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SKYAD.COM

Media options Advertising and Marketing Program

Pacific | **Sotheby's**
INTERNATIONAL REALTY

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ADVERTISING
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National & Global Exposure Luxury Properties

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

Your strategic blueprint is composed of three layers: direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale, strategic print media to cast a wide net, and digital products that are highly targeted to individuals looking for high-end living in [Property Location].

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to high end listings.

**LET'S DO
GREAT THINGS TOGETHER**

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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

FULL PAGE: \$3,640

Global



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
 212.850.2000
 Property # 1230123
 Agent: Sotheby's
 International Realty
 Broker: Sotheby's International Realty
 Email: sothebys@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 of Central Park residence is a masterpiece of modern architecture and craftsmanship. 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 Sotheby's International Realty for more information. \$50,000,000.00

510 Park Avenue, 15/16
 This residence in the sky offers 2,000 sq. ft. of sophisticated living space overlooking Central Park. The building is a masterpiece of modern architecture and craftsmanship. Call Sotheby's International Realty for more information. \$25,000,000.00

Four Seasons Private Residences
 This upcoming 1,100 sq. ft. penthouse is a masterpiece of modern architecture and craftsmanship. Call Sotheby's International Realty for more information. \$15,000,000.00

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 Sotheby's International Realty
 East Side Neighborhood Brokerage
 Manhattan South • +1 212 350 3543
 Email: sothebys@sothebysrealty.com

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 East Side Neighborhood Brokerage
 Manhattan South • +1 212 350 3543
 Email: sothebys@sothebysrealty.com


50

DIGITAL

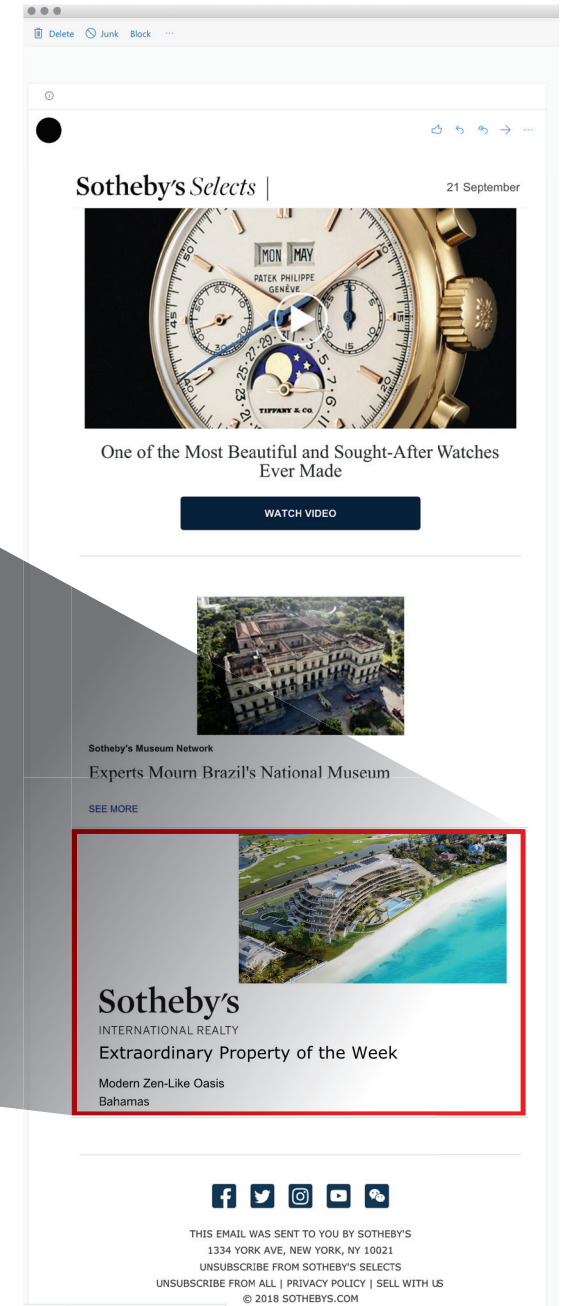
SOTHEBY'S SELECTS E-NEWSLETTERS

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


PRICE: \$2,585/DEPLOYMENT



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




Sotheby's Selects | 21 September



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

[WATCH VIDEO](#)

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



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

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DIGITAL

SOTHEBY'S PREFERRED E-NEWSLETTERS

- 11x Year
- Highlights auction dates and invitations
- 4,500 top Sotheby's clients (Preferred)
- 43.7% open rate

PRICE: \$3,000


EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®

DISCOVER MORE!

Elegant Condo Tower
New York, New York



Sotheby's Preferred 5 September 2018



Your Members' Lounge in Hong Kong



The Preferred Members' Lounge returns to the Hong Kong Convention Centre this autumn, open daily from 28 September to 3 October.

LEARN MORE

EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®

DISCOVER MORE!


Elegant Condo Tower
New York, New York



Travel to Hong Kong in Style

Take advantage of special offers and services while you are in Hong Kong for our sales, including exclusive hotel rates and private club access.

LEARN MORE



Limited Offer

A Jewelled Garden of Eden

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

Billionaire Magazine

Billionaire is an award-winning luxury publication distributed to a curated list of Ultra High Net Worth (UHNW) readers, globally.

DIGITAL AUDIENCE

- **29% Millionaires**

Readership stats

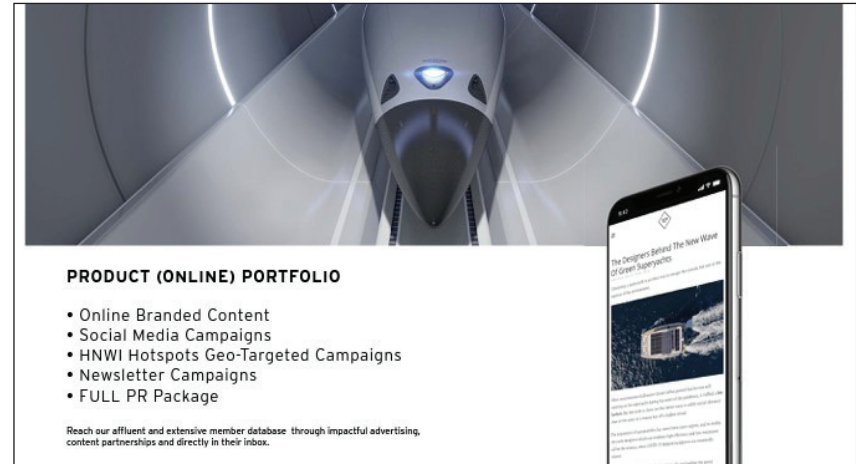
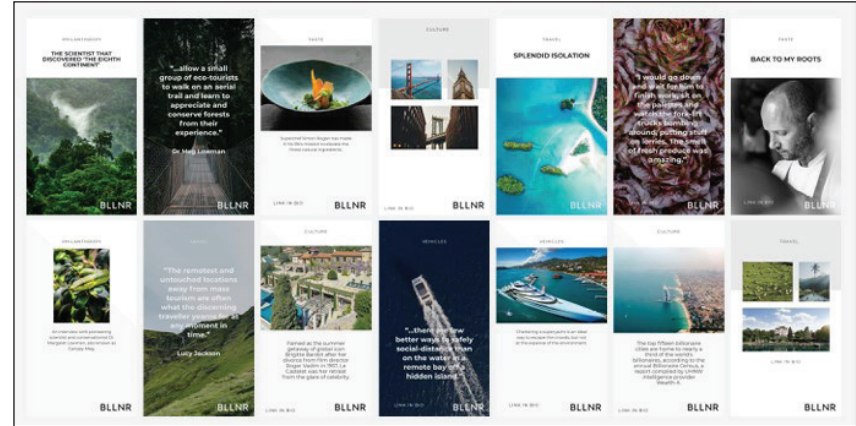
- Total Print Readership – **32,000**
- Online Monthly Unique Audience – **120,000**
- Online Monthly Page Views – **240,000**
- Social Media Reach – **110,000**
- Newsletter Database – **25,000**

1x Online content piece - will sit on the site indefinitely and pick up organic views

1x Newsletter inclusion (25k subscribers) - drive content piece via newsletter

1x hyper-targeted social media campaign (4 weeks) - target UHNWI's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

CUSTOM CONTENT + ENEWSLETTER:
PRICE: \$4,500



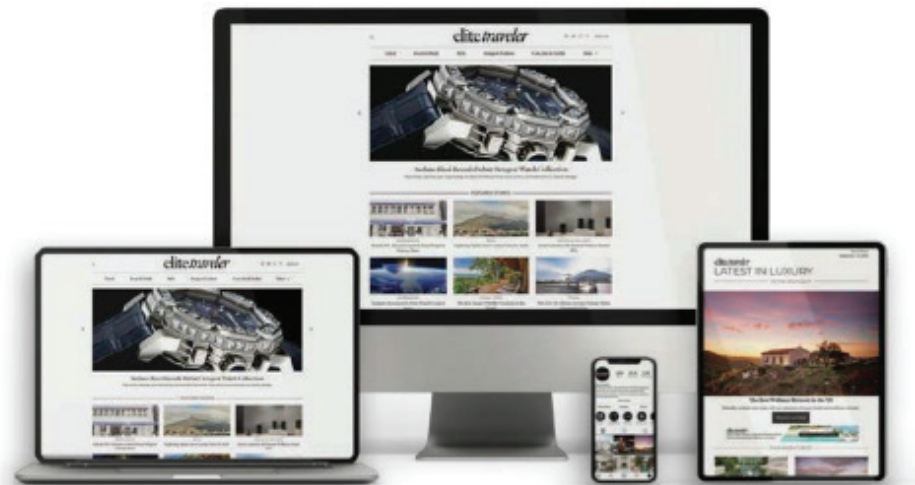
Elite Traveler

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



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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.

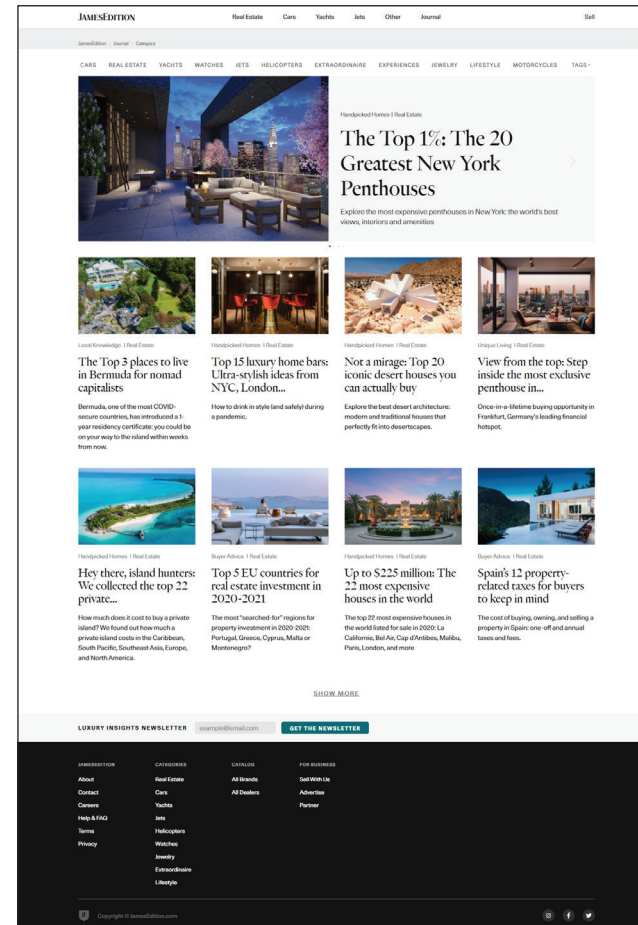
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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



JetSet

12 MONTH GLOBAL DIGITAL CAMPAIGN

EMAIL

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through a banner insertion in the Jetset Magazine weekly newsletter that provides timely news about our readers' passions.

Subscriber Profile

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

12 month Web Feature

- 1 Million monthly page views
- 170K unique visitors

PRICE \$2,500/YEAR

2 shared email blasts plus 12 month web feature (\$10,000 value)

The screenshot shows a digital article layout. At the top, there's a navigation bar with 'Home', 'Lifestyle', and 'Sports'. The main headline reads 'Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun'. Below the headline is a large aerial photograph of the resort complex. To the right of the article is a vertical sidebar with several promotional banners for 'TRACK RECORD' (a coaching service), 'JetSet' (a subscription offer), and 'JetSet Magazine' (a newsletter promotion). The article text includes quotes from Tiger Woods and details about the course's design and location. At the bottom, there are social media sharing options and a 'SHARE ON' button.

Luxury Estate

LUXURY ESTATE

Luxury Estate is the leading international portal for the luxury real estate market.

With its website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- **1,900,000** visitors per month
- **18,000,000** page views per month
- **3,000,000** euro average buyer inquiry

SHOWCASE LISTING + ELITE LISTING PACKAGES
PRICES:
\$1,100 FOR 1 MONTH



RobbReport.com

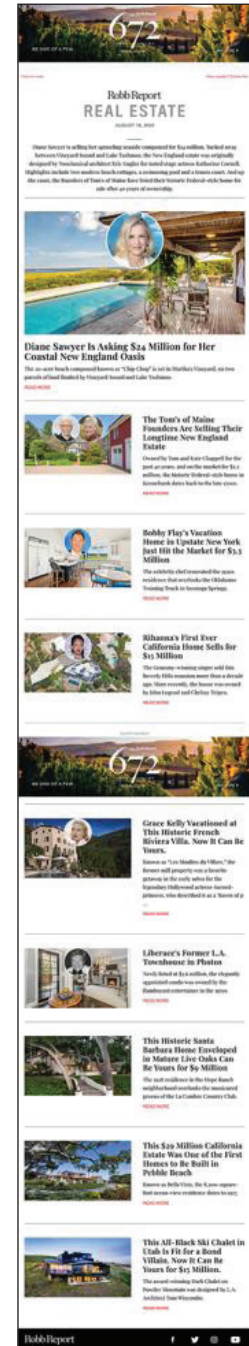
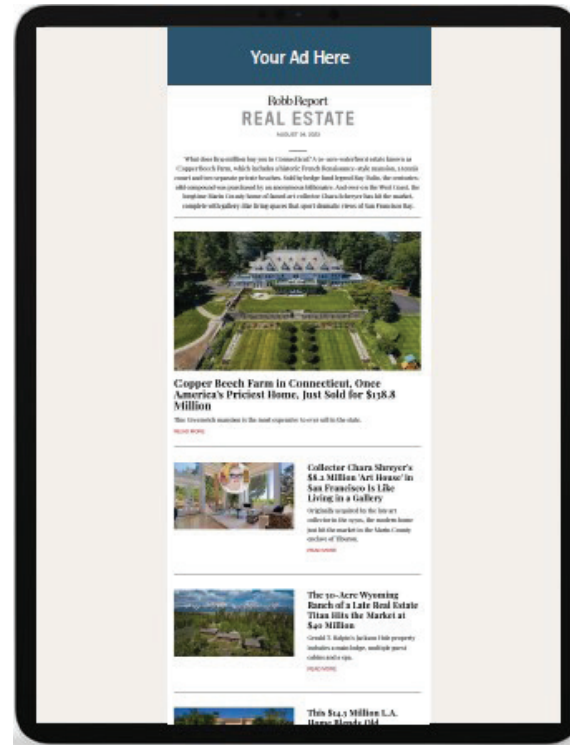
REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

- Open Rate – 18.5%
- Email is exclusive, Partner own both banner positions: (2) 970x250
- Rate: \$3,100 for 1 week (3 deployments)

PRICE: \$3,750
3 Sends



Simply Abu Dhabi

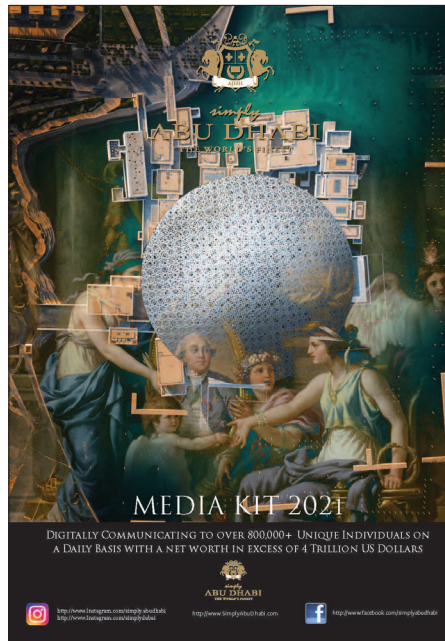
Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

INSTAGRAM POST

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally

- A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.
- Conservative estimates would easily value our 7,800 'By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.
- Instagram: We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following: 95,000 followers on @AmazingAbuDhabi 101,000 followers on @SimplyDubai

PRICE: \$1,375 PER POST
2 Post Minimum



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



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

NATIONAL
EIGHT PROPERTY SPOT W/ DIGITAL FEATURED
PROPERTY UPGRADE: \$6,360

FULL PAGE: \$62,000

SO. CALIFORNIA
FULL PAGE: \$10,000

WESTERN
FULL PAGE: \$20,000

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

What's News
Business & Finance

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

Shaky Ground
A major supply chain is being disrupted by the virus, and it's not just the automotive industry.

Tennessee Twisters Kill at Least 25
A line of twisters began barreling across Tennessee on Monday, spawning three states while many residents fled, according to the National Weather Service.

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

World Wide
Biden outlined a string of legislative priorities on Tuesday, including a \$200-billion infrastructure package.

World Wide
The first deaths linked to the coronavirus in the U.S. happened last week, but the virus is spreading rapidly.

World Wide
The administration is considering a stimulus package to pay for health care and other needs.

Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

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Webster or Address: [Redacted] | sothebysrealty.com/61762
Company: [Redacted]
AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

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PRINT

The Wall Street Journal

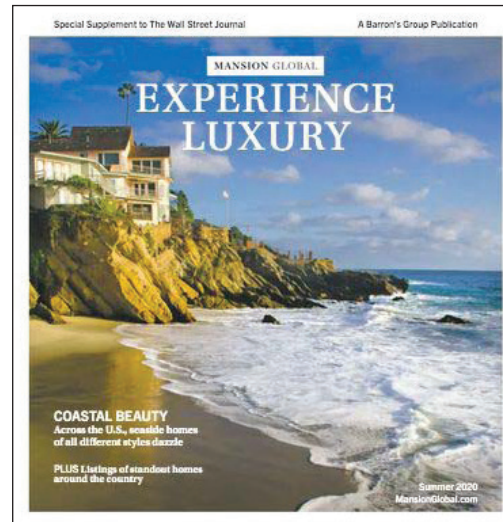
MANSION GLOBAL EXPERIENCE LUXURY

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

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

WEEKEND PROPERTY INSERT

FULL PAGE: \$1,985



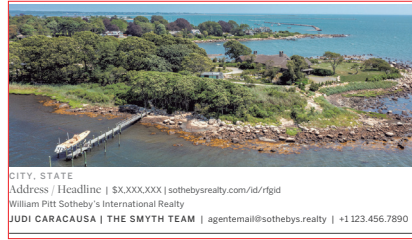
The New York Times

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**

EIGHT PROPERTY SPOT - WEEKDAY/SATURDAY:
\$6,080



CITY, STATE
Address | Headline | \$XXXXXXX | sothebysrealty.com/d/r/dt
William Pitt Sotheby's International Realty
JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebysrealty.com | +1 212 456 7800



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INTERNATIONAL REALTY

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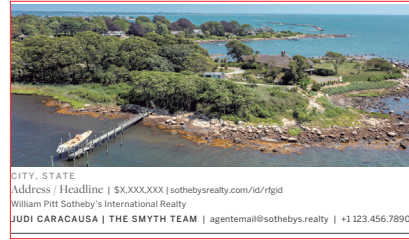
The New York Times

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**

HALF PAGE: \$15,800
FULL PAGE: \$22,600



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

Real Estate
The New York Times

THE HAMPTONS NORTH?

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

By JILL SACROW
For weeks, besides the Hudson Valley was expected to be the next hot real estate market. Instead, it has nothing like the Northeast. Although not as densely populated as the region's sprawling suburbs or the city, the Hudson Valley is beginning to resemble that stretch of Long Island.

By JILL SACROW
For weeks, besides the Hudson Valley was expected to be the next hot real estate market. Instead, it has nothing like the Northeast. Although not as densely populated as the region's sprawling suburbs or the city, the Hudson Valley is beginning to resemble that stretch of Long Island.

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

The New York Times Takeover

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

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

FULL PAGE, COLOR: \$750
 INSIDE FRONT COVER, COLOR: \$1,150
 INSIDE BACK COVER, COLOR: \$1,150
 BACK COVER, COLOR: \$1,500

Includes Digital promotion and Digital Flipbook

72 Post Road, Old Westbury, NY

Sandbanks Exuma, The Bahamas

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Architectural Digest

INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Architectural Digest.

FULL PAGE, COLOR:

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

FULL PAGE, COLOR
 LA METRO: \$6,840
 SAN DIEGO: \$2,340



TTR Sotheby's

300 International Drive #2501

BALTIMORE, MARYLAND

Live amongst the clouds with the best undisturbed view in Baltimore. Highlighting the epitome of luxury, this condo living within the Four Seasons Private Residences Baltimore. Residence #2501 features 2,200+ square feet of living with high-end finishes and a seamless open floorplan. Centrally located to America's most prestigious golf courses, Caves Valley, Congressional, Baltimore Country Club and more.

Offered at \$2,990,000

TRAVELSTEAD!
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Lydia Travelshead
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velvære

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VELVAERE.PARKCITY.COM

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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+**

FULL PAGE: \$725

INSIDE FRONT COVER: \$975

INSIDE BACK COVER: \$975

BACK COVER: \$1,300

Includes Digital Banner Promotion

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Justin Winter | Sotheby's INTERNATIONAL REALTY

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Sotheby's INTERNATIONAL REALTY

6888 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 32 acres of exquisitely manicured and landscaped grounds.

6888 Casitas Pass Road
7891 (214) 625-9500
theprancinghorseestate.com

YETSIWA GO
Senior Outdoor Estate Advisor
913.602.0357
yetiwa@sothebyrealty.com

SOtheby's INTERNATIONAL REALTY | BEVERLY HILLS BROKERAGE | 9665 WILSHIRE BLVD STE 400 BEVERLY HILLS, CALIFORNIA 90212 | SOTHEBYSDIRECT.COM

Bahamas | Sotheby's INTERNATIONAL REALTY

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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
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SIBahamas.com/SUNDARA

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Estate Agents
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janice@ansellgroup.com

BAHAMAS SOtheby's INTERNATIONAL REALTY | WINDSOR BUSINESS PARK, NASSAU, THE BAHAMAS | (1 242) 322 2200 | SIBAHAMAS.COM

Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

ELITE TRAVELER AUDIENCE

- Total Readership: **557,000**
- Average Age: **45**
- Male/Female Ratio: **69% / 31%**
- Average HHI: **\$7.9M**
- Average Net Worth: **\$32M**

FULL PAGE: \$9,500

LUXURY HOMES FEATURE: \$4,500



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**

FULL PAGE, COLOR: \$18,500
Global

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home
 FT Weekend

No rest for the Wild
 Wiltona director
 dispenses fine knowledge
 AT HOME PAGE 2

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

Study in style
 Homework
 is to do here
 JUST PROPERTY PAGE 10

The home of prime property: 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 Ecclestone: 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 umbrage precedes

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

Uber and the cost of the Kalamita Problem
 PG 60A0

Life in the Wild
 Aiming the world on its days
 Adventure on two wheels
 Sarah Jessica Parker

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WILLOW, VIRGINIA
 The Club's signature | \$20,900,000
 FT Sotheby's International Realty
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STONEMOUNT, NEW YORK
 Stonemount Run - Lot 17 Ocean Ridge Estates
 \$995,000 | sothebys.com/us/102289
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AUSTIN, TEXAS
 2099 Farris Hill Estates
 \$2,500,000
 Kusan Sotheby's International Realty
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AUSTIN, TEXAS
 246 Jamboree Court
 \$20,900,000
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BRISTOL, VIRGINIA
 18457 Flaglands Trail
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GRETTA FEATIS
 gretta.featis@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

Nob Hill Gazette - Peninsula & Silicon Valley

As the finest regional lifestyle brand, Nob Hill Gazette - Peninsula & Silicon Valley targets the most desirable local demographic. With a keen eye for engaging photography and editorial content aimed to inform, delight and inspire our readers, we truly capture the essence of the Bay Area lifestyle defined by its people, ideas, arts, activities, and issues of the day.

- Frequency: **12 times**
- Average Readership: **155,000**
- Year Established: **1993**
- Mean Home Value: **\$4,100,500**
- Circulation per Issue: **31,600**

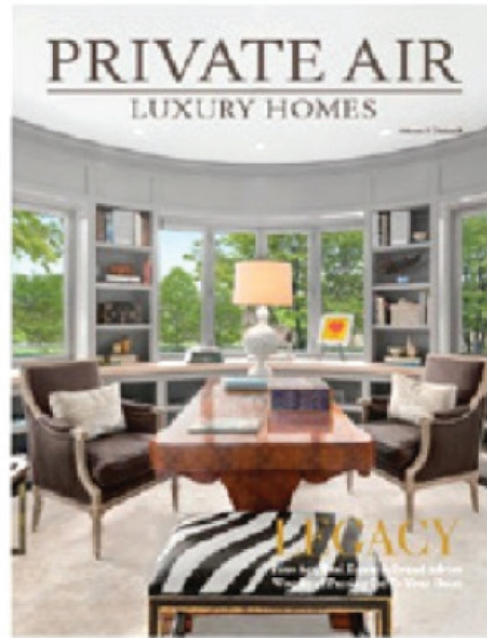
FULL PAGE: \$9,000



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



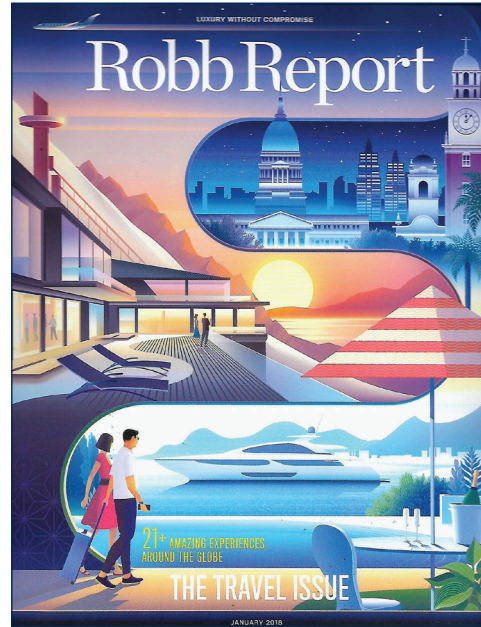
Robb Report

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. 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.

- Audience: **324,000**
- Average Age: B
- Male / Female Ratio: **79/21**
- Average HHI: **\$484,000**
- Average HNW: **\$2,800,000**

FULL PAGE, COLOR: \$8,000

Global



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CampusEstateAndVineyards.com
\$18,500,000
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<p>VERO BEACH, FLORIDA</p> <p>905 Winding River Road \$3,250,000 sothebysrealty.com/44130WVF ONE Sotheby's International Realty KRISTIN BOBBON CINDY O'DARE kristinb@sothebysrealty.com +1 772.321.6541</p>	<p>WELAKA, FLORIDA</p> <p>603 Front Street \$1,400,000 sothebysrealty.com ONE Sotheby's International Realty MAZIE REGAN mazzie@sothebysrealty.com +1 772.214.8708</p>	<p>NEW YORK, NEW YORK</p> <p>131 East 79th Street \$12,000,000 East Side Manhattan Brokerage AMANDA FIELD JORDAN NIKKI FIELD amanda.field@sothebysrealty.com +1 212.606.7798</p>
<p>LINCOLN, NORTH CAROLINA</p> <p>1907 Flattop Cliffs Drive \$29,750,000 sothebysrealty.com/44112PN4 Premier Sotheby's International Realty MARILYN WRIGHT marilynwright@premier.com +1 828.279.3680</p>	<p>RAINBOW ISLAND, WASHINGTON</p> <p>BainbridgeLuxLiving.com \$6,480,000 Realtylux Sotheby's International Realty SHAYNE TURGEON shayne@rainbowisland.com +1 206.755.9637</p>	<p>OLD FORT BAY, THE BAHAMAS</p> <p>Krystal House \$25,000,000 sothebahamas.com/4414023Z Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@sothebahamas.com +1 242.424.9669</p>

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Robb Report

LUXURY PROPERTY GUIDE

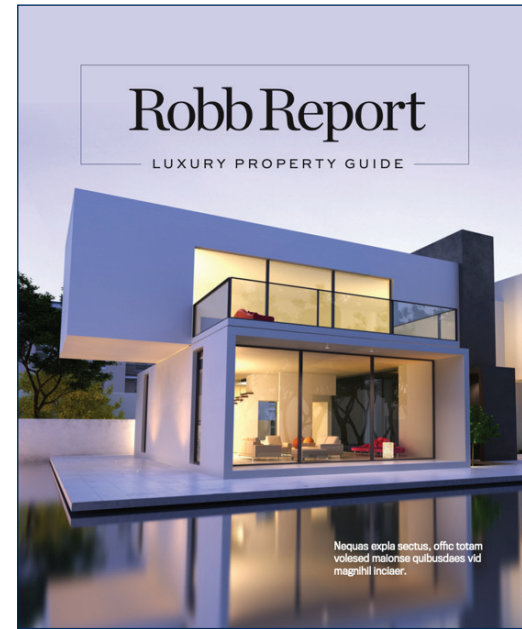
As a global leader in the luxury real estate market, Robb Report showcases the best of the best. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, new residences and developments.

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

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

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

Global



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The Rosewood Farm Estate
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ROSEWOODFARMESTATE.COM

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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 CONNECTICUT

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Represented by: Sarah Rabinowitz, M.S.

72 Post Road, Old Westbury, NY



Felicia Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 516.562.2710
c. 516.562.5400

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.



DANIELGALÉ.COM/AGENT/DEBRA-RUSSELL



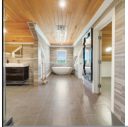
Sandbanks
Exuma, The Bahamas



Jacqueline Lighthorn
Elite Agent
+1 242 269 2225
260 Sandbanks Light House
JL@Sandbanks.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 swimming pool deck and a classic infinity pool, which is built into the cliffside overlooking the ocean for water sports.



SIREBAHAMAS.COM/ID/X29,67

Bahamas | **Sotheby's**
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorino
Elite Agent
858.534.3557
eric@ericsantorino.com
DRE#02155001

5305 Carlsbad Boulevard
5 BR | 3.0 BA | 3029 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.



SOTHEBYREALTY.COM/ID/THE44

Pacific | **Sotheby's**
INTERNATIONAL REALTY

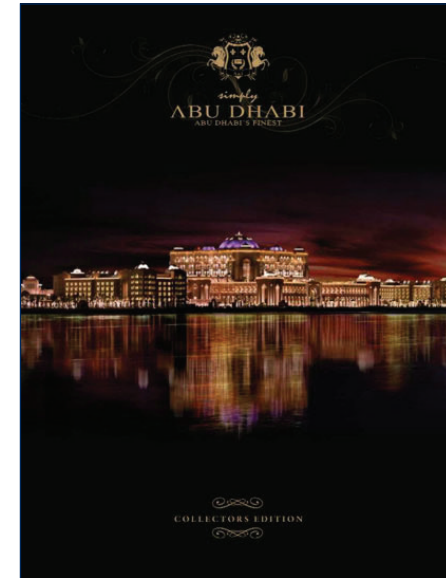
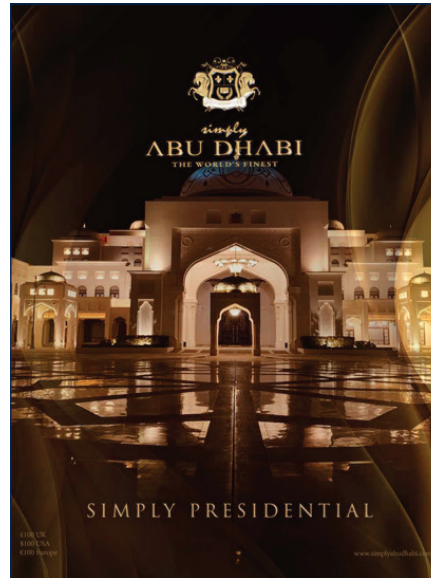
Simply Abu Dhabi

Simply Abu Dhabi is a luxury lifestyle publication that is only available by invitation to the highest echelon of society. Simply Abu Dhabi, primarily targets the elite and affluent globally. It showcases products and services available, from the most prestigious luxury brands around the globe, and it also provides detailed insight into a range of editorial subjects, including coveted destinations, wealth management, yachts, high-profile architecture, real estate, travel and more.

- **Global Distribution:** Ultra HNW audience in London, Paris, Milan, Monaco, Moscow, New York, Los Angeles, Singapore, Shanghai, Hong Kong, Mumbai & Delhi.
- **Prestigious Distribution Includes:** Royalty/Palaces/ Private Royal Offices, Dignitaries & Politicians/ Ministries, All Official Embassies in the UAE.
- **Private Residence Distribution Includes:** Abu Dhabi, Al Ain, Dubai: Emirates Hills, Downtown Area, The Lakes, The Palm, Jumeirah Beach Area.

- Circulation: **Print and Digital**
- Printed Copies per issue: **7,800**
- Digital: **500,000+** Subscribers
- Middle East/GCC Distribution: **5,800**
- Global Distribution: **2,000**
- Readership: **28,000**

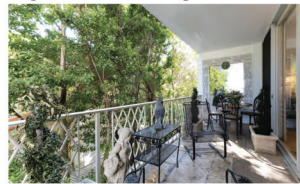
DOUBLE PAGE SPREAD + 2 INSTAGRAM POSTS: \$7,500
Print & Digital



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Exquisite Palm Beach Properties

Presented by Sonja Stevens



ELIOT HOUSE
 In Town boutique building, steps from Worth Avenue world-class shopping and restaurants. 2 bedrooms, 2 baths, with very private terrace. Full-service building with pool. West end of street are the Town yacht docks, boutique path, steps to Worth Avenue and two minute walk to The Society of The Four Arts. Perfect Location!
 Offered at \$2,500,000 | EliotHouse28.com



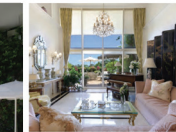
RAPALLO - WEST PALM BEACH
 Beautifully appointed 2 bedroom 2 bath, updated kitchen and bath, with great balcony! Water views from all rooms, plantation shutters throughout, gym, function room with kitchen, library, storage, bike storage. Full time door man. Management on site. Steps from Palm Beach and World Class shopping.
 Offered at \$1,540,000 | Rapallo803.com



SONJA STEVENS
 Senior Global Real Estate Advisor
 561.573.3198 | sonjastevens.com
 sonja.stevens@sothebys.realty

Outstanding Properties

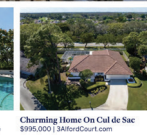
Presented by Andrew Thomka-Gazdik



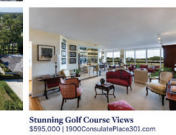
The Plaza of The Palm Beaches T114G
 Stunning duplex townhouse with water views. Three bedrooms, three and half bathrooms. Extraordinary garden terrace perfect for entertaining. Updated kitchen and baths and ready to move in. Lives like a house with all the amenities of a condo. Don't miss. Easy to show.
 Offered at \$3,500,000 | Plaza114G.com



2999 South Ocean Blvd
 A stunning two-acre direct oceanfront estate with 200 feet of ocean frontage. Over 11,000 total sq ft. Offered at \$350,000/Yearly
 2999SouthOcean.com



Charming Home On Cal de Sae
 \$995,000 | 3AlfordCourt.com



Stunning Golf Course Views
 \$995,000 | 1900CrownJulesPlace303.com



ANDREW THOMKA-GAZDIK
 Senior Global Real Estate Advisor
 561.714.6955 | andrewthomka-gazdik.com
 andrew.thomka-gazdik@sothebys.realty

FOR MORE INFORMATION LOG ON TO ANDREWTHOMKA-GAZDIK.COM
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Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

PLAN 1

Media	Ad Description	November	December	Januray	Febraury	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Full Page			\$ 3,640.00		\$ 3,640.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter		\$ 2,585.00			\$ 2,585.00	770,000
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter			\$ 3,000.00		\$ 3,000.00	7,500
Digital							
Billionaire							
Billionaire	Custom Content + E-Newsletter		\$ 4,500.00			\$ 4,500.00	50,000
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase		\$2,500			\$ 2,500.00	100,000
JamesEdition							
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article		\$ 5,500.00			\$ 5,500.00	292,000
JetSet Magazine							
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00	2,140,000
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00				\$ 1,100.00	
Robbreport.com							
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00			\$ 3,750.00	60,000
Simply Abu Dhabi							
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,375.00		\$ 1,375.00		\$ 2,750.00	51,200
WSJ.com							
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00				\$ 2,150.00	164,000

Proposed Schedule, Pricing & Reach 2024

PLAN 1 - CONTINUED

Print

Chicago Tribune Takeover

Chicago Tribune Takeover	Takeover - Full Page		\$ 725.00	\$ 725.00	150,000
Chicago Tribune Takeover	Takeover - Inside Front Cover		\$ 975.00	\$ 975.00	150,000
Chicago Tribune Takeover	Takeover - Inside Back Cover		\$ 975.00	\$ 975.00	150,000
Chicago Tribune Takeover	Takeover - Back Cover		\$ 1,300.00	\$ 1,300.00	150,000

Conde Nast Magazines

Architectural Digest - LA Metro	Full Page		\$ 6,840.00	\$ 6,840.00	46,000
Architectural Digest - San Diego	Full Page		\$ 2,340.00	\$ 2,340.00	9,000

Elite Traveler

Elite Traveler	Full Page		\$ 9,250.00	\$ 9,250.00	557,000
Elite Traveler	Luxury Homes Feature		\$ 4,500.00	\$ 4,500.00	557,000

Financial Times

Financial Times	Full Page	\$ 18,500.00		\$ 18,500.00	210,457
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The Los Angeles Times

The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00	384,000
The Los Angeles Times	Takeover - Inside Front Cover	\$ 1,500.00		\$ 1,500.00	384,000
The Los Angeles Times	Takeover - Inside Back Cover	\$ 1,500.00		\$ 1,500.00	384,000
The Los Angeles Times	Takeover - Back Cover	\$ 1,600.00		\$ 1,600.00	220,780

The New York Times

The New York Times	Eight Property Spot - Weekday/Saturday		\$ 6,080.00	\$ 6,080.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00	165,000
The New York Times Takeover	Inside Front Cover	\$ 1,150.00		\$ 1,150.00	165,000
The New York Times Takeover	Inside Back Cover	\$ 1,150.00		\$ 1,150.00	165,000
The New York Times Takeover	Back Cover	\$ 1,500.00		\$ 1,500.00	168,000

The New York Times Sunday Real Estate Section

The New York Times Sunday Real Estate Section	Half Page	\$ 15,800.00		\$ 15,800.00	321582
The New York Times Sunday Real Estate Section	Full Page	\$ 22,600.00		\$ 22,600.00	321582

Nob Hill Gazette

Nob Hill Gazette	Full Page		\$ 9,000.00	\$ 9,000.00	32,000
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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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Proposed Schedule, Pricing & Reach 2024

PLAN 1 - CONTINUED

Robb Report					
Robb Report	Full Page		\$ 8,000.00	\$ 8,000.00	107,000
Robb Report	Robb Report Luxury Property Guide		\$ 3,500.00	\$ 3,500.00	107,000
San Francisco & Silicon Valley Takeover					
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00	\$ 725.00	36,500
San Francisco & Silicon Valley	Takeover - Inside Front Cover		\$ 1,125.00	\$ 1,125.00	36,500
San Francisco & Silicon Valley	Takeover - Inside Back Cover		\$ 1,125.00	\$ 1,125.00	36,500
San Francisco & Silicon Valley	Takeover - Back Cover		\$ 1,475.00	\$ 1,475.00	36,500
Simply Abu Dhabi					
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts		\$ 7,500.00	\$ 7,500.00	10,000
The Wall Street Journal					
The Wall Street Journal - National	Eight Property Spot w/ Digital Featured Property Upgrade	\$ 6,360.00		\$ 6,360.00	644,424
The Wall Street Journal - National	Full Page	\$ 62,000.00		\$ 62,000.00	644,424
The Wall Street Journal - So. California	Full Page	\$ 10,000.00		\$ 10,000.00	
The Wall Street Journal - Western	Full Page	\$ 20,000.00		\$ 20,000.00	
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert - Full Page		\$ 1,985.00	\$ 1,985.00	100,000
TOTAL				\$ 268,390.00	9,960,060

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