



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

2705 Ocean Front Walk Advertising and Marketing Program

Pacific
Palisades

Sotheby's
INTERNATIONAL REALTY

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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure 2705 Ocean Front Walk

SKY Advertising is excited to present to Pacific Palisades Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 2705 Ocean Front Walk.

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 Venice, CA.

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**

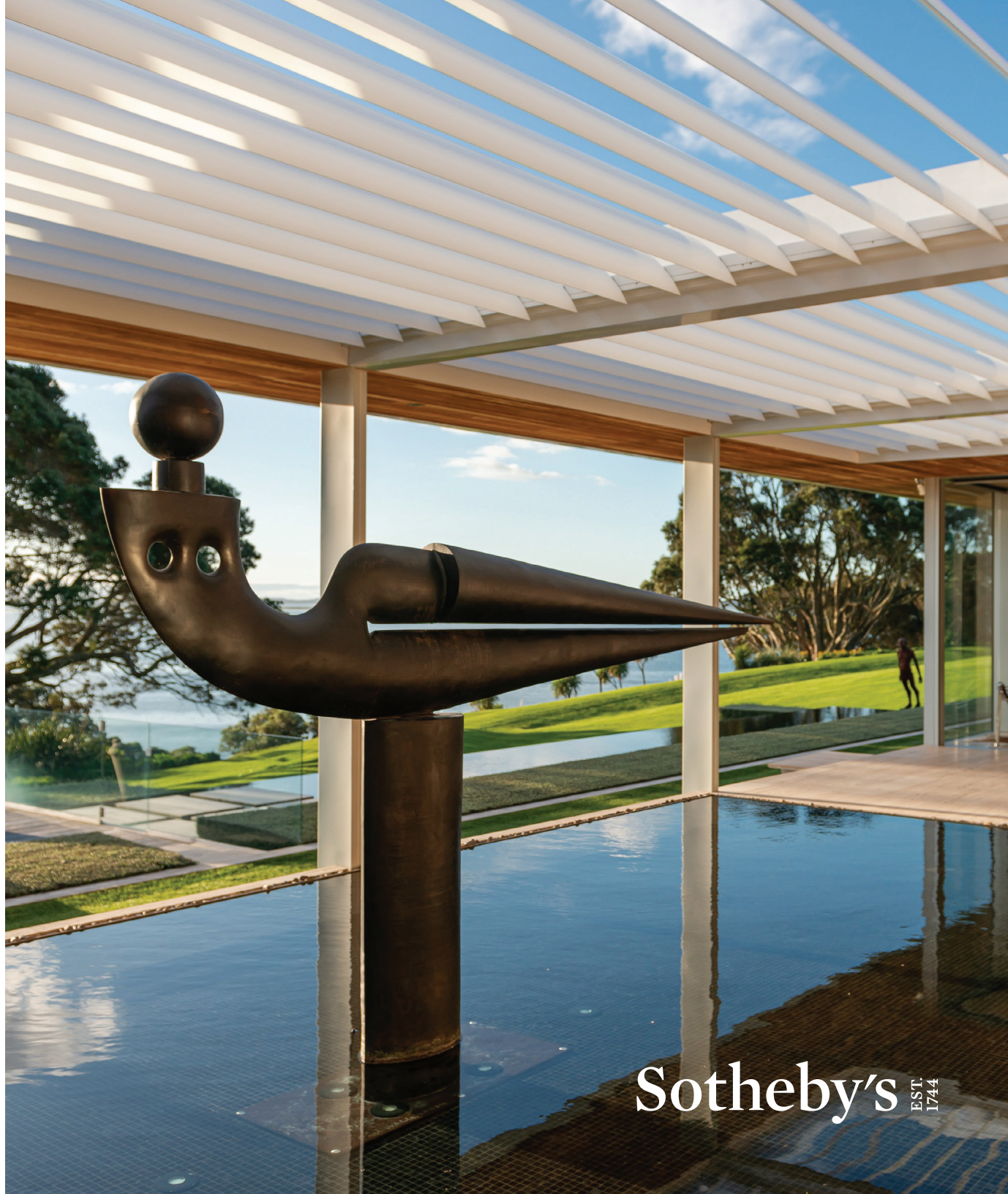
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

CHLOE STEELY
Account Executive
212-677-2557
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
 512.453.8800
 Property # 1230123
 Agent: Jennifer
 International Realty
 Broker: Sotheby's International Realty
 Email: jennifer@sothebysrealty.com
 \$50,000,000.00

Nothing Compares to what's ours.
 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. Don't miss this 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 +1 212 850 7772
 Email: 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. The residence is a masterpiece of modern architecture and craftsmanship, featuring the finest materials and custom millwork. Don't miss this 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 +1 212 850 7772
 Email: 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 the finest materials and custom millwork. Don't miss this 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 +1 212 850 7772
 Email: taylor@sothebysrealty.com
 \$15,000,000.00

SC

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

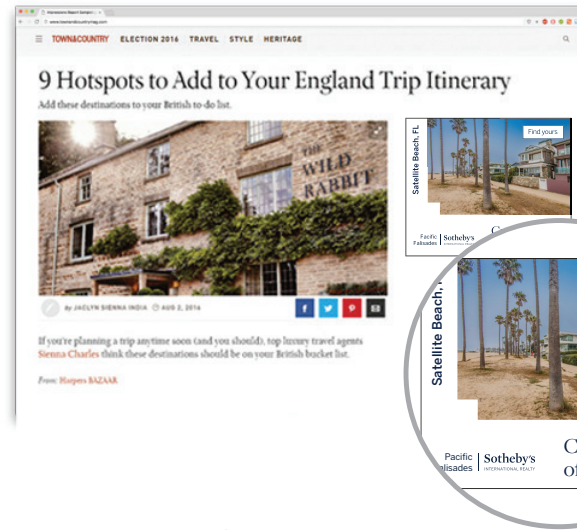
Impressions Campaign

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: **2705 Ocean Front Walk**
- Flight Dates: **Two Weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

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



Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes



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

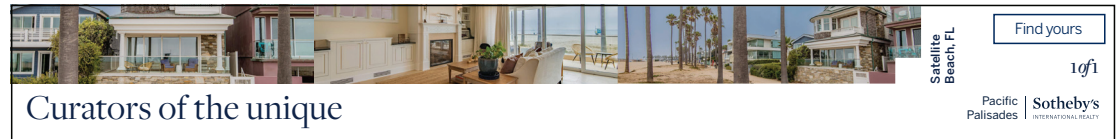


Find yours

1 of 1

Curators of the unique

Pacific Palisades | Sotheby's INTERNATIONAL REALTY

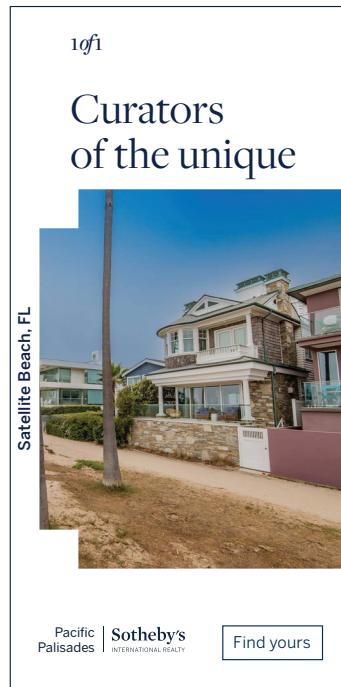


Find yours

1 of 1

Curators of the unique

Pacific Palisades | Sotheby's INTERNATIONAL REALTY



1 of 1

Curators of the unique

Satellite Beach, FL

Pacific Palisades | Sotheby's INTERNATIONAL REALTY

Find yours



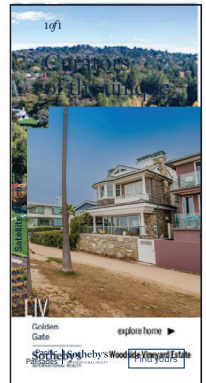
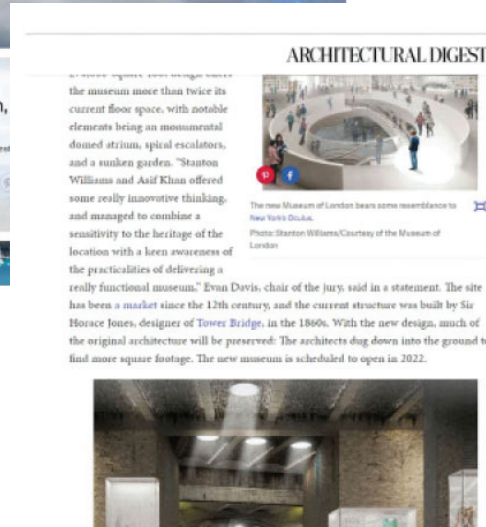
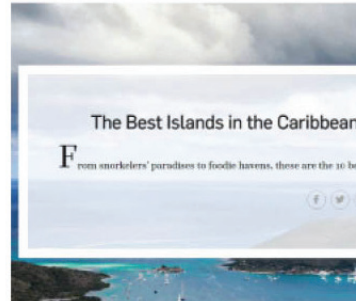
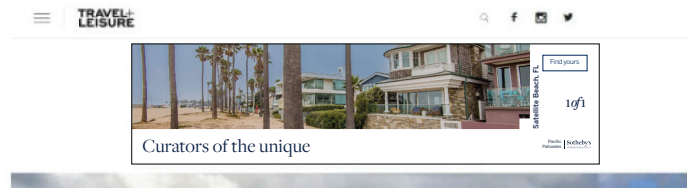
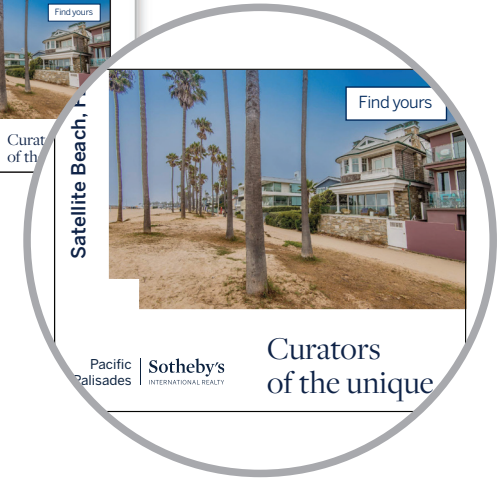
Find yours

Satellite Beach, FL

Curators of the unique

Pacific Palisades | Sotheby's INTERNATIONAL REALTY

Sample Banners For Impressions Programs As They Appear On Sites

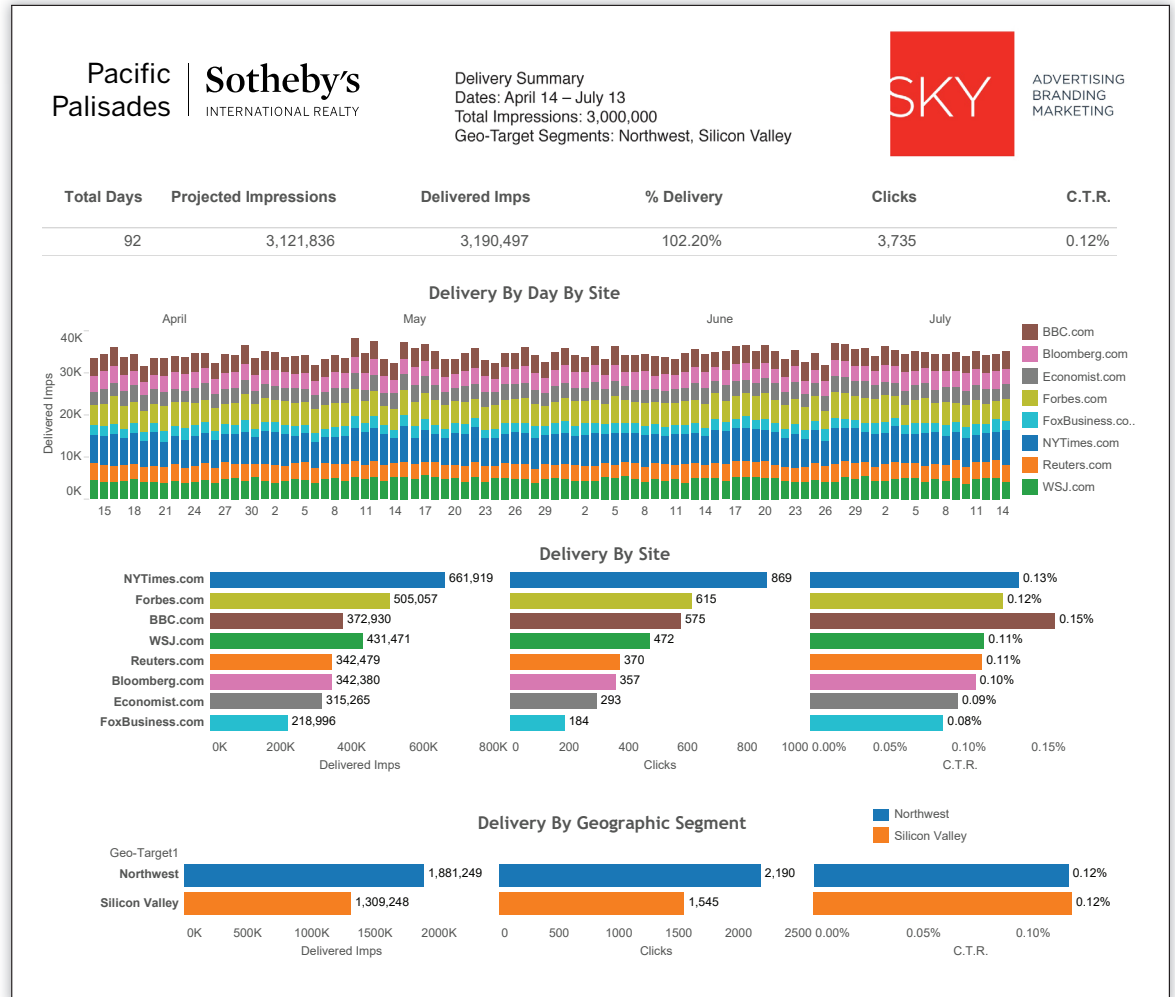


Comprehensive Reporting For Your Customized Campaign

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

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

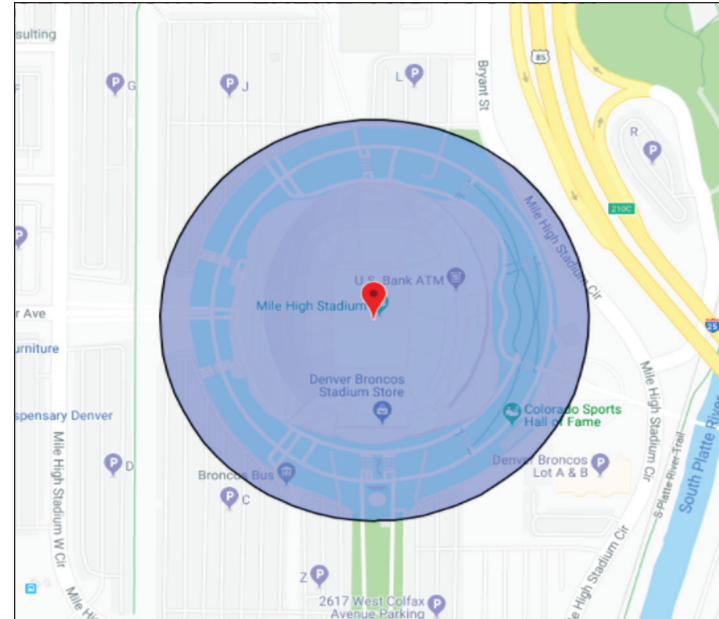
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TIER 1

- From: **\$1,500**
- **Up to 3 Geo-fences**
- **60,000 impressions**

Comprehensive Digital

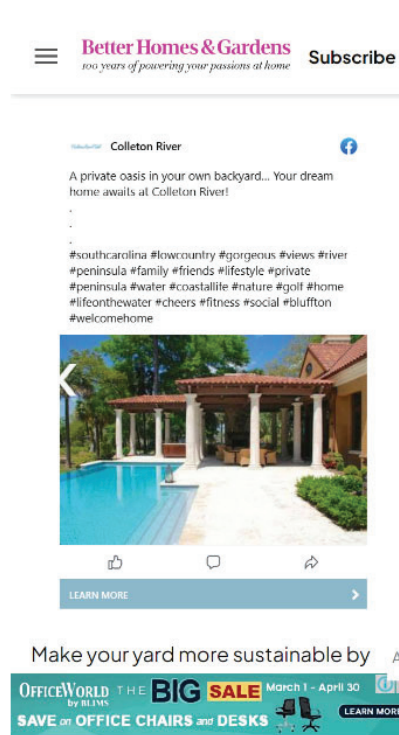
SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

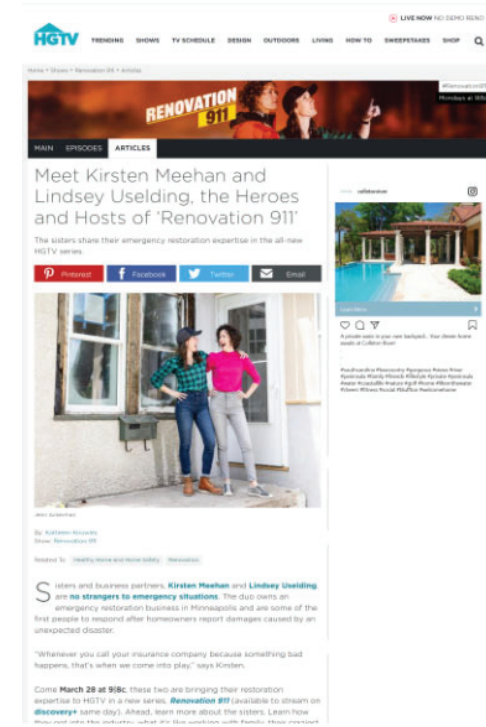
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.



- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH
100,000 Impressions

Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing or website.

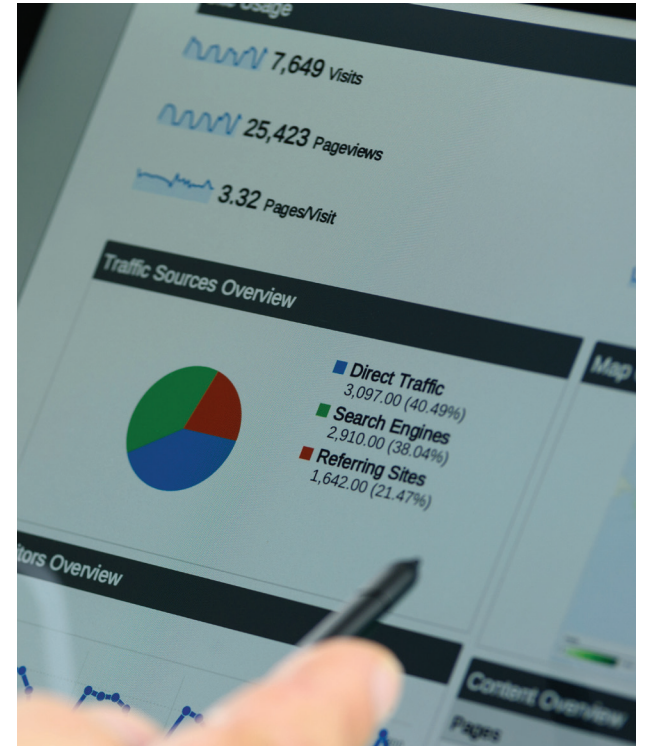


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

\$750 CAMPAIGN SET UP
STARTING AT \$850/MONTH



Google AdWords

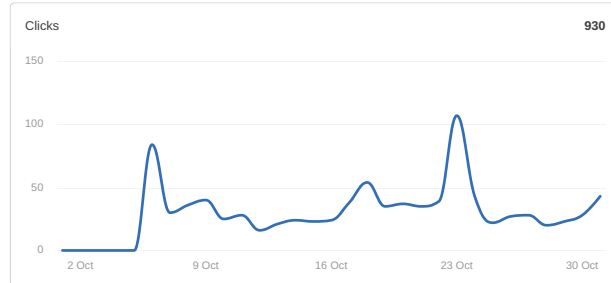
CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.



Pacific Palisades SIR

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



Showing 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

Showing 9 of 9 Rows

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

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

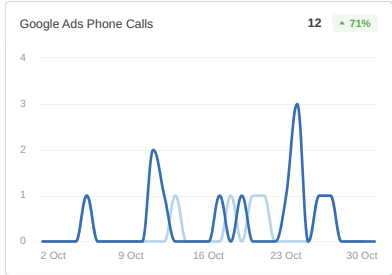
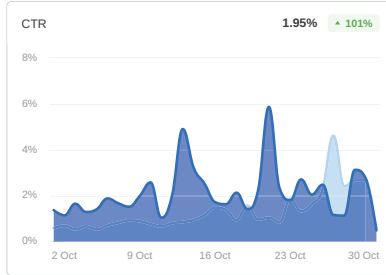
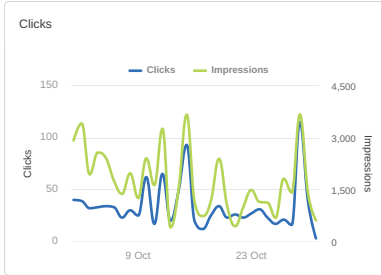
MONTHLY REPORTING

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



Pacific Palisades 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

Cottages & Garden

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

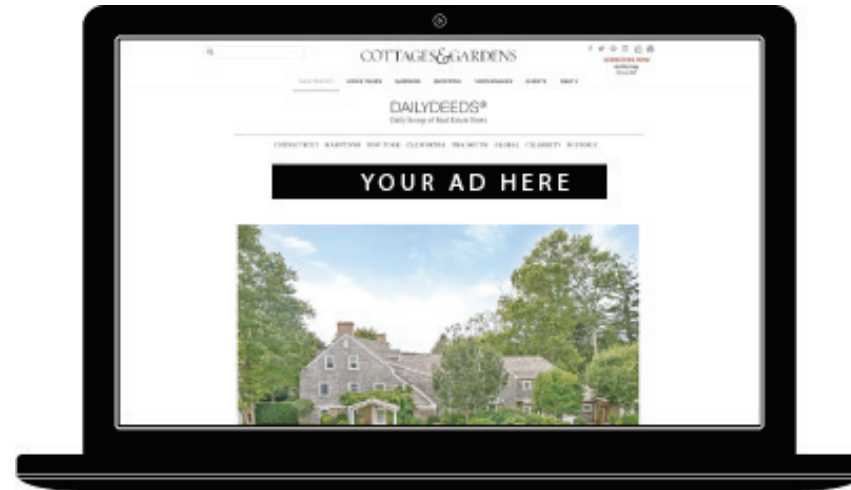
- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

TOP 10 MARKETS

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

SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950



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.

Elite Traveler

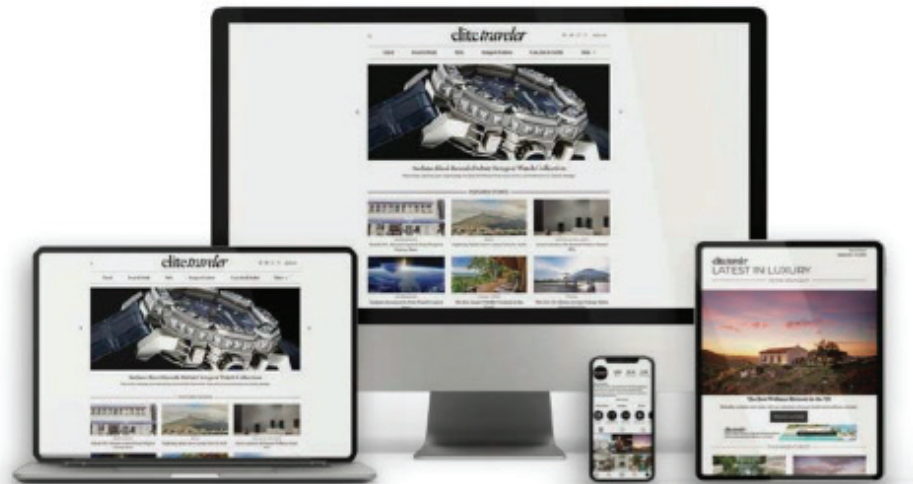
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

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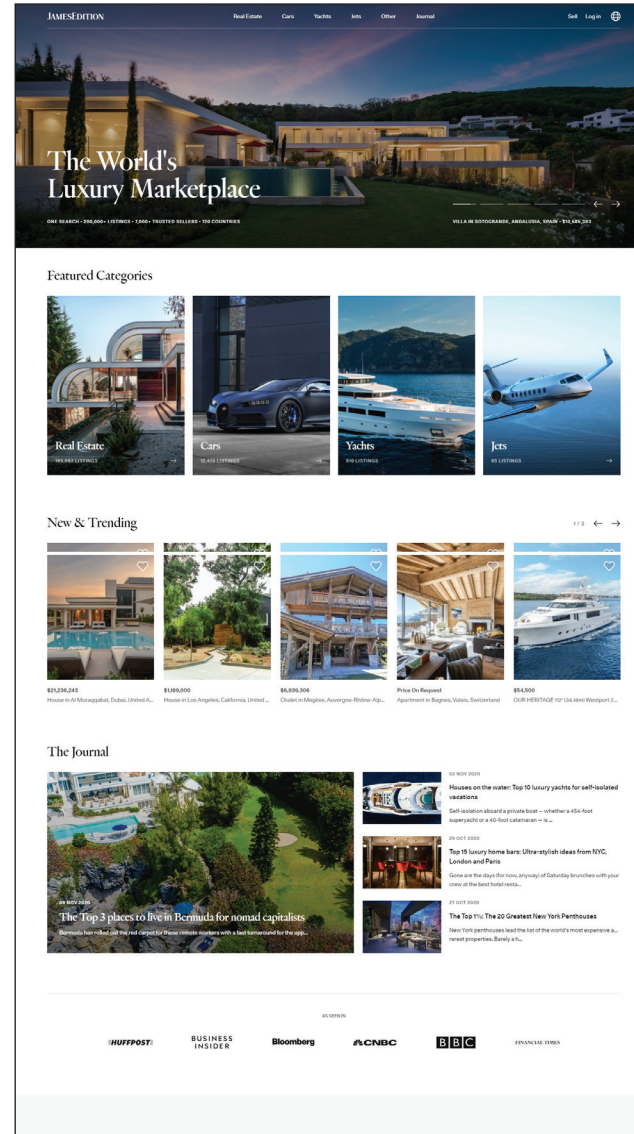
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

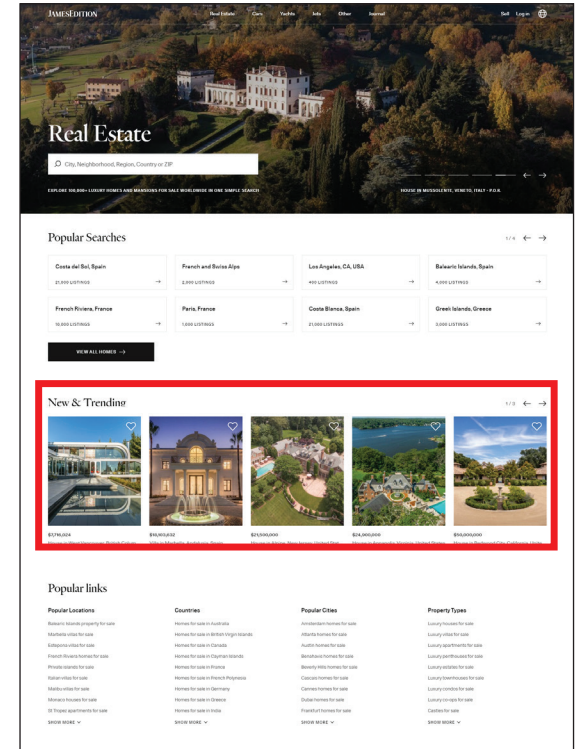
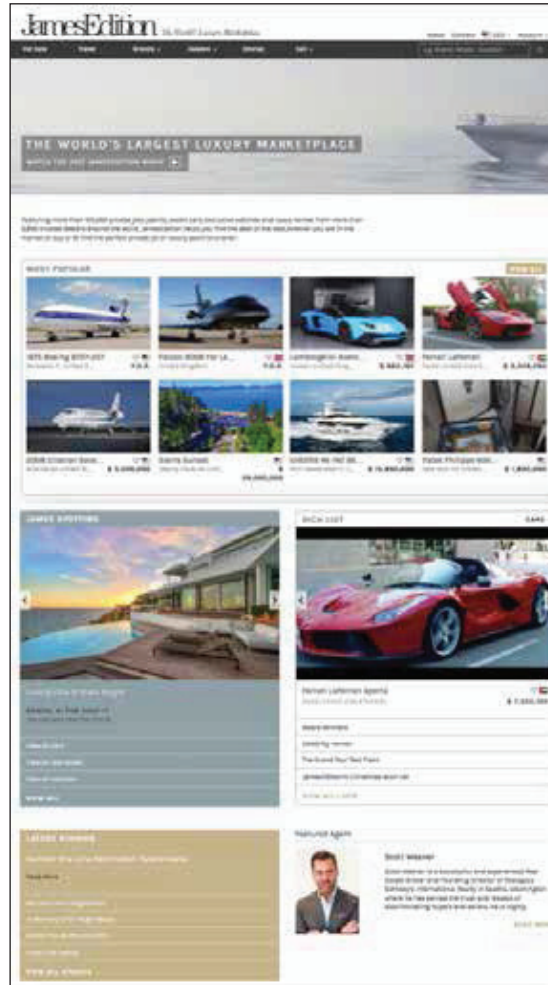
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



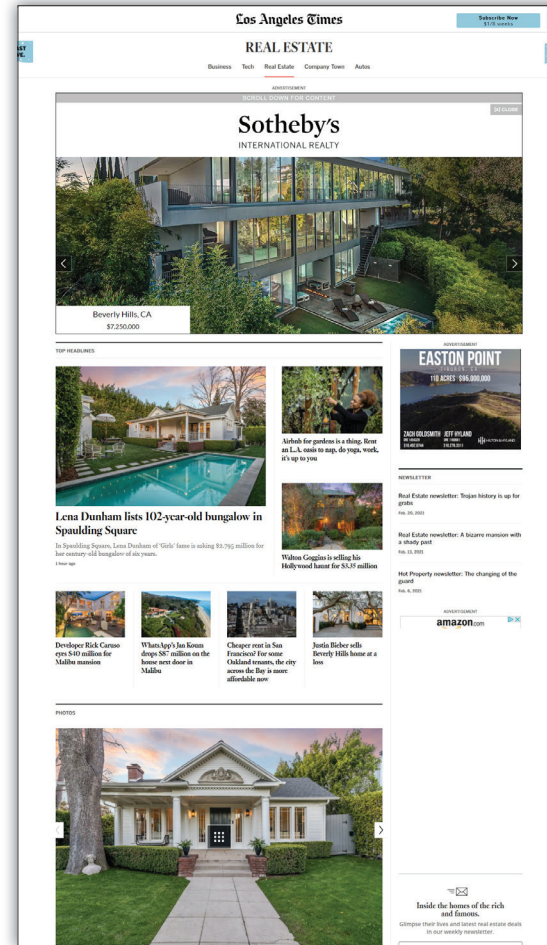
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

**Maximum 30 featured properties
Included with the Hot Property Print Placement**



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 PER WEEK



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

FROM A PENTHOUSE YOU CAN SEE FOREVER

There's a very special promise in a Penthouse: brightened living experiences beyond an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kitty Weaver-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Mauch Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and seamless chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA
\$100K Studios to 5 Bedroom Villas
From \$625,000 to over \$10 Million

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: \$675 PER POST

FACEBOOK: \$800 PER POST

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

DIGITAL

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

Includes Bonus 30 Day Digital -
 Featured Property Upgrade

THE WALL STREET JOURNAL.
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • WSJ.com • \$4.00
 DAA 292724 • 75351291 • NASDAQ 100 109.79 • SPX 3000 3121.41 • 10-Y TREAS. 2.5702 • RUSSELL 2000 1542.30 • 50-Y TREAS. 2.5702 • EURO 112.12 • NY 201.32

What's News
 Business & Finance

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

Tennessee Twisters Kill at Least 25
 By Anne Cooper-Petersen
 Twisters ripped through Tennessee on Tuesday, killing at least 25 people as the weather service warned of dangerous conditions.

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.

Shaky Ground
 A major update from the Fed on the economy.

World-Wide
 Biden reached a string of Super Tuesday primary victories and Sanders won the Democratic presidential nomination in California.

Sotheby's
 INTERNATIONAL REALTY

Nothing compares to what's next.

City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7890

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 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7890

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 AGENT NAME: [Redacted] +1 212 456 7890

City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7890

PRINT

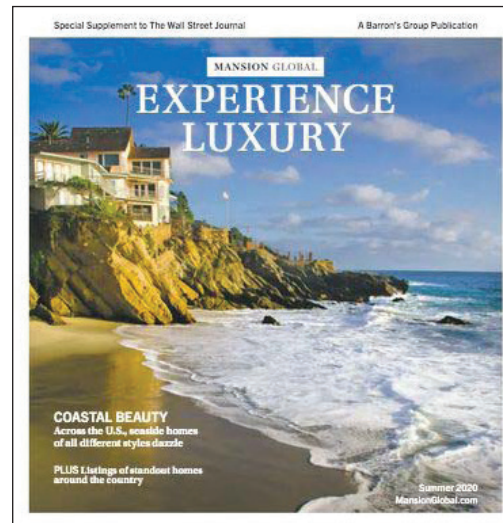
The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

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

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

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



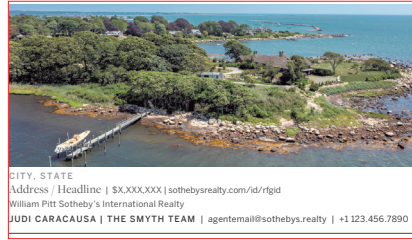
The New York Times

IN THE FRIDAY MAIN NEWS SECTION

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

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

PROPERTY SPOT, COLOR: \$760



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



Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

 <small>CITY, STATE</small> <small>Address Headline \$XXXXXXX sothebysrealty.com/d/r/dt</small> <small>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebysrealty.com +1 212.456.7800</small>	 <small>CITY, STATE</small> <small>Address Headline</small> <small>\$XXXXXXX sothebysrealty.com/d/r/dt</small> <small>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebysrealty.com +1 212.456.7800</small>	 <small>CITY, STATE</small> <small>Address Headline</small> <small>\$XXXXXXX sothebysrealty.com/d/r/dt</small> <small>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebysrealty.com +1 212.456.7800</small>	 <small>CITY, STATE</small> <small>Address Headline</small> <small>\$XXXXXXX sothebysrealty.com/d/r/dt</small> <small>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebysrealty.com +1 212.456.7800</small>
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Financial Times

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

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

PROPERTY SPOT, COLOR: \$750

Global

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FT Weekend

No rest for the Wild
Wildlife director
discusses fire knowledge
AT HOME PAGE 2

Sign of the Times
South Bank feels sharp
rise in London price falls
UK PROPERTY PAGE 4 & 5

Study in style
Homework
is to do here
JUST PROPERTY PAGE 10

The home of prime property: propertylistings.com

Follow us on Twitter @FTProperty

FT Weekend US edition

Food and drink festive special
Tips from top global chefs
LUNCH WITH THE FT CHIEF BERNIE ECKHART: 7 BREAK THE RULES OF LIFE SAFETY

Schulz reversal raises Merkel's survival hopes
• SPD chief ready to join coalition talks
• Rare bout of German antics precedes

Alzheimer's Afflicted Monty Python star helps launch FT Seasonal Appeal

Uber and the cost of the Kalamita Problem

Arriving the world on 10 days Adventure on two wheels

Richard

Sarah Jessica Parker

Sotheby's International Realty

Nothing compares to what's next.

WILLOW, VIRGINIA
The Club's signature home | \$20,900,000
FT's Sotheby's International Realty
MARK C. LEHMAN (mark.lehman@sotheby.com) | +1 703 866 0669

THE BAHAMA ISLANDS | **NEW YORK, NEW YORK**

WORLDWIDE REALTY
Renowned Bay-Lux FT Ocean Ridge Estates
\$995,000 | sotheby.com/us/05289
\$6,990,000
Sotheby's International Realty
ASHLEY TRECO | www.sotheby.com | +1 240 422 0089

NEW YORK, NEW YORK
\$1,900,000
East Side Manhattan Brokerage
WIKKI FIELD | HELEN MARGOS
www.manhattanrealestate.com | +1 212 606 7669

BLUFFTON, SOUTH CAROLINA | **AUSTIN, TEXAS**

FT's Sotheby's
\$4,250,000
Daniel Roman Sotheby's International Realty
CATHERINE DONALDSON | catherine.donaldson@sotheby.com | +1 818 218 2061

2097 FT's Hill Top Cove
\$2,500,000
Katie Sotheby's International Realty
KARINA WILCOX | karina@sotheby.com | +1 512 423 5528

240, Jourdreaux
\$20,000,000
Katie Sotheby's International Realty
KARINA WILCOX | karina@sotheby.com | +1 512 423 5528

14477 Flaglands Trail
\$1,000,000 | sotheby.com/us/0185024
Proven Sotheby's International Realty
GRETTA TEATER
gretta@sotheby.com | +1 403 646 5554

SOtheby's REALTY.COM

Los Angeles Times Takeover

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.

- Full Page color ad using Sotheby's International Realty Design Vault template
- Western Los Angeles coverage
- Saturday Print Circulation: **56,000**
- Saturday e-edition subscribers: **164,780**

FULL PAGE: \$660

INSIDE FRONT COVER: \$1,500

INSIDE BACK COVER: \$1,500

BACK COVER: \$1,600

Sotheby's INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.
SOTHEBYREALTY.COM

MALIBU CALIFORNIA

Photos provided by James Lanza | STYLING: JANE WELDON

72 Post Road, Old Westbury, NY

Extra Rare! Real Estate Coloperson. Spectacular Old Westbury. \$4,900,000

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

Headquartered in an owner directly adjacent to the 220-acre Old Westbury Country Club, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom guest house, a country house, 10 barns, 13 three-car garages, a carriage house, a large garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE, CO-AGENT / DEBRA RUSSELL

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Open the door to what's next.

The Rosewood Farm Estate
Southampton, New York

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

Sotheby's INTERNATIONAL REALTY

Harald Grant
Executive Broker
9200 Old Forge
Hampton, NY 11936
Harald.Grant@sothebysrealty.com | 631.535.1100

Bruce Grant
Executive Broker
9200 Old Forge
Hampton, NY 11936
Bruce.Grant@sothebysrealty.com

SOTHEBYREALTY.COM

Take a peek at what's next.

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

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ FT | \$11,000,000
\$42MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY

Rosie V. Moore
Executive Broker
1000 Old Forge
Hampton, NY 11936
Rosie.Moore@sothebysrealty.com

Vanessa Moore
Executive Broker
1000 Old Forge
Hampton, NY 11936
Vanessa.Moore@sothebysrealty.com

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: \$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
ISSUE 1 - SEPTEMBER 2019

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.

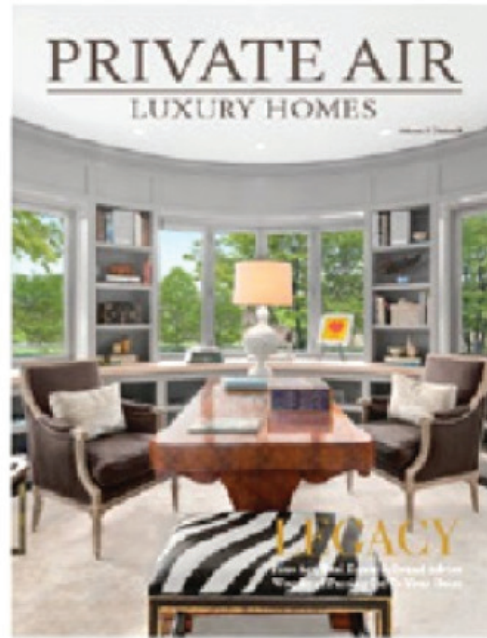
<p>NAPA VALLEY, CALIFORNIA</p>  <p>CampusEstateAndVineyards.com \$18,500,000 St. Helena Brokerage ARTHUR D. GOODRICH arthur.goodrich@sothebys.realty +1 415.735.8779</p>	<p>VAN NUYS, CALIFORNIA</p>  <p>6300KrisonAve.com \$3,300,000 Vista Sotheby's International Realty STEVEN MULLINS smullins@sothebys.realty +1 310.901.4687</p>	<p>SEBASTIAN, FLORIDA</p>  <p>8900 44th Avenue \$1,400,000 sothebyrealty.com/id/48652W ONE Sotheby's International Realty CINDY O'DARE MAZIE REGAN cindyodare@sothebys.com</p>
<p>VERO BEACH, FLORIDA</p>  <p>905 Winding River Road \$3,250,000 sothebyrealty.com/id/15QWFF ONE Sotheby's International Realty KRISTIN DOBSON CINDY O'DARE kristin@sothebys.com +1 772.325.6564</p>	<p>WELAKA, FLORIDA</p>  <p>603 Front Street \$1,400,000 sothebyrealty.com ONE Sotheby's International Realty MAZIE REGAN mregan@sothebys.com +1 772.214.8708</p>	<p>NEW YORK, NEW YORK</p>  <p>135East79StreetMaisE.com \$12,000,000 East Side Manhattan Brokerage AMANDA FIELD JORDAN NIKKI FIELD amanda.jordan@sothebys.realty +1 212.660.7798</p>
<p>LINCOLN, NORTH CAROLINA</p>  <p>1947 Flattrap Cliffs Drive \$29,750,000 sothebyrealty.com/id/LFPZM Premier Sotheby's International Realty MARILYN WRIGHT marilyn.wright@premier.com +1 828.276.3885</p>	<p>BAINBRIDGE ISLAND, WASHINGTON</p>  <p>BainbridgeLuxeLiving.com \$6,480,000 Realty@Sotheby's International Realty SHAYNE TURSEOM shayne.turseom@sothebys.com +1 206.755.9657</p>	<p>OLD FORT BAY, THE BAHAMAS</p>  <p>Krystal Home \$38,000,000 sothebahamas.com/id/48232 Sothebahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@sothebahamas.com +1 242.424.9099</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

Media	Ad Description	December	January	February	March	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations			\$ 1,500.00		\$ 1,500.00	60,000
Cottages & Garden							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
JamesEdition							
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00		\$ 1,600.00	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
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	\$ 325.00			\$ 325.00	425,000
Ocean Home							
Custom E-Mail	Custom E-Mail		\$ 2,750.00			\$ 2,750.00	22,000
Facebook Post	Facebook Post		\$ 675.00			\$ 675.00	21,600
Instagram Post	Instagram Post	\$ 800.00				\$ 800.00	21,800
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00				\$ 1,400.00	43,400
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 1,300.00	328,000

Proposed Schedule, Pricing & Reach

2024 - 2025

PLAN 1 CONTINUED

Print

Conde Nast Magazines

Architectural Digest - Los Angeles / West LA	Full Page	\$ 2,870.00	\$ 2,870.00	19,000
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Financial Times

Financial Times	Property Spot	\$ 750.00	\$ 750.00	210,457
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The Los Angeles Times

The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00	\$ 425.00	220,780
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The Los Angeles Times	Takeover - Full Page	\$ 660.00	\$ 660.00	384,000
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The New York Times

The New York Times	Property Spot - Weekday/Saturday	\$ 750.00	\$ 750.00	423,111
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Ocean Home

Ocean Home	Full Page E-Newsletter Spot	\$ 3,250.00	\$ 3,250.00	70,000
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Private Air Luxury Homes

Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00	\$ 1,925.00	65,000
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The Wall Street Journal

The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	644,424
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The Wall Street Journal

Mansion Global Experience Luxury	Weekend Property insert	\$ 980.00	\$ 980.00	100,000
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TOTAL			\$ 40,315.00	5,270,572
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*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

Media	Ad Description	December	January	February	March	Media Total	Reach
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations			\$ 1,500.00		\$ 1,500.00	60,000
Cottages & Garden							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
JamesEdition							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	\$ 325.00			\$ 325.00	425,000
Ocean Home							
Custom E-Mail	Custom E-Mail		\$ 2,750.00			\$ 2,750.00	22,000
Instagram Post	Instagram Post	\$ 800.00				\$ 800.00	21,800
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 1,300.00	328,000

Proposed Schedule, Pricing & Reach

2024 - 2025

PLAN 2 CONTINUED

Print

Financial Times

Financial Times	Property Spot	\$ 750.00	\$ 750.00	210,457
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The Los Angeles Times

The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00	\$ 425.00	220,780
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The Los Angeles Times	Takeover - Full Page		\$ 660.00 \$ 660.00	384,000
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The New York Times

The New York Times	Property Spot - Weekday/Saturday	\$ 750.00	\$ 750.00	423,111
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Ocean Home

Ocean Home	Full Page E-Newsletter Spot		\$ 3,250.00 \$ 3,250.00	70,000
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Private Air Luxury Homes

Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00	\$ 1,925.00	65,000
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The Wall Street Journal

The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	644,424
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The Wall Street Journal

Mansion Global Experience Luxury	Weekend Property insert	\$ 980.00	\$ 980.00	100,000
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TOTAL			\$ 25,860.00	4,016,572
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*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

Media	Ad Description	December	January	February	March	Media Total	Reach
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
Cottages & Garden							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
JamesEdition							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	\$ 325.00			\$ 325.00	425,000
Ocean Home							
Instagram Post	Instagram Post	\$ 800.00				\$ 800.00	21,800
WSJ.com							
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

Financial Times				
Financial Times	Property Spot	\$ 750.00	\$ 750.00	210,457
The Los Angeles Times				
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00	\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page		\$ 660.00 \$ 660.00	384,000
The New York Times				
The New York Times	Property Spot - Weekday/Saturday	\$ 750.00	\$ 750.00	423,111
The Wall Street Journal				
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	644,424
The Wall Street Journal				
Mansion Global Experience Luxury	Weekend Property insert	\$ 980.00	\$ 980.00	100,000
TOTAL			\$ 16,435.00	3,799,572

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