



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Woodward Village Advertising and Marketing Program

Barrett | Sotheby's  
INTERNATIONAL REALTY

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30 2024-2025



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 Woodward Village

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

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 Kay's Walk, Carlisle, MA.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to this unique and exciting property.

**LET'S DO  
GREAT THINGS TOGETHER**

JANINE JONES  
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CHLOE STEELY  
*Account Executive*  
**212-677-2557**  
**chloe@skyad.com**

Sotheby's  
Auction House  
Offerings




Sotheby's  
EST. 1744

DIGITAL

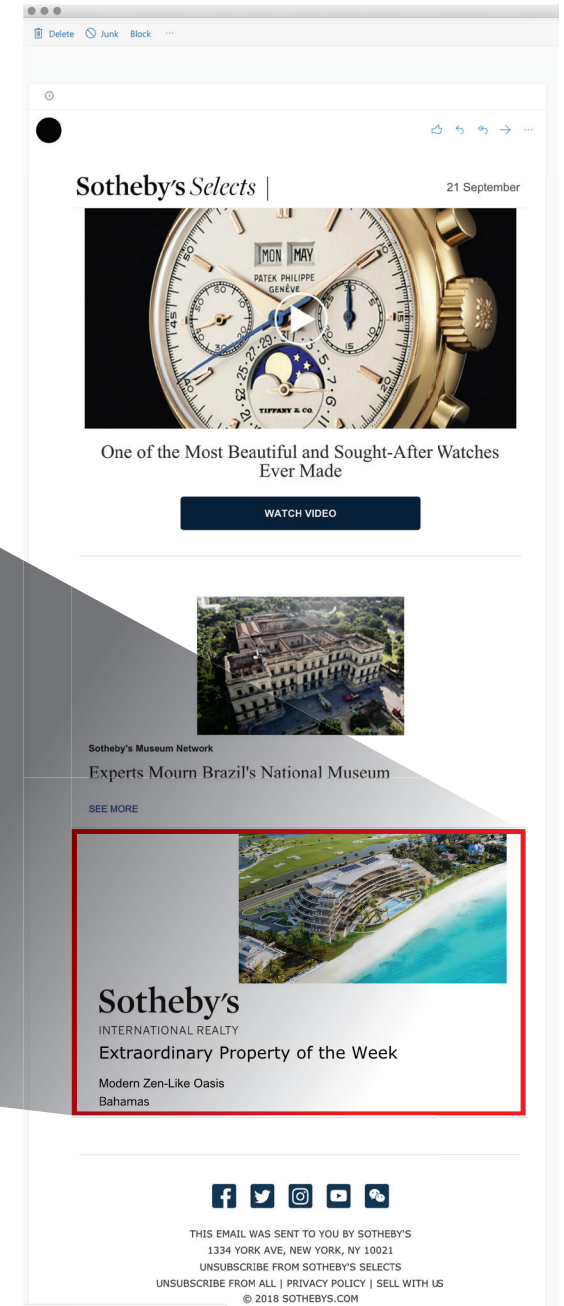
SOTHEBY'S SELECTS  
E-NEWSLETTERS

- 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 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: **Woodward Village**
- Flight Dates: **Two weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

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



# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**

The  
Economist





# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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

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

BANNER PRODUCTION: \$350



Kay's Walk, Carlisle, MA

Find yours

1 of 1

Curators of the unique

Barrett | Sotheby's  
INTERNATIONAL REALTY



Kay's Walk, Carlisle, MA

Find yours


1 of 1

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INTERNATIONAL REALTY

1 of 1

Curators of the unique




Kay's Walk, Carlisle, MA

Barrett  
Sotheby's  
INTERNATIONAL REALTY

Find yours

Kay's Walk, Carlisle, MA

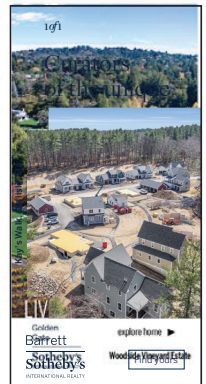
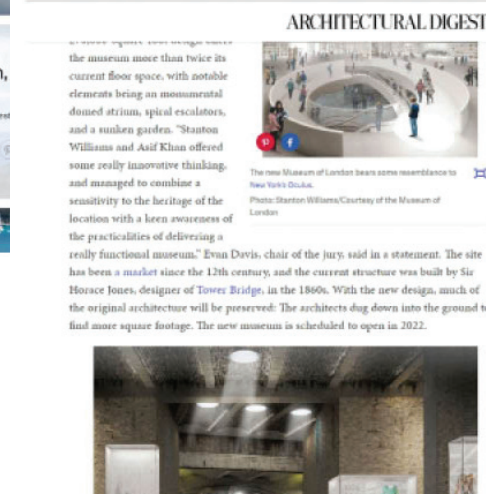
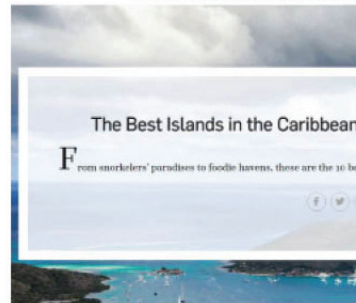
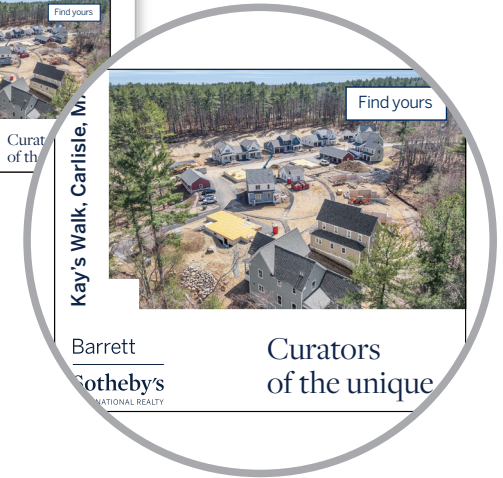


Find yours

Barrett  
Sotheby's  
INTERNATIONAL REALTY

Curators of the unique

# Sample Banners For Impressions Programs As They Appear On Sites

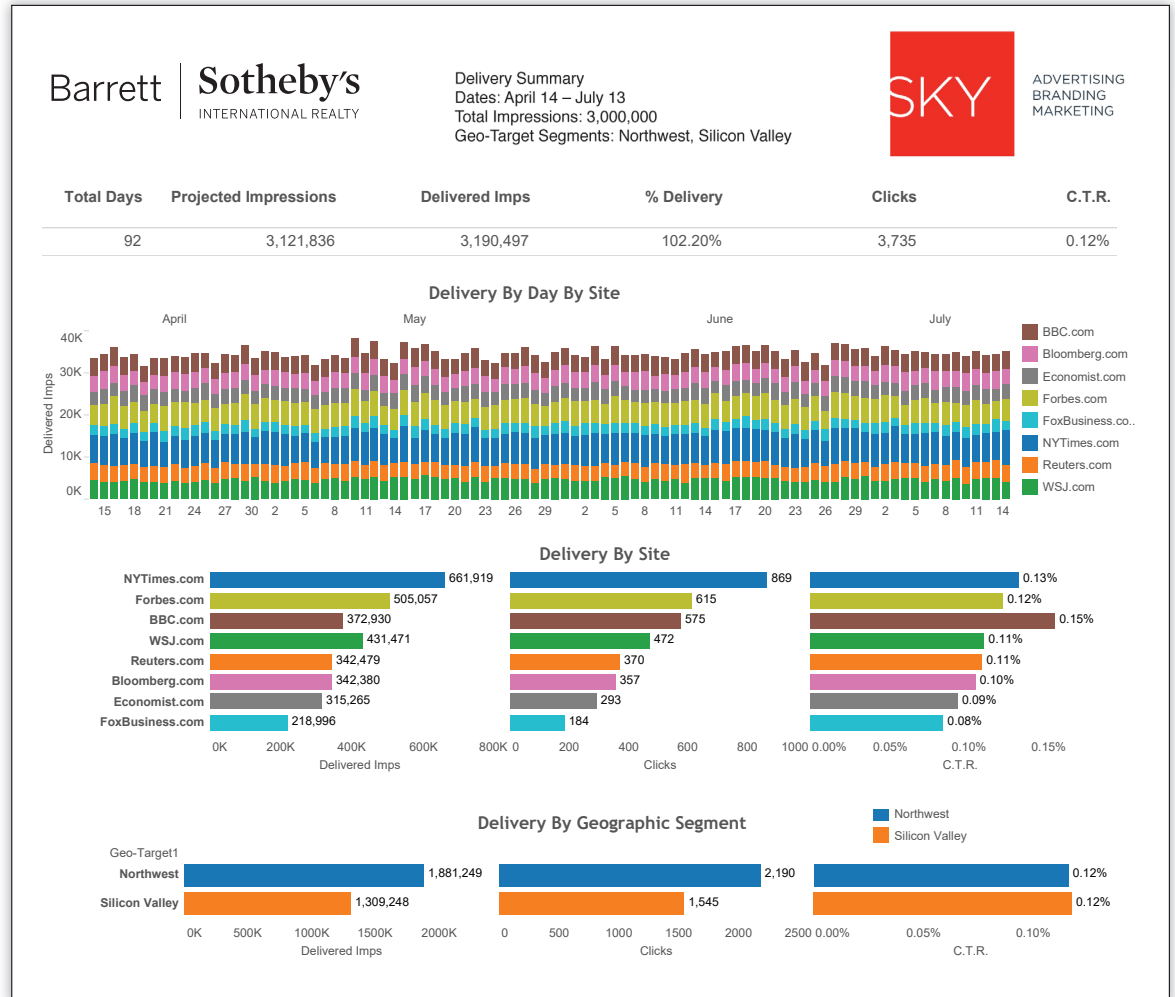


# Comprehensive Reporting For Your Customized Campaign

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

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

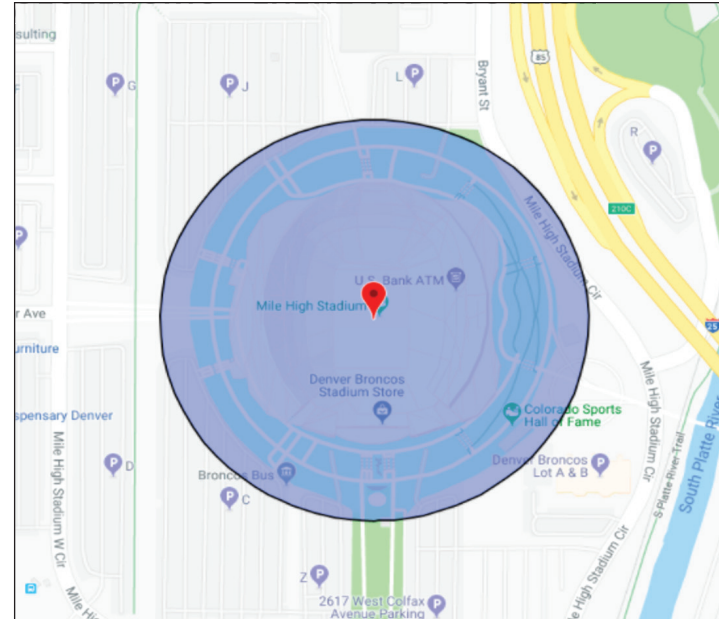
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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

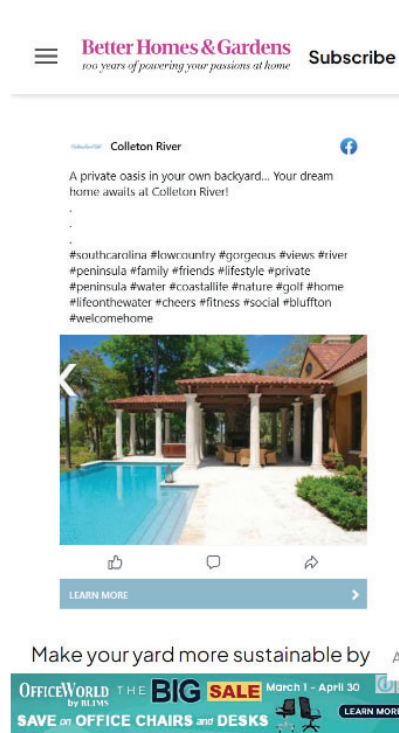
## SOCIAL MIRROR ADS

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.

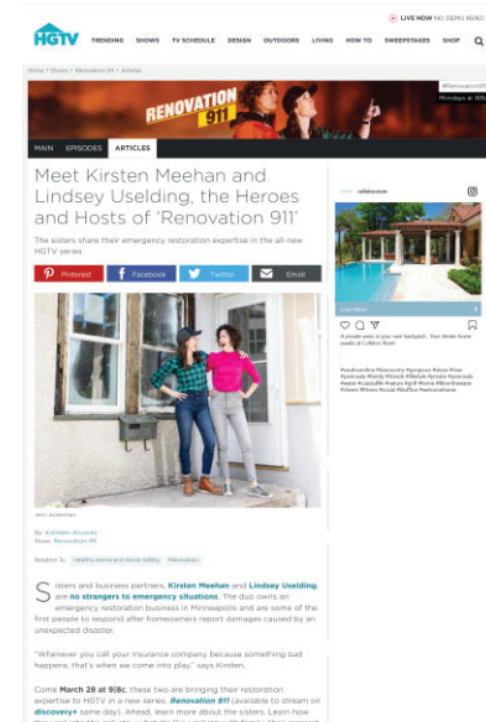
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

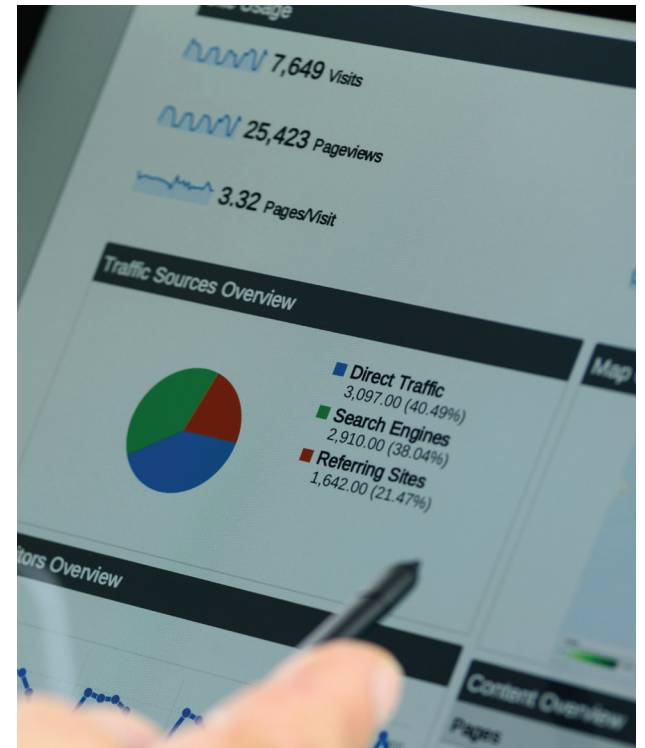


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

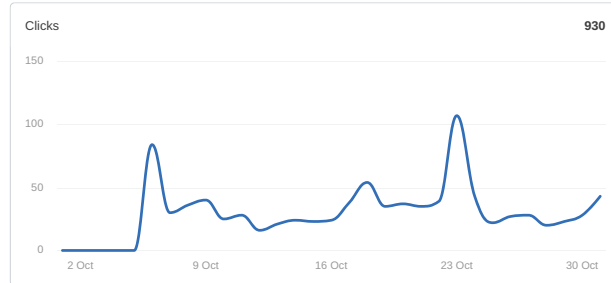
## CLIENT DASHBOARD

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.



### Barrett SIR

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

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

Showing 50 of 89 Rows

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

Cities

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

# Google AdWords

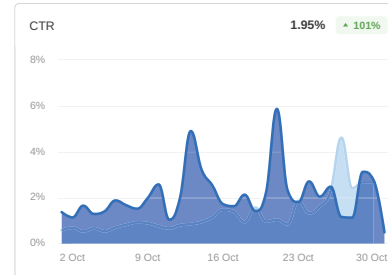
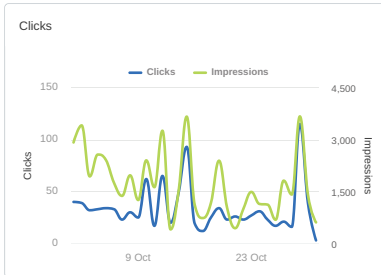
## MONTHLY REPORTING

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



## Barrett 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



# Dwell Real Estate

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

## Dwell Audience Real Estate Metrics

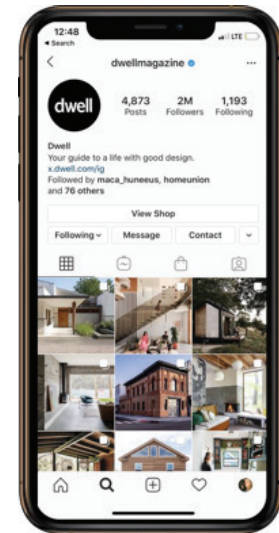
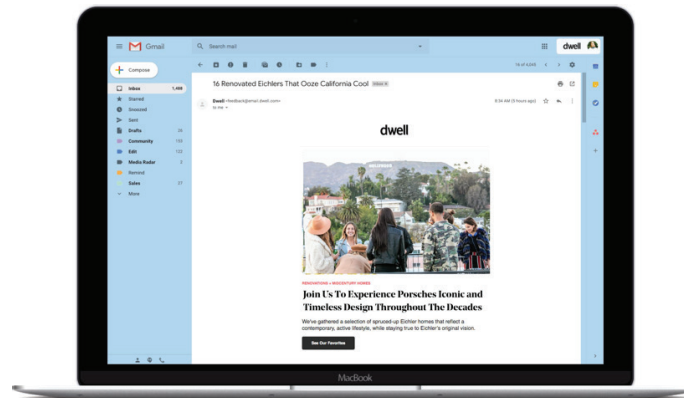
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

## CUSTOM REAL ESTATE ARTICLE.

This article permanently live will live in the Dwell.com Real Estate Channel.

- Promotion on Dwell.com Homepage through a promo tile.
- Promotion in the Dwell Email Newsletter.
- Promotion on the Dwell Facebook.

PRICE: \$6,000



# jamesedition.com

## E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

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

This screenshot displays the 'Find luxury real estate and homes for sale' page. It features a search bar with a location input field and a 'Search' button. Below the search bar is a grid of featured luxury properties, each with a thumbnail image and key details like price and location. For example, one listing is '5 Bedrooms - Pent...' for \$2,734,418 in Las Sherwood, CA. Another is 'Elegant French Styl...' for \$8,800,000 in Babouk, Algeria. The page also includes a 'News about luxury real estate' section with articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. A footer contains 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

# jamesedition.com

## NEW & TRENDING

### FEATURED LUXURY POSITION

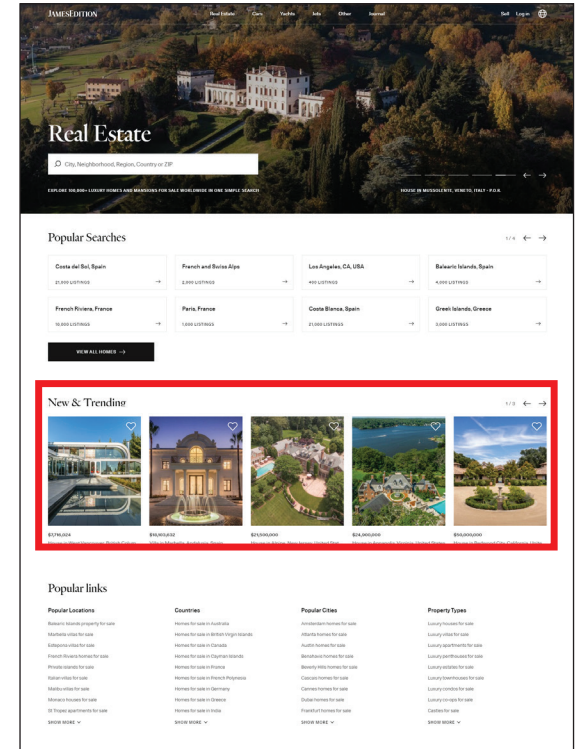
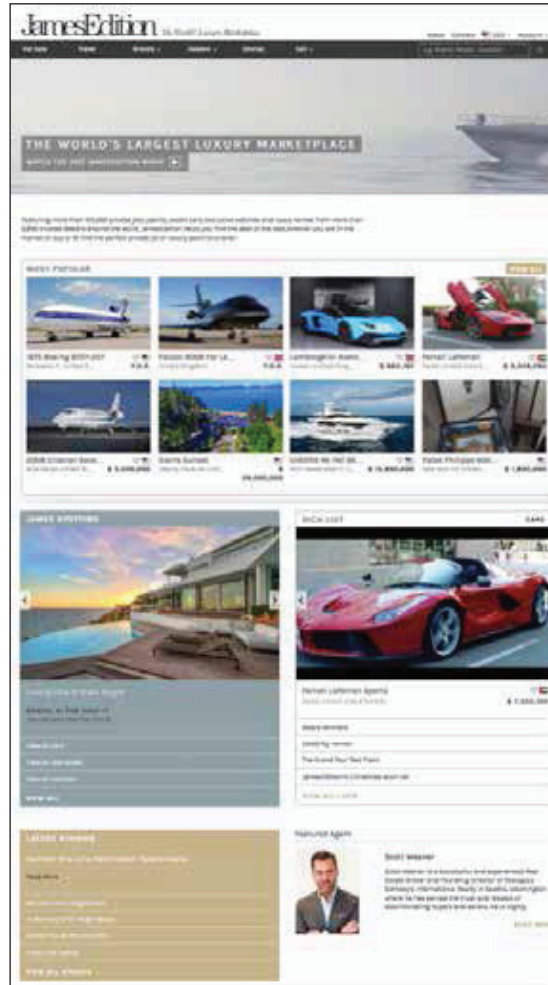
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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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



# 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 NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

### INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PRICE: \$1,000  
3 Month Minimum

Buy | Luxury properties by location

San Francisco  
**706 Mission**  
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE

VIEW MEDIA

SHARE | SAVE

**DESCRIPTION**

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

Read More

**AMENITIES** | View Gallery

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

Show More

**NEIGHBORHOOD**

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ reviews

SHOP NOW

# 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](#)

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**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	\$73,500,000
6. 4882 201 Street, Surrey, BC	\$18,500,000
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	\$12,000,000
10. 489 Sandrine 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	\$25,000,000

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

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**TRENDING TODAY**


Architectural Digest
Following

We found the most iconic building in every state in America: [archdg.co/8hz6SKy](http://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

#AloneTogether ad

**Staying home saves lives.**

For more info visit [coronavirus.gov](http://coronavirus.gov)

Powered by  AllPhotos 

# 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**

NEW ENGLAND  
2X7, COLOR: \$670  
Buy 4 get 1 free

NATIONAL  
PROPERTY SPOT: \$795  
Includes Bonus 30 Day Digital -  
Featured Property Upgrade

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

**What's News**  
Business & Finance

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

**Tennessee Twisters Kill at Least 25**  
A line of storm began barreling across Tennessee on Monday, spawning three major twisters while many residents slept, according to the National Weather Service. They smashed and left trails of destruction.

**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 major foreign-policy initiatives and leaders were deluged with calls for more candidates to run away from the field in the new Democratic presidential race.

**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

City, State: [Redacted]  
Webster or Address: \$4,XXX,XXX | sothebysrealty.com/61761  
Company: [Redacted]  
AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

City, State: [Redacted]  
Webster or Address: \$4,XXX,XXX | sothebysrealty.com/61761  
Company: [Redacted]  
AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

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PRINT

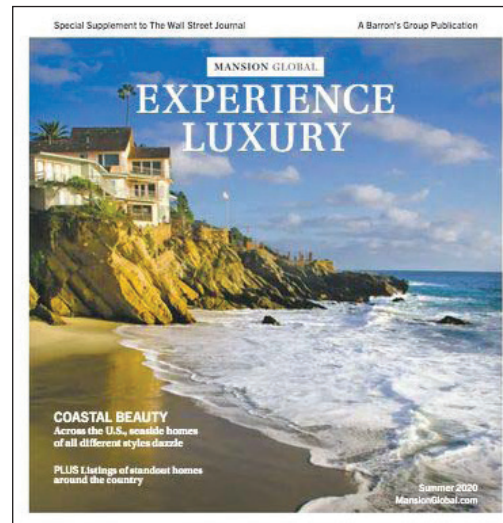
# The Wall Street Journal

## 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.**

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



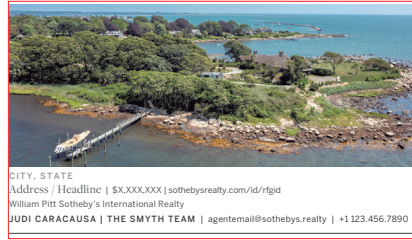
# The New York Times

## 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



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



**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

 CITY, STATE Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebysrealty.com   +1 212 456 7800	 CITY, STATE Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebysrealty.com   +1 212 456 7800	 CITY, STATE Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebysrealty.com   +1 212 456 7800	 CITY, STATE Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt Company AGENT NAME agentemail@sothebysrealty.com   +1 212 456 7800
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# 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  
BOSTON METRO: \$2,510



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!**  
Alex Lerner  
443-460-3125  
alexner@ttr.com

**Lydia Travelstead**  
443-869-2113  
lydiatrav@ttr.com

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## velvære

Live at Velvære. Experience a life of well-being where nature and surroundings are intrinsically linked to living whole. This 40+ acre community will feature direct access to local Access and Park, award-winning architecture through an onsite art gallery, extensive 600+ sq. ft. outdoor spaces, art 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

MACLEBY Sotheby's

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

# Dwell

## MODERN MARKET

Dwell is the marketplace to living with good design. A trusted authority for 20 years, connecting consumers and design professionals with inspiration, products, and the tools they need to achieve their goals. Published six times a year, each issue of Dwell Magazine includes exclusive stories on the most innovative leaders in architecture and design, presenting modern homes that encapsulate the concept of good design

- Circulation: **200,000**
- Total Reach: **778,000**
- Female / Male Ratio: **60% / 40%**
- Median Age: **44.4**
- Median HHI: **\$130,000**
- Source: **Google Analytics, Quantcast, and Sprout Social 2019**

## MODERN MARKET:

SMALL AD: \$1,800

MEDIUM VERTICAL AD: \$3,600

MEDIUM HORIZONTAL AD: \$4,200

LARGE AD: \$5,200



# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2024-2025

PLAN 1

Plan 1 Media	Ad Description	November	December	January	February	Media Total	Reach
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00		\$ 2,585.00	770,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00		\$ 3,750.00	
<b>Comprehensive Digital</b>							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
<b>Geofencing - Event and Location</b>							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
<b>Dwell.com</b>							
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00			\$ 6,000.00	1,750,000
<b>JamesEdition</b>							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	492,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000			\$ 1,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00		\$ 3,680.00	17,000

# Proposed Schedule, Pricing & Reach 2024-2025

PLAN 1 - CONTINUE

**Print**

**Conde Nast Magazines Regional Pages**

Architectural Digest - Boston Metro	Full Page					\$ 2,510.00	\$ 2,510.00	13,000
<b>Dwell</b>								
Dwell	Modern Market					\$ 1,800.00	\$ 1,800.00	206,000
<b>The New York Times</b>								
The New York Times	Property Spot - Weekday/Saturday					\$ 760.00	\$ 760.00	423,111
<b>The Wall Street Journal</b>								
The Wall Street Journal - New England	2 x 7	\$ 1,340.00	\$ 670.00	\$ 670.00	Bonus		\$ 2,680.00	142,152
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00				\$ 1,590.00	1,288,848
<b>The Wall Street Journal</b>								
Mansion Global Experience Luxury	Weekend Property insert					\$ 980.00	\$ 980.00	100,000

TOTAL

\$ 38,685.00 6,604,111

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

# Proposed Schedule, Pricing & Reach 2024-2025

PLAN 2

Plan 2

Media	Ad Description	November	December	January	February	Media Total	Reach
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00		\$ 3,750.00	
<b>Comprehensive Digital</b>							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
<b>JamesEdition</b>							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	492,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000			\$ 1,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00		\$ 3,680.00	17,000
<b>Print</b>							
<b>Conde Nast Magazines Regional Pages</b>							
Architectural Digest - Boston Metro	Full Page				\$ 2,510.00	\$ 2,510.00	13,000
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00			\$ 760.00	423,111
<b>The Wall Street Journal</b>							
The Wall Street Journal - New England	2 x 7	\$ 1,340.00	\$ 670.00	\$ 670.00	Bonus	\$ 2,680.00	142,152
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00			\$ 1,590.00	1,288,848
<b>The Wall Street Journal</b>							
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00		\$ 980.00	100,000
TOTAL						\$ 26,800.00	3,818,111

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



# Proposed Schedule, Pricing & Reach 2024-2025

**PLAN 3**

Plan 3

Media	Ad Description	November	December	January	February	Media Total	Reach
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00		\$ 3,750.00	
<b>Comprehensive Digital</b>							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	492,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000			\$ 1,000.00	
<b>Print</b>							
<b>Conde Nast Magazines Regional Pages</b>							
Architectural Digest - Boston Metro	Full Page				\$ 2,510.00	\$ 2,510.00	13,000
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00			\$ 760.00	423,111
<b>The Wall Street Journal</b>							
The Wall Street Journal - New England	2 x 7	\$ 1,340.00	\$ 670.00	\$ 670.00	Bonus	\$ 2,680.00	142,152
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00			\$ 1,590.00	1,288,848
<b>TOTAL</b>						\$ 19,640.00	2,759,111

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