



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

20507 West Birmingham Way Advertising and Marketing Program

Beverly
Hills

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 20507 West Birmingham Way

SKY Advertising is excited to present to Beverly Hills Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 20507 West Birmingham Way.

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 Porter Ranch, CA.

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

LET'S DO
GREAT THINGS TOGETHER

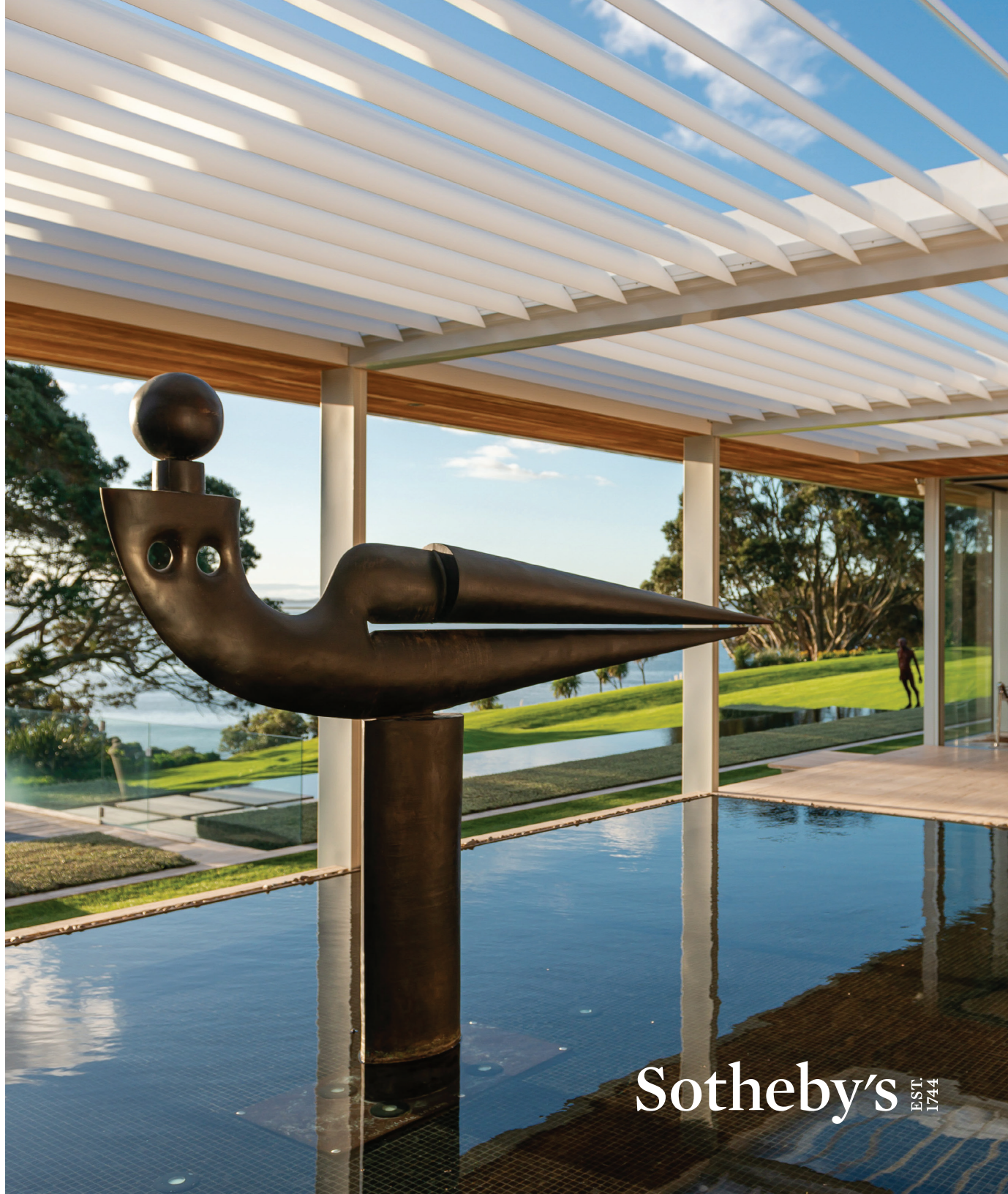
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Sotheby's
Auction House
Offerings



Sotheby's EST. 1744

SOTHEBY'S MAGAZINE

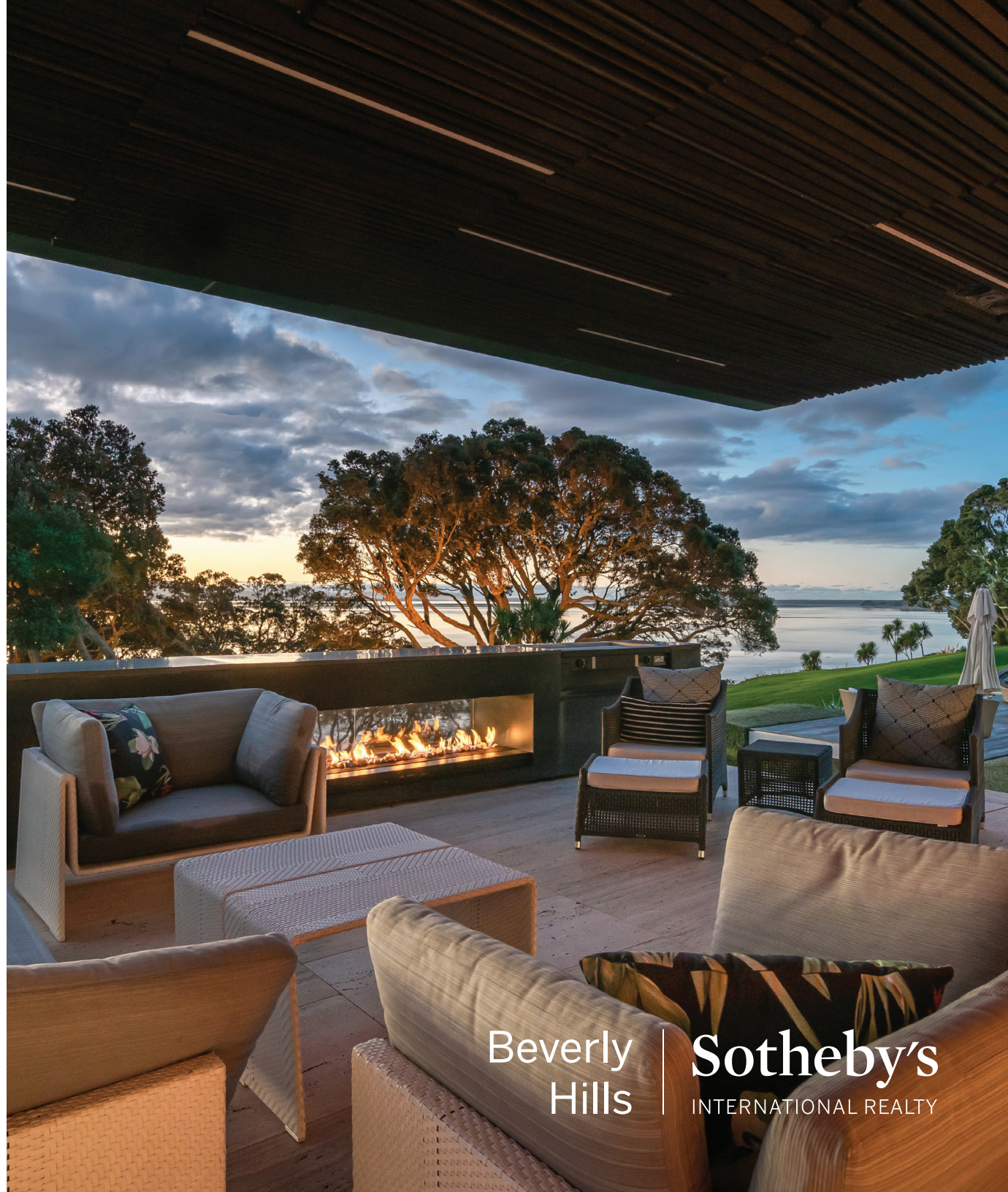
- Distribution: **20,000**
- Auction clients with **\$50,000-\$5 million** in transactions
- Distribution at all **70** Sotheby's offices around the world
- Distribution at Park Hyatt Hotels in **18** countries
- Distributed at high profile auction events in **NY, London, Los Angeles and Hong Kong**

Global



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Digital Offerings



Beverly
Hills

Sotheby's
INTERNATIONAL REALTY

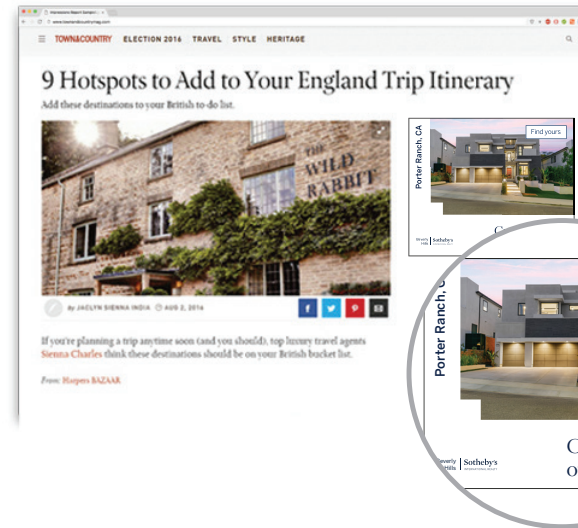
Impressions Campaign

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: **20507 West Birmingham Way**
- Flight Dates: Two Weeks
- Impressions: 100,000
- Clicks through to the website of your choice.

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



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



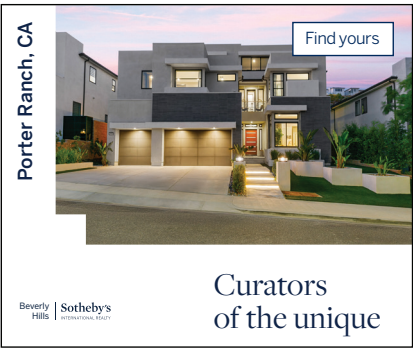
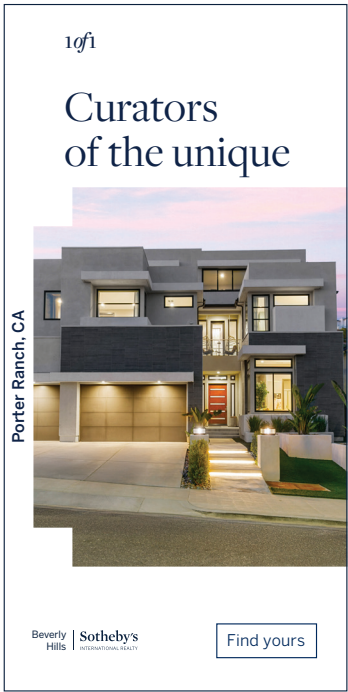
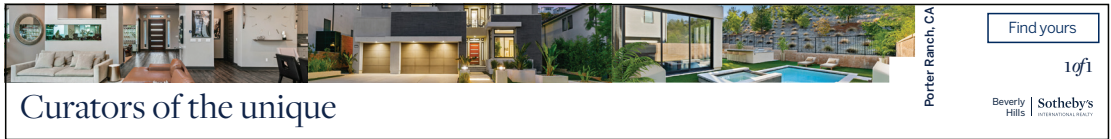
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

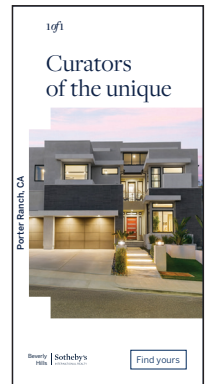
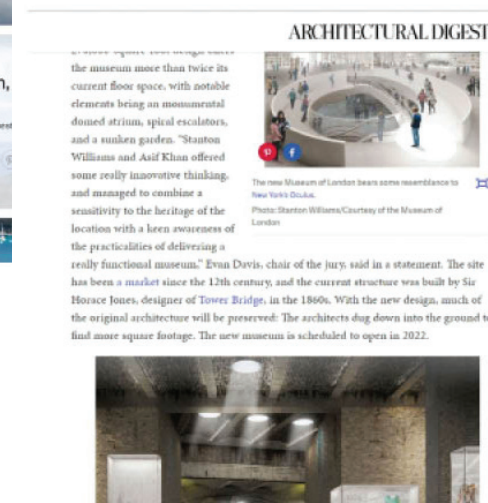
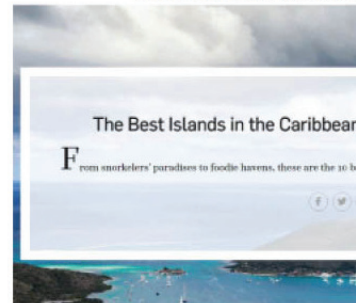
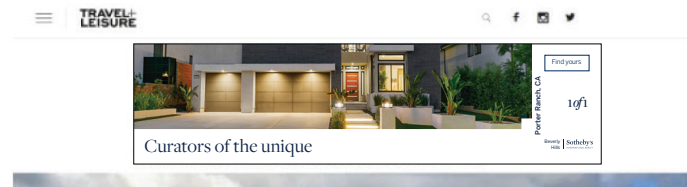
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

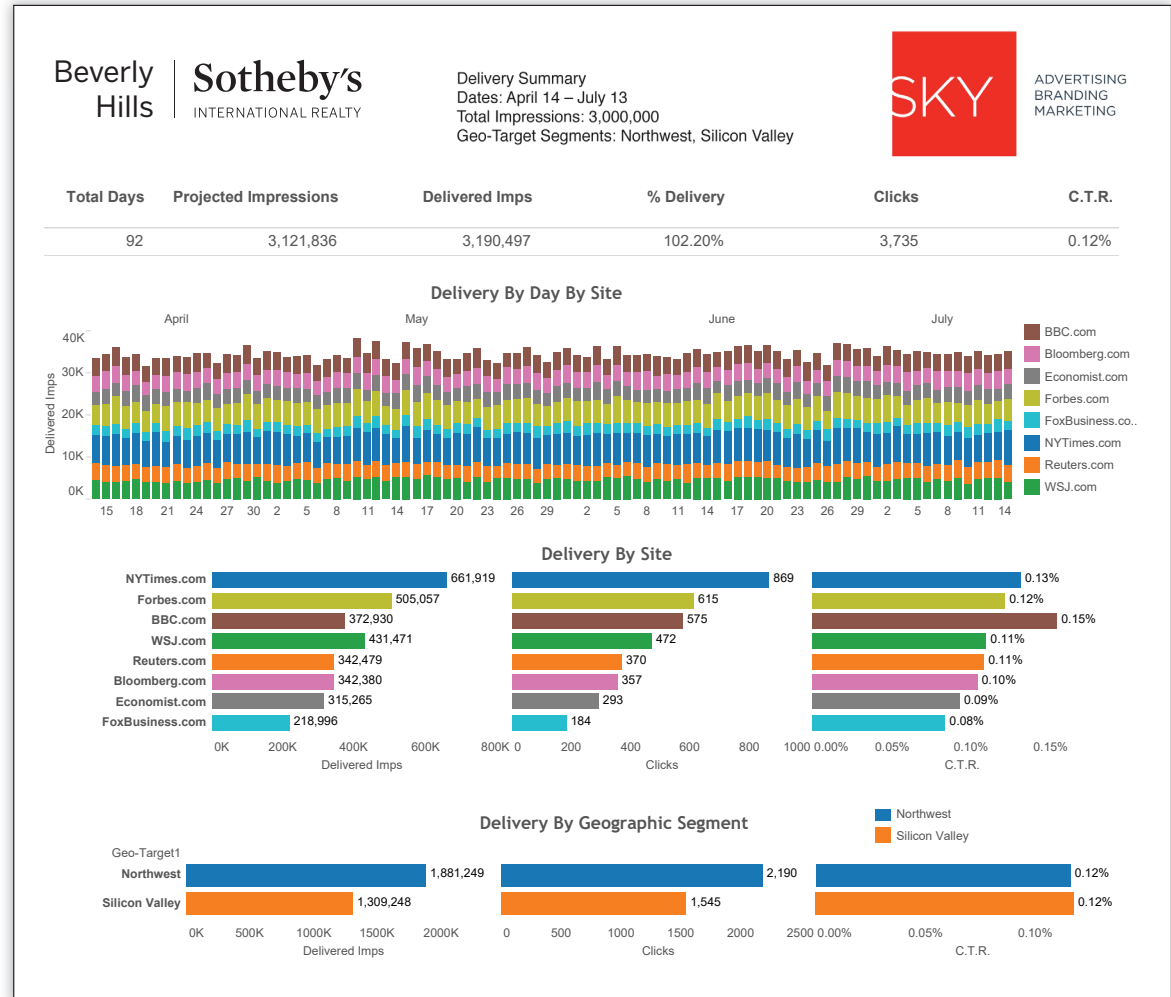


Comprehensive Reporting For Your Customized Campaign

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



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.

Better Homes & Gardens
100 years of powering your passions at home

Colleton River

A private oasis in your own backyard... Your dream home awaits at Colleton River!

#southcarolina #lowcountry #gorgeous #views #river #peninsula #family #friends #lifestyle #private #peninsula #water #coastallife #nature #golf #home #lifeonthewater #cheers #fitness #social #bluffton #welcomehome

LEARN MORE

Make your yard more sustainable by Ad

OFFICEWORLD THE BIG SALE March 1 - April 30
SAVE ON OFFICE CHAIRS and DESKS

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

HGTV

MEET KIRSTEN MEEHAN AND LINDSEY USELDING, THE HEROES AND HOSTS OF 'RENOVATION 911'

The sisters share their emergency restoration expertise in the all-new HGTV series.

LEARN MORE

Make your yard more sustainable by Ad

OFFICEWORLD THE BIG SALE March 1 - April 30
SAVE ON OFFICE CHAIRS and DESKS

Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing or website.

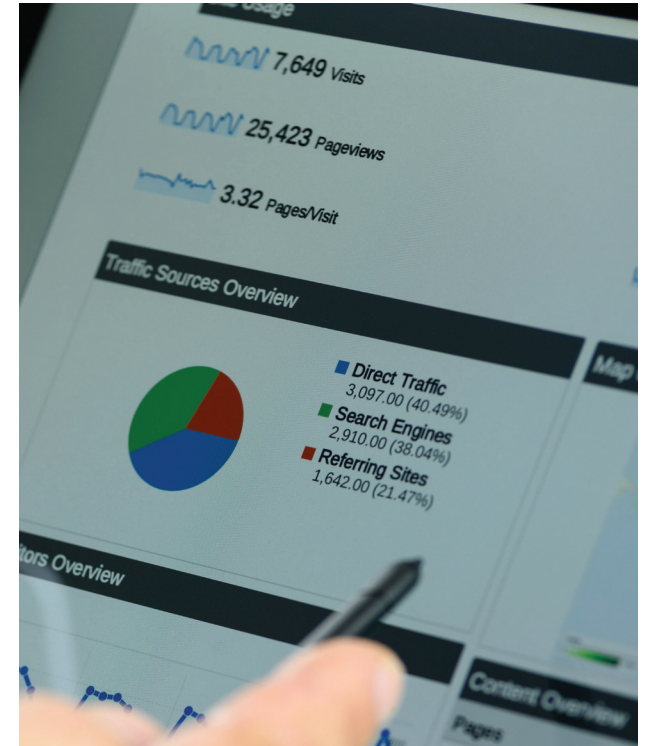


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

\$750 CAMPAIGN SET UP
STARTING AT \$850/MONTH



Google AdWords

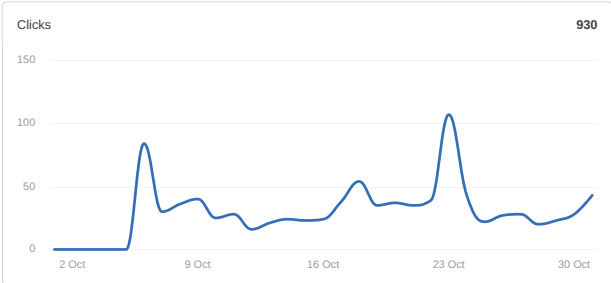
CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.



SIR Beverly Hills

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



Showing 9 of 9 Rows

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

Showing 50 of 89 Rows

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

Cities

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

Google AdWords

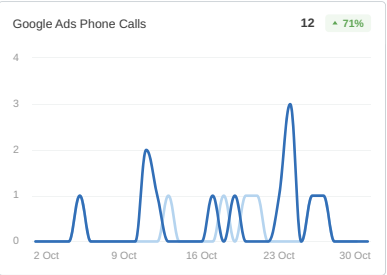
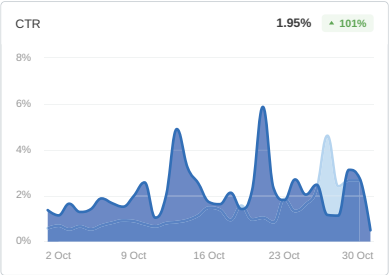
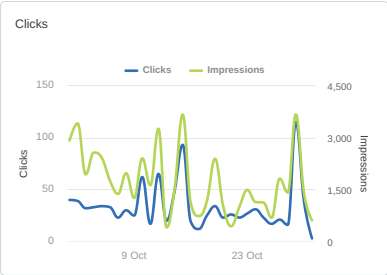
MONTHLY REPORTING

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



SIR Beverly Hills

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 reality	1	1	1

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

For Sale Travel Brands Dealers Stories Sell

Sign in / Register

USD

Search

Cars 7,365

Real Estate 75,218

Yachts 274

Watches 1,382

Jets 65

Helicopters 35

Extravagance 6

Jewelry 2,093

The Global Luxury Marketplace:

Cars, Homes and more

Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.

MOST POPULAR

Ferrari 488 GTB

Chevrolet Corvette

Stunning Villa Ove...

Ram 2500

Nio109 - Luxury pe...

Audi S1

McLaren 650S

Ferrari California

JAMES SPOTTING

Two Level Duplex On Penthouse Ponds

VIEW ALL CARS

VIEW ALL REAL ESTATE

VIEW ALL WATCHES

VIEW ALL

RICH LIST

DOUBLE DOWN 214 Codecass 2010/20...

Don't miss 5 most viewed Ferrari listings on JamesEdition: cars our readers will be driving in the Near Future

The 10 Most Sought-After Properties and Attractive Locations

30k+ owners: The most amazing and luxurious things you can find on JamesEdition where 3 is the magic number

VIEW ALL LISTINGS

YACHTS

Featured Agent

Nick Swinburne

As an established licensed REALTOR® with over a decade of real estate experience serving the Sea to Sky corridor and the Vancouver North Shore, I have a proven track record of providing home sellers and buyers unparalleled service and...

READ MORE

LATEST STORIES

Luxury garages: Unique cars of tech billionaires, old-school magnates and Gen Z clubs

JamesEdition is reviewing the car-buying habits of wealthy petrochemicals. From the classic 911 to the latest Bugatti and Pagani models, you can find... Read More

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The Bahamas: Inside the most exclusive gated communities

Perfectly timed Lamborghini Murcielago: "I wanted to transform it into more aggressive and powerful version"

Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

VIEW ALL STORIES

JamesEdition

For Sale Travel Brands Dealers Stories Sell

Sign in / Register

USD

Search

Real Estate

Find luxury Real Estate and Homes for sale

VIEW ALL HOMES

SPAIN | NEW YORK | PARIS

Type location

Search

JamesEdition is the premier international marketplace to find luxury real estate and homes for sale. Search and browse more than 40,000 luxury homes for sale in over 50 countries. The most exclusive properties in the most desirable locations are offered by luxury real estate and homes specialists and private sellers worldwide, displayed with large, high-quality images. Whether you're buying a primary or second home, a pied-a-terre or vacation property you'll find thousands of the finest international properties including condominiums, penthouses, homes, estates and resort hotel ownership options.

St. Kitts & Nevis

Nothing compares.

ST. KITTS & NEVIS

Featured luxury properties

5 Bedrooms - Pent...

Stunning Sherwoo...

Enviably Estate By ...

Modern Apartment...

Elegant French Styl...

Playa Nix

Koningshof

Magnificent Seclu...

Extraordinary Ocea...

Maimok Paradise ...

Kiteagh House

7+/- Acres for pote...

View more

News about luxury real estate View all

Most exclusive neighborhoods of Hong Kong

The Bahamas: Inside the most exclusive gated communities

Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring

Site Links

Tools

About JamesEdition

Top Brands

skyad.com | 16

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NEW & TRENDING

FEATURED LUXURY POSITION

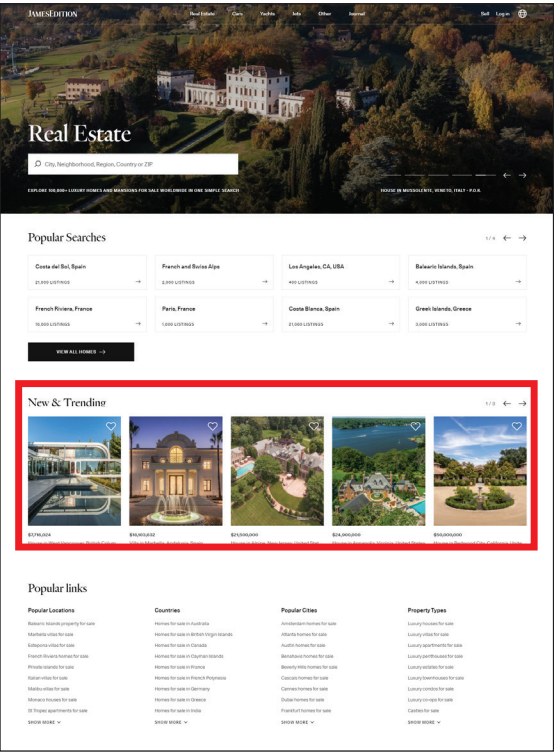
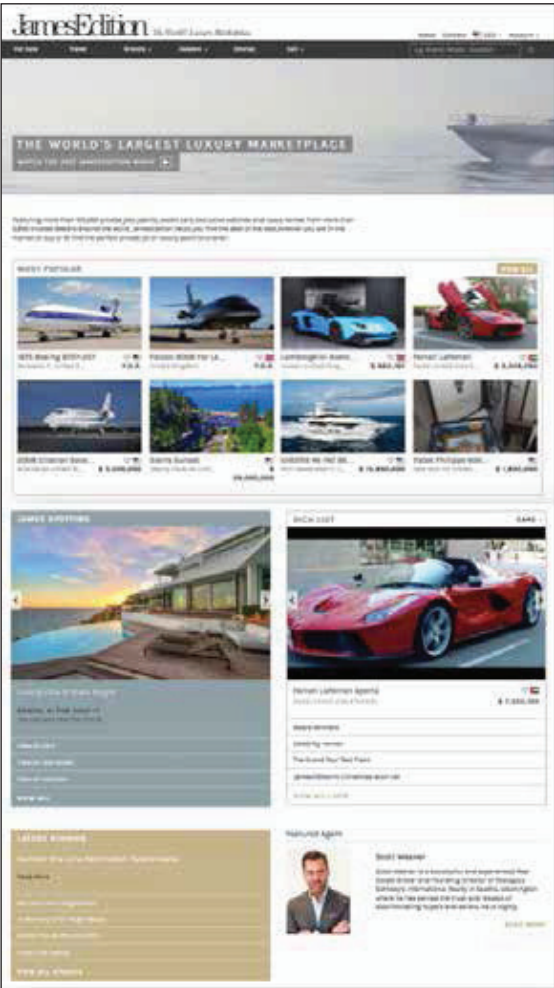
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



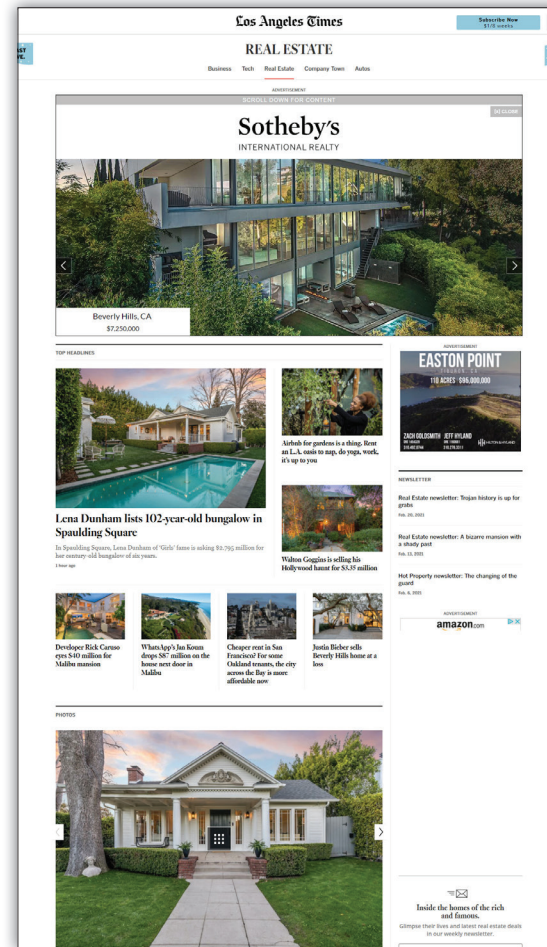
LA Times

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

The Wall Street Journal Online (WSJ.com)

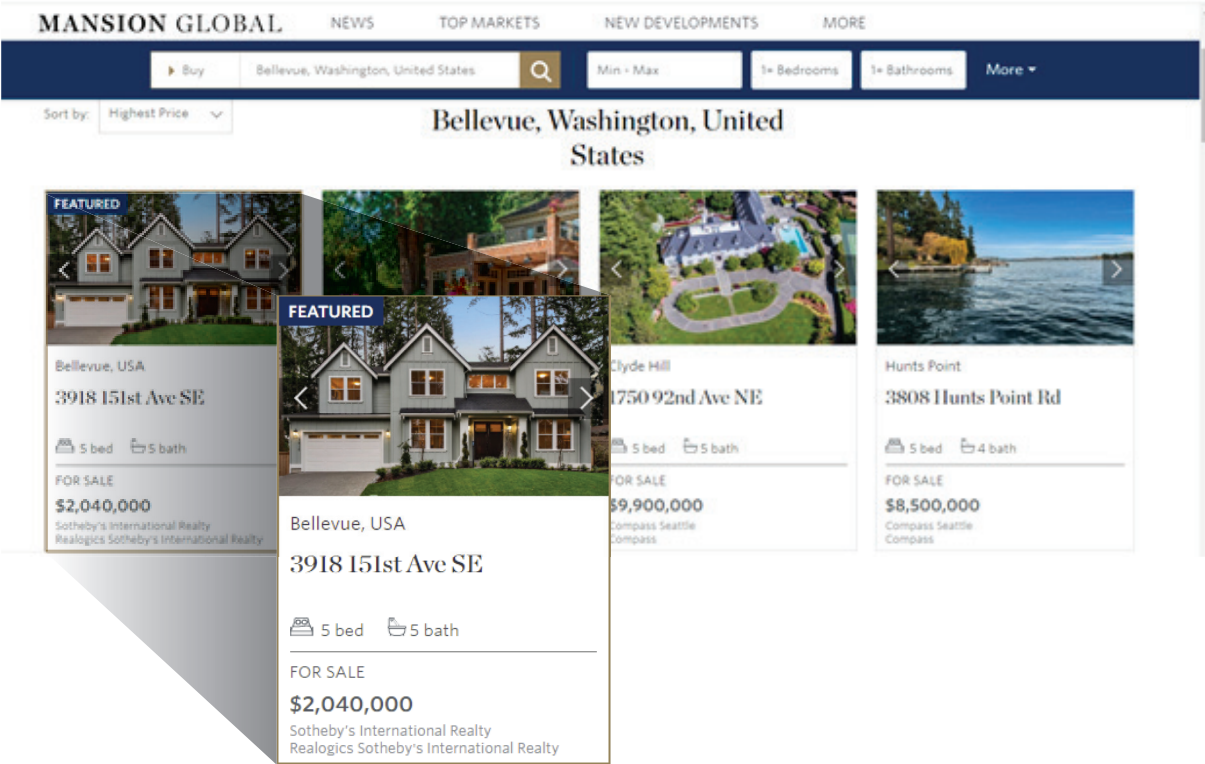
FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

10 PROPERTIES: \$1,200

Included with print placement



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



Print Offerings



Beverly
Hills

Sotheby's
INTERNATIONAL REALTY

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.

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

SOTHEBYSREALTY.COM

The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

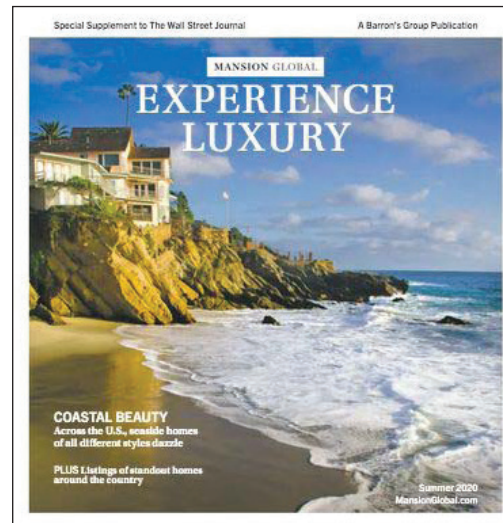
Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- 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

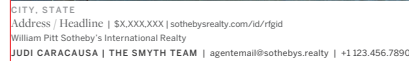
\$1,985/CUSTOM



IN THE FRIDAY MAIN NEWS SECTION

- 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

[illegible]

Nothing compares to what's next.

<p>CITY STATE</p> <p>Address: Headline \$0,XXX.XXX sothebysrealty.com/d/r/gdt Company: AGENT NAME agentname@sothebysrealty.com +1 212.456.7890</p>	<p>CITY STATE</p> <p>Address: Headline \$0,XXX.XXX sothebysrealty.com/d/r/gdt Company: AGENT NAME agentname@sothebysrealty.com +1 212.456.7890</p>	<p>CITY STATE</p> <p>Address: Headline \$0,XXX.XXX sothebysrealty.com/d/r/gdt Company: AGENT NAME agentname@sothebysrealty.com +1 212.456.7890</p>	
<p>CITY STATE</p> <p>Address: Headline \$0,XXX.XXX sothebysrealty.com/d/r/gdt Company: AGENT NAME agentname@sothebysrealty.com +1 212.456.7890</p>	<p>CITY STATE</p> <p>Address: Headline \$0,XXX.XXX sothebysrealty.com/d/r/gdt Company: AGENT NAME agentname@sothebysrealty.com +1 212.456.7890</p>	<p>CITY STATE</p> <p>Address: Headline \$0,XXX.XXX sothebysrealty.com/d/r/gdt Company: AGENT NAME agentname@sothebysrealty.com +1 212.456.7890</p>	<p>CITY STATE</p> <p>Address: Headline \$0,XXX.XXX sothebysrealty.com/d/r/gdt Company: AGENT NAME agentname@sothebysrealty.com +1 212.456.7890</p>
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SOTHEBYSREALTY.COM

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

LOS ANGELES/ WEST LA: \$2,870



Financial Times

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

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

PROPERTY SPOT, COLOR: \$750

Global



Sotheby's International Realty

Nothing compares to what's next.

WILLOW, VIRGINIA
The 5000 sq ft house is a masterpiece of architecture and design. It features a large open floor plan, a gourmet kitchen, and a luxurious master suite. The property is located in a prime location and is surrounded by beautiful landscaping. **\$1,200,000**
Tina Sotheby International Realty
MARK C. LEONARD (mark.leonard@sothebyrealty.com) +1 703 886 8888

CHINA, THE SHANGHAI
A modern, high-rise apartment in the heart of Shanghai. The property features a large open floor plan, a gourmet kitchen, and a luxurious master suite. The property is located in a prime location and is surrounded by beautiful landscaping. **\$1,200,000**
Tina Sotheby International Realty
MARK C. LEONARD (mark.leonard@sothebyrealty.com) +1 703 886 8888

NEW YORK, NEW YORK
A modern, high-rise apartment in the heart of New York City. The property features a large open floor plan, a gourmet kitchen, and a luxurious master suite. The property is located in a prime location and is surrounded by beautiful landscaping. **\$1,200,000**
Tina Sotheby International Realty
MARK C. LEONARD (mark.leonard@sothebyrealty.com) +1 703 886 8888

BLUFFTON, SOUTH CAROLINA
A modern, high-rise apartment in the heart of Bluffton, South Carolina. The property features a large open floor plan, a gourmet kitchen, and a luxurious master suite. The property is located in a prime location and is surrounded by beautiful landscaping. **\$1,200,000**
Tina Sotheby International Realty
MARK C. LEONARD (mark.leonard@sothebyrealty.com) +1 703 886 8888

AUSTIN, TEXAS
A modern, high-rise apartment in the heart of Austin, Texas. The property features a large open floor plan, a gourmet kitchen, and a luxurious master suite. The property is located in a prime location and is surrounded by beautiful landscaping. **\$1,200,000**
Tina Sotheby International Realty
MARK C. LEONARD (mark.leonard@sothebyrealty.com) +1 703 886 8888

BRISTOL, VIRGINIA
A modern, high-rise apartment in the heart of Bristol, Virginia. The property features a large open floor plan, a gourmet kitchen, and a luxurious master suite. The property is located in a prime location and is surrounded by beautiful landscaping. **\$1,200,000**
Tina Sotheby International Realty
MARK C. LEONARD (mark.leonard@sothebyrealty.com) +1 703 886 8888

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

Sotheby's INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.
SOTHEBYSREALTY.COM

MALIBU CALIFORNIA

Represented by: [Agent Name]

72 Post Road, Old Westbury, NY

Debra Russell
Real Estate Salesperson
SOTHEBYSREALTY.COM
+ 516.852.5710
+ 516.852.5451

72 Post Road
9 BR | 6 BA | 10.54 ACRES
\$4,400,000

Secluded 10.54-acre estate directly adjacent to the 22-acre Old Westbury Gardens. This pristine estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom and a country house, 10 barns, a three-bedroom cottage, a two-bay garage with large workshops and more. This property is a true gem waiting to be discovered.

DANIEL GALE.COM/AGENT/DEBRA-RUSSELL

Sotheby's INTERNATIONAL REALTY

SOTHEBYSREALTY.COM

Open the door to what's next.

Harold Grant
Associate Broker
SOTHEBYSREALTY.COM
Harold.Grant@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

SOTHEBYSREALTY.COM

Take a peek at what's next.

Scott V. Moore
Associate Broker
SOTHEBYSREALTY.COM
Scott.V.Moore@sothebysrealty.com

Water Mill South on Reserves, Pool & Tennis
Water Mill, New York
6 BEDROOMS | 6.5+ BATHS | 4,800 SQ. FT. | \$11,000,000
S4DMEDCOURT.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**



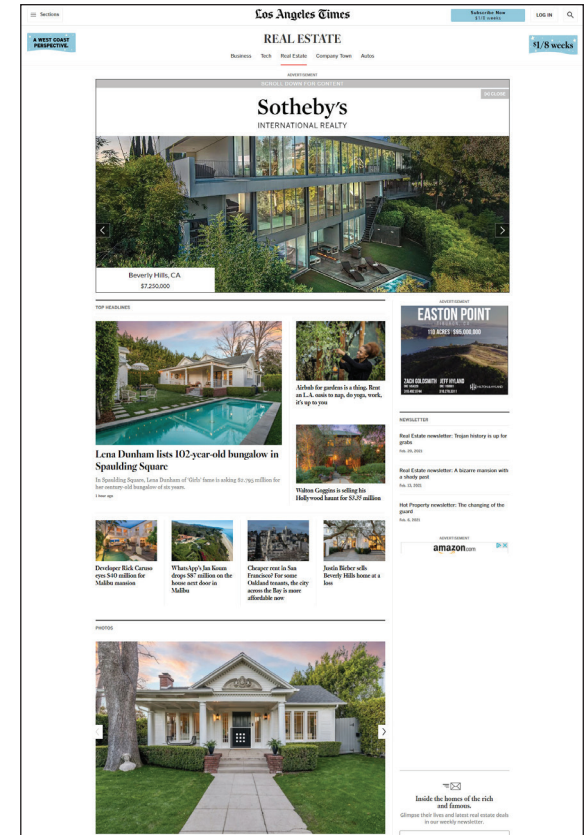
LA TIMES DIGITAL LIGHTHOUSE

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



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**



Schedule, Pricing & Reach



Beverly
Hills

Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 1

Plan 1								
Media	Ad Description	October	November	December	January	Media Total		Reach
Sotheby's Auction House: Print								
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00		20,000
Digital								
Million Impressions*								
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00		100,000
Google Adwords								
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00		
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00		200,000
JamesEdition								
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00		750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00		192,000
LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus		Bonus		\$ -		850,000
Custom Email	Custom Email		\$ 1,750.00			\$ 1,750.00		30,000
WSJ.com								
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 1,300.00		328,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus		\$ -		

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 1 - CONTINUED

Print						
Conde Nast Magazines Regional Pages						
Architectural Digest - Los Angeles/ West LA	Full Page - January 2025 AD 100			\$ 2,870.00	\$ 2,870.00	19,000
Financial Times						
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00	631,371
The Los Angeles Times						
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00		\$ 425.00	\$ 850.00	441,560
The Los Angeles Times	Takeover - Full Page		\$ 660.00		\$ 660.00	384,000
The New York Times						
The New York Times	Property Spot - Weekday/Saturday			\$ 760.00	\$ 760.00	423,111
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00		\$ 1,925.00	65,000
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00	1,933,272
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00	\$ 980.00	100,000
TOTAL						
					\$ 26,340.00	6,467,314
*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	Media Total	Reach
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
JamesEdition							
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page			Bonus		\$ -	850,000
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00				\$ 650.00	164,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus			\$ -	

Proposed Schedule, Pricing & Reach 2024-2025

PLAN 2 - CONTINUED

Print					
Conde Nast Magazines Regional Pages					
Architectural Digest - Los Angeles/ West LA	Full Page - January 2025 AD 100		\$ 2,870.00	\$ 2,870.00	19,000
Financial Times					
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 1,500.00	420,914
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	Property Spot - Weekday/Saturday		\$ 760.00	\$ 760.00	423,111
The Wall Street Journal					
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 1,590.00	1,288,848
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
TOTAL					
				\$ 18,135.00	4,362,653
*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	Media Total	Reach
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
JamesEdition							
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page			Bonus		\$ -	850,000
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00				\$ 650.00	164,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus			\$ -	

Proposed Schedule, Pricing & Reach 2024-2025

PLAN 3 - CONTINUED

Print

Financial Times										
Financial Times	Property Spot	\$	750.00	\$	750.00	\$	1,500.00	420,914		
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	Property Spot - Weekday/Saturday			\$	760.00	\$	760.00	423,111		
The Wall Street Journal										
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$	795.00	\$	795.00	\$	1,590.00	1,288,848		
The Wall Street Journal										
Mansion Global Experience Luxury	Weekend Property insert				\$	980.00	\$	980.00	100,000	
TOTAL								\$	12,265.00	4,143,653

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