



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Equestrian Advertising and Marketing Program



Frank
Hardy

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 Equestrian Properties

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

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 Virginia.

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**

JANINE JONES
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janine@skyad.com

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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
ashley@sothebysrealty.com
 Property # 1230018
 Agent: Ashley
 International Realty
 Broker: Nancy, 252.966.6622
nancy@sothebysrealty.com
 \$50,000,000.00

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

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Home

1 Central Park West 46R/50C
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom-made cabinetry. This is a rare opportunity to own an exceptional piece of New York City real estate. Call your Sotheby's International Realty agent for more information.
 \$50,000,000.00

New York, New York
 212.966.6622
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Nancy +1 212 966 6622
nancy@sothebysrealty.com
 \$50,000,000.00

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. Call your Sotheby's International Realty agent for more information.
 \$20,000,000.00

New York, New York
 212.966.6622
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Nancy +1 212 966 6622
nancy@sothebysrealty.com
 \$20,000,000.00

Four Seasons Private Residences
 This apartment is 1,100 sq. ft. of spectacular views overlooking the city. The residence is a true masterpiece of modern architecture. Call your Sotheby's International Realty agent for more information.
 \$15,000,000.00

New York, New York
 212.966.6622
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Nancy +1 212 966 6622
nancy@sothebysrealty.com
 \$15,000,000.00


50

DIGITAL

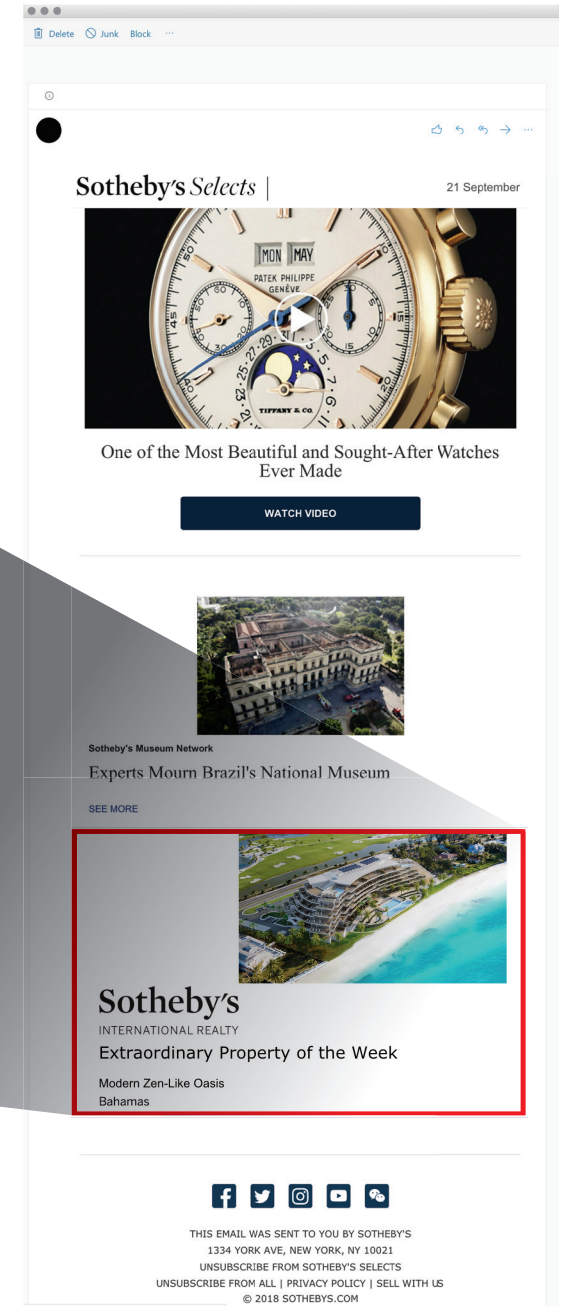
SOTHEBY'S SELECTS E-NEWSLETTERS

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


PRICE: \$2,585/DEPLOYMENT



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




Sotheby's Selects | 21 September



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

[WATCH VIDEO](#)

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



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

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

THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S
1334 YORK AVE, NEW YORK, NY 10021
UNSUBSCRIBE FROM SOTHEBY'S SELECTS
UNSUBSCRIBE FROM ALL | [PRIVACY POLICY](#) | [SELL WITH US](#)
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Digital Offerings



Sotheby's
INTERNATIONAL REALTY

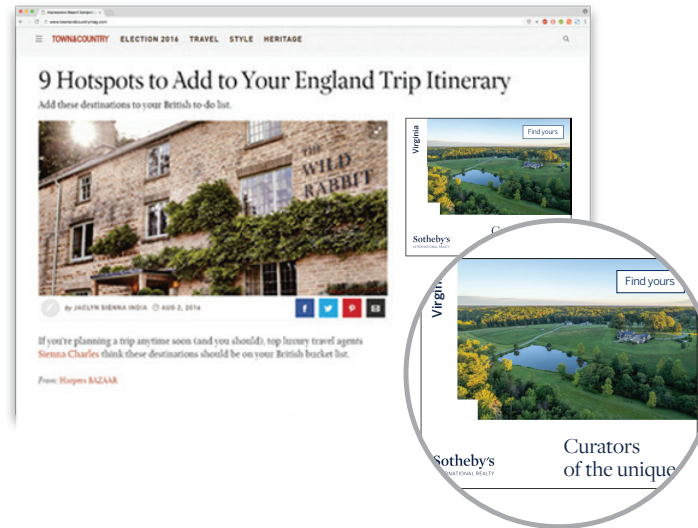
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

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

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

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Equestrian properties**
- Flight Dates: **Three Months**
- 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



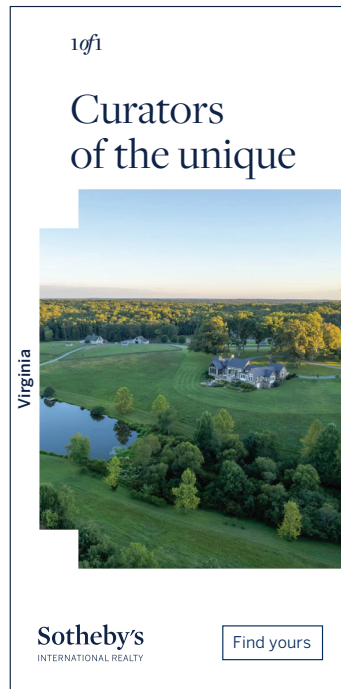
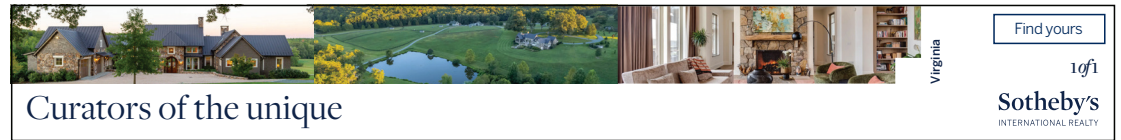
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

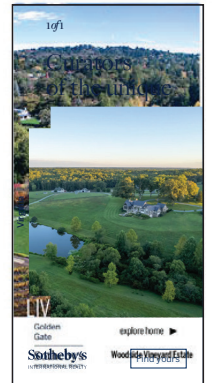
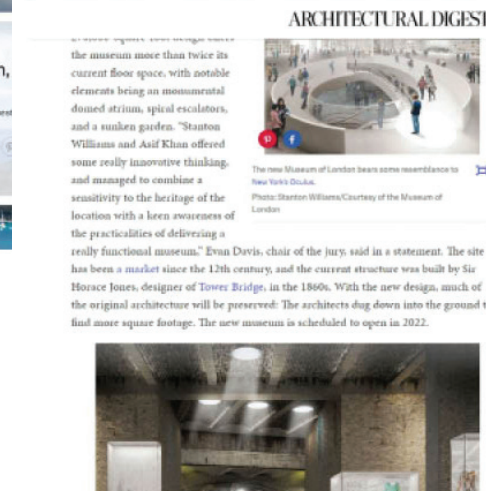
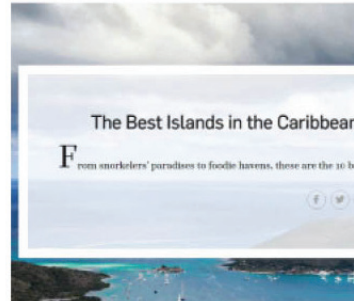
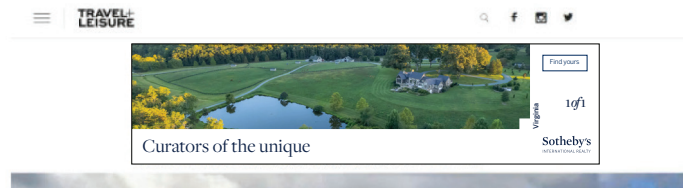
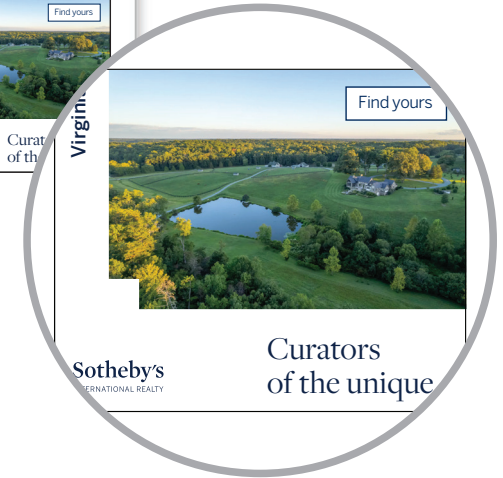
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

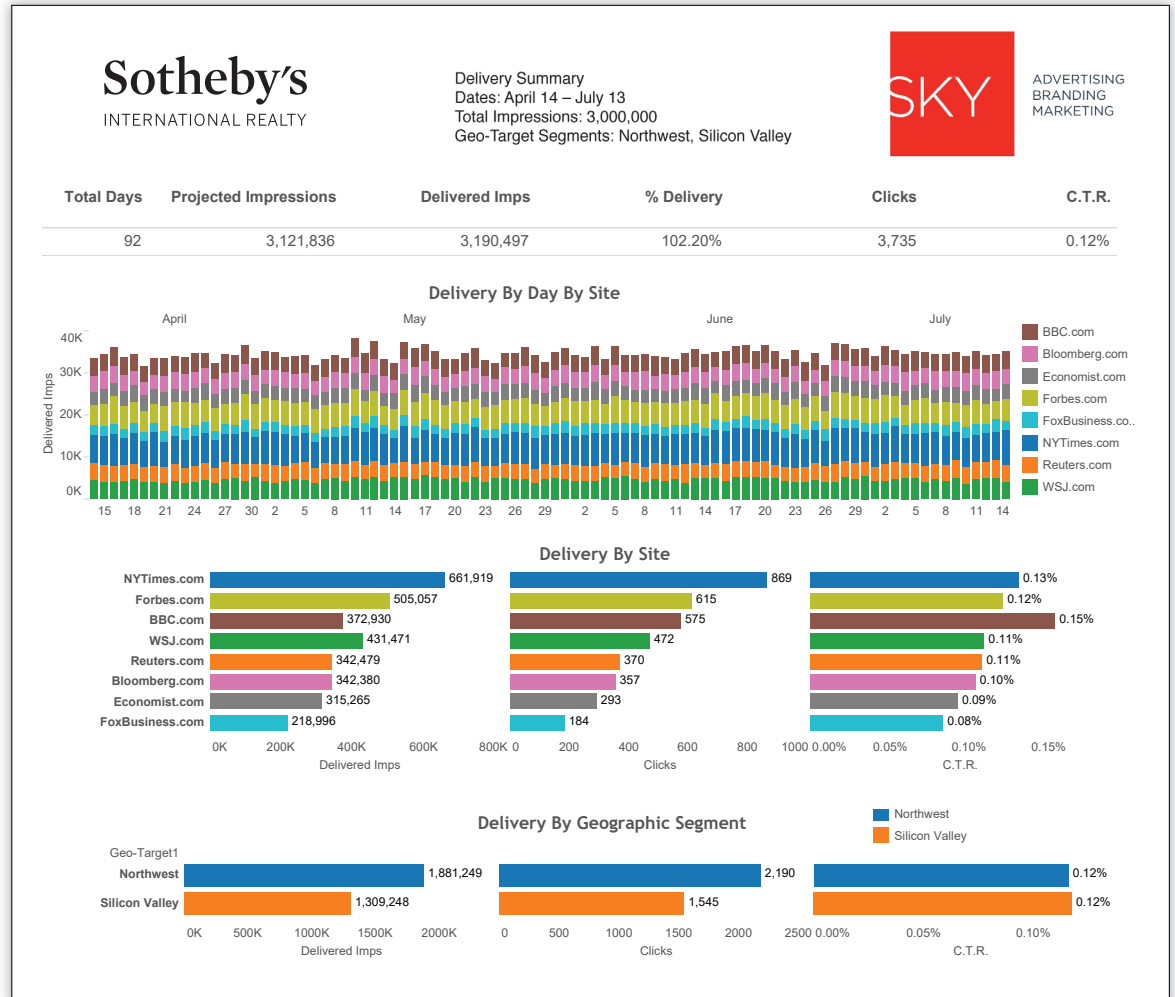


Comprehensive Reporting For Your Customized Campaign

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.

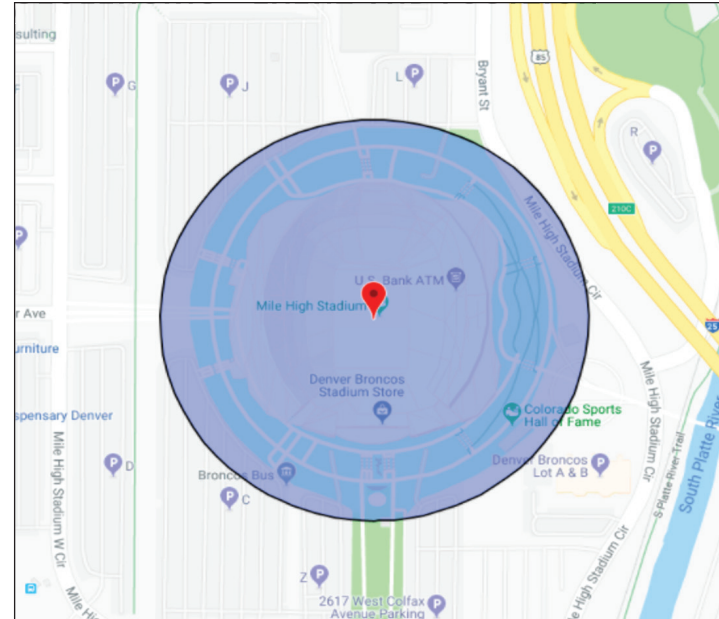
IMPRESSIONS PROGRAM SAMPLE REPORT



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.

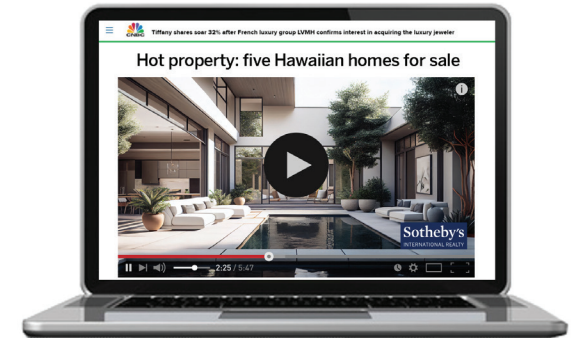


YouTube Video Pre-Roll Ads

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
37,500 Impressions

Comprehensive Digital

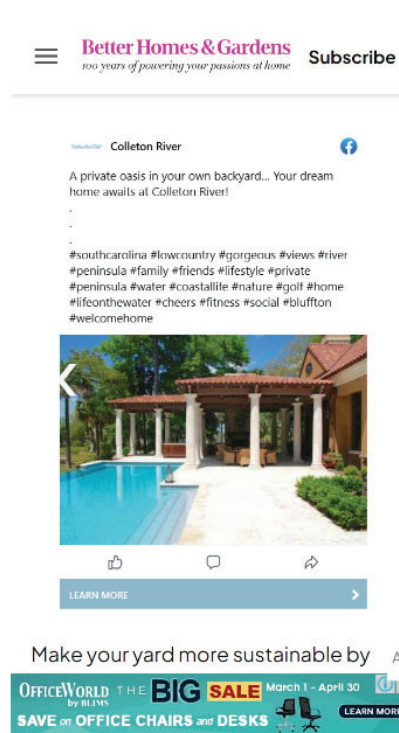
SOCIAL MIRROR ADS

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.

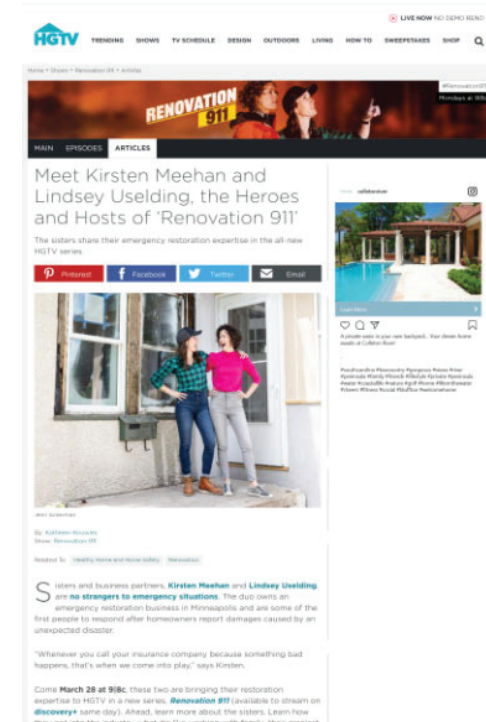
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

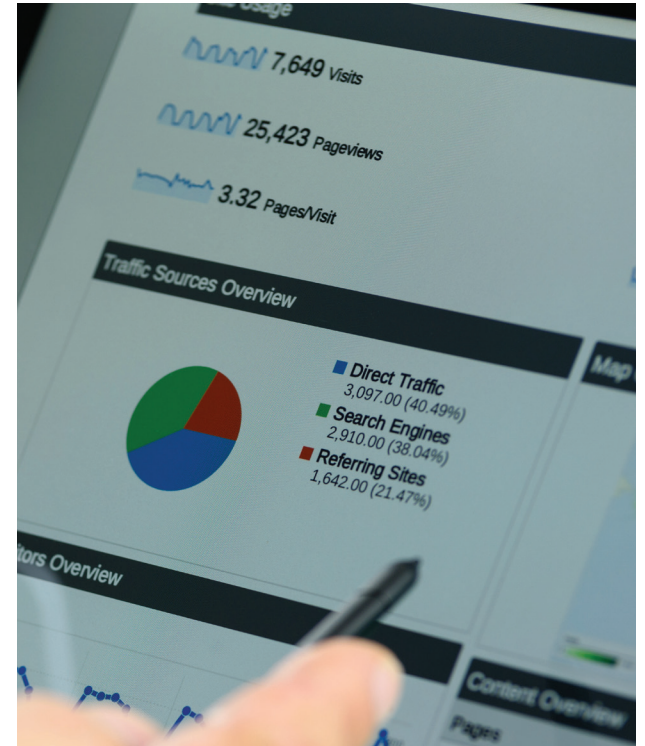


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

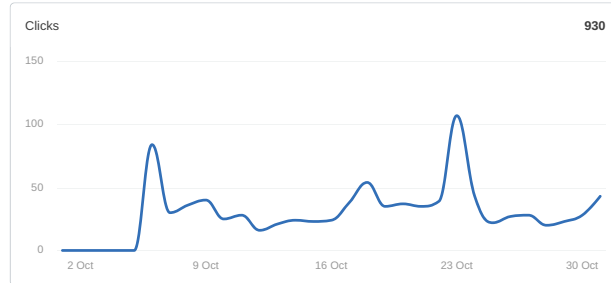
CLIENT DASHBOARD

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.



Frank Hardy SIR

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

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

Showing 50 of 89 Rows

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

Cities

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

Google AdWords

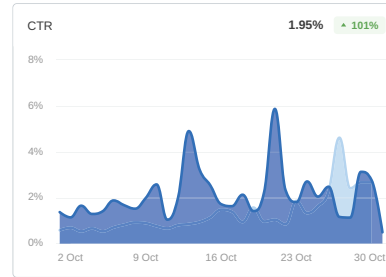
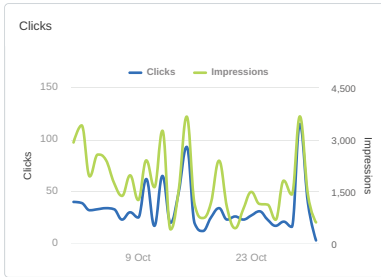
MONTHLY REPORTING

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



Frank Hardy 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

EQ Living

Equestrian Living is tailored to the lifestyle led by their readers. They enjoy a shared pride in their homes, farms, and ranches—and of course their revered horses. They spend generously on travel, vacation homes, jewelry, automobiles, high-end fashion, and other luxury items. In its inaugural year EQ was recognized nationally when a panel of 26 judges at American Horse Publications selected it as the Overall Best Equestrian Magazine in America.

WEEKLY E-NEWSLETTER

A display banner ad of your property appears in the e-newsletter among editorial content.

- Subscribers: **39,000**

PRICE: \$900 PER DEPLOYMENT

SOCIAL POST

Instagram, Facebook, Pinterest and Twitter

PRICE: 800/DEPLOYMENT



Sponsored e-Blasts

EQUESTRIAN LIVING EXCLUSIVE SPONSORED E-BLASTS

Reach highly qualified Equestrians and Equestrian enthusiasts. Enables advertiser to tell their story, exclusively and can include videos, and slideshows. Advertiser provides the content.

- Reach: **33,000**

\$1,500 OR \$1,175 WITH PRINT PURCHASE



The image shows a detailed view of a sponsored e-blast email. At the top, it is marked 'SPONSORED' and features the 'KARINA BREZ REAL ESTATE' logo. The main content area is divided into several sections: a '#Join TheJoy' image, a 'DONNABENSTEIN.COM' image, a 'THE RIDER' video thumbnail (highlighted with a red box), and a 'REAL ESTATE' image gallery. Below this is a 'VIDEO' section featuring a woman's portrait. The layout concludes with another 'SPONSORED' section and a footer with 'skyad.com'.

Featured Property

EQUESTRIAN LIVING REAL ESTATE ONLINE FEATURED PROPERTY

- Highlighted in the real estate. section of the homepage
- Highlighted in the real estate. landing-page
- Listing appears in the slide at the top of the real estate page
- Listing appears as a picture block on real estate page which links to Full page of advertorial including a video or slideshow tour of the property with contact information and a direct link to the realtor
- One Facebook posting - for duration of listing - Facebook, Twitter, Instagram

**\$1,275 FOR THREE MONTHS
(Runs for 3 months)**



jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

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

This screenshot displays the real estate section of JamesEdition.com. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. Below the search bar is a large image of a modern penthouse with the caption 'THE PENTHOUSES AT GOLDEN PEAK \$2,300,000'. A 'Featured luxury properties' section follows, showing a grid of various high-end properties with their prices, such as '5 Bedrooms - Pent...' for \$2,734,418 and 'Elegant French Styl...' for \$8,800,000. A 'News about luxury real estate' section includes articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. The bottom of the page has a footer with 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

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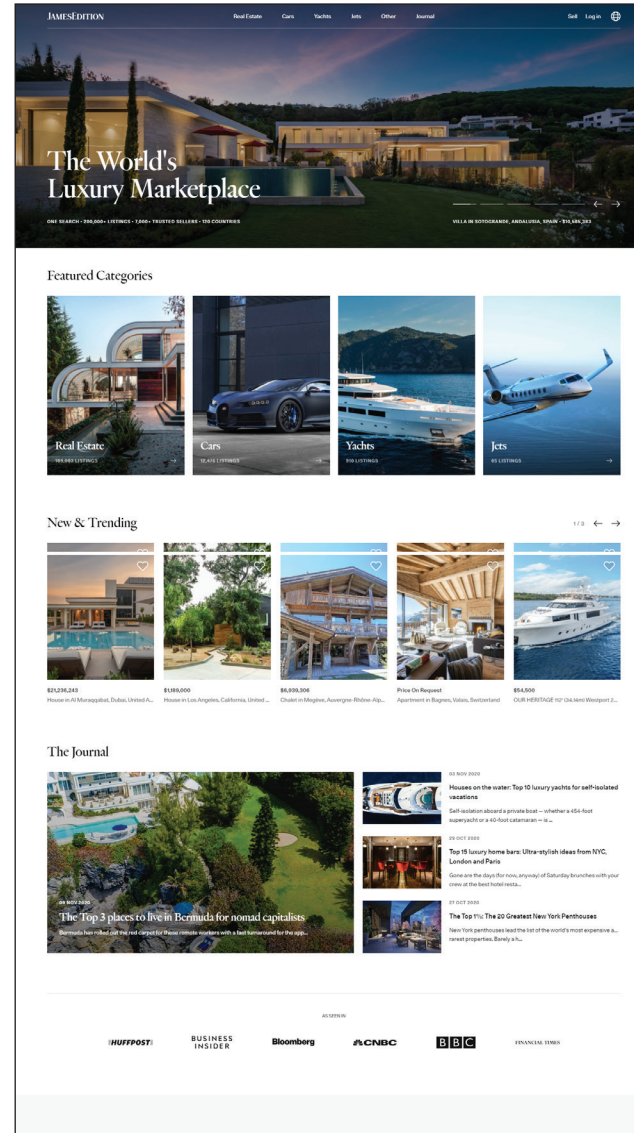
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

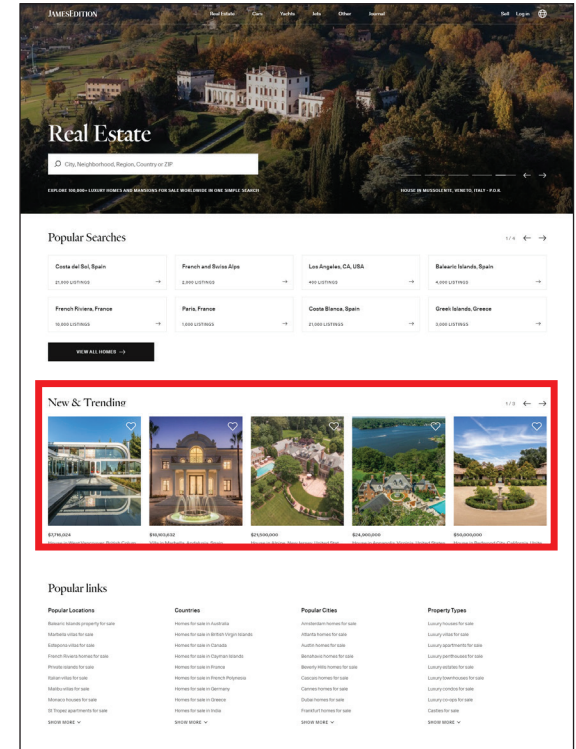
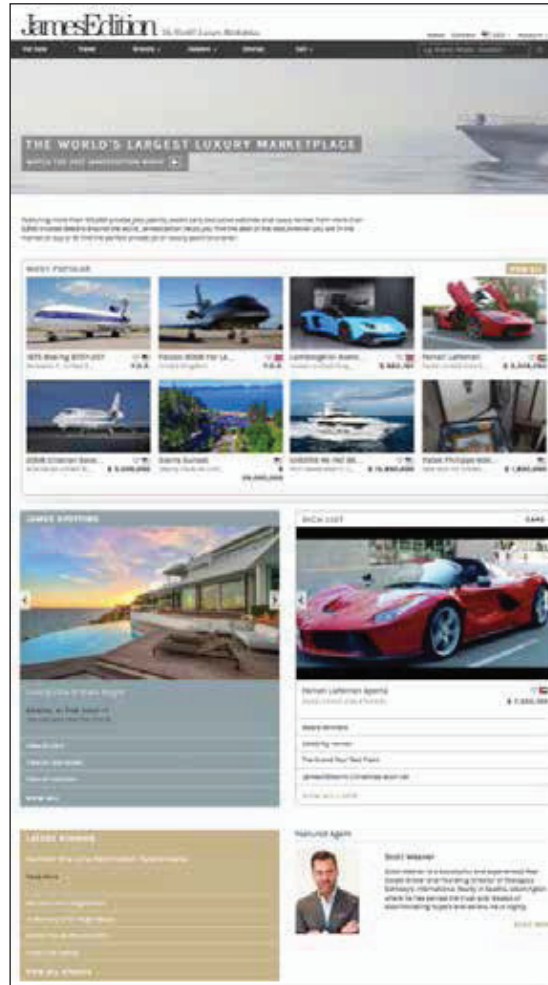
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

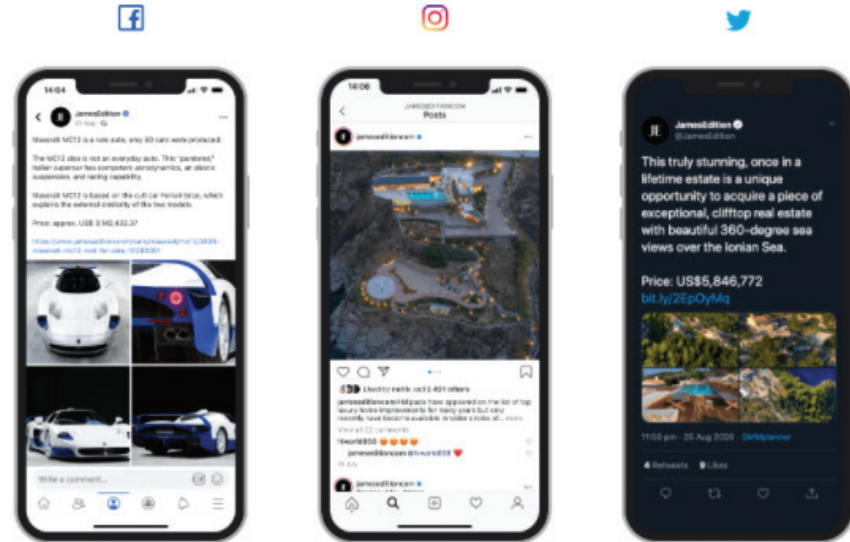
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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.

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

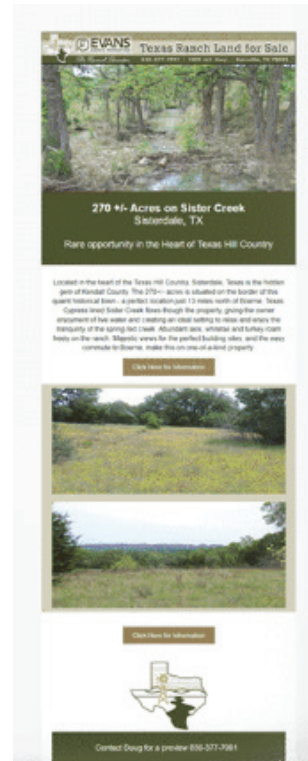
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

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.



EMAIL MARKETING

Get in front of land buyers with high-performing newsletters and email campaigns. You'll be able to promote your listings and services to our engaged pool of 750K+ active subscribers directly.

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: \$1,500 FOR 5,000 RECIPIENTS

Land.com

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

LANDS OF AMERICA

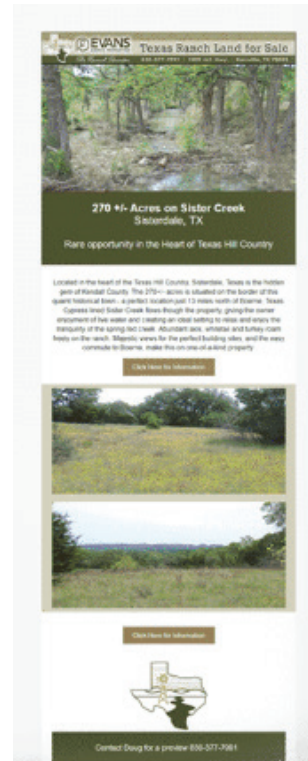
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A top-tier rural property marketplace, Land And Farm receives more than 2 million visits and 16 million page views monthly.

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: \$700
Featured on all 3 Land.com sites

DIGITAL

Land Report

TheLandReport.com is the official Web site for The Land Report Magazine and serves as a daily guidebook for American landowners, featuring a database full of credible and relevant stories gathered daily from media outlets around the country. The daily headlines are a must-read for landowners who want to stay up-to-date on topics that matter most to them.

- Net Worth: **89.3M**
- Household Income: **\$9.2M**

Top In-Bound Markets:

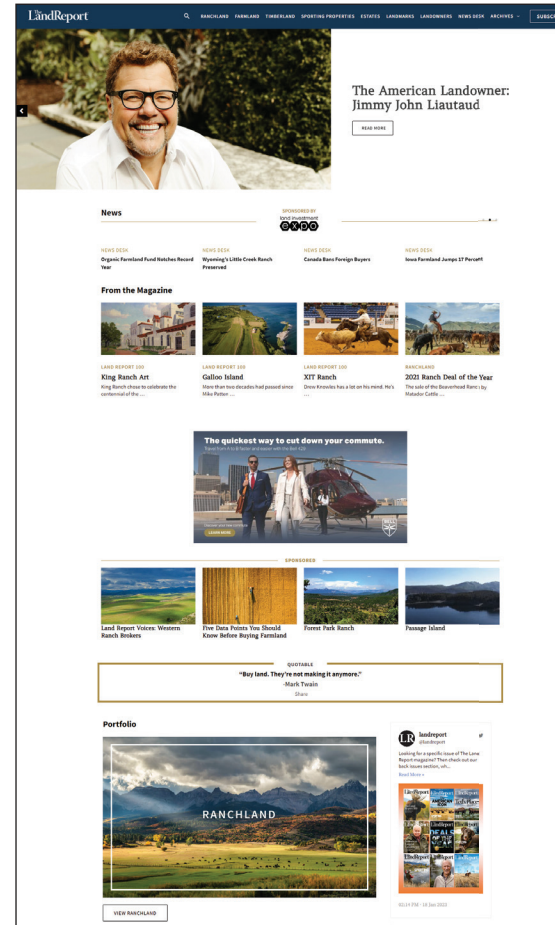
- Texas
- California
- Florida
- Colorado
- New York
- Illinois
- Georgia
- North Carolina
- Pennsylvania
- South Carolina

E-NEWSLETTER

PRICE: \$2,950/SEND

SOCIAL MEDIA POSTS

BANNER: \$1,500/POST



DIGITAL

The Plaid Horse

TPH Readers are well-educated, have a high disposable income and a passion for the luxurious lifestyle.

With a large audience across multiple channels, digital advertising with the Plaid Horse will get you in front of high numbers in various demographics.

- Averaging 425K page views a month
- 590K new users this year –a 147% increase
- 155% year over year growth in page views

E-NEWSLETTER

Exclusive email devoted exclusively to your content and delivered to the entire TPH subscriber base.

- Subscribers: **85,000+**

PRICE: \$1,825/DEPLOYMENT

BLOG POST WITH EMAIL

Receive custom content which is posted on TPH Blog as well as deployed in an email to the subscriber community.

BLOG POST + EMAIL (CLIENT PROVIDED CONTENT):
\$700

BLOG POST + EMAIL (CONTENT WRITTEN BY TBH):
\$1,500

INSTAGRAM POSTS

Get in front of the TPH's **80,200** followers.

PRICE: \$1,450/POST

The logo for The Plaid Horse features the word "THE" in a smaller, serif font enclosed within a thin circular outline. Below this, the words "PLAID HORSE" are written in a large, bold, serif font.

The Wall Street Journal Online (WSJ.com)

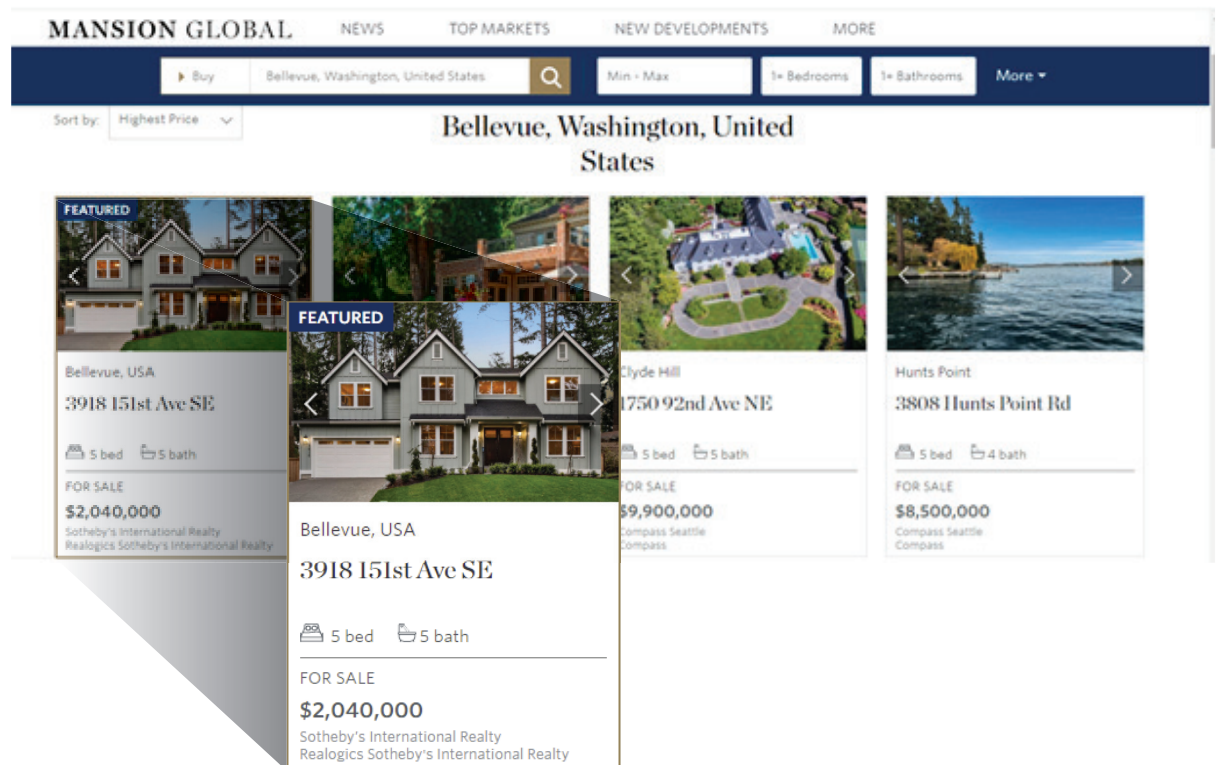
FEATURED PROPERTY UPGRADES

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



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

PROPERTY SPOT: \$795
 DOUBLE PROPERTY SPOT: \$1,590
 QUADRUPLE PROPERTY SPOT: \$3,180
 EIGHT PROPERTY SPOTS: \$6,360

Includes Bonus 30 Day Digital - Featured Property Upgrade

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

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

Shaky Ground
 A major quake threat of 7.0 or higher is being eyed by seismologists in the San Joaquin Hills area.

What's News
 Business & Finance

The Fed's move to cut rates
 The Fed's move to cut rates to a range between 0% and 0.25% is the first change in interest rates since the Fed's emergency action since '08 crisis.

Shaky Ground
 A major quake threat of 7.0 or higher is being eyed by seismologists in the San Joaquin Hills area.

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

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

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
 Website or Address: \$4,XXX,XXX | sothebysrealty.com/rlt/gpt
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PRINT

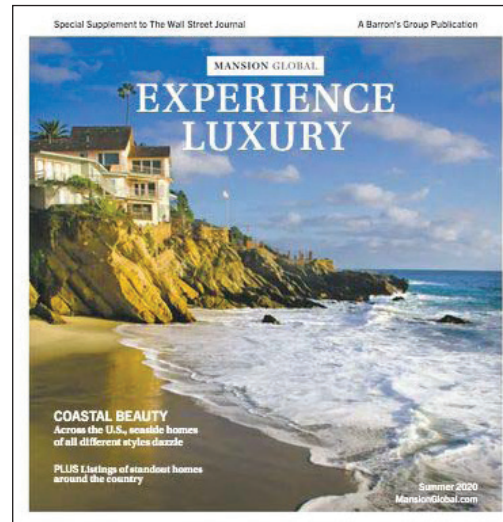
The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

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

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

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



The New York Times

IN THE FRIDAY MAIN NEWS SECTION

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

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

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



CITY, STATE
 Address | Headline | \$XXXXXXX | sothebysrealty.com/d/r/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.

<small>CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty +1 212.456.7800</small>	<small>CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty +1 212.456.7800</small>	<small>CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty +1 212.456.7800</small>	<small>CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebys.realty +1 212.456.7800</small>

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

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

72 Post Road, Old Westbury, NY

Fichea Russell
 Real Estate Salesperson
 Gold Circle Of Excellence
 6 516.632.2710
 c. 516.662.5400

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

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

DANIELE GALE / AGENT / OSBIRA RUSSELL

Central Gate Sotheby's International Realty

SOTHEBYSREALTY.COM/AGENT/OSBIRA-RUSSELL

Sandbanks Exuma, The Bahamas

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

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

Sandbanks is a truly particular 6 bedroom, 7 1/2 bath and 11 1/2 bath oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a swimming pool deck and a classic infinity pool. (aka a beach) area directly visible to the ocean for water sports.

SIREBAHAMAS.COM/ID/V29,67

Bahamas | Sotheby's International Realty

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
 Sales Associate
 858.334.3557
 eric@ericsantorinorealty.com
 DRE#02156001

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

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

SOTHEBYSREALTY.COM/ID/THE44

Pacific | Sotheby's International Realty

Equestrian Living

Throughout history, the equestrian lifestyle has woven its way through our culture. From the magnificence of vast western ranches to elegant English hunt-country estates, horses are an integral element of modern fashion, style, and decor. Equestrian Living magazine encompasses the absolute best of these timeless traditions. Our readers are an affluent group of very diverse people who have one thing in common — their love of the majestic horse. EQ Living delights them with luxurious features and breathtaking photography displayed within a beautiful, award-winning format.

- Circulation: **35,000**
- **98%** look to EQ for Ranch/Farm/Home architectural design
- **95%** look to EQ for Real Estate
- Average net worth of over **\$6 million**
- Average HHI: **\$335K**

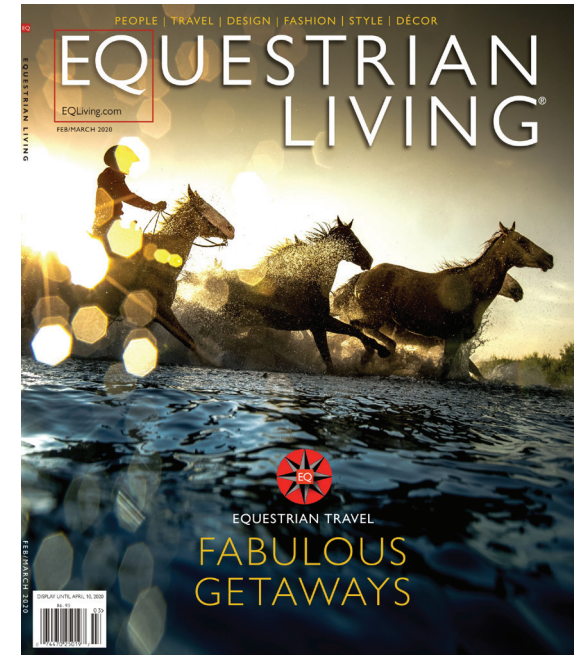
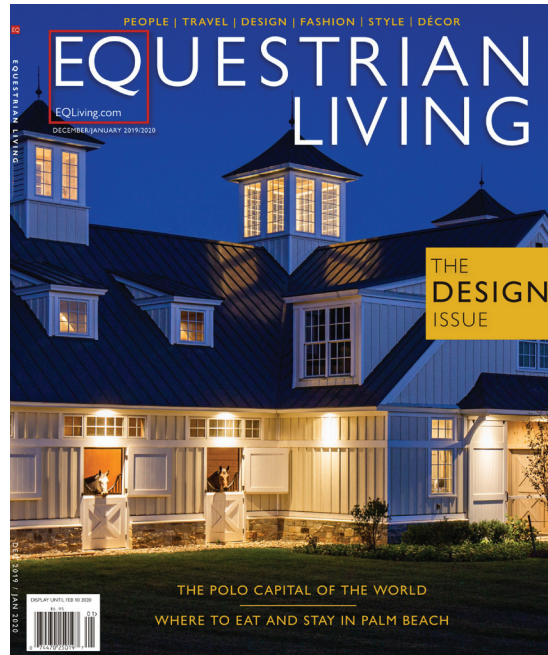
FEATURED PROPERTIES SECTION

HALF PAGE: \$1,300

FULL PAGE: \$2,050

FRONT OF BOOK PLACEMENT

FULL PAGE: \$3,250



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**

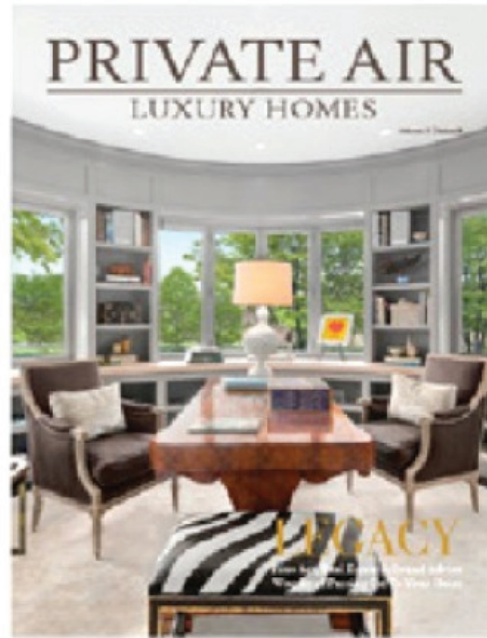
QUADRUPLE PROPERTY SPOT, COLOR: \$3,000
 DOUBLE PROPERTY SPOT, COLOR: \$1,500
 PROPERTY SPOT, COLOR: \$750

Global

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



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach

PLAN 1

Tier 1

Media	Ad Description	Month 1	Month 2	Month 3	Media Total	Reach
Sotheby's Auction House: Print						
Sotheby's Magazine	Half Page		\$ 1,820.00		\$ 1,820.00	20,000
Sotheby's Auction House: Digital						
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00	\$ 2,585.00	770,000
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Select locations					
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00	
Comprehensive Digital						
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00	150,000
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00		\$ 1,500.00	60,000
EQ Living						
EQ Living E-Newsletter	EQliving - weekly	\$ 900.00			\$ 900.00	39,000
EQ Living Sponsored E-blast	Exclusive Sponsored E-blasts		\$ 1,175.00		\$ 1,175.00	39,000
EQ Living Real Estate Online	Featured Property		\$1,275		\$ 1,275.00	
Social Post	Instagram, Facebook, Pinterest and Twitter			\$ 800.00	\$ 800.00	1,000,000
The Plaid Horse						
E-Newsletter	E-Newsletter	\$ 1,825.00			\$ 1,825.00	85,000
Article/Press Release	Blog Post + Email (Client provided content)				\$ -	
Article/Press Release	Blog Post + Email (Content Written by TBH)		\$ 1,500.00		\$ 1,500.00	85,000
Instagram Posts	Instagram Posts			\$ 1,450.00	\$ 1,450.00	81,000
JamesEdition						
Real Estate Rotating Gallery	Featured Banner	\$ 1,600.00			\$ 1,600.00	750,000
New & Trending Real Estate Position	Featured Spot			\$ 1,000.00	\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00		\$ 1,500.00	192,000
Social Media	Listing Feature	\$ 1,000.00			\$ 1,000.00	148,000

Proposed Schedule, Pricing & Reach

PLAN 1 - CONTINUED

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		
Land Report						
Social Media Posts	Banners			\$ 1,500.00	\$ 1,500.00	60,000
E-Newsletter	Monthly E-Newsletter	\$ 2,950.00		\$ 2,950.00		27,000
WSJ.com						
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	492,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus	\$ -	
Print						
Equestrian Living						
Equestrian Living	Full Page	\$ 3,250.00		\$ 3,250.00		35,000
Financial Times						
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00	631,371
The New York Times						
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00		\$ 760.00	\$ 1,520.00	846,222
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00		\$ 750.00	165,000
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00		\$ 1,925.00		65,000
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 - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00			\$ 1,590.00	644,424
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert - Quarterly			\$ 980.00	\$ 980.00	100,000
TOTAL				\$ 60,150.00		9,578,865

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

Proposed Schedule, Pricing & Reach

PLAN 2

Tier 2

Media	Ad Description	Month 1	Month 2	Month 3	Media Total	Reach
Sotheby's Auction House: Print						
Sotheby's Magazine	Quarter Page		\$ 910.00		\$ 910.00	20,000
Sotheby's Auction House: Digital						
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00	\$ 2,585.00	770,000
Digital						
Million Impressions*						
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00		\$ 1,800.00	200,000
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
EQ Living						
EQ Living E-Newsletter	EQliving - weekly	\$ 900.00			\$ 900.00	39,000
EQ Living Sponsored E-blast	Exclusive Sponsored E-blasts		\$ 1,175.00		\$ 1,175.00	39,000
EQ Living Real Estate Online	Featured Property		\$1,275		\$ 1,275.00	
The Plaid Horse						
E-Newsletter	E-Newsletter	\$ 1,825.00			\$ 1,825.00	85,000
Article/Press Release	Blog Post + Email (Client provided content)		\$ 700.00		\$ 700.00	
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
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	
Land Report						
E-Newsletter	Monthly E-Newsletter	\$ 2,950.00			\$ 2,950.00	27,000
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		\$ -	

Proposed Schedule, Pricing & Reach

PLAN 2 - CONTINUED

Print

Equestrian Living						
Equestrian Living	Full Page	\$ 2,050.00		\$ 2,050.00		35,000
Financial Times						
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 1,500.00		420,914
The New York Times						
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00	\$ 1,520.00		846,222
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 1,500.00		165,000
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00		\$ 1,925.00		65,000
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 - Quarterly		\$ 980.00	\$ 980.00		100,000
TOTAL				\$ 37,115.00		5,575,984

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

Proposed Schedule, Pricing & Reach

PLAN 3

Tier 3

Media	Ad Description	Month 1	Month 2	Month 3	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	
EQ Living						
EQ Living E-Newsletter	EQliving - weekly	\$ 900.00			\$ 900.00	39,000
EQ Living Sponsored E-blast	Exclusive Sponsored E-blasts		\$ 1,175.00		\$ 1,175.00	39,000
EQ Living Real Estate Online	Featured Property		\$1,275		\$ 1,275.00	
The Plaid Horse						
E-Newsletter	E-Newsletter	\$ 1,825.00			\$ 1,825.00	85,000
Article/Press Release	Blog Post + Email (Client provided content)		\$ 700.00		\$ 700.00	
JamesEdition						
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00		\$ 1,500.00	192,000
Land.com						
Signature Listings			\$330		\$ 330.00	
Land Report						
E-Newsletter	Monthly E-Newsletter	\$ 2,950.00			\$ 2,950.00	27,000
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		\$ -	

Proposed Schedule, Pricing & Reach

PLAN 3 - CONTINUED

Print

Equestrian Living						
Equestrian Living	Half Page	\$ 1,300.00		\$ 1,300.00		35,000
Financial Times						
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 1,500.00		420,914
The New York Times						
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00		\$ 760.00		423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00		165,000
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 - Quarterly		\$ 980.00	\$ 980.00		100,000
TOTAL				\$ 23,945.00		3,262,873

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