



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

798 Havana Drive Advertising and Marketing Program

ONE | 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 798 Havana Drive

SKY Advertising is excited to present to ONE Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 798 Havana Drive.

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 Boca Raton, FL.

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

**LET'S DO
GREAT THINGS TOGETHER**

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Sotheby's
Auction House
Offerings




Sotheby's
EST. 1744

DIGITAL

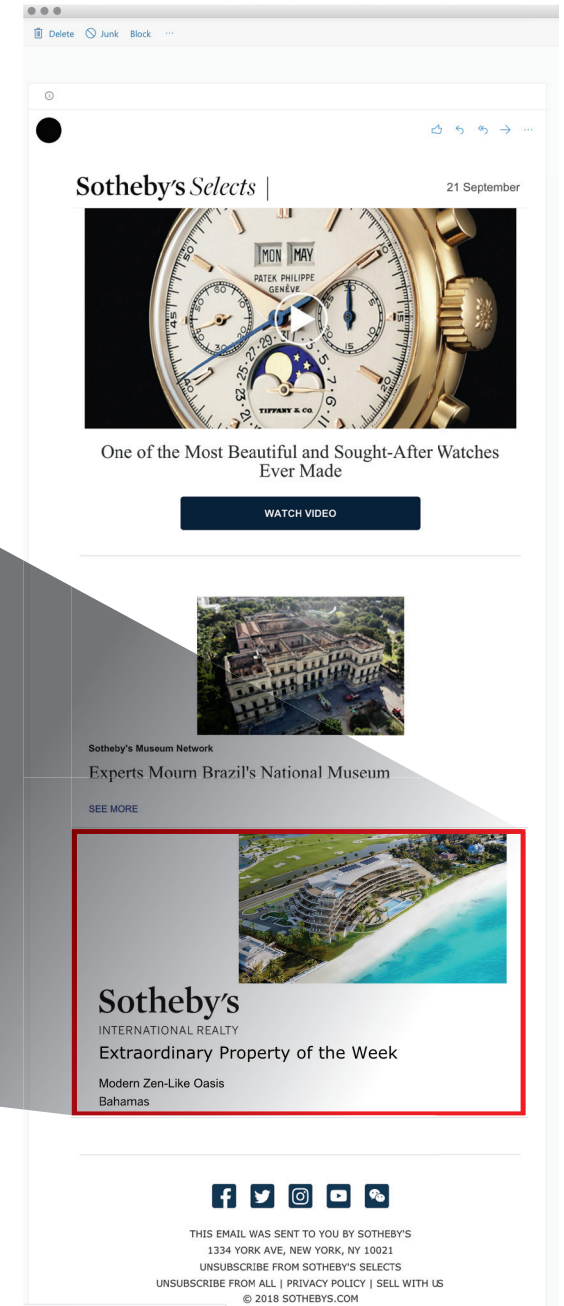
SOTHEBY'S SELECTS
E-NEWSLETTERS

- 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](#) [i](#) [v](#) [w](#)

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 Offerings



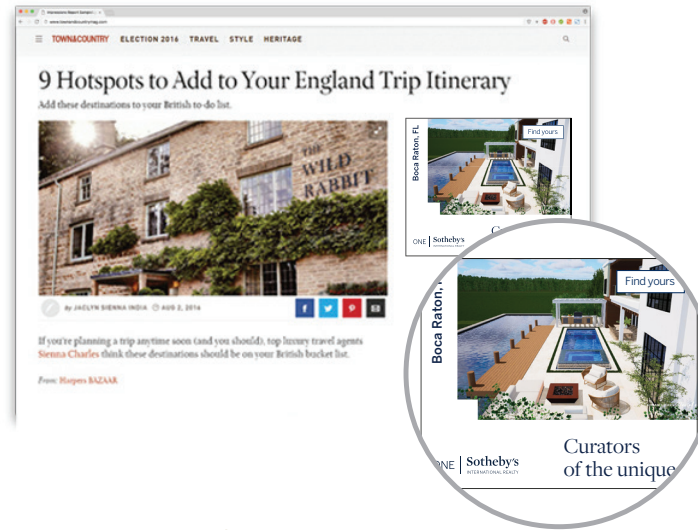
Impressions Campaign

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: **798 Havana Drive**
- Flight Dates: **January 2025**
- 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



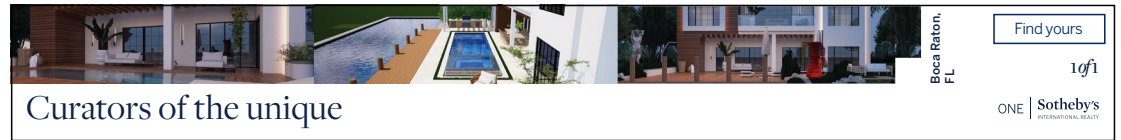
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

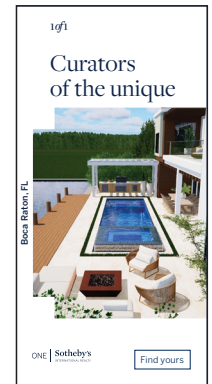
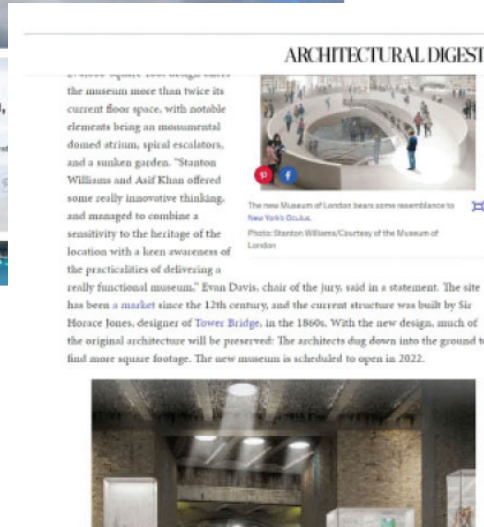
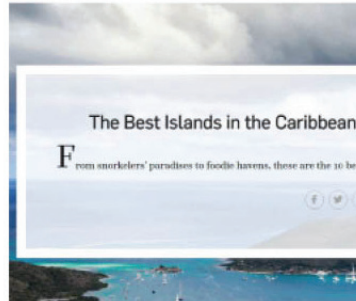
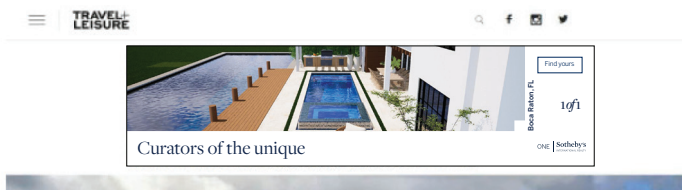
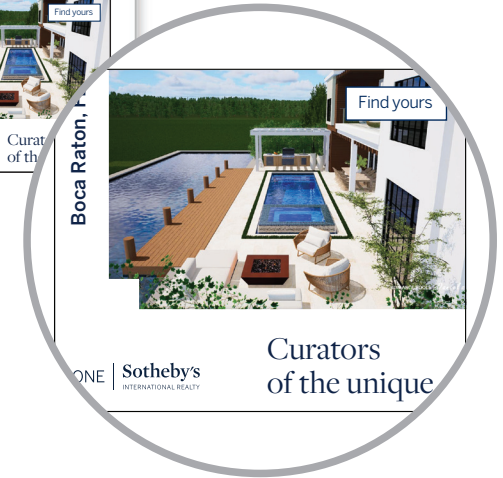
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

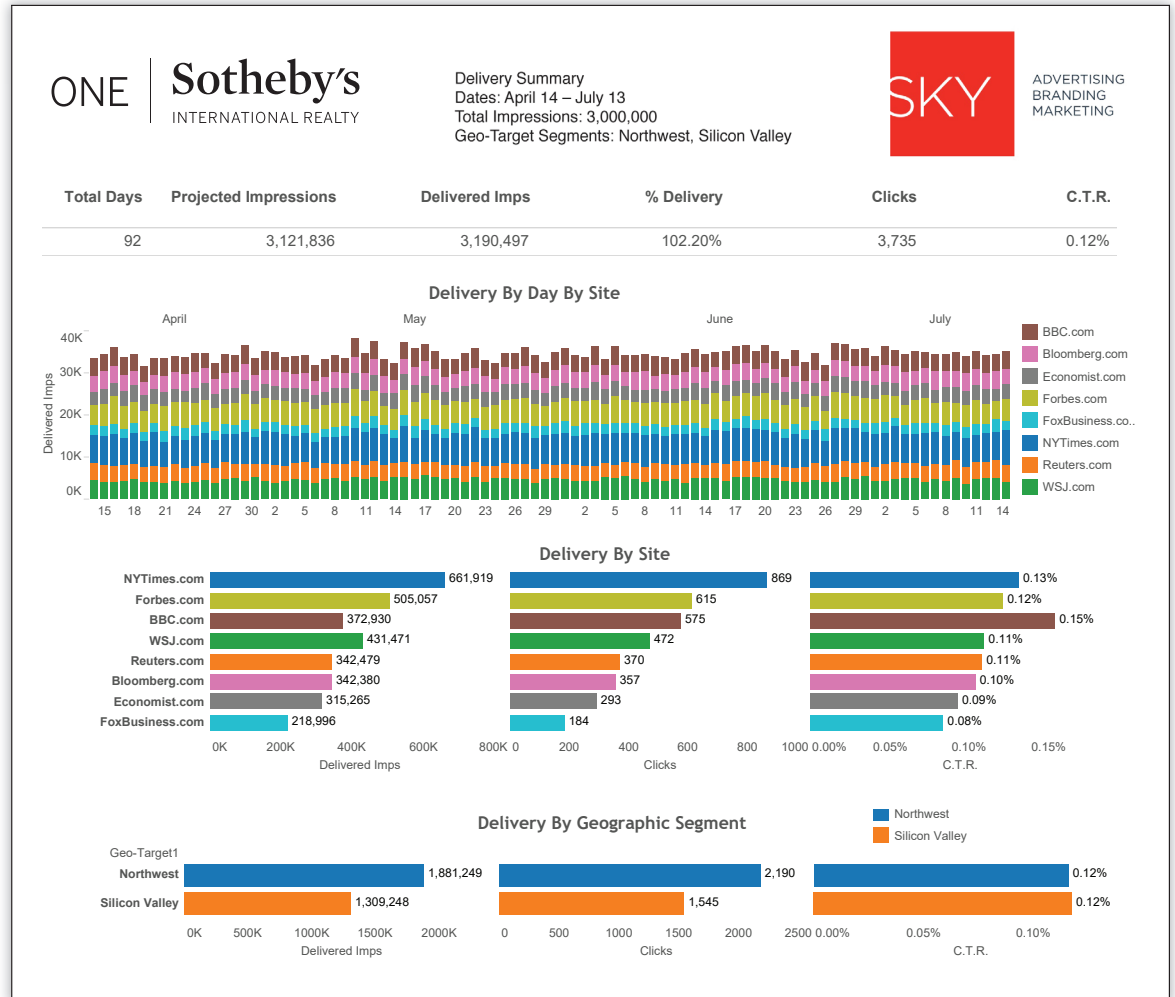


Comprehensive Reporting For Your Customized Campaign

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.

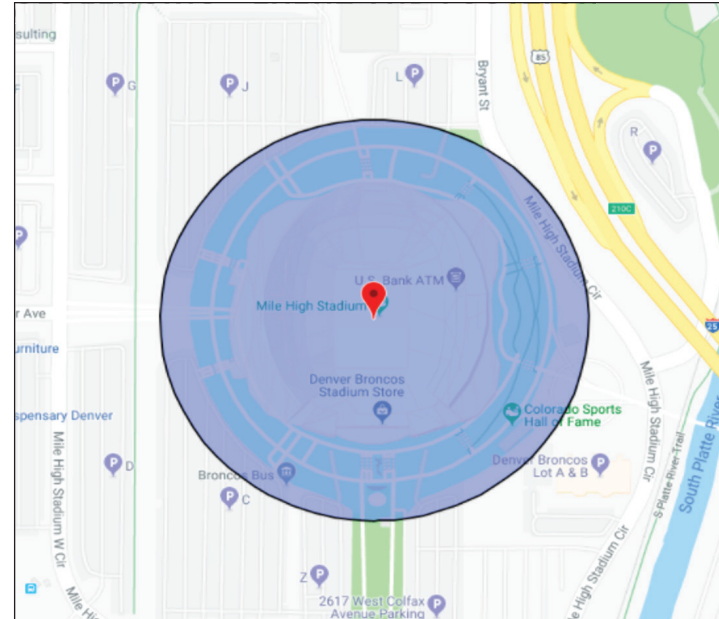
IMPRESSIONS PROGRAM SAMPLE REPORT



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

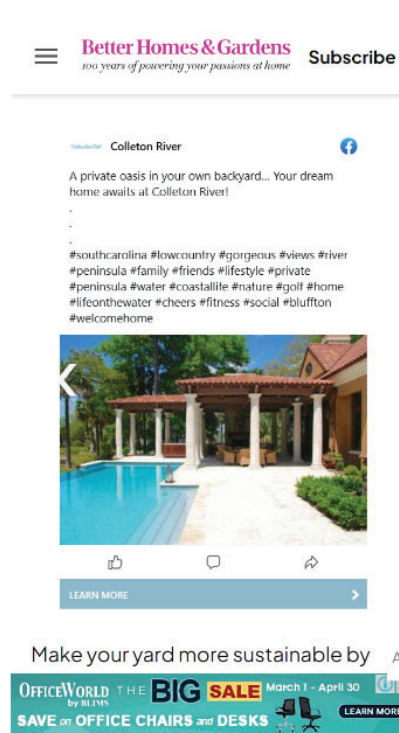
SOCIAL MIRROR ADS

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.

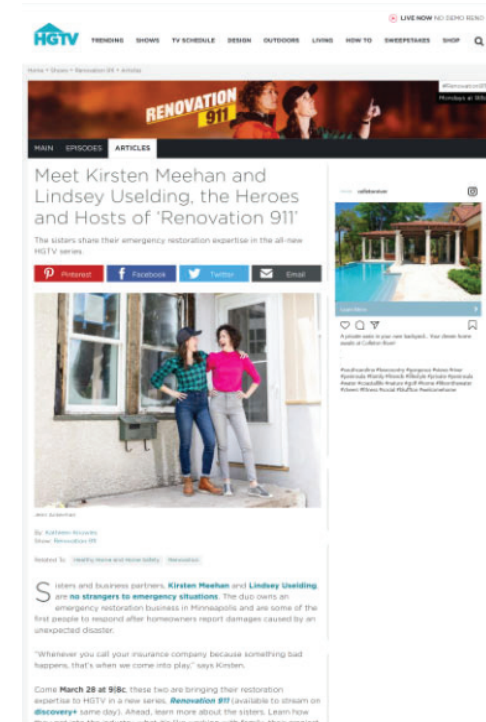
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

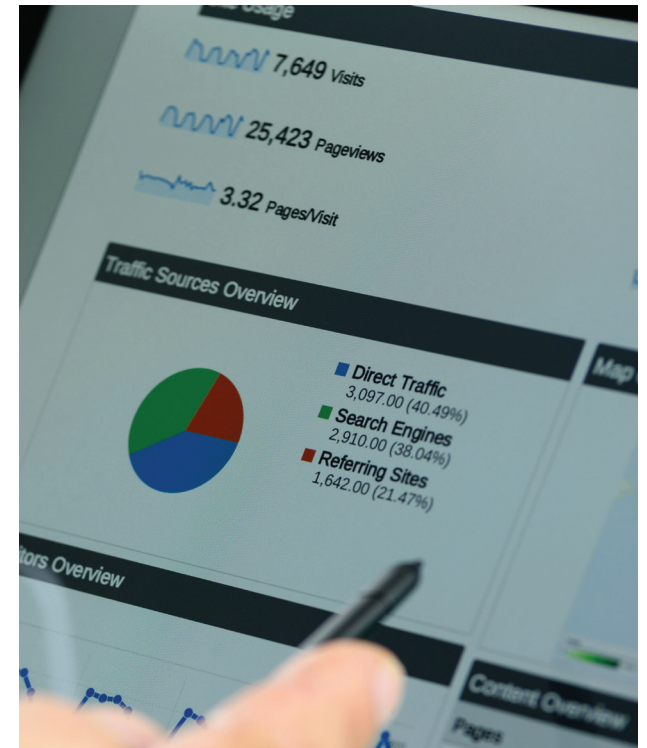


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

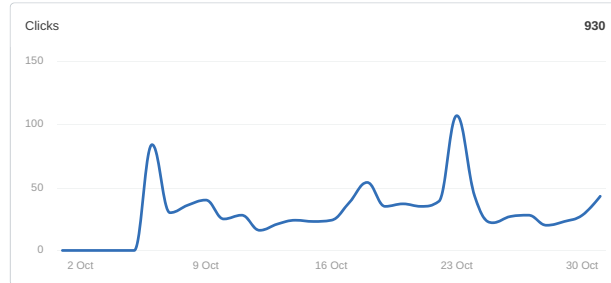
CLIENT DASHBOARD

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.



SIR ONE

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



Showing 9 of 9 Rows

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

Showing 50 of 89 Rows

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

Cities

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

Google AdWords

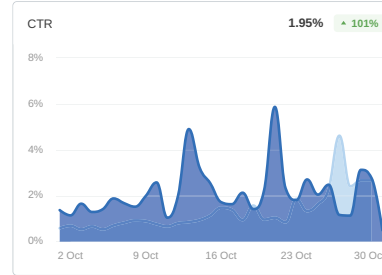
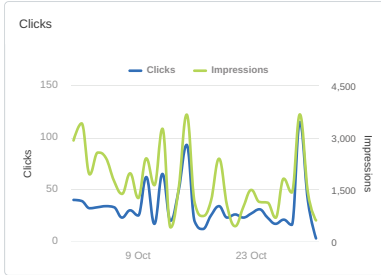
MONTHLY REPORTING

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



SIR ONE

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.

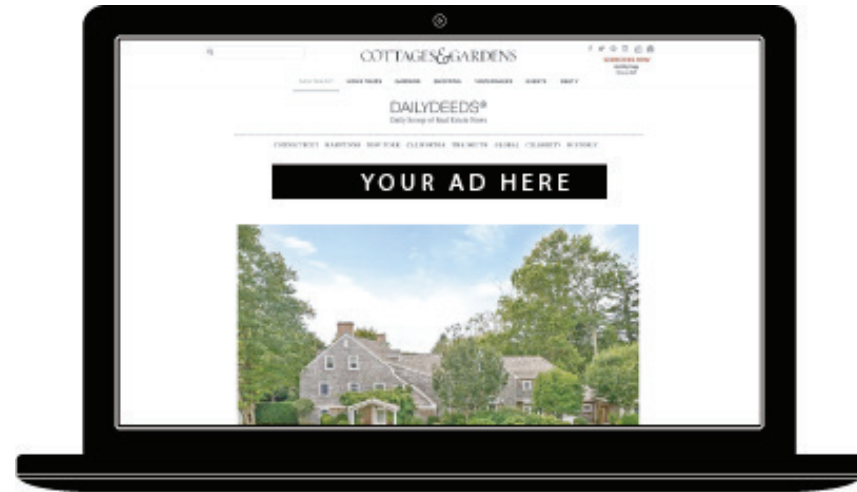
- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

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.

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

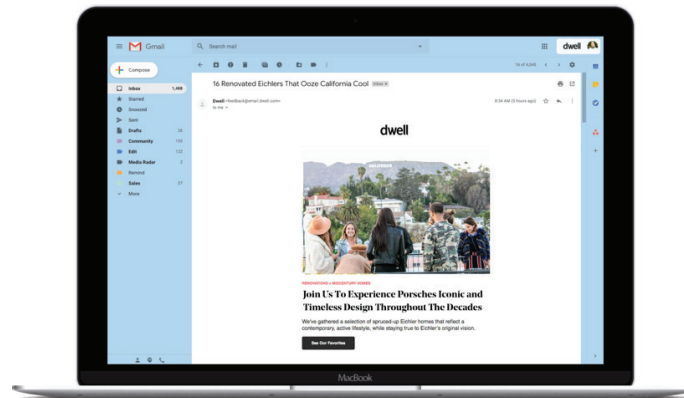
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

CUSTOM REAL ESTATE ARTICLE.

This article will 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



Dezeen

Dezeen is a popular and influential architecture, interiors and design magazine, with three million monthly readers and seven million social media followers.

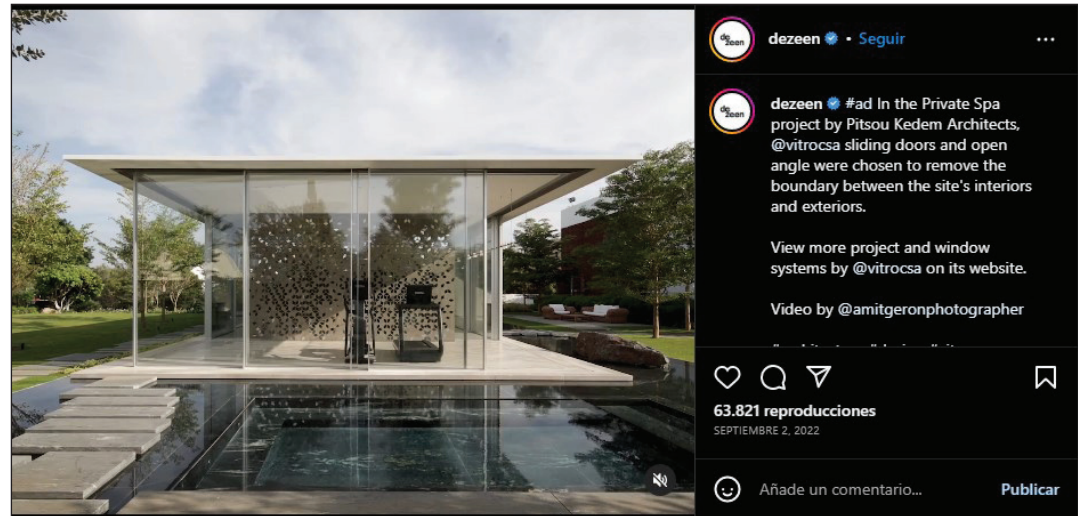
Dezeen's reach is global, with readers on every continent.

Their biggest audience is in the USA, followed by the UK, India, Canada, Australia, and Germany.

SOCIAL MEDIA POST

INSTAGRAM GRID POST: \$7,650

INSTAGRAM TARGETED POST: \$2,950



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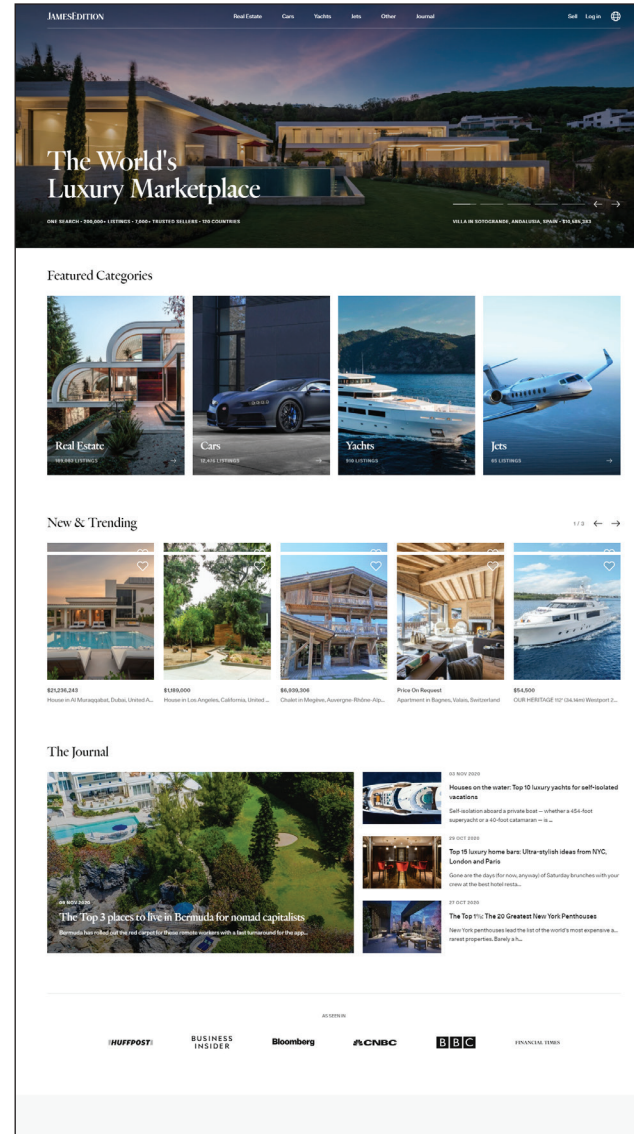
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

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.

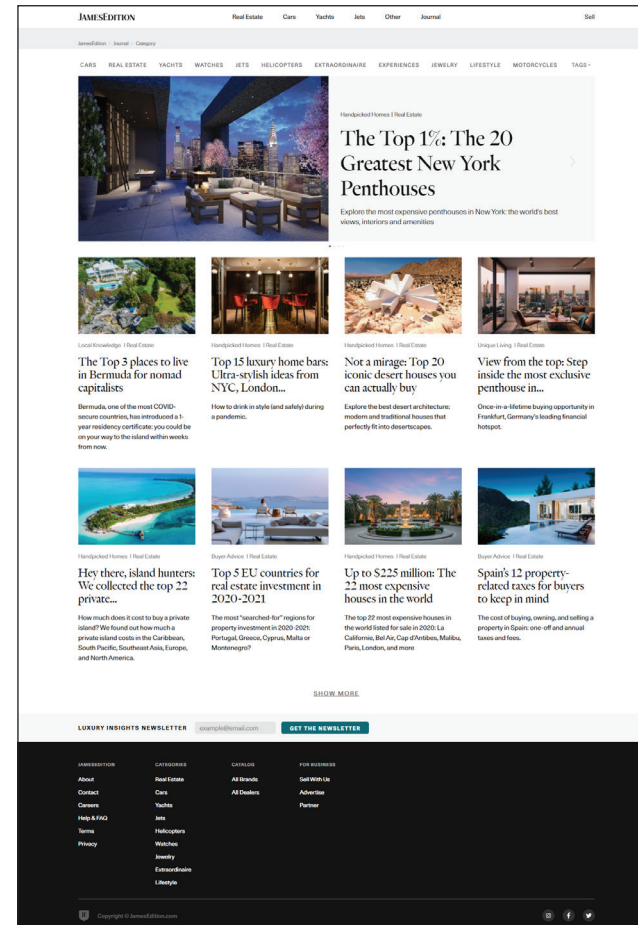
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

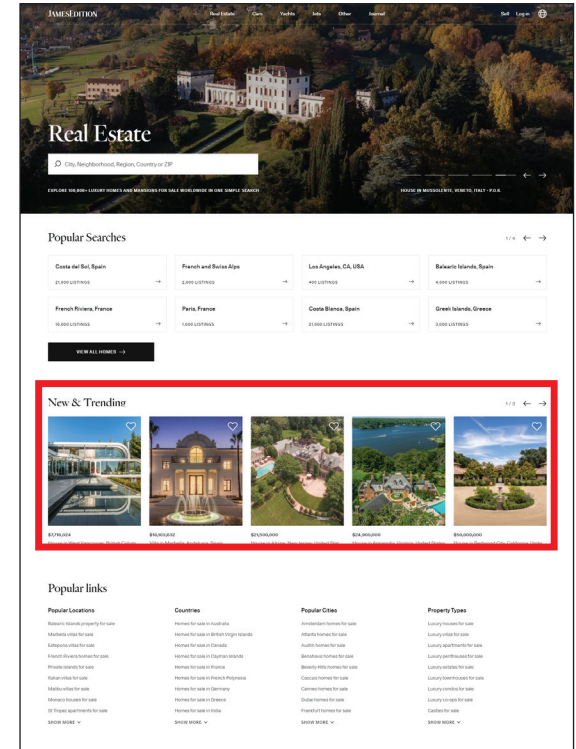
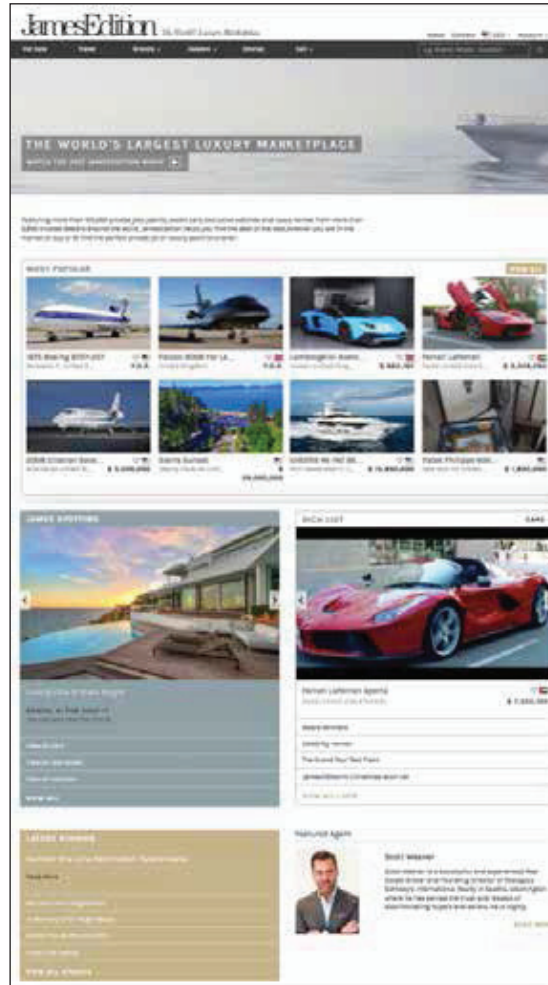
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



Le Figaro

The finest selection of properties to buy and to rent, in France and abroad.

PROPRIÉTÉS LE FIGARO.COM – FRANCE

- **2.1 million** sessions per month
- International audience: **22%**
(Top 5 audience: US, UK, Belgium, Switzerland, Germany)

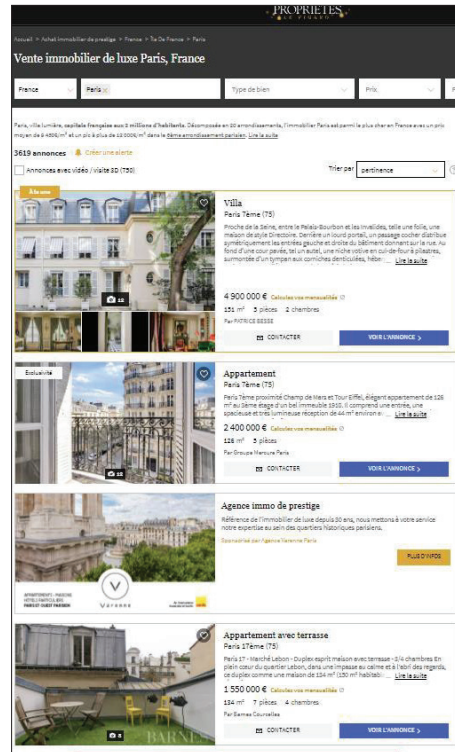
PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

- **180,000** sessions per month
(top 5 audience: US, UK, France, Canada, Australia)

HEADLINE SEARCH

Position your property at the very top of the results page.

FEATURED CITY: \$795/CITY/MONTH



Luxury Estate

LUXURY ESTATE

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

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

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

SHOWCASE LISTING + ELITE LISTING PACKAGES

PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



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



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.

FACEBOOK POST: \$675 PER POST
 INSTAGRAM POST: \$800 PER POST
 FACEBOOK/INSTAGRAM AD: \$1,400 PER MONTH

OCEAN HOME MAGAZINE

FROM A PENTHOUSE YOU CAN SEE FOREVER

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

RSM

RobbReport.com

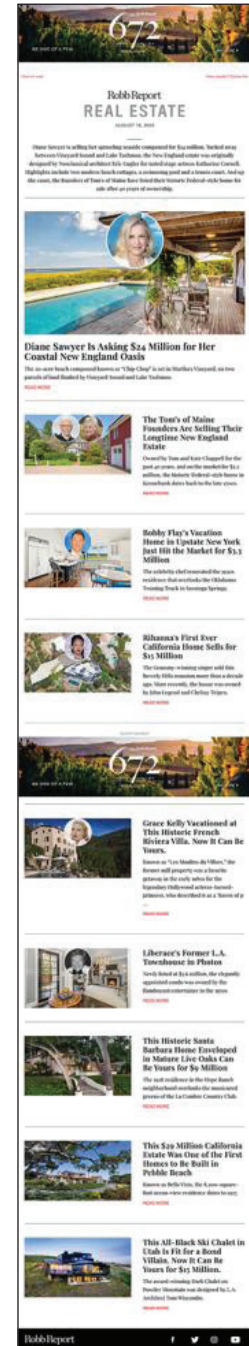
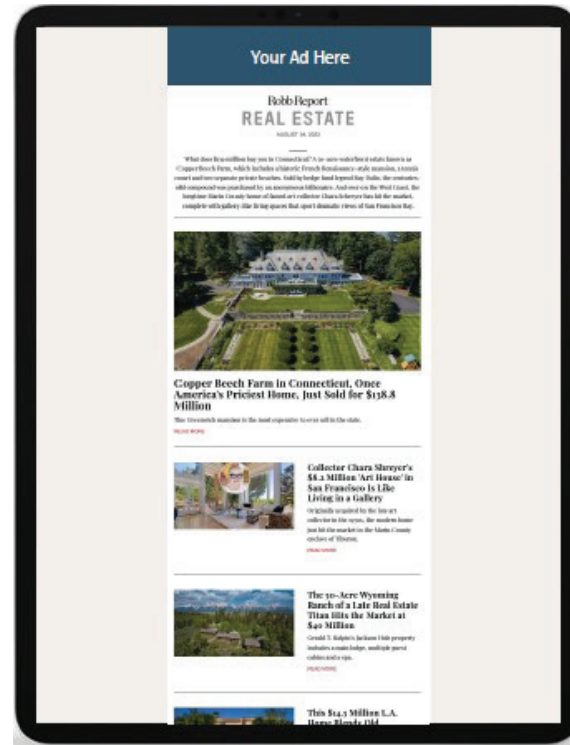
REAL ESTATE NEWSLETTER

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 like AUTO, 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 a 'RobbReportInsider' sign-up button. The main content area includes a featured listing carousel for a property at Walt Disney World Resort, a search filter section with dropdown menus for city, state, zip, and country, and several featured property and community listings. On the right side, there is a vertical advertisement for 'AROUND THE WORLD WITH ROBB REPORT' magazine, highlighting a subscription offer for October to November 2016.

Simply Abu Dhabi

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

INSTAGRAM POST

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

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

PRICE: \$1,375 PER POST

2 Post Minimum



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



Boat International e-Newsletter

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

PRICE: \$750 NEWSLETTER



No Images? Click here

BOAT

BOAT BRIEFING

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

LATEST BROKERAGE NEWS

Benetti Harmony III listed for sale with Fraser

[READ MORE](#)

Benetti Rutila E now for sale with Northrop & Johnson and Denison

[READ MORE](#)

C2M price drop on Codecasa Regina d'Italia II with Edmiston & Company

[READ MORE](#)

\$1M price cut on 50 metre Trinity La Dea II with IYC

[READ MORE](#)

LATEST YACHT NEWS

New 60 metre Amels 200 motor yacht sold

[READ MORE](#)

Lürssen's 130 metre+ Project Lightning pictured on sea trials

[READ MORE](#)

Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus

[READ MORE](#)

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

Print Offerings



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 • MSJ.com • \$4.00
 DAA 292124 • 7515121 • NASDAQ 10130.91 • S&P 500 3121.41 • 10-YR TREAS. 4.2512 • 30-YR TREAS. 4.5910 • EURO 112.1212 • YEN 107.3212

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 of goods 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 heavy rain began barreling across Tennessee on Tuesday, bringing with it a deadly combination of lightning, hail and high winds.

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 the most California votes.

Sotheby's
 INTERNATIONAL REALTY

Nothing compares to what's next.

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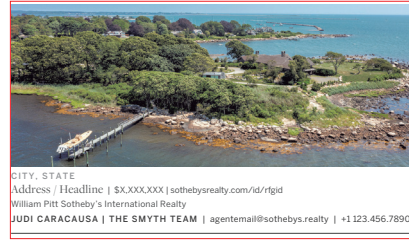
The New York Times

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



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JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebys.realty | +1 212.456.7800



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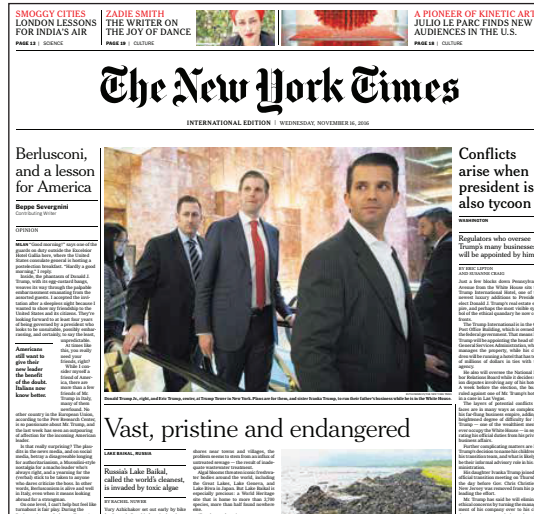
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The New York Times International Edition

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


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

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




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 Price Upon Request
 SIRbahamas.com/id/DL4XDR
 Bahamas Sotheby's International Realty
NICK DAMIANOS
 nick.damianos@sirbahamas.com
 +1 242.376.1841

GREENWICH, CONNECTICUT




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

CENTRE ISLAND, NEW YORK




357 Centre Island Road
 \$9,750,000 | DanielGale.com/listing/dgid584848
 Daniel Gale Sotheby'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@sothebys.realty +1 212.606.7717

SHELTER ISLAND, NEW YORK



29 Winthrop Road
 \$9,499,000 | DanielGale.com/listing/dgid786671
 Daniel Gale Sotheby'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

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GREENWICH CONNECTICUT

Move beyond your expectations.

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SOTHEBYSREALTY.COM

Represented by: Jean Muller MRE #13

72 Post Road, Old Westbury, NY

Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 502.632.2710
c. 505.660.5400

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.

DANIELEGALE.COM/AGENT/DEBRA-RUSSELL

Sotheby's
INTERNATIONAL REALTY

Sandbanks
Exuma, The Bahamas

Jacqueline Lighthorn
Elite Agent
+1 242 269 2225
260 Seaview 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 bath oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a swimming pool deck and a classic infinity pool. (aka a beach) area directly visible to the ocean for water sports.

SIREBAHAMAS.COM/ID/V25/67

Bahamas | **Sotheby's**
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
Sales Associate
858.334.3557
eric@ericsantorino.com
DRE#02156001

5305 Carlsbad Boulevard
5 BR | 3.0 BA | 3029 SQ FT
\$25,000,000

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

SOTHEBYSREALTY.COM/ID/THE44

Pacific | **Sotheby's**
INTERNATIONAL REALTY

Chicago Tribune Takeover

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

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

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

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

Sotheby's INTERNATIONAL REALTY

Move beyond your expectations.

Nothing compares.
 SOTHEBYSPREALTY.COM

Represented by Justin Winter in Illinois

Justin Winter | Sotheby's INTERNATIONAL REALTY

The Exceptional Lake Keowee - SC

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

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

JUSTIN WINTER
 Broker in Charge
 Cell: (864) 794-1337
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15260 N HIGHWAY 12 #24 | SALEM, SC 29676 | WWW.JUSTINWINTER.COM | LAKE OFFICE: (864) 481-4444

Sotheby's INTERNATIONAL REALTY

6858 Casitas Pass Road

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

YETSIANG GO
 Senior Outdoor Estate Advisor
 (310) 302-0357
 ygo@justinwinter.com

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

Bahamas | Sotheby's INTERNATIONAL REALTY

Sundara Ocean Club Estates

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

Sundara
 Paradise Island, The Bahamas
 8488 PINEAWAY DRIVE SUITE 200
 SIBahamas.com/SIPAEDES

THE ANSELL GROUP
 Estate Agents
 (1 242) 322-2200
 theansellgroup@bahamas.com

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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**

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: \$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 - 10/2019

TOP HOMES

THE MOST EXCLUSIVE COASTAL HOMES ON THE MARKET IN 2019



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

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Nothing compares to what's next.

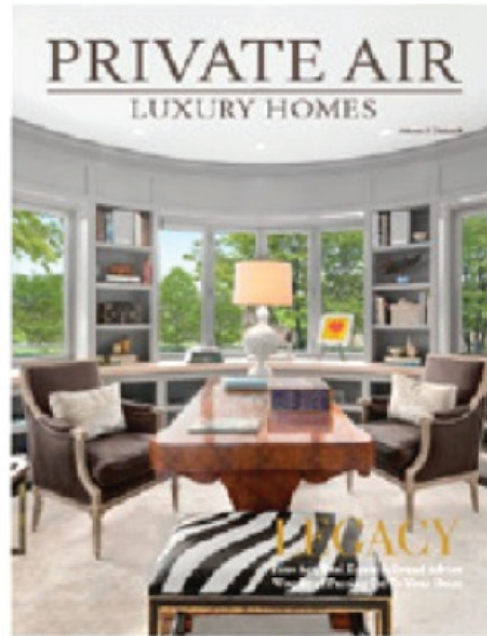
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| <p>VERO BEACH, FLORIDA</p>  <p>905 Winding River Road \$3,250,000 sothebyrealty.com/id/150WFF ONE Sotheby's International Realty KRISTIN DOBSON CINDY O'DARE kristin@sothebys.com +1 772.325.6564</p> | <p>WELAKA, FLORIDA</p>  <p>603 Front Street \$1,400,000 sothebyrealty.com ONE Sotheby's International Realty MAZIE REGAN mregan@sothebys.com +1 772.214.8708</p> | <p>NEW YORK, NEW YORK</p>  <p>135 East 79th Street MaisE.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 Flattop Cliffs Drive \$29,750,000 sothebyrealty.com/id/LFP2M Premier Sotheby's International Realty MARILYN WRIGHT marilyn.wright@premier.com +1 828.276.3880</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 Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@sothebahamas.com +1 242.424.9039</p> |

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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



Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1

| Media | Ad Description | January | February | March | April | Media Total | Reach |
|---|---|-------------|-------------|-------------|-------|-------------|-----------|
| Sotheby's Auction House: Print | | | | | | | |
| Sotheby's Magazine | Quarter Page | | | \$ 910.00 | | \$ 910.00 | 20,000 |
| Sotheby's Auction House: Digital | | | | | | | |
| Sotheby's Selects | e-Newsletter | \$ 2,585.00 | | | | \$ 2,585.00 | 750,000 |
| 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 | |
| Dezeen | | | | | | | |
| Instagram Targeted Post | | | \$ 2,950.00 | | | \$ 2,950.00 | |
| Dwell.com | | | | | | | |
| Real Estate Package | Custom Article with promo on Homepage, in E-Newsletter & 1X on FB | \$ 6,000.00 | | | | \$ 6,000.00 | 1,750,000 |
| JamesEdition | | | | | | | |
| Main Home Page Rotating Gallery | Featured Banner | | | \$ 2,000.00 | | \$ 2,000.00 | 750,000 |
| New & Trending Home Page Position | Featured Spot | \$ 1,200.00 | | | | \$ 1,200.00 | 750,000 |
| E-Newsletter Featured Listing | E-Newsletter | | \$ 1,500.00 | | | \$ 1,500.00 | 192,000 |
| Le Figaro | | | | | | | |
| Headline Search | Featured City | \$ 795.00 | | | | \$ 795.00 | |
| Luxury Estate | | | | | | | |
| Luxury Estate | Showcase Listing + Elite Listing Packages - 1 month | \$ 1,100.00 | | | | \$ 1,100.00 | |
| Ocean Home | | | | | | | |
| 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 |
| Robbreport.com | | | | | | | |
| Robbreport.com | Featured Listing Carousel - 1 Property | \$ 1,350.00 | | | | \$ 1,350.00 | 6,000 |
| Robbreport.com | Real Estate Newsletter - 3 Sends | | \$ 3,750.00 | | | \$ 3,750.00 | 60,000 |
| Simply Abu Dhabi | | | | | | | |
| Instagram Post | Instagram Post (2 Post Minimum) | \$ 1,375.00 | \$ 1,375.00 | | | \$ 2,750.00 | 51,200 |
| WSJ.com | | | | | | | |
| Mansion Global Homepage Hero | Shared Banner | \$ 650.00 | \$ 650.00 | | | \$ 1,300.00 | 328,000 |
| Yachting E-Newsletter | | | | | | | |
| Boat International | Boat International | \$ 750.00 | | | | \$ 750.00 | 25,600 |

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print

| | | | | | |
|---|--|-------------|-------------|--------------|-----------|
| Chicago Tribune | | | | | |
| Chicago Tribune | Takeover - Full Page | | \$ 725.00 | \$ 725.00 | 150,000 |
| Financial Times | | | | | |
| Financial Times | Double Property Spot | | \$ 1,500.00 | \$ 1,500.00 | 210,457 |
| The New York Times | | | | | |
| The New York Times | Property Spot - Weekday/Saturday | \$ 760.00 | | \$ 760.00 | 423,111 |
| The New York Times Takeover | Full Page w/ Digital promotion | | \$ 750.00 | \$ 750.00 | 165,000 |
| The New York Times International Edition | | | | | |
| The New York Times International Edition | Property Spot | \$ 650.00 | | \$ 650.00 | 104,301 |
| Ocean Home | | | | | |
| Ocean Home | Full Page E-Newsletter Spot | | \$ 3,250.00 | \$ 3,250.00 | 70,000 |
| Private Air Luxury Homes | | | | | |
| Private Air Luxury Homes | Full Page (includes social media & E-Newsletter) | \$ 1,925.00 | | \$ 1,925.00 | 65,000 |
| 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 | | | | \$ 57,575.00 | 7,140,493 |

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

Proposed Schedule, Pricing & Reach 2025

PLAN 2

Plan 2

| Media | Ad Description | January | February | March | April | 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 | | | \$ 3,000.00 | 200,000 |
| 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 |
| Le Figaro | | | | | | | |
| Headline Search | Featured City | \$ 795.00 | | | | \$ 795.00 | |
| Luxury Estate | | | | | | | |
| Luxury Estate | Showcase Listing + Elite Listing Packages - 1 month | \$ 1,100.00 | | | | \$ 1,100.00 | |
| 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 |
| Robbreport.com | | | | | | | |
| Robbreport.com | Real Estate Newsletter - 3 Sends | | \$ 3,750.00 | | | \$ 3,750.00 | 60,000 |
| Simply Abu Dhabi | | | | | | | |
| Instagram Post | Instagram Post (2 Post Minimum) | \$ 1,375.00 | \$ 1,375.00 | | | \$ 2,750.00 | 51,200 |
| WSJ.com | | | | | | | |
| Mansion Global Homepage Hero | Shared Banner | \$ 650.00 | \$ 650.00 | | | \$ 1,300.00 | 328,000 |
| Yachting E-Newsletter | | | | | | | |
| Boat International | Boat International | \$ 750.00 | | | | \$ 750.00 | 25,600 |

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print

| | | | | | |
|---|--|-------------|-------------|-------------|---------|
| Chicago Tribune | | | | | |
| Chicago Tribune | Takeover - Full Page | | \$ 725.00 | \$ 725.00 | 150,000 |
| Financial Times | | | | | |
| Financial Times | Property Spot | | \$ 750.00 | \$ 750.00 | 210,457 |
| The New York Times | | | | | |
| The New York Times | Property Spot - Weekday/Saturday | \$ 760.00 | | \$ 760.00 | 423,111 |
| The New York Times Takeover | Full Page w/ Digital promotion | | \$ 750.00 | \$ 750.00 | 165,000 |
| The New York Times International Edition | | | | | |
| The New York Times International Edition | Property Spot | \$ 650.00 | | \$ 650.00 | 104,301 |
| Ocean Home | | | | | |
| Ocean Home | Full Page E-Newsletter Spot | | \$ 3,250.00 | \$ 3,250.00 | 70,000 |
| Private Air Luxury Homes | | | | | |
| Private Air Luxury Homes | Full Page (includes social media & E-Newsletter) | \$ 1,925.00 | | \$ 1,925.00 | 65,000 |
| 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 \$ 38,140.00 3,702,893

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

Pricing Subject to Change

SCHEDULE AND PRICING

Proposed Schedule, Pricing & Reach 2025

PLAN 3

Plan 3

| Media | Ad Description | January | February | March | April | 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 | |
| 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 |
| Le Figaro | | | | | | | |
| Headline Search | Featured City | \$ 795.00 | | | | \$ 795.00 | |
| Luxury Estate | | | | | | | |
| Luxury Estate | Showcase Listing + Elite Listing Packages - 1 month | \$ 1,100.00 | | | | \$ 1,100.00 | |
| 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 |
| Yachting E-Newsletter | | | | | | | |
| Boat International | Boat International | \$ 750.00 | | | | \$ 750.00 | 25,600 |

SCHEDULE AND PRICING

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print

| | | | | | |
|---|--|-----------|-------------|--------------|-----------|
| Chicago Tribune | | | | | |
| Chicago Tribune | Takeover - Full Page | | \$ 725.00 | \$ 725.00 | 150,000 |
| Financial Times | | | | | |
| Financial Times | Property Spot | | \$ 750.00 | \$ 750.00 | 210,457 |
| The New York Times | | | | | |
| The New York Times | Property Spot - Weekday/Saturday | \$ 760.00 | | \$ 760.00 | 423,111 |
| The New York Times Takeover | Full Page w/ Digital promotion | | \$ 750.00 | \$ 750.00 | 165,000 |
| The New York Times International Edition | | | | | |
| The New York Times International Edition | Property Spot | \$ 650.00 | | \$ 650.00 | 104,301 |
| Ocean Home | | | | | |
| Ocean Home | Full Page E-Newsletter Spot | | \$ 3,250.00 | \$ 3,250.00 | 70,000 |
| 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 | | | | \$ 23,965.00 | 3,304,693 |

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