



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Penthouse 4 Orchid Bulding Albany Advertising and Marketing Program

Bahamas | **Sotheby's**  
INTERNATIONAL REALTY

# Table of Contents

## **3 INTRO**

## **4 SOTHEBY'S AUCTION HOUSE**

- 5 Sotheby's Magazine
- 6 Sotheby's Selects e-Newsletters
- 7 Sotheby's Preferred e-Newsletters

## **8 DIGITAL**

- 9 Impressions Campaign
- 13 Geofencing - Event and Location
- 14 Google AdWords
- 17 Conde Nast UK
- 18 Cottages & Garden
- 19 Country Life
- 20 Dwell
- 21 Elite Traveler
- 22 JamesEdition.com
- 26 Luxury Estate
- 27 Ocean Home
- 28 RobbReport.com
- 30 The Wall Street Journal

## **32 PRINT**

- 33 The Wall Street Journal
- 35 The New York Times
- 38 The New York Times Takeover
- 39 Country Life
- 40 Elite Traveler
- 41 Financial Times
- 42 Ocean Home Magazine
- 43 Private Air Luxury Homes Magazine

## **44 SCHEDULE, PRICING & REACH**

- 45 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 Penthouse 4 Orchid Bulding Albany

SKY Advertising is excited to present to SIR Bahamas Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Penthouse 4 Orchid Bulding Albany.

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 The Bahamas.

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

**LET'S DO  
GREAT THINGS TOGETHER**

**JANINE JONES**  
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**chloe@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

Austin, Texas  
 sarah@sothebysrealty.com  
 Property #17-020018  
 Agent: Sarah  
 International Realty  
 Broker: Sotheby's International Realty  
 Email: sarah@sothebysrealty.com  
 \$50,000,000.00

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

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Home

**1 Central Park West 46R/50C**  
 With unparalleled breathtaking views, this 50th of Central Park residence is a masterpiece of modern architecture and craftsmanship. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom millwork, creating an unparalleled level of luxury and elegance. This is a rare opportunity to own a piece of Central Park West.

**New York, New York**  
 \$2,400,000.00  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 855 7772  
 taylor.taylor@sothebysrealty.com  
 \$50,000,000.00

**510 Park Avenue, 15/16**  
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking the city from the 15th and 16th floors. The property is a masterpiece of modern architecture and craftsmanship, featuring a custom millwork kitchen, marble-clad walls, and a private terrace. This is a rare opportunity to own a piece of Park Avenue.

**New York, New York**  
 \$2,400,000.00  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 855 7772  
 taylor.taylor@sothebysrealty.com  
 \$20,000,000.00

**Four Seasons Private Residences**  
 This upcoming 1,100 sq. ft. penthouse residence is a masterpiece of modern architecture and craftsmanship, featuring a custom millwork kitchen, marble-clad walls, and a private terrace. This is a rare opportunity to own a piece of Four Seasons Private Residences.

**New York, New York**  
 \$2,400,000.00  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 855 7772  
 taylor.taylor@sothebysrealty.com  
 \$10,000,000.00


SC

DIGITAL

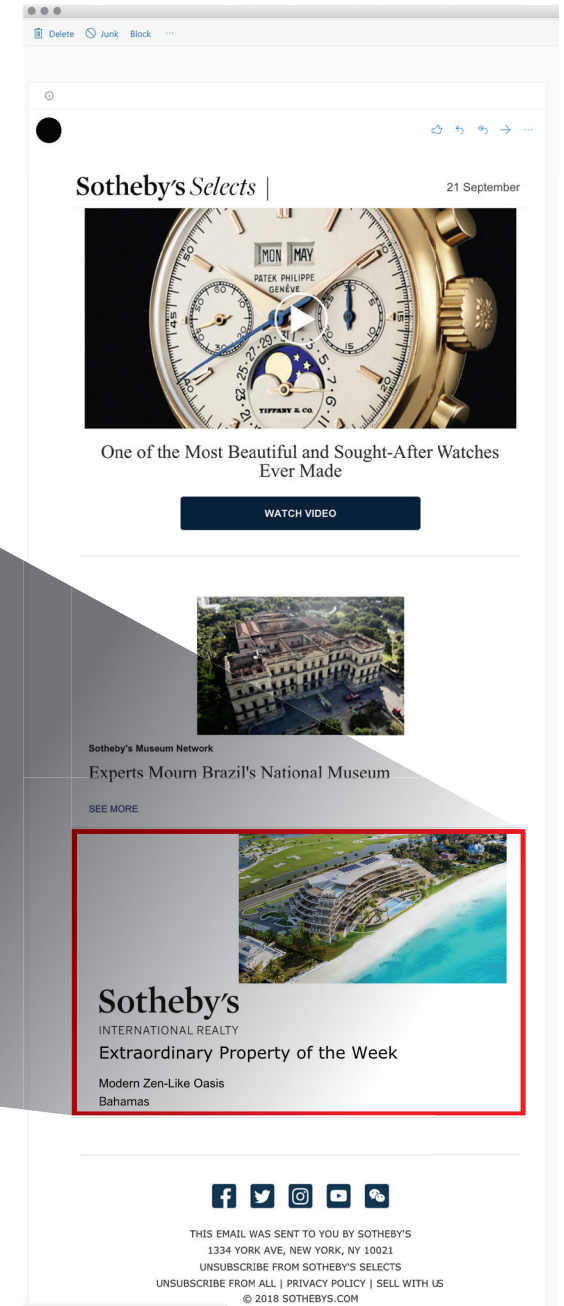
SOTHEBY'S SELECTS  
E-NEWSLETTERS

- 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®**

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®**

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



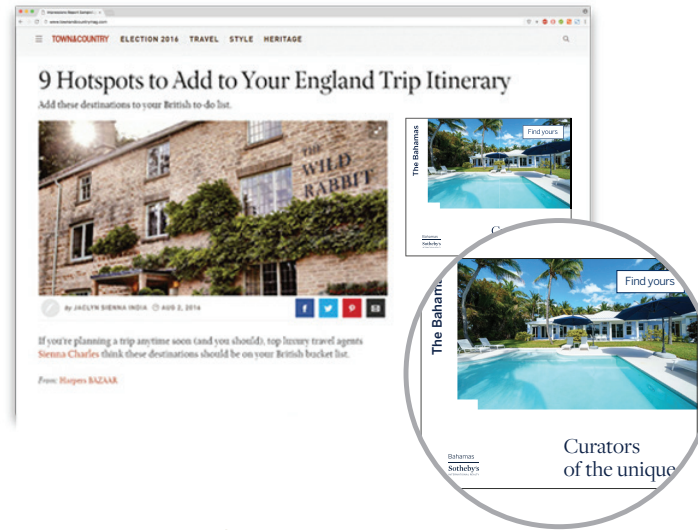
# Impressions Campaign

**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: **Penthouse 4 Orchid Bulding Albany**
- Flight Dates: **December 2024 - February 2025**
- Impressions: **1,500,000**
- 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              |         |



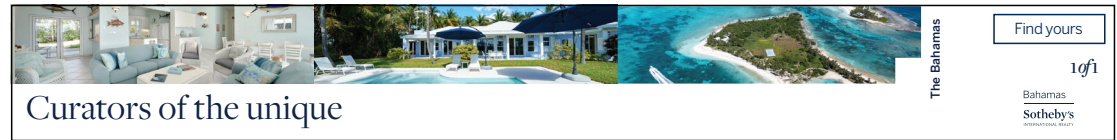
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

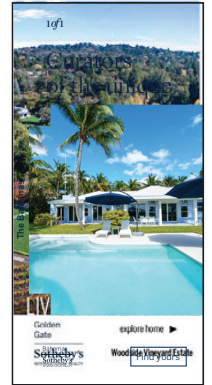
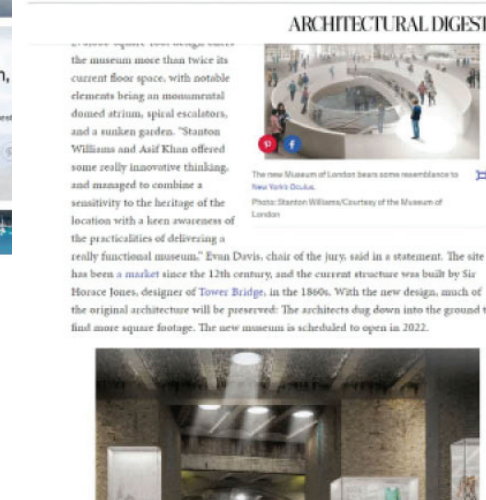
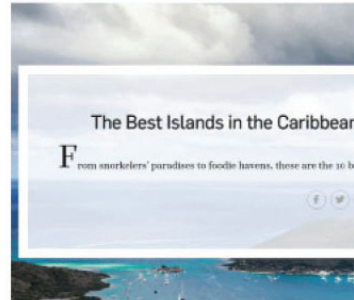
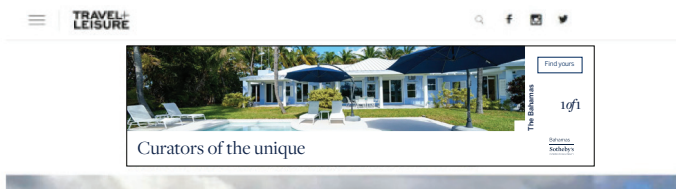
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

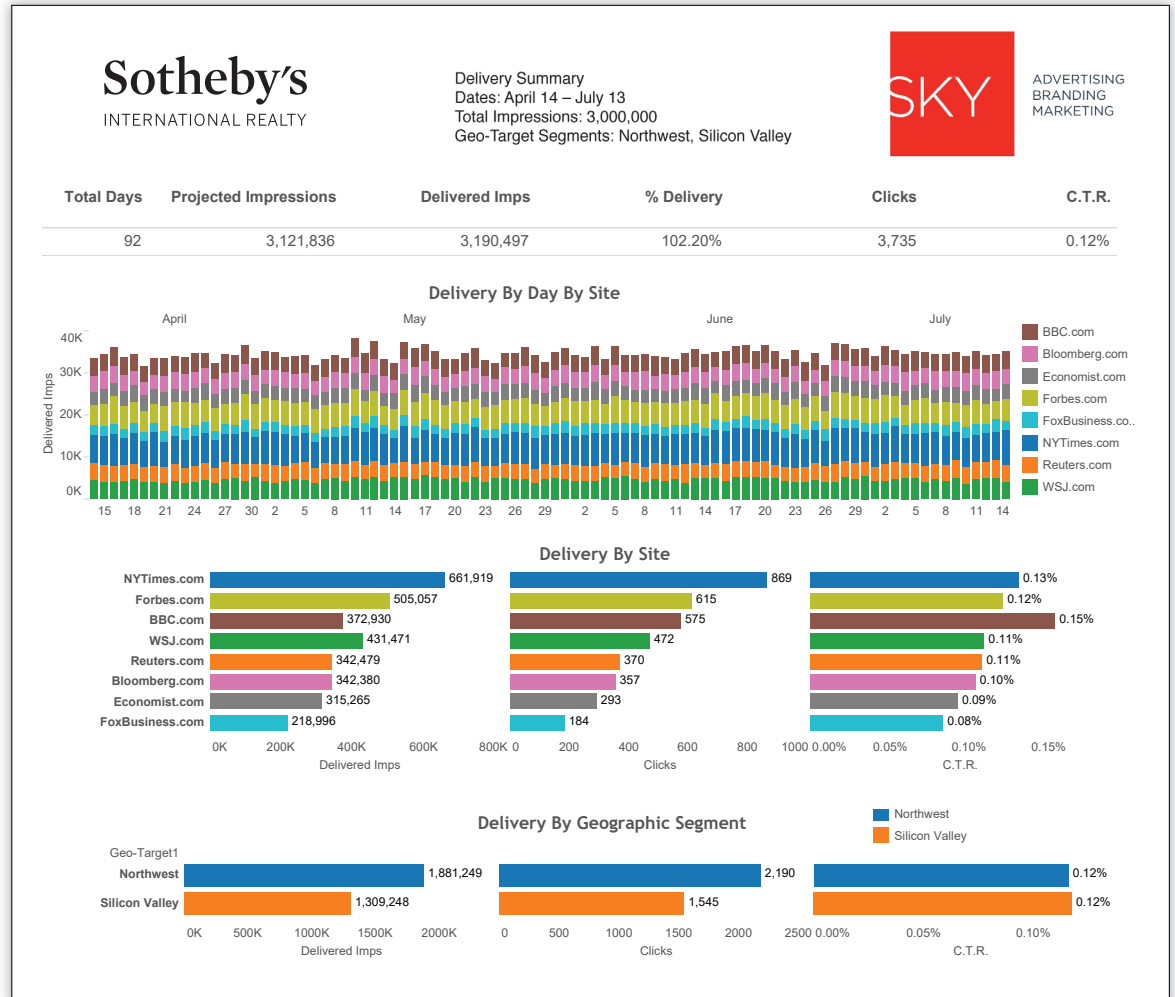


# Comprehensive Reporting For Your Customized Campaign

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.

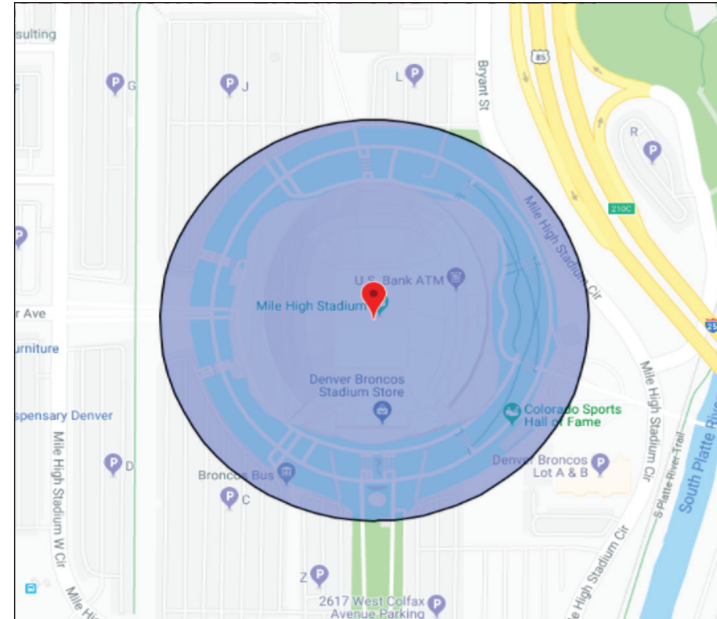
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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**

# 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.

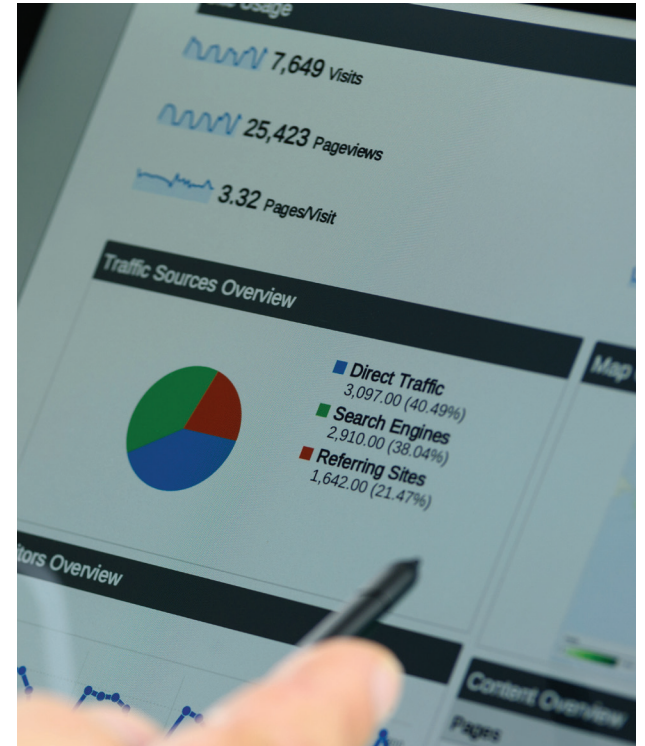


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

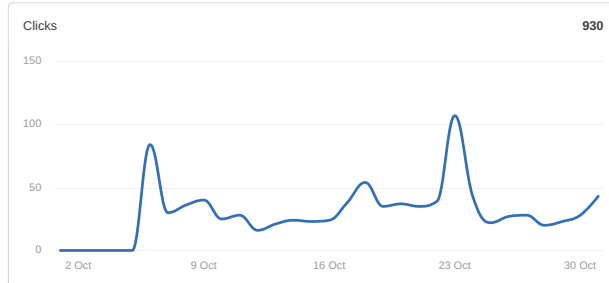
## CLIENT DASHBOARD

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.



### Bahamas SIR

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



Showing 9 of 9 Rows

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

Showing 50 of 89 Rows

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

Cities

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

# Google AdWords

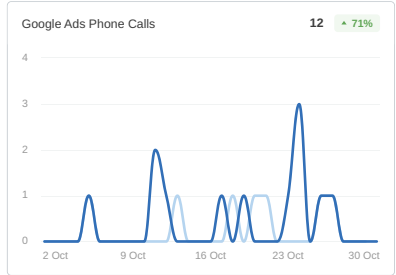
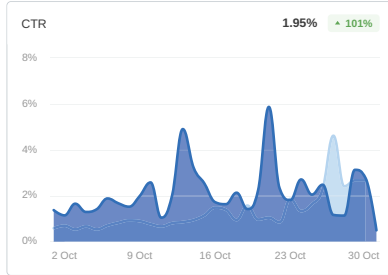
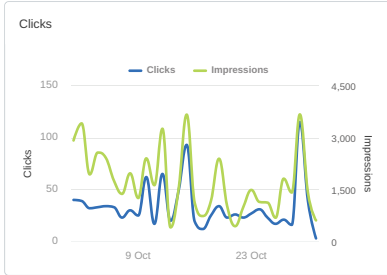
## MONTHLY REPORTING

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



## Bahamas 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            |



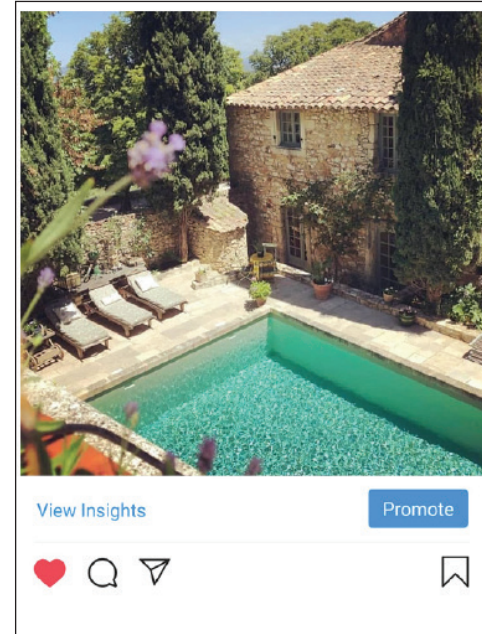
# Conde Nast UK

## INSTAGRAM @CONDENASTPROPERTY

Ready to jump into action on instagram, @condenastproperty is the fastest growing account at Conde Nast Britain and consistently comes in at No 1 each week on growth and engagement. @condenastproperty has grown organically in 3 years and now has 215K followers.

---

INSTAGRAM POST: \$ 2,750



# 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

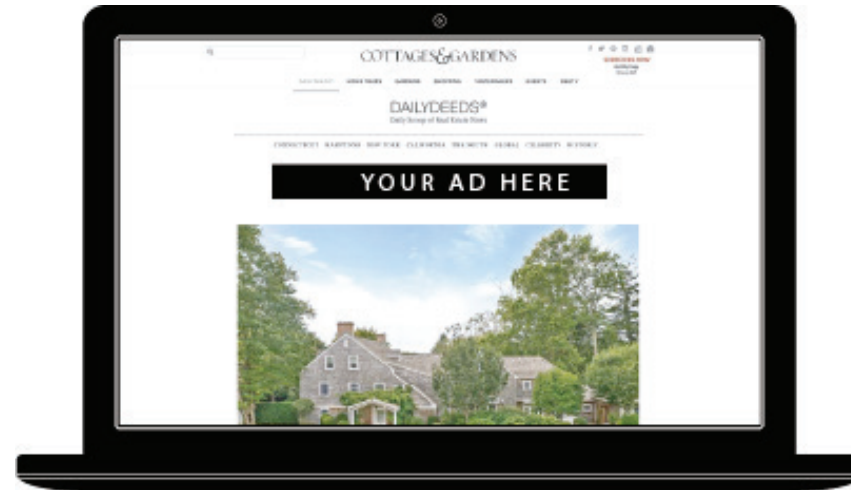
- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

## 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.

# Country Life

Country Life is the world's most celebrated magazine of the British way of life, its countryside, properties, and gardens

**Three core audience pillars:**

Traditional country champions – wealthy empty nesters enjoying their retirement in the countryside.

Custodians of the land – country dwellers with a deep emotional connection to the countryside.

Discerning Country – a quietly refined group, the most affluent, and willing to spend on the brands that reflect their discerning taste.

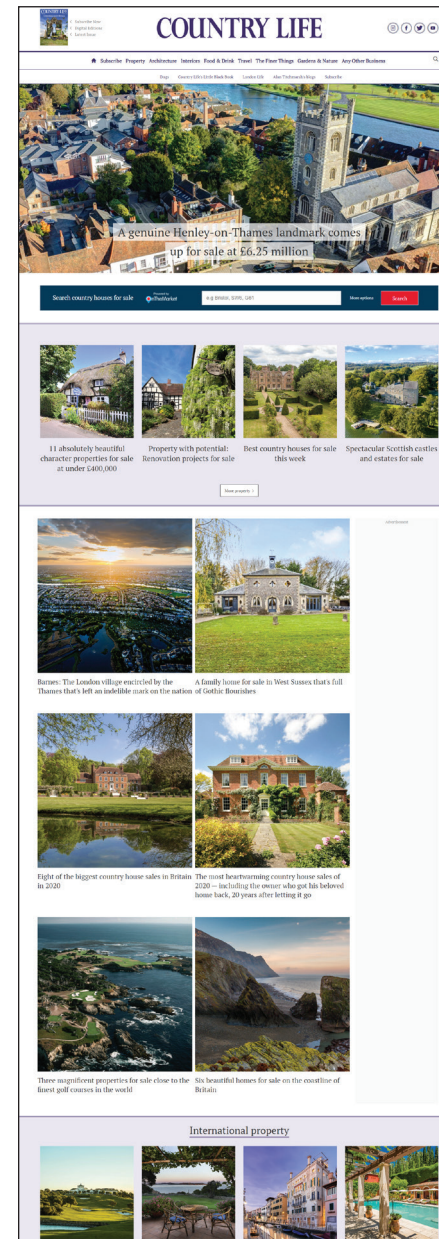
- 1.68M Global page views per month
- 352K Social Followers
- 81% Targeted HNWI Audience

## E-NEWSLETTER DEDICATED SEND

Published Wednesdays & Saturdays

Reach 25,000 loyal readers who are infatuated with property, architecture, the arts, gardening, the countryside, schools and wildlife.

PRICE: \$2,250



# 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

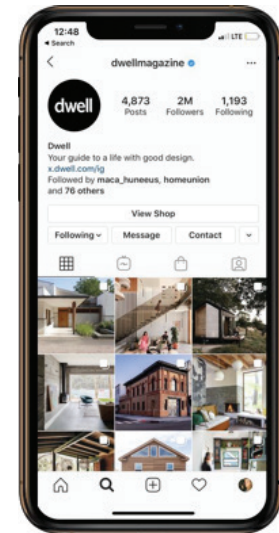
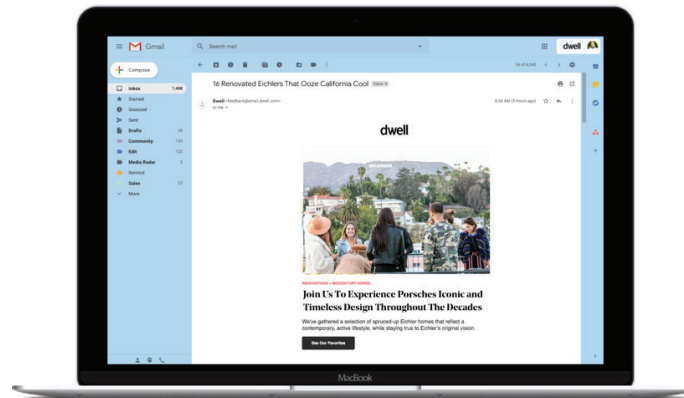
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

## 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.

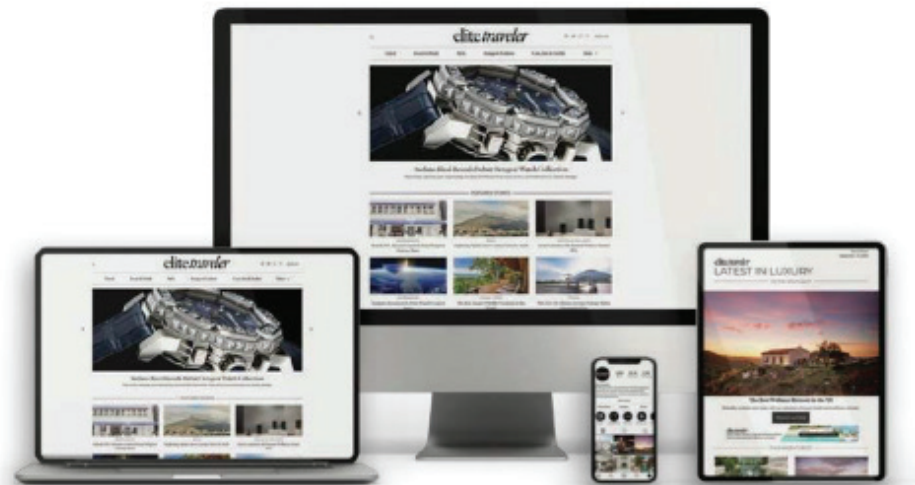
Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- 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**



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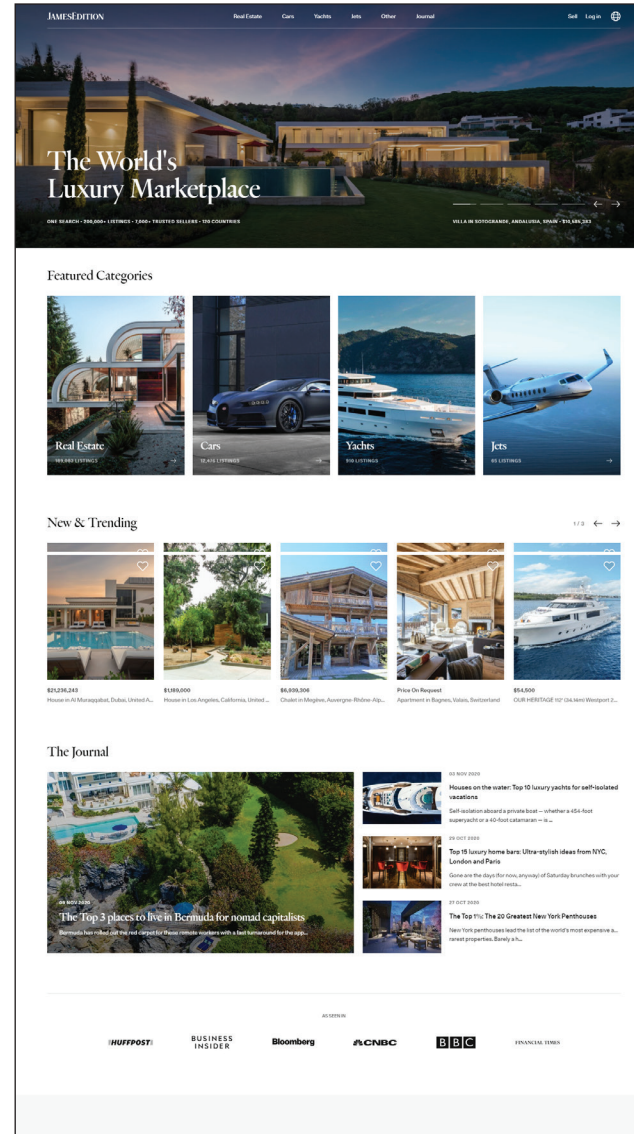
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### 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.

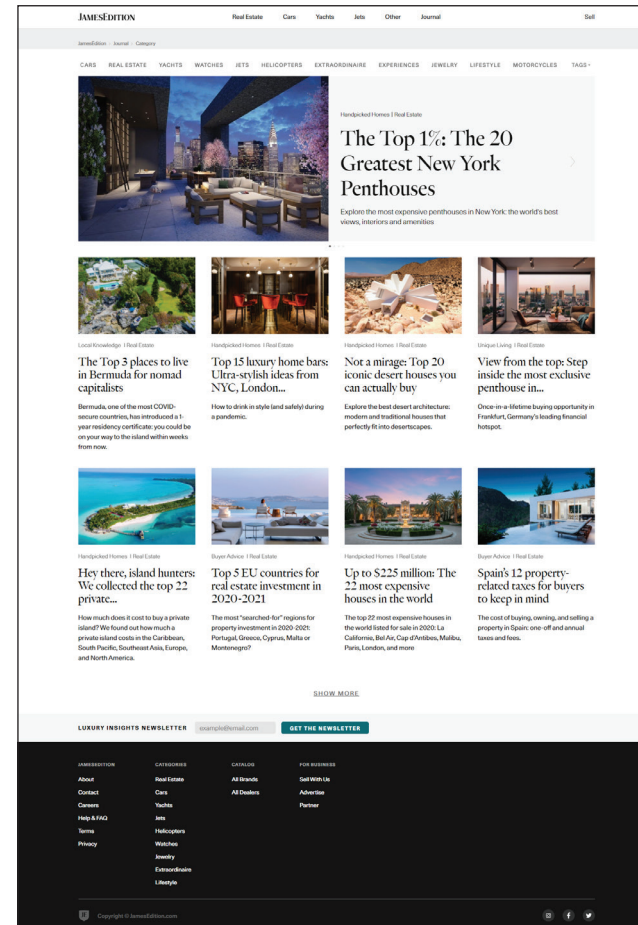
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

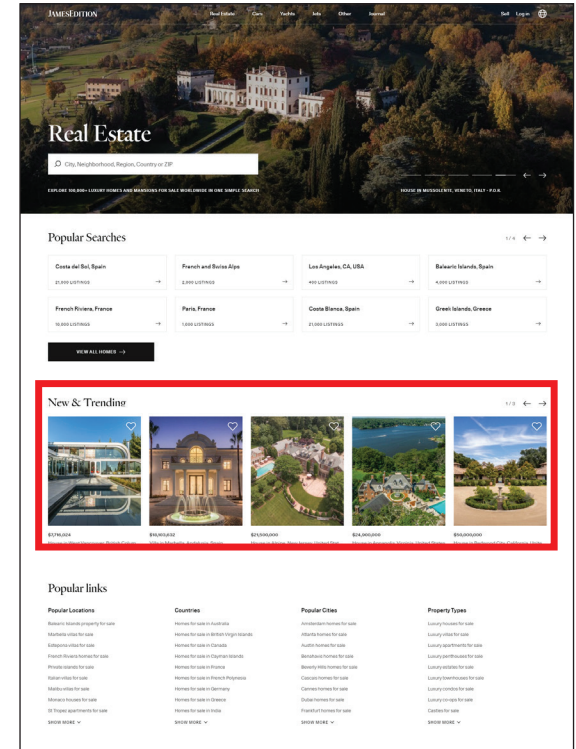
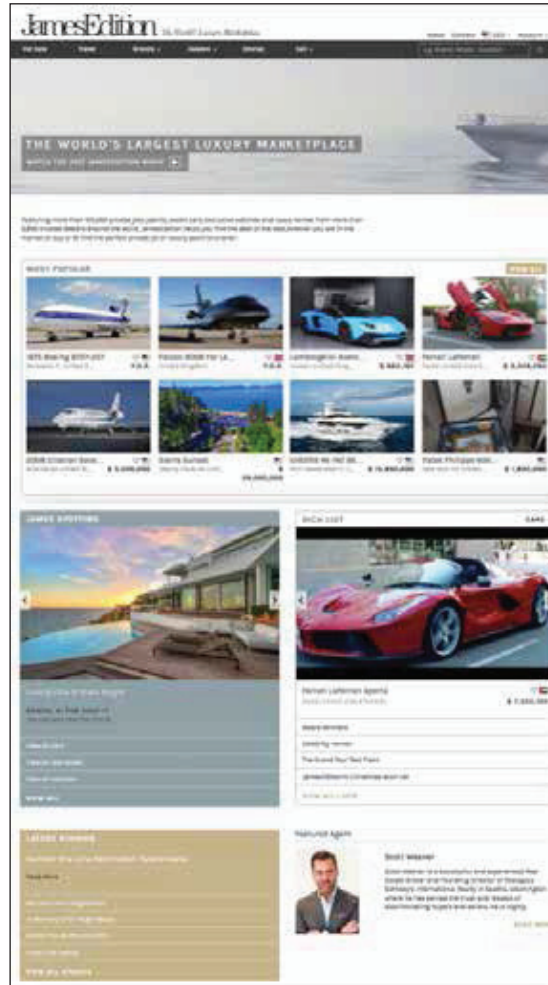
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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



# 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:  
\$1,100 FOR 1 MONTH



# Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

## EXCLUSIVE EMAIL

Sent weekly on Wednesday and Sundays to Ocean Home’s discerning audience of high net worth coastal home owners and elite industry professionals.

PRICE: \$2,750



## SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

INSTAGRAM: \$800PER POST

FACEBOOK: \$675 PER POST

FACEBOOK/INSTAGRAM AD: \$1,400 PER MONTH

**OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN**

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500 per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

**RMS**

# RobbReport.com

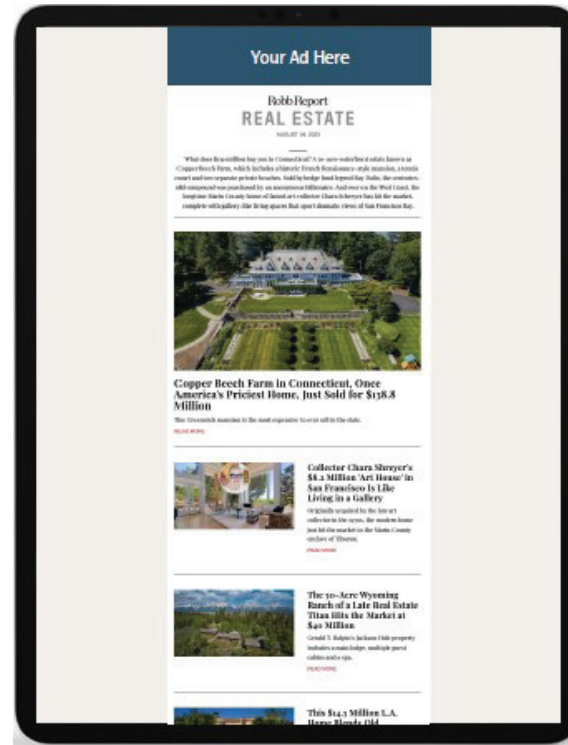
## REAL ESTATE NEWSLETTER

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

The screenshot displays the Robb Report website interface. At the top, there is a navigation bar with the Robb Report logo, a search bar, and social media icons. Below this is a secondary navigation bar with categories: AUTOS, AVIATION, BOATING, HOME & STYLE, TRAVEL, WATCHES, LEISURE, FASHION, JEWELRY, HEALTH & WELLNESS, and REAL ESTATE. A prominent banner features a luxury car with the text 'LUXURY'S LATEST UNVEILING YOUR DAILY DOSE OF LUXURY' and 'RobbReportInsider SIGN UP >'. Below the banner is a carousel of featured listings, including a large image of a poolside lounge area with the text 'Live the magic at WALT DISNEY WORLD® Resort. Dream homes from \$2M.' and a search form with fields for City, State, Zip, and Country. The search form includes a 'SEARCH' button and a note 'There are 35,300 properties available.' Below the search form are sections for 'Featured Properties' (with two property images and captions: 'Kissat: 7+ Acres with 5 Homesites' and 'Paris - Avenue Hotel Martin'), 'Featured Communities' (with two community images and captions: 'Find Your Happily Ever After. Own a Dream Home at Walt Disney World® Resort.' and 'Whitetail Club'), and 'Featured Rentals' (with two rental images and caption: '26 Featured Rentals | Search Rentals'). On the right side, there is a promotional graphic for 'AROUND THE WORLD WITH ROBB REPORT' magazine, dated 'OCT 15 - NOV 4 2016', with a 'LEARN MORE' button. Below this is a 'ROBB REPORT MAGAZINE' section with a 'SUBSCRIBE TODAY' button and a 'Interested in Sports Cars?' section with a 'Sign up for our eNewsletters!' button. At the bottom right, there is a 'GET YOUR ISSUE IN Print, on the iPad or on the iPhone' section with a 'SUBSCRIBE' button.

# 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

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                                   | \$28,000,000           |
| Surrey           | \$867,400          | 122                                   | \$23,000,000           |
| 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                                   | \$30,000,000           |

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

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**TRENDING TODAY**

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


3:26 AM - 25 May 2018

**#AloneTogether** ad

**Staying home saves lives.**

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

Powered by  AllPhotos 

# Print Offerings



Sotheby's  
INTERNATIONAL REALTY



# The Wall Street Journal

The Wall Street Journal represents credibility and influence and continues to be the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience. With new and exciting content alignment opportunities in "Mansion" WSJ's luxury real estate section, we are able to further strengthen our brand, expand visibility and deliver our message with more resounding results than ever before.

- Circulation: **644,424**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **62% / 38%**
- Average HHI: **\$404,217**
- Average age: **50**

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.**  
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • WSJ.com • \$4.00

**What's News**  
 Business & Finance

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

**Shaky Ground**  
 A major supply chain is being disrupted by the coronavirus, which is causing a drop in oil prices and a rise in gold prices.

**Tennessee Twisters Kill at Least 25**  
 A line of twisters began barreling across Tennessee on Monday, spawning three fatalities and injuring more than 25 others.

**Biden Picks Up String of Victories, Sanders Logs Big Win in California**  
 Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.

**World Wide**  
 Biden reached a string of major Tuesday primary victories and Sanders won a decisive win in California.

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PRINT

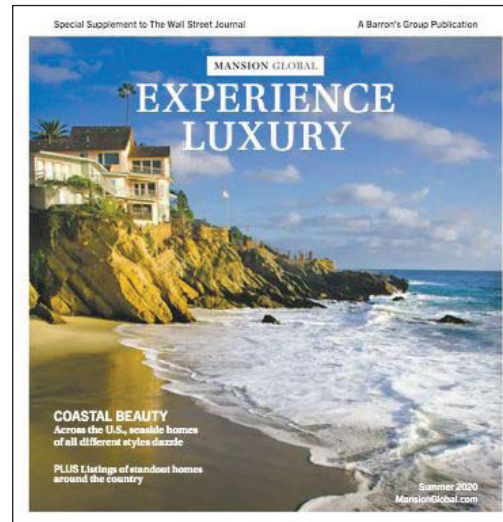
# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

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

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

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



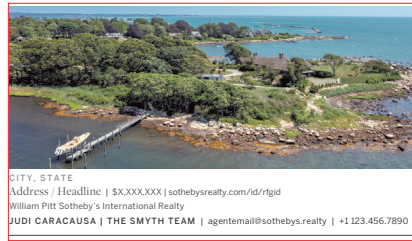
# The New York Times

## IN THE FRIDAY MAIN NEWS SECTION

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

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

PROPERTY SPOT, COLOR: \$760  
 DOUBLE PROPERTY SPOT, COLOR: \$1,520  
 QUADRUPLE PROPERTY SPOT, COLOR: \$3,040  
 EIGHT PROPERTY SPOT, COLOR: \$6,080



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|--|--|--|--|

# The New York Times

## THE SUNDAY REAL ESTATE

Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- Circulation: **403,748**
- Sunday: **972,774**
- Male / Female ratio: **51% / 49%**
- Median HHI: **\$193,586**
- Average HHI: **\$359,826**
- Median Age: **50**

PRICE: \$760/SINGLE SPOT, SUNDAY, COLOR




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OWNERS | DESIGNER | RENOVATORS

**RealEstate**  
 The New York Times

SECOND HOMES

### THE HAMPTONS NORTH?




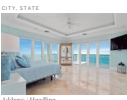






















The Hudson Valley is starting to resemble that stretch of Long Island.

By JILL SACON  
 For some time, the Hudson Valley was regarded as the most desirable real estate market in the Northeast. And now, it's starting to resemble that stretch of Long Island. The region's growing number of people who are buying second homes here is driving a resurgence in the area's real estate market. In the past, the area was known for its luxury homes, but now it's becoming a hot spot for second homes. This is due to a number of factors, including the area's scenic views, proximity to New York City, and the fact that many people are looking for a second home in a more affordable area. The region's growing number of people who are buying second homes here is driving a resurgence in the area's real estate market. In the past, the area was known for its luxury homes, but now it's becoming a hot spot for second homes. This is due to a number of factors, including the area's scenic views, proximity to New York City, and the fact that many people are looking for a second home in a more affordable area.

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SO THEBY'S REALTY.COM

# 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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 \$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**  
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.  
SOTHEBYSREALTY.COM

Represented by: Jean Muller MRE #13

72 Post Road, Old Westbury, NY

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

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

Located on 15.54 acres directly adjacent to the 230-acre Old Westbury Gardens, this 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.COM/AGENT/DEBRA-RUSSELL

Sandbanks  
Exuma, The Bahamas

Jacqueline Lighthorn  
Elite Agent  
+1 242 269 2235  
260 Sandbanks Light House  
#13@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 car oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a sweeping pool deck and a classic infinity pool. Like a luxury spa, directly visible the ocean for water sports.

SIREBAHAMAS.COM/ID/V29/67

Bahamas | Sotheby's  
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino  
Elite Agent  
858.334.3557  
eric@ericsantorino.com  
DRE#02150001

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.

SOTHEBYSREALTY.COM/ID/THE44

Pacific | Sotheby's  
INTERNATIONAL REALTY

# Country Life

Launched in 1897, Country Life Magazine is one of Britain's best known and respected magazine that has, for 120 years, celebrated the greatest British architecture, property, interior design and gardens.

Country Life International offers beautiful advertising pages showcasing the latest properties for sale. Not only this, its dedicated editorial team provides opinion and thought-provoking content and stunning photography that is critical to anyone seriously interested in realising their dream of living in a beautiful home abroad. Its content is fresh and relevant, ensuring readers return to the magazine time and time again. Buyers can find the best new villas and luxury houses for sale in Europe, North America, the Caribbean and beyond.

- Circulation: **41,000**
- Male/Female: **50/50**
- Average Age: **55**
- HNW Audience: **85%**

FULL PAGE, COLOR: \$3,300

HALF PAGE, COLOR: \$2,000

DOUBLE PAGE SPREAD COLOR: \$6,400

FULL PAGE ADVERTORIAL COLOR: \$4,500

DOUBLE PAGE ADVERTORIAL COLOR: \$8,900

**International Properties Edition**



# 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**

FULL PAGE \$9,250

SPREAD \$18,250

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**

# Ocean Home Magazine

## THE LUXURY COASTAL LIFESTYLE PUBLICATION

Ocean Home is an award-winning coastal lifestyle magazine dedicated to inspiring and educating readers with in-depth articles on exclusive homes and designers, insightful, first-person reports on luxurious resorts and informative stories on must-have products and accessories.

Every issue of Ocean Home inspires and educates highly affluent readers about the world's most exceptional oceanfront architecture, interior design, exclusive resorts and luxury lifestyle.

- High Net Worth Coastal Homeowners
- Luxury Hotels & Resorts
- Private Jets & Luxury Aircraft

### Demographics

- Distribution: **50,000**
- Total Audience: **135,000**
- Geographic breakdown: **United States coastal areas, Canada, Caribbean**
- Average age: **51**
- Male / Female: **49% / 51%**
- Average HHI: **\$2,400,000**
- Net Worth: **\$9,600,000**
- Primary Residence value: **\$4,900,000**

FULL PAGE, COLOR: \$2,850  
 FULL PAGE E-NEWSLETTER SPOT: \$3,250

NAPA VALLEY, CALIFORNIA



CampusEstateAndVineyards.com  
 \$18,500,000  
 St. Helena Brokerage  
**ARTHUR D. GOODRICH**  
 arthur.goodrich@sothebys.realty +1 415.735.8779

PRIVATE PARADISE / FIRE ISLAND CHIC / OUTDOOR LIGHTING

# OCEAN HOME

The Luxury Coastal Lifestyle Magazine  
 800.511.1943

## TOP HOMES

THE MOST EXCLUSIVE COASTAL HOMES ON THE MARKET IN 2019



DESTINATION CALIFORNIA  
 MALIBU MODERN BY DOUG BURDGE,  
 CLASSIC LUXURY IN MONTECITO

**Sotheby's**  
 INTERNATIONAL REALTY

Nothing compares to what's next.

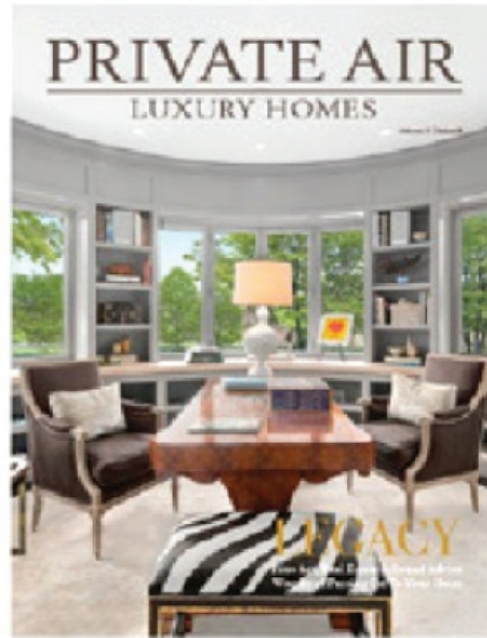
|   |  |   |
|---|--|---|
| <p>NAPA VALLEY, CALIFORNIA</p>  <p>CampusEstateAndVineyards.com<br/>             \$18,500,000<br/>             St. Helena Brokerage<br/> <b>ARTHUR D. GOODRICH</b><br/>             arthur.goodrich@sothebys.realty +1 415.735.8779</p>                                  | <p>VAN NUYS, CALIFORNIA</p>  <p>6300KrisonAve.com<br/>             \$3,300,000<br/>             Vista Sotheby's International Realty<br/> <b>STEVEN MULLINS</b><br/>             steven@stevenmullins.com +1 310.901.4687</p>   | <p>SEBASTIAN, FLORIDA</p>  <p>8900 44th Avenue<br/>             \$1,400,000   sothebyrealty.com/id/481623W<br/>             ONE Sotheby's International Realty<br/> <b>CINDY O'DARE   MAZIE REGAN</b><br/>             cindyo@sothebys.com +1 772.214.8708</p> |
| <p>VEHO BEACH, FLORIDA</p>  <p>905 Winding River Road<br/>             \$3,250,000   sothebyrealty.com/id/150WFF<br/>             ONE Sotheby's International Realty<br/> <b>KRISTIN DOBSON   CINDY O'DARE</b><br/>             kristin@sothebys.com +1 772.321.6564</p> | <p>WELAKA, FLORIDA</p>  <p>603 Front Street<br/>             \$1,400,000   sothebyrealty.com<br/>             ONE Sotheby's International Realty<br/> <b>MAZIE REGAN</b><br/>             mzie@sothebys.com +1 772.214.8708</p> | <p>NEW YORK, NEW YORK</p>  <p>135 East 79th Street MaisE.com<br/>             \$12,000,000<br/>             East Side Manhattan Brokerage<br/> <b>AMANDA FIELD JORDAN   NIKKI FIELD</b><br/>             amanda.jordan@sothebys.com +1 212.660.7706</p>        |
| <p>LINCOLN, NORTH CAROLINA</p>  <p>1947 Flattop Cliffs Drive<br/>             \$29,750,000   sothebyrealty.com/id/LFP2M<br/>             Premier Sotheby's International Realty<br/> <b>MARILYN WRIGHT</b><br/>             marilyn@premier.com +1 828.276.3880</p>      | <p>BAINBRIDGE ISLAND, WASHINGTON</p>  <p>BainbridgeLuxeLiving.com<br/>             \$6,480,000<br/>             Realty@sothebys.com<br/> <b>SHAYNE TURSEOM</b><br/>             shayne.turseom@sothebys.com +1 206.755.9657</p> | <p>OLD FORT BAY, THE BAHAMAS</p>  <p>Krystal Home<br/>             \$38,000,000   sothebys.com/id/48232<br/>             Sotheby's International Realty<br/> <b>GEORGE DAMIANOS</b><br/>             george.damianos@sothebys.com +1 242.424.9009</p>          |

SOthebysREALTY.COM

# 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**



# 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     |
|---|---|-------------|-------------|-------------|-------------|-------------|-----------|
| <b>Sotheby's Auction House: Print</b>   |   |             |             |             |             |             |           |
| Sotheby's Magazine                      | Half Page   |             |             |             | \$ 1,820.00 | \$ 1,820.00 | 20,000    |
| <b>Sotheby's Auction House: Digital</b> |   |             |             |             |             |             |           |
| Sotheby's Selects E-Newsletter          | Sotheby's Selects E-Newsletter                                    |             | \$ 2,585.00 |             |             | \$ 2,585.00 | 770,000   |
| Sotheby's Preferred E-Newsletter        | Sotheby's Preferred E-Newsletter                                  |             |             | \$ 3,000.00 |             | \$ 3,000.00 | 7,500     |
| <b>Digital</b>                          |   |             |             |             |             |             |           |
| <b>Million Impressions*</b>             |   |             |             |             |             |             |           |
| Million Impressions                     | Digital Banner Program  | \$ 1,625.00 | \$ 1,625.00 | \$ 1,625.00 |             | \$ 4,875.00 | 1,500,000 |
| Million Impressions                     | Targeting - add targeted areas here                               |             |             |             |             |             |           |
| <b>Google Adwords</b>                   |   |             |             |             |             |             |           |
| Google Adwords                          | Digital PPC program   | \$ 1,600.00 | \$ 850.00   | \$ 850.00   |             | \$ 3,300.00 |           |
| <b>Geofencing - Event and Location</b>  |   |             |             |             |             |             |           |
| Geofencing - Event and Location         | Target specific events and locations                              | \$ 1,500.00 | \$ 1,500.00 |             |             | \$ 3,000.00 | 120,000   |
| <b>Conde Nast UK</b>                    |   |             |             |             |             |             |           |
| Conde Nast UK                           | Instagram Post  | \$ 2,750.00 |             |             |             | \$ 2,750.00 | 200,000   |
| <b>Cottages &amp; Garden</b>            |   |             |             |             |             |             |           |
| 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    |
| <b>Country Life</b>                     |   |             |             |             |             |             |           |
| Country Life                            | E-Newsletter Dedicated Send                                       |             | \$ 2,250.00 |             |             | \$ 2,250.00 | 25,000    |
| <b>Dwell.com</b>                        |   |             |             |             |             |             |           |
| Real Estate Package                     | Custom Article with promo on Homepage, in E-Newsletter & 1X on FB |             | \$ 6,000.00 |             |             | \$ 6,000.00 | 1,750,000 |
| <b>Elite Traveler</b>                   |   |             |             |             |             |             |           |
| Elite Online Real Estate Showcase       | Online Real Estate Showcase                                       |             |             | \$ 2,500    |             | \$ 2,500.00 | 100,000   |
| <b>JamesEdition</b>                     |   |             |             |             |             |             |           |
| 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   |
| E-Newsletter Featured Listing           | E-Newsletter  |             | \$ 1,500.00 |             |             | \$ 1,500.00 | 192,000   |
| <b>Luxury Estate</b>                    |   |             |             |             |             |             |           |
| Luxury Estate                           | Showcase Listing + Elite Listing Packages - 1 month               | \$ 1,100.00 |             |             |             | \$ 1,100.00 |           |

# Proposed Schedule, Pricing & Reach

## 2024-2025

PLAN 1 - CONTINUED

|                              |  |             |             |           |             |         |
|------------------------------|--|-------------|-------------|-----------|-------------|---------|
| <b>Ocean Home</b>            |  |             |             |           |             |         |
| Custom E-Mail                | Custom E-Mail                          |             | \$ 2,750.00 |           | \$ 2,750.00 | 22,000  |
| Facebook/Instagram Ad        | Facebook/Instagram Ad                  | \$ 1,400.00 |             |           | \$ 1,400.00 | 43,400  |
| <b>Robbreport.com</b>        |  |             |             |           |             |         |
| 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  |
| <b>WSJ.com</b>               |  |             |             |           |             |         |
| Mansion Global Homepage Hero | Shared Banner                          | \$ 650.00   | \$ 650.00   | \$ 650.00 | \$ 1,950.00 | 492,000 |
| Mansion Global e-Newletter   | Daily Monday-Friday                    |             | \$ 3,680.00 |           | \$ 3,680.00 | 17,000  |

# Proposed Schedule, Pricing & Reach

## 2024-2025

PLAN 1 - CONTINUED

Print

|   |  |             |             |              |            |
|---|--|-------------|-------------|--------------|------------|
| <b>Country Life</b>                             |  |             |             |              |            |
| Country Life                                    | Full Page  |             | \$ 3,300.00 | \$ 3,300.00  | 40,000     |
| <b>Elite Traveler</b>                           |  |             |             |              |            |
| Elite Traveler                                  | Luxury Homes Feature   |             | \$ 4,500.00 | \$ 4,500.00  | 557,000    |
| <b>Financial Times</b>                          |  |             |             |              |            |
| Financial Times                                 | Quadruple Property Spot                                      | \$ 3,000.00 |             | \$ 3,000.00  | 210,457    |
| <b>The New York Times</b>                       |  |             |             |              |            |
| The New York Times                              | Quadruple Property Spot - Weekday/Saturday                   | \$ 3,040.00 |             | \$ 3,040.00  | 423,111    |
| The New York Times                              | Property Spot - Sunday                                       | \$ 760.00   |             | \$ 760.00    | 381,268    |
| The New York Times Takeover                     | Full Page w/ Digital promotion                               |             | \$ 750.00   | \$ 750.00    | 165,000    |
| <b>The New York Times International Edition</b> |  |             |             |              |            |
| The New York Times International Edition        | Double Property Spot   | \$ 1,300.00 |             | \$ 1,300.00  | 104,301    |
| <b>Ocean Home</b>                               |  |             |             |              |            |
| Ocean Home                                      | Full Page E-Newsletter Spot                                  |             | \$ 3,250.00 | \$ 3,250.00  | 70,000     |
| <b>Private Air Luxury Homes</b>                 |  |             |             |              |            |
| Private Air Luxury Homes                        | Full Page (includes social media & E-Newsletter)             | \$ 1,925.00 |             | \$ 1,925.00  | 65,000     |
| <b>The Wall Street Journal</b>                  |  |             |             |              |            |
| The Wall Street Journal - National              | Quadruple Property Spot w/ Digital Featured Property Upgrade | \$ 3,180.00 | \$ 3,180.00 | \$ 6,360.00  | 1,288,848  |
| <b>The Wall Street Journal</b>                  |  |             |             |              |            |
| Mansion Global Experience Luxury                | Weekend Property insert                                      |             | \$ 980.00   | \$ 980.00    | 100,000    |
| TOTAL   |  |             |             | \$ 90,875.00 | 11,039,885 |

\*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 Magazine                      | Half Page   |             |             |             | \$ 1,820.00 | \$ 1,820.00 | 20,000  |
| <b>Sotheby's Auction House: Digital</b> |   |             |             |             |             |             |         |
| Sotheby's Selects E-Newsletter          | Sotheby's Selects E-Newsletter                      |             | \$ 2,585.00 |             |             | \$ 2,585.00 | 770,000 |
| <b>Digital</b>                          |   |             |             |             |             |             |         |
| <b>Million Impressions*</b>             |   |             |             |             |             |             |         |
| Million Impressions                     | Digital Banner Program                              | \$ 1,195.00 | \$ 1,195.00 | \$ 1,195.00 |             | \$ 3,585.00 | 750,000 |
| Million Impressions                     | Targeting - Select Locations                        |             |             |             |             |             |         |
| <b>Google Adwords</b>                   |   |             |             |             |             |             |         |
| Google Adwords                          | Digital PPC program                                 | \$ 1,600.00 | \$ 850.00   | \$ 850.00   |             | \$ 3,300.00 |         |
| <b>Geofencing - Event and Location</b>  |   |             |             |             |             |             |         |
| Geofencing - Event and Location         | Target specific events and locations                | \$ 1,500.00 | \$ 1,500.00 |             |             | \$ 3,000.00 | 120,000 |
| <b>Conde Nast UK</b>                    |   |             |             |             |             |             |         |
| Conde Nast UK                           | Instagram Post                                      | \$ 2,750.00 |             |             |             | \$ 2,750.00 | 200,000 |
| <b>Cottages &amp; Garden</b>            |   |             |             |             |             |             |         |
| Spotlight + Property of Note            | Rotating Gallery                                    | \$ 2,950.00 |             |             |             | \$ 2,950.00 |         |
| <b>Country Life</b>                     |   |             |             |             |             |             |         |
| Country Life                            | E-Newsletter Dedicated Send                         |             | \$ 2,250.00 |             |             | \$ 2,250.00 | 25,000  |
| <b>Elite Traveler</b>                   |   |             |             |             |             |             |         |
| Elite Online Real Estate Showcase       | Online Real Estate Showcase                         |             |             | \$ 2,500    |             | \$ 2,500.00 | 100,000 |
| <b>JamesEdition</b>                     |   |             |             |             |             |             |         |
| 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 |
| E-Newsletter Featured Listing           | E-Newsletter  |             | \$ 1,500.00 |             |             | \$ 1,500.00 | 192,000 |
| <b>Luxury Estate</b>                    |   |             |             |             |             |             |         |
| Luxury Estate                           | Showcase Listing + Elite Listing Packages - 1 month | \$ 1,100.00 |             |             |             | \$ 1,100.00 |         |
| <b>Ocean Home</b>                       |   |             |             |             |             |             |         |
| Custom E-Mail                           | Custom E-Mail                                       |             | \$ 2,750.00 |             |             | \$ 2,750.00 | 22,000  |
| <b>Robbreport.com</b>                   |   |             |             |             |             |             |         |
| Robbreport.com                          | Real Estate Newsletter - 3 Sends                    | \$ 3,750.00 |             |             |             | \$ 3,750.00 | 60,000  |
| <b>WSJ.com</b>                          |   |             |             |             |             |             |         |
| Mansion Global Homepage Hero            | Shared Banner                                       | \$ 650.00   |             | \$ 650.00   |             | \$ 1,300.00 | 328,000 |
| Mansion Global e-Newsletter             | Daily Monday-Friday                                 |             | \$ 3,680.00 |             |             | \$ 3,680.00 | 17,000  |



# Proposed Schedule, Pricing & Reach

## 2024-2025

PLAN 2 - CONTINUED

**Print**

|   |   |             |             |              |           |
|---|---|-------------|-------------|--------------|-----------|
| <b>Country Life</b>                             |   |             |             |              |           |
| Country Life                                    | Full Page   |             | \$ 3,300.00 | \$ 3,300.00  | 40,000    |
| <b>Elite Traveler</b>                           |   |             |             |              |           |
| Elite Traveler                                  | Luxury Homes Feature                                      |             | \$ 4,500.00 | \$ 4,500.00  | 557,000   |
| <b>Financial Times</b>                          |   |             |             |              |           |
| Financial Times                                 | Double Property Spot                                      | \$ 1,500.00 |             | \$ 1,500.00  | 210,457   |
| <b>The New York Times</b>                       |   |             |             |              |           |
| The New York Times                              | Double Property Spot - Weekday/Saturday                   | \$ 1,520.00 |             | \$ 1,520.00  | 423,111   |
| The New York Times                              | Property Spot - Sunday                                    | \$ 760.00   |             | \$ 760.00    | 381,268   |
| The New York Times Takeover                     | Full Page w/ Digital promotion                            |             | \$ 750.00   | \$ 750.00    | 165,000   |
| <b>The New York Times International Edition</b> |   |             |             |              |           |
| The New York Times International Edition        | Double Property Spot                                      | \$ 1,300.00 |             | \$ 1,300.00  | 104,301   |
| <b>Ocean Home</b>                               |   |             |             |              |           |
| Ocean Home                                      | Full Page E-Newsletter Spot                               |             | \$ 3,250.00 | \$ 3,250.00  | 70,000    |
| <b>Private Air Luxury Homes</b>                 |   |             |             |              |           |
| Private Air Luxury Homes                        | Full Page (includes social media & E-Newsletter)          | \$ 1,925.00 |             | \$ 1,925.00  | 65,000    |
| <b>The Wall Street Journal</b>                  |   |             |             |              |           |
| 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 |
| <b>The Wall Street Journal</b>                  |   |             |             |              |           |
| Mansion Global Experience Luxury                | Weekend Property insert                                   |             | \$ 980.00   | \$ 980.00    | 100,000   |
| TOTAL   |   |             |             | \$ 63,985.00 | 7,508,985 |

\*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 Magazine                      | Quarter Page                                  |             |             |           | \$ 910.00 | \$ 910.00   | 20,000  |
| <b>Sotheby's Auction House: Digital</b> |   |             |             |           |           |             |         |
| Sotheby's Selects E-Newsletter          | Sotheby's Selects E-Newsletter                |             | \$ 2,585.00 |           |           | \$ 2,585.00 | 770,000 |
| <b>Digital</b>                          |   |             |             |           |           |             |         |
| <b>Million Impressions*</b>             |   |             |             |           |           |             |         |
| Impressions Blast - Two week Campaign   | Digital Banner Program - 100K Impression      | \$ 900.00   |             |           |           | \$ 900.00   | 100,000 |
| <b>Google Adwords</b>                   |   |             |             |           |           |             |         |
| Google Adwords                          | Digital PPC program                           | \$ 1,600.00 | \$ 850.00   | \$ 850.00 |           | \$ 3,300.00 |         |
| <b>Cottages &amp; Garden</b>            |   |             |             |           |           |             |         |
| Spotlight + Property of Note            | Rotating Gallery                              | \$ 2,950.00 |             |           |           | \$ 2,950.00 |         |
| <b>Country Life</b>                     |   |             |             |           |           |             |         |
| Country Life                            | E-Newsletter Dedicated Send                   |             | \$ 2,250.00 |           |           | \$ 2,250.00 | 25,000  |
| <b>Elite Traveler</b>                   |   |             |             |           |           |             |         |
| Elite Online Real Estate Showcase       | Online Real Estate Showcase                   |             |             | \$2,500   |           | \$ 2,500.00 | 100,000 |
| <b>JamesEdition</b>                     |   |             |             |           |           |             |         |
| New & Trending Home Page Position       | Featured Spot                                 | \$ 1,200.00 |             |           |           | \$ 1,200.00 | 750,000 |
| E-Newsletter Featured Listing           | E-Newsletter                                  |             | \$ 1,500.00 |           |           | \$ 1,500.00 | 192,000 |
| <b>Luxury Estate</b>                    |   |             |             |           |           |             |         |
| Luxury Estate                           | Showcase Listing + Elite Listing Packages - 1 | \$ 1,100.00 |             |           |           | \$ 1,100.00 |         |
| <b>Ocean Home</b>                       |   |             |             |           |           |             |         |
| Instagram Post                          | Instagram Post                                | \$ 800.00   |             |           |           | \$ 800.00   | 21,800  |
| <b>Robbreport.com</b>                   |   |             |             |           |           |             |         |
| Robbreport.com                          | Real Estate Newsletter - 3 Sends              | \$ 3,750.00 |             |           |           | \$ 3,750.00 | 60,000  |
| <b>WSJ.com</b>                          |   |             |             |           |           |             |         |
| Mansion Global Homepage Hero            | Shared Banner                                 | \$ 650.00   |             | \$ 650.00 |           | \$ 1,300.00 | 328,000 |

# Proposed Schedule, Pricing & Reach

## 2024-2025

PLAN 3 - CONTINUED

Print

|   |   |             |             |              |           |
|---|---|-------------|-------------|--------------|-----------|
| <b>Country Life</b>                             |   |             |             |              |           |
| Country Life                                    | Half Page   |             | \$ 2,000.00 | \$ 2,000.00  | 40,000    |
| <b>Financial Times</b>                          |   |             |             |              |           |
| Financial Times                                 | Double Property Spot                                      | \$ 1,500.00 |             | \$ 1,500.00  | 210,457   |
| <b>The New York Times</b>                       |   |             |             |              |           |
| 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   |
| <b>The New York Times International Edition</b> |   |             |             |              |           |
| The New York Times International Edition        | Double Property Spot                                      | \$ 1,300.00 |             | \$ 1,300.00  | 104,301   |
| <b>Private Air Luxury Homes</b>                 |   |             |             |              |           |
| Private Air Luxury Homes                        | Full Page (includes social media & E-Newsletter)          | \$ 1,925.00 |             | \$ 1,925.00  | 65,000    |
| <b>The Wall Street Journal</b>                  |   |             |             |              |           |
| 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 |
| <b>The Wall Street Journal</b>                  |   |             |             |              |           |
| Mansion Global Experience Luxury                | Weekend Property insert                                   |             | \$ 980.00   | \$ 980.00    | 100,000   |
| TOTAL   |   |             |             | \$ 38,200.00 | 4,763,517 |

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

Pricing Subject to Change