



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 318 West 46th St Cottage 509 Advertising and Marketing Program

DeLoach | 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 318 West 46th St Cottage 509

SKY Advertising is excited to present to DeLoach Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 318 West 46th St Cottage 509.

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 Sea Island, GA.

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

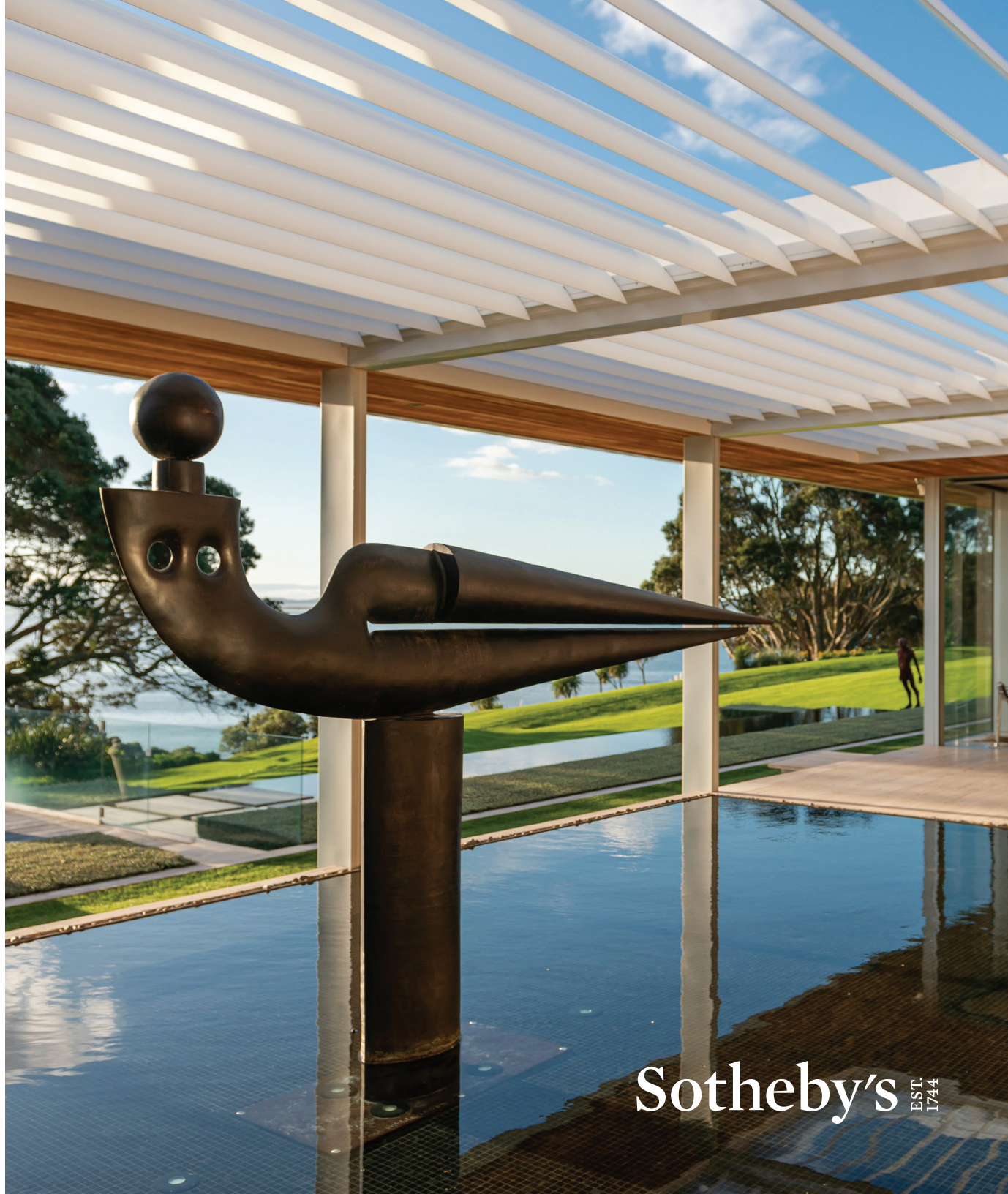
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*Executive Vice President*  
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[janine@skyad.com](mailto:janine@skyad.com)

PAULA DAVIDSON  
*Senior Account Executive*  
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SARA HELENI  
*Account Executive*  
**212-674-2402**  
[sara@skyad.com](mailto:sara@skyad.com)

CHLOE STEELY  
*Account Executive*  
**212-677-2557**  
[chloe@skyad.com](mailto:chloe@skyad.com)

Sotheby's  
Auction House  
Offerings



Sotheby's EST. 1744



# Sotheby's Auction Magazine

## SOTHEBY'S MAGAZINE

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

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

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

Global



Sotheby's  
INTERNATIONAL REALTY

Austin, Texas

Call/Text: 512.452.1000  
Property #1: 12345678  
Agent: Jennifer Smith  
International Realty  
Bridget Smith 512.452.1000  
bridget.smith@sothebysrealty.com  
\$50,000,000.00

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

Home

1 Central Park West 44F/50C

With unparalleled landscaping, views, and 500+ sq ft of Central Park, this is the most exclusive and prestigious residence in the world. Every room is meticulously finished with the finest materials and features. The residence is a masterpiece of modern architecture and design, featuring a private elevator, a private garage, and a private office. The residence is a true masterpiece of modern architecture and design.

New York, New York  
Call/Text: 212.695.1000  
Property #1: 12345678  
Agent: Jennifer Smith  
International Realty  
Bridget Smith 212.695.1000  
bridget.smith@sothebysrealty.com  
\$50,000,000.00

555 Park Avenue, 15/16

This residence is the city's most prestigious and exclusive. It is a masterpiece of modern architecture and design, featuring a private elevator, a private garage, and a private office. The residence is a true masterpiece of modern architecture and design.

New York, New York  
Call/Text: 212.695.1000  
Property #1: 12345678  
Agent: Jennifer Smith  
International Realty  
Bridget Smith 212.695.1000  
bridget.smith@sothebysrealty.com  
\$27,000,000.00

Four Seasons Private Residences

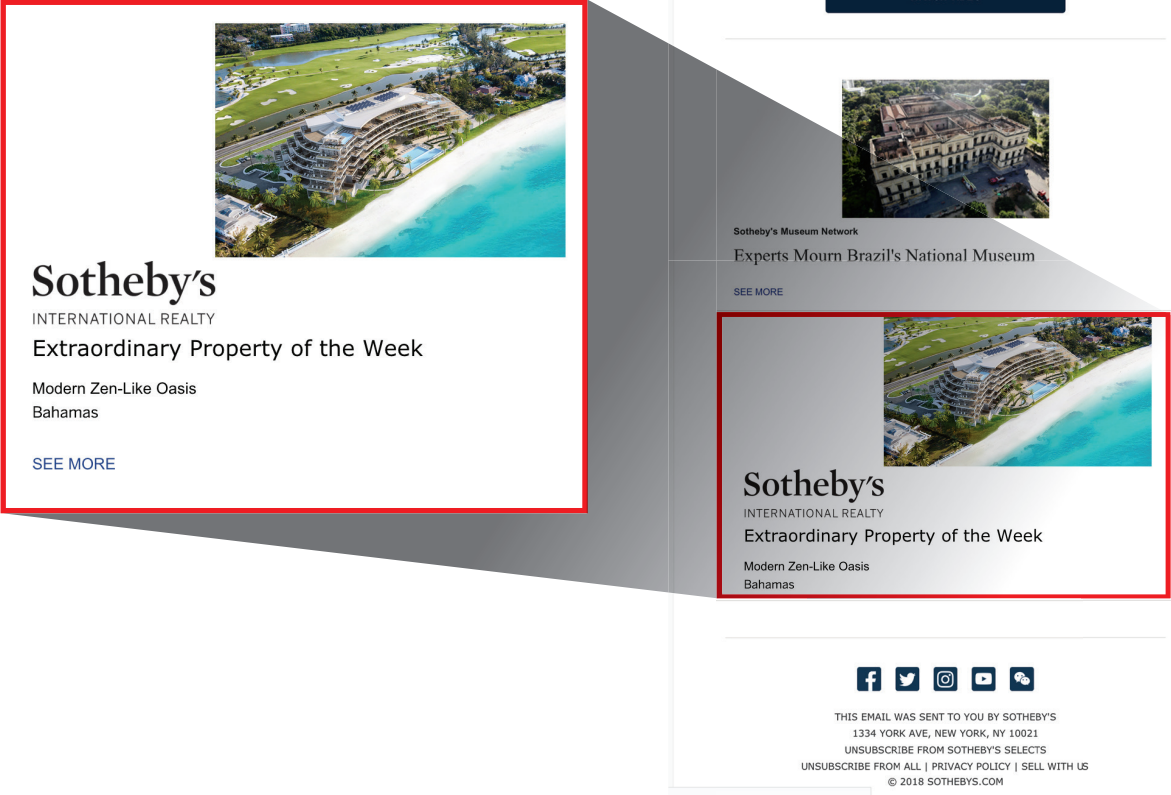
This apartment is a true masterpiece of modern architecture and design, featuring a private elevator, a private garage, and a private office. The residence is a true masterpiece of modern architecture and design.

New York, New York  
Call/Text: 212.695.1000  
Property #1: 12345678  
Agent: Jennifer Smith  
International Realty  
Bridget Smith 212.695.1000  
bridget.smith@sothebysrealty.com  
\$13,000,000.00

SOTHEBY'S SELECTS  
E-NEWSLETTERS

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

PRICE: \$2,585/DEPLOYMENT





# Digital Offerings



DeLoach | Sotheby's  
INTERNATIONAL REALTY



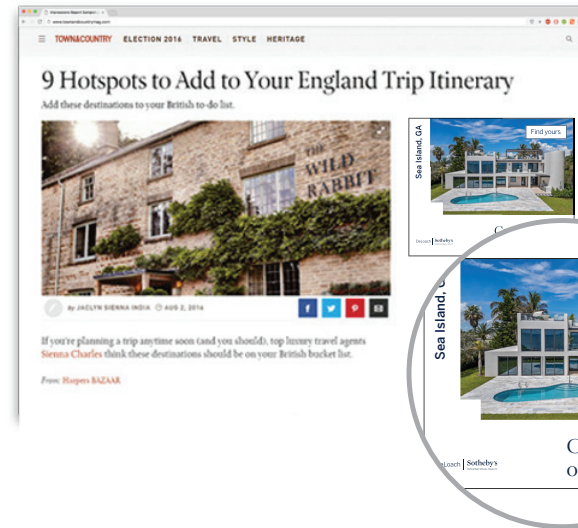
# Impressions Campaign

**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: **318 West 46th St Cottage 509**
- Flight Dates: **Two Weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

<b>100K Impressions per two weeks:</b>	<b>\$900</b>
<b>250K Impressions per month:</b>	<b>\$1,195</b>
<b>500K Impressions per month:</b>	<b>\$1,625</b>
<b>1 Million Impressions per month:</b>	<b>\$2,450</b>
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



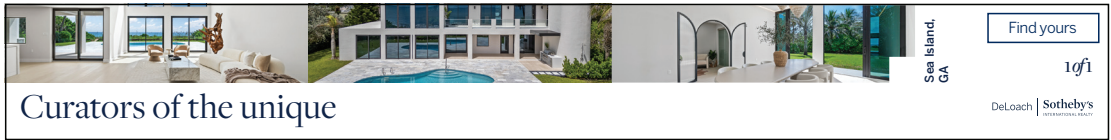
# Creative

## 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.

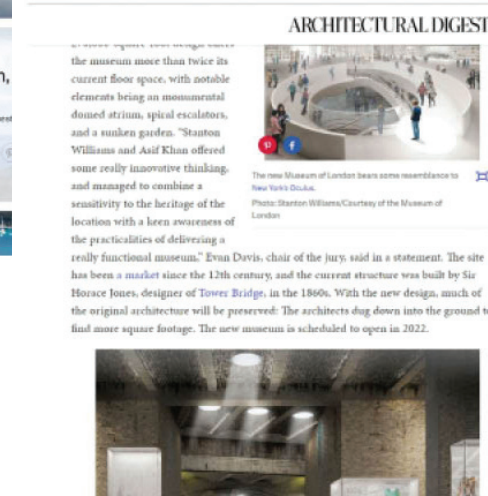
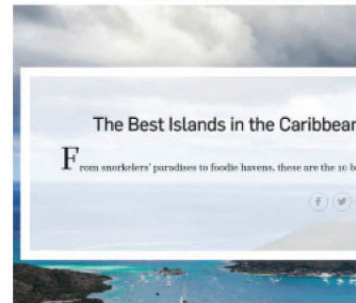
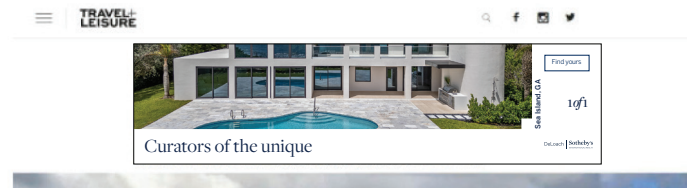
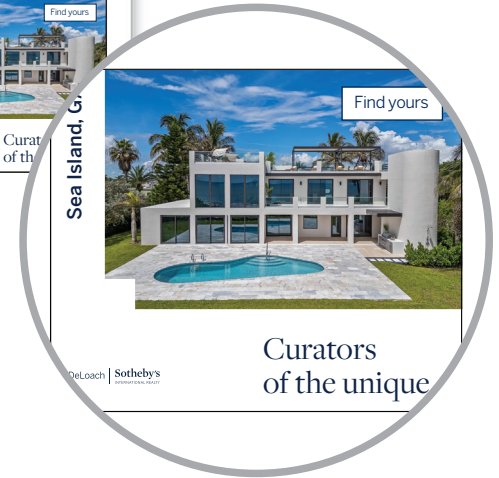
**Ad Units: 970x250, 728x90, 300x600, 300x250, or custom sizes.**

BANNER PRODUCTION: \$350





# Sample Banners For Impressions Programs As They Appear On Sites

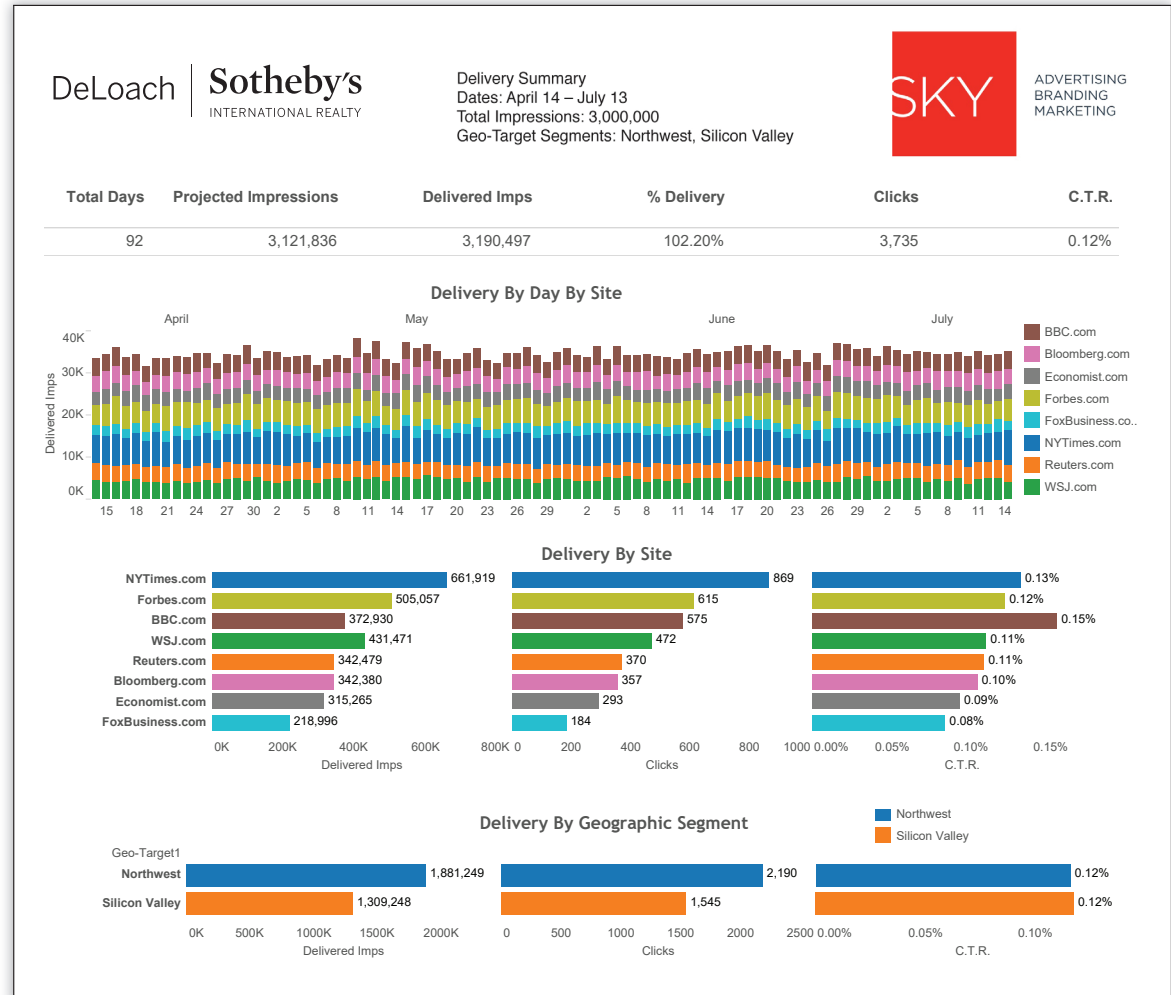


# Comprehensive Reporting For Your Customized Campaign

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



# 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

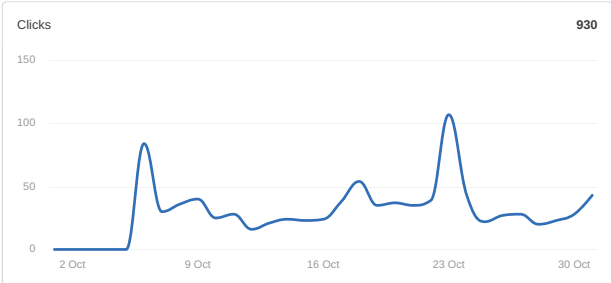
## CLIENT DASHBOARD

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.



### DeLoach SIR

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
<a href="#">SKY - SMART</a>	459	\$312.71	\$39.09	74,095
<a href="#">SKY - PMAX</a>	290	\$359.88	\$179.94	8,209
<a href="#">SKY - General</a>	75	\$278.65	\$0.00	1,432
<a href="#">SKY - Boulder</a>	53	\$293.25	\$293.25	1,145
<a href="#">SKY - Trademark</a>	38	\$134.26	\$134.26	259
<a href="#">SKY - Niwot</a>	11	\$33.94	\$0.00	69
<a href="#">SKY - Longmont</a>	4	\$19.24	\$0.00	16
<a href="#">SKY - Golden</a>	0	\$0.00	\$0.00	3
<a href="#">SKY - Superior</a>	0	\$0.00	\$0.00	1

Showing 50 of 89 Rows

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

Cities

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

# Google AdWords

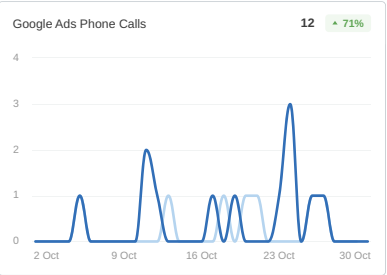
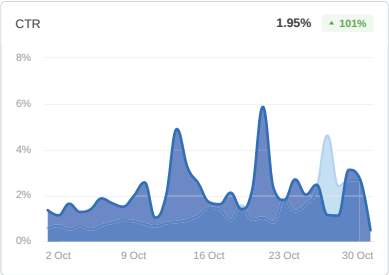
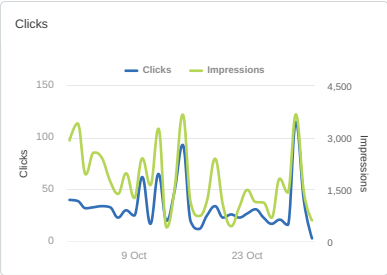
## MONTHLY REPORTING

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



## DeLoach SIR

### October KPI's



Total Impressions <span>▼ 46%</span>	Total Clicks <span>▲ 9%</span>	Phone Calls <span>▲ 71%</span>	Interaction Rate <span>▲ 218%</span>	CTR <span>▲ 101%</span>	Average CPC <span>▲ 7%</span>
53,704	1,049	12	4.17%	1.95%	\$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

# Cottages & Garden

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

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

TOP 10 MARKETS

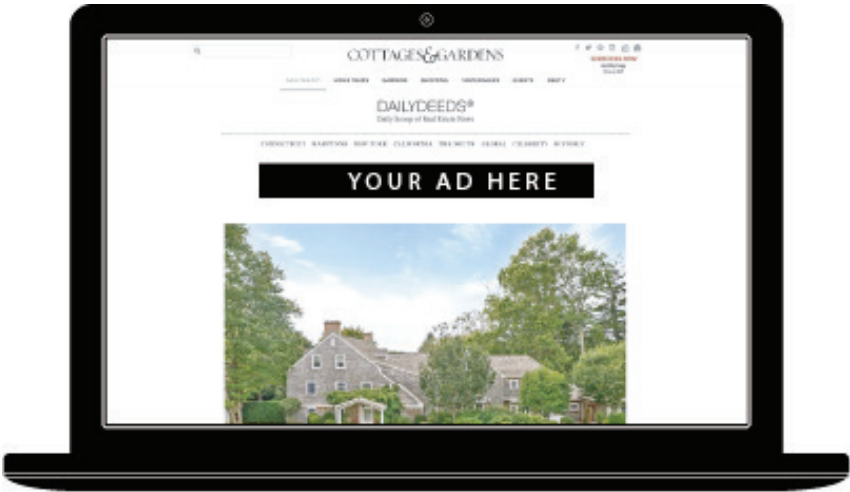
- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950

DAILY DEEDS

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



**Floral Gift Ideas for Mother's Day**  
Even if she's not a gardener, chances are that every mother favors flowers.

**Check Out the Latest Design News**  
New shops, a showroom, and a luxury collection.

**Ready, Set, Game Time!**  
12 fun finds that double as playful decor.

**Spotlight**

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

# Elite Traveler

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

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

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

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

**Half price with full page print purchase**





# Nob Hill Gazette

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

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

## E-NEWSLETTER

### ON THE MARKET

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

PRICE: \$500 PER LISTING

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





# jamesedition.com

## E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

JamesEdition

For Sale Travel Brands Dealers Stories Sell

Sign in / Register

USD

Search

Cars 7,000

Real Estate 76,216

Yachts 274

Watches 1,362

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+ users: 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

Most exclusive neighborhoods of Hong Kong

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

Cars 7,000

Real Estate 76,216

Yachts 274

Watches 1,362

Jets 65

Helicopters 35

Extravagance 6

Jewelry 2,093

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

Koninghof

Magnificent Seclu...

Extraordinary Ocea...

Maimok Paradise ...

Kiteagh House

74/- 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 | 19

# 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.

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 in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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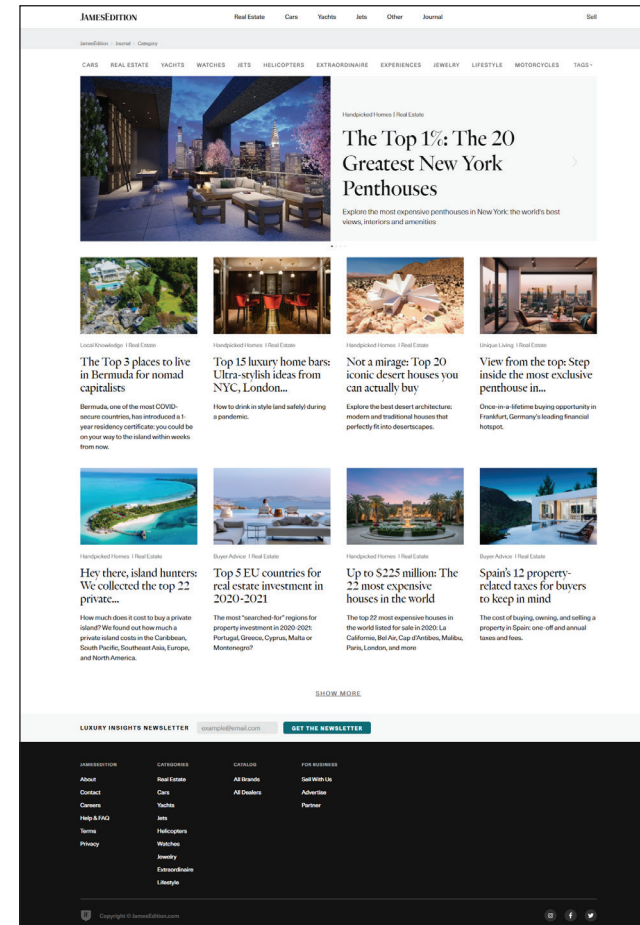
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

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

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





# jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

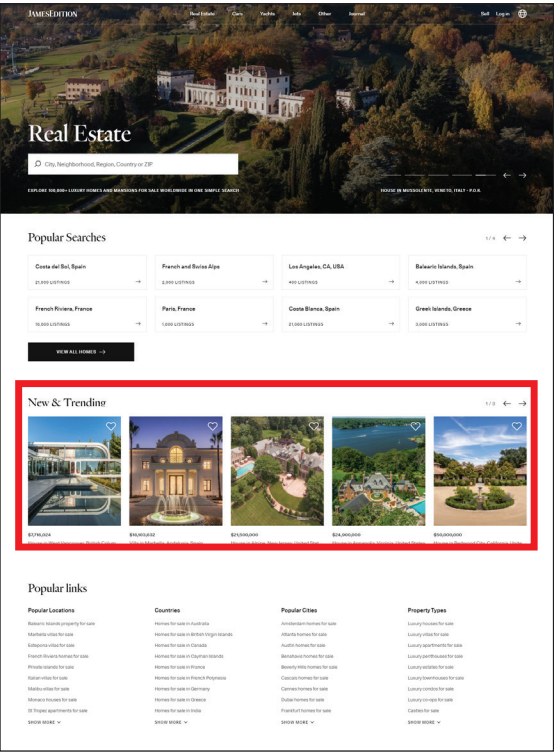
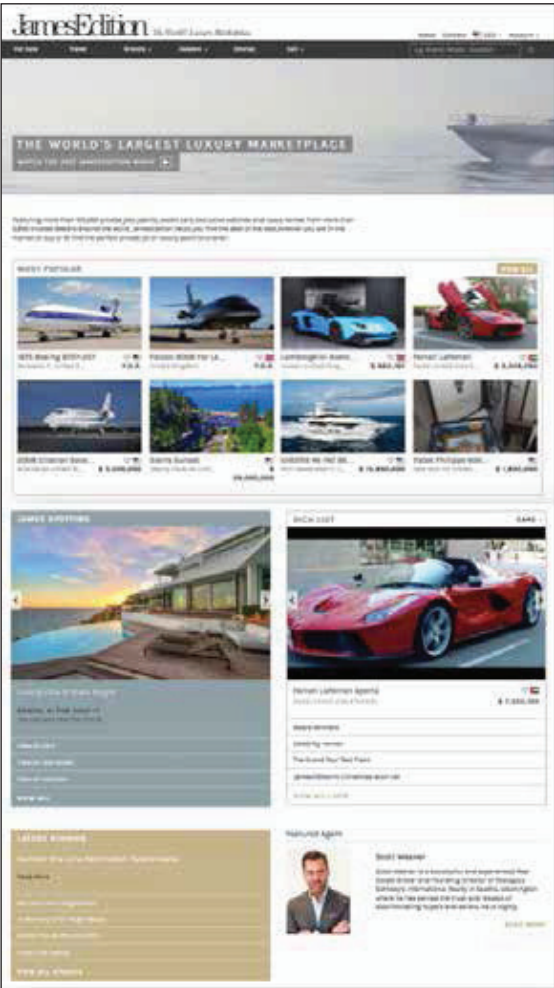
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# jamesedition.com

## SOCIAL MEDIA POST

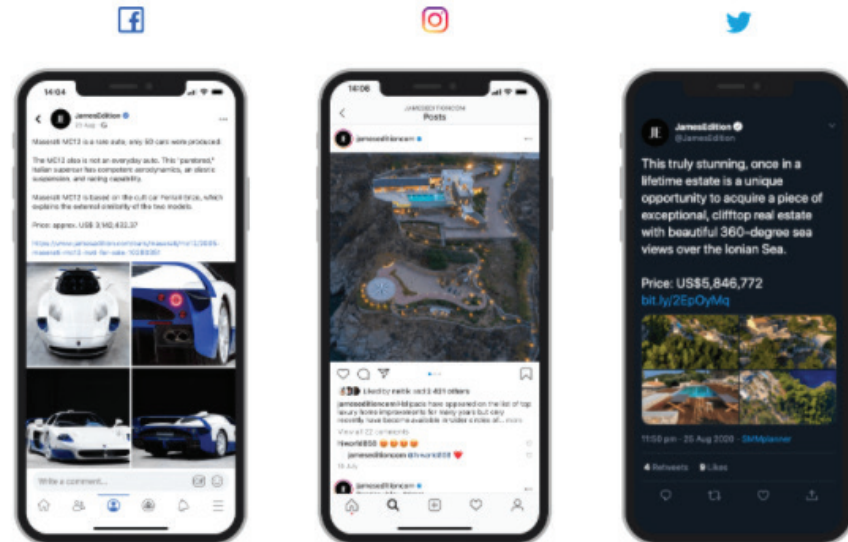
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- Instagram **74.8K**
- Facebook **31.3K**



## PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$800

## PHOTO PLUS

- 1-5 featured listings
- 1-10 photos & text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000

## VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

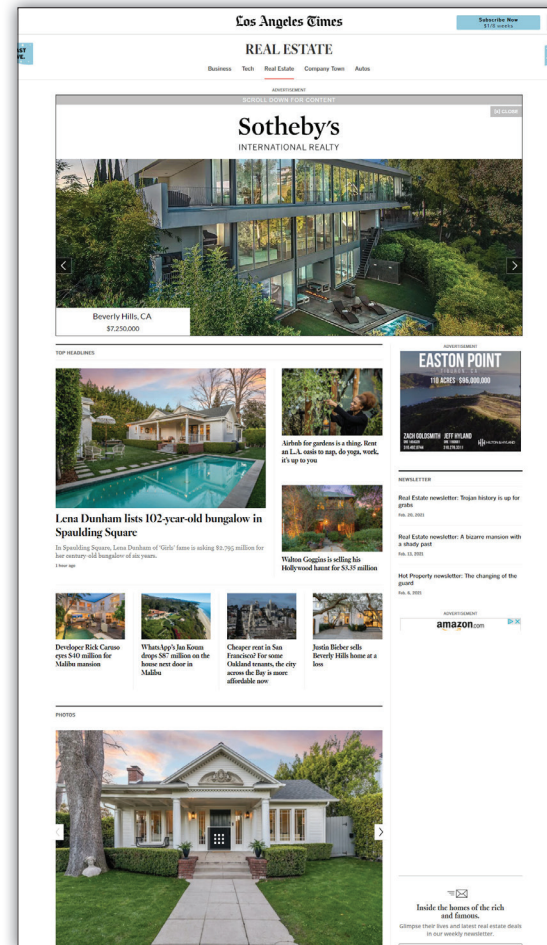
# LA Times

## LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

Promote your property with a large banner placement on the top of the LATimes.com Real Estate, Home Page, Real Estate Content pages and ROS.

PRICE: \$325/MONTH

**Maximum 30 featured properties  
Included with the Hot Property Print Placement**



# Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu's modern masterpieces to Montauk's shoreline cottages to Palm Beach's Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

## BANNERS

Online Banner Ads offer a versatile and flexible way to connect with consumers and drive customers to your website. They also provide an excellent way to establish your online presence and brand awareness.

## PRICE: BONUS WITH PRINT PLACEMENT



## ENEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, oceanview, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience putting your message right in their inbox as a partner in our monthly eNewsletter.

- 22,000+ Opt-in subscribers
- 19% Open Rate
- 15% Click through rate

## PRICE: STARTING AT \$750 PER MONTH

**OCEAN HOME MAGAZINE**

**OCEAN HOME MAGAZINE MONTHLY ENEWSLETTER**

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, ocean view, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience of 22,000+ opt-ins putting your message right in their inbox as a partner in our monthly eNewsletter.

**PRICE AND SPECS**

- **DISPLAY AD:** \$500 per 300 x 250 block plus link
- **FEATURED AD:** \$700 per First position, large image, headline (30 characters) + text (40 words) & two links
- **SHARED AD:** \$500 per Image, headline (30 characters) + text (40 words) & two links

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

**2022 RELEASE DATES**

• Feb 16	• June 22	• Sept 21
• March 16	• July 13	• Oct 19
• April 20	• Aug 17	• Nov 16
• May 18		

Limited inventory. Reservations are first come, deadline 1 week prior.

**22,000** OPT-IN SUBSCRIBERS

**19%** OPEN RATE

**15%** CLICK THROUGH RATE

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910 **RMS**

The Ocean Home digital team is committed to bringing your brand's vision to life through original, well designed and engineered digital experiences. Contact us to reach the wealthiest consumers in the world who can easily afford multiple vacation homes and products for their coastal lifestyle.



# Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu's modern masterpieces to Montauk's shoreline cottages to Palm Beach's Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

## EXCLUSIVE EMAIL

Sent weekly on Wednesday and Sundays to Ocean Home's discerning audience of high net worth coastal home owners and elite industry professionals.

PRICE: \$2,750 PER WEEK



## SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

INSTAGRAM: \$800 PER POST

FACEBOOK: \$675 PER POST

FACEBOOK/INSTAGRAM AD: \$1,400

**OCEANHOMEMAG**  
2021  
OCEANHOMEMAG

**OCEANHOMEMAG**  
EXCLUSIVE  
FOUR SEASONS  
PRIVATE RESIDENCES  
ANGUILLA

**FROM A PENTHOUSE YOU CAN SEE FOREVER**

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Weastler-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart—an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

**OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN**

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500. per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

[SALES@OCEANHOMEMAG.COM](mailto:SALES@OCEANHOMEMAG.COM)

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

[oceanhomemag.com](http://oceanhomemag.com) | 300 Brickstone Sq., Suite 904, Andover MA 01910

**RMS**



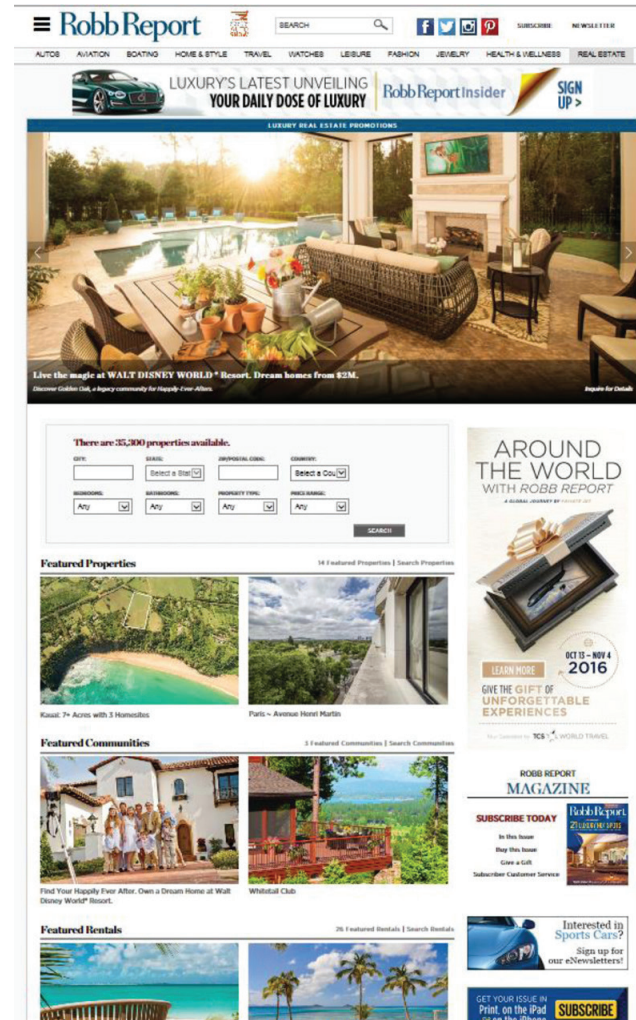
# RobbReport.com

## FEATURED LISTING CAROUSEL

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

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

PRICE: \$1,350 PER MONTH



# The Wall Street Journal Online (WSJ.com)

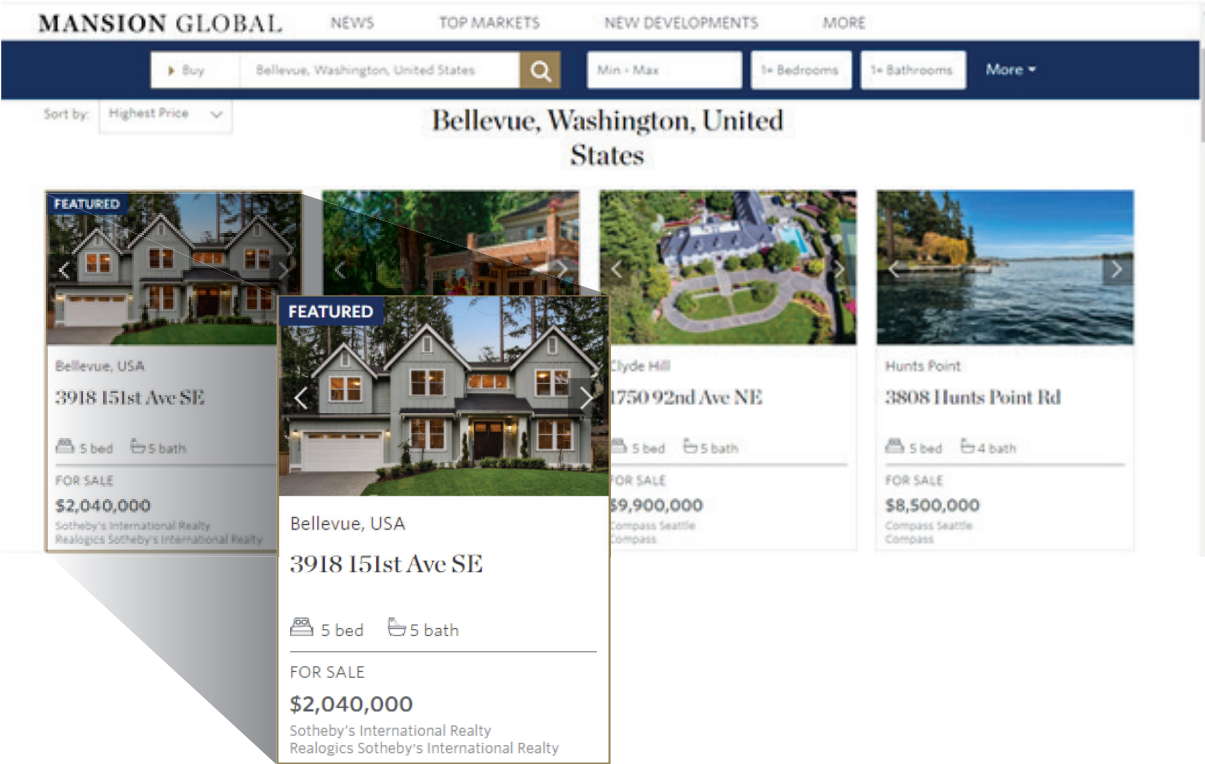
## FEATURED PROPERTY UPGRADES

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





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  
DOUBLE PROPERTY SPOT: \$1,590  
QUADRUPLE PROPERTY SPOT: \$3,180
- Includes Bonus 30 Day Digital -  
Featured Property Upgrade**

skyad.com | 31

# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

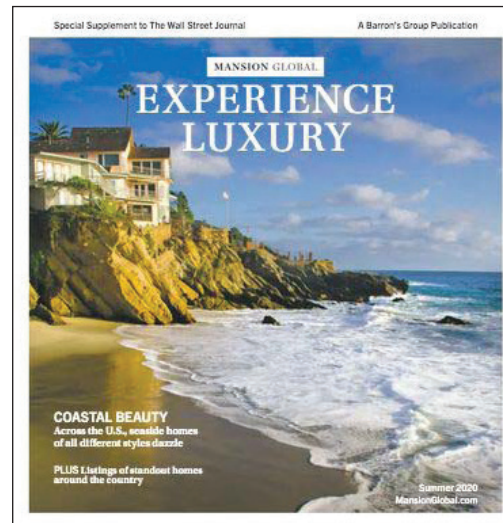
Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- 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**

[illegible][illegible]

# 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

Move  
beyond your  
expectations.

Nothing compares.  
SOTHEBYSPREALTY.COM

GREENWICH

CONNECTICUT

Represented by Sarah Baker on pg. 53.

72 Post Road, Old Westbury, NY



Debra Russell  
Real Estate Salesperson  
Gold Circle Of Excellence  
6. 625.282.5770  
C. 516.862.5403




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

Located on 15.54 acres directly adjacent to the 235-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.


DANIELEGALE.COM/AGENT/DEBRA-RUSSELL








Sandbanks  
Exuma, The Bahamas



Jacqueline  
Lighthorn  
Estate Agent  
+1 242 399 2225  
260 Sandrine Lighthorn  
602Bahamas.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 blends into the ocean for water sports.

SIRBAHAMAS.COM/ID/X226,67

Bahamas | Sotheby's  
INTERNATIONAL REALTY



5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorini  
Sales Associate  
858.334.3977  
eric@ericsantorini.com  
DRE#01745003



5305 Carlsbad Boulevard  
5 BR | 8.0 BA | 30,039 SQ FT.  
\$25,000,000

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

SOTHEBYSPREALTY.COM/ID/TTHE44

Pacific | Sotheby's  
INTERNATIONAL REALTY



# 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  
PRICE: \$975 INSIDE BACK COVER  
PRICE: \$1,300 BACK COVER

**Includes Digital Banner Promotion**



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beyond your  
expectations.

Nothing compares.  
SOthebysREALTY.COM

CHICAGO

ILLINOIS

Represented by Justin Winter, an Equal Housing Opportunity agent.

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 shorelines 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 City of Lake Keowee, The Reserve at Lake  
Keowee, Keowee Pines & More

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

15047N HIGHWAY 12 BOX 1 SALEM, SC 29686 | WWW.JUSTINWINTER.COM | LAKE OFFICE: (864) 485-4444

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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  
7901 (214) 415-5555  
theprancinghorseestate.com

YICHUAN GO  
Senior Global Real Estate Advisor  
(916) 262-2887  
yichuan@yichuango.com

SOtheby's INTERNATIONAL REALTY | BEVERLY HILLS BROKERAGE | 9605 WILSHIRE BLVD STE 400 BEVERLY HILLS, CALIFORNIA 90212 | SOthebysREALTY.COM

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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  
P.O. Box 101541 | 242-271-0000  
SRBahamas.com/101541

THE ANGELL GROUP  
Estate Agents  
(242) 271-0000  
sundara@angellgroup.com

BAHAMAS SOtheby's INTERNATIONAL REALTY | WINDSOR BUSINESS PARK, NASSAU, THE BAHAMAS | (+1 242) 322-2205 | SRBAHAMAS.COM

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# Financial Times

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

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

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

**Global**



Sotheby's  
International Realty

Nothing compares to what's next.

**WILLOW, VIRGINIA**  
The Willow is a stunning new luxury home in the heart of the community. It features a large lot, a swimming pool, and a finished basement. Call: +1 703 886 8888

**THE BARNHART**  
A beautiful home in the heart of the community. It features a large lot, a swimming pool, and a finished basement. Call: +1 703 886 8888

**NEW YORK, NEW YORK**  
A beautiful home in the heart of the community. It features a large lot, a swimming pool, and a finished basement. Call: +1 212 695 7699

**BLUFFTON, SOUTH CAROLINA**  
A beautiful home in the heart of the community. It features a large lot, a swimming pool, and a finished basement. Call: +1 843 646 0554

**AUSTIN, TEXAS**  
A beautiful home in the heart of the community. It features a large lot, a swimming pool, and a finished basement. Call: +1 512 453 0036

**BRISTOL, VIRGINIA**  
A beautiful home in the heart of the community. It features a large lot, a swimming pool, and a finished basement. Call: +1 434 646 0554

# 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

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Your next move can be next level.

Nothing compares.  
SOTHEBYSREALTY.COM

MALIBU — CALIFORNIA

Represented by: [Name]

72 Post Road, Old Westbury, NY

Debra Russell  
Real Estate Salesperson  
516-332-0770 x.332-0770  
(L. 332-0770)

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

Secluded 10.54 acres 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 two-story house, 10 barns, a three-bedroom cottage, a large garage with large workshop and more. The 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.

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

Harold Grant  
Executive Broker  
609-271-1111  
Harold@haroldgrantrealestate.com  
haroldgrantrealestate.com

Bruce Grant  
Executive Broker  
609-271-1111  
Bruce@haroldgrantrealestate.com  
haroldgrantrealestate.com

Sotheby's  
INTERNATIONAL REALTY

SOthebysREALTY.COM

Take a peek at what's next.

Water Mill South on Reserve, Pool & Tennis  
Water Mill, New York  
6 BEDROOMS | 6.5+ BATHS | 4,900 SQ FT | \$11,000,000  
\$43MEADOWROAD.COM

Scott V. Moore  
Executive Broker  
800-527-7888  
scott@scottmoore.com  
scottmoore.com

Vanessa Moore  
Executive Broker  
800-527-7888  
vanessa@scottmoore.com  
scottmoore.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.

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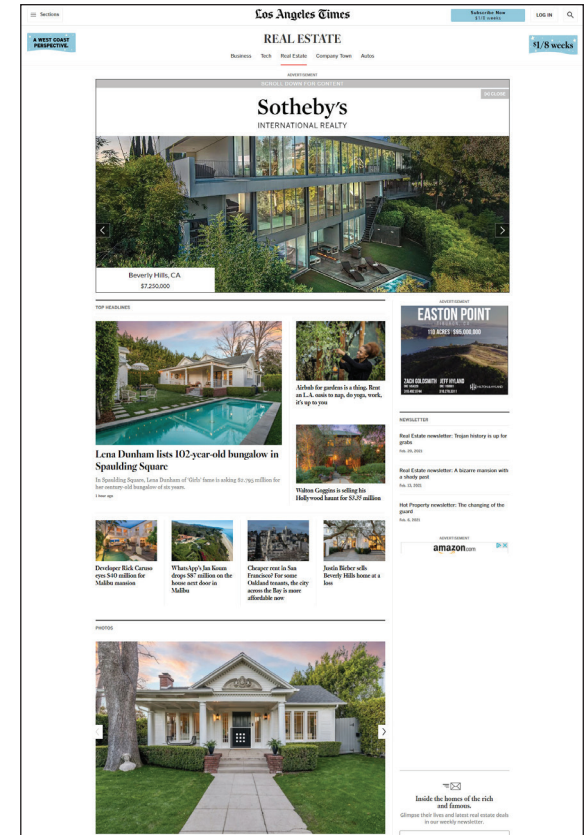
## LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

Full color with 30 day Lighthouse Placement



# Private Air Luxury Homes Magazine

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

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



## DISTRIBUTION

### 65,000 private jet owners and guests

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

FULL PAGE: \$1,925

**includes social media & E-Newsletter**

FULL PAGE IN 3 ISSUES: \$1,550

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

FULL PAGE IN 6 ISSUES: \$1,450

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





# San Francisco & Silicon Valley Takeover

Exclusive insert in the New York Times distributed to 36,500 households in the San Francisco and Silicon Valley metro.

FULL PAGE OCTOBER: \$725  
INSIDE FRONT COVER: \$1,125  
INSIDE BACK COVER: \$1,125  
BACK COVER: \$1,475

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GREENWICH



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beyond your  
expectations.

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SOTHEBYSPREALTY.COM

Represented by Sarah Barker on pg. 53.

72 Post Road, Old Westbury, NY



Debra Russell  
Real Estate Salesperson  
Gold Circle Of Excellence  
6. 625.282.5770  
c. 505.862.5403



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

Based on 15.54 acres directly adjacent to the 235-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.



DANIELEGALE.COM/AGENT/DEBRA-RUSSELL

 Sotheby's  
INTERNATIONAL REALTY



Sandbanks  
Exuma, The Bahamas



Jacqueline  
Lighthorn  
Sales Agent  
+1 242 389 2225  
242 Sandbanks Lighthorn  
808@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 blends into the ocean for water sports.



SIRBAHAMAS.COM/ID/X226,67

Bahamas | Sotheby's  
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santoro  
Sales Associate  
858.334.3977  
eric@santororealty.com  
DRE#01425503



5305 Carlsbad Boulevard  
5 BR | 8.0 BA | 20,039 SQ FT.  
\$25,000,000

Situated atop a magical 1.5 acre oceanfront lot spanning two parcels with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand, this prestigious gated estate is truly unlike anything else.



SOTHEBYSREALTY.COM/ID/THE44

Pacific | Sotheby's  
INTERNATIONAL REALTY

skyad.com | 40

# Schedule, Pricing & Reach





# Proposed Schedule, Pricing & Reach 2024

PLAN 1

Plan 1								
Media	Ad Description	November	December	January	February	Media Total	Reach	
<b>Sotheby's Auction House: Print</b>								
Sotheby's Magazine	Quarter Page			\$ 910.00		\$ 910.00	20,000	
<b>Sotheby's Auction House: Digital</b>								
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter		\$ 2,585.00			\$ 2,585.00	770,000	
<b>Digital</b>								
<b>Million Impressions*</b>								
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000	
<b>Google Adwords</b>								
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00		
<b>Cottages &amp; Garden</b>								
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00		
Daily Deeds	E-Newsletter sent 4X per week		\$ 3,000.00			\$ 3,000.00	60,000	
<b>Elite Traveler</b>								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000	
<b>Nob Hill Gazette</b>								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00		\$ 500.00		\$ 1,000.00	13,000	
<b>JamesEdition</b>								
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00		\$ 1,600.00	750,000	
New & Trending Real Estate Position	Featured Spot		\$ 1,000.00			\$ 1,000.00	750,000	
E-Newsletter Featured Listing	E-Newsletter	\$ 1,500.00				\$ 1,500.00	192,000	
<b>LA Times</b>								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus			\$ -	425,000	
<b>Ocean Home</b>								
E-Newsletter	E-Newsletter		\$ 750.00			\$ 750.00	22,000	
Facebook Post	Facebook Post					\$ -	0	
Instagram Post	Instagram Post					\$ -	0	
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00				\$ 1,400.00	43,400	
<b>Robbreport.com</b>								
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00				\$ 1,350.00	6,000	
<b>WSJ.com</b>								
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 1,300.00	328,000	
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus			\$ -		

# Proposed Schedule, Pricing & Reach 2024

PLAN 1 - CONTINUED

Print					
Chicago Tribune					
Chicago Tribune	Takeover - Full Page March 2025		\$ 725.00	\$ 725.00	150,000
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 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
San Francisco & Silicon Valley					
San Francisco & Silicon Valley	Takeover - Full Page - March 2025		\$ 725.00	\$ 725.00	36,500
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				\$ 36,085.00	6,833,553
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy					
Pricing Subject to Change					



# Proposed Schedule, Pricing & Reach 2024

PLAN 2

Plan 2								
Media	Ad Description	November	December	January	February	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		
Cottages & Garden								
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00		
Elite Traveler								
Elite Online Real Estate Showcase	Online Real Estate Showcase		\$2,500			\$ 2,500.00	100,000	
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00		\$ 500.00		\$ 1,000.00	13,000	
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			\$ -	425,000	
Ocean Home								
E-Newsletter	E-Newsletter		\$ 750.00			\$ 750.00	22,000	
Instagram Post	Instagram Post	\$ 800.00				\$ 800.00	21,800	
Robbreport.com								
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00				\$ 1,350.00	6,000	
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 2024

PLAN 2 - CONTINUED

<b>Print</b>					
<b>Chicago Tribune</b>					
Chicago Tribune	Takeover - Full Page March 2025		\$ 725.00	\$ 725.00	150,000
<b>Financial Times</b>					
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 1,500.00	420,914
<b>The Los Angeles Times</b>					
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00	\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00	384,000
<b>The New York Times</b>					
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00	\$ 760.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00	\$ 750.00	165,000
<b>Private Air Luxury Homes</b>					
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00	\$ 1,925.00	65,000
<b>San Francisco &amp; Silicon Valley</b>					
San Francisco & Silicon Valley	Takeover - Full Page - March 2025		\$ 725.00	\$ 725.00	36,500
<b>The Wall Street Journal</b>					
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 1,590.00	1,288,848
<b>The Wall Street Journal</b>					
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
TOTAL				\$ 28,300.00	5,231,953
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy					
Pricing Subject to Change					

# Proposed Schedule, Pricing & Reach 2024

PLAN 3

Plan 3							
Media	Ad Description	November	December	January	February	Media Total	Reach
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page			\$ 910.00		\$ 910.00	20,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
<b>Cottages &amp; Garden</b>							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00				\$ 500.00	6,500
<b>JamesEdition</b>							
New & Trending Real Estate Position	Featured Spot		\$ 1,000.00			\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter	\$ 1,500.00				\$ 1,500.00	192,000
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus			\$ -	425,000
<b>Ocean Home</b>							
E-Newsletter	E-Newsletter		\$ 750.00			\$ 750.00	22,000
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 1,300.00	328,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus			\$ -	

# Proposed Schedule, Pricing & Reach 2024

PLAN 3 - CONTINUED

Print					
Chicago Tribune					
Chicago Tribune	Takeover - Full Page March 2025		\$ 725.00	\$ 725.00	150,000
Financial Times					
Financial Times	Property Spot	\$ 750.00		\$ 750.00	210,457
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 New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00	165,000
San Francisco & Silicon Valley					
San Francisco & Silicon Valley	Takeover - Full Page - March 2025		\$ 725.00	\$ 725.00	36,500
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					
				\$ 20,475.00	4,822,196

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