



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Property & Agent
Promotion
Advertising and
Marketing Program

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 Property & Agent Promotion

SKY Advertising is excited to present to Palm Beach Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the Greg Forest team.

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 Palm Beach.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to the Greg Forest team and 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
HALF PAGE: \$1,820
QUARTER PAGE: \$910
Global



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
ashley@sothebysrealty.com
 Property # 1230018
 Agent: Ashley
 International Realty
 Broker: Sotheby's International Realty
 Email: 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 and features an exquisite light. Sotheby's International Realty is proud to represent this exceptional opportunity. Call Sotheby's International Realty for more information.

New York, New York
 \$2,995,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's International Realty
 Email: sothebysrealty.com
 \$50,000,000.00

510 Park Avenue, 15/16
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking New York City. Call Sotheby's International Realty for more information. Call Sotheby's International Realty for more information.

New York, New York
 \$270,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's International Realty
 Email: sothebysrealty.com

Four Seasons Private Residences
 This upcoming 1,100 sq. ft. penthouse residence is a true masterpiece of modern architecture. Call Sotheby's International Realty for more information.

New York, New York
 \$13,000,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's International Realty
 Email: sothebysrealty.com


8C

DIGITAL

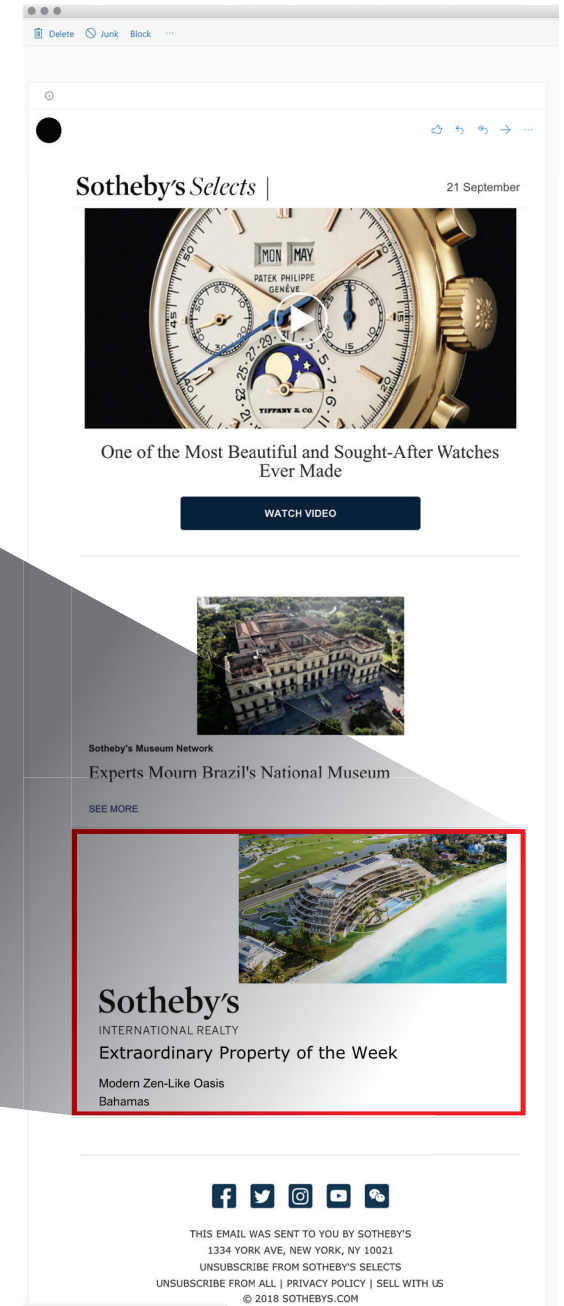
SOTHEBY'S SELECTS
E-NEWSLETTERS

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


PRICE: \$2,585/DEPLOYMENT



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




Sotheby's Selects | 21 September



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

[WATCH VIDEO](#)

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



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

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

THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S
1334 YORK AVE, NEW YORK, NY 10021
UNSUBSCRIBE FROM SOTHEBY'S SELECTS
UNSUBSCRIBE FROM ALL | PRIVACY POLICY | SELL WITH US
© 2018 SOTHEBYS.COM

DIGITAL

SOTHEBY'S PREFERRED E-NEWSLETTERS

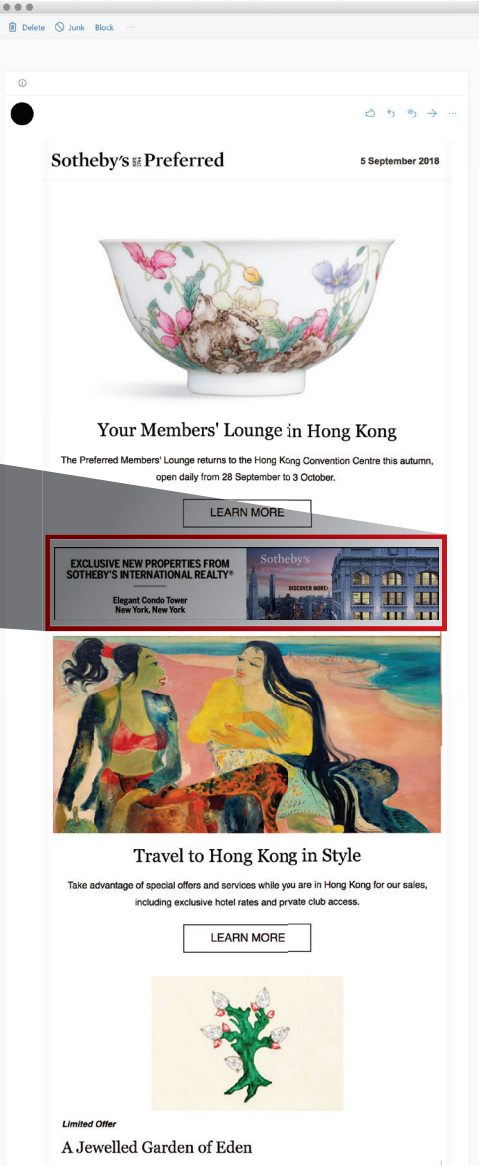
- 11x Year
- Highlights auction dates and invitations
- 4,500 top Sotheby's clients (Preferred)
- 43.7% open rate

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

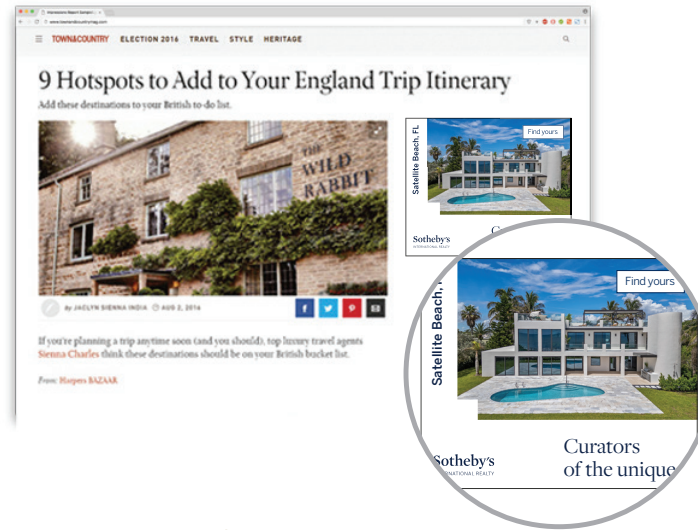
Impressions Campaign

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: **Property & Agent Promotion**
- Flight Dates: **November 2024 - April 2025**
- Impressions: **3,000,000**
- Clicks through to the website of your choice.

100K Impressions per two weeks:	\$900
250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



Impressions Program Targeting Sites

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

GEO TARGETING

We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



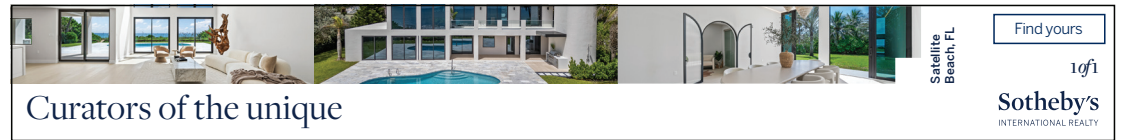
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

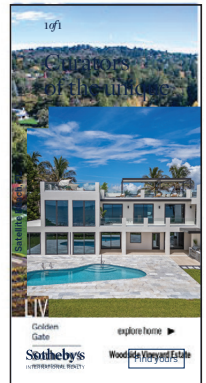
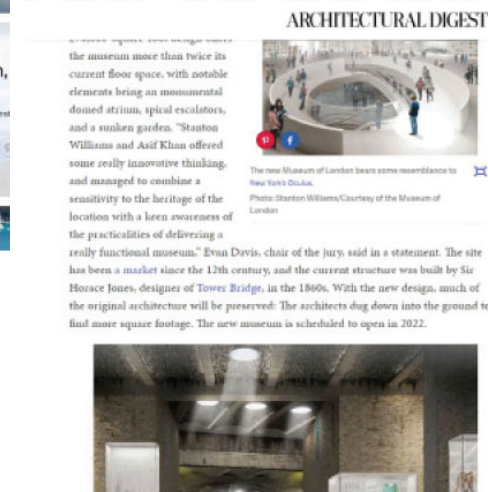
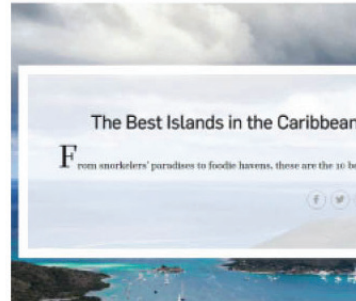
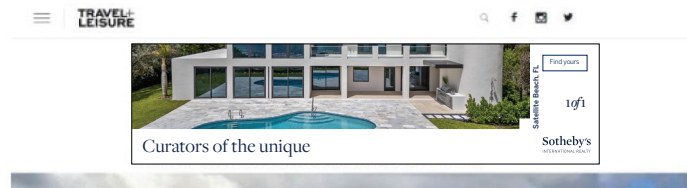
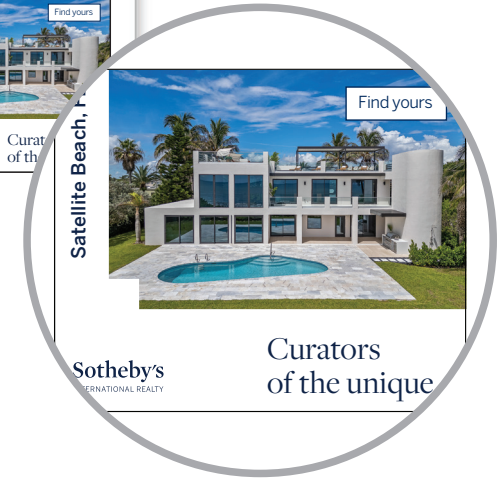
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

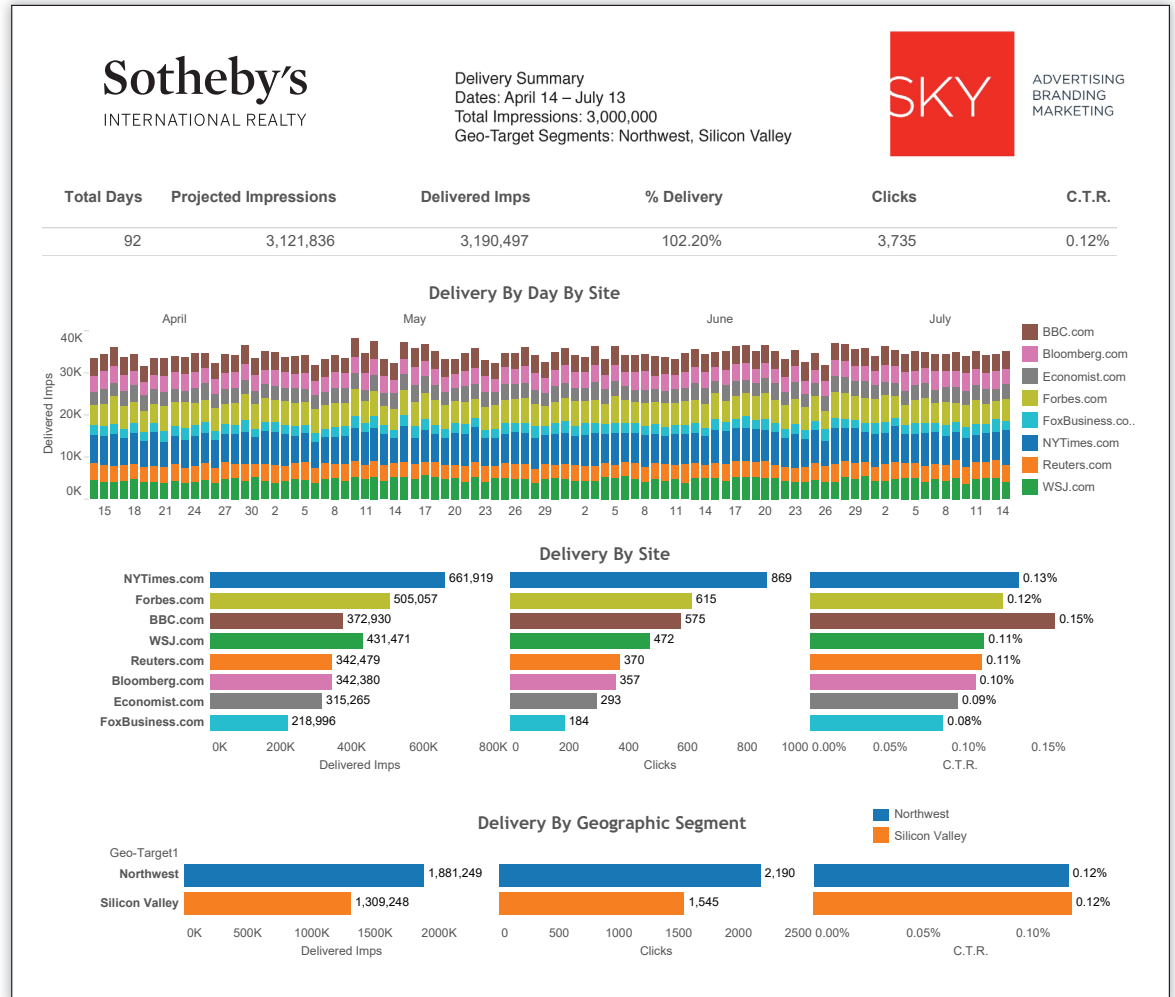


Comprehensive Reporting For Your Customized Campaign

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

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

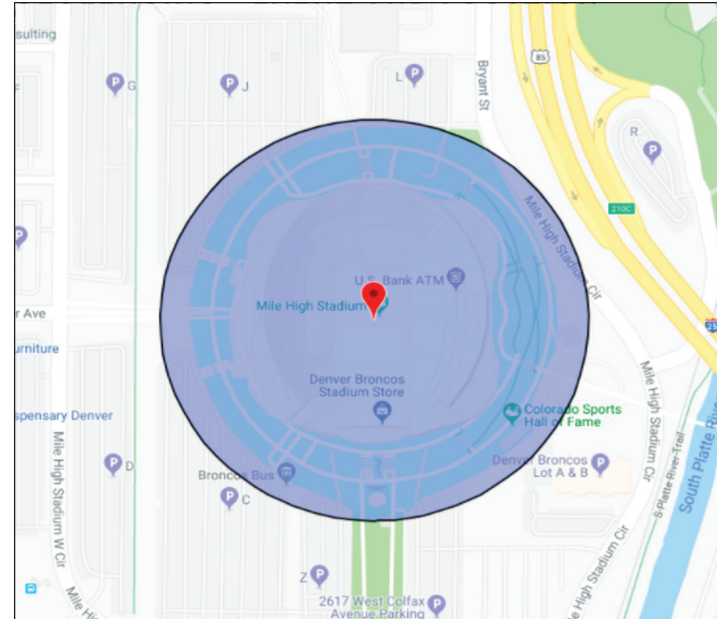
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TIER 1

- From: **\$1,500**
- **Up to 3 Geo-fences**
- **60,000 impressions**

Comprehensive Digital

OTT/VIDEO PREROLL

OTT or Over The Top is video programming transmitted via the Internet, not on traditional cable or broadcast. It reaches any type of internet connected device including Roku, Connected TV/SmartTVs, Fire TV Sticks, XBOX, PlayStation, Apple TV, Chromecast, and more.

Our OTT gets you to thousands of publishers and streaming exchanges on stations like: Sling TV, Fubo.TV, Pluto.TV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

OTT can extend the reach of a business that is currently doing broadcast TV or cable because OTT reaches audiences that have cut the cord to cable (cord-cutters), or those that have never had cable (cord-nevers) and you are able to reach a more targeted audience with OTT.

eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.

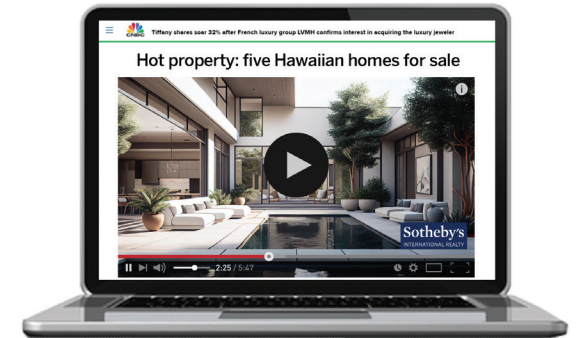


YouTube Video Pre-Roll Ads

WHY OTT?

Our OTT runs on Set Top Boxes, Game Consoles, and Smart TVs like Fire TV Sticks, XBOX, PlayStation, 4K FireTV, SmartTV, AppleTV, ChromeCast, Roku, and more. 100% of our impressions are served on Connected TVs.

We have direct inventory on hundreds of Apps and Providers. These cover a variety of content such as News, Sports, Entertainment, Lifestyle, Gaming, Health, Technology, and many more, depending on the targeting categories selected for your campaign. We have over 100,000 targeting categories to choose from and we can also use Artificial Intelligence to find the optimal audience. We have direct deals with large publishers and devices like Samsung TV, DIRECTV, NHL, Fox, local news stations,



Disney/ABC, AMC Networks, NBC Universal, National Geography, A+E Networks, Bloomberg, Discovery, the CW, and MLB to serve ads through direct connections. We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

PRICE: FROM \$1,500/MONTH
37,500 Impressions

Comprehensive Digital

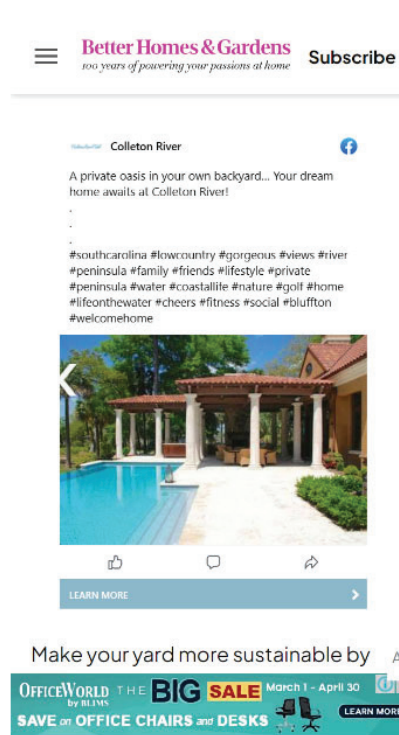
SOCIAL MIRROR ADS

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

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

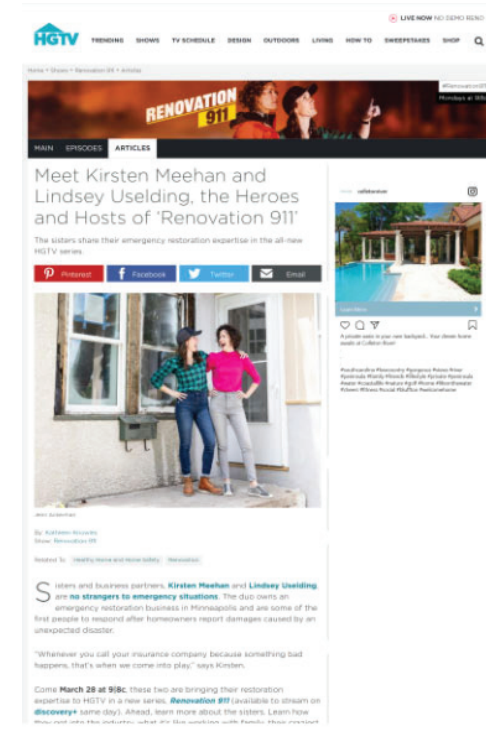
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.



- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH
100,000 Impressions

Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing or website.

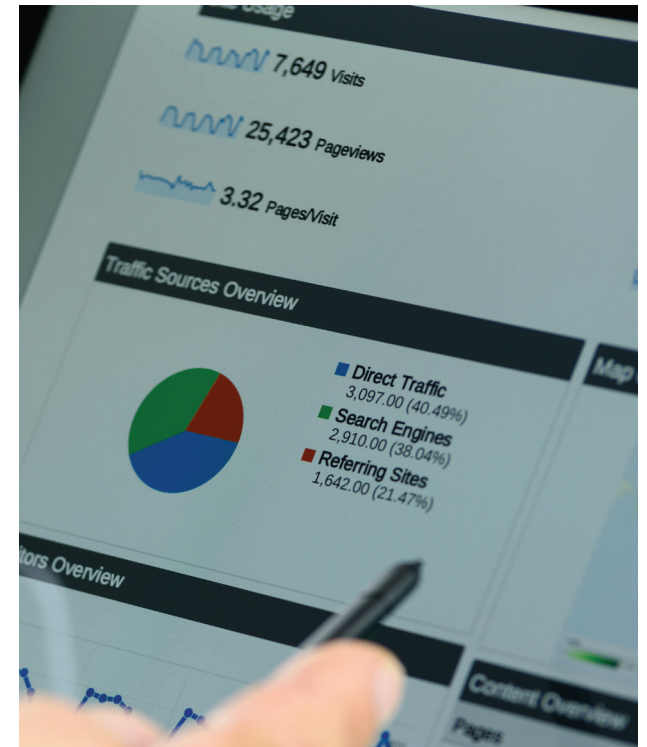


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

\$750 CAMPAIGN SET UP
STARTING AT \$850/MONTH



Google AdWords

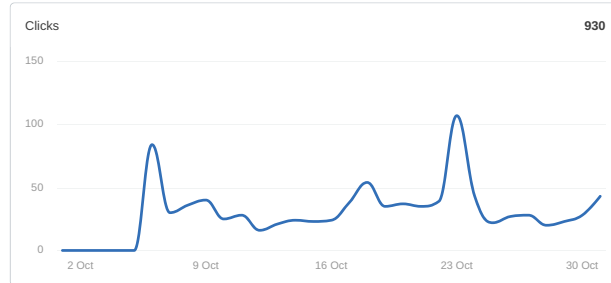
CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.



Palm Beach 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 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

Showing 9 of 9 Rows

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

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

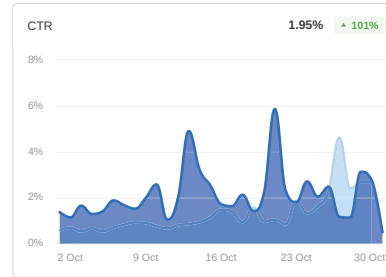
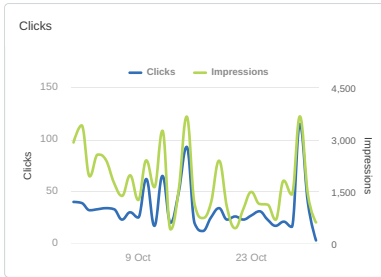
MONTHLY REPORTING

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



Palm Beach 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

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

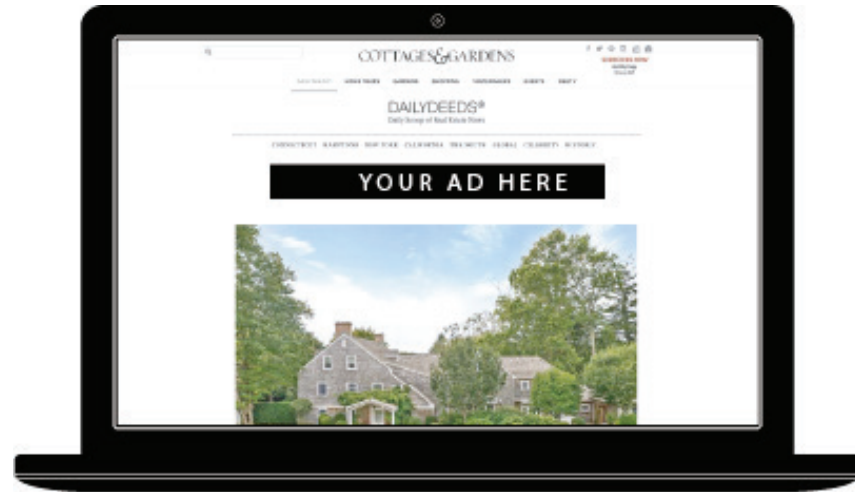
- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

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



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.

Crain's New York Business

REAL ESTATE DAILY ENEWSLETTER

Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

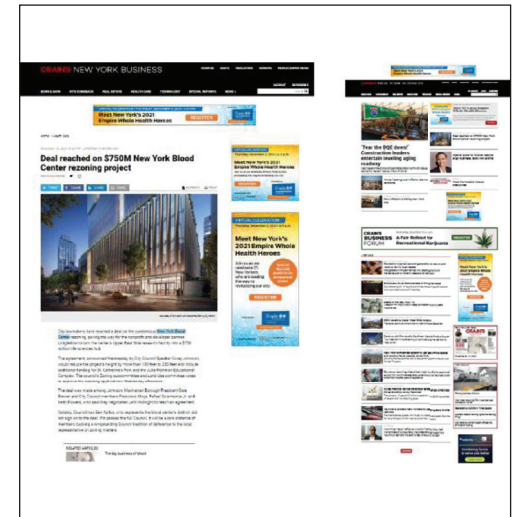
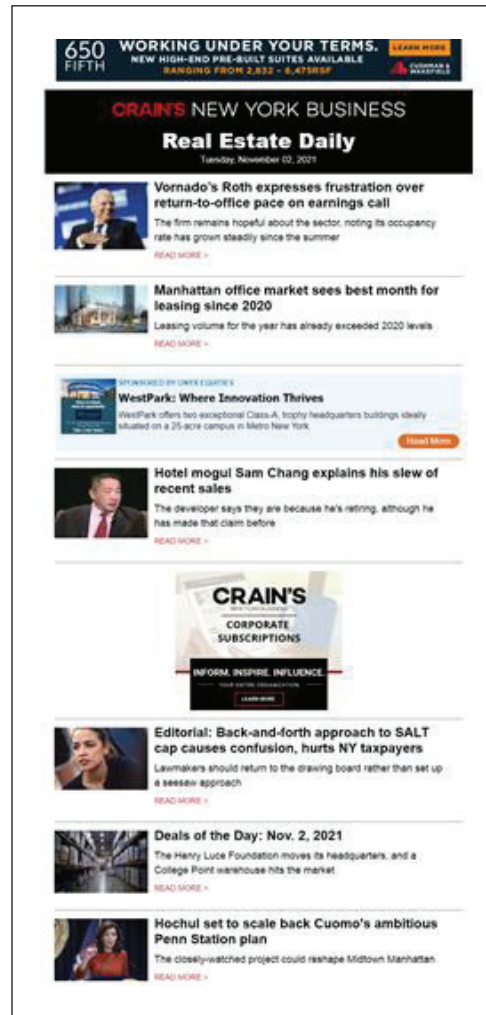
CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **78%** are Top Management Professionals
- **60%** are C-Suite Level Executives
- **41%** serve on a Corporate or Non-Profit Board
- **87%** influence Capital Expenditures, Leasing, or Purchasing

REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: **15,000**
- Average Open Rate: **42%**
- **33% SOV + 25K ROS** display impressions
- Featured Placement Property Listing

PRICE: \$3,150/WEEK (MON- FRI, 5 SENDS)



jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

The 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 3400 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 - \$415,999
- Chevrolet Corvette - \$71,999
- Stunning Villa Over... - \$4,730,947
- Ram 2500 - \$45,999
- Nio 109 - Luxury pe... - \$4,963,559
- Audi S7 - \$34,999
- McLaren 650S - \$199,999
- Ferrari California - \$114,999

JAMES SPOTTING
Two Level Duplex On Pentamoon Ponds

RICH LIST
DOUBLE DOWN 214' Codecass 2010/20...
West Palm Beach, FL, United States
\$3,800,000

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 petroheads. From the classic 911 to the latest Bugatti and Pagani models, you can find... Read More

Find luxury Real Estate and Homes for sale

VIEW ALL HOMES
SPAIN | NEW YORK | PARIS

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.

Featured luxury properties

- 5 Bedrooms - Pent... - \$2,734,418
- Stunning Sherwoo... - \$3,250,000
- Enviable Estate By... - \$2,995,900
- Modern Apartment... - \$2,724,332
- Elegant French Styl... - \$8,800,000
- Playa Nix - \$12,000,000
- Koninghof - \$8,759,573
- Magnificent Seclu... - \$3,950,000
- Extraordinary Ocea... - \$5,990,000
- Maimok Paradise ... - \$2,750,000
- Kiltelagh House - \$2,630,241
- 7+/- Acres for pote... - \$995,000

News about luxury real estate

- Most exclusive neighborhoods of Hong Kong
The Asian financial center hasn't given up the first position in the list of the most expensive housing markets, also topping the rankings for the world's most luxurious housing market for the last two years (Luxury Defined Report by Christie's).
Read more
- The Bahamas: Inside the most exclusive gated communities
If the warm temperatures, crystal clear water and proximity to the US are not good enough reasons to consider a move to the Bahamas, a community of like-minded people should be. A round of golf or cocktails at sunset is shorthand for a club of fol...
Read more
- Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal
Where can one find the Algarve's most prestigious properties? Meet a prime area often referred to as the Golden Triangle. It's located between the capital city of Faro and the village of Vilamoura. Also, the Golden Triangle area includes two of...
Read more
- Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring
Whistler is a year round outdoor playground for all ages, where fine dining restaurants, 5-star hotels, spas and wellness facilities are a quick Roadplane, helicopter ride, or drive from Vancouver. Whistler, BC: International Destination...
Read more

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

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.

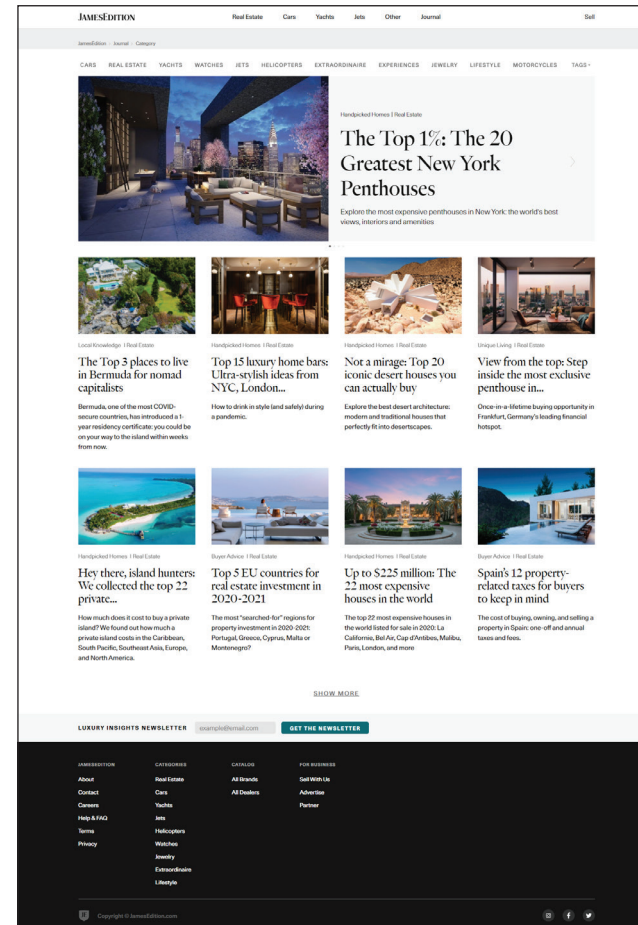
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

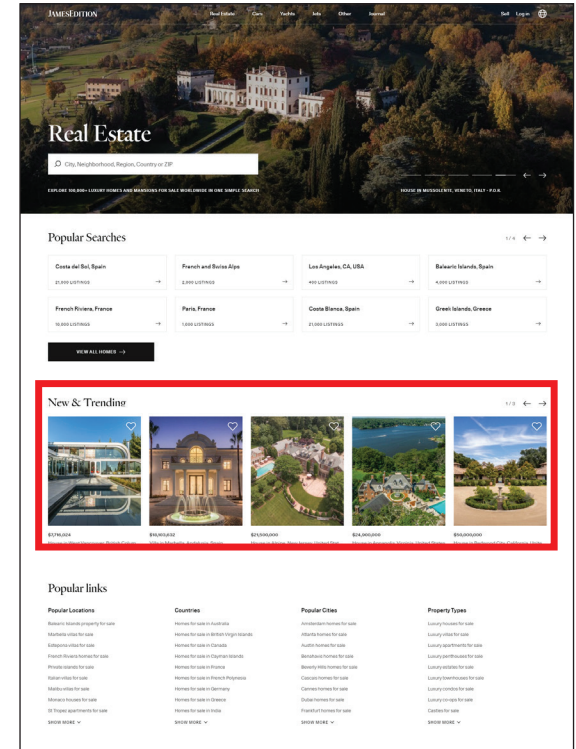
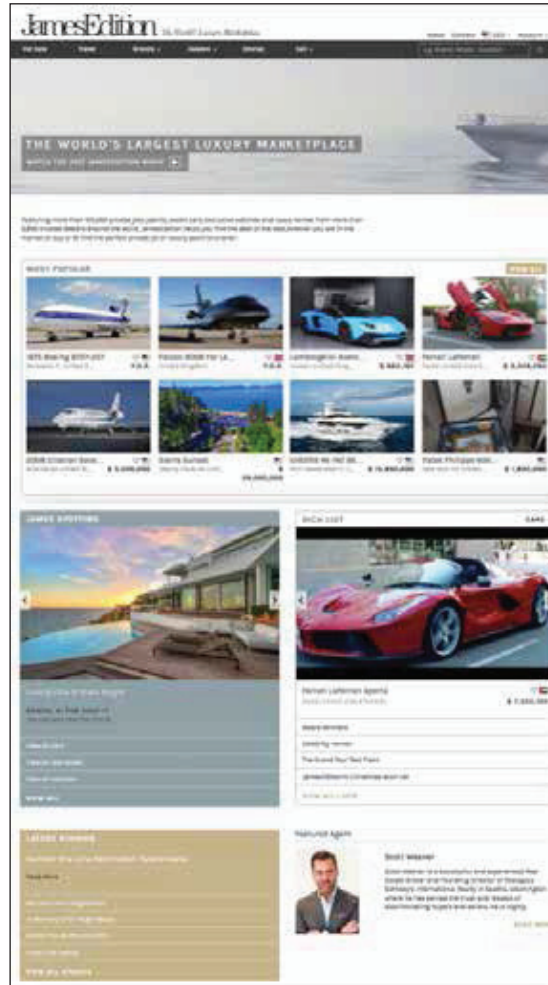
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



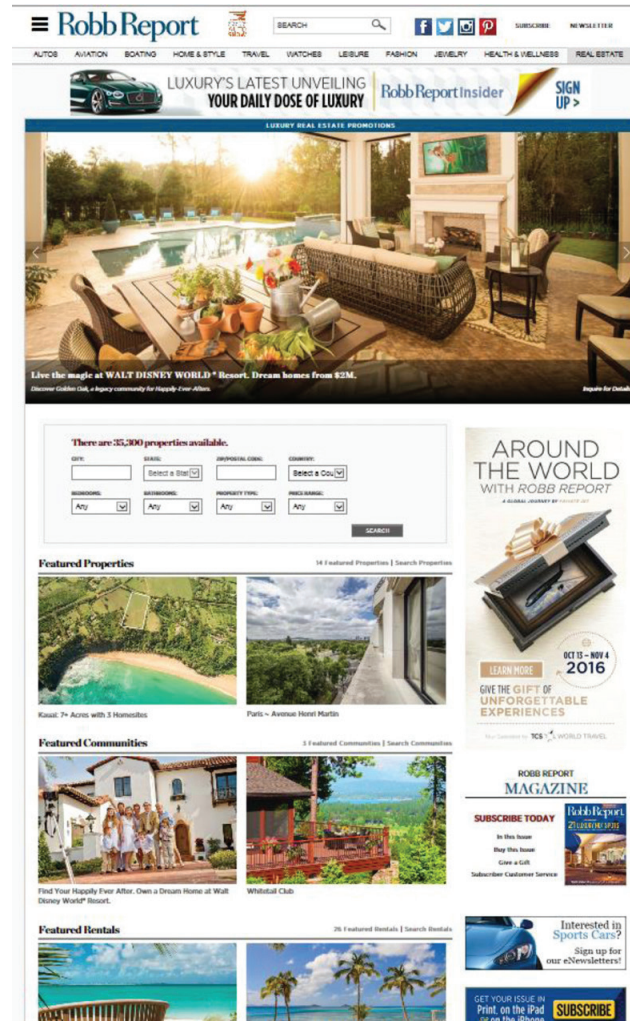
RobbReport.com

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)

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)

MANSION GLOBAL DAILY (M-F) NEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **17,000** Opt in subscribers

PRICE: \$3,680

View in your browser

Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.



Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?
A snapshot and look at where prices are going. [Read More](#)

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLaugh, Toronto, ON	\$12,900,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,900,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
Westmont	\$1,378,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

TRENDING TODAY


Architectural Digest
Following

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

Powered by  AllChives 

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**

FLORIDA
2X7: \$780
Buy 5 get 2 free

PROPERTY SPOT: \$795
DOUBLE PROPERTY SPOT: \$1,590
QUADRUPLE PROPERTY SPOT: \$3,180
Includes Bonus 30 Day Digital -
Featured Property Upgrade

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

What's News
Business & Finance

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

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 storm began barreling across Tennessee on Monday, spawning three major twisters while many residents slept, 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 crushed a string of Republican primary contests and Sanders won delegates in California as the two candidates traded away from the field in the new Democratic presidential race.

Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

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Company: [Redacted]
AGENT NAME: [Redacted] +1 234 456 7890

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PRINT

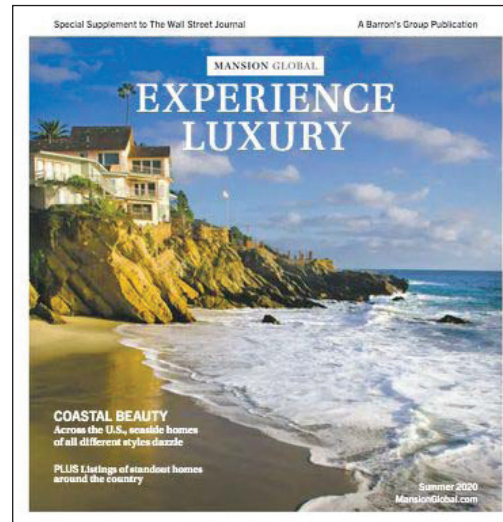
The Wall Street Journal

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.**

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



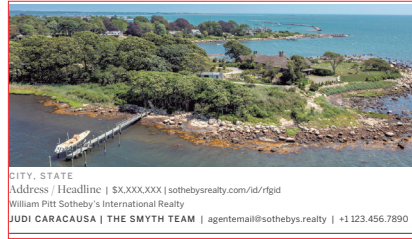
The New York Times

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
 EIGHT PROPERTY SPOT, COLOR: \$6,080



CITY, STATE
 Address | Headline | \$XXXXXXX | sothebysrealty.com/d/r/rid
 William Pitt Sotheby's International Realty
JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebys.realty | +1 212.456.7800



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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**

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@sothebys.realty | +1 212.456.7890

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 most affordable real estate market in the Northeast. And now, as the market begins to rebound, it's starting to resemble that stretch of Long Island.

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 For some time, the Hudson Valley was regarded as the most affordable real estate market in the Northeast. And now, as the market begins to rebound, it's starting to resemble that stretch of Long Island.

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Nothing compares to what's next.

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SO THEBY'S REALTY.COM

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

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INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.
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Represented by: Sarah Malhotra MRE, SLS

72 Post Road, Old Westbury, NY

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

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

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

DANIELE GALE / AGENT / OSBIRA RUSSELL

Equal Housing Opportunity Sotheby's International Realty

Sandbanks Exuma, The Bahamas

Jacqueline Lighthorn
Elite Agent
+1 242 269 2225
260 Sandrine Light House
#SIBAHAMAS

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

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

SIBAHAMAS.COM/ID/V29V.67

Bahamas | Sotheby's International Realty

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
Sales Associate
858.334.3557
eric@ericsantorinorealty.com
DRE#02156503

5305 Carlsbad Boulevard
5 BR | 3.0 BA | 3029 SQ FT
\$25,000,000

Stunning single story 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.

SOTHEBYSREALTY.COM/ID/THE44

Pacific | Sotheby's International Realty

Architectural Digest

INSPIRE AFFLUENT BUYERS

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

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

FULL PAGE, COLOR:

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

FULL PAGE, COLOR
SOUTH FLORIDA: \$2,920



TTR Sotheby's

300 International Drive #2501

BALTIMORE, MARYLAND

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

Offered at \$2,990,000

TRAVELSTEAD!
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alexner@ttr.com

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velvære

Live at Velvære. Experience a life of well-being where nature and surroundings are intrinsically linked to being whole. This 40+ acre community will feature direct access to local Access and Park, world-class amenities throughout, an elite 5k, extensive 4k tennis, discovery-focused outdoor spaces, an integrative wellness center and family adventure center all woven around 115 private cabins, residences and luxury homes in Park City, Utah. Available now, starting from \$4,650,000.

VELVAERE.PARKCITY.COM

MAULEY Summit | Sotheby's

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

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
Global

Los Angeles Times Takeover

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

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

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

FULL PAGE: \$660

INSIDE FRONT COVER: \$1,500

INSIDE BACK COVER: \$1,500

BACK COVER: \$1,600

Sotheby's
INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.
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MALIBU CALIFORNIA

Photo credit: © Steve Lanzetta / iStockphoto.com

72 Post Road, Old Westbury, NY

Extra Bonus!
Real Estate Campaign
Sotheby's International Realty
+ 800.882.0710
© 2024 SORIS

72 Post Road
9 BR | 6 BA | 10,54 ACRES
\$4,400,000

Headquartered in the center directly adjacent to the 222-acre Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom guest cottage, a country house, 10 barns, 13 three-bedroom cottages, an 18-hole garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIELGAL.COM/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 | \$19,950,000
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
S42MECOPROAD.COM

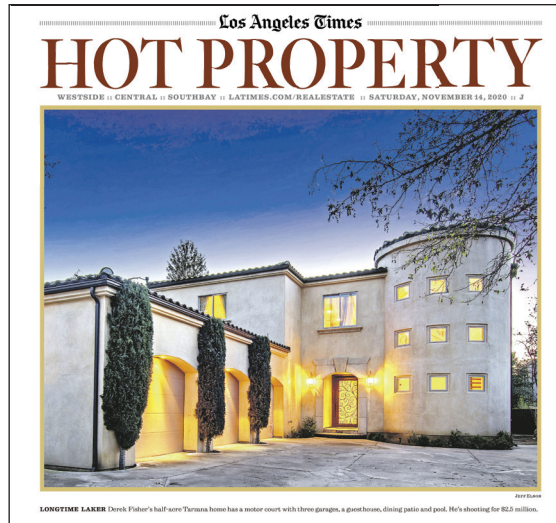
Sotheby's
INTERNATIONAL REALTY

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.
- **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.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



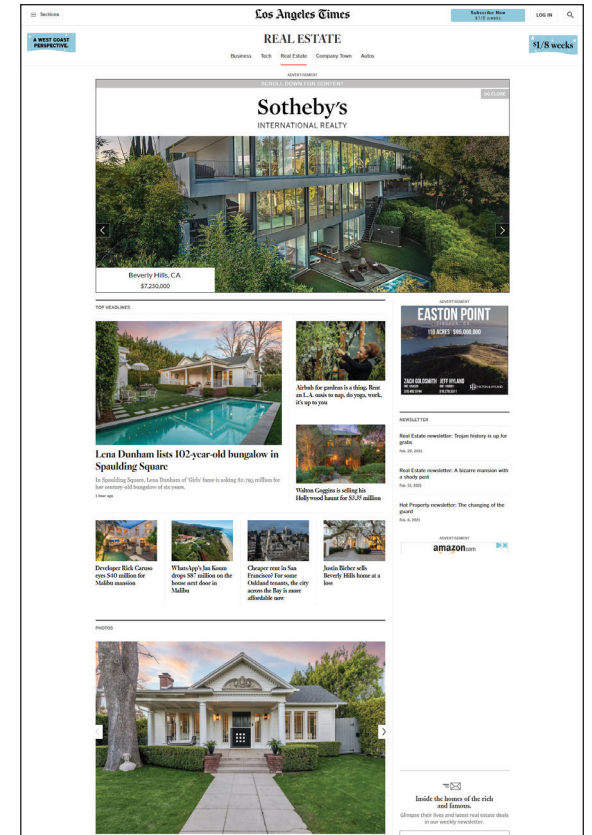
LA TIMES DIGITAL LIGHTHOUSE

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

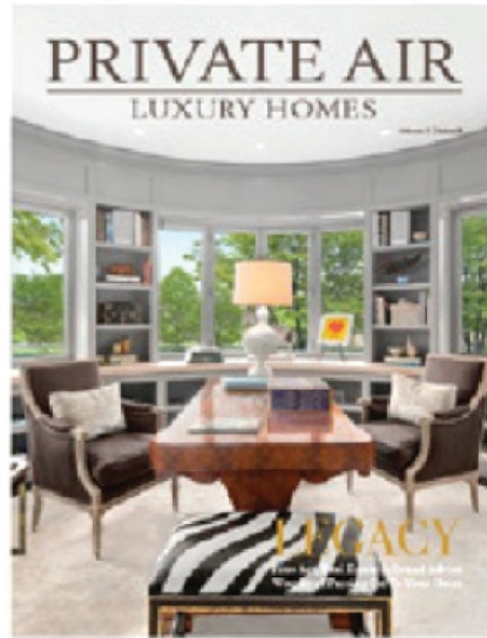
Full color with 30 day Lighthouse Placement



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**



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



SOthebysREALTY.COM

Open the door to what's next.

Harald Grant
Associate Broker
914.642.7322
Harald.Grant@SothebysRealty
HGrant@SothebysRealty.com

The Rosewood Farm Estate
Southampton, New York

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

Sotheby's INTERNATIONAL REALTY

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SOthebysREALTY.COM

Take a peek at what's next.

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Vanessa Moore
Executive Salesperson
914.642.7322
Vanessa.Moore@SothebysRealty

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

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

Sotheby's INTERNATIONAL REALTY

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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



Sotheby's
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.
SOTHEBYREALTY.COM

Represented by: Sarah Matheson MRE, SLS

72 Post Road, Old Westbury, NY




Debra 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 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 sweeping pool deck and a classic infinity pool, which is built into the cliffside overlooking the water sports.

SIREBAHAMAS.COM/ID/X29,67

Bahamas | **Sotheby's**
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorino
Elite Agent
858.334.3557
eric@ericsantorino.com
DRE#02156503

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

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 1

Plan 1		November	December	January	February	March	April	Media Total	Reach
Media	Ad Description								
Sotheby's Auction House: Print									
Sotheby's Magazine	Half Page			\$ 1,820.00				\$ 1,820.00	20,000
Sotheby's Auction House: Digital									
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter		\$ 2,585.00		\$ 2,585.00			\$ 5,170.00	1,540,000
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter			\$ 3,000.00				\$ 3,000.00	7,500
Digital									
Million Impressions*									
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 9,750.00	3,000,000
Million Impressions	Targeting - Select markets								
Google Adwords									
Google Adwords	Digital PPC program	\$ 2,750.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,750.00	
Comprehensive Digital									
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 9,000.00	600,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	300,000
Geofencing - Event and Location									
Geofencing - Event and Location	Target specific events and locations					\$ 1,500.00		\$ 1,500.00	60,000
Cottages & Garden									
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
Crain's New York Business									
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00					\$ 3,150.00	15,000
JamesEdition									
Real Estate Rotating Gallery	Featured Banner				\$ 1,600.00			\$ 1,600.00	750,000
New & Trending Real Estate Position	Featured Spot			\$ 1,000.00				\$ 1,000.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$ 5,500.00						\$ 5,500.00	292,000
Robbreport.com									
Robbreport.com	Featured Listing Carousel - 1 Property		\$ 1,350.00		\$ 1,350.00			\$ 2,700.00	12,000
WSJ.com									
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 3,900.00	984,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00			\$ 7,360.00	34,000

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 1 - CONTINUED

Print

Conde Nast Magazines

Architectural Digest - South Florida	Full Page			\$ 2,920.00			\$ 2,920.00							15,000
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Financial Times

Financial Times	Property Spot	\$ 750.00	\$ 750.00			\$ 750.00	\$ 750.00	\$ 3,000.00						841,828
Financial Times	Double Property Spot			\$ 1,500.00	\$ 1,500.00			\$ 3,000.00						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		\$ 1,320.00						768,000

The New York Times

The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00	\$ 1,520.00	\$ 1,520.00			\$ 4,560.00						1,269,333
The New York Times	Property Spot - Sunday		\$ 1,520.00				\$ 760.00	\$ 2,280.00						762,536
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00				\$ 750.00		\$ 1,500.00						330,000

Private Air Luxury Homes

Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00		\$ 1,925.00		\$ 3,850.00						130,000
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Robb Report

Robb Report	Robb Report Luxury Property Guide		\$ 3,500.00					\$ 3,500.00						107,000
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San Francisco & Silicon Valley

San Francisco & Silicon Valley	Takeover - Full Page					\$ 725.00		\$ 725.00						36,500
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The Wall Street Journal

The Wall Street Journal - Florida	2 x 7	\$ 780.00	\$ 780.00	\$ 780.00	\$ 1,560.00	Bonus	Bonus	\$ 3,900.00						213,348
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00				\$ 795.00	\$ 795.00	\$ 2,385.00						1,933,272
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade		\$ 1,590.00	\$ 1,590.00				\$ 3,180.00						1,288,848
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade				\$ 3,180.00			\$ 3,180.00						644,424

The Wall Street Journal

Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00			\$ 980.00		\$ 1,960.00						200,000
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TOTAL										\$ 127,835.00		17,606,283
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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

Print											
Conde Nast Magazines											
Architectural Digest - South Florida	Full Page								\$ 2,920.00	\$ 2,920.00	15,000
Financial Times											
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 4,500.00		1,262,742
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		\$ 1,320.00		768,000
The New York Times											
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00				\$ 760.00		\$ 1,520.00		846,222
The New York Times	Double Property Spot - Weekday/Saturday				\$ 1,520.00				\$ 1,520.00		423,111
The New York Times	Property Spot - Sunday		\$ 760.00					\$ 760.00	\$ 1,520.00		762,536
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00					\$ 750.00		\$ 1,500.00		330,000
Private Air Luxury Homes											
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)				\$ 1,925.00		\$ 1,925.00		\$ 3,850.00		130,000
San Francisco & Silicon Valley											
San Francisco & Silicon Valley	Takeover - Full Page						\$ 725.00		\$ 725.00		36,500
The Wall Street Journal											
The Wall Street Journal - Florida	2 x 7	\$ 780.00	\$ 780.00	\$ 780.00	\$ 1,560.00	Bonus	Bonus		\$ 3,900.00		213,348
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00				\$ 795.00	\$ 795.00	\$ 3,180.00		2,577,696
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade			\$ 1,590.00	\$ 1,590.00				\$ 3,180.00		1,288,848
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade								\$ -		0
The Wall Street Journal											
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00				\$ 980.00		\$ 1,960.00		200,000
TOTAL											
										\$ 97,405.00	16,523,783

*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 - CONTINUED

Print

Conde Nast Magazines

Architectural Digest - South Florida	Full Page									\$ 2,920.00	\$ 2,920.00	15,000
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Financial Times

Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 4,500.00		1,262,742
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The Los Angeles Times

The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00							\$ 425.00		220,780
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The Los Angeles Times	Takeover - Full Page	\$ 660.00					\$ 660.00			\$ 1,320.00		768,000
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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	Double Property Spot - Weekday/Saturday				\$ 1,520.00					\$ 1,520.00		423,111
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The New York Times	Property Spot - Sunday		\$ 760.00					\$ 760.00		\$ 1,520.00		762,536
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The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00					\$ 750.00			\$ 1,500.00		330,000
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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		\$ 3,850.00		130,000
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San Francisco & Silicon Valley

San Francisco & Silicon Valley	Takeover - Full Page							\$ 725.00		\$ 725.00		36,500
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The Wall Street Journal

The Wall Street Journal - Florida	2 x 7	\$ 780.00	\$ 780.00	\$ 780.00	\$ 1,560.00	Bonus	Bonus			\$ 3,900.00		213,348
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The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00					\$ 795.00	\$ 795.00	\$ 3,180.00		2,577,696
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The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade			\$ 1,590.00	\$ 1,590.00					\$ 3,180.00		1,288,848
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The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade									\$ -		0
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The Wall Street Journal

Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00					\$ 980.00		\$ 1,960.00		200,000
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TOTAL

										\$ 97,405.00		16,523,783
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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 3 Media	Ad Description	November	December	January	February	March	April	Media Total	Reach
Digital									
Million Impressions*									
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 9,750.00	3,000,000
Million Impressions	Targeting - Select Markets								
Google Adwords									
Google Adwords	Digital PPC program	\$ 2,750.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,750.00	
Comprehensive Digital									
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 9,000.00	600,000
Geofencing - Event and Location									
Geofencing - Event and Location	Target specific events and locations					\$ 1,500.00		\$ 1,500.00	60,000
WSJ.com									
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 3,900.00	984,000
Print									
The New York Times									
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00		\$ 760.00	\$ 760.00		\$ 2,280.00	1,269,333
The New York Times	Property Spot - Sunday		\$ 760.00				\$ 760.00	\$ 1,520.00	762,536
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00				\$ 750.00		\$ 1,500.00	330,000
San Francisco & Silicon Valley									
San Francisco & Silicon Valley	Takeover - Full Page					\$ 725.00		\$ 725.00	36,500
The Wall Street Journal									
The Wall Street Journal - Florida	2 x 7	\$ 780.00	\$ 780.00	\$ 780.00	\$ 1,560.00	Bonus	Bonus	\$ 3,900.00	213,348
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00	\$ 795.00	\$ 795.00	\$ 795.00	\$ 4,770.00	3,866,544
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00			\$ 980.00		\$ 1,960.00	200,000
TOTAL								\$ 53,555.00	11,322,261

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