



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Significant Listing Advertising and Marketing Program

ONE | Sotheby's
INTERNATIONAL REALTY

Table of Contents

3 INTRO

4 SOTHEBY'S AUCTION HOUSE

5 Sotheby's Magazine

6 DIGITAL

7 Impressions Campaign

12 PRINT

13 The Wall Street Journal

15 The New York Times Takeover

16 Boat International

17 Architectural Digest

18 Chicago Tribune Takeover

19 Elite Traveler

20 Los Angeles Times

21 Ocean Home Magazine

22 Private Air Luxury Homes Magazine

23 Robb Report

24 Reside Magazine

25 San Francisco & Silicon Valley Takeover

26 SCHEDULE, PRICING & REACH

27 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 Significant Listing

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

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 Miami.

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 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
 78758
 Property # 1230123
 Agent: [Name]
 Broker: [Name]
 \$50,000,000

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

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Home

1 Central Park West 46R/50C
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom-made furniture. This is a rare opportunity to own a piece of New York City's most prestigious address. Sotheby's International Realty is proud to represent this exceptional property. Call us today to schedule your private showing.

New York, New York
 \$2,400,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: [Phone Number]
 City: [City]

510 Park Avenue, 15/16
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking the city. The residence is a true masterpiece of modern architecture. Sotheby's International Realty is proud to represent this exceptional property. Call us today to schedule your private showing.

New York, New York
 \$2,000,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: [Phone Number]
 City: [City]

Four Seasons Private Residences
 This stunning 1,100 sq. ft. penthouse residence is a true masterpiece of modern architecture. Sotheby's International Realty is proud to represent this exceptional property. Call us today to schedule your private showing.

New York, New York
 \$1,500,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: [Phone Number]
 City: [City]

86

Digital Offerings



ONE | Sotheby's
INTERNATIONAL REALTY

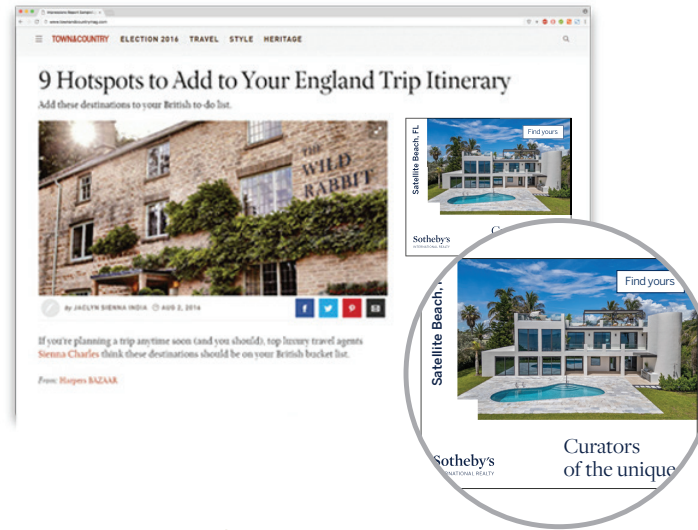
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

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

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

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Significant Listing**
- Flight Dates: **November 2024 - April 2025**
- Impressions: **3,000,000**
- 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



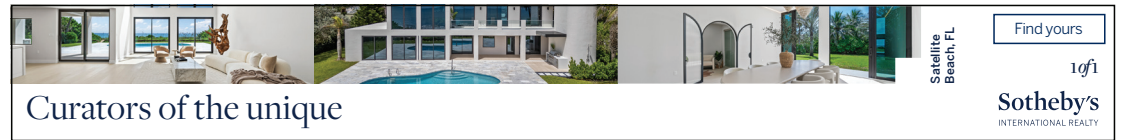
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

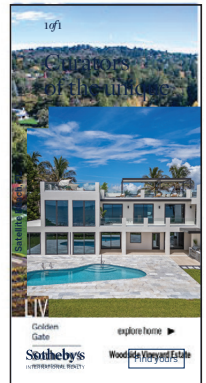
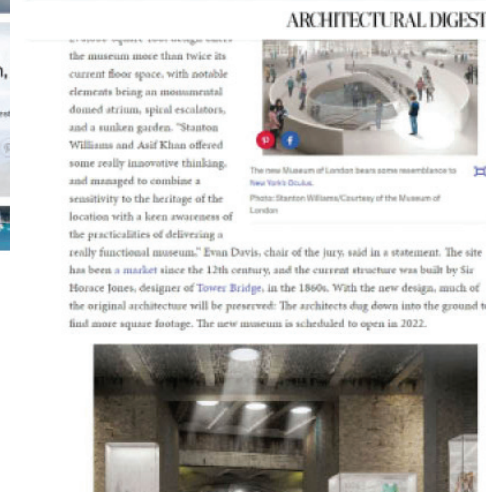
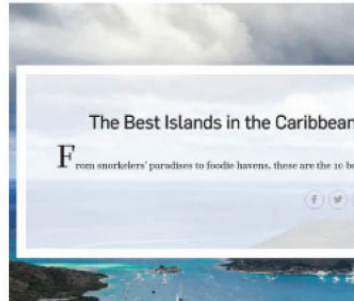
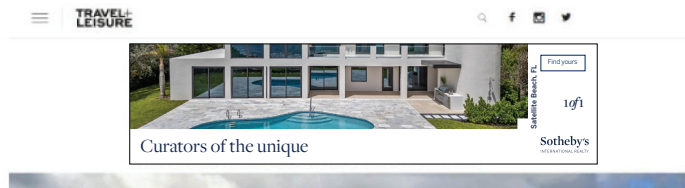
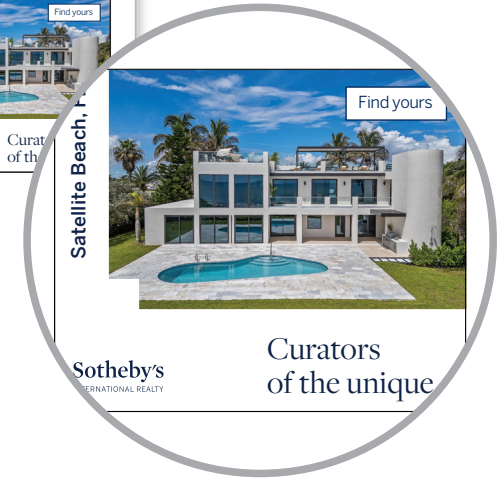
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

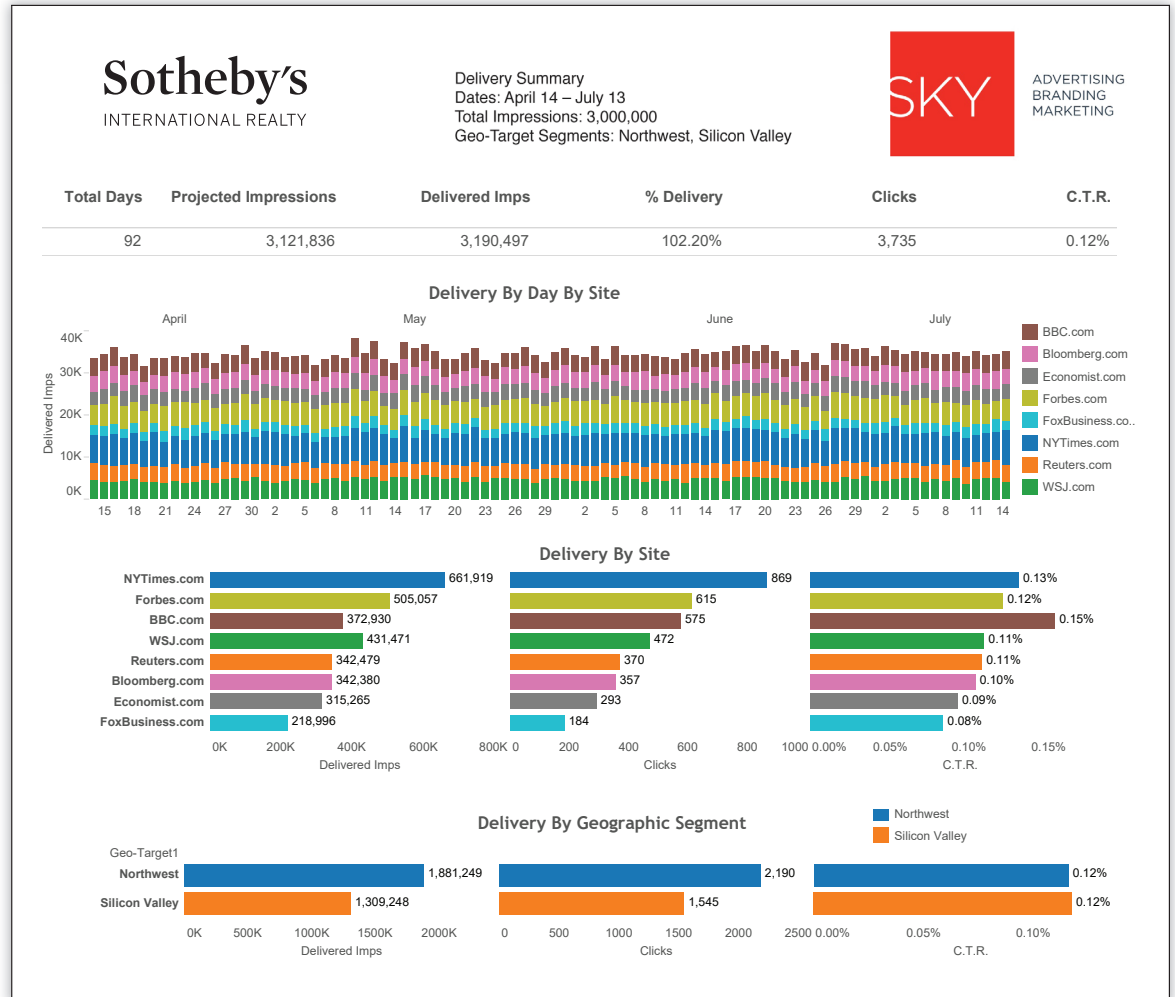


Comprehensive Reporting For Your Customized Campaign

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



Print Offerings



ONE | Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

QUARTER PAGE: \$2,310/FLORIDA
 QUARTER PAGE: \$3,250/NEW YORK METRO
 Buy 4 get 1 free

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

What's News
 Business & Finance

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

Tennessee Twisters Kill at Least 25
 Twisters ripped through Tennessee on Tuesday, killing at least 25 people as the weather service issues a rare warning of possible tornadoes and wind damage in a heavily wooded neighborhood.

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.

Shaky Ground
 A new report says that the U.S. economy may be heading into recession.

World-Wide
 Biden outlined a string of legislative priorities on Tuesday, including a new cap on the number of immigrants who can be deported to the United States.

Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7890

City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7890

City, State: [Redacted]
 Website or Address: [Redacted]
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 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7890

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 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

72 Post Road, Old Westbury, NY

Sandbanks Exuma, The Bahamas

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Boat International

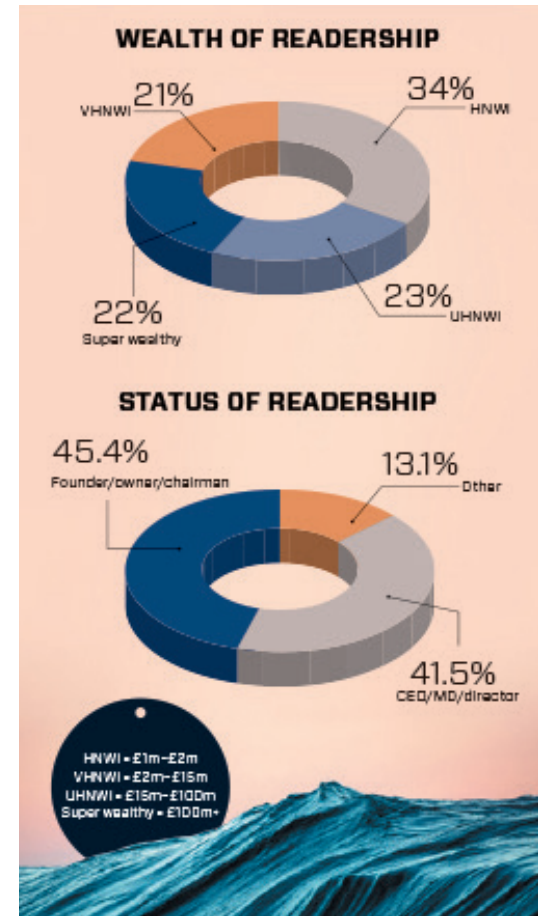
For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

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

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

FULL PAGE: \$4,650

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



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
SOUTH FLORIDA: \$2,910
MANHATTAN: \$2,510



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 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
410-460-3152
alexler@ttrtr.com

Lydia Travelstead
410-869-2113
travelstead@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 Park, world-class fitness studios, a spa, a 5k, extensive dog park, discovery-focused outdoor spaces, an integrative wellness center and family adventure center all woven around 115 private cabins, residences and luxury homes in Park City, Utah. Available now, starting from \$4,650,000.

VELVÆRE.PARKCITY.COM

MACLEBY Sotheby's

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

Chicago Tribune Takeover

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

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

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

PRICE: \$725 FULL PAGE, COLOR

PRICE: \$975 INSIDE FRONT COVER, COLOR

PRICE: \$975 INSIDE BACK COVER, COLOR

PRICE: \$1,300 BACK COVER, COLOR

Includes Digital Banner Promotion



Sotheby's
INTERNATIONAL REALTY

Move beyond your expectations.

Nothing compares.
SOTHEBYSREALTY.COM

Represented by Justin Winter in Illinois

Justin Winter | Sotheby's
INTERNATIONAL REALTY

The Exceptional Lake Keowee - SC

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

Real Estate Specialists for Lifestyle Communities Located on Lake Keowee - The Capital City Area, The Reserve of Lake Keowee, Keowee Park & More

JUSTIN WINTER
Broker in Charge
Cell: (864) 706-1027
jwinter@sothebyrealty.com

15260 N HIGHWAY 12 W. | SALEM, SC 29676 | WWW.JUSTINWINTER.COM | LAKE OFFICE: (864) 481-4444

Sotheby's
INTERNATIONAL REALTY

6858 Casitas Pass Road

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

6858 Casitas Pass Road
7801 (214) 625-9500
theprancinghorseestate.com

YETSIHQ GO
Senior Global Real Estate Advisor
953.602.5357
yetsi@yetsiagency.com

SOTHEBY'S INTERNATIONAL REALTY - BEVERLY HILLS BROKERAGE | 9665 WILSHIRE BLVD STE 400 BEVERLY HILLS, CALIFORNIA 90212 | SOTHEBYSREALTY.COM

Bahamas | Sotheby's
INTERNATIONAL REALTY

Sundara Ocean Club Estates

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

Sundara
Paradise Island, The Bahamas
8488 (242) 322-2200
SRBahamas.com/S/PAGE3

THE ANSELL GROUP
Estate Agents
1 (242) 322-0202
sundara@psr.com

BAHAMAS SOTHEBY'S INTERNATIONAL REALTY | WINDSOR BUSINESS PARK, NASSAU, THE BAHAMAS | (1 242) 322-2200 | SRBAHAMAS.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



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

Photos by: [unreadable]

72 Post Road, Old Westbury, NY

Extra Rare!
Real Estate Coloperson
Specialized Client Service
+ 516.382.0710
+ 609.662.9451

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

DANIEL GALE

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

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
\$42MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY

Ocean Home Magazine

THE LUXURY COASTAL LIFESTYLE PUBLICATION

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

Every issue of Ocean Home inspires and educates highly affluent readers about the world's most exceptional oceanfront architecture, interior design, exclusive resorts and luxury lifestyle.

- High Net Worth Coastal Homeowners
- Luxury Hotels & Resorts
- Private Jets & Luxury Aircraft

Demographics

- Distribution: **50,000**
- Total Audience: **135,000**
- Geographic breakdown: **United States coastal areas, Canada, Caribbean**
- Average age: **51**
- Male / Female: **49% / 51%**
- Average HHI: **\$2,400,000**
- Net Worth: **\$9,600,000**
- Primary Residence value: **\$4,900,000**

FULL PAGE: \$2,850

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

NAPA VALLEY, CALIFORNIA



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

PRIVATE PARADISE / FIRE ISLAND CHIC / OUTDOOR LIGHTING

OCEAN HOME

The Luxury Coastal Lifestyle Magazine
ISSUE 1 - 10/2019

TOP HOMES

THE MOST EXCLUSIVE COASTAL HOMES ON THE MARKET IN 2019



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

Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

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

SOthebysREALTY.COM

Private Air Luxury Homes Magazine

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

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



DISTRIBUTION

65,000 private jet owners and guests

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

FULL PAGE: \$1,925

includes social media & E-Newsletter

FULL PAGE IN 3 ISSUES: \$1,550

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

FULL PAGE IN 6 ISSUES: \$1,450

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



Robb Report

LUXURY PROPERTY GUIDE

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

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

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

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

Global



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Open the door to what's next.

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The Rosewood Farm Estate
Southampton, New York

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

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Take a peek at what's next.

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

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

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Reside[®] Magazine

Conceived in the belief that a home and living in full are inextricably entwined, RESIDE[®] is the Sotheby's International Realty[®] brand's magazine devoted to the finest in inspirational homes and lifestyles.

RESIDE[®] is where Sotheby's International Realty[®] network members can reserve ads in the highly targeted, custom editions of RESIDE Magazine, through our property advertising program with Sky Advertising.

PRICE: \$2,325/FULL PAGE



Reside - Spring 2023

Beachfront Lot 08 Loreto

The 255,334 square feet flat lot presents endless possibilities. It boasts a curved beach concession and is a short distance from a luxurious palm tree beach-high-end community. The area is a favorite among locals, perfect for walking, jogging, or strolling with pets, and the beach is fully swimmable with an unobstructed view of the ocean. The spot is famous for its hunting club, pink lagoon and salt crystals, fishing, and stunning beaches. Given its exceptional location, the lot presents an outstanding opportunity for developing a residential community, a beach club, or a restaurant. With the perfect blend of natural beauty and convenience, this lot offers an unparalleled canvas for any project or development.

sothebysrealty.com/US/19025
SL000009

Living

EXTRAORDINARY PROPERTIES

Reside - Spring 2023

Scottsdale, Arizona

A contemporary interpretation of Pueblo style architecture. This home has been transformed to make the most of today's indoor/outdoor lifestyle. The elevated location straddles a hill on the 15th hole of Germantown, offering sunset views with mountain silhouettes in the backdrop. The home itself uses water, metal, glass, stone and wood to create an elegant, serene ambiance. The metal courtyard gates open to peridot trees, desert vegetation, a babbling brook feature and an outdoor fireplace. Step inside the massive circular Pueblo great room, with a linear fireplace and picture windows, and admire the views through the sliding glass doors.

\$2500000
Property ID: 448974
sotheby.com
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Dan Hagan 480.255.7557

For golf enthusiasts, living the links lifestyle rivals getting a hole-in-one

"Some want to be on the fairway with their morning coffee and watch the golf cart's go by," says Jason Becker, chief executive of Golf Line Navigators, a site matching people with golf memberships and homes. Others crave a garage with room for a golf cart "to take the grandkids to the pool."

Many also delight in the amenity-laden communal living and security country club enclaves provide. In Palm Springs, Scottsdale, Naples, Palm Beach and Hilton Head, most private clubs are gated and guarded.

Golf homes are also designed for entertaining. At Desert Mountain, a double-gated golf and active lifestyle community in Arizona, a newly remodeled house has a round Great Room with picture windows overlooking the 15th hole of the Geranium, one of seven golf courses. "It's a riff on contemporary Pueblo style," says Daniel Walsh of Russ Lyon Sotheby's International Realty. A roof deck with a fire pit is "set up for mountain and golf course views with sunsets and city lights on the wide horizon."

In the backyard, there's a putting green, saltwater pool and spa. The outdoor kitchen has a smoker and an Evo grille for alfresco cooking—when there's time to dine at home and the whirl of communal activities.

"Golf is the common theme, but socialization comes with the lifestyle," Becker says. "You see your neighbors for dinner and golf with them." Desert Mountain has seven clubhouses, each with a bar and restaurant. Activities include book, fishing and hunting clubs and "Tappy Hour" at the dog park. Twenty miles of private hiking trails are at Desert Mountain in northern Arizona.

Golf community developers worldwide incorporate family-focused amenities, Becker says. Golf homes in Jamaica enjoy lush greenery, beach clubs, and other top Caribbean resort amenities. In Chile, a private estate home has its own nine-hole course. A golf condominium includes an aqueduct club. The all-inclusive Eagle Canyon Golf and Lifestyle Estate in Johannesburg has entry-level to multi-million-dollar residences, 13 bars, dining rooms, a car wash and dry cleaning services.

Opening this year near Palm Beach, Panther National is upping the ante. Its custom homes include garages with a golf cart space, electric car chargers and private pools. Besides the golf course, a training facility features the latest ball-tracking technology, an indoor simulator and a putting room. A family wellness center has a spa with rejuvenation and beauty services and a yoga studio.

After all, golf is more than a sport. It's a lifestyle.

Marcelle Sussman Fischer

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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72 Post Road, Old Westbury, NY



Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
c. 516.682.2710
c. 516.660.5400


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

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




DANIELEGALE.COM/AGENT/FICHEA-RUSSELL

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Sandbanks Exuma, The Bahamas



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

SIREBAHAMAS.COM/ID/X29,67

Bahamas | Sotheby's
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5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorino
Elite Agent
858.334.3557
eric@ericsantorino.com
DRE#02156001

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

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



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Pacific | Sotheby's
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Schedule, Pricing & Reach



ONE | Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach

2024 - 2025

PLAN 1

Media	Ad Description	November	December	January	February	March	April	Media Total	Reach
Media									
Sotheby's Auction House: Print									
Sotheby's Magazine	Full Page			\$ 3,640.00		\$ 3,640.00		\$ 7,280.00	70,000
Digital									
Million Impressions*									
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 9,750.00	3,000,000
Million Impressions	Targeting - Select locations								
Print									
Boat International									
US National issue	Full Page + E-Newsletter			\$ 5,100.00		\$ 5,100.00		\$ 10,200.00	51,200
Chicago Tribune									
Chicago Tribune	Takeover - Full Page					\$ 725.00		\$ 725.00	150,000
Conde Nast Magazines Regional Pages									
Architectural Digest - South Florida	Full Page			\$ 2,910.00	\$ 2,910.00			\$ 5,820.00	30,000
Architectural Digest - Manhattan	Full Page			\$ 2,510.00		\$ 2,510.00		\$ 5,020.00	26,000
Elite Traveler									
Elite Traveler	Luxury Homes Feature					\$ 4,500.00		\$ 4,500.00	557,000
The Los Angeles Times									
The Los Angeles Times	Takeover - Full Page	\$ 660.00				\$ 660.00	\$ 660.00	\$ 1,980.00	1,152,000
The New York Times									
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00				\$ 750.00	\$ 750.00	\$ 2,250.00	495,000
Ocean Home									
Ocean Home	Full Page E-Newsletter Spot				\$ 3,250.00			\$ 3,250.00	70,000
Private Air Luxury Homes									
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00		\$ 1,925.00		\$ 3,850.00	130,000
Reside Magazine									
Reside Magazine	Daniel Gale Issue						\$ 2,325.00	\$ 2,325.00	11,000

SCHEDULE AND PRICING

Proposed Schedule, Pricing & Reach

2024 - 2025

PLAN 1 CONTINUE

Robb Report										
Robb Report	Robb Report Luxury Property Guide							\$ 3,500.00	\$ 3,500.00	107,000
San Francisco & Silicon Valley										
San Francisco & Silicon Valley	Takeover - Full Page							\$ 725.00	\$ 725.00	36,500
The Wall Street Journal										
The Wall Street Journal - New York Region	Quarter Page	\$ 2,310.00	\$ 2,310.00						\$ 4,620.00	153,930
The Wall Street Journal - Florida	Quarter Page			\$ 1,570.00	\$ 1,570.00	Bonus			\$ 3,140.00	106,674
The Wall Street Journal										
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00				\$ 980.00	\$ 1,960.00	200,000
TOTAL									\$ 63,615.00	6,276,304

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