



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Forevermore Farm Advertising and Marketing Program

Joan Herlong
& Associates

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 Forevermore Farm

SKY Advertising is excited to present to Joan Herlong & Associates Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Forevermore 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 Moore, SC.

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

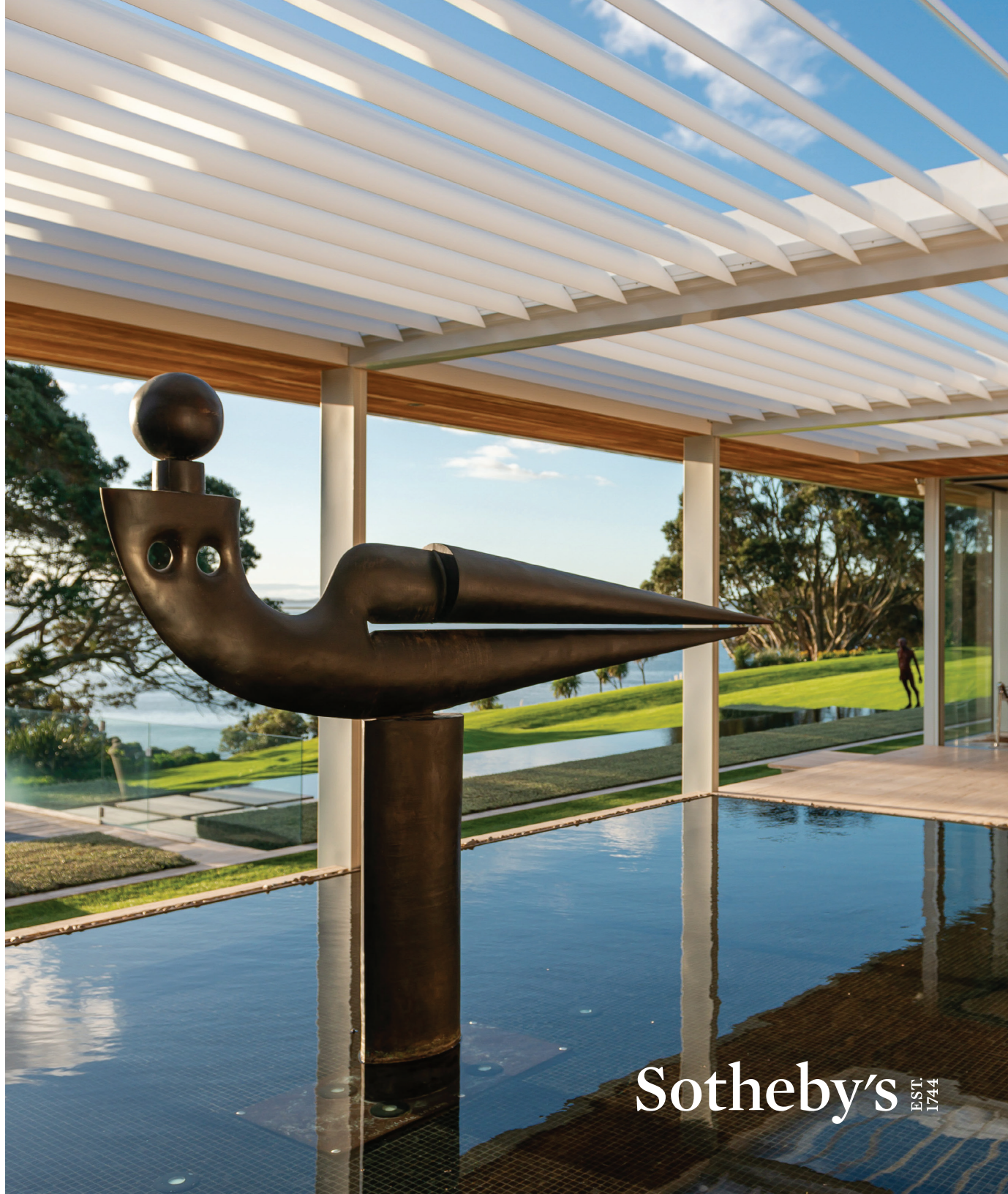
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Account Executive
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chloe@skyad.com

Sotheby's
Auction House
Offerings



Sotheby's EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

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

Global



Sotheby's

INTERNATIONAL REALTY

Nothing Compares to what's next.

Explore our exclusive collection of inspiring homes.

Austin, Texas

Sotheby's Realty, 2021

Property ID: CSD024

Agent: Catherine Lee

Sotheby's Realty

Original Listing: 12/27/2020

1514047 - current and previous listings

\$30,000,000.000

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Digital Offerings



Sotheby's
INTERNATIONAL REALTY

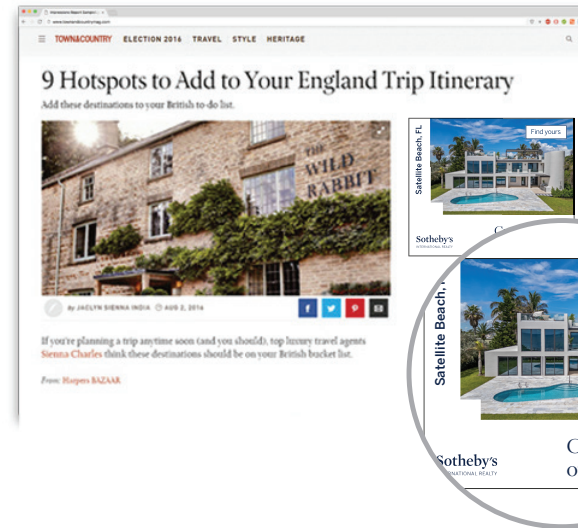
Impressions Campaign

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: **Forevermore Farm**
- Flight Dates: **Two weeks**
- Impressions: **100,000**
- 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



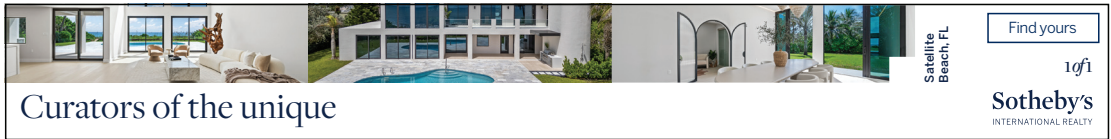
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

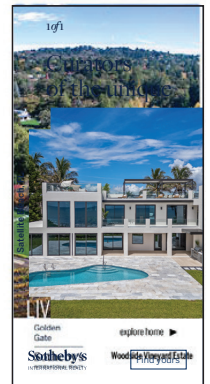
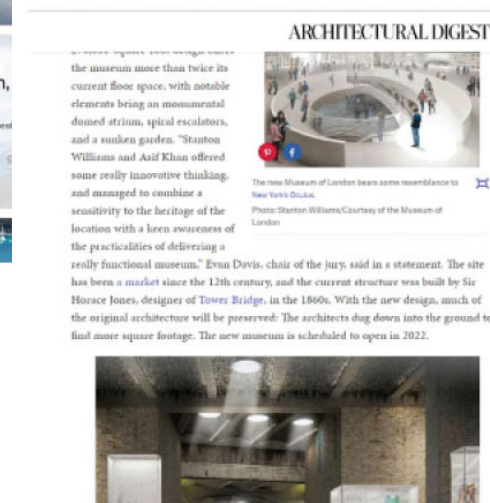
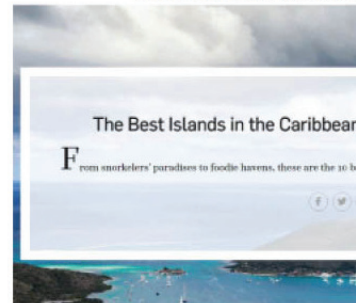
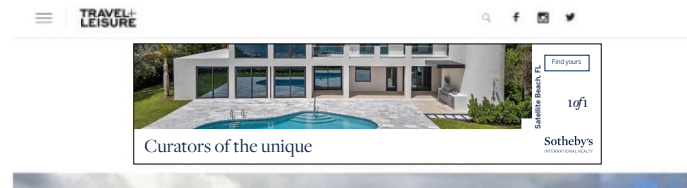
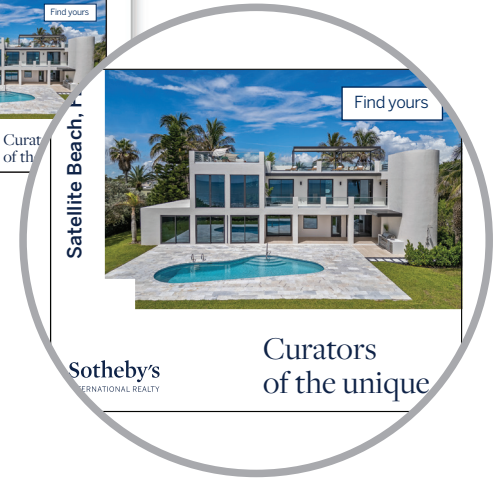
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

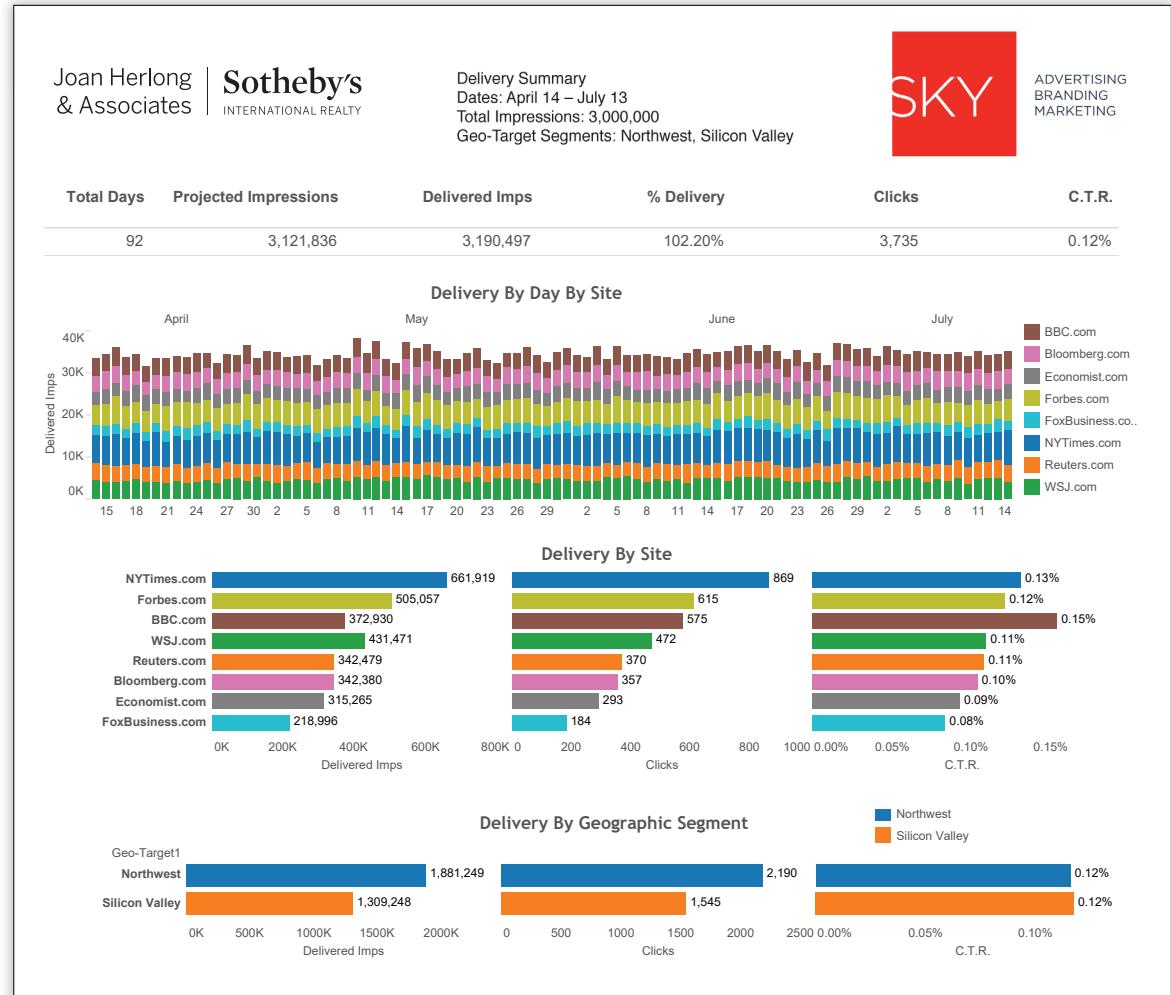


Comprehensive Reporting For Your Customized Campaign

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



EQ Living

Equestrian Living is tailored to the lifestyle led by their readers. They enjoy a shared pride in their homes, farms, and ranches—and of course their revered horses. They spend generously on travel, vacation homes, jewelry, automobiles, high-end fashion, and other luxury items. In its inaugural year EQ was recognized nationally when a panel of 26 judges at American Horse Publications selected it as the Overall Best Equestrian Magazine in America.

SOCIAL POST

Instagram, Facebook, Pinterest and Twitter

PRICE: 800/DEPLOYMENT



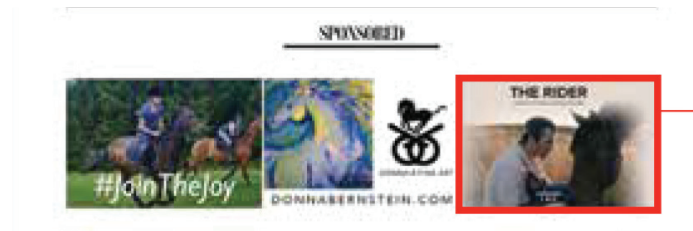
Sponsored e-Blasts

EQUESTRIAN LIVING EXCLUSIVE SPONSORED E-BLASTS

Reach highly qualified Equestrians and Equestrian enthusiasts. Enables advertiser to tell their story, exclusively and can include videos, and slideshows. Advertiser provides the content.

- Reach: **33,000**

\$1,500 OR \$1,175 WITH PRINT PURCHASE



Featured Property

EQUESTRIAN LIVING REAL ESTATE ONLINE FEATURED PROPERTY

- Highlighted in the real estate. section of the homepage
- Highlighted in the real estate. landing-page
- Listing appears in the slide at the top of the real estate page
- Listing appears as a picture block on real estate page which links to Full page of advertorial including a video or slideshow tour of the property with contact information and a direct link to the realtor
- One Facebook posting - for duration of listing - Facebook, Twitter, Instagram

PRICE: \$1,275 FOR THREE MONTHS
(3 month minimum)



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

For Sale Travel Brands Dealers Stories Sell

Sign in / Register

USD

Sign in / Register

Home

Real Estate

Cars

Yachts

Watches

Art

Helicopters

Extravagance

Jetty

The Global Luxury Marketplace:

Cars, Homes and more

Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.

MOST POPULAR

Ferrari 488 GTB

Uptown, CA, United States

\$71,999

Chevrolet Corvette

Uptown, CA, United States

\$4,736,967

Stunning Villa Ove...

Uptown, CA, United States

\$45,999

Ram 2500

Uptown, CA, United States

\$114,999

Nio109 - Luxury pe...

Uptown, CA, United States

\$34,999

Audi S1

Uptown, CA, United States

\$199,999

McLaren 650S

Uptown, CA, United States

\$114,999

Ferrari California

Uptown, CA, United States

\$114,999

JAMES SPOTTING

Two Level Duplex On Penthouse Ponds

View all cars

View all real estate

View all watches

VIEW ALL

RICH LIST

DOUBLE DOWN 214 Codecass 2010/20...

West Palm Beach, FL, United States

\$38,000,000

Don't miss 5 most viewed Ferrari listings on JamesEdition: cars our readers will be driving in the Near Future

Real modern masterpieces you could buy on JamesEdition for the price of that self-destructing Baskin network

The 10 Most Sought-After Properties and Attractive Locations

30k+ owners: The most amazing and luxurious things you can find on JamesEdition where 3 is the magic number

VIEW ALL LISTINGS

YACHTS

Featured Agent

Nick Swinburne

As an established licensed REALTOR® with over a decade of real estate experience serving the Sea to Sky corridor and the Vancouver North Shore, I have a proven track record of providing home sellers and buyers unparalleled service and...

READ MORE

LATEST STORIES

Luxury garages: Unique cars of tech billionaires, old-school magnates and Gen Z elites

JamesEdition is reviewing the car-buying habits of wealthy petrochemicals. From the classic 911 to the latest Bugatti and Pagani models, you can find... Read More

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The Bahamas: Inside the most exclusive gated communities

Perfectly timed Lamborghini Murcielago: "I wanted to transform it into more aggressive and powerful version"

Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

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USD

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Real Estate

Cars

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Art

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Jetty

Find luxury Real Estate and Homes for sale

VIEW ALL HOMES

SPAIN | NEW YORK | PARIS

Type location

Search

JamesEdition is the premier international marketplace to find luxury real estate and homes for sale. Search and browse more than 40,000 luxury homes for sale in over 50 countries. The most exclusive properties in the most desirable locations are offered by luxury real estate and homes specialists and private sellers worldwide, displayed with large, high-quality images. Whether you're buying a primary or second home, a pied-a-terre or vacation property you'll find thousands of the finest international properties including condominiums, penthouses, homes, estates and resort hotel ownership options.

St. Kitts & Nevis

Nothing compares.

ST. KITTS & NEVIS

Featured luxury properties

5 Bedrooms - Pent...

St. Kitts & Nevis

\$2,734,418

Stunning Sherwood...

Lake Sherwood, CA, USA

\$2,995,000

Enviably Estate By ...

Longmont, MA, USA

\$2,995,000

Modern Apartment...

New York, NY, USA

\$2,724,332

Elegant French Styl...

Buenos Aires, Argentina

\$8,800,000

Playa Nix

Papua, Mexico

\$12,000,000

Koningshof

Groenendaal, Netherlands

\$8,759,573

Magnificent Secu...

Madrid, Spain

\$3,950,000

Extraordinary Ocea...

Swampscott, MA, U.S.

\$1,990,000

Maimok Paradise ...

Maimok, Andhra Pradesh, India

\$2,750,000

Kiteagh House

Knagh, Ireland

\$2,903,291

7+/- Acres for pote...

Matthews, NC, United States

\$195,000

VIEW MORE

News about luxury real estate View all

Most exclusive neighborhoods of Hong Kong

Posted 2019-07-17

The Asian financial center hasn't given up the first position in the list of the most expensive housing markets, also topping the ranking for the world's most luxurious housing market for the last two years (Luxury Defined Report by Christie's). T...

Read more

The Bahamas: Inside the most exclusive gated communities

Posted 2019-07-10

If the warm temperatures, crystal clear water and proximity to the US are not good enough reasons to consider a move to the Bahamas, a community of like-minded people should be. A round of golf or cocktails at sunset is shorthand for a club of fol...

Read more

Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

Posted 2019-06-28

Where can one find the Algarve's most prestigious properties? Most prime areas often referred to as the Golden Triangle. It's located between the capital city of Faro and the village of Vilamoura. Also, the Golden Triangle area includes two of ...

Read more

Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring

Posted 2019-06-21

Whistler is a year-round outdoor playground for all ages, where fine dining restaurants, 5-star hotels, spas and wellness facilities are a quick Roadplane, helicopter ride, or drive from Vancouver. Whistler, BC: International Destination...

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Surrounding stories

Top Brands

Ferrari

Aston Martin

Audemars Piguet

Breguet

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jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

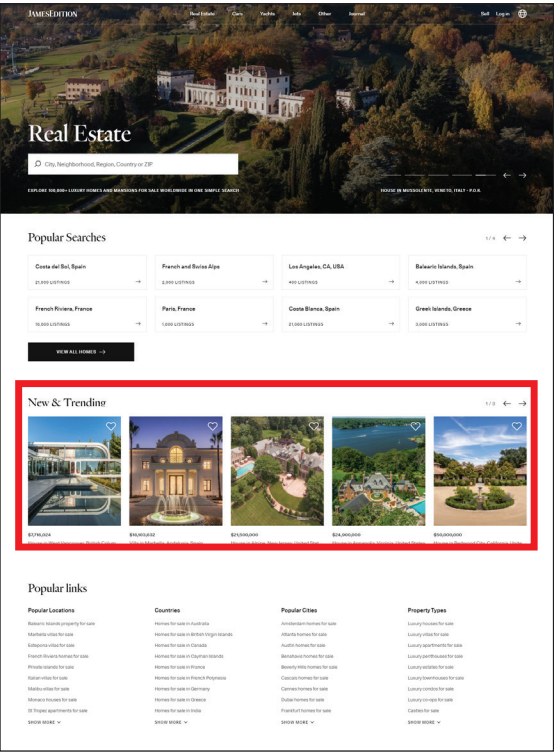
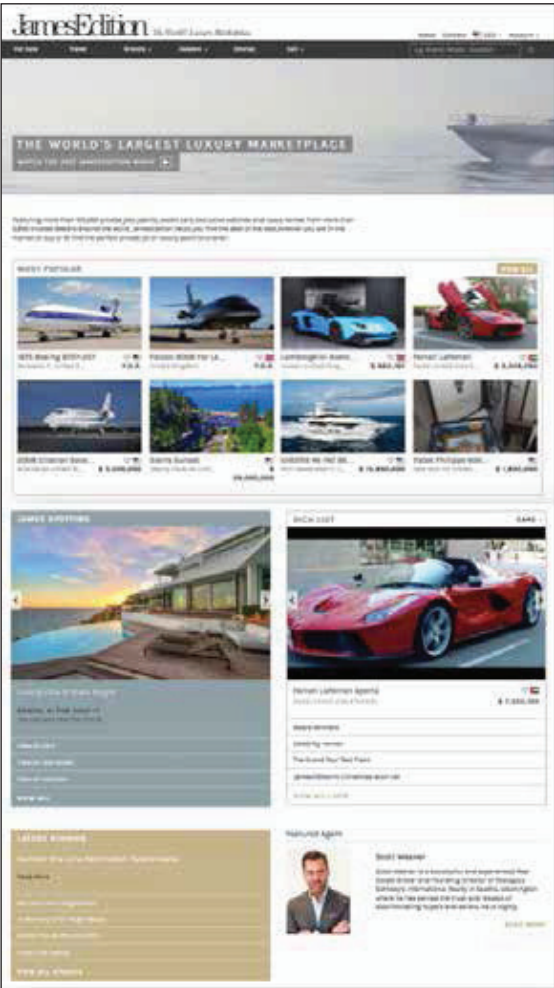
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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



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.

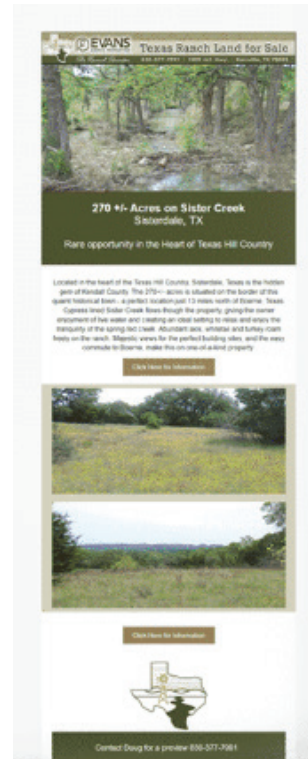
LAND WATCH

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



LandAndFarm

LandWatch



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

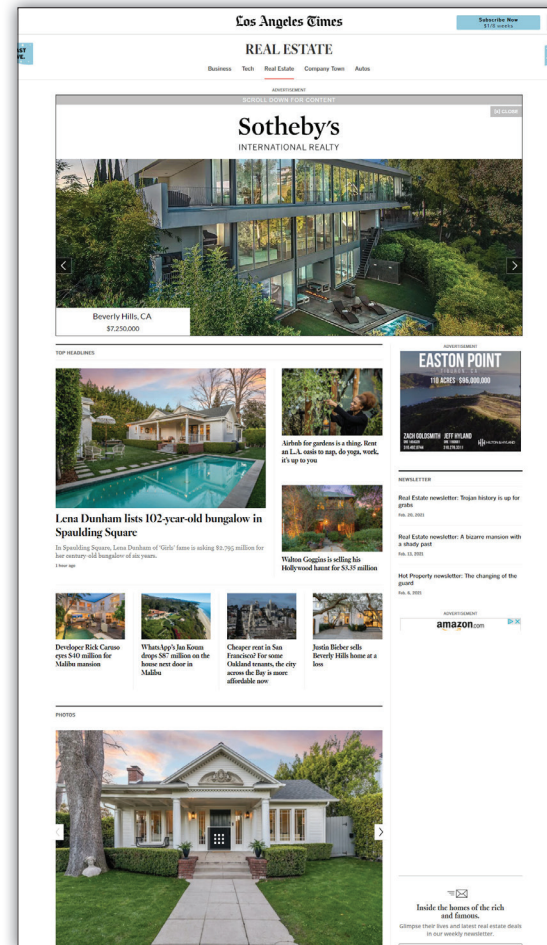
LA Times

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**



The Plaid Horse

TPH Readers are well-educated, have a high disposable income and a passion for the luxurious lifestyle.

With a large audience across multiple channels, digital advertising with the Plaid Horse will get you in front of high numbers in various demographics.

- Averaging 425K page views a month
- 590K new users this year –a 147% increase
- 155% year over year growth in page views

BLOG POST WITH EMAIL

Receive custom content which is posted on TPH Blog as well as deployed in an email to the subscriber community.

BLOG POST + EMAIL (CLIENT PROVIDED CONTENT): \$700

BLOG POST + EMAIL (CONTENT WRITTEN BY TBH): \$1,500

(THE)
PLAID HORSE

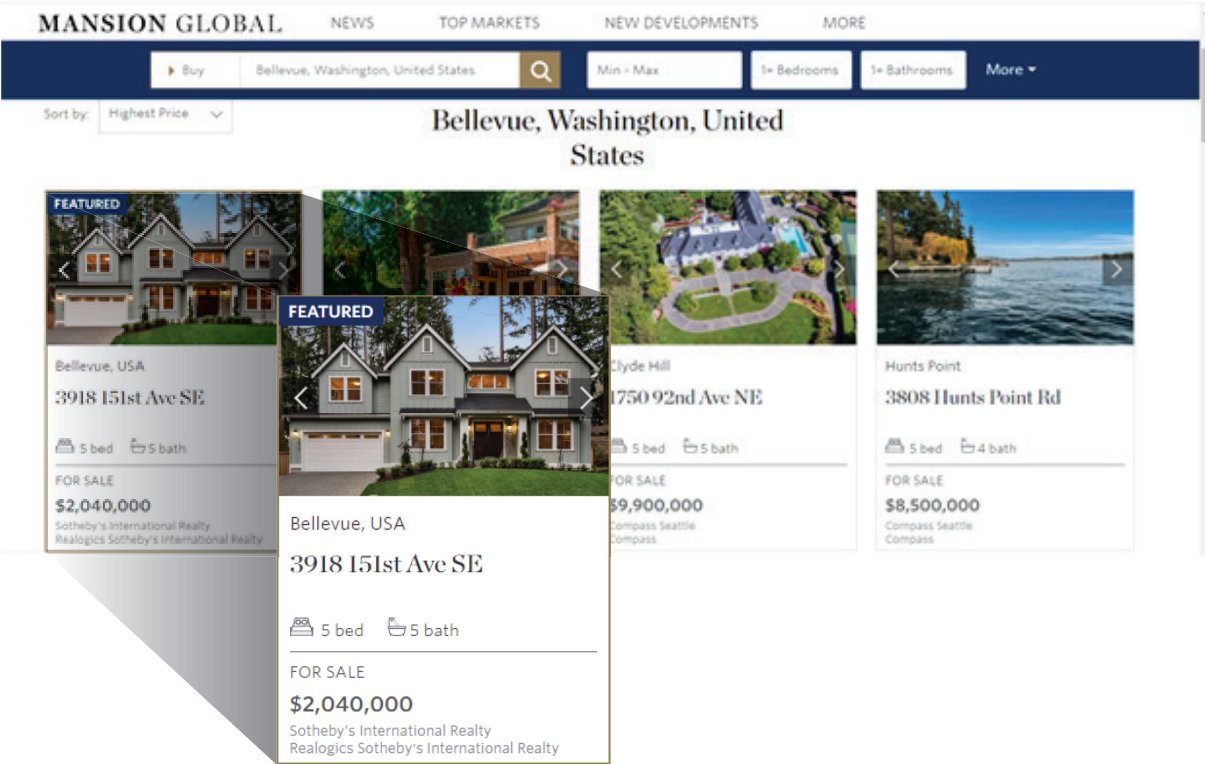
The Wall Street Journal Online (WSJ.com)

FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

10 PROPERTIES: \$1,200
Included with print placement



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



Print Offerings



Sotheby's
INTERNATIONAL REALTY

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.

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

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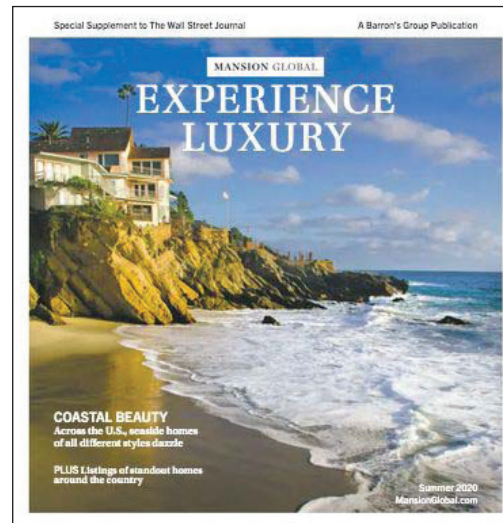
The Wall Street Journal

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.**

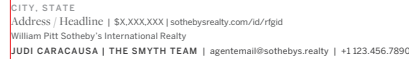
FULL PAGE:
\$980/TEMPLATE
\$1,985/CUSTOM



**IN THE FRIDAY MAIN NEWS
SECTION**

- 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

[illegible]

Sotbeby's

INTERNATIONAL REALTY

Nothing compares to what's next.

 <p>CITY STATE</p> <p>Address Headline \$0,000,000 sotbey@reality.com +1 232 456 7890</p> <p>AGENT NAME agentname@sotbey.com</p>	 <p>CITY STATE</p> <p>Address Headline \$0,000,000 sotbey@reality.com +1 232 456 7890</p> <p>AGENT NAME agentname@sotbey.com</p>	 <p>CITY STATE</p> <p>Address Headline \$0,000,000 sotbey@reality.com +1 232 456 7890</p> <p>AGENT NAME agentname@sotbey.com</p>
NEW SPACES		
 <p>CITY STATE</p> <p>Address Headline \$0,000,000 sotbey@reality.com +1 232 456 7890</p> <p>AGENT NAME agentname@sotbey.com</p>	 <p>CITY STATE</p> <p>Address Headline \$0,000,000 sotbey@reality.com +1 232 456 7890</p> <p>AGENT NAME agentname@sotbey.com</p>	 <p>CITY STATE</p> <p>Address Headline \$0,000,000 sotbey@reality.com +1 232 456 7890</p> <p>AGENT NAME agentname@sotbey.com</p>
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SOTBEY'S REALTY.COM

The New York Times Takeover

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

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

FULL PAGE, COLOR: \$750
INSIDE FRONT COVER, COLOR: \$1,150
INSIDE BACK COVER, COLOR: \$1,150
BACK COVER, COLOR: \$1,500
Includes Digital promotion and Digital Flipbook

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GREENWICH



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expectations.

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SOTHEBYSPREALTY.COM

Represented by Sarah Baker on pg. 53.

72 Post Road, Old Westbury, NY




Debra Russell
Real Estate Salesperson
Gold Circle Of Excellence
616.282.2770
c. 505.862.5403



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

Based on 15.54 acres directly adjacent to the 235-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.



DANIELEGALE.COM/AGENT/DEBRA-RUSSELL





Sandbanks
Exuma, The Bahamas



Jacqueline
Lighthorn
Estate Agent
+1.242.389.2225
26 Sandbanks Lighthorn
605@bahamas.com

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

Sandbanks is a truly spectacular 6 bedroom, 7 full 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, which blends into the ocean for water sports.

SIRBAHAMAS.COM/ID/X226.67

Bahamas

Sotheby's
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorini
Sales Associate
858.334.3977
eric@ericsantorini.com
DRE#01755053



5305 Carlsbad Boulevard
5 BR | 8.0 BA | 30,039 SQ FT.
\$25,000,000

Stunning single story 15 acre oceanfront lot spanning two parcels with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand, this prestigious gated estate is truly unlike anything else.

SOTHEBYSPREALTY.COM/ID/THE44

Pacific

Sotheby's
INTERNATIONAL REALTY

skyad.com | 27

Equestrian Living

Throughout history, the equestrian lifestyle has woven its way through our culture. From the magnificence of vast western ranches to elegant English hunt-country estates, horses are an integral element of modern fashion, style, and decor. Equestrian Living magazine encompasses the absolute best of these timeless traditions. Our readers are an affluent group of very diverse people who have one thing in common—their love of the majestic horse. EQ Living delights them with luxurious features and breathtaking photography displayed within a beautiful, award-winning format.

- Circulation: **35,000**
- **98%** look to EQ for Ranch/Farm/Home architectural design
- **95%** look to EQ for Real Estate
- Average net worth of over **\$6 million**
- Average HHI: **\$335K**

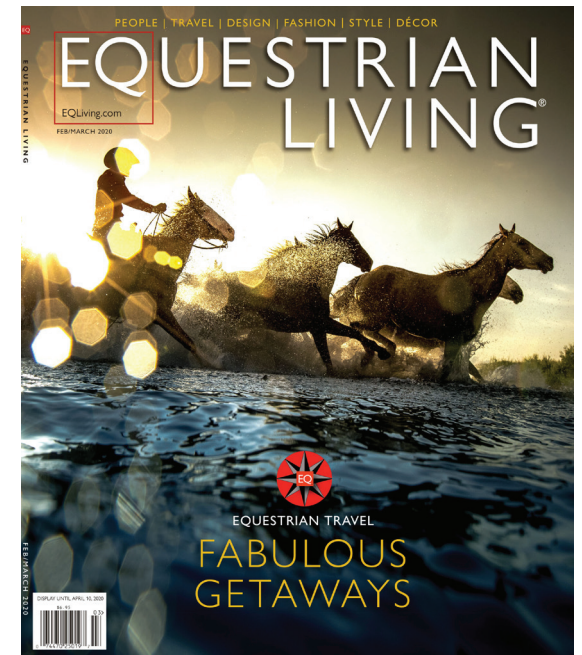
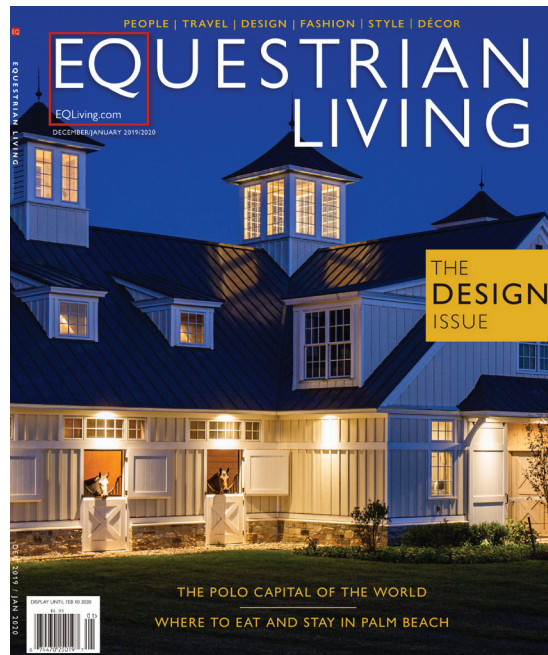
FEATURED PROPERTIES SECTION

HALF PAGE: \$1,300

FULL PAGE: \$2,050

FRONT OF BOOK PLACEMENT

FULL PAGE: \$3,250



Financial Times

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

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

PROPERTY SPOT, COLOR: \$750
Global



Sotheby's
International Realty

Nothing compares to what's next.

WILLOW, VIRGINIA
The Willow is a stunning new development in the heart of the community. It features a mix of modern and traditional architecture, with a focus on sustainability and green living. The development includes a mix of single-family homes and townhomes, all with high-quality finishes and amenities. Contact: info@sothebysrealty.com | +1 703 886 8888

STONEMOUNT, THE SHAMROCK
A beautiful new development in the heart of the community. It features a mix of modern and traditional architecture, with a focus on sustainability and green living. The development includes a mix of single-family homes and townhomes, all with high-quality finishes and amenities. Contact: info@sothebysrealty.com | +1 703 886 8888

NEW YORK, NEW YORK
A beautiful new development in the heart of the community. It features a mix of modern and traditional architecture, with a focus on sustainability and green living. The development includes a mix of single-family homes and townhomes, all with high-quality finishes and amenities. Contact: info@sothebysrealty.com | +1 212 695 7699

BLUFFTON, SOUTH CAROLINA
A beautiful new development in the heart of the community. It features a mix of modern and traditional architecture, with a focus on sustainability and green living. The development includes a mix of single-family homes and townhomes, all with high-quality finishes and amenities. Contact: info@sothebysrealty.com | +1 843 646 0554

AUSTIN, TEXAS
A beautiful new development in the heart of the community. It features a mix of modern and traditional architecture, with a focus on sustainability and green living. The development includes a mix of single-family homes and townhomes, all with high-quality finishes and amenities. Contact: info@sothebysrealty.com | +1 512 453 0036

BRISTOL, VIRGINIA
A beautiful new development in the heart of the community. It features a mix of modern and traditional architecture, with a focus on sustainability and green living. The development includes a mix of single-family homes and townhomes, all with high-quality finishes and amenities. Contact: info@sothebysrealty.com | +1 434 646 0554

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

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Your next move can be next level.

Nothing compares.
SOTHEBYSREALTY.COM

MALIBU CALIFORNIA

Represented by: [Name]

72 Post Road, Old Westbury, NY

Debra Russell
Real Estate Salesperson
516-332-0770
(L. 516-332-0443)

72 Post Road
9 BR | 6 BA | 10.54 ACRES
\$4,400,000

Secluded 10.54 acres directly adjacent to the 22-acre Old Westbury Gardens. This pristine estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom and a two-story house, 10 barns, a three-bedroom cottage, a two-story garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE.COM/AGENT/DEBRA-RUSSELL

Sotheby's
INTERNATIONAL REALTY

SOthebysREALTY.COM

Open the door to what's next.

Harold Grant
Executive Broker
631-533-1122
(L. 631-533-1122)
Representing the Seller

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.

Scott V. Moore
Executive Broker
845-337-1122
(L. 845-337-1122)
Representing the Seller

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

6 BEDROOMS | 6.5+ BATHS | 4,900 SQ. FT. | \$11,000,000
S4DMEDCOURT.COM

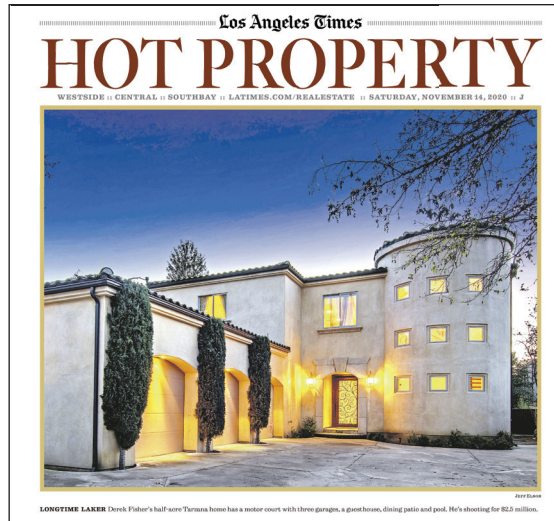
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INTERNATIONAL REALTY

Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
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- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



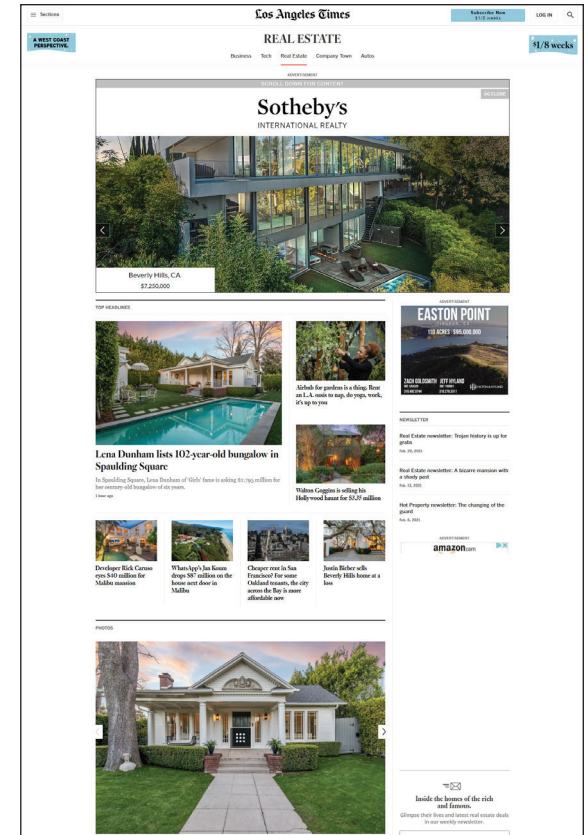
LA TIMES DIGITAL LIGHTHOUSE

The Sotheby's International Realty LA Times Digital Lighthouse showcases 27-30 properties monthly and owns 100% SOV at the top of the LA Times Real Estate section.

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

Full color with 30 day Lighthouse Placement



Schedule,
Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024-2025

PLAN 1

Media	Ad Description	November	December	January	February	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
EQ Living							
EQ Living Sponsored E-blast	Exclusive Sponsored E-blasts	\$ 1,500.00				\$ 1,500.00	39,000
EQ Living Real Estate Online	Featured Property		\$1,275			\$ 1,275.00	
Social Post	Instagram, Facebook, Pinterest and Twitter	\$ 800.00				\$ 800.00	1,000,000
The Plaid Horse							
Article/Press Release	Blog Post + Email (Client provided content)		\$ 700.00			\$ 700.00	
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 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
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus			\$ -	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	
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 1,300.00	328,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus			\$ -	

Proposed Schedule, Pricing & Reach 2024-2025

PLAN 1 CONTINUED

Print					
Equestrian Living					
Equestrian Living	Full Page or Half Page		\$ 1,300.00	\$ 1,300.00	35,000
Financial Times					
Financial Times	Property Spot	\$ 750.00		\$ 750.00	210,457
The Los Angeles Times					
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00		\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00	384,000
The New York Times					
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00		\$ 760.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00	165,000
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					
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
TOTAL				\$ 20,180.00	5,692,696

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