



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Tulchan Estate Advertising and Marketing Program

Latvia | Sotheby's
INTERNATIONAL REALTY

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15 2024-2025



NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Tulchan Estate

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

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 Scotland.

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: **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**

ADVERTORIAL - 2 PAGE: \$10,500

ADVERTORIAL - 4 PAGE: \$18,800

Global



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
 sarah@sothebyrealty.com
 Property # 1220018
 Agent: Sarah
 International Realty
 Broker: Karen | 214.666.8622
 Email: karen@sothebyrealty.com
 \$30,000,000.000

Nothing Compares to what's best.
Explore our exclusive collection of inspiring homes.

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Home

1 Central Park West 64F/50C
 With unparalleled breathtaking views, this 50th of Central Park residence is a true masterpiece of modern architecture. Every room is thoughtfully designed to offer the finest in luxury living. Enjoy the finest materials, from the finest marble to the finest finishes, under an exquisite light. Sotheby's International Realty is proud to represent this exceptional opportunity. Contact your local Sotheby's International Realty office for more information.
Call: +1 212 606 7772
Call: sarah@sothebyrealty.com
 \$36,000,000.000

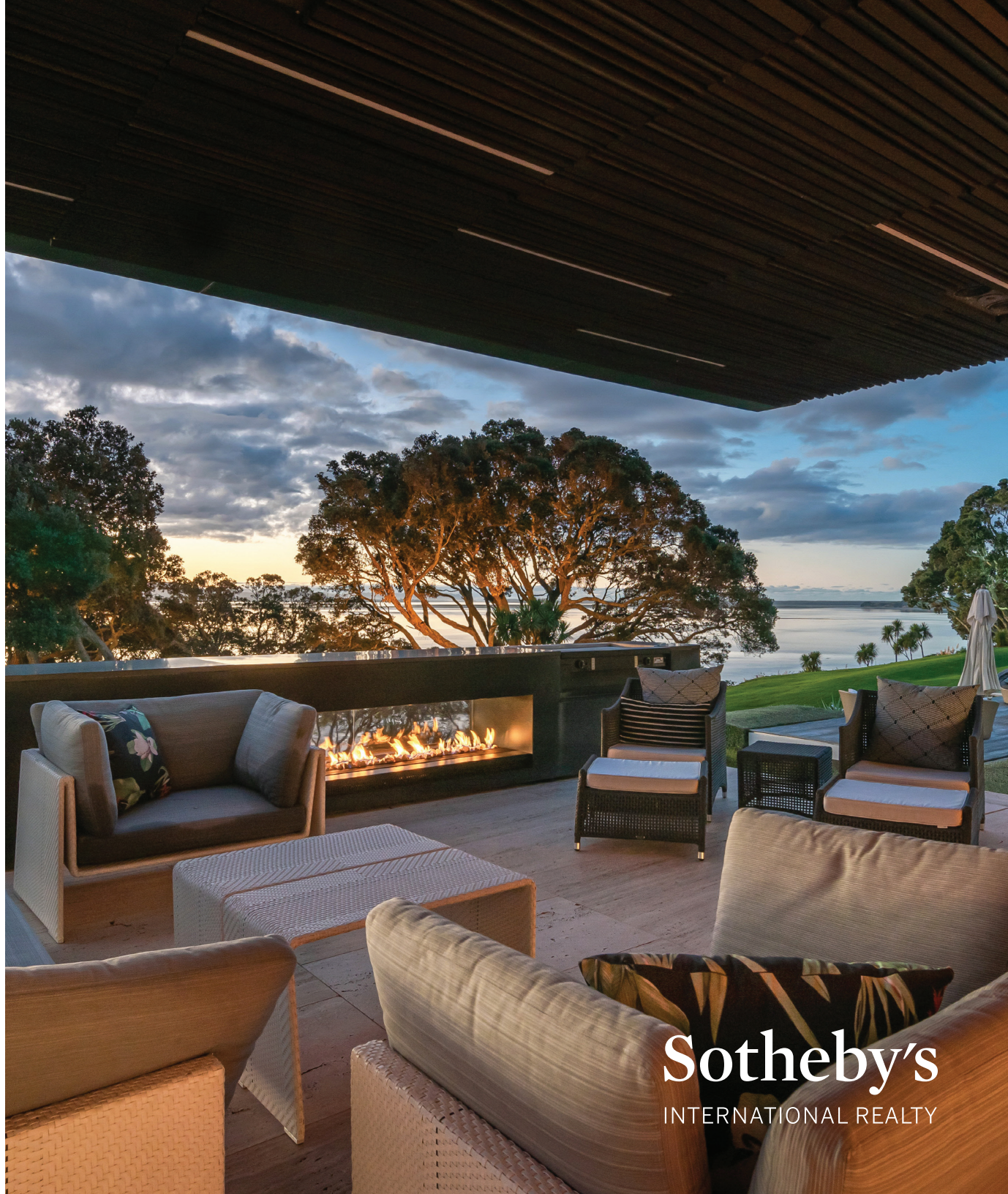
510 Park Avenue, 15/16
 This residence in the sky spans 2,000 sq. ft. of exceptional high floor real estate. The apartment is a masterpiece of modern architecture. The interior is finished with the finest materials and features a private elevator. Contact your local Sotheby's International Realty office for more information.
Call: +1 212 606 7772
Call: sarah@sothebyrealty.com
 \$23,000,000.000

Four Seasons Private Residences
 This upcoming 1,100 sq. ft. penthouse is a masterpiece of modern architecture. The interior is finished with the finest materials and features a private elevator. Contact your local Sotheby's International Realty office for more information.
Call: +1 212 606 7772
Call: sarah@sothebyrealty.com
 \$13,000,000.000

New York, New York
 sarah@sothebyrealty.com
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 Email: sarah@sothebyrealty.com

New York, New York
 sarah@sothebyrealty.com
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Manhattan South | 212 606 7772
 Email: sarah@sothebyrealty.com

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

duPont Registry

Experience luxury with duPont REGISTRY, connecting elite buyers and sellers for nearly 40 years. Elevate your brand through exclusive collaborations, bespoke campaigns, and luxury showcases.

OPTION A

- 3-Page Layout (Editorial Style)
- Branded Content Post
- Newsletter Inclusion - 77,000 email subscribers
- Luxury Lifestyle Newsletter Inclusion - 2,500 email subscribers


ADDED VALUE

- 600 X 200 Banner Included in both Newsletter Postings
- duPont REGISTRY Discovery Postings
- Up to 3 Postings (Properties must be over 4M)


PROPOSED 3X RUN

INVESTMENT - \$12,000/PER MONTH


duPont
REGISTRY *DAILY*



SPONSORED
RM Sotheby's Arizona: 2005 Porsche Carrera GT




INDUSTRY REPORTS
2021 Was Rolls-Royce's Best Year Ever




SPONSORED
When Was the Last Time You Did Something for the First Time?


duPont
REGISTRY *DAILY*




SPONSORED
RM Sotheby's Arizona: 2005 Porsche Carrera GT




INDUSTRY REPORTS
2021 Was Rolls-Royce's Best Year Ever




SPONSORED
When Was the Last Time You Did Something for the First Time?




FOR SALE
The Best 80's Cars You Can Buy Today




DEALER NEWS
Maserati Westlake Village Delivers One of the First MC20s in the U.S.




SPONSORED
Discover the South's Best Lake & Golf Community at Reynolds Lake Ocoee




FOR SALE
Check The Spec: A 2019 Porsche 911 GT3 RS With A \$140K Special With Customization Package




WATCHES
Bell & Ross Releases The New Limited-Edition BR 03-92 Military Diver




WATCHES
Discover Ulysse Nardin's New Limited-Edition Torpilleur Tourbillon







Exotic Car Sale




Landscapes For Sale




Porsche For Sale



McLaren For Sale



Other Exotic Cars




Fast Cars For Sale

TOP LINKS

- Exotic Car Specs
- Exotic Cars
- Used Car Values
- Exotic Cars For Sale

COMPANY LINKS

- Advertise
- Contact Us
- Self Your Car



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duPont Registry

Experience luxury with duPont REGISTRY, connecting elite buyers and sellers for nearly 40 years. Elevate your brand through exclusive collaborations, bespoke campaigns, and luxury showcases.

OPTION B



- 2-Page Spread
- Branded Content Post
- Newsletter Inclusion - 77,000 email subscribers
- Luxury Lifestyle Newsletter Inclusion - 2,500 email subscribers

ADDED VALUE

- 600 X 200 Banner Included in both Newsletter Postings
- duPont REGISTRY Discovery Postings
- Up to 3 Postings (Properties must be over 4M)


PROPOSED 3X RUN

INVESTMENT - \$9,250/PER MONTH


SPONSORED

RM Sotheby's Arizona: 2005 Porsche Carrera GT





INDUSTRY REPORTS

2021 Was Rolls-Royce's Best Year Ever




SPONSORED

When Was the Last Time You Did Something for the First Time?


SPONSORED

RM Sotheby's Arizona: 2005 Porsche Carrera GT




INDUSTRY REPORTS

2021 Was Rolls-Royce's Best Year Ever




SPONSORED

When Was the Last Time You Did Something for the First Time?




FOR SALE

The Best 80's Cars You Can Buy Today




DEALER NEWS

Maserati Westlake Village Delivers One of the First MC20s in the U.S.




SPONSORED

Discover the South's Best Lake & Golf Community at Reynolds Lake Ocoee




FOR SALE

Check The Spec: A 2019 Porsche 911 GT3 RS With a \$140K Special With Customization Package




WATCHES

Bell & Ross Releases The New Limited-Edition BR 03-92 Military Diver



WATCHES

Discover Ulysse Nardin's New Limited-Edition Torpilleur Tourbillon




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100+ Franchises Available
100+ Franchises Available


Call Now




Exotic Car Sale




Luxury Car Sale




Porsche Car Sale



McLaren Car Sale



Other Exotic Car




Fast Car Sale

TOP LINKS

Exotic Car Sales
Classic Car
Luxury Car Values
Exotic Cars For Sale

COMPANY LINKS

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Contact Us
Sell Your Car



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duPont Registry

Experience luxury with duPont REGISTRY, connecting elite buyers and sellers for nearly 40 years. Elevate your brand through exclusive collaborations, bespoke campaigns, and luxury showcases.

OPTION C


- Single Page
- Branded Content Post
- Newsletter Inclusion - 77,000 email subscribers
- Luxury Lifestyle Newsletter Inclusion - 2,500 email subscribers


ADDED VALUE

- 600 X 200 Banner Included in both Newsletter Emails
- duPont REGISTRY Discovery Postings
- Up to 3 Postings (Properties must be over 4M)

PROPOSED 3X RUN


INVESTMENT - \$6,700/PER MONTH






SPONSORED

RM Sotheby's Arizona: 2005 Porsche Carrera GT




INDUSTRY REPORTS


2021 Was Rolls-Royce's Best Year Ever



SPONSORED


When Was the Last Time You Did Something for the First Time?






SPONSORED

RM Sotheby's Arizona: 2005 Porsche Carrera GT




INDUSTRY REPORTS

2021 Was Rolls-Royce's Best Year Ever




SPONSORED

When Was the Last Time You Did Something for the First Time?




FOR SALE

The Best 80's Cars You Can Buy Today




DEALER NEWS

Maserati Westlake Village Delivers One of the First MC20s in the U.S.




SPONSORED

Discover the South's Best Lake & Golf Community at Reynolds Lake Ocoee




FOR SALE

Check The Spec: A 2019 Porsche 911 GT3 RS With a \$140K Special With Customization Package




WATCHES


Bell & Ross Releases The New Limited-Edition BR 03-92 Military Diver




WATCHES

Discover Ulysse Nardin's New Limited-Edition Torpilleur Tourbillon







Ferrari For Sale




Lamborghini For Sale




Porsche For Sale



BMW For Sale



Audi For Sale



Ford For Sale

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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: **\$9.3M**
- Household Income: **\$9.2M**

Top In-Bound Markets:

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

E-NEWSLETTER

MONTHLY E-NEWSLETTER: \$3,000/PER

CUSTOM CONTENT

ONLINE ARTICLE: \$8,000/ 2 MONTHS

The screenshot displays the homepage of The Land Report website. At the top, the navigation bar includes links for Signature Studies, Landowners, Featured Properties, News, Gear Guide, The Magazine, Contact, and a search icon. The main content area features a large featured article titled "Reagan Ranch" with a photo of a man in a field. Below this is a "Trending" section with two smaller articles: "Aristocrat Buys Indiana Row Crop Farm With 18% ROI" and "Texas General Land Office Buys 503,785 Acres In Western Ranch". A prominent "SECURE Your Seat" banner for an expo is also visible. The "On The Market" section lists several properties for sale, such as "333 Acres Luxury Ranch" and "The Elk Song Ranch". The "Landowner Spotlight" section highlights "Bill Gates Pays \$171 Million For Washington Farmland". At the bottom, there are four "Signature Studies" featured: "Top 10 Texas Landowners In 2024", "Lessons Of San Pedro Ranch", "America's Top Auction Houses", and "Deals Of The Year". A newsletter sign-up form is located in the lower right quadrant.

Print Offerings



Sotheby's
INTERNATIONAL REALTY

duPont Registry

Experience luxury with duPont REGISTRY, connecting elite buyers and sellers for nearly 40 years. Elevate your brand through exclusive collaborations, bespoke campaigns, and luxury showcases.

The duPont Registry captivates the world's wealthiest individuals with premium content on the most coveted luxury items. The magazine, distributed monthly, reaches private jet owners and guests across 350+ FBOs, while the digital platform garners over 13 million monthly views.

The duPont Registry audience includes the elite you need to reach: professional athletes, A-list celebrities, Fortune 500 executives, top luxury dealerships, and the ultra-affluent.

PREMIUM PUBLISHING

OVERVIEW

Discover the ultimate luxury lifestyle with the newly redesigned duPont REGISTRY magazine. Featuring a sleek, modern design with dual covers—one for newsstands and an exclusive version for subscribers—the magazine offers a fresh format with dedicated sections for buying, driving, living, and selling.

Enhanced with premium materials for a more luxurious reading experience, each issue provides valuable insights for car enthusiasts and luxury lifestyle seekers. With targeted distribution to FBO's, millionaires, billionaires, luxury yacht owners, waterfront property owners, and wealth management groups, the magazine connects with a high-net-worth audience.

3 PAGE PLACEMENT (EDITORIAL FORMAT)
PART OF PACKAGE



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**

PRINT ADVERTORIAL - 2 PAGES: \$12,000



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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Beate.Moore@SothebysRealty
BEATE@BEATEMOORE.COM

Vanessa Moore
Licensed Salesperson
914.775.6078
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

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

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	Advertorial - 2 page				\$ 10,500.00	\$ 10,500.00	35,000
Digital							
duPont Registry							
duPont Registry	Package A	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00			
Branded Content	Post						
Newsletter	Weekly Newsletter					\$ 36,000.00	77,000
Newsletter	Luxury Lifestyle						2,500
Newsletter	Banners						77,000
Discovery Listing	3 Postings						
Land Report							
E-Newsletter	Monthly E-Newsletter	\$ 3,000.00	\$ 3,000.00			\$ 6,000.00	54,000
Custom Content	Online Article		\$8,000			\$ 8,000.00	
Print							
duPont Registry							
duPont Registry	3 Page placement (Editorial format)		3 Full pages	3 Full pages	3 Full pages	\$ -	105,000
Land Report							
Land Report	Print Advertorial - 2 pages		\$ 12,000.00			\$ 12,000.00	40,000
TOTAL						\$ 72,500.00	390,500

*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 1

Plan 2

Media	Ad Description	December	January	February	March	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Advertorial - 2 page				\$ 10,500.00	\$ 10,500.00	35,000
Digital							
duPont Registry							
duPont Registry	Package A	\$ 9,250.00	\$ 9,250.00	\$ 9,250.00			
Branded Content	Post						
Newsletter	Weekly Newsletter					\$ 27,750.00	77,000
Newsletter	Luxury Lifestyle						2,500
Newsletter	Banners						77,000
Discovery Listing	3 Postings						
Land Report							
E-Newsletter	Monthly E-Newsletter	\$ 3,000.00	\$ 3,000.00			\$ 6,000.00	54,000
Custom Content	Online Article		\$8,000			\$ 8,000.00	
Print							
duPont Registry							
duPont Registry	2 Page spread (Editorial format)		Spread	Spread	Spread	\$ -	105,000
Land Report							
Land Report	Print Advertorial - 2 pages		\$ 12,000.00			\$ 12,000.00	40,000
TOTAL						\$ 64,250.00	390,500

*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 1

Plan 3 Media	Ad Description	December	January	February	March	Media Total	Reach
Digital							
duPont Registry							
duPont Registry Branded Content Newsletter	Package A Post	\$ 6,700.00	\$ 6,700.00	\$ 6,700.00			
Newsletter	Weekly Newsletter					\$ 20,100.00	77,000
Newsletter	Luxury Lifestyle						2,500
Newsletter	Banners						77,000
Discovery Listing	3 Postings						
Land Report							
E-Newsletter	Monthly E-Newsletter	\$ 3,000.00	\$ 3,000.00			\$ 6,000.00	54,000
Custom Content	Online Article		\$8,000			\$ 8,000.00	
Print							
duPont Registry							
duPont Registry	Full page (Editorial format)		Full page	Full page	Full page	\$ -	105,000
Land Report							
Land Report	Print Advertorial - 2 pages		\$ 12,000.00			\$ 12,000.00	40,000
TOTAL						\$ 46,100.00	355,500

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