



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 907 Scioto Drive Advertising and Marketing Program

Prominent  
Properties

**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 907 Scioto Drive

SKY Advertising is excited to present to Prominent Properties Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 907 Scioto Drive.

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 Franklin Lakes, NJ.

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**

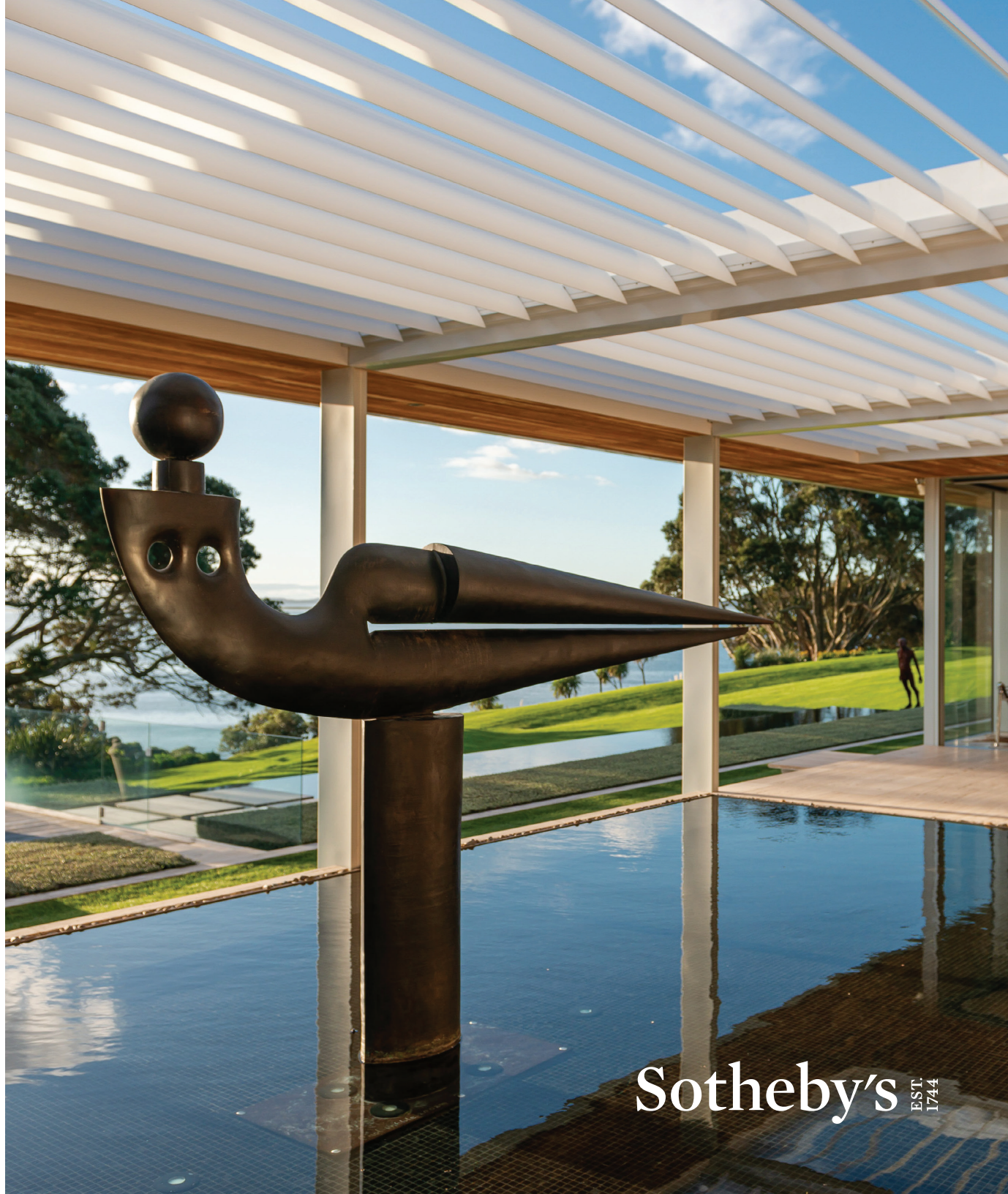
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*Senior Account Executive*  
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*Account Executive*  
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*Account Executive*  
**212-677-2557**  
**chloe@skyad.com**

Sotheby's  
Auction House  
Offerings



Sotheby's  
EST. 1744



# Sotheby's Auction Magazine

## SOTHEBY'S MAGAZINE

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

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

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



**Sotheby's**  
INTERNATIONAL REALTY

**Austin, Texas**  
[ashley@sothebysrealty.com](mailto:ashley@sothebysrealty.com)  
 Property # 1230018  
 Agent: Ashley  
 International Realty  
 Broker: Sotheby's International Realty  
 Email: [ashley@sothebysrealty.com](mailto:ashley@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 millwork. 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**  
**200 West 103rd Street**  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Sotheby's International Realty  
 Email: [sothebysrealty.com](mailto:sothebysrealty.com)  
 \$20,000,000.00

**New York, New York**  
**500 Park Avenue, 15/16**  
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking the city. Call your Sotheby's International Realty agent for more information.  
 \$20,000,000.00

**Four Seasons Private Residences**  
 This upcoming 1,100 sq. ft. penthouse 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**  
**Sotheby's International Realty**  
 East Side Manhattan Brokerage  
 Call: Sotheby's International Realty  
 Email: [sothebysrealty.com](mailto:sothebysrealty.com)  
 \$15,000,000.00

**NY**



# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



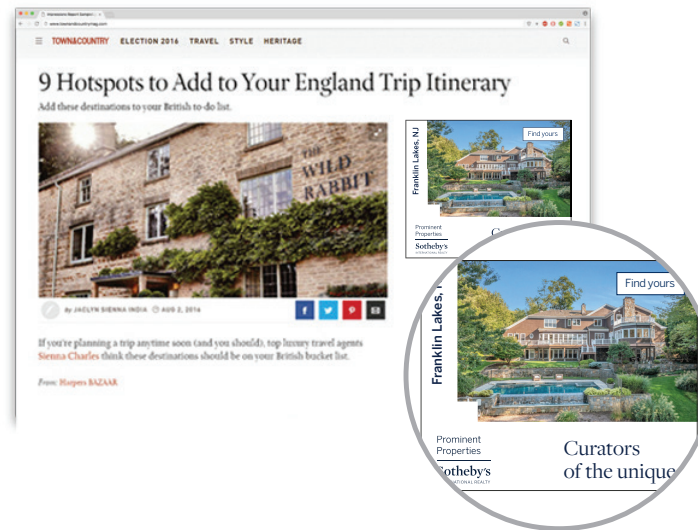
# Impressions Campaign

**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: **907 Scioto Drive**
- 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



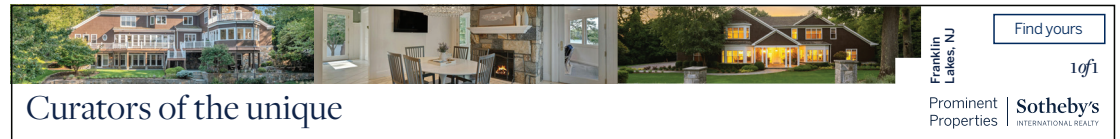
Find yours

Franklin Lakes, NJ

1 of 1

Curators of the unique

Prominent Properties | Sotheby's INTERNATIONAL REALTY



Find yours

Franklin Lakes, NJ

1 of 1

Curators of the unique

Prominent Properties | Sotheby's INTERNATIONAL REALTY



1 of 1

Curators of the unique

Franklin Lakes, NJ

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Find yours



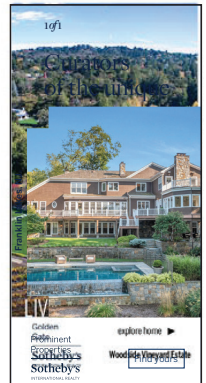
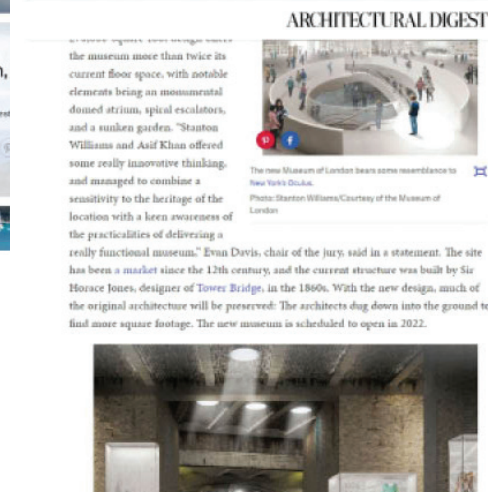
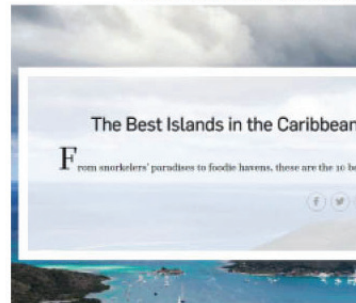
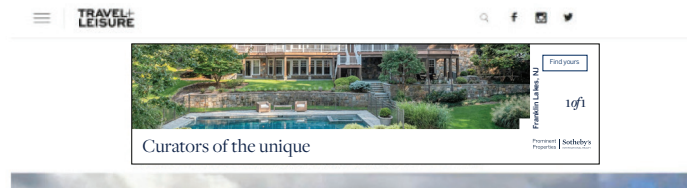
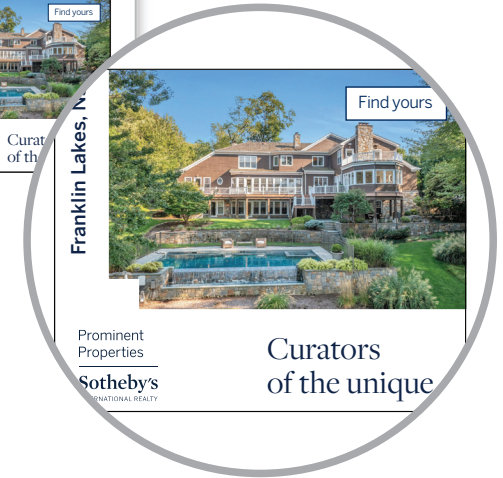
Find yours

Franklin Lakes, NJ

Prominent Properties | Sotheby's INTERNATIONAL REALTY

Curators of the unique

# Sample Banners For Impressions Programs As They Appear On Sites



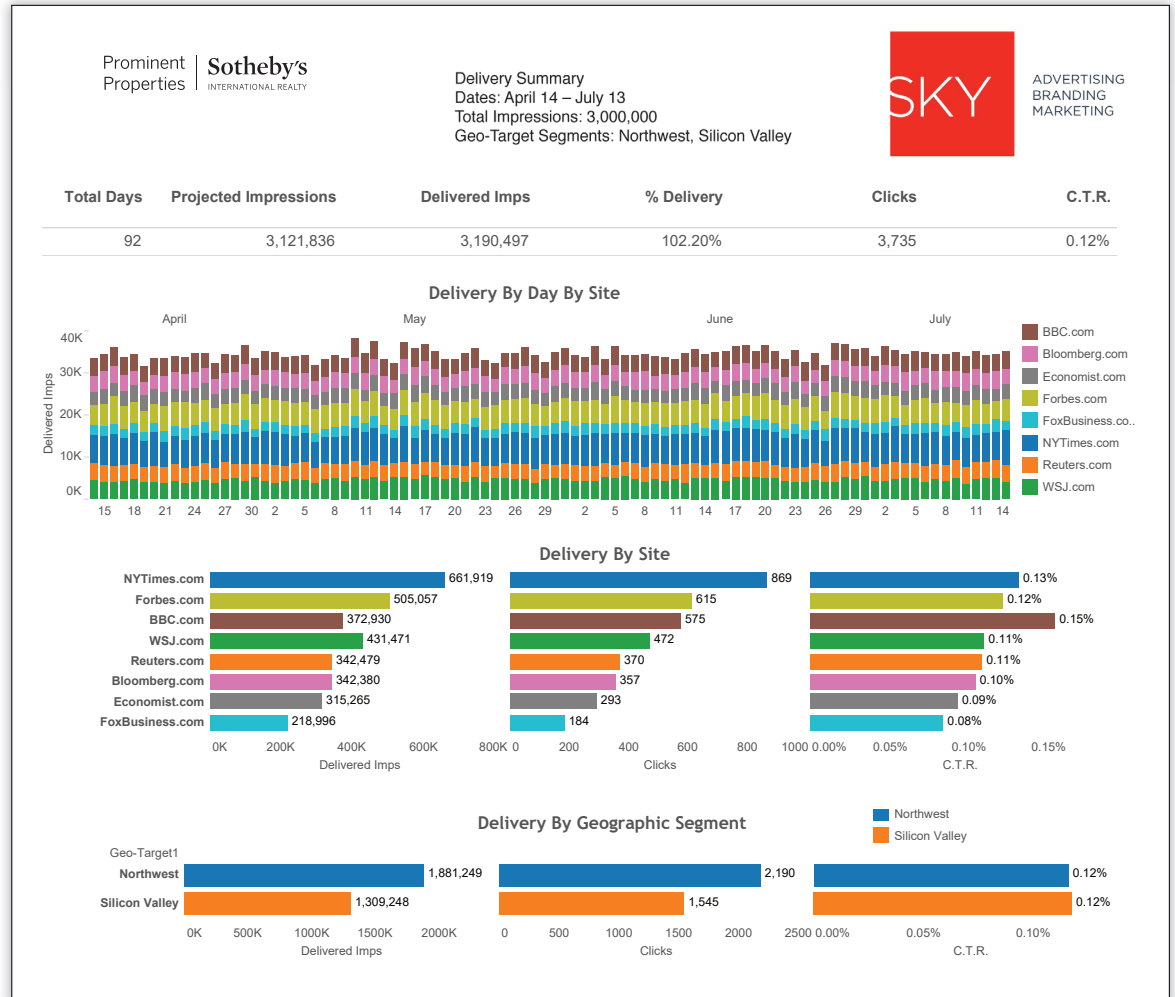


# Comprehensive Reporting For Your Customized Campaign

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

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

## IMPRESSIONS PROGRAM SAMPLE REPORT



# Comprehensive Digital

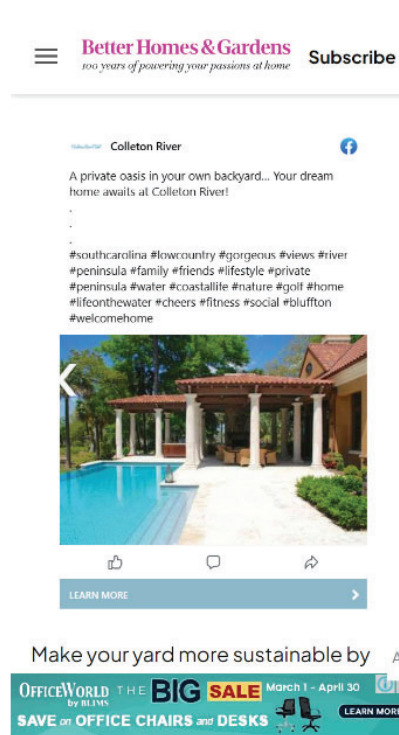
## SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

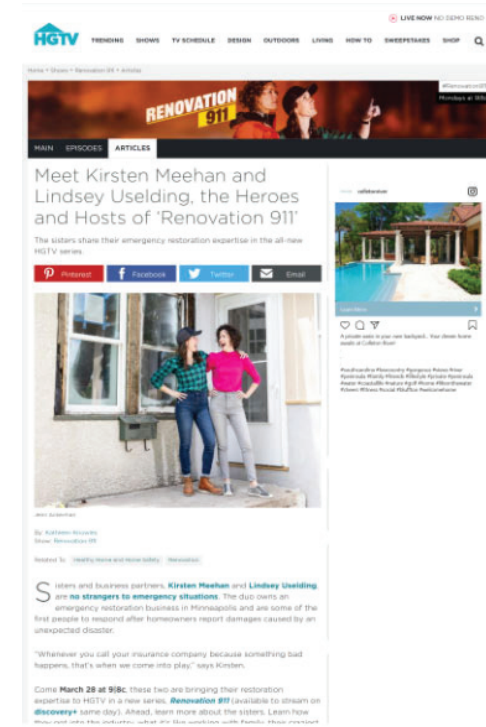
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



## 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.

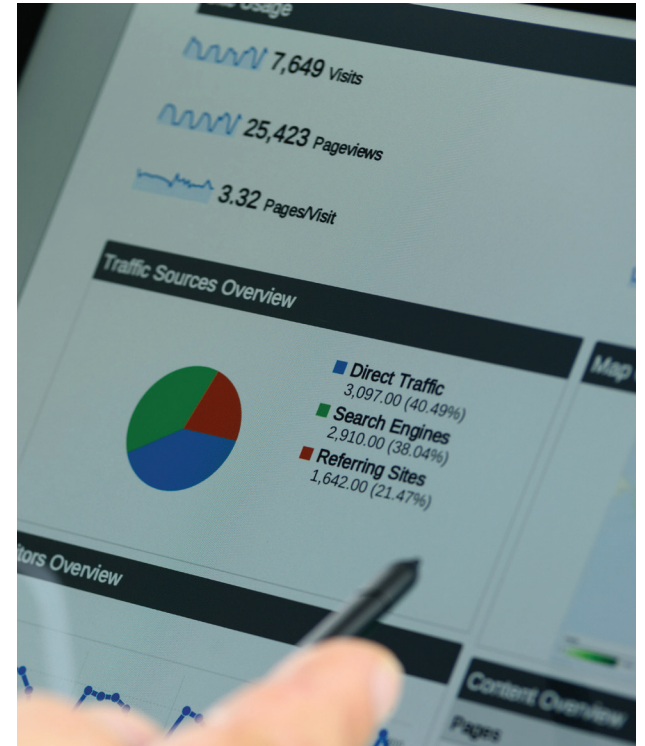


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

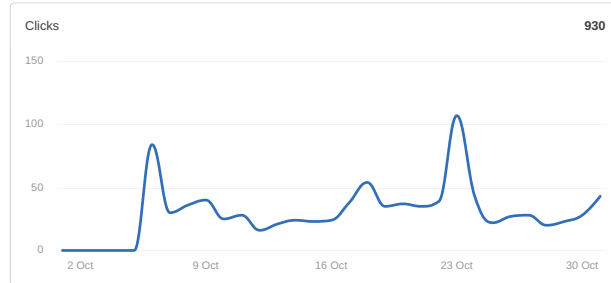
## CLIENT DASHBOARD

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.



### Prominent Properties SIR

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



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

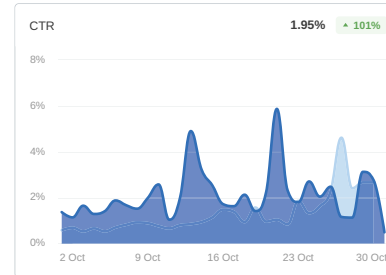
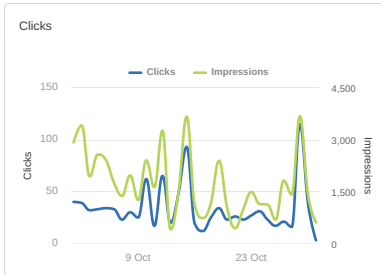
## MONTHLY REPORTING

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



## Prominent Properties 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

# jamesedition.com

## E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500



# jamesedition.com

## ROTATING GALLERY

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

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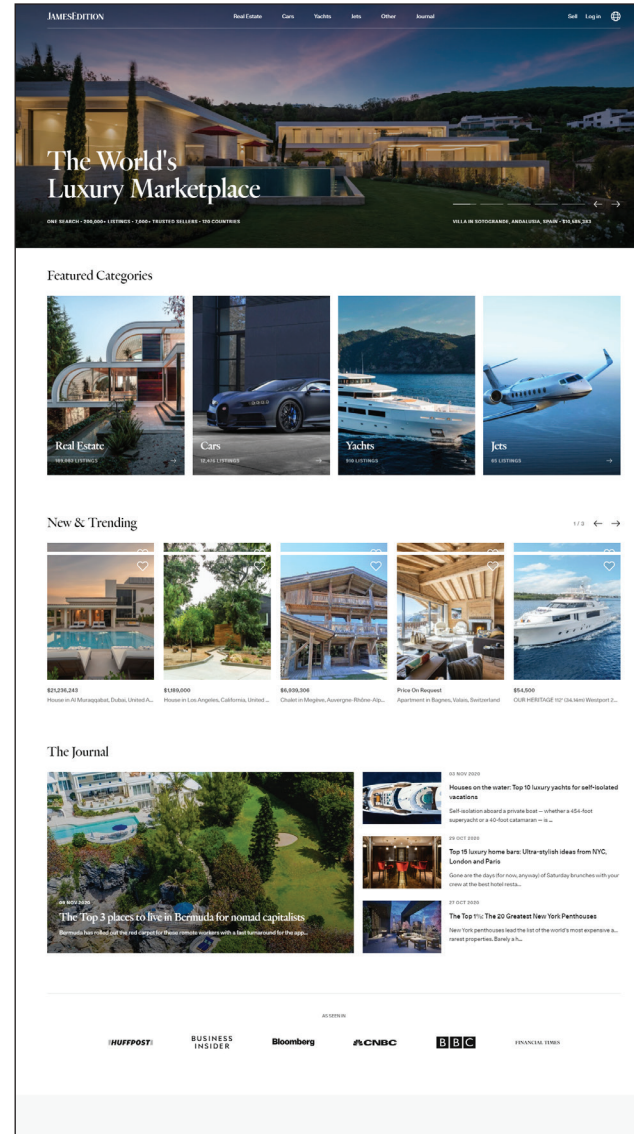
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## NEW & TRENDING

### FEATURED LUXURY POSITION

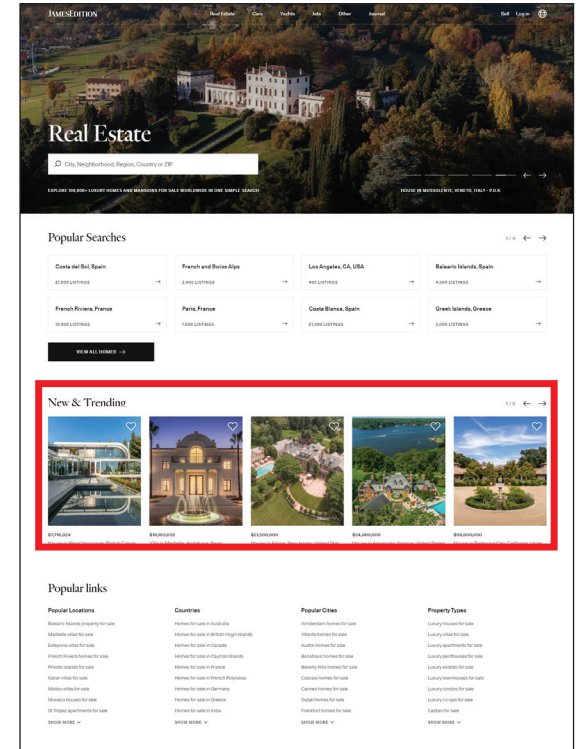
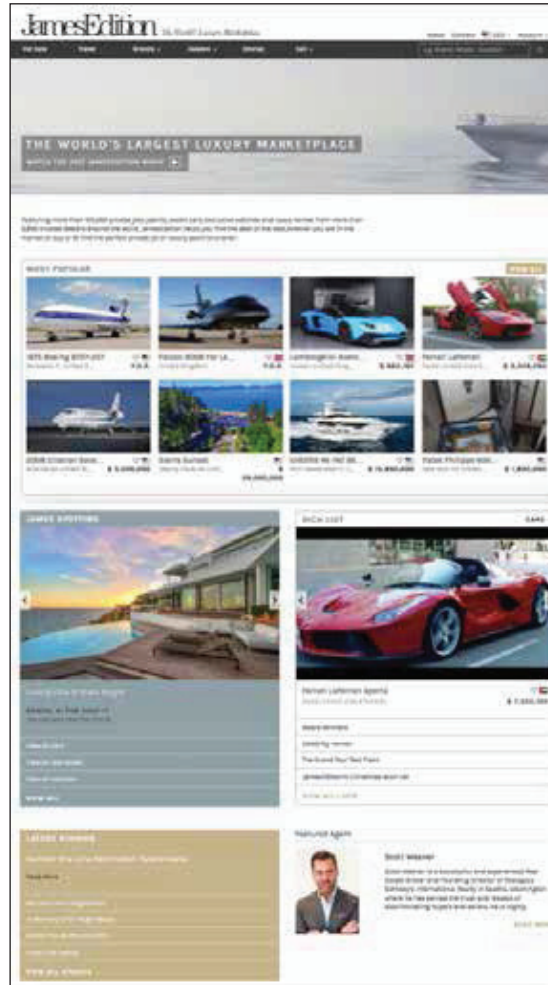
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000





# jamesedition.com

## SOCIAL MEDIA POST

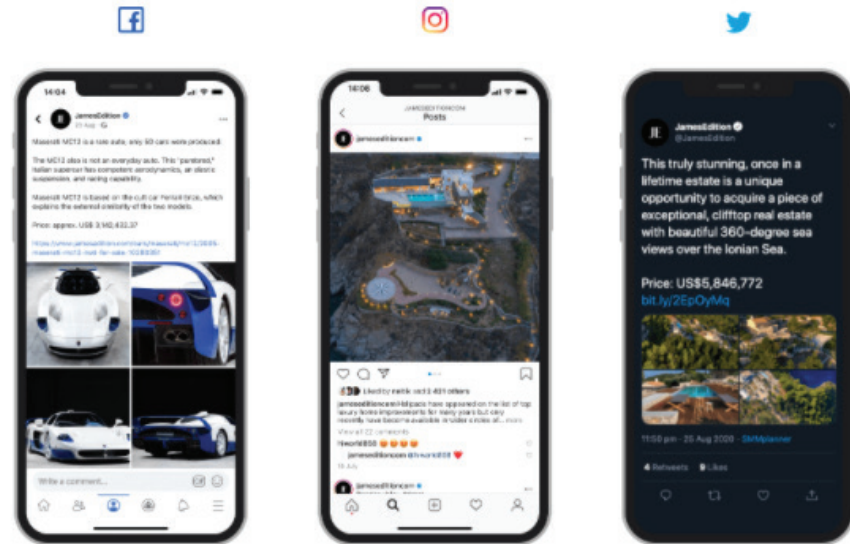
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

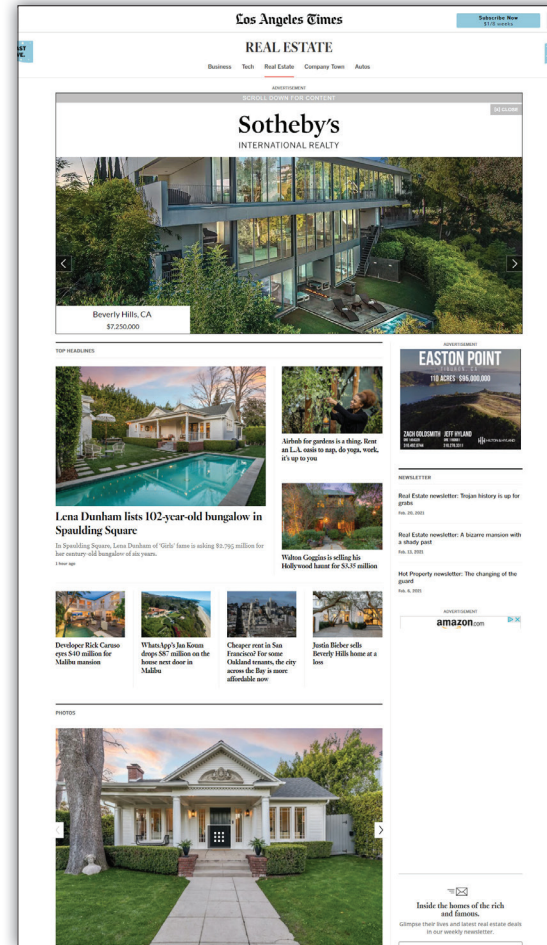
# LA Times

## 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**



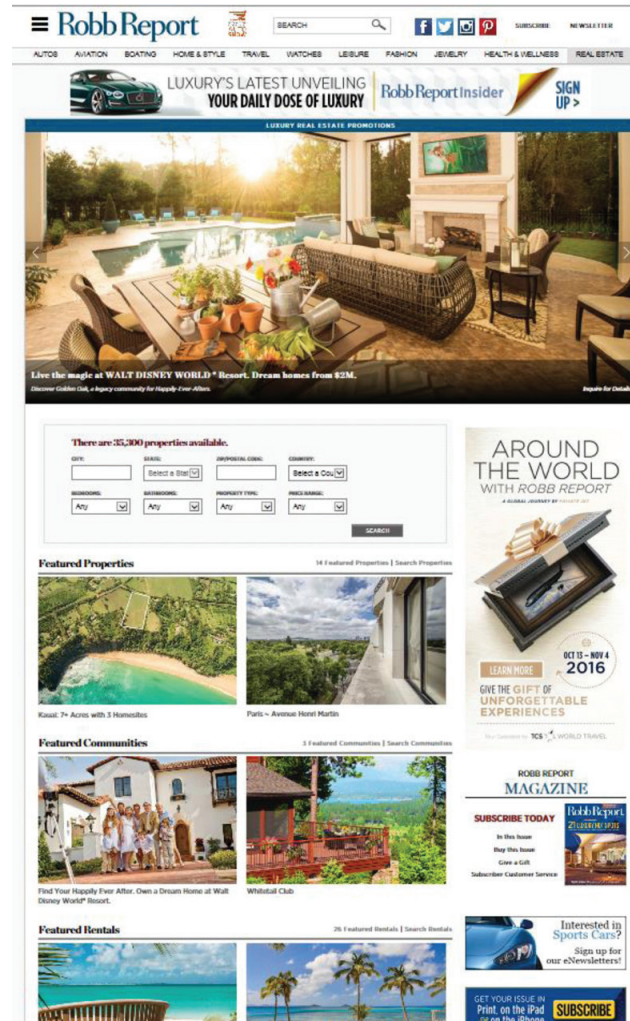
# RobbReport.com

## 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



# RobbReport.com

## LUXURY PROPERTY LISTING

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

MANUAL 1 LISTING: \$450/MONTH


RR1
Robb Report
SUBSCRIBE

☰ CARS YACHTS AVIATION WATCHES STYLE HOME FOOD & DRINK TRAVEL GIFT GUIDE VIDEOS 🔍

40737 properties available.

Q
More ▾

Sort By: Recent ▾




**59 Lascelles Blvd, Toronto, ON M5P2C9, CAN**

**\$5,399,999**

Bed: 4      SQFT: N/A  
Bath: 5

Homes & Land




**Sierra Madre Mountain Retreat, Encampment, Wyoming 82325**

**\$995,000**

Bed: N/A      SQFT: N/A  
Bath: N/A

Homes & Land




**1241 N Rio Vista Blvd, Fort Lauderdale, Florida 33301**

**\$5,970,000**

Bed: 5      SQFT: N/A  
Bath: 5

Homes & Land




**2965 Outlook Way, Naramata, BC V0H 1N0, CAN**

**\$2,199,000**

Bed: 5      SQFT: N/A  
Bath: 5

Homes & Land




**1709 Pope Court, Wilmington, North Carolina 28405**

**\$1,100,000**

Bed: 4      SQFT: N/A  
Bath: 4

Homes & Land




**419 S Front Street, Wilmington, North Carolina 28401**

**\$848,000**

Bed: 3      SQFT: N/A  
Bath: 2

Homes & Land




**2236 Acacia Drive, Wilmington, North Carolina 28403**

**\$1,041,700**

Bed: 4      SQFT: N/A  
Bath: 5

Homes & Land




**10430 E ACOMA Drive, Scottsdale, Arizona 85255**

**\$949,000**

Bed: 4      SQFT: 2797  
Bath: 3

Homes & Land




**6097 N Paradise View Drive, Paradise Valley, Arizona 85253**

**\$3,295,000**

Bed: 4      SQFT: 4605  
Bath: 4

Homes & Land




**33799 N 84TH Street, Scottsdale, Arizona 85266**

**\$3,375,000**

Bed: 4      SQFT: 4985  
Bath: 4

Homes & Land




**1000 Curisha Point S, St Helena Island, South Carolina 29920**

**\$980,000**

Bed: 3      SQFT: 2524  
Bath: 3

Homes & Land



**20012 Tavernier DR, Estero, Florida 33928**

**\$895,000**

Bed: 3      SQFT: 2488  
Bath: 3

Homes & Land



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties

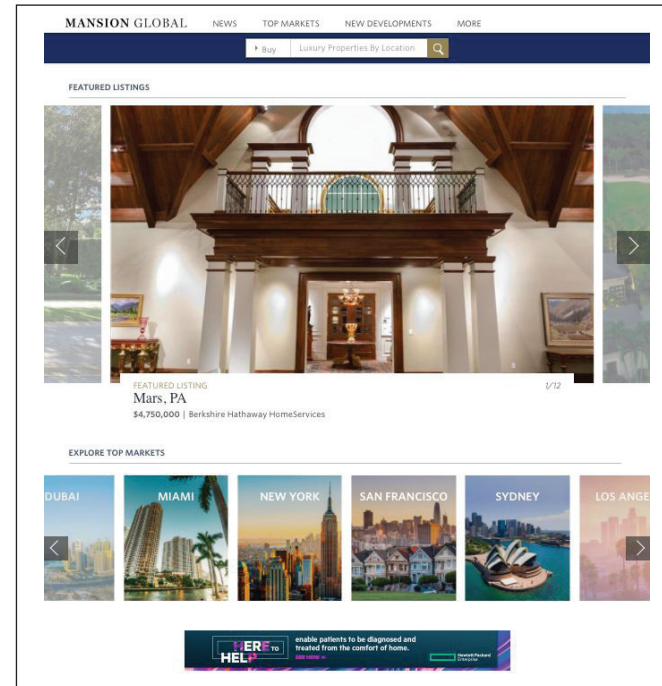


# The Wall Street Journal Online (WSJ.com)

## THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

PRICE: \$1,275/MONTH





# Print Offerings



Sotheby's  
INTERNATIONAL REALTY







PRINT

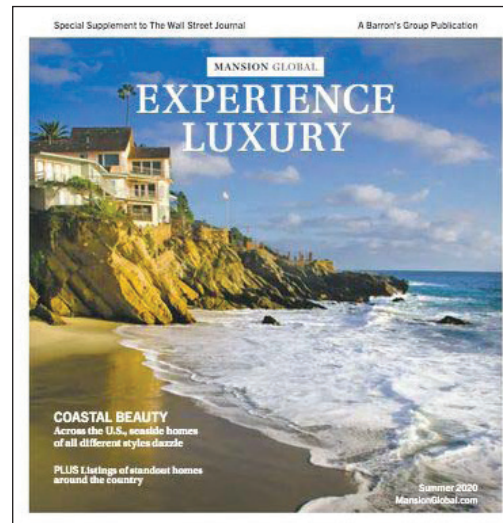
# The Wall Street Journal

## 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



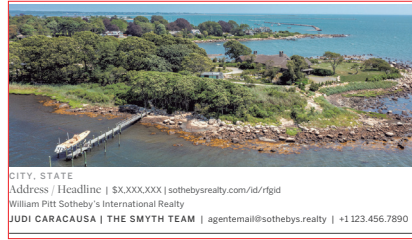
# The New York Times

## 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

## THE SUNDAY REAL ESTATE

Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- Circulation: **403,748**
- Sunday: **972,774**
- Male / Female ratio: **51% / 49%**
- Median HHI: **\$193,586**
- Average HHI: **\$359,826**
- Median Age: **50**

























PRICE: \$760/SINGLE SPOT, SUNDAY, COLOR



CITY, STATE  
 Address | Headline | \$XXXXXXX | sothebysrealty.com/d/r/figd  
 William Pitt Sotheby's International Realty  
**JUDI CARACAUSA | THE SMYTH TEAM** | agentemail@sothebysrealty | +1 212.456.7890

**Sotheby's**  
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 CITY, STATE Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebysrealty   +1 212.456.7890	 CITY, STATE Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebysrealty   +1 212.456.7890	 CITY, STATE Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebysrealty   +1 212.456.7890
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OWNERS | DESIGN | RENOVATIONS

**RealEstate**  
The New York Times

SECOND HOMES

### THE HAMPTONS NORTH?



The Hudson Valley is starting to resemble that stretch of Long Island.

By JILL SACON  
 For some time, the Hudson Valley was regarded as the last refuge for the discerning, sophisticated, and successful. Now, it's the second-most popular vacation spot in the Northeast, and the number of people who are buying second homes here is growing exponentially. In the 2012 and '13 seasons, the number of second homes in the Hudson Valley increased by 15 percent, according to the Hudson Valley Regional Board of Realtors. The number of second homes in the Hudson Valley is growing so fast that it's starting to resemble that stretch of Long Island.

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# The New York Times Takeover

Promote your brand and properties in style with this 96 page tabloid insert devoted to Sotheby's International Realty and Delivered high-net worth zip codes. Generous, full-page ad space on heavy, bright white paper ensures an elegant presentation and shelf life.

- Circulation: **160,000**
- Distribution: **NYC Metro Area**

**FULL PAGE, COLOR: \$750**  
**Includes Digital promotion and Digital Flipbook**

**Sotheby's**  
INTERNATIONAL REALTY

**GREENWICH** | CONNECTICUT

Move beyond your expectations.

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SOTHEBYSREALTY.COM

Represented by: **Janet Malcher** | MLS

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

**Fichea Russell**  
Real Estate Salesperson  
Gold Circle Of Excellence  
6 502.632.2710  
c. 505.660.5400

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

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

**DANIELE GALE** | AGENT | OEBRA-RUSSELL

**Orange Gate Sotheby's**  
INTERNATIONAL REALTY

**Sandbanks Exuma, The Bahamas**

**Jacqueline Lighthorn**  
Elite Agent  
+1 242 269 2235  
26 Sandbanks Light House  
#SIBAHAMAS.COM

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

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

SIBAHAMAS.COM/ID/V29V67

**Bahamas | Sotheby's**  
INTERNATIONAL REALTY

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

**Eric Santorino**  
Elite Agent  
858.334.3537  
eric@ericcarlsbad.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



# Financial Times

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

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

PROPERTY SPOT, COLOR: \$750  
Global

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

**House & Home**  
FT Weekend

No rest for the Wild  
Wildlife director  
discusses fire knowledge  
AT HOME PAGE 2

Sign of the Times  
South Bank feels sharp  
rise in London price falls  
UK PROPERTY PAGE 4 & 5

Study in style  
Homework  
is in the done  
JUST PROPERTY PAGE 10

The home of prime property: [propertylistings.com](http://propertylistings.com)

Follow us on Twitter @FTProperty

**FT Weekend** US edition

Food and drink festive special  
Tips from top global chefs  
Lunch with the FT  
FT chief Bernie Eccles: 7 break the rules of life, safety

Schulz reversal raises Merkel's survival hopes  
SPD chief ready to join coalition talks  
Rare bout of German unrest precedes

Alzheimer's Afflicted Monty Python star helps launch FT Seasonal Appeal

Uber and the cost of the Kalamita Problem  
RIG ROAD  
LIFE IN JAIL  
Aiming the world on its days  
Adventure on two wheels  
Sarah Jessica Parker

Sotheby's  
Real Estate

Nothing compares to what's next.

WICKLEW, VIRGINIA  
The Club at Wicklew | \$20,900,000  
FTB Sotheby's International Realty  
MARK C. LEHMAN | mark.lehman@sothebysrealty.com | +1 703 866 0869

STONEMAR, NEW YORK  
Stonemar Bay - Lot 17 Ocean Ridge Estates  
\$995,000 | sothebysrealty.com/us/STONEMAR  
Sotheby's Sotheby's International Realty  
ASHLEY TRECO | ashley.treco@sothebysrealty.com | +1 240 422 0099

NEW YORK, NEW YORK  
ESTIMOTE/NEW YORK  
\$6,990,000  
East Side Manhattan Brokerage  
MARK FIELD | HELEN MARGOS  
www.manhattanrealestate.com | +1 212 606 7669

BLUFFTON, SOUTH CAROLINA  
FTB Sotheby's.com  
\$4,250,000  
Daniel Roman Sotheby's International Realty  
CATHERINE DONALDSON | catherine.donaldson@sothebysrealty.com | +1 818 218 2061

AUSTIN, TEXAS  
2097 Park Hill Terrace  
\$2,500,000  
Katie Sotheby's International Realty  
KARINA WILCOX | karina.wilcox@sothebysrealty.com | +1 512 433 5538

AUSTIN, TEXAS  
246 Woodloch Court  
\$20,900,000  
Katie Sotheby's International Realty  
KARINA WILCOX | karina.wilcox@sothebysrealty.com | +1 512 433 5538

BRISTOL, VIRGINIA  
14477 Flaglands Trail  
\$1,000,000 | sothebysrealty.com/us/BRISTOL  
Frances Sotheby's International Realty  
SORETTA FEATHEL  
sorettaf@sothebysrealty.com | +1 433 646 5554

sothebysrealty.com



# Los Angeles Times Takeover

The Los Angeles Times takeover is an exclusive, full-color Sotheby's International Realty outsert that is placed on top of the Los Angeles times on select Saturdays to coincide with the weekly Hot Properties section.

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

- Full Page color ad using Sotheby's International Realty Design Vault template
- Western Los Angeles coverage
- Saturday Print Circulation: **56,000**
- Saturday e-edition subscribers: **164,780**

FULL PAGE: \$660

INSIDE FRONT COVER: \$1,500

INSIDE BACK COVER: \$1,500

BACK COVER: \$1,600

Sotheby's INTERNATIONAL REALTY

Malibu CALIFORNIA

Your next move can be next level.

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SOTHEBYREALTY.COM

Photos by: Steve Smith | STORIE & BELLOM

72 Post Road, Old Westbury, NY

Extra Bonus!  
Real Estate Campaign  
Special Offer of Cashback  
+ \$2,500,000  
+ \$250,000

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

Headquartered in a prime location adjacent to the 22-acre Old Westbury Country Club, this premier estate comprises two lots with potential for future subdivision. It features a variety of buildings, including a four-bedroom guest house, a country house, 10 barns, 13 horse barns, a carriage house, a large garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE, CO-AGENT / DEBRA RUSSELL

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Open the door to what's next.

The Rosewood Farm Estate  
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,900,000  
ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Take a peek at what's next.

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

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ. FT. | \$11,000,000  
\$42MDCORROAD.COM

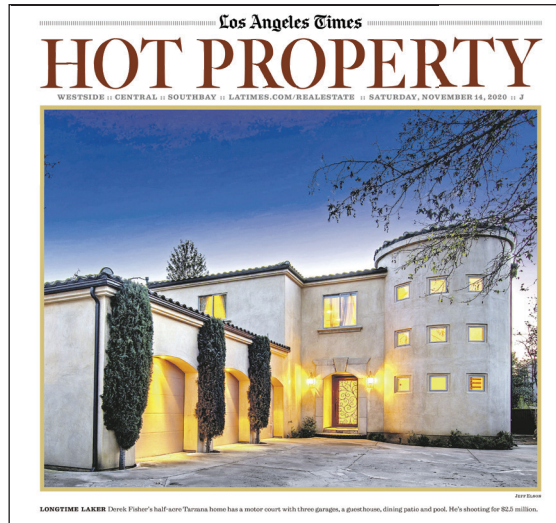
Sotheby's INTERNATIONAL REALTY

# Los Angeles Times Hot Property And Digital Lighthouse

## LOS ANGELES TIMES HOT PROPERTY

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
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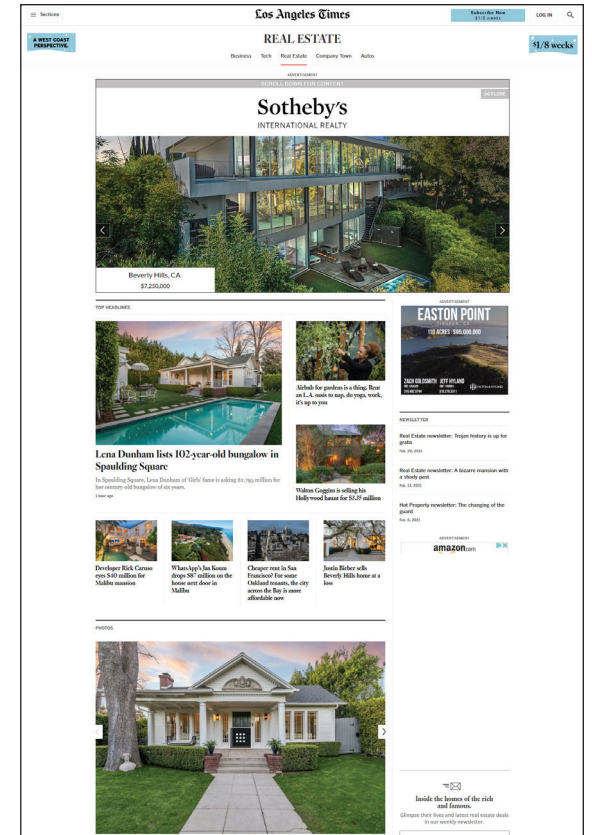
## LA TIMES DIGITAL LIGHTHOUSE

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

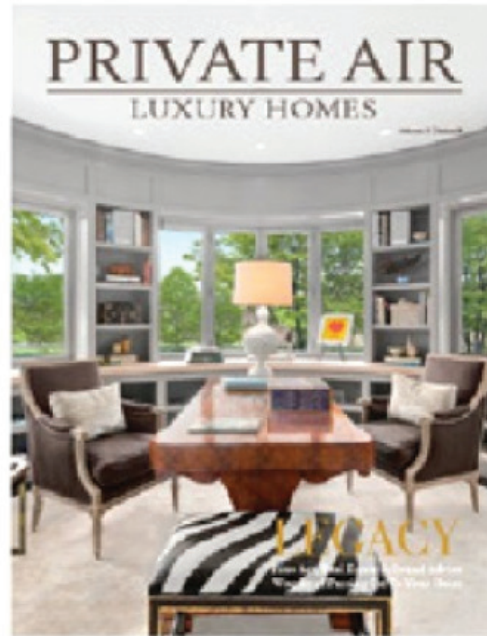




# Private Air Luxury Homes Magazine

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**



# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY



# Proposed Schedule, Pricing & Reach

## 2024-2025

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	35,000
<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>Comprehensive Digital</b>							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
<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	\$ 325.00	Bonus			\$ 325.00	850,000
<b>Robbreport.com</b>							
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00				\$ 1,350.00	6,000
Robbreport.com	Luxury Property Listings - Manual 1 Listing		\$ 450.00			\$ 450.00	
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 1,300.00	328,000
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module			\$ 1,275.00		\$ 1,275.00	164,000

# Proposed Schedule, Pricing & Reach

## 2024-2025

PLAN 1 - CONTINUED

**Print**

**Conde Nast Magazines**

Architectural Digest - Manhattan	Full Page		\$ 2,340.00	\$ 2,340.00	13,000
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**Financial Times**

Financial Times	Property Spot	\$ 750.00		\$ 750.00	210,457
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**The Los Angeles Times**

The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00	\$ 425.00	\$ 425.00	220,780
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The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00	384,000
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**The New York Times**

The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00	\$ 1,520.00	846,222
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The New York Times	Property Spot - Sunday	\$ 760.00		\$ 760.00	381,268
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The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00	165,000
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**Private Air Luxury Homes**

Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00	\$ 1,925.00	65,000
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**The Wall Street Journal**

The Wall Street Journal - Northeast Region	2 x 7	\$ 1,510.00		\$ 1,510.00	148,000
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The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00		\$ 795.00	644,424
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**The Wall Street Journal**

Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
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TOTAL				\$ 29,225.00	5,903,151
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\*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy  
Pricing Subject to Change

# Proposed Schedule, Pricing & Reach

## 2024-2025

PLAN 2

Plan 2 Media	Ad Description	November	December	January	February	Media Total	Reach
<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>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>Robbreport.com</b>							
Robbreport.com	Luxury Property Listings - Manual 1 Listing		\$ 450.00			\$ 450.00	
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 1,300.00	328,000

# Proposed Schedule, Pricing & Reach

## 2024-2025

PLAN 2 - CONTINUED

**Print**

<b>Financial Times</b>					
Financial Times	Property Spot	\$	750.00	\$ 750.00	210,457
<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	Property Spot - Sunday		\$ 760.00	\$ 760.00	381,268
The New York Times Takeover	Full Page w/ Digital promotion	\$	750.00	\$ 750.00	165,000
<b>The Wall Street Journal</b>					
The Wall Street Journal - Northeast Region	2 x 7		\$ 1,510.00	\$ 1,510.00	148,000
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$	795.00	\$ 795.00	644,424
<b>The Wall Street Journal</b>					
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
TOTAL				\$ 15,840.00	4,472,040

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



# Proposed Schedule, Pricing & Reach

## 2024-2025

**PLAN 3**

Plan 3

Media	Ad Description	November	December	January	February	Media Total	Reach
<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>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus			\$ -	425,000
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00				\$ 650.00	164,000
<b>Print</b>							
<b>Financial Times</b>							
Financial Times	Property Spot	\$ 750.00				\$ 750.00	210,457
<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	Property Spot - Sunday		\$ 760.00			\$ 760.00	381,268
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00				\$ 750.00	165,000
<b>The Wall Street Journal</b>							
The Wall Street Journal - Northeast Region	2 x 7		\$ 1,510.00			\$ 1,510.00	148,000
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00				\$ 795.00	644,424
<b>The Wall Street Journal</b>							
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00		\$ 980.00	100,000
<b>TOTAL</b>						\$ 12,240.00	3,366,040

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

Pricing Subject to Change