



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Ocean House Del Mar Advertising and Marketing Program

Pacific | **Sotheby's**
INTERNATIONAL REALTY

Table of Contents

3 INTRO

4 SOTHEBY'S AUCTION HOUSE

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

8 DIGITAL

- 9 Impressions Campaign
- 14 Geofencing - Event and Location
- 15 Comprehensive Digital
- 16 Google AdWords
- 19 Billionaire Magazine
- 20 Cottages & Garden
- 21 Elite Traveler
- 22 Nob Hill Gazette
- 23 JamesEdition.com
- 27 JetSet
- 28 LA Times
- 30 Luxury Estate
- 31 Ocean Home
- 32 RobbReport.com
- 34 The Wall Street Journal
- 36 Boat International e-Newsletter

37 PRINT

- 38 The Wall Street Journal
- 40 The New York Times
- 42 The New York Times Takeover
- 43 Billionaire Magazine
- 44 Boat International
- 45 Chicago Tribune Takeover
- 46 Elite Traveler
- 47 Financial Times
- 48 Los Angeles Times
- 50 Ocean Home Magazine
- 51 Private Air Luxury Homes Magazine
- 52 The Real Deal
- 53 San Francisco & Silicon Valley Takeover

54 SCHEDULE, PRICING & REACH

- 55 2024-2025



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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Ocean House Del Mar

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

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 Del Mar, 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
 sarah@sothebysrealty.com
 Property #17-020018
 Agent: Sarah
 International Realty
 Broker: Nancy, 252.966.6622
 Email: sarah@sothebysrealty.com
 \$50,000,000.00

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

© 2017 Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty, Inc. is an Equal Opportunity Employer. All trademarks are the property of their respective owners. The information herein is for informational purposes only and does not constitute an offer of real estate services. Please contact your local Sotheby's International Realty office for more information.

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's most prestigious address.

New York, New York
 212.685.5000 ext. 2000
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Taylor +1 212 685 7772
 Email: taylor@sothebysrealty.com
 \$50,000,000

510 Park Avenue, 15/16
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking New York Harbor and the city skyline. The property features a private elevator and is a true masterpiece of modern architecture.

New York, New York
 212.685.5000 ext. 2000
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Manhattan Office +1 212 685 7663
 Email: sarah@sothebysrealty.com
 \$27,000,000

Four Seasons Private Residences
 This upcoming 1,100 sq. ft. penthouse is a masterpiece of modern architecture and craftsmanship. The property features a private elevator and is a true masterpiece of modern architecture.

New York, New York
 212.685.5000 ext. 2000
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Manhattan Office +1 212 685 7772
 Email: sarah@sothebysrealty.com
 \$13,000,000


SC

DIGITAL

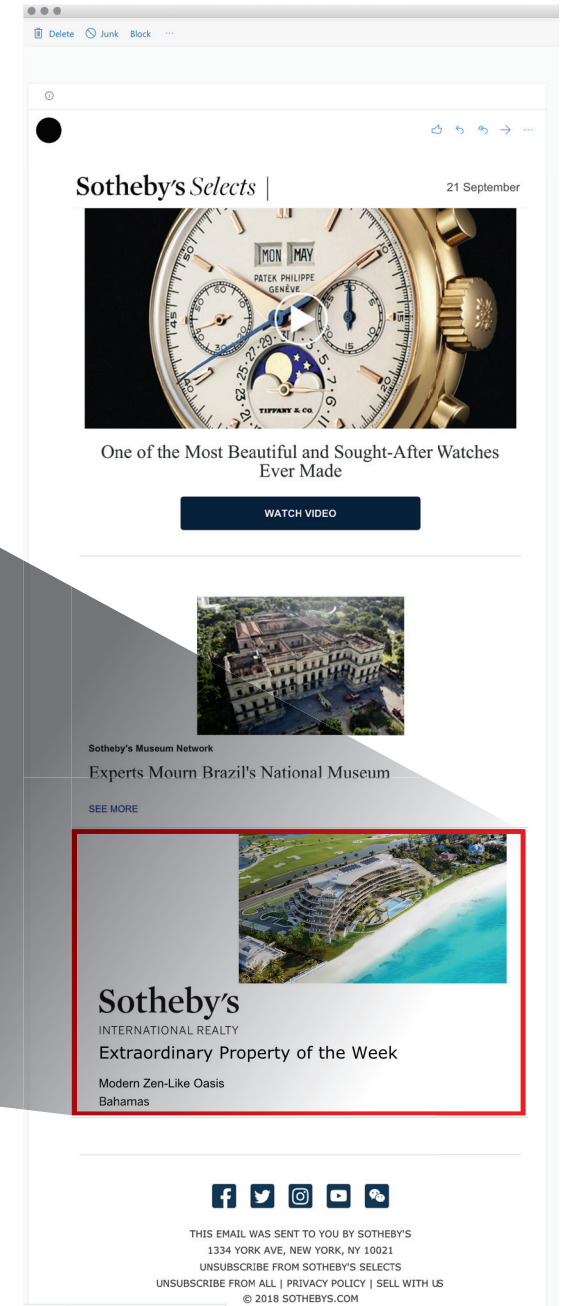
SOTHEBY'S SELECTS E-NEWSLETTERS

- Every Friday
- 52x Year
- Highlights upcoming auction events
- 700,000+ recipients
- 34% average open rate


PRICE: \$2,585/DEPLOYMENT



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas
[SEE MORE](#)




Sotheby's Selects | 21 September



One of the Most Beautiful and Sought-After Watches Ever Made

[WATCH VIDEO](#)

Sotheby's Museum Network
Experts Mourn Brazil's National Museum
[SEE MORE](#)



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas

[f](#) [t](#) [@](#) [v](#) [m](#)

THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S
1334 YORK AVE, NEW YORK, NY 10021
UNSUBSCRIBE FROM SOTHEBY'S SELECTS
UNSUBSCRIBE FROM ALL | [PRIVACY POLICY](#) | [SELL WITH US](#)
© 2018 SOTHEBYS.COM

DIGITAL

SOTHEBY'S PREFERRED
E-NEWSLETTERS

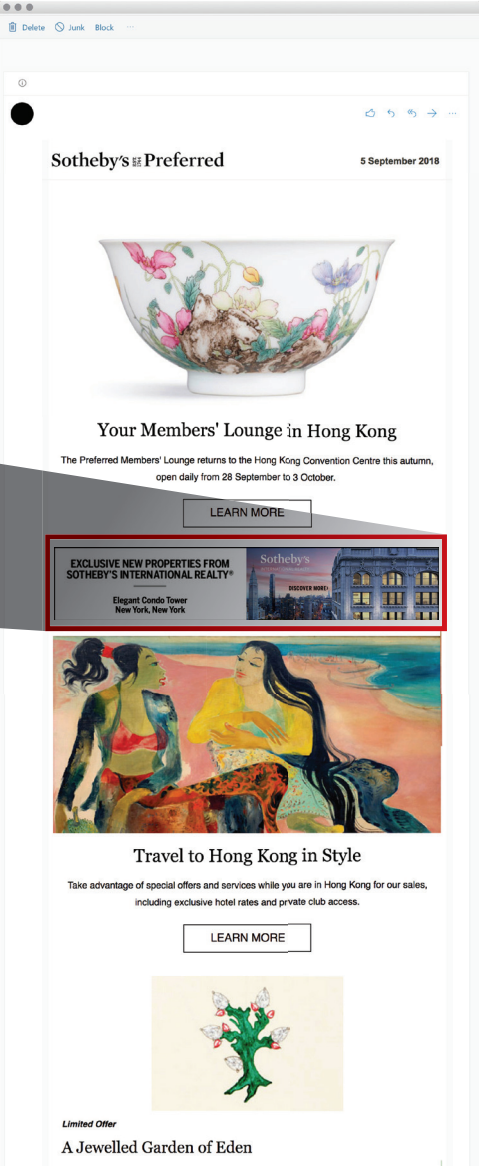
- 11x Year
- Highlights auction dates and invitations
- 4,500 top Sotheby's clients (Preferred)
- 43.7% open rate

PRICE: \$3,000


**EXCLUSIVE NEW PROPERTIES FROM
SOTHEBY'S INTERNATIONAL REALTY®**

DISCOVER MORE!

Elegant Condo Tower
New York, New York



Sotheby's Preferred 5 September 2018



Your Members' Lounge in Hong Kong



The Preferred Members' Lounge returns to the Hong Kong Convention Centre this autumn, open daily from 28 September to 3 October.

LEARN MORE

**EXCLUSIVE NEW PROPERTIES FROM
SOTHEBY'S INTERNATIONAL REALTY®**

DISCOVER MORE!


Elegant Condo Tower
New York, New York



Travel to Hong Kong in Style

Take advantage of special offers and services while you are in Hong Kong for our sales, including exclusive hotel rates and private club access.

LEARN MORE



Limited Offer

A Jewelled Garden of Eden

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

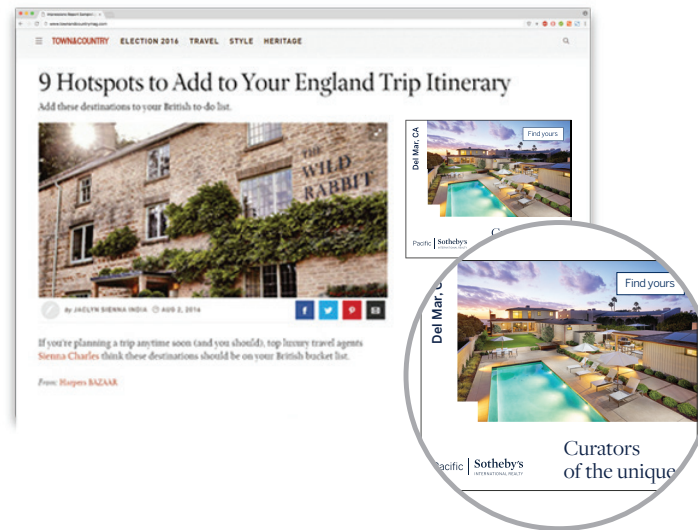
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Ocean House Del Mar**
- 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



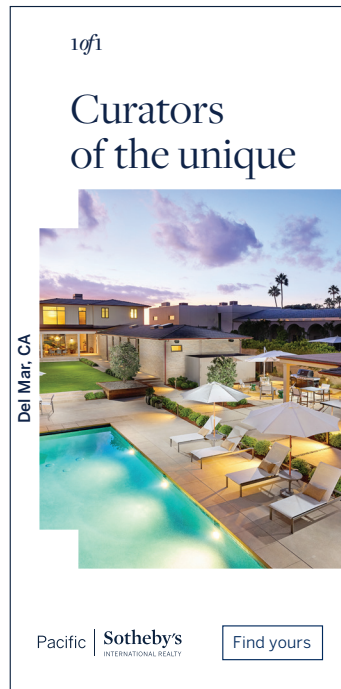
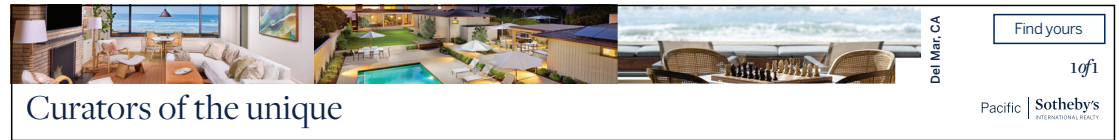
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

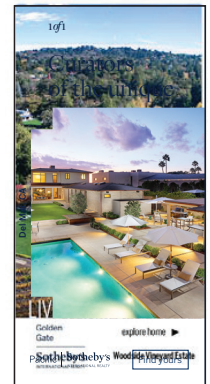
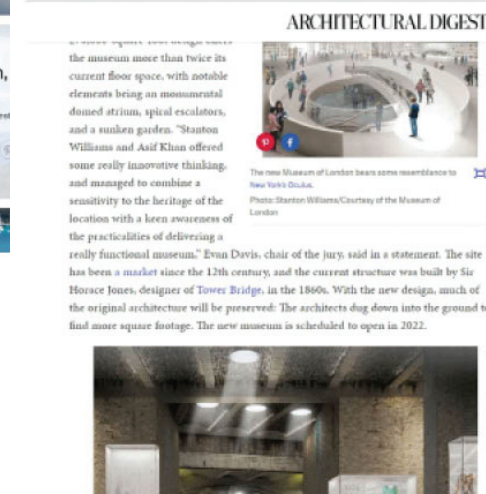
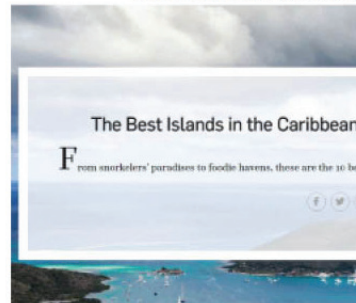
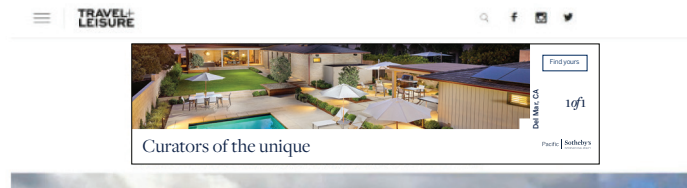
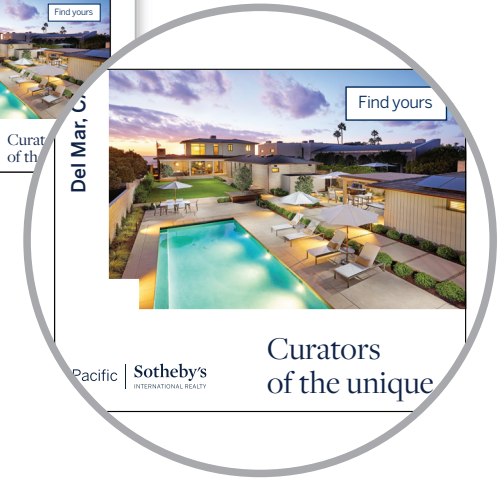
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

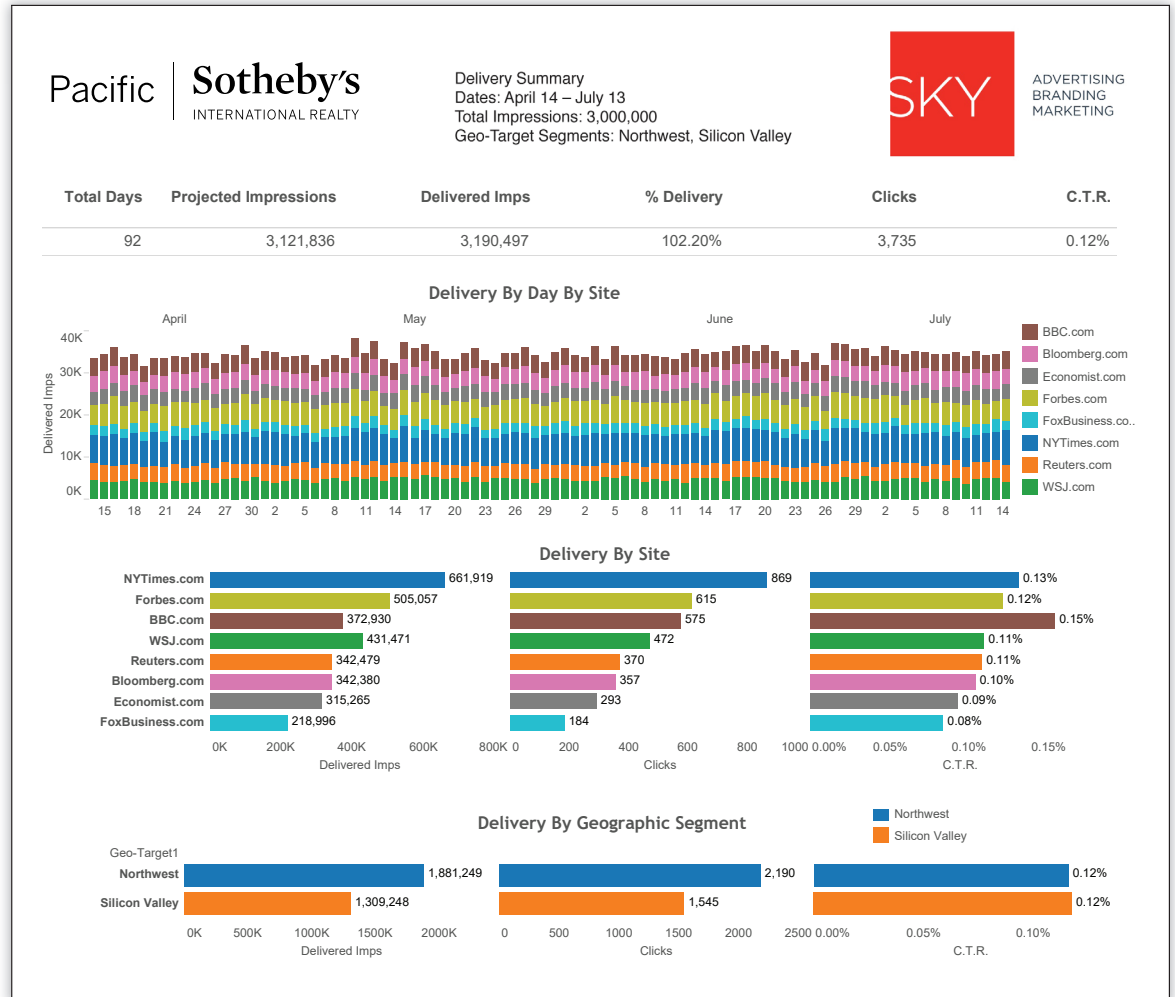


Comprehensive Reporting For Your Customized Campaign

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.

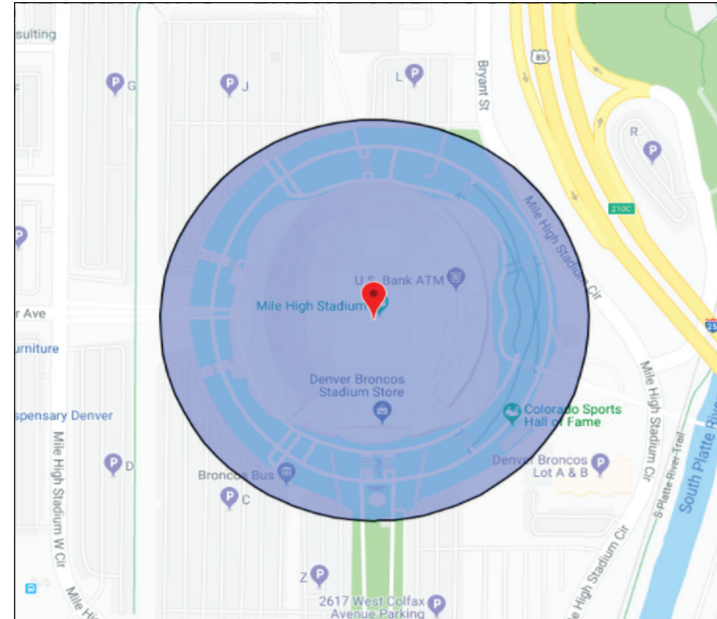
IMPRESSIONS PROGRAM SAMPLE REPORT



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

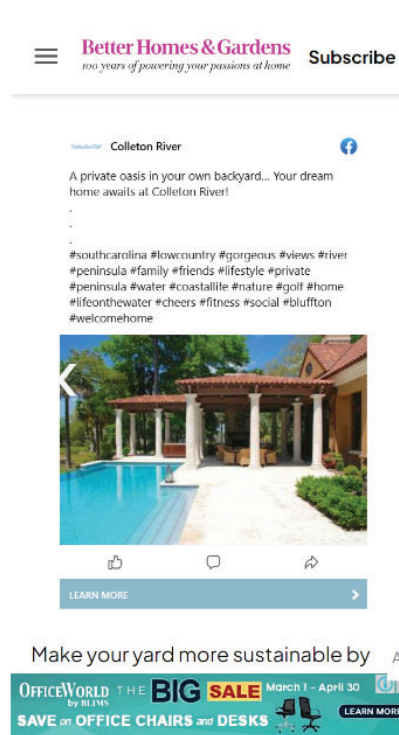
SOCIAL MIRROR ADS

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.

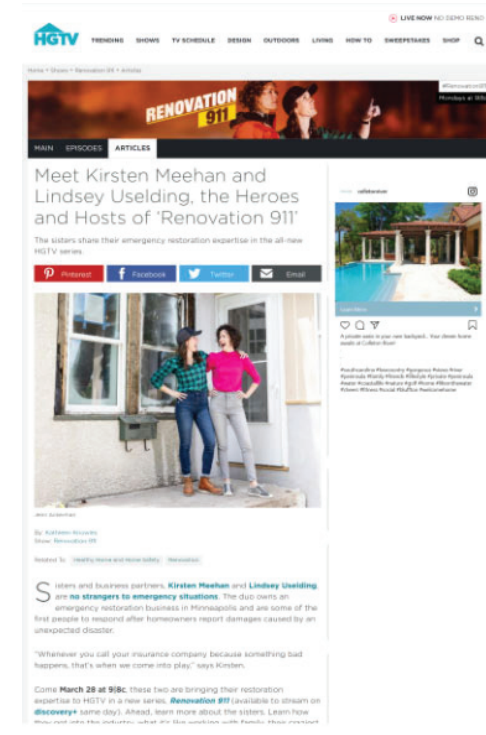
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

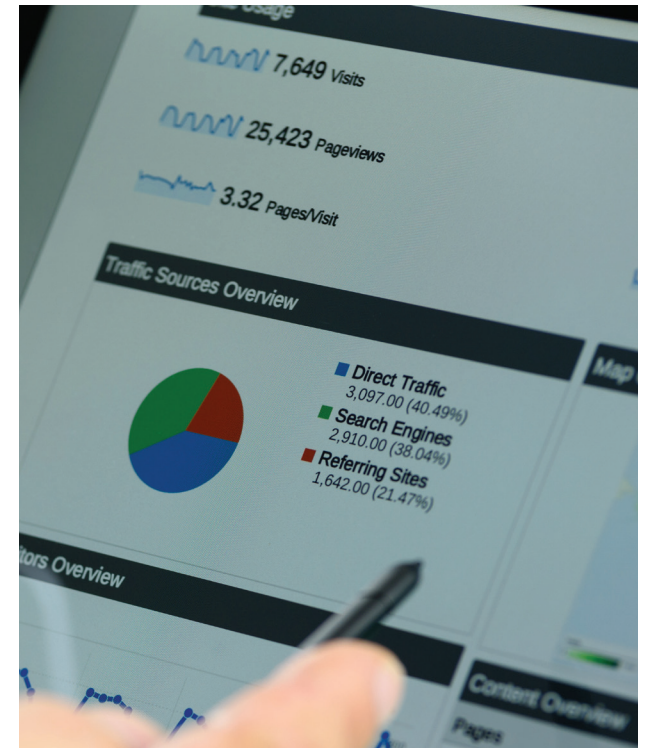


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

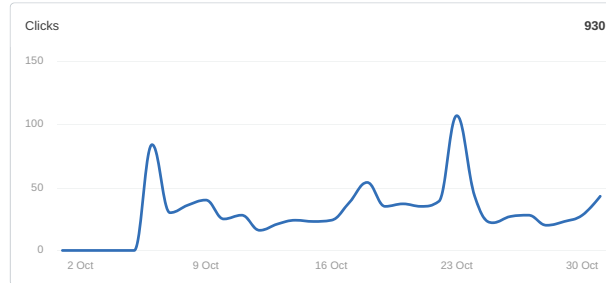
CLIENT DASHBOARD

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 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 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

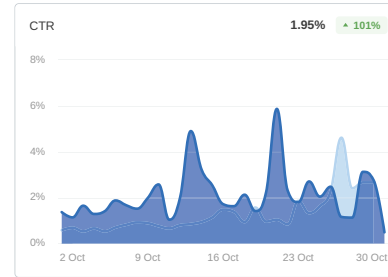
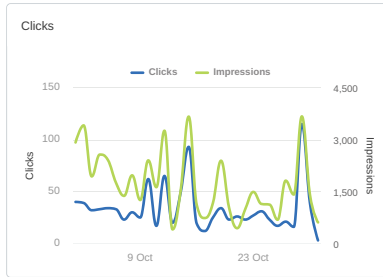
MONTHLY REPORTING

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



Pacific 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

Billionaire Magazine

Billionaire is an award-winning luxury publication distributed to a curated list of Ultra High Net Worth (UHNW) readers, globally.

DIGITAL AUDIENCE

- **29% Millionaires**

Readership stats

- Total Print Readership – **32,000**
- Online Monthly Unique Audience – **120,000**
- Online Monthly Page Views – **240,000**
- Social Media Reach – **110,000**
- Newsletter Database – **25,000**

1x Online content piece - will sit on the site indefinitely and pick up organic views

1x Newsletter inclusion (25k subscribers) - drive content piece via newsletter

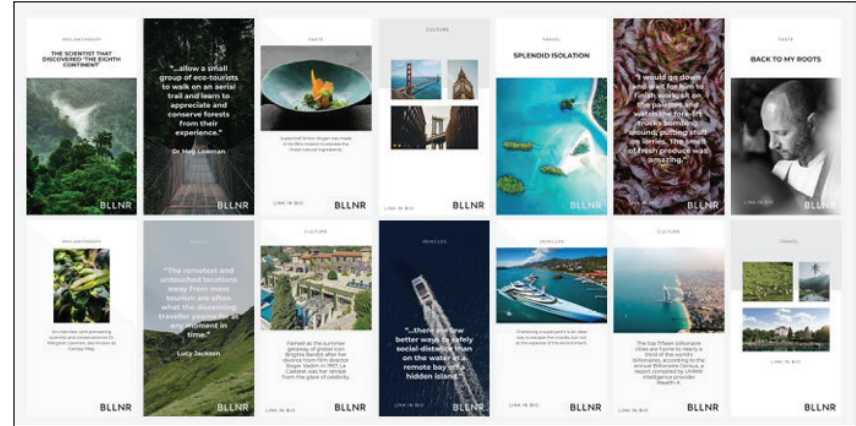
1x hyper-targeted social media campaign (4 weeks) - target UHNWI's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

CUSTOM CONTENT + ENEWSLETTER:

PRICE: \$4,500

CUSTOM CONTENT + SOCIAL CAMPAIGN:

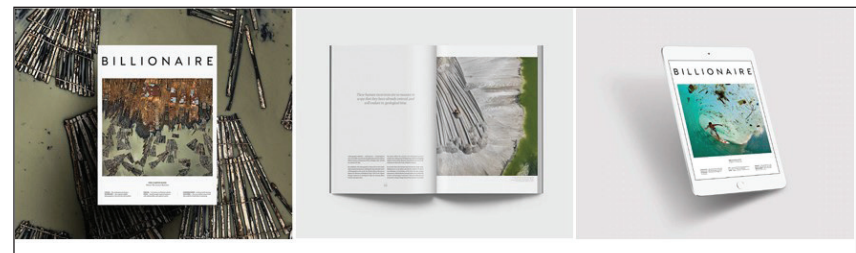
PRICE: \$6,000



PRODUCT (ONLINE) PORTFOLIO

- Online Branded Content
- Social Media Campaigns
- HNWI Hotspots Geo-Targeted Campaigns
- Newsletter Campaigns
- FULL PR Package

Reach our affluent and extensive member database through impactful advertising, content partnerships and directly in their inbox.



Cottages & Garden

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

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

TOP 10 MARKETS

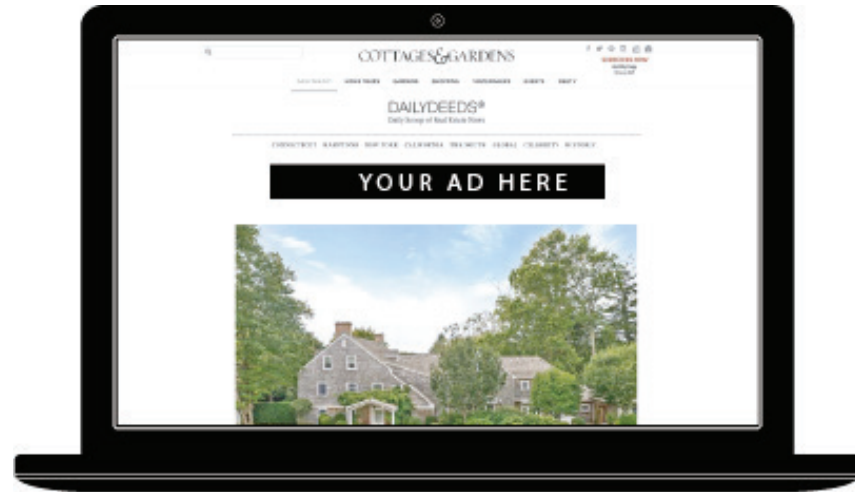
- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950

DAILY DEEDS

E-NEWSLETTER SENT 4X PER WEEK:
\$3,000 FOR TWO WEEKS; \$5,000 PER MONTH



Floral Gift Ideas for Mother's Day

Even if she's not a gardener, chances are that every mother favors flowers.



Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



Ready, Set, Game Time!

12 fun finds that double as playful decor.

Spotlight



CALIFORNIA CLOSETS

With an eye for both style and function, California Closets provides innovative custom storage systems for all areas of the home. Our expert design consultants will guide you through every step of the California Closets process. Find yourself at home with California Closets.

Elite Traveler

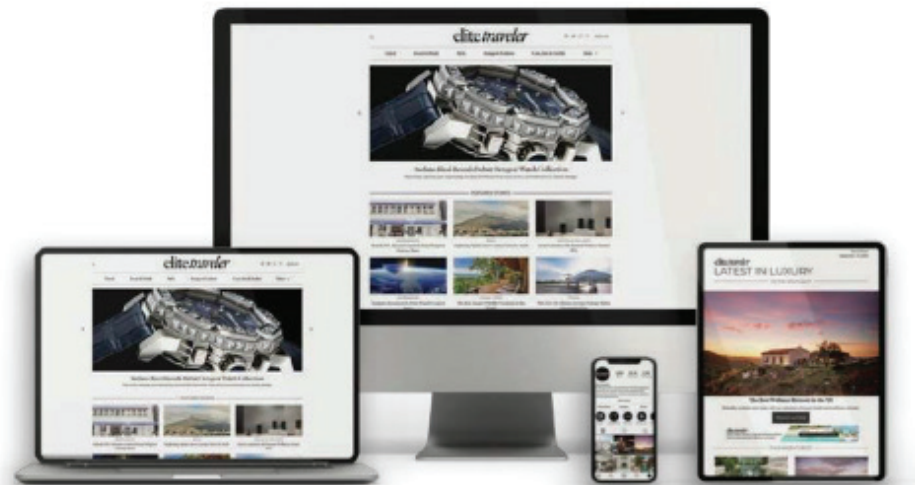
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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



DIGITAL

Nob Hill Gazette

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

E-NEWSLETTER

ON THE MARKET

An exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

PRICE: \$500 PER LISTING

San Francisco, Peninsula, and Silicon Valley



jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

jamesedition.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.

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.

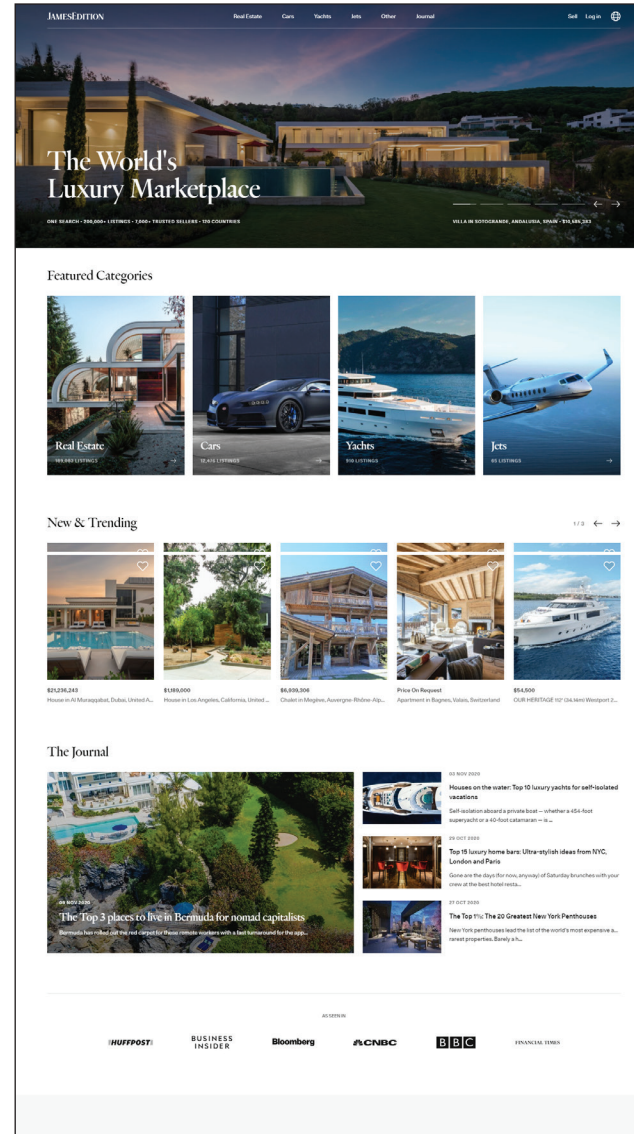
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition Rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

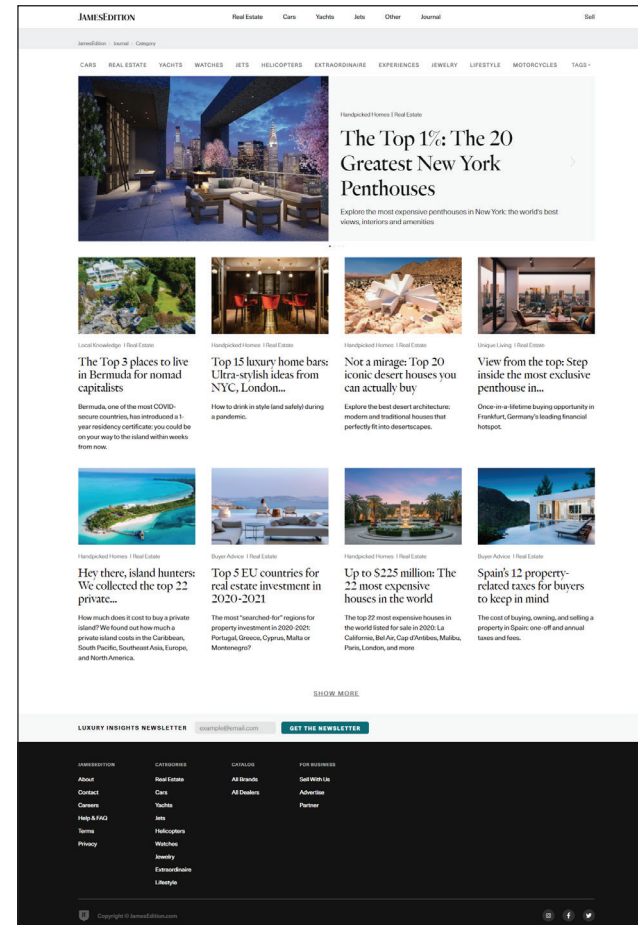
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in a Featured Story.

\$5,500 NEWSLETTER TOP & ARTICLE
\$3,300 NEWSLETTER TRENDING & ARTICLE



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

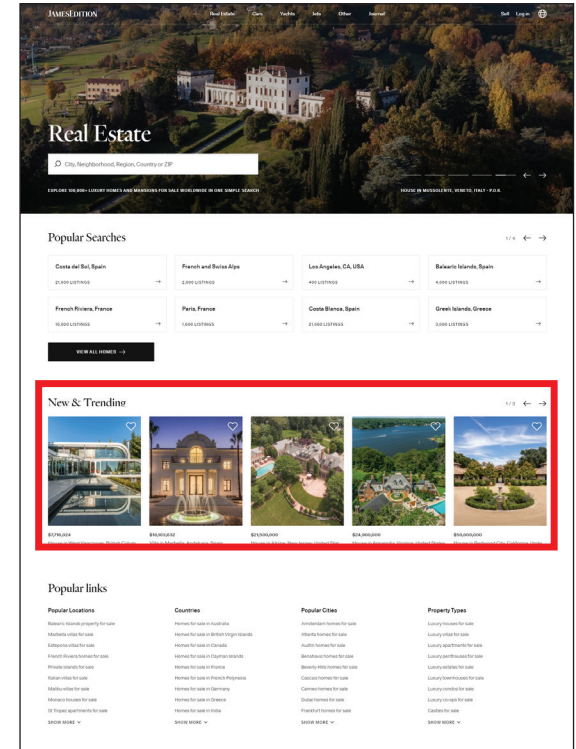
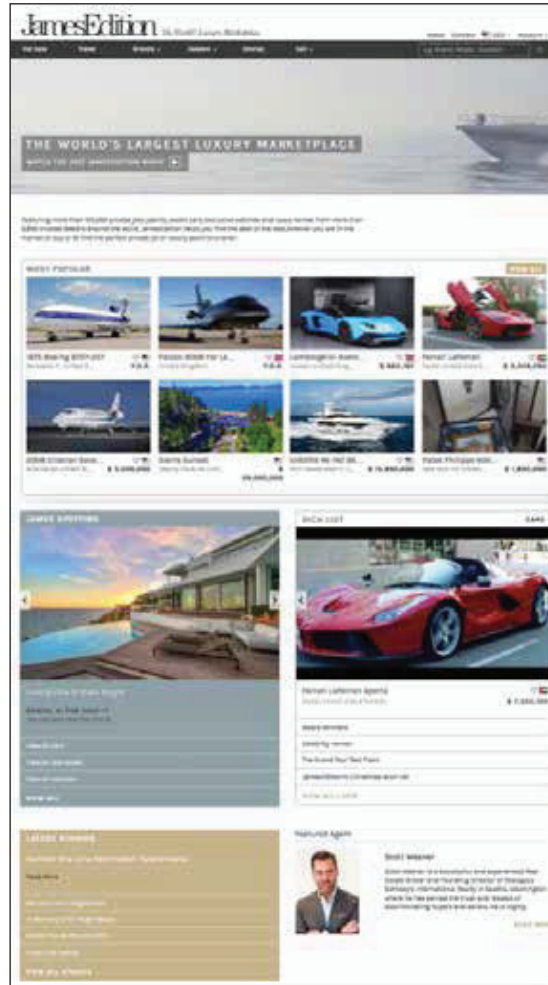
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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

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

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



JetSet

12 MONTH GLOBAL DIGITAL CAMPAIGN

EMAIL

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through a banner insertion in the Jetset Magazine weekly newsletter that provides timely news about our readers' passions.

Subscriber Profile

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

12 month Web Feature

- 1 Million monthly page views
- 170K unique visitors

PRICE \$2,500/YEAR

2 shared email blasts plus 12 month web feature (\$10,000 value)

The screenshot shows a digital article layout. At the top, there's a navigation bar with 'Home', 'Lifestyle', and 'Sports'. The main headline reads 'Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun'. Below the headline is a large, high-quality photograph of the Diamante resort complex, featuring modern buildings and lush greenery. To the right of the article is a vertical sidebar with several promotional banners. The top banner is for 'TRACK RECORD' with the text 'Tailored coaching. Your call, your track, and your schedule.' Below it are social media icons for Facebook and Instagram. Further down is a 'JetSet' banner with the text 'START YOUR SUBSCRIPTION TODAY!'. Below that is a 'JetSet Magazine' banner with 'Live Now' and 'Live Page' buttons. At the bottom of the sidebar are more social media links for Facebook and Instagram. The article text itself is in a clean, sans-serif font, with sub-headers and paragraphs. A 'SHARE ON' section with Facebook, Twitter, and Email icons is visible below the article. At the bottom, there's an 'ABOUT THE AUTHOR' section for 'Diamante Cabo San Lucas' and a 'RELATED POSTS' section with two smaller article thumbnails.

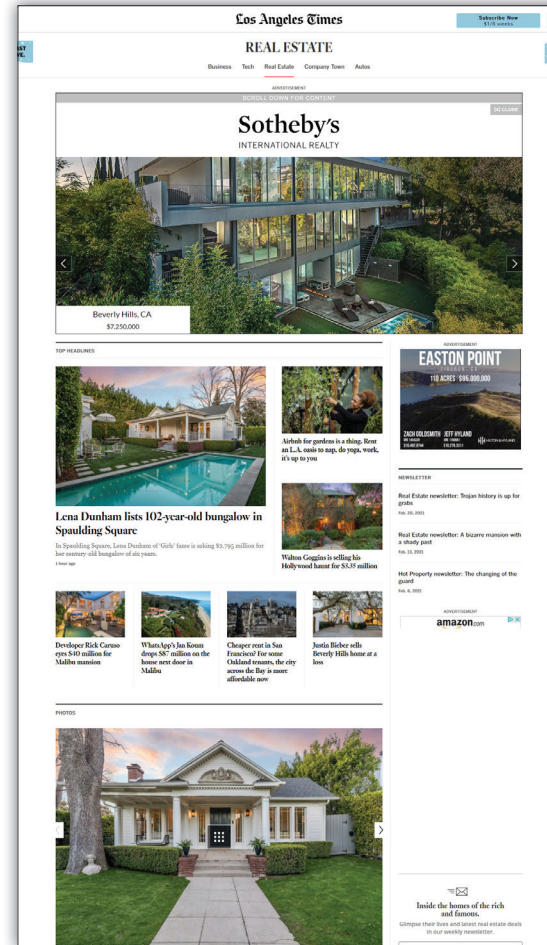
LA Times

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**



DIGITAL

LA Times

CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

PRICE: \$1,750/DEPLOYMENT

Los Angeles Times

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 Wednesdays 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: heightened luxury, expansive beauty, 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 Kelly Weaster-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Meads 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 barefoot chic.

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

FOUR SEASONS PRIVATE RESIDENCES ANGIILLA
Deluxe Estates 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. Your images and copy will be posted on Ocean Home’s Facebook, Instagram and Twitter channels and leverage their 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

RobbReport.com

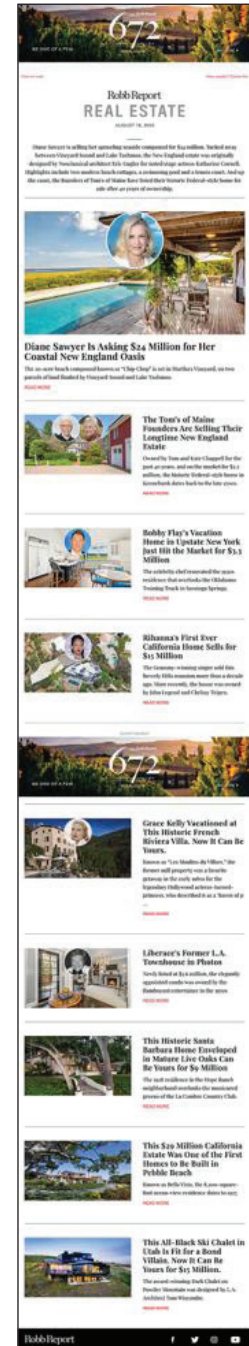
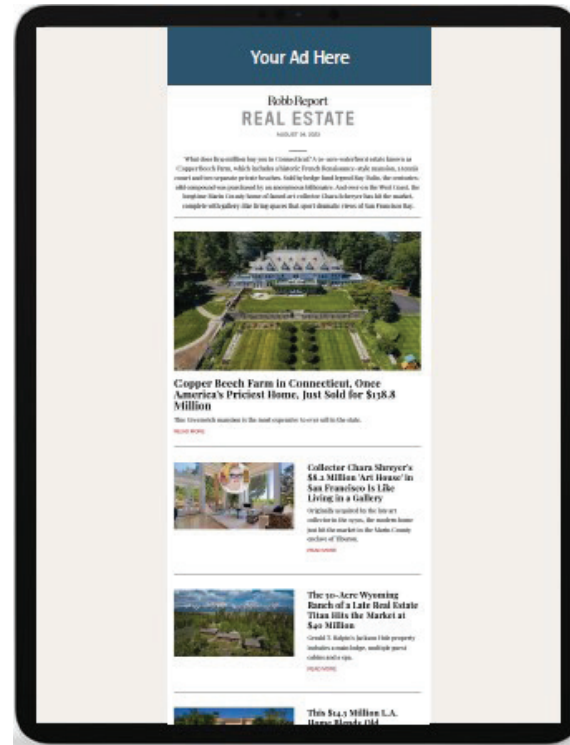
REAL ESTATE NEWSLETTER

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



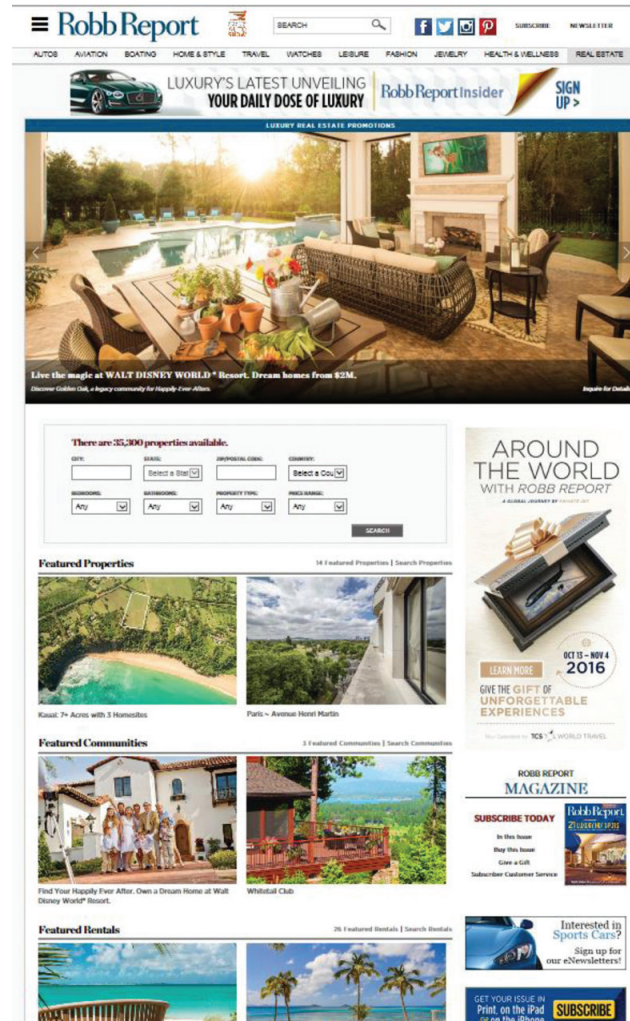
RobbReport.com

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 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



The Wall Street Journal Online (WSJ.com)

MANSSION GLOBAL DAILY (M-F) E NEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **17,000** Opt in subscribers

PRICE: \$3,680

View in your browser

Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.



Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?
A snapshot and look at where prices are going. [Read More](#)

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3960 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5660 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8518 McLaugh, Toronto, ON	\$12,900,000
10. 489 Sandrine Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,900,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000

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

TRENDING TODAY

Architectural Digest @ArchDigest Following

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

Powered by iStockPhoto AllChances

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 percent 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



The screenshot shows the 'BOAT BRIEFING' section of the Boat International website. At the top, there's a navigation bar with the 'BOAT' logo and a 'No Images? Click here' link. Below the navigation bar is a large image of a yacht's steering wheel with the text 'BOAT BRIEFING' overlaid. Underneath, there's a section titled 'DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS' with an 'Inmarsat' logo. The main content area is divided into two sections: 'LATEST BROKERAGE NEWS' and 'LATEST YACHT NEWS'. Each section contains several article cards, each with a small image of a yacht, a headline, and a 'READ MORE' button. The 'LATEST BROKERAGE NEWS' section includes articles about Benetti Harmony III, Benetti Rutila E, Codecasa Regina d'Italia II, and Trinity La Dea II. The 'LATEST YACHT NEWS' section includes articles about a new Amels 200 motor yacht, a Lürssen 130 metre+ Project Lightning, and a Turquoise Yachts 62 metre concept.

Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

PROPERTY SPOT: \$795
 DOUBLE PROPERTY SPOT: \$1,590
 QUADRUPLE PROPERTY SPOT: \$3,180
 EIGHT PROPERTY SPOTS: \$6,360
Includes Bonus 30 Day Digital - Featured Property Upgrade

THE WALL STREET JOURNAL.
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • WSJ.com • \$4.00
 DAA 292124 • 75351291 • NASSAU 103109 • 330K • NYSE TRAIL • A 2512 • 46451801 • 0615118 • 8043 • 60LD 114230 • A 5490 • 60ND 121212 • YEN 20132

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
 At least 25 people were killed and more than 100 injured in a deadly twister that struck a small town in Tennessee on Tuesday.

Biden Picks Up String of Victories, Sanders Logs Big Win in California
 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 Wednesday says the central bank has kept its policy unchanged, but it has lowered the target range for the federal funds rate to 2 1/4% to 2 3/4%.

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
 Website or Address \$0,XXX,XXX | sothebysrealty.com/61767
 Company
 AGENT NAME agentname@sothebysrealty +1 212 456 7890

City, State
 Website or Address \$0,XXX,XXX | sothebysrealty.com/61767
 Company
 AGENT NAME agentname@sothebysrealty +1 212 456 7890

City, State
 Website or Address \$0,XXX,XXX | sothebysrealty.com/61767
 Company
 AGENT NAME agentname@sothebysrealty +1 212 456 7890

City, State
 Website or Address \$0,XXX,XXX | sothebysrealty.com/61767
 Company
 AGENT NAME agentname@sothebysrealty +1 212 456 7890

City, State
 Website or Address \$0,XXX,XXX | sothebysrealty.com/61767
 Company
 AGENT NAME agentname@sothebysrealty +1 212 456 7890

City, State
 Website or Address \$0,XXX,XXX | sothebysrealty.com/61767
 Company
 AGENT NAME agentname@sothebysrealty +1 212 456 7890

City, State
 Website or Address \$0,XXX,XXX | sothebysrealty.com/61767
 Company
 AGENT NAME agentname@sothebysrealty +1 212 456 7890

City, State
 Website or Address \$0,XXX,XXX | sothebysrealty.com/61767
 Company
 AGENT NAME agentname@sothebysrealty +1 212 456 7890

City, State
 Website or Address \$0,XXX,XXX | sothebysrealty.com/61767
 Company
 AGENT NAME agentname@sothebysrealty +1 212 456 7890

PRINT

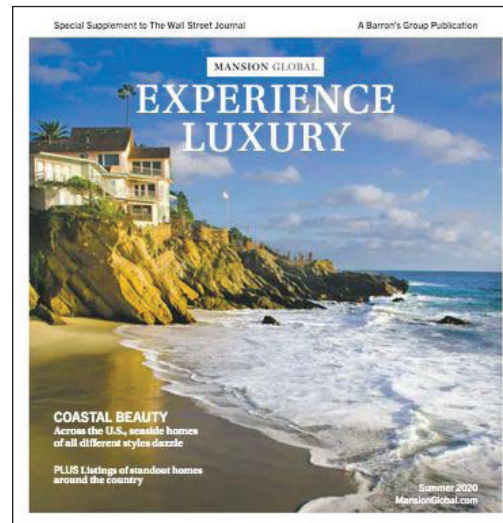
The Wall Street Journal

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



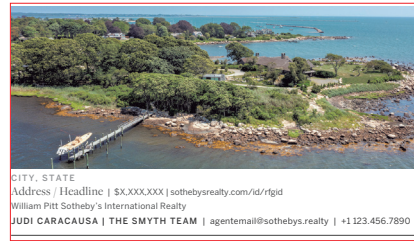
The New York Times

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 leading events, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

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

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



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



Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

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


The New York Times

THE SUNDAY REAL ESTATE

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

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

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




CITY, STATE
 Address | Headline | \$XXXXXXX | sothebysrealty.com/d/r/figd
 William Pitt Sotheby's International Realty
 JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebys.realty | +1 212.456.7890

OWNERS | DESIGNER | RENOVATORS

RealEstate
 The New York Times

SECOND HOMES

THE HAMPTONS NORTH?



























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

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

Sotheby's
 INTERNATIONAL REALTY

Nothing compares to what's next.

 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890
 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890
 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890
 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890
 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890
 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890
 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890
 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890	 CITY, STATE Address Headline \$XXXXXXX sothebysrealty.com/d/r/figd Company AGENT NAME agentemail@sothebys.realty +1 212.456.7890

SO THEBY'S REALTY.COM

The New York Times Takeover

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

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

FULL PAGE, COLOR: \$750
 INSIDE FRONT COVER, COLOR: \$1,150
 INSIDE BACK COVER, COLOR: \$1,150
 BACK COVER, COLOR: \$1,500

Includes Digital promotion and Digital Flipbook

Sotheby's
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.
SOTHEBYSREALTY.COM

Represented by: Jean Muller MRE #13

72 Post Road, Old Westbury, NY

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

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

Located on 15.54 acres directly adjacent to the 230-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIELE GALE.COM/AGENT/DEBRA-RUSSELL

Sandbanks
Exuma, The Bahamas

Jacqueline Lighthorn
Estate Agent
+1 242 269 2225
260 Sandbanks Light House
#13@bahamas.com

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

Sandbanks is a truly particular 6 bedroom, 7 1/2 bath and 11 1/2 bath oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a sweeping pool deck and a classic infinity pool. (aka: Sandbanks sits directly on the ocean for water sports.)

SIBAHAMAS.COM/ID/X29,67

Bahamas | Sotheby's
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorbo
Sales Associate
858.334.3557
eric@ericandjessicah.com
DRE#02156001

5305 Carlsbad Boulevard
5 BR | 3.0 BA | 10,039 SQ FT
\$25,000,000

Stunning single story 11.5 acre oceanfront lot spanning two parcels with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.

SOTHEBYSREALTY.COM/ID/THE44

Pacific | Sotheby's
INTERNATIONAL REALTY

Billionaire Magazine

Billionaire is a sophisticated, extremely high-end luxury publication curated for a controlled and selected subscriber list of UHNWIs globally. The core values of the publication consist of Philanthropy, Sustainability, The Finest Artists and Craftspeople, Investments, as well as exploring unique travel experiences and high-end luxury products globally for our readers. Billionaire provides indepth articles on meaningful projects, initiatives, and peer-to-peer conversations on UHNW-relevant issues.

- Circulation: **14,791**
 - **10,791** mailed to individuals that have a minimum net worth of **\$39 million**
 - **238** Royal Families receive the Magazine globally
 - **4,000** Copies are distributed exclusively to top fine Art Galleries, private Banks, Yacht Clubs, Polo clubs, private Jet Terminals all over the world
- Average Household Net Worth: **\$106,000,000**

FULL PAGE COLOR: \$8,125

Global



Boat International

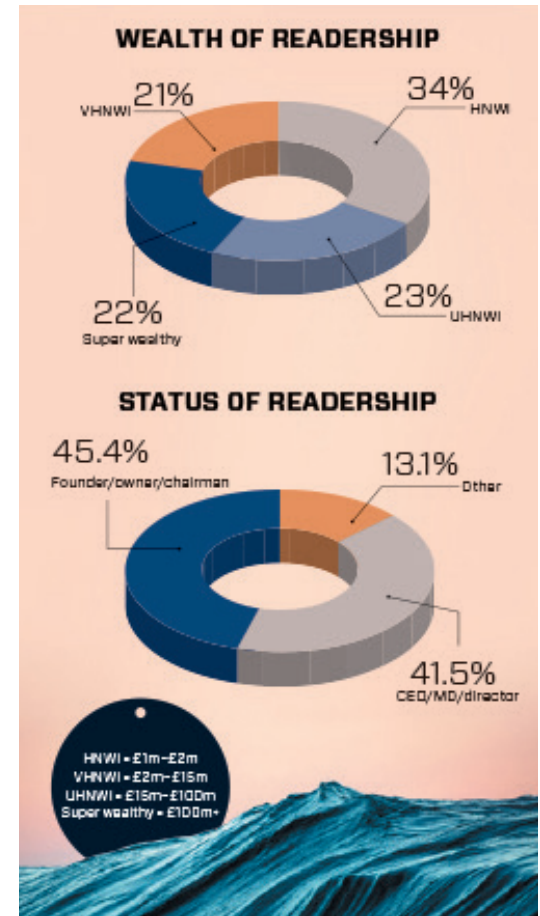
For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

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**

FULL PAGE: \$4,650

FULL PAGE + E-NEWSLETTER: \$5,100



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

Includes Digital Banner Promotion

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 townsites 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 of the South, The Jewel of Lake Keowee, Keowee Park & More

JUSTIN WINTER
Broker in Charge
Cell: (864) 794-1187
JustinW@sotheby.com

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.

6858 Casitas Pass Road
7891 (214) 453-9500
thepancinghorseestate.com

YETSIANG GO
Senior Outdoor Estate Advisor
953.923.8387
ygo@sotheby.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 (242) 322-2200
SIBahamas.com/SIPAE23

THE ANSELL GROUP
Estate Agents
Cell: (242) 322-2200
Sundara@ps@sotheby.com

BAHAMAS SO THEBY'S INTERNATIONAL REALTY | WINDSOR BUSINESS PARK, NASSAU, THE BAHAMAS | (+1 242) 322-2200 | SIBAHAMAS.COM

Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

ELITE TRAVELER AUDIENCE

- Total Readership: **557,000**
- Average Age: **45**
- Male/Female Ratio: **69% / 31%**
- Average HHI: **\$7.9M**
- Average Net Worth: **\$32M**

FULL PAGE: \$9,250

SPREAD: \$18,250

LUXURY HOMES FEATURE: STARTING AT \$4,500



Financial Times

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

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

QUADRUPLE PROPERTY SPOT, COLOR: \$3,000
 DOUBLE PROPERTY SPOT, COLOR: \$1,500
 PROPERTY SPOT, COLOR: \$750
Global

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

Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



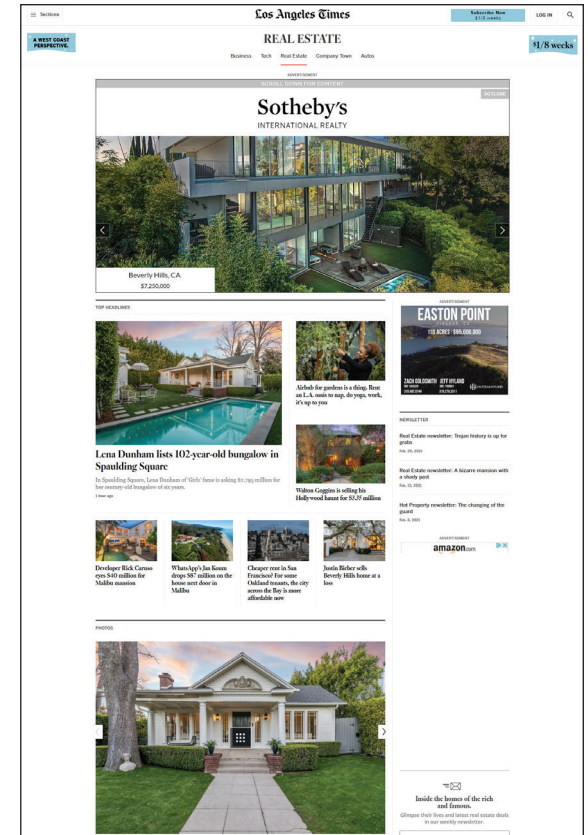
LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

Full color with 30 day Lighthouse Placement



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

Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

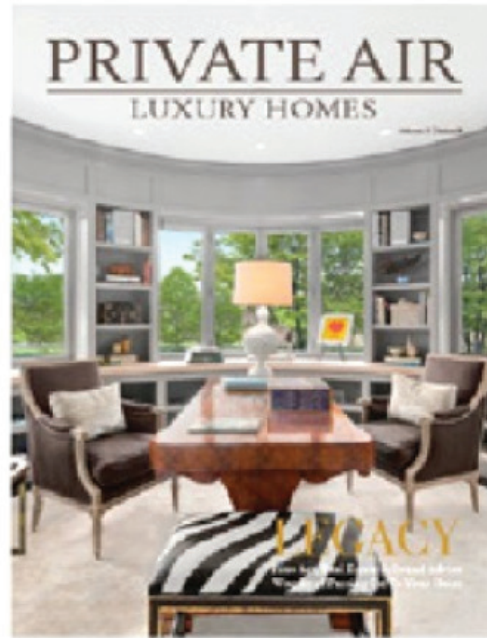
<p>NAPA VALLEY, CALIFORNIA</p>  <p>CampusEstateAndVineyards.com \$18,500,000 St. Helena Brokerage ARTHUR D. GOODRICH arthur.goodrich@sothebys.realty +1 415.735.8779</p>	<p>VAN NUYS, CALIFORNIA</p>  <p>6300KrisonAve.com \$3,300,000 Vista Sotheby's International Realty STEVEN MULLINS smullins@sothebys.realty +1 310.901.4687</p>	<p>SEBASTIAN, FLORIDA</p>  <p>8900 44th Avenue \$1,400,000 sothebyrealty.com/id/481623W ONE Sotheby's International Realty CINDY O'DARE MAZIE REGAN cindyodare@sothebys.com</p>
<p>VEHO 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>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 Flattop Cliffs Drive \$29,750,000 sothebyrealty.com/id/LFP2M 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 Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@sothebahamas.com +1 242.424.9039</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**



The Real Deal

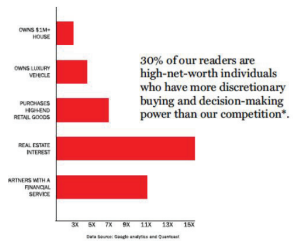
For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell’s)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

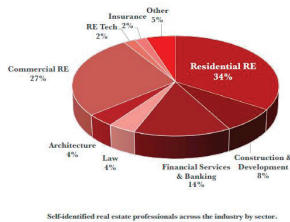
A Targeted Digital Reach Source

TRD READERS ARE DECISION MAKERS WITHIN THE RE INDUSTRY

- 20,000 copies distributed to Realtor associations
- 5,000 copies distributed in airline & VIP lounges



30% of our readers are high-net-worth individuals who have more discretionary buying and decision-making power than our competition*.



Distribution:

- **2,500** copies sent to architectural firms, developers, financial institutions, constructions companies, law firms, title companies, and interior design firms
- **2,000** copies distributed to Residential + Commercial
- **1,600** Newstand copies

PRINT MARKETING

Reach your core audience with editorially and strategically aligned full-page print ads within the issues of your choice.

Opportunity details:

- **National – Monthly**

PRICE: \$5,000 FULL PAGE

Based on 8 Insertions

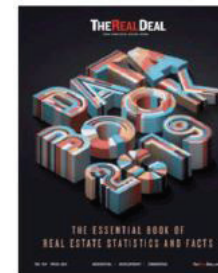
STRATEGIC PRINT OPTIONS



NATIONAL

Circulation:

- 40,000/month
- 480,000/annual



DATA BOOK

Circulation:

- 50,000 annual

San Francisco & Silicon Valley Takeover

Exclusive insert in the New York Times distributed to 36,500 households in the San Francisco and Silicon Valley metro.

FULL PAGE OCTOBER: \$725
INSIDE FRONT COVER: \$1,125
INSIDE BACK COVER: \$1,125
BACK COVER: \$1,475



Sotheby's
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.
SOTHEBYREALTY.COM

Represented by: Sarah Rabinowitz, M.S.

72 Post Road, Old Westbury, NY




Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 516.562.2710
c. 516.562.5400

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/OSBIRA-RUSSELL

**Sandbanks
Exuma, The Bahamas**




Jacqueline Lighthorn
Elite Agent
+1 242 269 2225
260 Sandbanks Light House
#JL@bahamas.com

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

Sandbanks is a truly spectacular 6 bedroom, 7 1/2 bath and 11 1/2 car oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a swimming pool deck and a classic infinity pool. Like a luxury spa, directly into the ocean for water sports.

SIREBAHAMAS.COM/ID/X295/67



5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorbo
Elite Agent
858.334.3557
eric@ericsantorbo.com
DRE#02156201

5305 Carlsbad Boulevard
5 BR | 8.0 BA | 10,039 SQ FT
\$25,000,000

Stunning single story 15,000 sq foot lot spanning two acres 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.



SOTHEBYREALTY.COM/ID/THE44



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 1

Plan 1

Media	Ad Description	December	January	February	March	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Full Page				\$ 3,650.00	\$ 3,650.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00		\$ 2,585.00	770,000
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter	\$ 3,000.00				\$ 3,000.00	7,500
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		\$ 3,000.00	120,000
Billionaire							
Billionaire	Custom Content + E-Newsletter		\$ 4,500.00			\$ 4,500.00	50,000
Cottages & Garden							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week		\$ 5,000.00			\$ 5,000.00	60,000
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
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
New & Trending Real Estate Position	Featured Spot				\$ 1,000.00	\$ 1,000.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$ 5,500.00				\$ 5,500.00	292,000
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00		\$ 1,500.00	192,000
JetSet Magazine							
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00	2,140,000

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 1 - CONTINUED

LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	\$ 325.00	Bonus	\$ 325.00		425,000
Custom Email	Custom Email		\$ 1,750.00		\$ 1,750.00		30,000
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250		\$ 3,250.00		
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
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00		492,000
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00			\$ 3,680.00		17,000
Yachting E-Newsletter							
Boat International	Boat International	\$ 750.00			\$ 750.00		25,600

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 1 - CONTINUED

Print

Billionaire Magazine					
Billionaire Magazine	Full Page		\$ 8,125.00	\$ 8,125.00	14,791
Boat International					
US National issue	Full Page + E-Newsletter	\$ 5,100.00		\$ 5,100.00	25,600
Chicago Tribune					
Chicago Tribune	Takeover - Full Page		\$ 725.00	\$ 725.00	150,000
Elite Traveler					
Elite Traveler	Luxury Homes Feature		\$ 4,500.00	\$ 4,500.00	557,000
Financial Times					
Financial Times	Quadruple Property Spot	\$ 3,000.00		\$ 3,000.00	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	Quadruple Property Spot - Weekday/Saturday	\$ 3,040.00		\$ 3,040.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00	\$ 750.00	165,000
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 Real Deal					
The Real Deal	Full Page	\$ 5,000.00		\$ 5,000.00	324,000
San Francisco & Silicon Valley Takeover					
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00	\$ 725.00	36,500
The Wall Street Journal					
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade	\$ 3,180.00	\$ 3,180.00	\$ 6,360.00	1,288,848
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
TOTAL			\$ 116,605.00		11,577,087

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

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 2

Plan 2 Media	Ad Description	December	January	February	March	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Half Page				\$ 1,820.00	\$ 1,820.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter	\$ 3,000.00				\$ 3,000.00	7,500
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
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
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00		\$ 500.00		\$ 1,000.00	13,000
JamesEdition							
New & Trending Home Page Position	Featured Spot		\$ 1,200.00			\$ 1,200.00	750,000
New & Trending Real Estate Position	Featured Spot				\$ 1,000.00	\$ 1,000.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$ 5,500.00				\$ 5,500.00	292,000
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00		\$ 1,500.00	192,000
JetSet Magazine							
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00	2,140,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	\$ 325.00	Bonus		\$ 325.00	425,000
Custom Email	Custom Email	\$ 1,750.00				\$ 1,750.00	30,000
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month					\$ -	
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250			\$ 3,250.00	

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 2 - CONTINUED

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
WSJ.com						
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	492,000
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00			\$ 3,680.00	17,000
Yachting E-Newsletter						
Boat International	Boat International	\$ 750.00			\$ 750.00	25,600

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 2 - CONTINUED

Print

Chicago Tribune

Chicago Tribune	Takeover - Full Page		\$ 725.00	\$ 725.00	150,000
-----------------	----------------------	--	-----------	-----------	---------

Elite Traveler

Elite Traveler	Luxury Homes Feature		\$ 4,500.00	\$ 4,500.00	557,000
----------------	----------------------	--	-------------	-------------	---------

Financial Times

Financial Times	Double Property Spot	\$ 1,500.00		\$ 1,500.00	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	Double Property Spot - Weekday/Saturday	\$ 1,520.00		\$ 1,520.00	423,111
--------------------	-----------------------------------------	-------------	--	-------------	---------

The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00	\$ 750.00	165,000
-----------------------------	--------------------------------	--	-----------	-----------	---------

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
--------------------------	--------------------------------------------------	-------------	--	-------------	--------

San Francisco & Silicon Valley Takeover

San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00	\$ 725.00	36,500
--------------------------------	----------------------	--	-----------	-----------	--------

The Wall Street Journal

The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00	\$ 3,180.00	1,288,848
------------------------------------	-----------------------------------------------------------	-------------	-------------	-------------	-----------

The Wall Street Journal

Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
----------------------------------	-------------------------	--	-----------	-----------	---------

TOTAL				\$ 70,815.00	9,428,596
-------	--	--	--	--------------	-----------

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

Pricing Subject to Change

Proposed Schedule, Pricing & Reach

2024-2025

PLAN 3

Plan 3

Media	Ad Description	December	January	February	March	Media Total	Reach
Sotheby's Auction House: Digital							
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter	\$ 3,000.00				\$ 3,000.00	7,500
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	
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00		\$ 500.00		\$ 1,000.00	13,000
JamesEdition							
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
JetSet Magazine							
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00	2,140,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	\$ 325.00	Bonus		\$ 325.00	425,000
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
Robbreport.com							
Robbreport.com	Real Estate Newsletter - 3 Sends	\$ 3,750.00				\$ 3,750.00	60,000
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	492,000
Yachting E-Newsletter							
Boat International	Boat International	\$ 750.00				\$ 750.00	25,600

Proposed Schedule, Pricing & Reach

2024-2025

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 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 Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 1,500.00	330,000
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
San Francisco & Silicon Valley Takeover					
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00	\$ 725.00	36,500
The Wall Street Journal					
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 1,590.00	1,288,848
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
TOTAL				\$ 40,055.00	7,182,485

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