



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Stock Range Farm Advertising and Marketing Program

TTR | 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 Stock Range Farm

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

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 Easton, MD.

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

**LET'S DO
GREAT THINGS TOGETHER**

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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: **35,000**
- 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
 10000000000.com
 Property #1230018
 Agent: Sotheby's
 International Realty
 Broker: Nancy E. Kelly, M.D.
 Email: nancy.kelly@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 64R/50C
 With unparalleled breathtaking views, this 50th of Central Park residence is a masterpiece of modern architecture and craftsmanship. Every room is 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: Taylor +1 212 855 7772
 Email: taylor@sothebysrealty.com
 \$50,000,000



510 Park Avenue, 15/16
 This residence in the sky offers 2,000 sq. ft. of sophisticated and classic architecture. The apartment is 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: Taylor +1 212 855 7772
 Email: taylor@sothebysrealty.com
 \$20,000,000

Four Seasons Private Residences
 This apartment is 1,100 sq. ft. of sophisticated and classic architecture. The apartment is 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: Taylor +1 212 855 7772
 Email: taylor@sothebysrealty.com
 \$15,000,000




50

DIGITAL

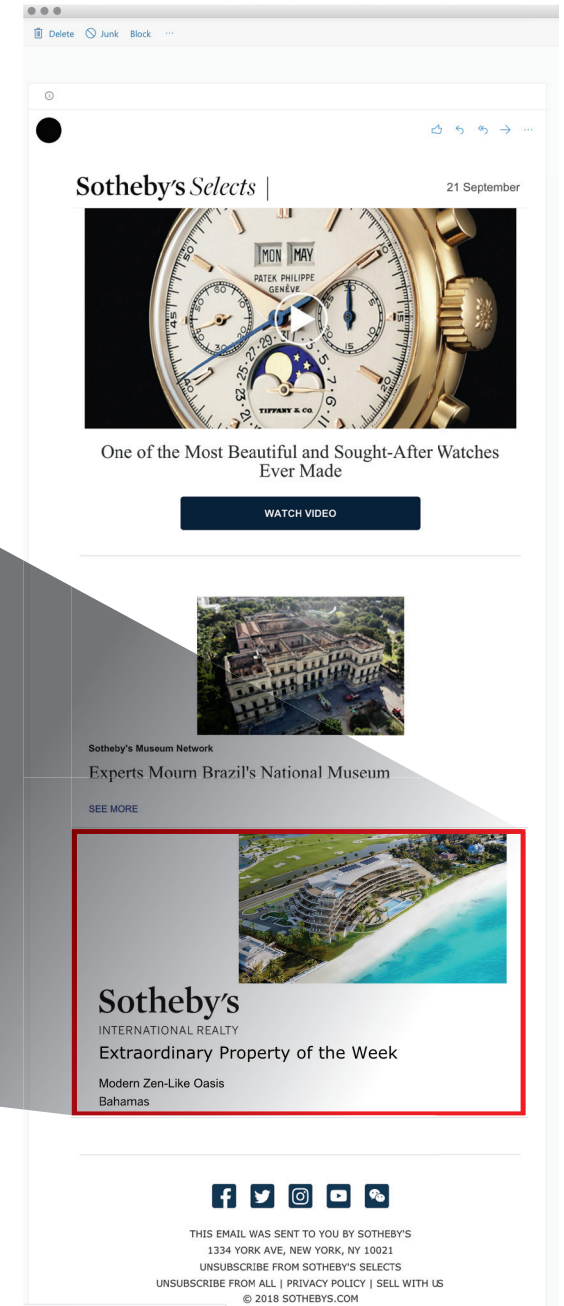
SOTHEBY'S SELECTS
E-NEWSLETTERS

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


PRICE: \$2,585/DEPLOYMENT



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




Sotheby's Selects | 21 September



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

[WATCH VIDEO](#)

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



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

[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

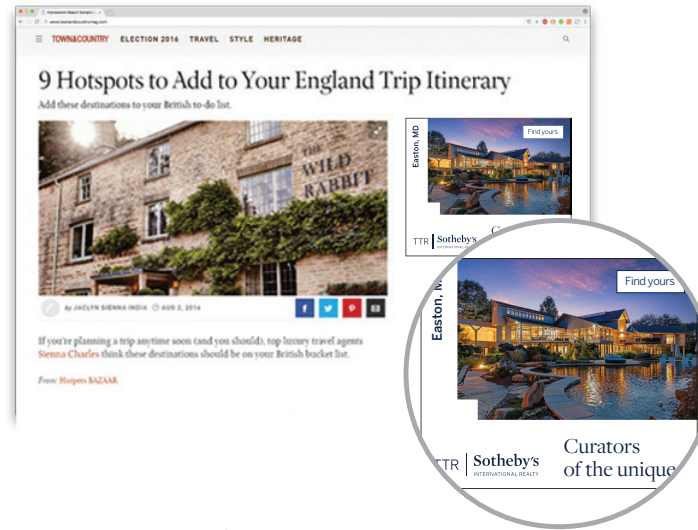
Impressions Campaign

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: **Stock Range Farm**
- Flight Dates: **January 2025 - March 2025**
- Impressions: **750,000**
- 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



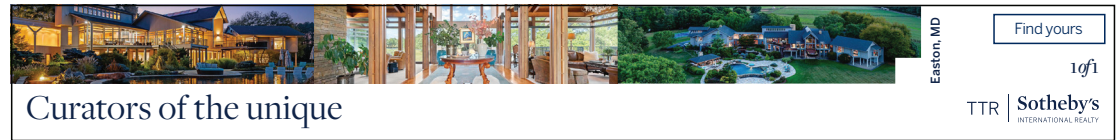
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

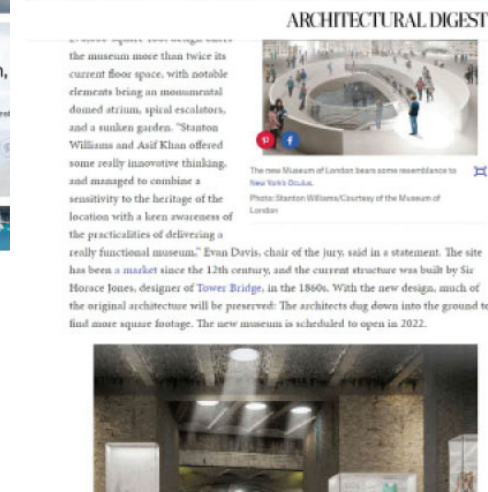
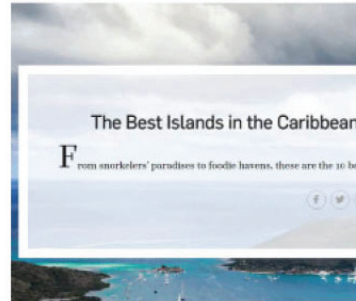
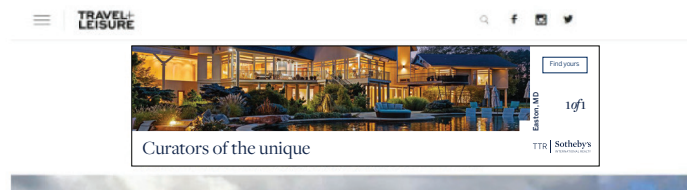
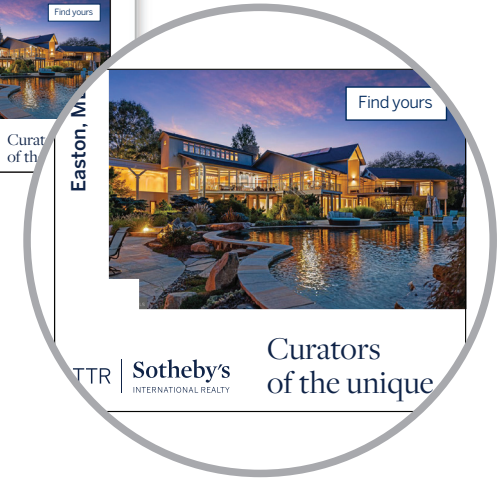
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

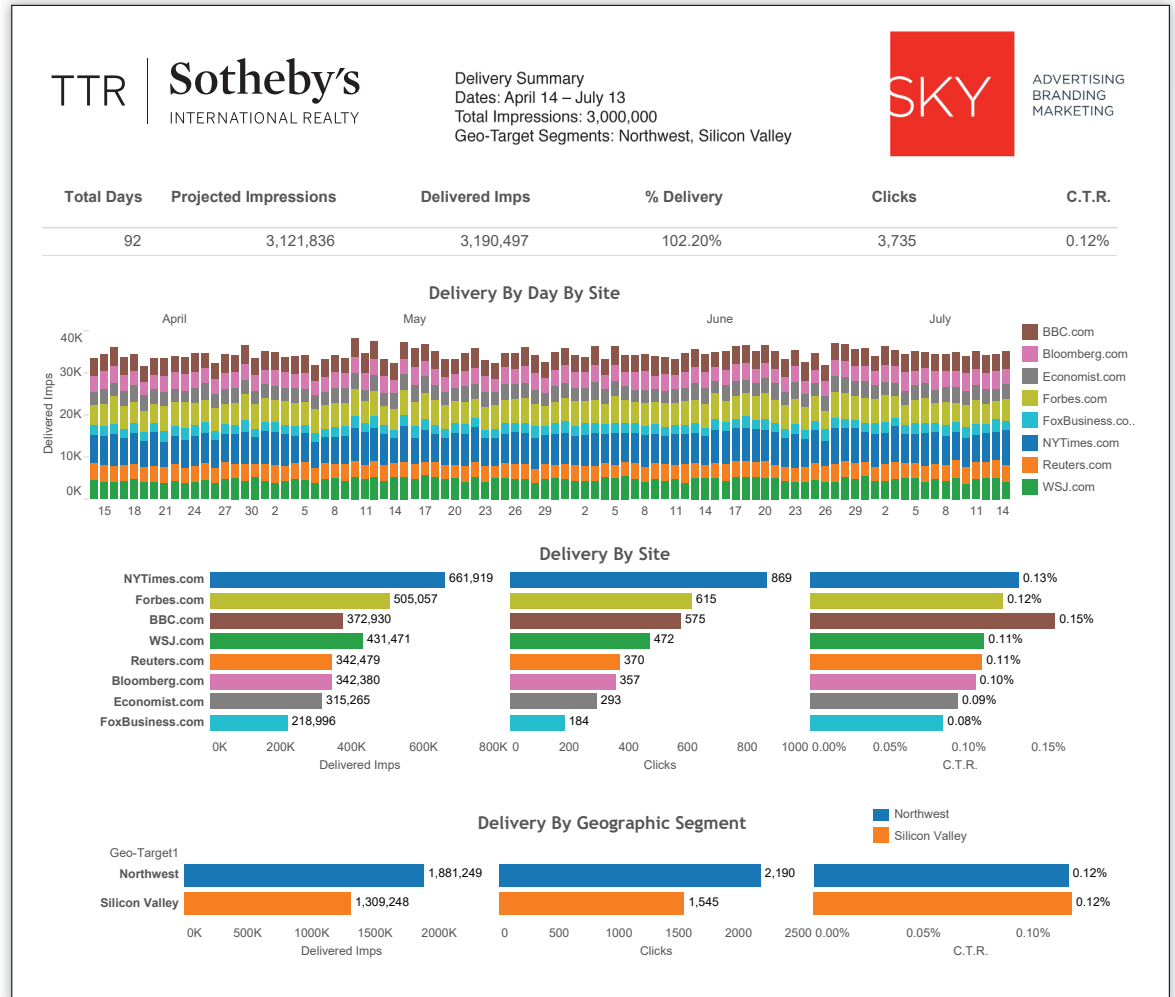


Comprehensive Reporting For Your Customized Campaign

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.

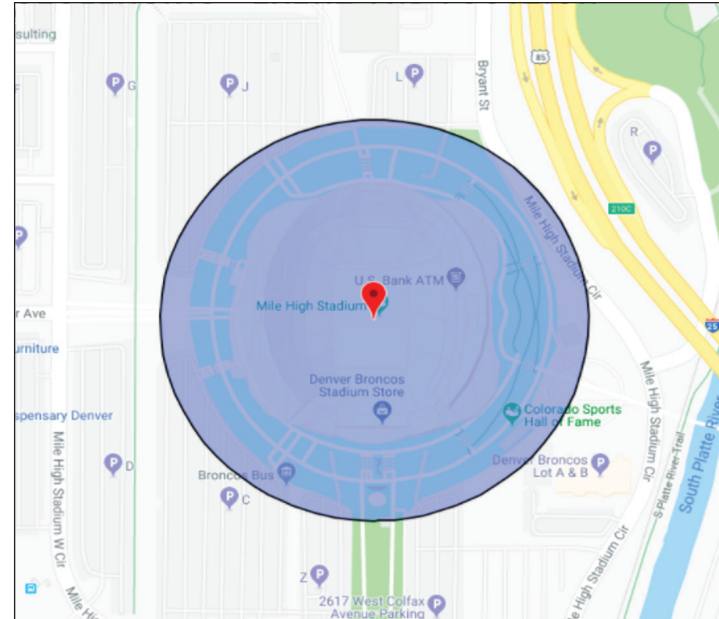
IMPRESSIONS PROGRAM SAMPLE REPORT



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.

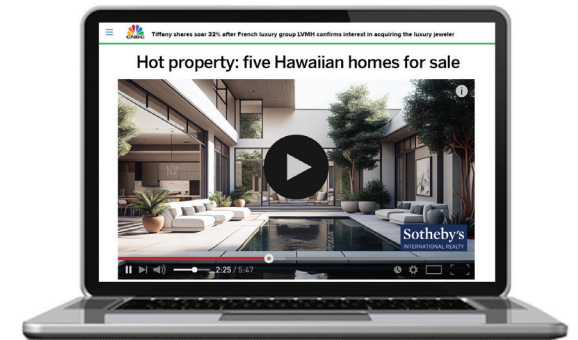


YouTube Video Pre-Roll Ads

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

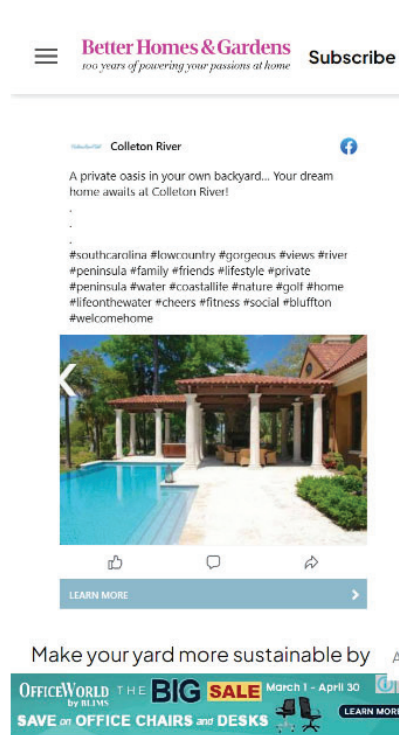
SOCIAL MIRROR ADS

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.

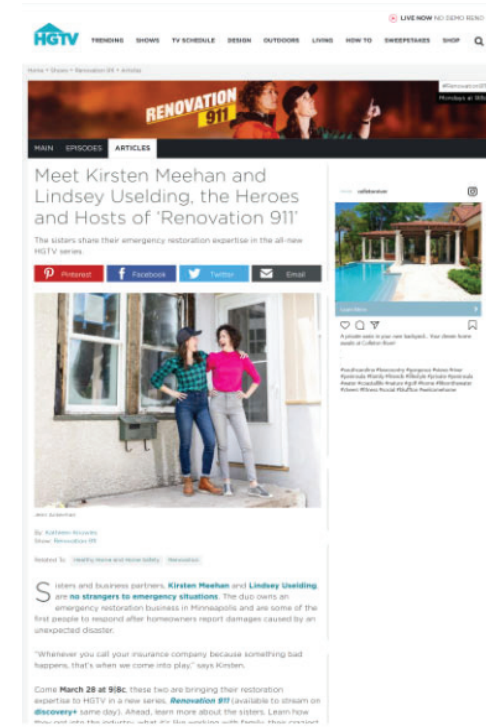
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

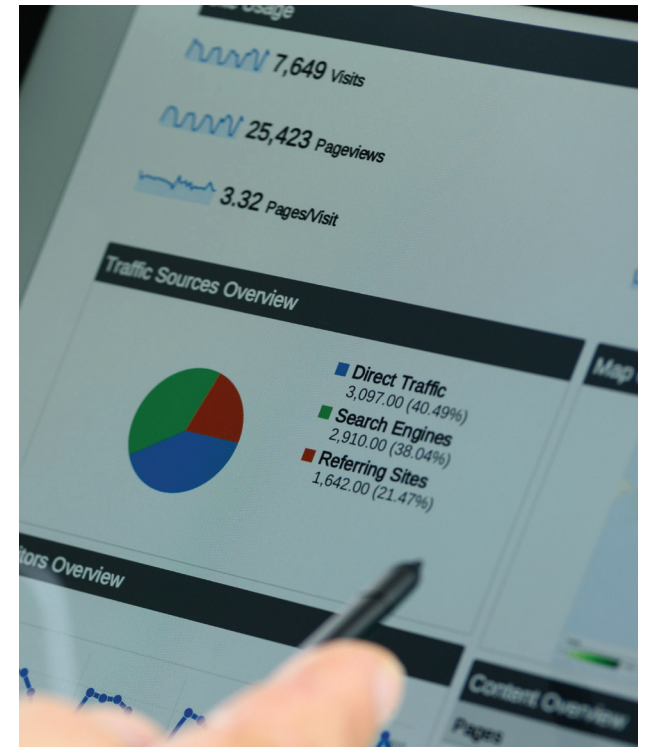


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

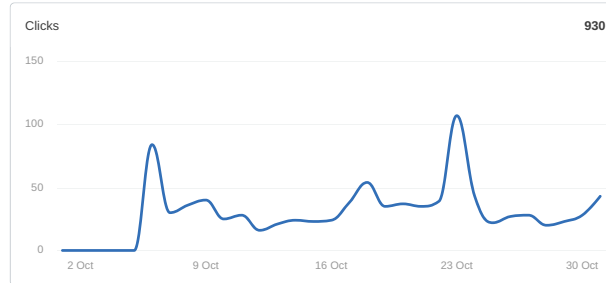
CLIENT DASHBOARD

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.



TTR SIR

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



Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
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

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

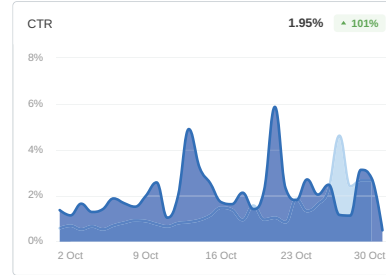
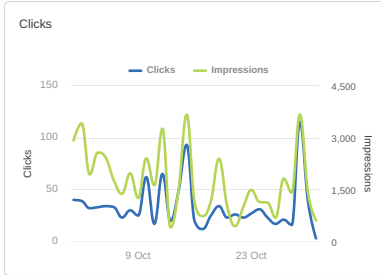
MONTHLY REPORTING

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



TTR 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

LinkedIn.com

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.

STARTING FROM \$2,000/MONTH



Billionaire Magazine

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

DIGITAL AUDIENCE

- **29% Millionaires**

Readership stats

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

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

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

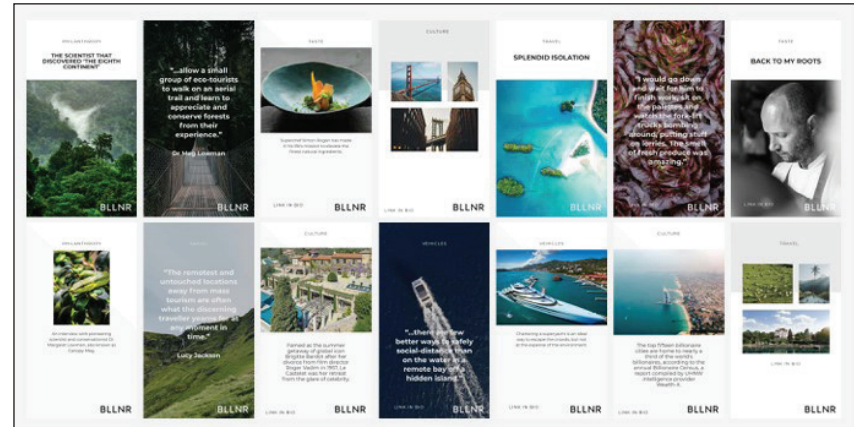
1x hyper-targeted social media campaign (4 weeks) - target UHNWI's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

CUSTOM CONTENT + ENEWSLETTER:

PRICE: \$4,500

CUSTOM CONTENT + SOCIAL CAMPAIGN:

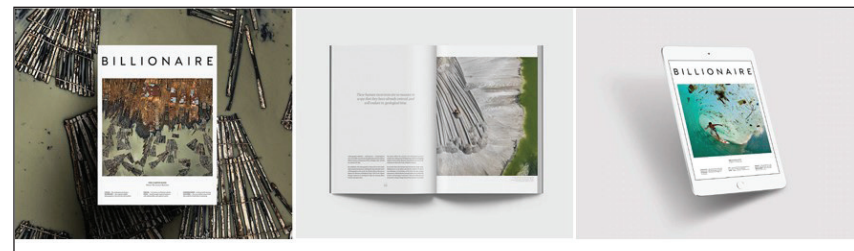
PRICE: \$6,000



PRODUCT (ONLINE) PORTFOLIO

- Online Branded Content
- Social Media Campaigns
- HNWI Hotspots Geo-Targeted Campaigns
- Newsletter Campaigns
- FULL PR Package

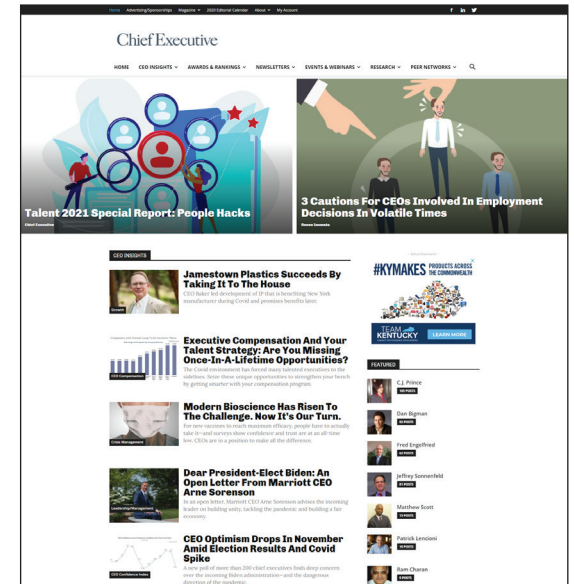
Reach our affluent and extensive member database through impactful advertising, content partnerships and directly in their inbox.



Chief Executive.net

Elevate your brand on the go-to resource for the CEO community. Chief Executive reaches top decision makers running companies that generate 68.3% of US GDP totaling \$22.3 trillion. CE reaches most CEOs running enterprise over \$50M. By engaging in CE marketing products comes the rare ability to precision-target the CEO community with the most comprehensive database available anywhere on decision makers at U.S. large and mid-market companies.

- **169,000** Monthly Page Views
- **110,000** Monthly Unique Readers



SPONSORED CONTENT

\$4,425/WEEK

Cottages & Garden

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

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

TOP 10 MARKETS

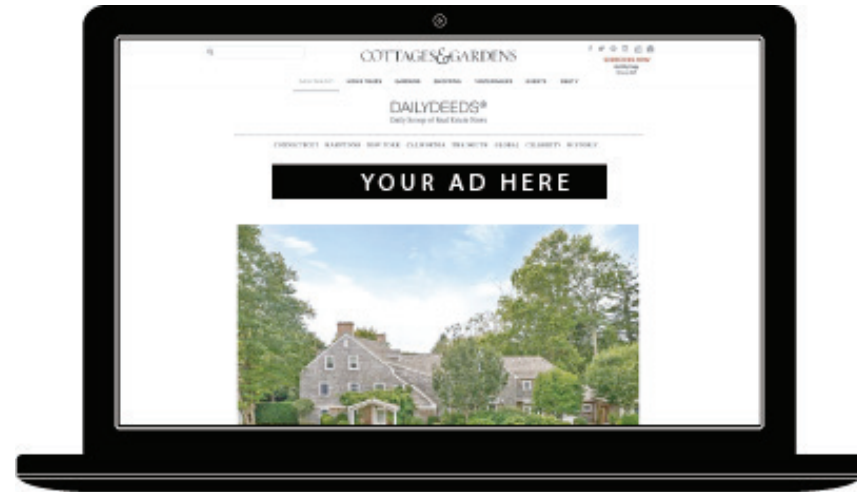
- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950

DAILY DEEDS

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



Floral Gift Ideas for Mother's Day

Even if she's not a gardener, chances are that every mother favors flowers.



Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



Ready, Set, Game Time!

12 fun finds that double as playful decor.

Spotlight



CALIFORNIA CLOSETS

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

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

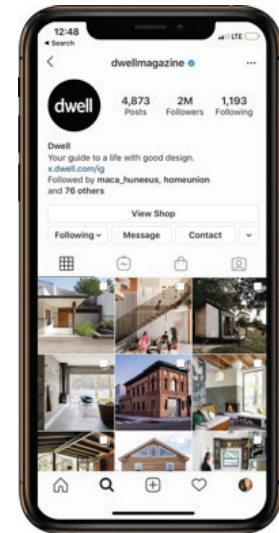
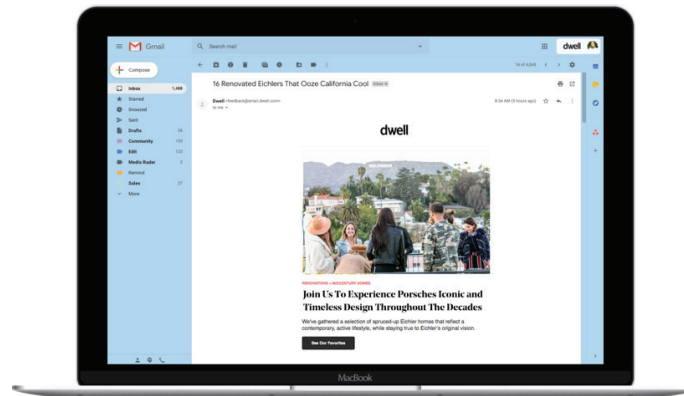
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

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



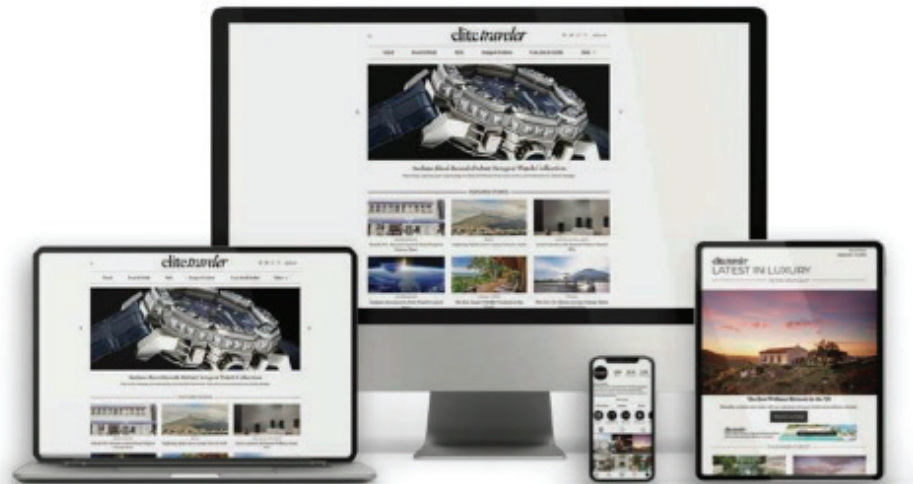
Elite Traveler

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

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

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

ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR
Half price with full page print purchase



DIGITAL

Nob Hill Gazette

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

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

E-NEWSLETTER

ON THE MARKET

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

PRICE: \$500 PER LISTING

San Francisco, Peninsula, and Silicon Valley



jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

jamesedition.com

ROTATING GALLERY

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

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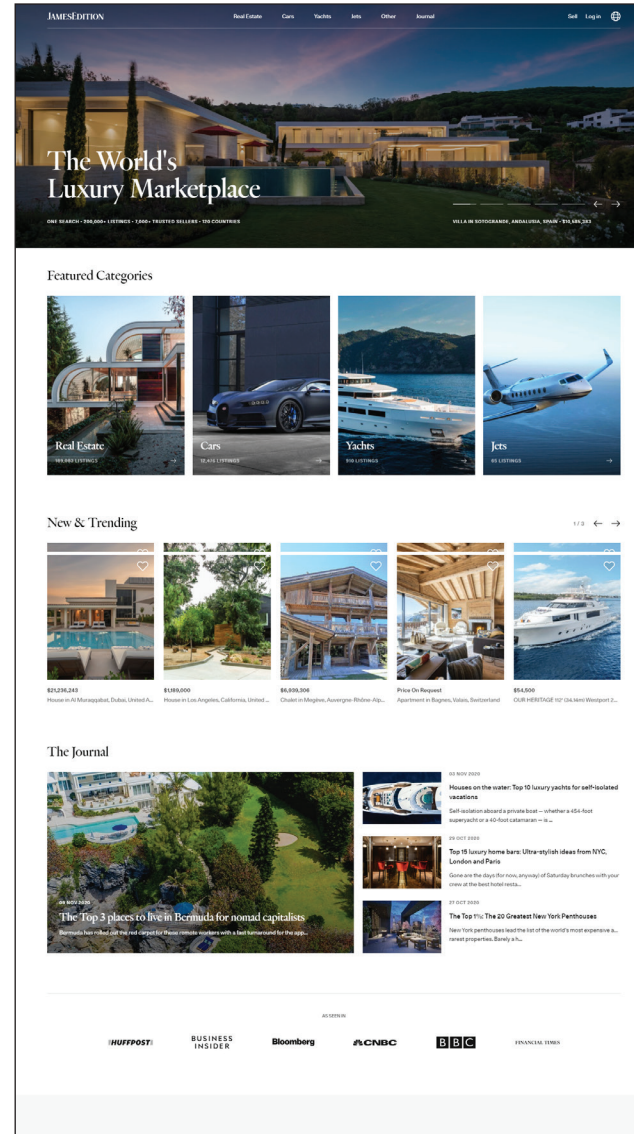
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

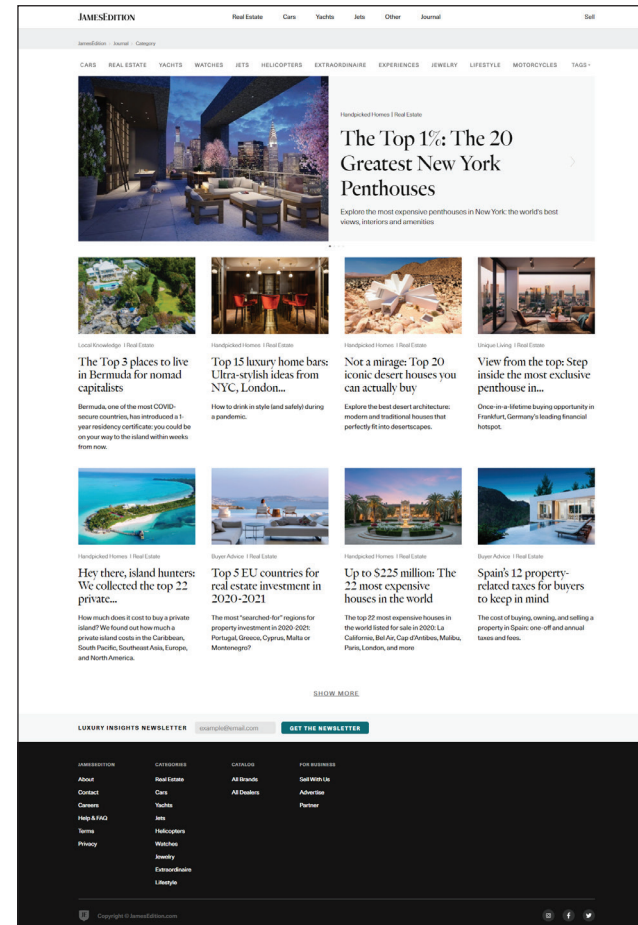
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

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



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

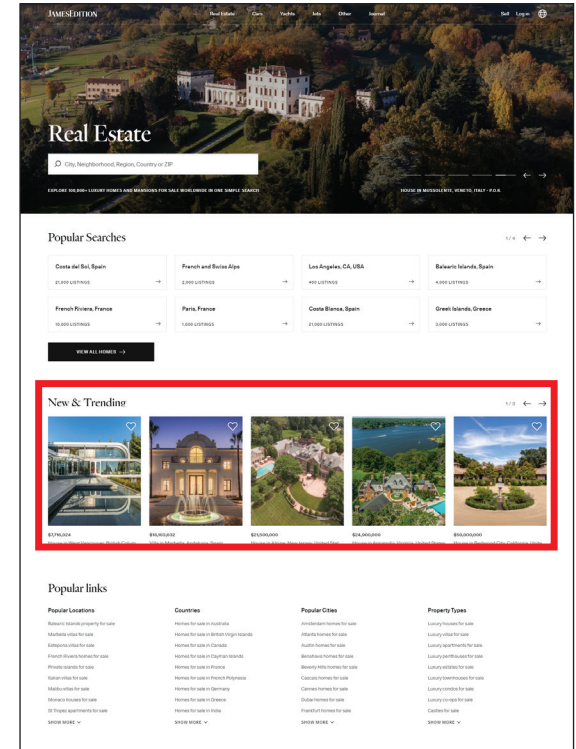
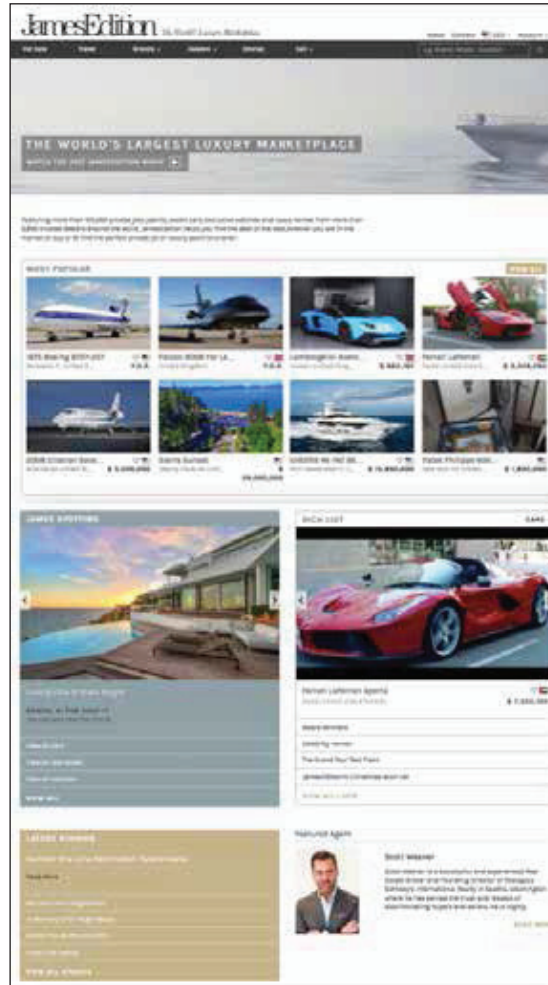
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

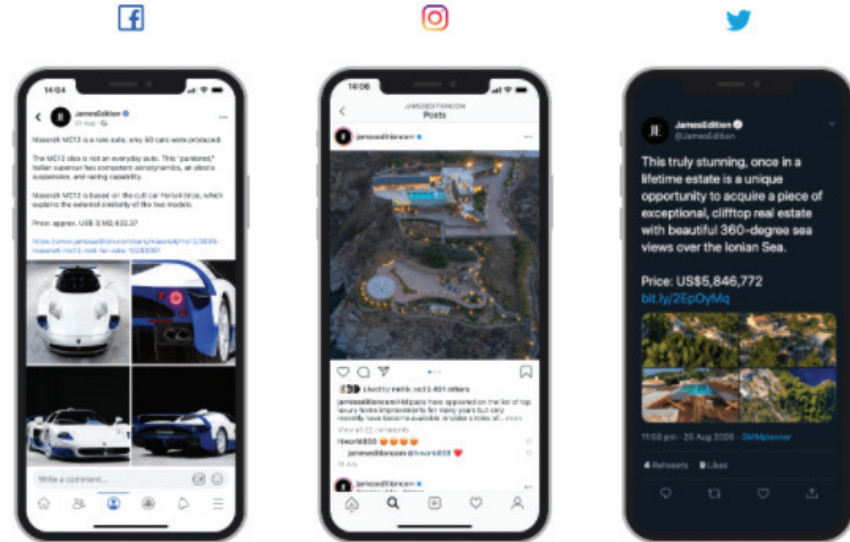
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

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



PHOTO

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

PHOTO: \$800

PHOTO PLUS

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

PHOTO PLUS: \$1,000

VIDEO

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

VIDEO: \$1,800

JetSet

12 MONTH GLOBAL DIGITAL CAMPAIGN

EMAIL

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

Subscriber Profile

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

12 month Web Feature

- 1 Million monthly page views
- 170K unique visitors

PRICE \$2,500/YEAR

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

TRACK RECORD
Tailored coaching. Your call, your track, and your schedule.
TRACKRECORD.COM

Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun
▲ Diamante Cabo San Lucas · October 23, 2012 · Sports

Diamante Cabo San Lucas (Diamante), a 1,500-acre private oceanfront community on the Pacific coast in Cabo San Lucas, BCS, Mexico, has announced plans to build a new 18-hole, championship golf course to be designed by Tiger Woods and his company Tiger Woods Design (TWD).

The TWD designed course will be Diamante's second and will join the resort's award-winning championship golf course, Diamante Dunes, another links course that opened in 2006. Construction on the new course, named "18 Cardinal" began in September, and is expected to take approximately 18 months to complete.

Diamante, a private and fully integrated luxury resort community located on the Pacific Coast, opened in 2009 to near raves. Plans include creating an exclusive and diverse golf club environment with world-class resort golf courses, residential villas, a private residence club and beach-front home sites.

"Diamante is a growing resort community that is already home to COO Alejandro Ochoa ranked course in the world," said Diamante CEO Ken Jowdy. "We believe a Tiger Woods Design course will be the perfect complement to Dunes Love 18 Dunes Course and will embody the high standards that we have set at Diamante."

Diamante's "18 Cardinal" course will look and play very differently from the Dunes Course and will help solidify Diamante's reputation as a world-class golf destination.

"While the Dunes course is reminiscent of a classic Scottish links course, this course is going to remind people of the old-style California courses," Woods said. "We will use the existing slopes that traverse the site and will plant bunkers to create definite strategic choices and curves off the tee."

TWD plans to integrate Diamante's rolling hills and spectacular views into the design of a very distinctive golf course. The bunkers will have a traditional look with natural, irregular contours will be preserved to wide fairways. The variety of holes and strategic options will promote shot-making while still creating a very playable experience for golfers of all skill levels.

"I set up the golf strategy to make golfers think and make choices," said Woods. "Regardless of your handicap, there are going to be different ways to play every hole, angles of approach are going to be very important and will dictate the type of shots you should consider. I love this kind of golf."

The "18 Cardinal" course is planned to measure more than 7,300 yards and will be contiguous to "The Resort at Diamante," which will be a fully functioning resort area within the Diamante community. The Resort encompasses 60 acres and will include a vacation Club with more than 200 residences.

The Resort will also incorporate a series of family-friendly recreational and social amenities including a 10-acre waterpark lagoon, a village complete with retail stores, restaurants, a 600-room arcade, water park, and a water-based activity center. There will also be a world-class Spa and Fitness Center with a lap pool, as well as a sports complex with facilities for tennis, training, basketball, soccer and other recreational uses.

"Our goal at Tiger Woods Design is to find locations to design unique and memorable golf courses," said Woods. "Diamante definitely meets that objective."

This is the fourth golf course deal signed by Tiger Woods Design since the firm's inception in 2006 and the second in Mexico. Other contracts include Puntacana in Dominican Republic, the City at High Lakes in Asheville, North Carolina, and Al Roveya, located in Dubai, U.A.E.

"We are excited to work with Tiger Woods and his design team," said Jowdy. "He brings a wealth of golf knowledge and experience, and we look forward to creating a world-class golf course that integrates Diamante's unique site and characteristics."

Woods, who ranked "Top 10" after 10 years playing professional golf, plans to host experiences gleaned from playing worldwide and to attend every contest. Woods noted that he is dedicated to applying his hands-on knowledge of the game to the Diamante site.

"We'll really get TWD open in Tiger's commitment to the project, and his passion to create a golf experience players of all levels can enjoy," said Jowdy. "It doesn't hurt that Cabo San Lucas is the backdrop to Diamante, as one of the world's most desired vacation spots, having a course designed by Tiger Woods will only add to the resort's allure."

The Diamante experience also features a Clubhouse, a Cantina and a practice facility with private hitting bays and a silver bar. The 100,000-sq-foot Diamante Dunes Clubhouse which includes 20 2-bedroom residences is set to open November 16, 2012.

SHARE ON: Facebook, Twitter, Email

ABOUT THE AUTHOR
Diamante Cabo San Lucas

RELATED POSTS

- The Ultimate Diamond
- Web Resorts Cabo San Lucas: Exclusive Vacation Package

Land.com

The Land.com Network is the largest online marketplace for discovering, buying and selling rural real estate.

LANDS OF AMERICA

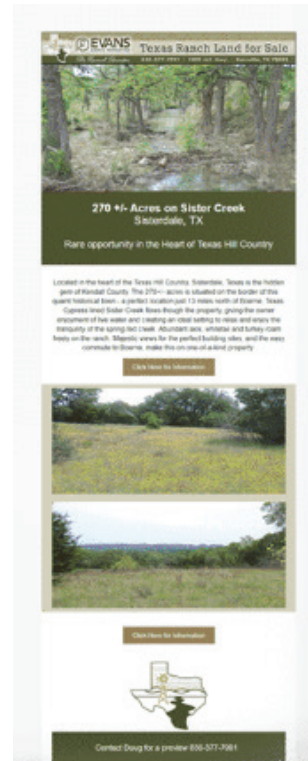
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

LAND AND FARM

A top-tier rural property marketplace, Land And Farm receives more than 2 million visits and 16 million page views monthly.

LAND WATCH

LandWatch is an online leader in rural properties and land for sale, including home sites for vacation, recreation or investment.



SIGNATURE LISTINGS

10Xs more Exposure

- \$125/ONE LISTING
- \$330/3 LISTINGS
- \$1200/12 LISTINGS

PLATINUM FEATURED PROPERTY

PRICE: \$750 /30 DAYS
Featured on all 3 Land.com sites

DEDICATED EMAILS

Create a custom message dedicated to your target customers that highlights your properties and business.

Drive demand and call the most-relevant prospects to action.

PRICE: \$1,500 FOR 5,000 RECIPIENTS

DIGITAL

Land Report

TheLandReport.com is the official Web site for The Land Report Magazine and serves as a daily guidebook for American landowners, featuring a database full of credible and relevant stories gathered daily from media outlets around the country. The daily headlines are a must-read for landowners who want to stay up-to-date on topics that matter most to them.

- Net Worth: **\$89.3M**
- Household Income: **\$9.2M**

Top In-Bound Markets:

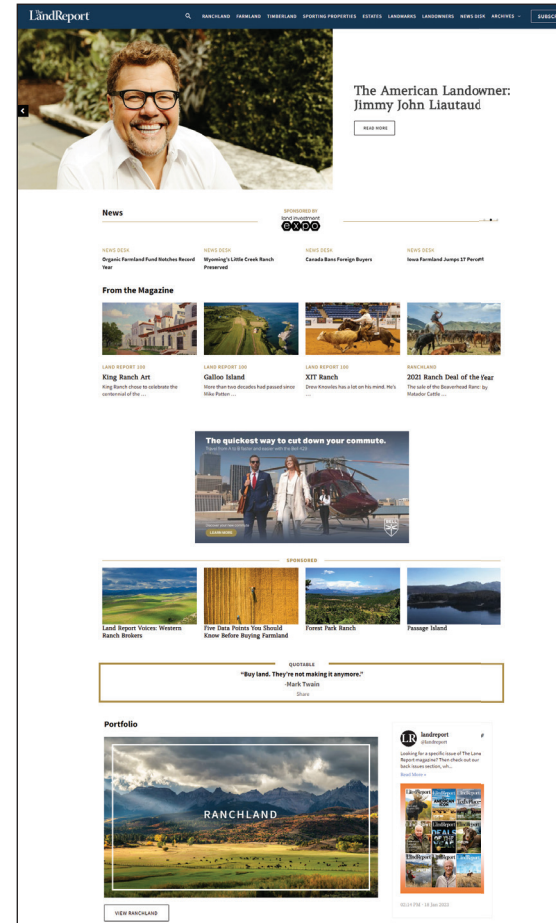
- Texas
- California
- Florida
- Colorado
- New York
- Illinois
- Georgia
- North Carolina
- Pennsylvania
- South Carolina

E-NEWSLETTER

PRICE: \$2,950/SEND

SOCIAL MEDIA POSTS

\$1,500/POST



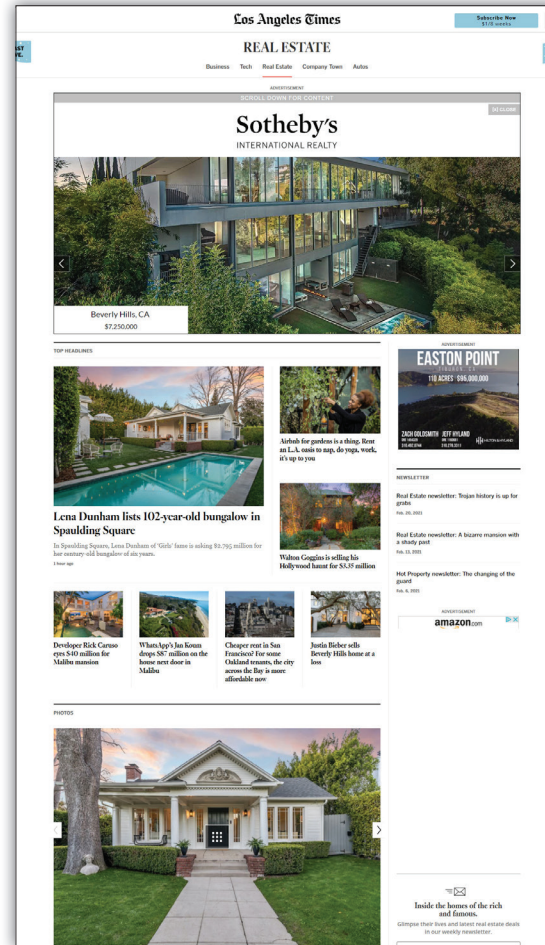
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

Maximum 30 featured properties
Included with the Hot Property Print Placement



LA Times

CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

PRICE: \$1,750/DEPLOYMENT

Los Angeles Times

Luxury Estate

LUXURY ESTATE

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

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

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

SHOWCASE LISTING + ELITE LISTING PACKAGES

PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



RobbReport.com

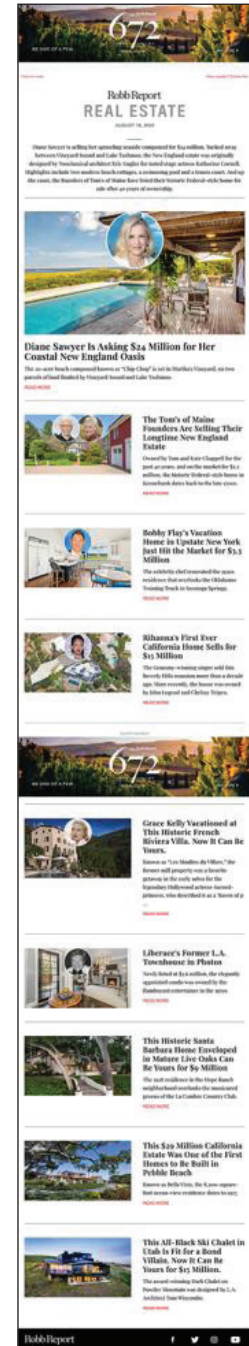
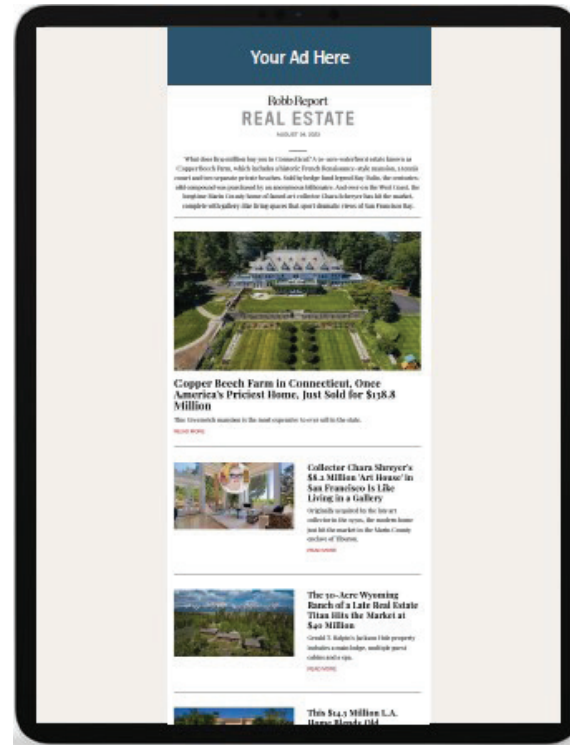
REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

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

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

PRICE: \$3,750-\$5,000/WEEK



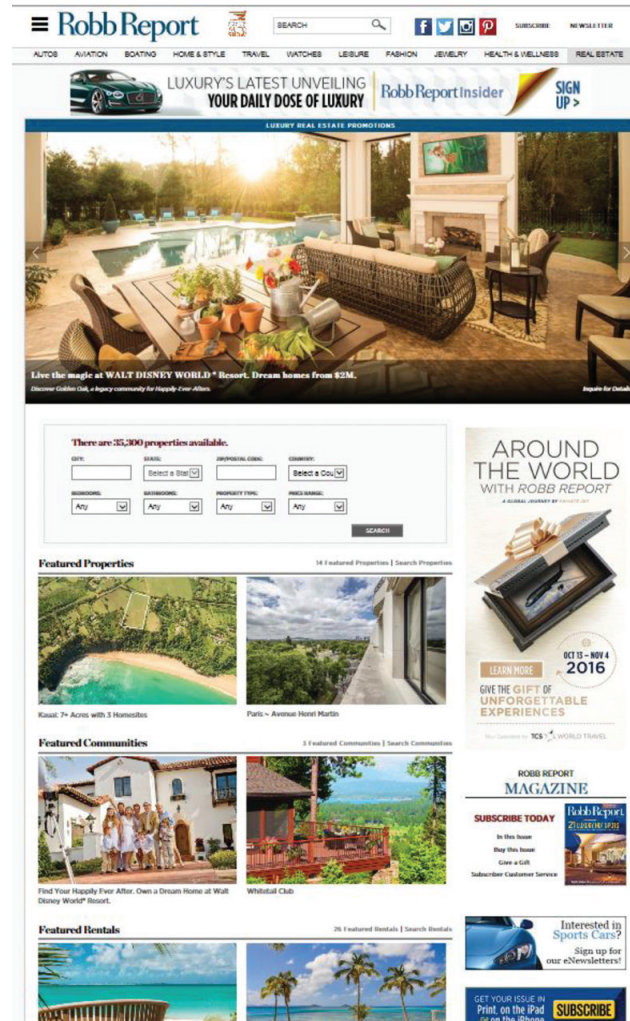
RobbReport.com

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



Simply Abu Dhabi

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

INSTAGRAM POST

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

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

PRICE: \$1,375 PER POST

2 Post Minimum



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



The Wall Street Journal Online (WSJ.com)

MANSSION GLOBAL DAILY (M-F) E 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	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

TRENDING TODAY


Architectural Digest @ArchDigest
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

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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**

PROPERTY SPOT: \$795
 DOUBLE PROPERTY SPOT: \$1,590
 QUADRUPLE PROPERTY SPOT: \$3,180
 EIGHT PROPERTY SPOTS: \$6,360

Includes Bonus 30 Day Digital - Featured Property Upgrade

THE WALL STREET JOURNAL.

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What's News

Business & Finance

The Fed's emergency rate cut is the most aggressive move since the 2008 financial crisis. The Fed's move to cut the rate to 0% and buy \$500 billion of Treasury bills is the most aggressive move since the 2008 financial crisis. The Fed's move to cut the rate to 0% and buy \$500 billion of Treasury bills is the most aggressive move since the 2008 financial crisis.

Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

The Fed's move to cut the rate to 0% and buy \$500 billion of Treasury bills is the most aggressive move since the 2008 financial crisis. The Fed's move to cut the rate to 0% and buy \$500 billion of Treasury bills is the most aggressive move since the 2008 financial crisis.

Shaky Ground

More opens theory of why U.S. bond yields are falling

The Fed's move to cut the rate to 0% and buy \$500 billion of Treasury bills is the most aggressive move since the 2008 financial crisis. The Fed's move to cut the rate to 0% and buy \$500 billion of Treasury bills is the most aggressive move since the 2008 financial crisis.

Tennessee Twisters Kill at Least 25

By Anna Cooper-Palmer
 Tennessee ripped through Tennessee on Tuesday, killing at least 25 people as the weather service warned of a deadly twister outbreak.

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

Blizzards reached a string of blizzards struck across the Northeast, with the heaviest snowfall in the region.

Curators of the unique

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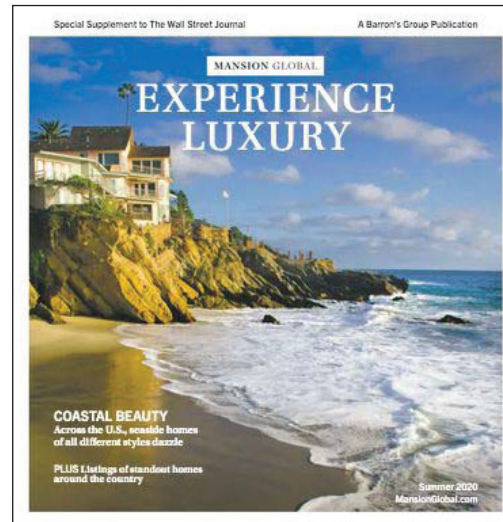
The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

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

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

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



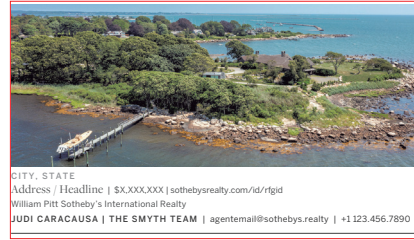
The New York Times

IN THE FRIDAY MAIN NEWS SECTION

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

PROPERTY SPOT, COLOR: \$760
 DOUBLE PROPERTY SPOT, COLOR: \$1,520
 QUADRUPLE PROPERTY SPOT, COLOR: \$3,040



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



Sotheby's INTERNATIONAL REALTY

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The New York Times International Edition

The New York Times International Edition is a sophisticated and comprehensive daily report for opinion leaders and decision makers around the world. The mission of the New York Times International Edition is to enhance the global community by creating, collecting and distributing high-quality news and entertainment. Its readers have levels of income and investment that can hardly be described as average; much like the newspaper they enjoy reading, these levels reflect their highly mobile and affluent status. New York Times International Edition readers are people whose tastes tend toward the deluxe, leading active and upscale lifestyles.

- Circulation: **214,775**
- Geographic distribution: **Europe, Asia, Pacific, Middle East, N. Africa, Americas**
- Readership: **421,373**
- Male / Female ratio: **76% / 24%**
- Average household income: **\$367,700**
- Median age: **55**

QUADRUPLE PROPERTY SPOT: \$2,600
 DOUBLE PROPERTY SPOT: \$1,300
 PROPERTY SPOT: \$650

Global




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LYFORD CAY, THE BAHAMAS
 Canal House
 Price Upon Request
 SIRbahamas.com/id/DL4XDR
 Bahamas Sotbeys's International Realty
NICK DAMIANOS
 nick.damianos@sirbahamas.com
 +1 242.376.1841

GREENWICH, CONNECTICUT




CopperBeechFarmCT.com
 \$150,000,000
 Greenwich Brokerage
LESLIE MCELWREATH | JOSEPH BARBIERI
 leslie.mcelwreath@sotbeys.realty +1 917.539.3654

CENTRE ISLAND, NEW YORK



357 Centre Island Road
 \$9,750,000 | DanielGale.com/listing/dgid584848
 Daniel Gale Sotbeys's International Realty
KATIE CUDEBACK
 katiecudedback@danielgale.com +1 516.238.9919

NEW YORK, NEW YORK



840ParkAve.com
 \$11,500,000
 East Side Manhattan Brokerage
JEANNE H. BUCKNAM | NIKKI FIELD
 jeanne.bucknam@sotbeys.realty +1 212.606.7717

SHELTER ISLAND, NEW YORK



29 Winthrop Road
 \$9,499,000 | DanielGale.com/listing/dgid786671
 Daniel Gale Sotbeys's International Realty
DEBORAH PIRRO
 deborahpirro@danielgale.com +1 516.637.5786

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The New York Times Takeover

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

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

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

Includes Digital promotion and Digital Flipbook

Sotheby's
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GREENWICH CONNECTICUT

Represented by: **Jeep Rubino** MRE 13.

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72 Post Road, Old Westbury, NY

Fichez 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 prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIELE GALE / AGENT / OEBRA RUSSELL

Equal Housing Opportunity **Sotheby's**
INTERNATIONAL REALTY

Sandbanks Exuma, The Bahamas

Jacqueline Lighthorn
 Estate Agent
 +1 242 269 2225
 260 Sandbanks Light House
 #JL@bahamas.com

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 swimming pool deck and a classic infinity pool. (aka a beach) area directly visible to the ocean for water sports.

SIREBAHAMAS.COM/ID/V29,67

Bahamas | Sotheby's
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
 Sales Associate
 858.334.3557
 eric@ericsantorinorealty.com
 ORE#42156201

5305 Carlsbad Boulevard
 5 BR | 8.0 BA | 10,039 SQ FT
 \$25,000,000

Stunning single story 11.5 acre oceanfront lot spanning two parcels with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.

ERIC SANTORINO / AGENT / OEBRA RUSSELL

Sotheby's
INTERNATIONAL REALTY

Billionaire Magazine

Billionaire is a sophisticated, extremely high-end luxury publication curated for a controlled and selected subscriber list of UHNWIs globally. The core values of the publication consist of Philanthropy, Sustainability, The Finest Artists and Craftspeople, Investments, as well as exploring unique travel experiences and high-end luxury products globally for our readers. Billionaire provides indepth articles on meaningful projects, initiatives, and peer-to-peer conversations on UHNW-relevant issues.

- Circulation: **14,791**
 - **10,791** mailed to individuals that have a minimum net worth of **\$39 million**
 - **238** Royal Families receive the Magazine globally
 - **4,000** Copies are distributed exclusively to top fine Art Galleries, private Banks, Yacht Clubs, Polo clubs, private Jet Terminals all over the world
- Average Household Net Worth: **\$106,000,000**

FULL PAGE COLOR: \$8,125

Global



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
WASHINGTON DC METRO: \$3,180



TTR Sotheby's

300 International Drive #2501

BALTIMORE, MARYLAND

Live amongst the clouds with the best undisturbed views 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

The TRAVELSTEAD!
Alex Lerner
443-480-3152
alerner@ttrtr.com

Lydia Travelstead
443-689-2113
ltravelstead@ttrtr.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. The 40-acre community will feature direct access to local farms and a new, award-winning performance theater on-site. An extensive golf course, 50,000 sq ft of outdoor spaces, an integrative wellness center and family adventure center all await around 115 private cabana, residences and luxury homes in Park City, Utah. Available now, starting from \$4,500,000.

VELVAEREPAKITY.COM

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

Chicago Tribune Takeover

The Chicago Tribune engages readers with news, featured content, unmatched editorial, and advertising information via digital, print and e-Newspaper. Our daily and Sunday editions offer geographical targeted advertising opportunities for maximum visibility to hyper local.

Promote your brand and properties in style with this tabloid insert devoted to Sotheby's International Realty and delivered to high-net worth neighborhoods.

- Distribution: **Chicago Metro Area**
- Circulation: **150,000+**

FULL PAGE: \$725
 INSIDE FRONT COVER: \$975
 INSIDE BACK COVER: \$975
 BACK COVER: \$1,300

Includes Digital Banner Promotion

Sotheby's INTERNATIONAL REALTY

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Represented by Justin Winter in Illinois

Justin Winter | Sotheby's INTERNATIONAL REALTY

The Exceptional Lake Keowee - SC

Discover a tranquil haven in the upstate of South Carolina, where nature's beauty thrives year long with a moderate four season climate. Embark on winding mountain trails and admire majestic waterfalls. Experience Lake Keowee's sparkling emerald water with proximity to airports & coastal shorelines for easy travel - all within reach when you choose one of our luxury lifestyle communities as your new home!

Real Estate Specialist for Lifestyle Communities Located on Lake Keowee - The Crown at Lake Keowee, The Reserve of Lake Keowee, Keowee Park & More

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 jwinter@sotheby.com

15260 N HIGHWAY 12 W | SALEM, SC 29676 | WWW.JUSTINWINTER.COM | LAKE OFFICE: (864) 481-4444

Sotheby's INTERNATIONAL REALTY

6858 Casitas Pass Road

Perfectly sited between the Santa Ynez mountains and Pacific Ocean, The Prancing Horse Estate is considered to be one of Carpenter's trophy properties. With authentic Tuscan architecture by renowned local architect Don Nutty, the estate boasts over 32 acres of exquisitely maintained and landscaped grounds.

YVESMO GO
 Senior Outdoor Estate Advisor
 (310) 302-0357
 ymo@sotheby.com

6858 Casitas Pass Road
 7891 (310) 302-0357
 theprancinghorseestate.com

SO THEBY'S INTERNATIONAL REALTY - BEVERLY HILLS BROKERAGE | 9665 WILSHIRE BLVD STE 400 BEVERLY HILLS, CALIFORNIA 90212 | SOTHEBYSPREALTY.COM

Bahamas | Sotheby's INTERNATIONAL REALTY

Sundara Ocean Club Estates

Located within the ultra-luxurious community of Ocean Club Estates on Paradise Island and set across two impeccably manicured lots totaling 48,044 sq. ft. with 236 feet of private canal frontage, Sundara is the perfect marriage of warm Colonial Bahamian style and timeless European sophistication. With 19,508 sq. ft. of indoor and outdoor living space, Sundara offers an abundance of space.

Sundara
 Paradise Island, The Bahamas
 8488 (242) 322-2200
 SBahamas.com/S/PAGE3

THE ANSELL GROUP
 Estate Agents
 Cell: (242) 322-0202
 theansellgroup@bahamas.com

BAHAMAS SO THEBY'S INTERNATIONAL REALTY | WINDSOR BUSINESS PARK, NASSAU, THE BAHAMAS | (1 242) 322-2200 | SB@BAHAMAS.COM

Elite Traveler

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

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

ELITE TRAVELER AUDIENCE

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

LUXURY HOMES FEATURE: STARTING AT \$4,500



Financial Times

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

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

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

Global

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WILLOW, VIRGINIA
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 TTD Sotheby's International Realty
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STONEMOUNTAIN, NEW YORK
 \$10,900,000
 Sotheby's International Realty
ASHLEY TRECO
 ashley.treco@sothebysrealty.com | +1 248 422 0089

NEW YORK, NEW YORK
 \$17,900,000
 Sotheby's International Realty
WAKI FIELD | HELEN MARGOS
 www.sothebysrealty.com | +1 212 606 7600

BLUFFTON, SOUTH CAROLINA
 \$7.8M
 Sotheby's International Realty
CATHERINE DONALDSON
 catherine.donaldson@sothebysrealty.com | +1 818 218 2061

AUSTIN, TEXAS
 \$2,999,000
 Sotheby's International Realty
KARINA WILCOX
 karina.wilcox@sothebysrealty.com | +1 512 433 5538

AUSTIN, TEXAS
 \$10,900,000
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 karina.wilcox@sothebysrealty.com | +1 512 433 5538

BRISTOL, VIRGINIA
 \$1,847 Flagglands Trail
 \$1,000,000
 Sotheby's International Realty
ROSSETTA TEATER
 rossetta.teater@sothebysrealty.com | +1 433 646 5556

The Land Report

The Land Report magazine provides nationwide news, information and insight into 40,000 of America's most affluent current and potential home buyers & landowners. The Land Report profiles passionate landowners, high net-worth home & estate owners, identifies unique home-buying and land investment opportunities, explains ways to improve and conserve land, provides legislation updates, and highlights outdoor gear and equipment.

- Distribution: **40,000+ Print & Digital**
- Average HHI: **\$9.2M**
- Average NW: **\$89.3M**
- Gender Skew: **82% Male, 18% Female**

FULL PAGE: \$4,900



SOthebysREALTY.COM

Open the door to what's next.

Harald Grant
Associate Broker
914.642.7272
Harald.Grant@SothebysRealty
HARALD@HARALDGRANT.COM

Bruce Grant
Licensed Salesperson
914.642.7272
Bruce.Grant@SothebysRealty

The Rosewood Farm Estate
Southampton, New York

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

Sotheby's INTERNATIONAL REALTY

SOthebysREALTY.COM

Take a peek at what's next.

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Associate Broker
914.527.7878
Beate.Moore@SothebysRealty
BEATE@BEATEMOORE.COM

Vanessa Moore
Licensed Salesperson
914.775.6075
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

Los Angeles Times Takeover

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
 - **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
 - **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
 - **32%** of readers are more likely to own a second home or real estate property.
-
- Full Page color ad using Sotheby's International Realty Design Vault template
 - Western Los Angeles coverage
 - Saturday Print Circulation: **56,000**
 - Saturday e-edition subscribers: **164,780**

FULL PAGE: \$660
 INSIDE FRONT COVER: \$1,500
 INSIDE BACK COVER: \$1,500
 BACK COVER: \$1,600

Sotheby's INTERNATIONAL REALTY

Malibu CALIFORNIA

Your next move can be next level.

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Photos by: [unreadable]

72 Post Road, Old Westbury, NY

Extra Rare!
 Real Estate Coloperson
 \$4,900,000

72 Post Road
 9 BR | 6 BA | 10.54 ACRES
 \$4,900,000

Sotheby's International Realty logo

SOTHEBYREALTY.COM

Open the door to what's next.

The Rosewood Farm Estate
 Southampton, New York

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

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Take a peek at what's next.

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

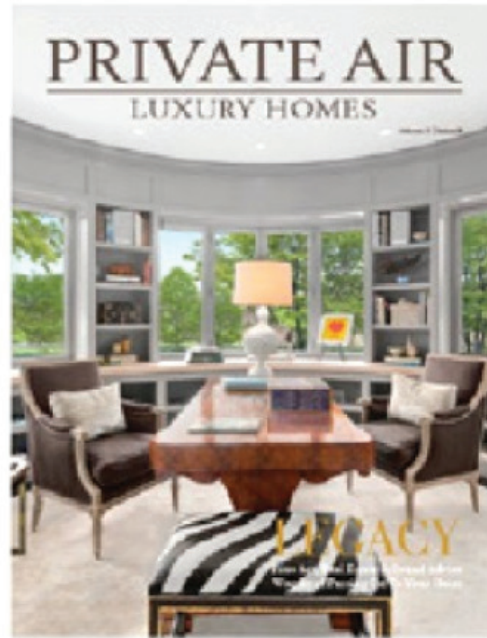
6 BEDROOMS | 6.5+ BATHS | 4,800 SQ FT | \$11,000,000
 342MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY

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**



The Real Deal

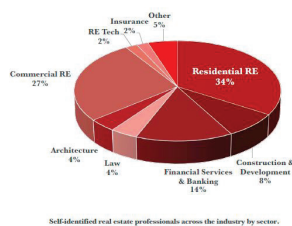
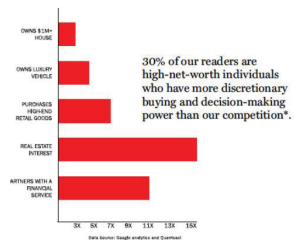
For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell's)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

A Targeted Digital Reach Source

TRD READERS ARE DECISION MAKERS WITHIN THE RE INDUSTRY

- 20,000 copies distributed to Realtor associations
- 5,000 copies distributed in airline & VIP lounges



Distribution:

- **2,500** copies sent to architectural firms, developers, financial institutions, constructions companies, law firms, title companies, and interior design firms
- **2,000** copies distributed to Residential + Commercial
- **1,600** Newstand copies

PRINT MARKETING

Reach your core audience with editorially and strategically aligned full-page print ads within the issues of your choice.

Opportunity details:

- **National – Monthly**

FULL PAGE: \$5,000
2 PAGE SPREAD: \$9,500

Based on 8 Insertions

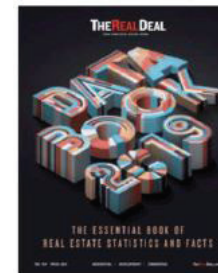
STRATEGIC PRINT OPTIONS



NATIONAL

Circulation:

- 40,000/month
- 480,000/annual



DATA BOOK

Circulation:

- 50,000 annual

PRINT

San Francisco & Silicon Valley Takeover

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

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



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Represented by: Sarah Matheson MRE, SLS

72 Post Road, Old Westbury, NY



Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
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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.



DANIELGALE.COM/AGENT/FICHEA-RUSSELL




Sandbanks
Exuma, The Bahamas



Jacqueline Lighthorn
Elite Agent
+1 242 269 2225
260 Sandbanks Light House
JL@Sandbanks.com

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

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



SIREBAHAMAS.COM/ID/X29,67

Bahamas | **Sotheby's**
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorbo
Sales Associate
858.334.3557
eric@ericsantorbo.com
DRE#02156001

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



Proposed Schedule, Pricing & Reach

2024-2025

PLAN 1

Plan 1							
Media	Ad Description	December	January	February	March	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Half Page			\$ 1,820.00		\$ 1,820.00	35,000
Sotheby's Auction House: Digital							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00				\$ 2,585.00	770,000
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter		\$ 3,000.00			\$ 3,000.00	7,500
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program		\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Select locations						
Google Adwords							
Google Adwords	Digital PPC program		\$ 1,750.00	\$ 1,000.00	\$ 1,000.00	\$ 3,750.00	
LinkedIn							
LinkedIn	Digital Banner Campaign		\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
OTT & Video Pre-roll Combo	Internet Connected Device ads		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	150,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations			\$ 1,500.00		\$ 1,500.00	60,000
Billionaire							
Billionaire	Custom Content + E-Newsletter		\$ 4,500.00			\$ 4,500.00	50,000
Chief Executive E-Newsletter							
Chief Executive E-Newsletter	Sponsored Content			\$ 4,425.00		\$ 4,425.00	95,000
Cottages & Garden							
Spotlight + Property of Note	Rotating Gallery			\$ 2,950.00		\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week				\$ 5,000.00	\$ 5,000.00	60,000
Dwell.com							
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB			\$ 6,000.00		\$ 6,000.00	1,750,000
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase		\$2,500			\$ 2,500.00	100,000

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 1 - CONTINUE

Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter		\$ 500.00		\$ 500.00		6,500
JamesEdition							
Main Home Page Rotating Gallery	Featured Banner			\$ 2,000.00	\$ 2,000.00		750,000
New & Trending Home Page Position	Featured Spot	\$ 1,200.00			\$ 1,200.00		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
JetSet Magazine							
JetSet Magazine	Annual Global Campaign		\$2,500		\$ 2,500.00		2,140,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		\$ 325.00		\$ 325.00		425,000
Custom Email	Custom Email			\$ 1,750.00	\$ 1,750.00		30,000
Land.com							
Dedicated Emails - targeted*	Dedicated Emails - targeted*		\$ 1,500.00		\$ 1,500.00		5,000
Platinum Listings				\$ 750.00	\$ 750.00		
Signature Listings			\$330		\$ 330.00		
Land Report							
Social Media Posts	Banners			\$ 1,500.00	\$ 1,500.00		60,000
E-Newsletter	Monthly E-Newsletter		\$ 2,950.00		\$ 2,950.00		27,000
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months			\$3,250	\$ 3,250.00		
Robbreport.com							
Robbreport.com	Featured Listing Carousel - 1 Property			\$ 1,350.00	\$ 1,350.00		6,000
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 3,750.00		\$ 3,750.00		60,000
Simply Abu Dhabi							
Instagram Post	Instagram Post (2 Post Minimum)		\$ 1,375.00	\$ 1,375.00	\$ 2,750.00		51,200
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 2,600.00	656,000
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					
Billionaire Magazine					
Billionaire Magazine	Full Page		\$ 8,125.00	\$ 8,125.00	14,791
Chicago Tribune					
Chicago Tribune	Takeover - Full Page		\$ 725.00	\$ 725.00	150,000
Conde Nast Magazines Regional Pages					
Architectural Digest - Washington DC Metro	Full Page		\$ 3,180.00	\$ 3,180.00	15,000
Elite Traveler					
Elite Traveler	Luxury Homes Feature		\$ 4,500.00	\$ 4,500.00	557,000
Financial Times					
Financial Times	Quadruple Property Spot		\$ 3,000.00	\$ 3,000.00	210,457
Financial Times	Double Property Spot	\$ 1,500.00		\$ 1,500.00	210,457
Financial Times	Property Spot		\$ 750.00	\$ 750.00	210,457
Land Report					
Land Report	Full Page		\$ 4,900.00	\$ 4,900.00	40,000
The Los Angeles Times					
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00	384,000
The New York Times					
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00		\$ 1,520.00	423,111
The New York Times	Quadruple Property Spot - Weekday/Saturday		\$ 3,040.00	\$ 3,040.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00	\$ 750.00	165,000
The New York Times International Edition					
The New York Times International Edition	Double Property Spot	\$ 1,300.00	\$ 1,300.00	\$ 2,600.00	208,602
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
The Real Deal					
The Real Deal	Full Page		\$ 5,000.00	\$ 5,000.00	324,000
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 - 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	100,000
TOTAL			\$ 147,965.00		15,688,958

*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	December	January	February	March	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page			\$ 910.00		\$ 910.00	35,000
Sotheby's Auction House: Digital							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00				\$ 2,585.00	770,000
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter		\$ 3,000.00			\$ 3,000.00	7,500
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression		\$ 900.00		\$ 900.00	\$ 1,800.00	200,000
Google Adwords							
Google Adwords	Digital PPC program		\$ 1,750.00	\$ 1,000.00	\$ 1,000.00	\$ 3,750.00	
LinkedIn							
LinkedIn	Digital Banner Campaign		\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
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
Dwell.com							
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB			\$ 6,000.00		\$ 6,000.00	1,750,000
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase		\$ 2,500			\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter		\$ 500.00			\$ 500.00	6,500
JamesEdition							
New & Trending Home Page Position	Featured Spot	\$ 1,200.00				\$ 1,200.00	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
E-Newsletter Featured Listing	E-Newsletter					\$ -	0
JetSet Magazine							
JetSet Magazine	Annual Global Campaign		\$ 2,500			\$ 2,500.00	2,140,000

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 2 - CONTINUE

LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00		\$ 325.00				425,000
Land.com								
Dedicated Emails - targeted*	Dedicated Emails - targeted*	\$ 1,500.00		\$ 1,500.00				5,000
Platinum Listings			\$ 750.00	\$ 750.00				
Signature Listings		\$330		\$ 330.00				
Land Report								
Social Media Posts	Banners		\$ 1,500.00	\$ 1,500.00				60,000
E-Newsletter	Monthly E-Newsletter	\$ 2,950.00		\$ 2,950.00				27,000
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00		\$ 1,100.00				
Robbreport.com								
Robbreport.com	Real Estate Newsletter - 3 Sends	\$ 3,750.00		\$ 3,750.00				60,000
Simply Abu Dhabi								
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,375.00	\$ 1,375.00	\$ 2,750.00				51,200
WSJ.com								
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 2,600.00		656,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00			17,000

Proposed Schedule, Pricing & Reach 2024-2025

PLAN 2 - CONTINUE

Print

Billionaire Magazine					
Billionaire Magazine	Full Page		\$ 8,125.00	\$ 8,125.00	14,791
Chicago Tribune					
Chicago Tribune	Takeover - Full Page		\$ 725.00	\$ 725.00	150,000
Conde Nast Magazines Regional Pages					
Architectural Digest - Washington DC Metro	Full Page		\$ 3,180.00	\$ 3,180.00	15,000
Elite Traveler					
Elite Traveler	Luxury Homes Feature		\$ 4,500.00	\$ 4,500.00	557,000
Financial Times					
Financial Times	Double Property Spot		\$ 1,500.00	\$ 1,500.00	210,457
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 1,500.00	420,914
Land Report					
Land Report	Full Page		\$ 4,900.00	\$ 4,900.00	40,000
The Los Angeles Times					
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00	384,000
The New York Times					
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00	\$ 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 Takeover	Full Page w/ Digital promotion		\$ 750.00	\$ 750.00	165,000
The New York Times International Edition					
The New York Times International Edition	Double Property Spot	\$ 1,300.00	\$ 1,300.00	\$ 2,600.00	208,602
Private Air Luxury Homes					
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00	\$ 1,925.00	65,000
San Francisco & Silicon Valley					
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00	\$ 725.00	36,500
The Wall Street Journal					
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 1,590.00	1,288,848
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade		\$ 1,590.00	\$ 1,590.00	644,424
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000

TOTAL \$ 107,220.00 14,032,069

*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	December	January	February	March	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page			\$ 910.00		\$ 910.00	35,000
Sotheby's Auction House: Digital							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00				\$ 2,585.00	770,000
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter		\$ 3,000.00			\$ 3,000.00	7,500
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression		\$ 900.00		\$ 900.00	\$ 1,800.00	200,000
Google Adwords							
Google Adwords	Digital PPC program		\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
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
Dwell.com							
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB			\$ 6,000.00		\$ 6,000.00	1,750,000
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter		\$ 500.00			\$ 500.00	6,500
JamesEdition							
New & Trending Home Page Position	Featured Spot	\$ 1,200.00				\$ 1,200.00	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
JetSet Magazine							
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00	2,140,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		\$ 325.00			\$ 325.00	425,000
Land.com							
Dedicated Emails - targeted*	Dedicated Emails - targeted*		\$ 1,500.00			\$ 1,500.00	5,000
Platinum Listings				\$ 750.00		\$ 750.00	
Signature Listings			\$330			\$ 330.00	

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 3 - CONTINUE

Land Report								
Social Media Posts	Banners		\$ 1,500.00		\$ 1,500.00			60,000
E-Newsletter	Monthly E-Newsletter	\$ 2,950.00			\$ 2,950.00			27,000
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00			\$ 1,100.00			
Robbreport.com								
Robbreport.com	Real Estate Newsletter - 3 Sends	\$ 3,750.00			\$ 3,750.00			60,000
Simply Abu Dhabi								
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,375.00	\$ 1,375.00		\$ 2,750.00			51,200
WSJ.com								
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 2,600.00		656,000
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00			\$ 3,680.00			17,000

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 3 - CONTINUE

Print

Chicago Tribune						
Chicago Tribune	Takeover - Full Page		\$ 725.00	\$ 725.00		150,000
Conde Nast Magazines Regional Pages						
Architectural Digest - Washington DC Metro	Full Page		\$ 3,180.00	\$ 3,180.00		15,000
Elite Traveler						
Elite Traveler	Luxury Homes Feature		\$ 4,500.00	\$ 4,500.00		557,000
Financial Times						
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00	631,371
Land Report						
Land Report	Full Page		\$ 4,900.00		\$ 4,900.00	40,000
The Los Angeles Times						
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00		384,000
The New York Times						
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00	\$ 760.00	\$ 2,280.00	1,269,333
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00	\$ 750.00		165,000
The New York Times International Edition						
The New York Times International Edition	Property Spot	\$ 650.00		\$ 650.00	\$ 1,300.00	208,602
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00		\$ 1,925.00	65,000
San Francisco & Silicon Valley						
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00	\$ 725.00		36,500
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00	1,933,272
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00		100,000
TOTAL						
			\$ 89,040.00			14,017,278

TOTAL

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

Pricing Subject to Change