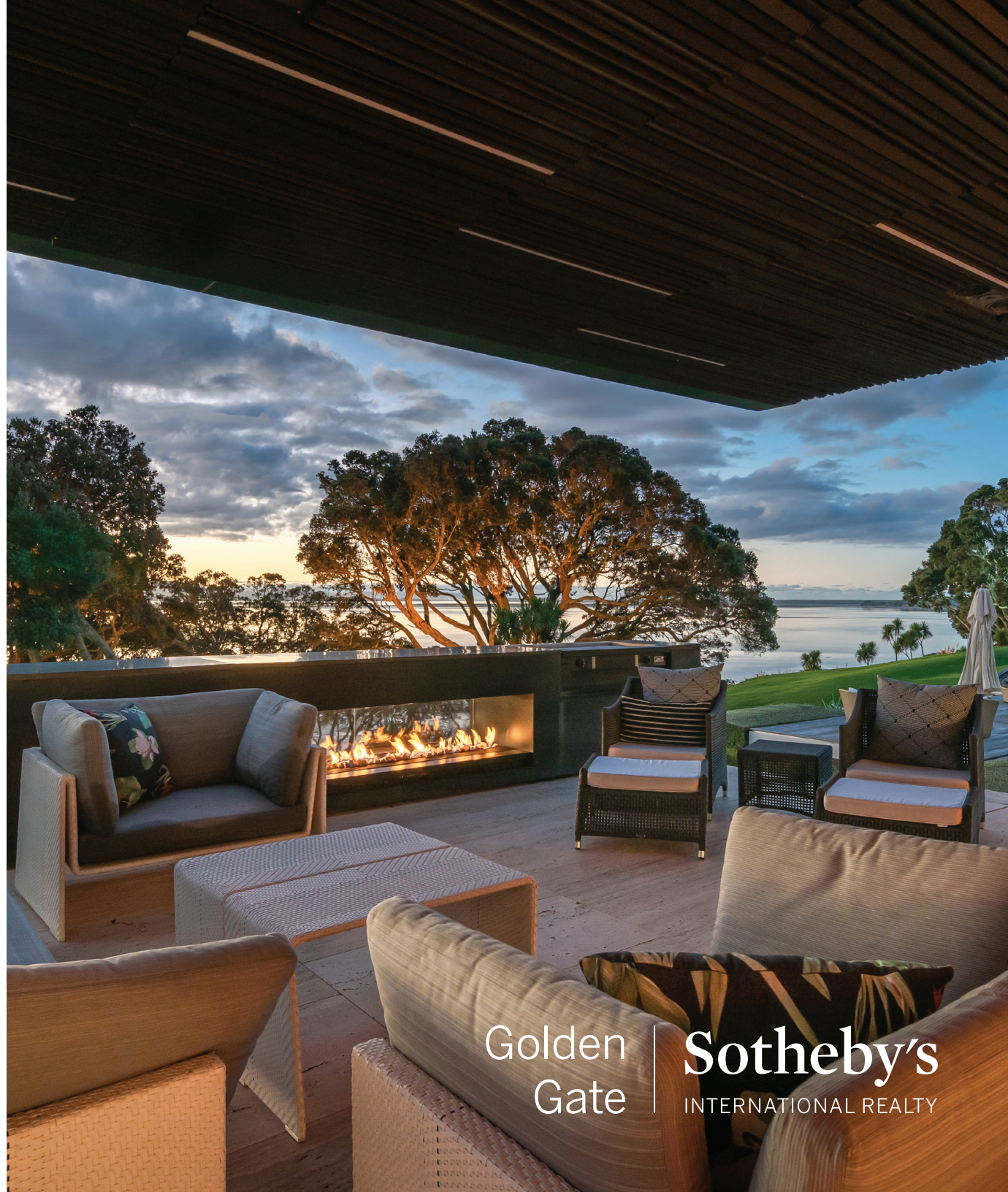


**Sotheby's**  
INTERNATIONAL REALTY  
Extraordinary Property of the Week  
Modern Zen-Like Oasis  
Bahamas

[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



Golden Gate

Sotheby's  
INTERNATIONAL REALTY

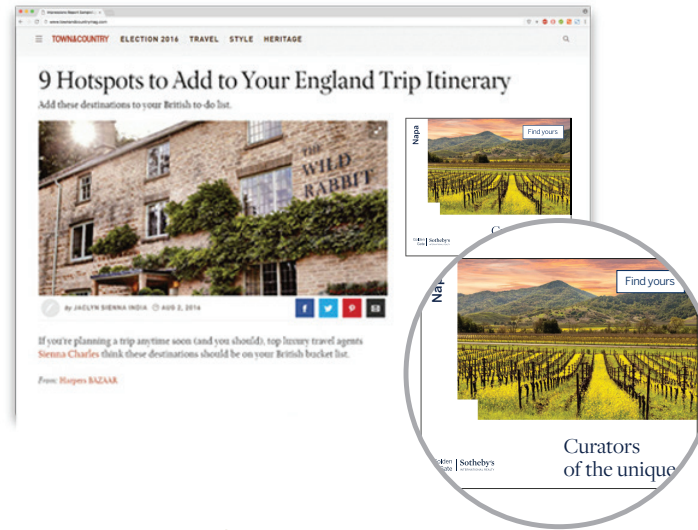
# Impressions Campaign

**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: **Damian Archbold Group**
- Flight Dates: **October 2024 - March 2025**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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





# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**

The  
Economist



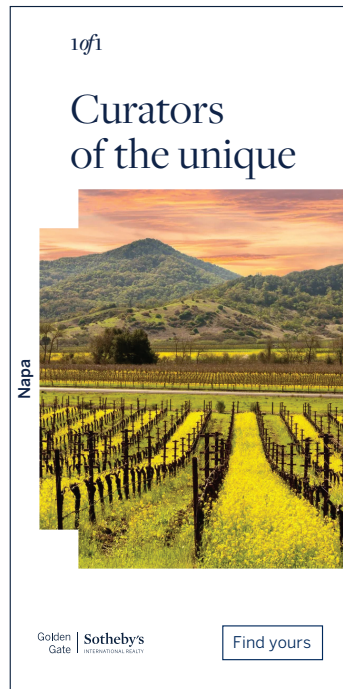
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

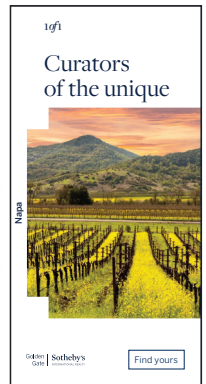
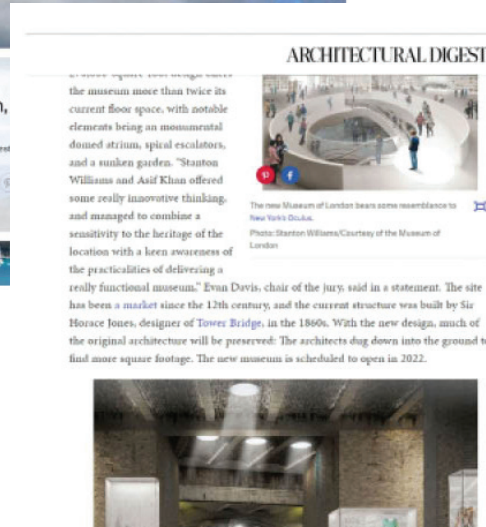
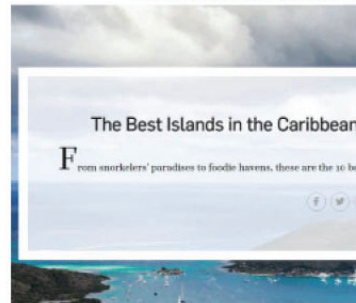
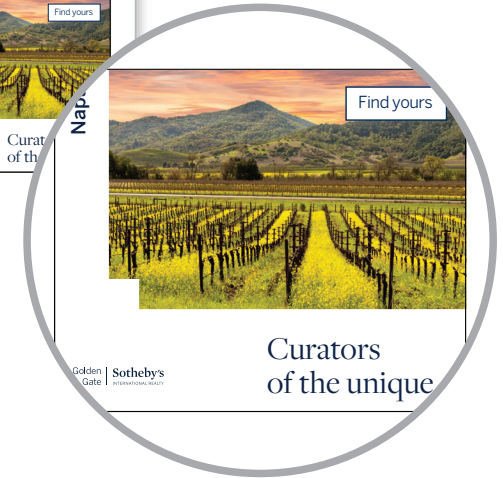
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

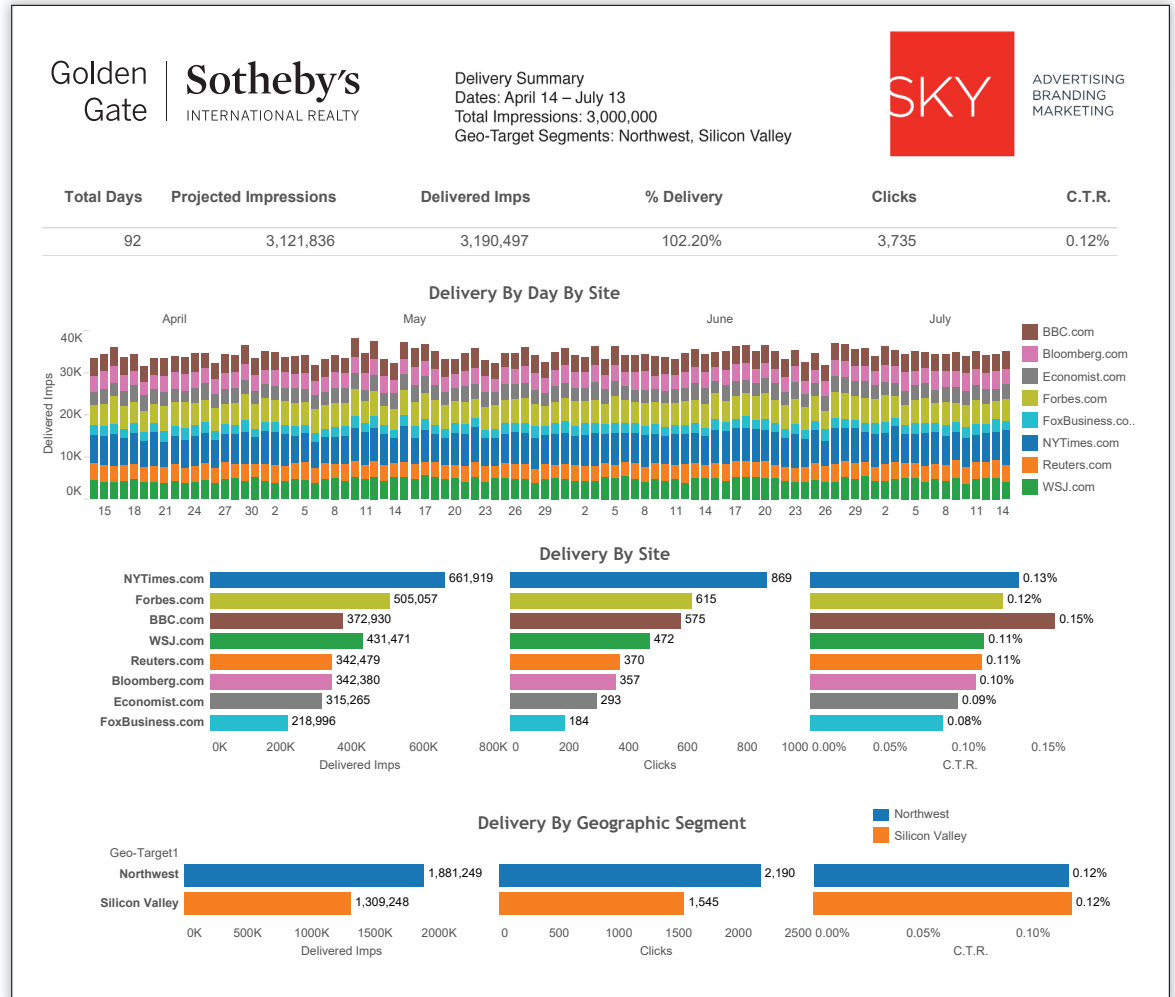


# Comprehensive Reporting For Your Customized Campaign

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it.

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks, and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

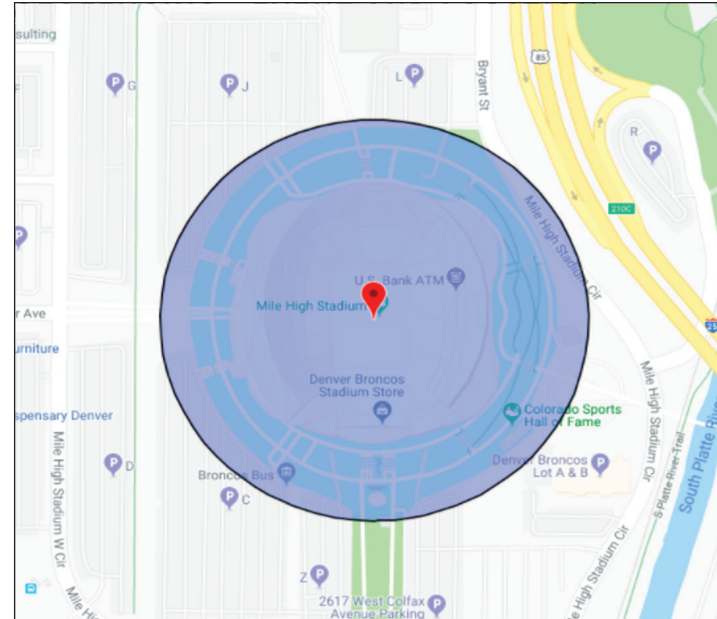
## IMPRESSIONS PROGRAM SAMPLE REPORT



# Digital Event Targeting

## GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



## GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

### TIER 1

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

# Comprehensive Digital

## OTT/VIDEO PREROLL

OTT or Over The Top is video programming transmitted via the Internet, not on traditional cable or broadcast. It reaches any type of internet connected device including Roku, Connected TV/SmartTVs, Fire TV Sticks, XBOX, PlayStation, Apple TV, Chromecast, and more.

Our OTT gets you to thousands of publishers and streaming exchanges on stations like: Sling TV, Fubo.TV, Pluto.TV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

## HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

OTT can extend the reach of a business that is currently doing broadcast TV or cable because OTT reaches audiences that have cut the cord to cable (cord-cutters), or those that have never had cable (cord-nevers) and you are able to reach a more targeted audience with OTT.

eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.

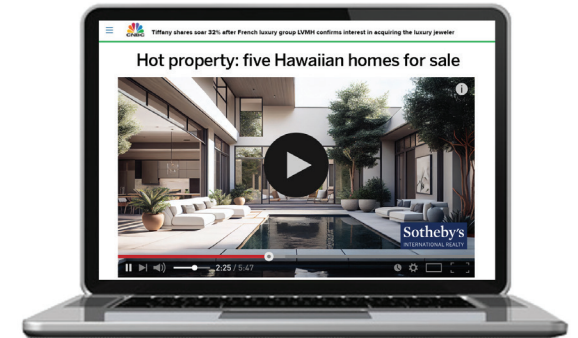


## YouTube Video Pre-Roll Ads

### WHY OTT?

Our OTT runs on Set Top Boxes, Game Consoles, and Smart TVs like Fire TV Sticks, XBOX, PlayStation, 4K FireTV, SmartTV, AppleTV, ChromeCast, Roku, and more. 100% of our impressions are served on Connected TVs.

We have direct inventory on hundreds of Apps and Providers. These cover a variety of content such as News, Sports, Entertainment, Lifestyle, Gaming, Health, Technology, and many more, depending on the targeting categories selected for your campaign. We have over 100,000 targeting categories to choose from and we can also use Artificial Intelligence to find the optimal audience. We have direct deals with large publishers and devices like Samsung TV, DIRECTV, NHL, Fox, local news stations,



Disney/ABC, AMC Networks, NBC Universal, National Geography, A+E Networks, Bloomberg, Discovery, the CW, and MLB to serve ads through direct connections. We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

**PRICE: FROM \$1,500/MONTH**  
**50,000 Impressions**

# Comprehensive Digital

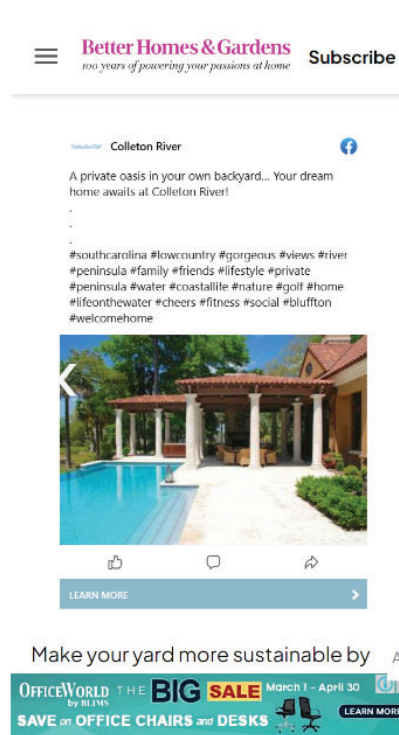
## SOCIAL MIRROR ADS

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.

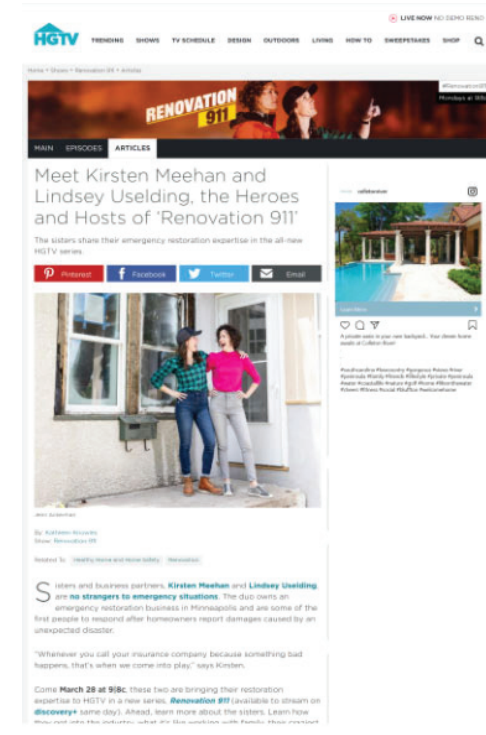
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

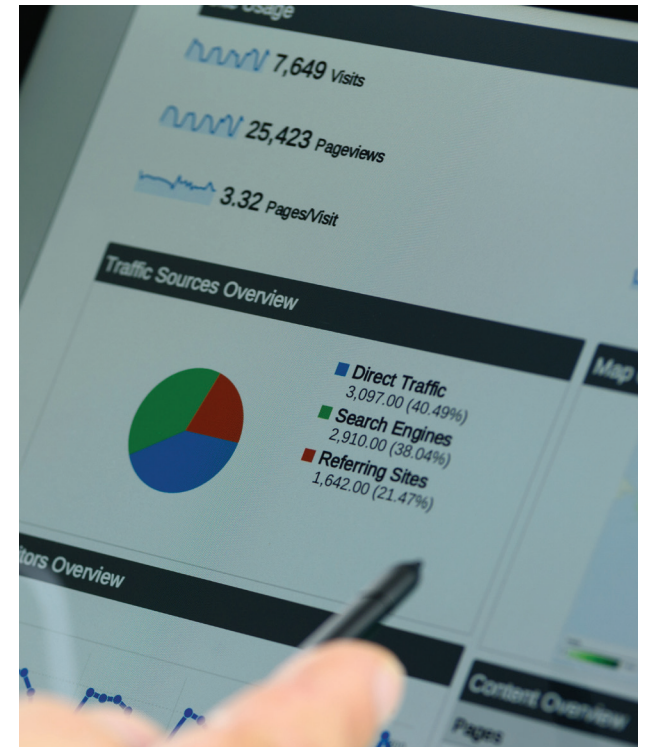


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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.



### Golden Gate 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

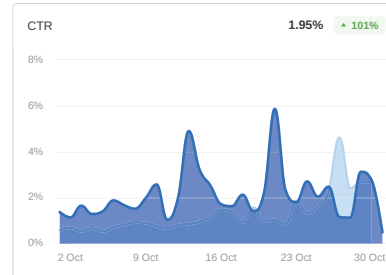
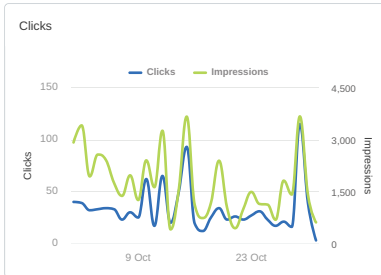
## MONTHLY REPORTING

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



## Golden Gate 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

# LinkedIn.com

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.

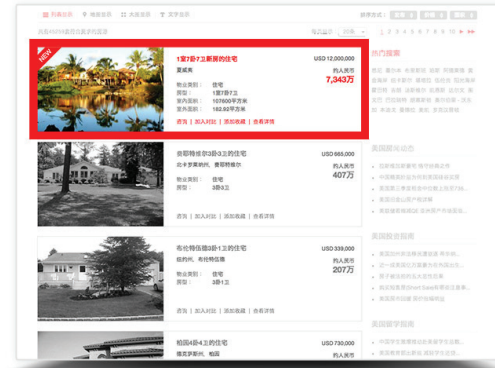
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PRICE: FROM \$2,000/MONTH



# juwai.com

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 2.5 million property listings spanning 89 countries.



## HOT PROPERTY UPGRADE

With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

PRICING SPECIAL: \$425 FOR 30 DAYS.

Usually \$725

Global

## FEATURED PLACEMENT PROPERTY LISTING

- Juwai Luxe Channel
- Connects you to UHNW (Ultra High Net Worth) Chinese consumers.

PRICE: \$425 FOR 6 MONTHS

For properties \$2M+

Global

# juwai.com

## CREATIVE EDITORIAL & SOCIAL MEDIA POSTING

Professionally crafted content written in close conjunction with your marketing team.

Appears on the Juwai Home Page, and relevant country pages

Boosted on Juwai Social Media Accounts including Wechat and Weibo

PRICE: \$2,355 PER ARTICLE



# Cottages & Garden

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

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

## TOP 10 MARKETS

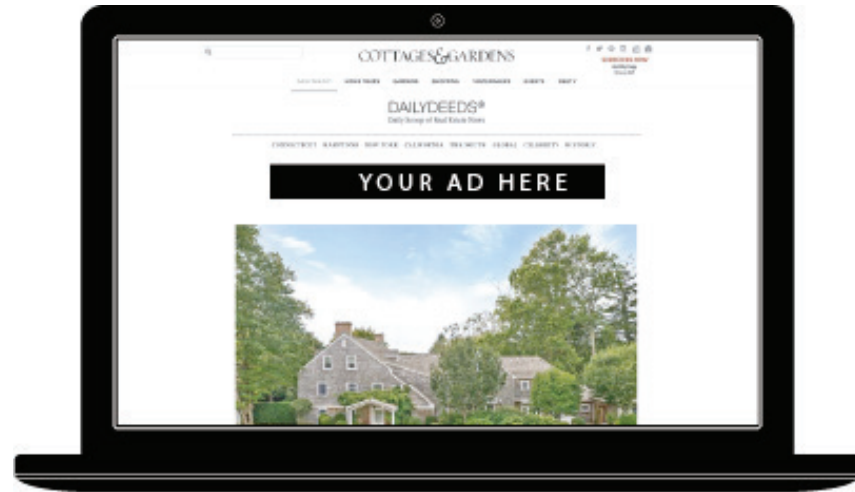
- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

## SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950

## DAILY DEEDS

E-NEWSLETTER SENT 4X PER WEEK:  
\$3,000 FOR TWO WEEKS; \$5,000 PER MONTH



### Floral Gift Ideas for Mother's Day

Even if she's not a gardener, chances are that every mother favors flowers.



### Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



### Ready, Set, Game Time!

12 fun finds that double as playful decor.

### Spotlight



CALIFORNIA CLOSETS

With an eye for both style and function, California Closets provides innovative custom storage systems for all areas of the home. Our expert design consultants will guide you through every step of the California Closets process. Find yourself at home with California Closets.

DIGITAL

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# Decanter e-Newsletter

Decanter.com is the world's leading online source for up-to-date information on fine wine with a passionate and active following of international wine enthusiasts numbering 540,000 users per month and 1.2 million page views.

- **21,000** daily subscribers
- **28,000** weekly subscribers

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WINE E-NEWSLETTER

PRICE: \$750/WEEK

FACEBOOK CAMPAIGN

PRICE: \$2,350 PER POST

# Decanter



# Dwell Real Estate

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

## Dwell Audience Real Estate Metrics

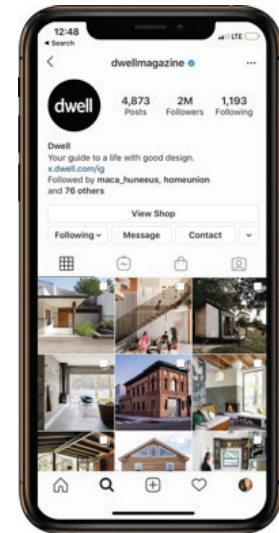
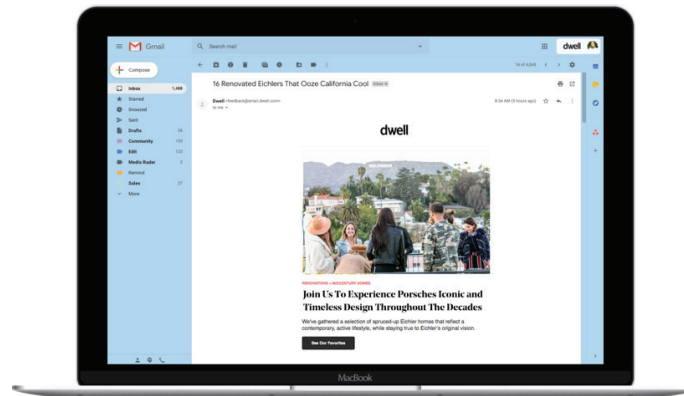
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

## CUSTOM REAL ESTATE ARTICLE.

This article permanently live will live in the Dwell.com Real Estate Channel.

- Promotion on Dwell.com Homepage through a promo tile.
- Promotion in the Dwell Email Newsletter.
- Promotion on the Dwell Facebook.

PRICE: \$6,000





# Elite Traveler

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

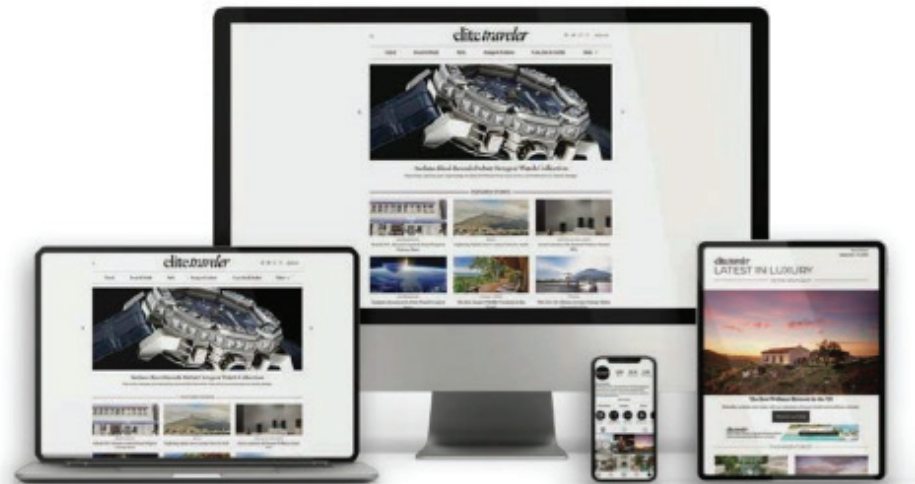
Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

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

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

**Half price with full page print purchase**



## DIGITAL

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# Nob Hill Gazette

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

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

## E-NEWSLETTER

### ON THE MARKET

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

---

PRICE: \$500 PER LISTING

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



# jamesedition.com

## E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

# jamesedition.com

## ROTATING GALLERY

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

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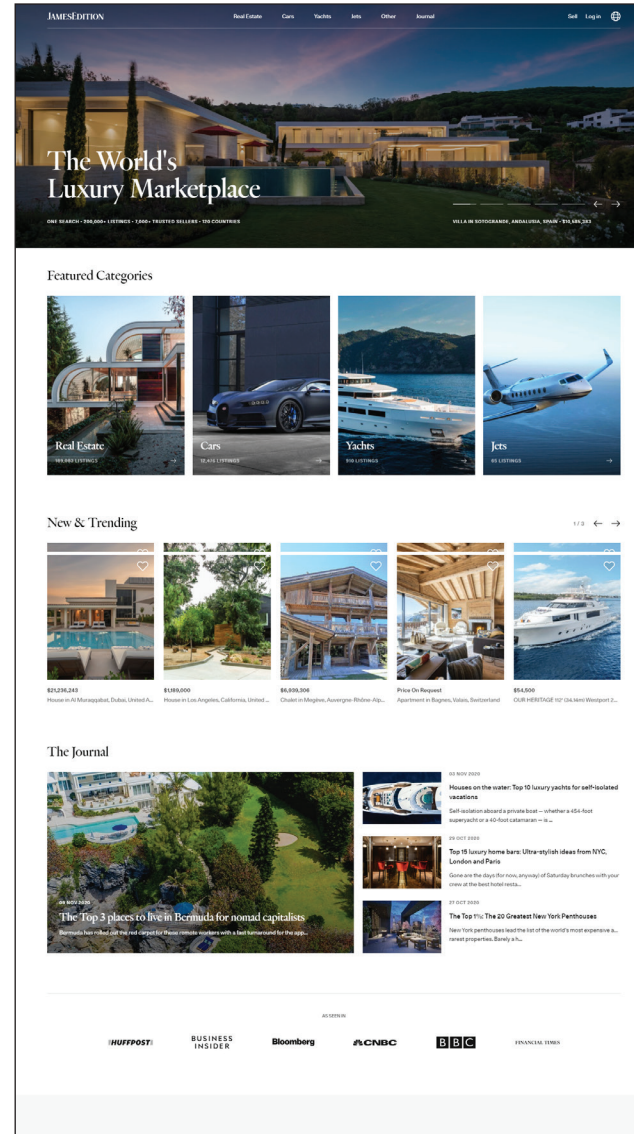
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

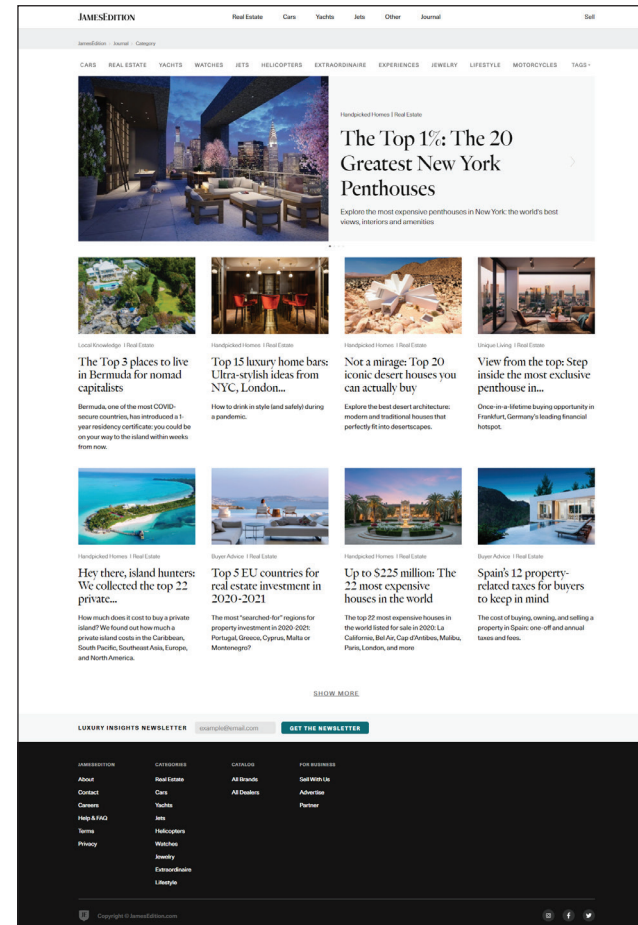
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

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

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



# jamesedition.com

## NEW & TRENDING

### FEATURED LUXURY POSITION

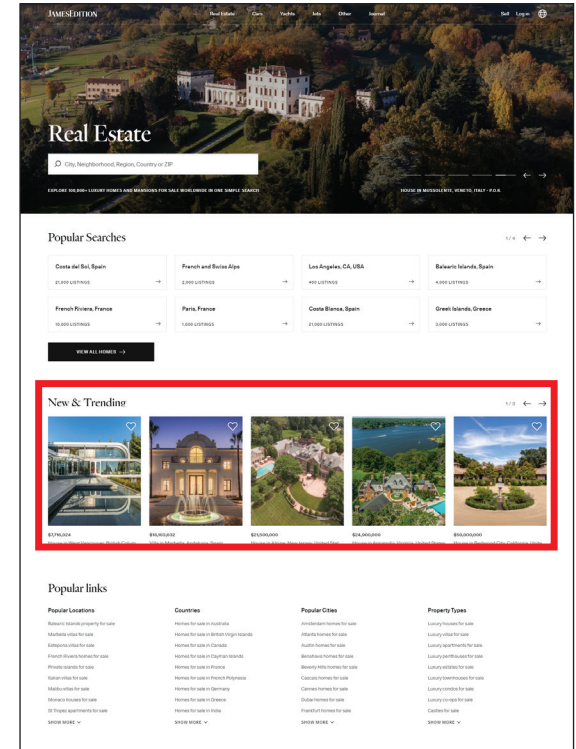
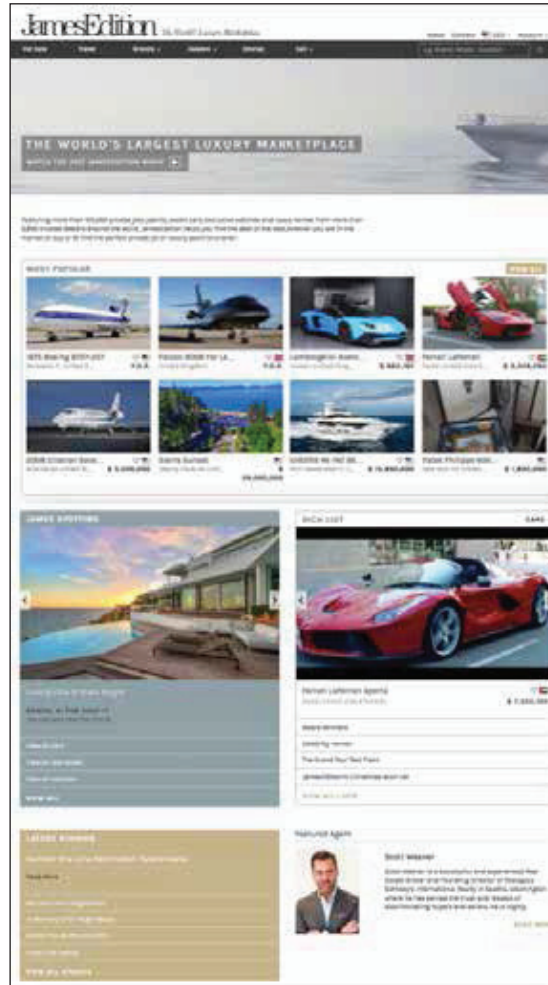
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# jamesedition.com

## SOCIAL MEDIA POST

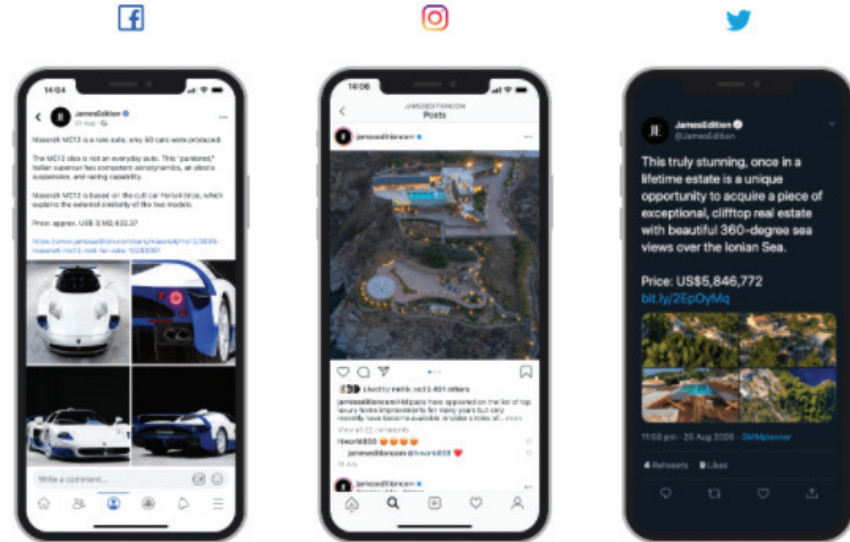
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- 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

# Land.com

The Land.com Network is the largest online marketplace for discovering, buying and selling rural real estate.

## LANDS OF AMERICA

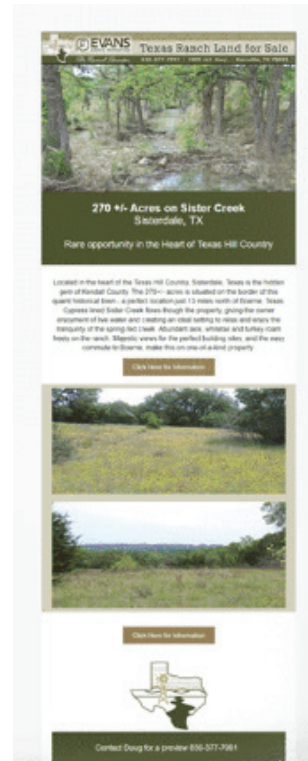
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

## LAND AND FARM

A top-tier rural property marketplace, Land And Farm receives more than 2 million visits and 16 million page views monthly.

## LAND WATCH

LandWatch is an online leader in rural properties and land for sale, including home sites for vacation, recreation or investment.



## SIGNATURE LISTINGS

10Xs more Exposure

\$125/ONE LISTING  
\$330/3 LISTINGS  
\$1200/12 LISTINGS

## PLATINUM FEATURED PROPERTY

PRICE: \$750/30 DAYS  
Featured on all 3 Land.com sites

## DEDICATED EMAILS

Create a custom message dedicated to your target customers that highlights your properties and business.

Drive demand and call the most-relevant prospects to action.

PRICE: FROM \$1,500



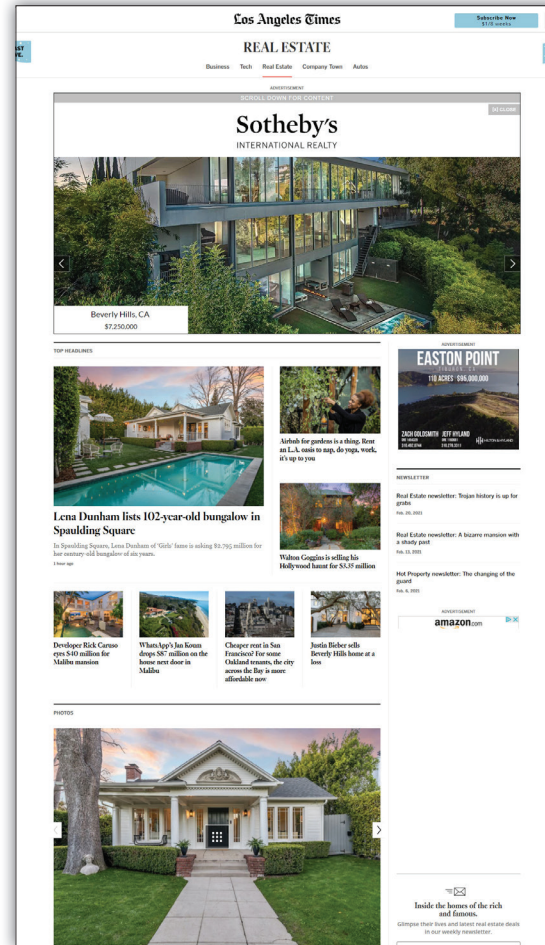
# LA Times

## 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**

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PRICE: \$1,750/DEPLOYMENT

# Los Angeles Times

# RobbReport.com

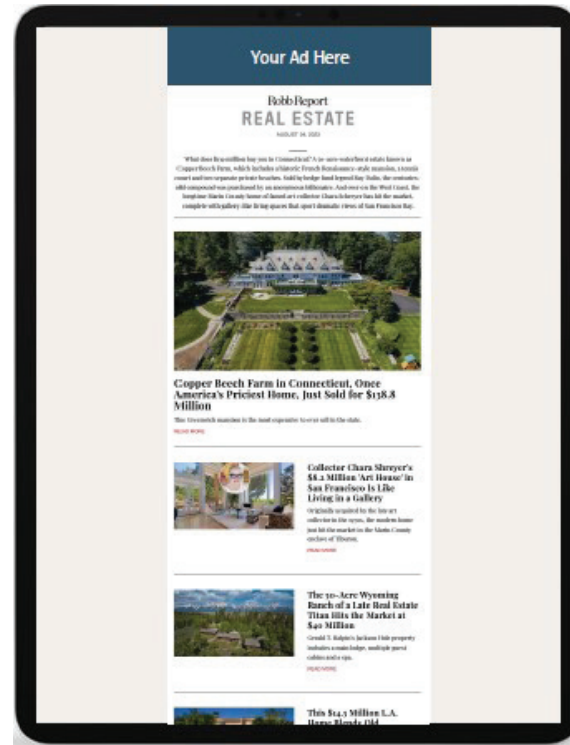
## REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

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

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

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



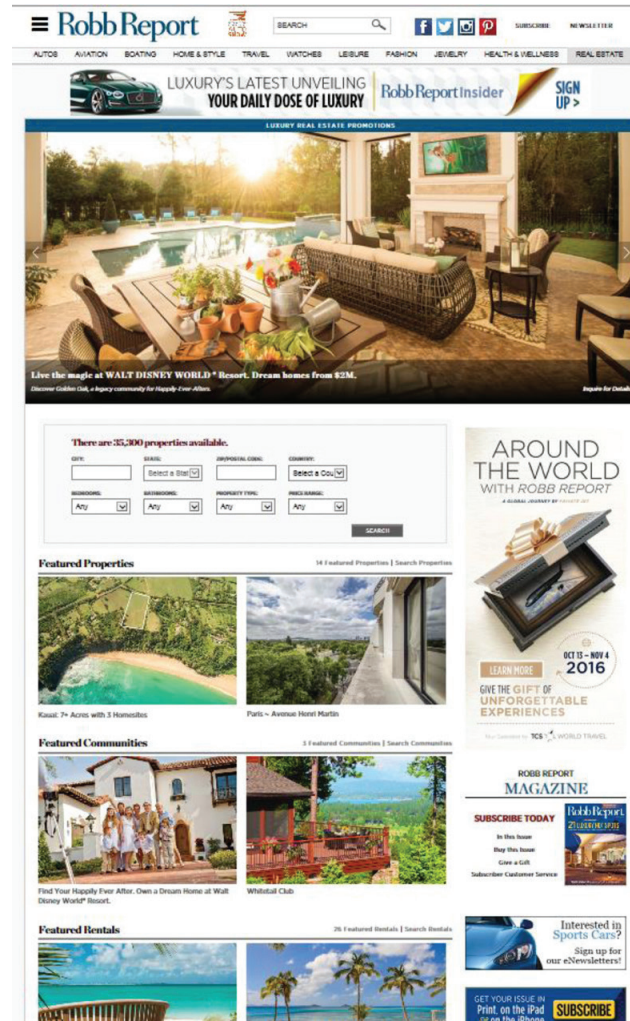
# RobbReport.com

## FEATURED LISTING CAROUSEL

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Circulation: 107,000+
- Average Age: 43
- Male / Female Ratio: 77% / 23%
- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

PRICE: \$1,350 PER MONTH



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



# The Wall Street Journal Online (WSJ.com)

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

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

PRICE: \$3,680

View in your browser

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



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

**BY THE NUMBERS**

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,500,000
6. 4882 201 Street, Surrey, BC	\$18,500,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7512 7512 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLean, Toronto, ON	\$12,500,000
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	\$25,000,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,378,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

**TRENDING TODAY**

**Architectural Digest** @ArchDigest Following

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



3:26 AM - 25 May 2018

**#AloneTogether** ad

**Staying home saves lives.**

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

Powered by AllPhotos.com

# Print Offerings



Golden Gate

Sotheby's  
INTERNATIONAL REALTY

# The Wall Street Journal

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

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

PROPERTY SPOT: \$795  
 DOUBLE PROPERTY SPOT: \$1,590  
 QUADRUPLE PROPERTY SPOT: \$3,180

**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 storm began barreling across Tennessee on Monday, spawning three major twisters that killed at least 25 people and left thousands of people without power.

**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 outlined a string of legislative priorities in his first press conference as vice president.

**Sotheby's**  
 INTERNATIONAL REALTY

Nothing compares to what's next.

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

**City, State**  
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PRINT

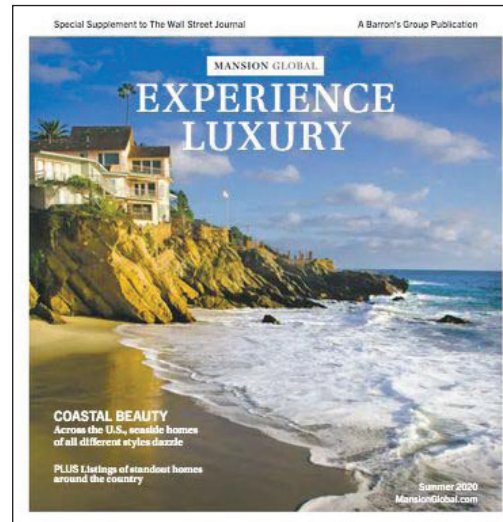
# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

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

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

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



# The New York Times

## IN THE FRIDAY MAIN NEWS SECTION

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

PROPERTY SPOT, COLOR: \$760  
 DOUBLE PROPERTY SPOT, COLOR: \$1,520  
 QUADRUPLE PROPERTY SPOT, COLOR: \$3,040  
 EIGHT PROPERTY SPOT, COLOR: \$6,080



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



**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

CITY, STATE	CITY, STATE	CITY, STATE	CITY, STATE
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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**

Move beyond your expectations.

Nothing compares. [SOTHEBYSREALTY.COM](http://SOTHEBYSREALTY.COM)

Represented by: **Jeannette Maloney** MRE, SLS

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

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

**DANIELE GALE** / AGENT / **OBIRA 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.

**Bahamas | Sotheby's INTERNATIONAL REALTY**

SIBAHAMAS.COM/ID/V29,67

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

**Eric Santorbo**  
 Sales Associate  
 858.334.3557  
 eric@ericandjessicah.com  
 DRE#02156201

**5305 Carlsbad Boulevard**  
 5 BR | 8.0 BA | 10,039 SQ FT  
 \$25,000,000

Stunning single story 11.5 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.

**Sotheby's International Realty**

**Pacific | Sotheby's INTERNATIONAL REALTY**

SOTHEBYSREALTY.COM/ID/THE44

# Architectural Digest

## 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 Architectural Digest.

## FULL PAGE, COLOR:

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

## FULL PAGE, COLOR

SAN FRANCISCO CITY /NORTH BAY: \$2,340



TTR Sotheby's

### 300 International Drive #2501

BALTIMORE, MARYLAND

Live amongst the clouds with the best undisturbed view in Baltimore. Highlighting the epitome of luxury, this 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 floorplan. Centrally located to America's most prestigious golf courses: Caves Valley, Congressional, Baltimore Country Club and more.

Offered at \$2,990,000

**TRAVELSTEAD!**  
Alex Lerner  
443-469-3152  
alexler@ttrtr.com

**Lydia Travelshead**  
443-869-2113  
travelshead@ttrtr.com

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velvære

Live at Velvære. Experience a life of well-being where nature and surroundings are intrinsically linked to living whole. This 40+ acre community will feature direct access to local access and fine-lined traditional architecture through an estate de luxe, extensive 600-ft-long, 200-ft-wide outdoor spaces, an integrative wellness center and family adventure center all woven around 115 private cabana, restaurants and luxury homes in Park City, Utah. Available now, starting from \$4,650,000.

VELVAERE.PARKCITY.COM

MACLEBY Sotheby's

Keri Holland + Liza Story | info@velvareparkcity.com | 435.602.6570

# Bon Appetit

## 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 Bon Appetit.

- Full page, color

SAN FRANCISCO CITY/ NORTH BAY:  
FULL PAGE: \$2,630



**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  
917.865.5534 | laurie.silverman@sothebysrealty.com  
laurie@lauriesilverman.com

**Sotheby's**  
INTERNATIONAL REALTY

DOWNTOWN MANHATTAN BROKERAGE | 140 5TH AVENUE, 4TH FLOOR | NEW YORK, NY 10003

**The Last Great Greenwich Estate**

Sotheby's  
INTERNATIONAL REALTY

499 INDIAN FIELD ROAD  
CopperBeechFarmCT.com  
\$150,000,000

Leslie McElwreath  
917.539.3654  
leslie@lauriesilverman.com

Joseph Barbieri  
203.940.2025  
joseph@lauriesilverman.com

Nikki Field  
212.506.7659  
nikki@lauriesilverman.com

# Elite Traveler

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

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

## ELITE TRAVELER AUDIENCE

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

LUXURY HOMES FEATURE: STARTING AT \$4,500



# Financial Times

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

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

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

**Global**

# The Land Report

The Land Report magazine provides nationwide news, information and insight into 40,000 of America's most affluent current and potential home buyers & landowners. The Land Report profiles passionate landowners, high net-worth home & estate owners, identifies unique home-buying and land investment opportunities, explains ways to improve and conserve land, provides legislation updates, and highlights outdoor gear and equipment.

- Distribution: **40,000+ Print & Digital**
- Average HHI: **\$9.2M**
- Average NW: **\$89.3M**
- Gender Skew: **82% Male, 18% Female**

FULL PAGE: \$4,900



SOthebysREALTY.COM

Open the door to what's next.

**Harald Grant**  
Associate Broker  
914.642.7272  
Harald.Grant@SothebysRealty  
HARALD@HARALDGRANT.COM

**Bruce Grant**  
Licensed Salesperson  
914.642.7272  
Bruce.Grant@SothebysRealty

The Rosewood Farm Estate  
Southampton, New York  
10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000  
ROSEWOODFARMESTATE.COM

SOthebysREALTY.COM

Take a peek at what's next.

**Beate V. Moore**  
Associate Broker  
914.527.7878  
Beate.V.Moore@SothebysRealty  
BEATE@BEATEV.COM

**Vanessa Moore**  
Licensed Salesperson  
914.775.6075  
Vanessa.Moore@SothebysRealty

Water Mill South on Reserve, Pool & Tennis  
Water Mill, New York  
6 BEDROOMS | 6.5+ BATHS | 4,900SQ FT. | \$11,000,000  
542MECOVROAD.COM



# 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

Sotheby's  
INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.  
SOTHEBYREALTY.COM

MALIBU CALIFORNIA

Photo credit: © iStockphoto.com/STEFANO BELCONI

72 Post Road, Old Westbury, NY

Extra Bonus!  
Real Estate Campaign  
Sotheby's International Realty  
+ 800.882.0710  
+ 516.662.0445

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

Headquartered in an owner directly adjacent to the 220-acre Old Westbury Country Club, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom guest cottage, a country house, 10 barns, 13 three-carport cottages, an 18-hole garage with large workshop and more. This property is a true gem waiting to be discovered.

DANIEL GALE.COM/AGENT/DEBRA.RUSSELL

Sotheby's  
INTERNATIONAL REALTY

Sotheby's INTERNATIONAL REALTY

Open the door to what's next.

The Rosewood Farm Estate  
Southampton, New York

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

Sotheby's  
INTERNATIONAL REALTY

Sotheby's INTERNATIONAL REALTY

Take a peek at what's next.

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

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ FT | \$11,000,000  
S42MEADOWROAD.COM

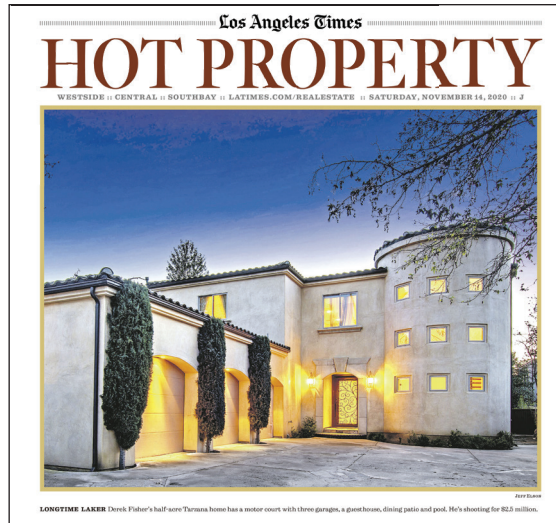
Sotheby's  
INTERNATIONAL REALTY

# Los Angeles Times Hot Property And Digital Lighthouse

## LOS ANGELES TIMES HOT PROPERTY

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

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



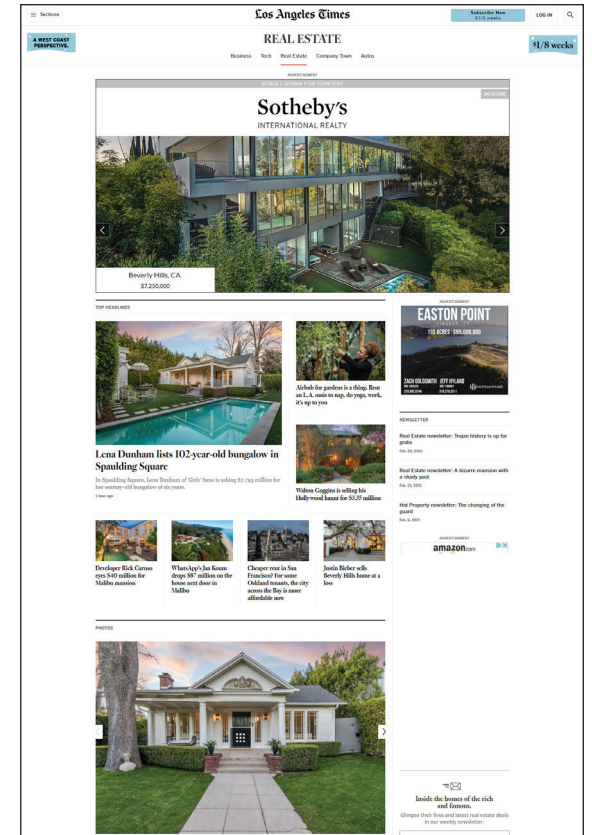
## LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

Full color with 30 day Lighthouse Placement



# Modern Luxury

Modern Luxury San Francisco and Modern Luxury Silicon Valley are two premium lifestyle magazines that focus on showcasing the finest aspects of life in the Bay Area.

Modern Luxury San Francisco highlights the city's unique blend of culture, fashion, dining, and art. It serves as a guide for affluent readers seeking insider information on high-end events, exclusive interviews with local icons, and reviews of the latest trends in luxury living.

Modern Luxury Silicon Valley caters to the tech-savvy and elite residents of Silicon Valley, offering a blend of innovation-focused content and luxury lifestyle features. It covers the hightech world, while also focusing on luxury homes, exclusive events, and profiles of top entrepreneurs and thought leaders in the region.

Both publications offer a curated look into the sophisticated world of the Bay Area's influential movers and shakers.

## Circulation

- San Francisco: **55,000**
- Silicon Valley: **35,000**

## FULL PAGE, COLOR

**SILICON VALLEY: \$4,100**

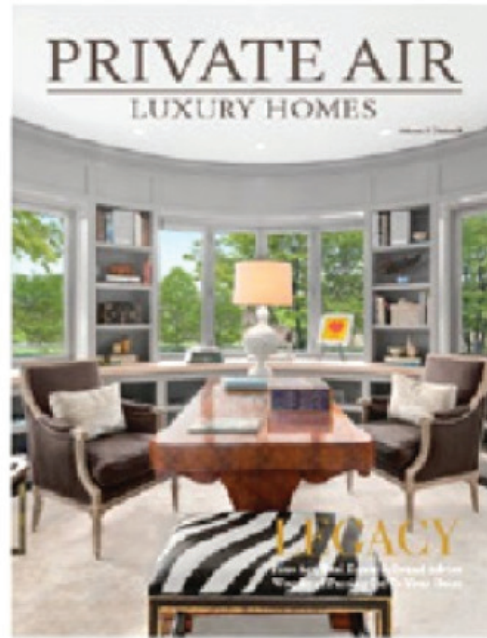
**SAN FRANCISCO: \$5,000**



# 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

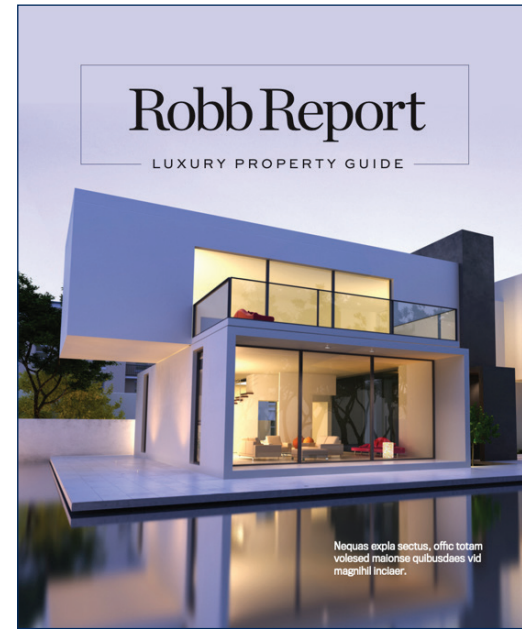
As a global leader in the luxury real estate market, Robb Report showcases the best of the best. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, new residences and developments.

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  
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.

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

**Sotheby's**  
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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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GREENWICH CONNECTICUT

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Nothing compares.  
SOTHEBYREALTY.COM

Represented by: Sarah Rabinowitz, M.S.

72 Post Road, Old Westbury, NY



**Felicia Russell**  
Real Estate Salesperson  
Gold Circle Of Excellence  
6 516.562.2710  
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.



DANIELGALÉ.COM/AGENT/DEBRA-RUSSELL



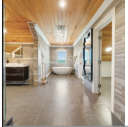
Sandbanks  
Exuma, The Bahamas



**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/V29/67

Bahamas | **Sotheby's**  
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008



**Eric Santorino**  
Elite Agent  
858.534.3557  
eric@ericsantorino.com  
DRE#02155001

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 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.



SOTHEBYREALTY.COM/ID/THE44

Pacific | **Sotheby's**  
INTERNATIONAL REALTY

# Schedule, Pricing & Reach



Golden  
Gate

Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach

## 2024 - 2025

**PLAN 1**

Plan 1										
Media	Ad Description	October	November	December	January	February	March	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	\$ 5,170.00	1,540,000	
<b>Digital</b>										
<b>Million Impressions*</b>										
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 7,170.00	1,500,000	
Million Impressions	Targeting - Select locations									
<b>Google Adwords</b>										
Google Adwords	Digital PPC program	\$ 2,250.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 9,750.00		
<b>LinkedIn</b>										
LinkedIn	Digital Banner Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	600,000	
<b>Comprehensive Digital</b>										
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 9,000.00	600,000	
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	300,000	
<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			\$ 5,900.00		
Daily Deeds	E-Newsletter sent 4X per week			\$ 3,000.00				\$ 3,000.00	60,000	
<b>Decanter</b>										
Decanter E-Newsletter	Wine E-Newsletter	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 4,500.00	294,000	
Decanter Facebook	Facebook Campaign		\$ 2,350.00					\$ 2,350.00	40,000	
<b>Dwell.com</b>										
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & FB		\$ 6,000.00					\$ 6,000.00	1,750,000	
<b>Elite Traveler</b>										
Elite Online Real Estate Showcase	Online Real Estate Showcase				\$2,500			\$ 2,500.00	100,000	
<b>Nob Hill Gazette</b>										
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 3,000.00	39,000	



# Proposed Schedule, Pricing & Reach

## 2024 - 2025

PLAN 1 - CONTINUED

<b>JamesEdition</b>											
Main Home Page Rotating Gallery	Featured Banner								\$ 2,000.00	\$ 2,000.00	750,000
New & Trending Home Page Position	Featured Spot	\$ 1,200.00								\$ 1,200.00	750,000
New & Trending Real Estate Position	Featured Spot							\$ 1,000.00		\$ 1,000.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$ 5,500.00								\$ 5,500.00	292,000
Social Media	Listing Feature							\$ 1,800.00		\$ 1,800.00	148,000
<b>Juwai.com</b>											
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00		\$ 425.00		\$ 425.00				\$ 1,275.00	6,900,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425						\$ 425.00	2,300,000
Creative Editorial & Social Media Posting	Article and posts	\$ 2,355.00								\$ 2,355.00	2,300,000
<b>LA Times</b>											
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page					Bonus				\$ -	425,000
Custom Email	Custom Email	\$ 1,750.00								\$ 1,750.00	30,000
<b>Land.com</b>											
Dedicated Emails - targeted*	Dedicated Emails - targeted*					\$ 1,500.00				\$ 1,500.00	5,000
Platinum Listings		\$ 750.00								\$ 750.00	
Signature Listings			\$330							\$ 330.00	
<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
<b>WSJ.com</b>											
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 3,900.00	984,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00							\$ 3,680.00	17,000

# Proposed Schedule, Pricing & Reach

## 2024 - 2025

PLAN 1 - CONTINUED

Print

Conde Nast Magazines

Architectural Digest - San Francisco City /North Bay	Full Page			\$ 2,340.00		\$ 2,340.00		9,000
Bon Appetit - San Francisco City/ North Bay	Full Page			\$ 2,630.00		\$ 2,630.00		11,000
<b>Elite Traveler</b>								
Elite Traveler	Luxury Homes Feature					\$ 4,500.00	\$ 4,500.00	557,000
<b>Financial Times</b>								
Financial Times	Property Spot	\$ 750.00	\$ 750.00				\$ 1,500.00	420,914
<b>Land Report</b>								
Land Report	Full Page			\$ 4,900.00			\$ 4,900.00	40,000
<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	\$ 1,320.00	768,000
<b>Modern Luxury</b>								
Modern Luxury - Silicon Valley	Full Page		\$ 4,100.00				\$ 4,100.00	35,000
Modern Luxury - San Francisco	Full Page		\$ 5,000.00				\$ 5,000.00	55,000
<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	\$ 1,500.00	330,000
<b>Private Air Luxury Homes</b>								
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Estate Showcase Editorials)			\$ 1,550.00		\$ 1,550.00	\$ 3,100.00	130,000
<b>Robb Report</b>								
Robb Report	Robb Report Luxury Property Guide		\$ 3,500.00				\$ 3,500.00	107,000
<b>San Francisco &amp; Silicon Valley</b>								
San Francisco & Silicon Valley	Takeover - Full Page					\$ 725.00	\$ 725.00	36,500
<b>The Wall Street Journal</b>								
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00		\$ 6,360.00	2,577,696
<b>The Wall Street Journal</b>								
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00		\$ 980.00	\$ 1,960.00	200,000
<b>TOTAL</b>							\$ 164,345.00	28,601,001

TOTAL

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

Pricing Subject to Change

# Proposed Schedule, Pricing & Reach

## 2024 - 2025

**PLAN 2**

Plan 2

Media	Ad Description	October	November	December	January	February	March	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	\$ 5,170.00	1,540,000
<b>Digital</b>									
<b>Million Impressions*</b>									
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 7,170.00	1,500,000
Million Impressions	Targeting - Select locations								
<b>Google Adwords</b>									
Google Adwords	Digital PPC program	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 8,250.00	
<b>LinkedIn</b>									
LinkedIn	Digital Banner Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	600,000
<b>Comprehensive Digital</b>									
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 1,500.00	\$ 6,000.00	400,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	300,000
<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>Decanter</b>									
Decanter E-Newsletter	Wine E-Newsletter	\$ 750.00		\$ 750.00		\$ 750.00	\$ 750.00	\$ 3,000.00	196,000
Decanter Facebook	Facebook Campaign		\$ 2,350.00					\$ 2,350.00	40,000
<b>Dwell.com</b>									
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & FB		\$ 6,000.00					\$ 6,000.00	1,750,000
<b>Elite Traveler</b>									
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500				\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>									
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter		\$ 500.00		\$ 500.00		\$ 500.00	\$ 1,500.00	19,500
<b>JamesEdition</b>									
New & Trending Home Page Position	Featured Spot	\$ 1,200.00						\$ 1,200.00	750,000
New & Trending Real Estate Position	Featured Spot					\$ 1,000.00		\$ 1,000.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article		\$ 5,500.00					\$ 5,500.00	292,000
Social Media	Listing Feature			\$ 1,800.00				\$ 1,800.00	148,000
<b>Juwai.com</b>									
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00		\$ 425.00		\$ 425.00		\$ 1,275.00	6,900,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425				\$ 425.00	2,300,000
Creative Editorial & Social Media Posting	Article and posts		\$ 2,355.00					\$ 2,355.00	2,300,000

# Proposed Schedule, Pricing & Reach

## 2024 - 2025

**PLAN 2 - CONTINUED**

LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page			Bonus			\$ -	425,000
Land.com								
Dedicated Emails - targeted*	Dedicated Emails - targeted*			\$ 1,500.00			\$ 1,500.00	5,000
Platinum Listings		\$ 750.00					\$ 750.00	
Signature Listings			\$330				\$ 330.00	
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	\$ 650.00		\$ 1,950.00	492,000
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00				\$ 3,680.00	17,000

# Proposed Schedule, Pricing & Reach

## 2024 - 2025

PLAN 2 - CONTINUED

Print									
<b>Conde Nast Magazines</b>									
Architectural Digest - San Francisco City /North Bay	Full Page						\$ 2,340.00	\$ 2,340.00	9,000
Bon Appetit - San Francisco City/ North Bay	Full Page						\$ 2,630.00	\$ 2,630.00	11,000
<b>Elite Traveler</b>									
Elite Traveler	Luxury Homes Feature						\$ 4,500.00	\$ 4,500.00	557,000
<b>Financial Times</b>									
Financial Times	Property Spot	\$ 750.00	\$ 750.00					\$ 1,500.00	420,914
<b>Land Report</b>									
Land Report	Full Page						\$ 4,900.00	\$ 4,900.00	40,000
<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	\$ 1,320.00	768,000
<b>Modern Luxury</b>									
Modern Luxury - Silicon Valley	Full Page		\$ 4,100.00					\$ 4,100.00	35,000
Modern Luxury - San Francisco	Full Page		\$ 5,000.00					\$ 5,000.00	55,000
<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 \$ 1,500.00	330,000
<b>Private Air Luxury Homes</b>									
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Estate Showcase Editorials)						\$ 1,550.00	\$ 1,550.00 \$ 3,100.00	130,000
<b>Robb Report</b>									
Robb Report	Robb Report Luxury Property Guide		\$ 3,500.00					\$ 3,500.00	107,000
<b>San Francisco &amp; Silicon Valley</b>									
San Francisco & Silicon Valley	Takeover - Full Page							\$ 725.00 \$ 725.00	36,500
<b>The Wall Street Journal</b>									
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00	\$ 795.00			\$ 3,180.00	2,577,696
<b>The Wall Street Journal</b>									
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00				\$ 980.00	\$ 1,960.00	200,000
TOTAL								\$ 142,755.00	27,005,501

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

# Proposed Schedule, Pricing & Reach

## 2024 - 2025

**PLAN 3**

Plan 3

Media	Ad Description	October	November	December	January	February	March	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		\$ 900.00		\$ 2,700.00	300,000
<b>Google Adwords</b>									
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 5,850.00	
<b>LinkedIn</b>									
LinkedIn	Digital Banner Campaign		\$ 2,000.00	\$ 2,000.00		\$ 2,000.00	\$ 2,000.00	\$ 8,000.00	400,000
<b>Comprehensive Digital</b>									
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 1,500.00	\$ 6,000.00	400,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00			\$ 8,000.00	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>Decanter</b>									
Decanter E-Newsletter	Wine E-Newsletter	\$ 750.00		\$ 750.00		\$ 750.00	\$ 750.00	\$ 3,000.00	196,000
<b>Elite Traveler</b>									
Elite Online Real Estate Showcase	Online Real Estate Showcase				\$2,500			\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>									
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter		\$ 500.00		\$ 500.00		\$ 500.00	\$ 1,500.00	19,500
<b>JamesEdition</b>									
New & Trending Home Page Position	Featured Spot	\$ 1,200.00						\$ 1,200.00	750,000
New & Trending Real Estate Position	Featured Spot					\$ 1,000.00		\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00					\$ 1,500.00	192,000
Social Media	Listing Feature			\$ 1,800.00				\$ 1,800.00	148,000

SCHEDULE AND PRICING

# Proposed Schedule, Pricing & Reach

## 2024 - 2025

PLAN 3 - CONTINUED

<b>Juwai.com</b>							
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00	\$ 425.00	\$ 425.00	\$ 1,275.00	6,900,000	
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		\$425		\$ 425.00	2,300,000	
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page			Bonus	\$ -	425,000	
<b>Land.com</b>							
Dedicated Emails - targeted*	Dedicated Emails - targeted*			\$ 1,500.00	\$ 1,500.00	5,000	
Platinum Listings		\$ 750.00			\$ 750.00		
Signature Listings			\$330		\$ 330.00		
<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	
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00	17,000	

# Proposed Schedule, Pricing & Reach

## 2024 - 2025

PLAN 3 - CONTINUED

Print

**Conde Nast Magazines**

Bon Appetit - San Francisco City/ North Bay	Full Page			\$ 2,630.00		\$ 2,630.00			11,000
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<b>Elite Traveler</b>									
Elite Traveler	Luxury Homes Feature			\$ 4,500.00		\$ 4,500.00			557,000

<b>Financial Times</b>									
Financial Times	Property Spot	\$ 750.00	\$ 750.00			\$ 1,500.00			420,914

<b>Land Report</b>									
Land Report	Full Page			\$ 4,900.00		\$ 4,900.00			40,000

<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	\$ 1,320.00		768,000
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<b>Modern Luxury</b>									
Modern Luxury - San Francisco	Full Page		\$ 5,000.00			\$ 5,000.00			55,000

<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	\$ 1,500.00		330,000
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<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>San Francisco &amp; Silicon Valley</b>									
San Francisco & Silicon Valley	Takeover - Full Page					\$ 725.00	\$ 725.00		36,500

<b>The Wall Street Journal</b>									
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00	\$ 795.00		\$ 3,180.00		2,577,696

<b>The Wall Street Journal</b>									
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00			\$ 980.00	\$ 1,960.00		200,000

<b>TOTAL</b>							\$ 101,420.00		20,252,501
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\*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy  
Pricing Subject to Change