



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Presidio Highlands Advertising and Marketing Program

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 DIGITAL

- 8 Impressions Campaign
- 13 Geofencing - Event and Location
- 14 Comprehensive Digital
- 18 Google AdWords
- 21 Asia Tatler
- 22 Modern Luxury
- 23 juwai.com
- 25 Dwell
- 26 Nob Hill Gazette
- 27 JamesEdition.com
- 30 LA Times
- 32 Luxe Magazine
- 33 PropGoLuxury.com
- 34 The Real Deal
- 36 The Wall Street Journal

39 PRINT

- 40 The Wall Street Journal
- 42 The New York Times
- 43 The New York Times Takeover
- 44 Architectural Digest
- 45 Dwell
- 46 Financial Times
- 47 Nob Hill Gazette
- 48 Los Angeles Times Takeover
- 50 Luxe Magazine
- 52 Modern Luxury
- 53 Private Air Luxury Homes Magazine
- 54 The Real Deal
- 55 San Francisco & Silicon Valley Takeover

56 SCHEDULE, PRICING & REACH

- 57 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 Presidio Highlands

SKY Advertising is excited to present to San Francisco Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to Presidio Highlands.

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 San Francisco, 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
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janine@skyad.com

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chloe@skyad.com

Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

This large format magazine enriches readers with sophisticated content related to the art and real estate world. Sotheby's Magazine features editorial showcasing Sotheby's International Realty® listings.

- Distribution: **20,000**
- Auction clients with **\$50,000-\$5 million** in transactions
- Distribution at all **70** Sotheby's offices around the world
- Distribution at Park Hyatt Hotels in **18** countries
- Distributed at high profile auction events in **NY, London, Los Angeles and Hong Kong**

FULL PAGE: \$3,640
HALF PAGE: \$1,820
QUARTER PAGE: \$910

Global



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
ashley@sothebysrealty.com
 Property # 1230018
 Agent: Ashley
 International Realty
 Broker: Sotheby's International Realty
 Email: ashley@sothebysrealty.com
 \$50,000,000.00

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

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Home

1 Central Park West 46R/50C
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom-made cabinetry. This is a rare opportunity to own an exceptional piece of New York City real estate. Call today to schedule your private showing. ashley@sothebysrealty.com

New York, New York
 \$2,400,000.00
ashley@sothebysrealty.com
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's International Realty
 Email: ashley@sothebysrealty.com
 \$2,400,000.00

510 Park Avenue, 15/16
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking the city. The residence is a true masterpiece of modern architecture. Call today to schedule your private showing. ashley@sothebysrealty.com

New York, New York
 \$2,000,000.00
ashley@sothebysrealty.com
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's International Realty
 Email: ashley@sothebysrealty.com
 \$2,000,000.00

Four Seasons Private Residences
 This stunning 1,100 sq. ft. penthouse residence is a true masterpiece of modern architecture. Call today to schedule your private showing. ashley@sothebysrealty.com

New York, New York
 \$1,500,000.00
ashley@sothebysrealty.com
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's International Realty
 Email: ashley@sothebysrealty.com
 \$1,500,000.00


9C

DIGITAL

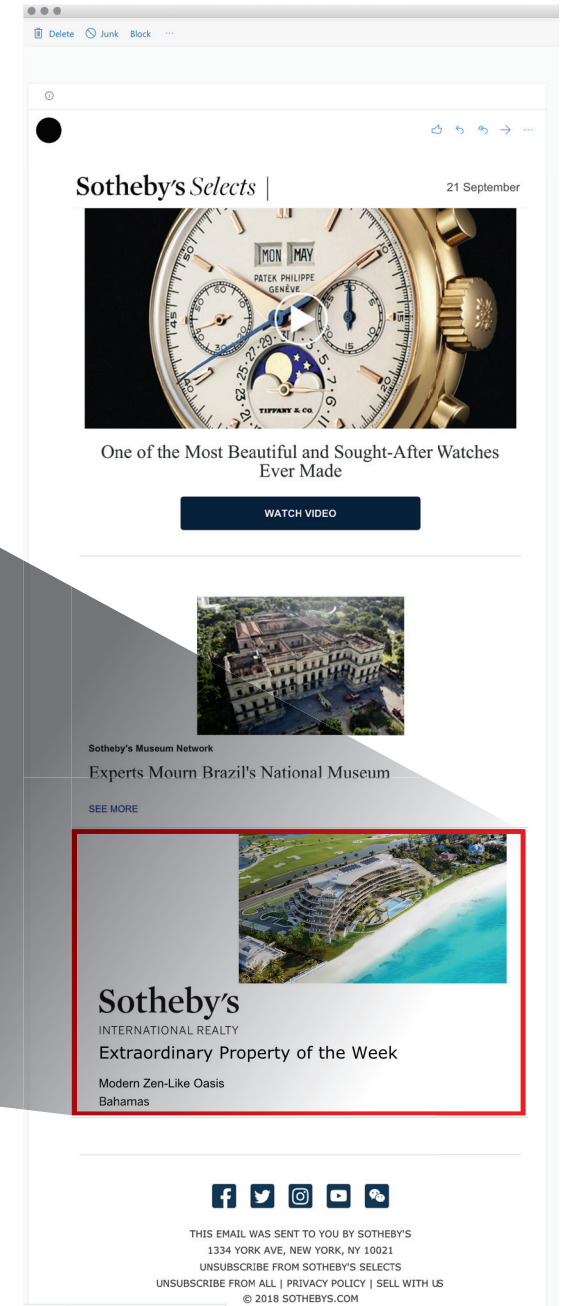
SOTHEBY'S SELECTS E-NEWSLETTERS

- 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](#)
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Digital Offerings



Sotheby's
INTERNATIONAL REALTY

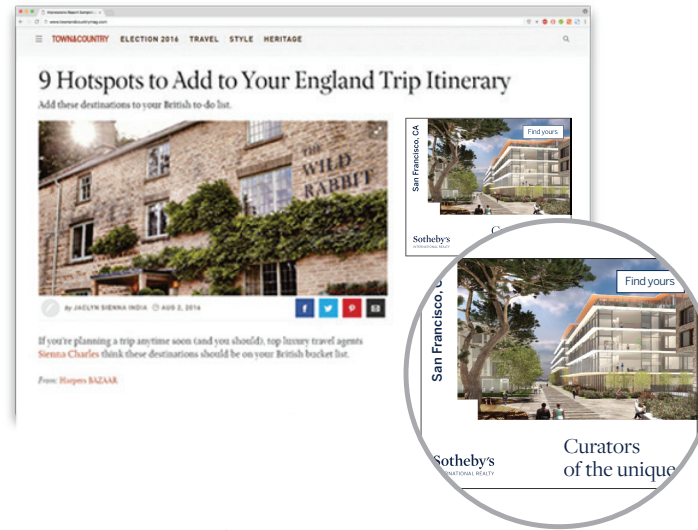
Impressions Campaign

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: **Presidio Highlands**
- Flight Dates: **April 2025 - September 2025**
- Impressions: **3,000,000**
- 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



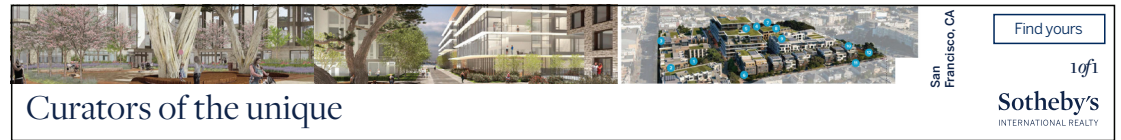
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

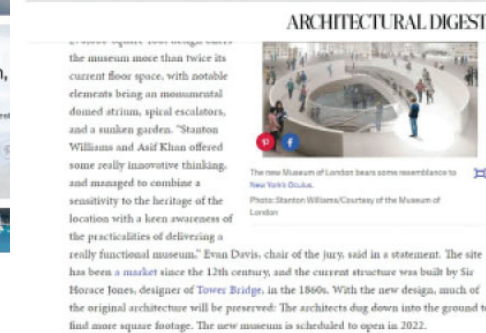
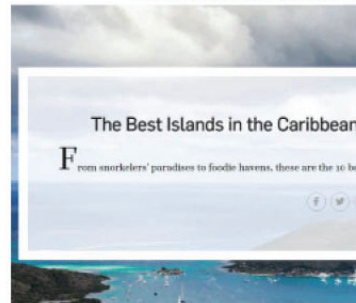
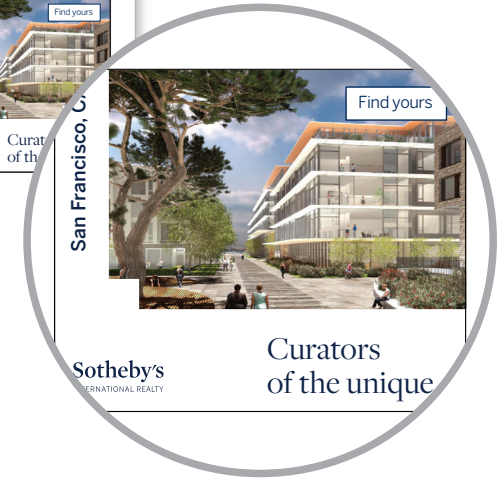
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

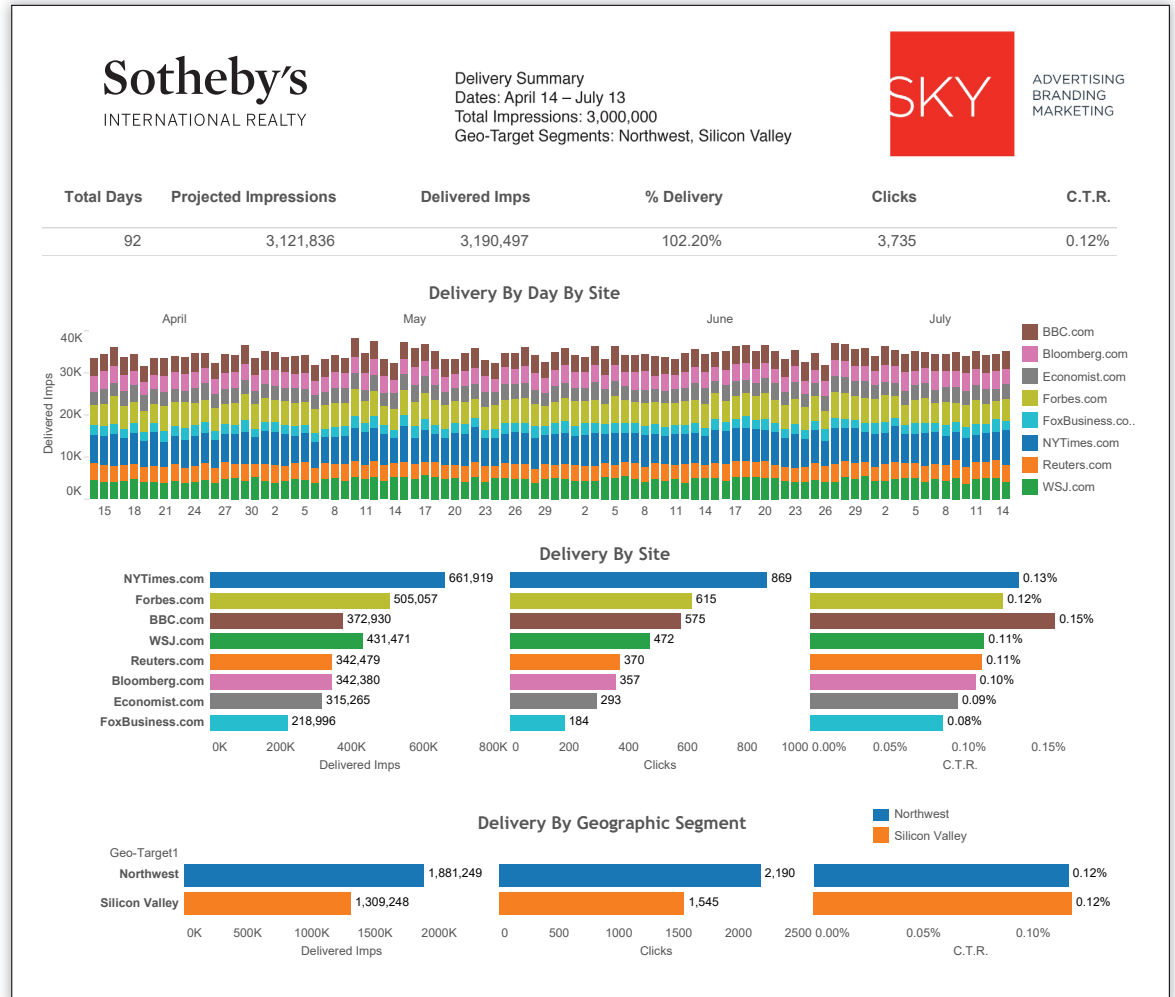


Comprehensive Reporting For Your Customized Campaign

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.

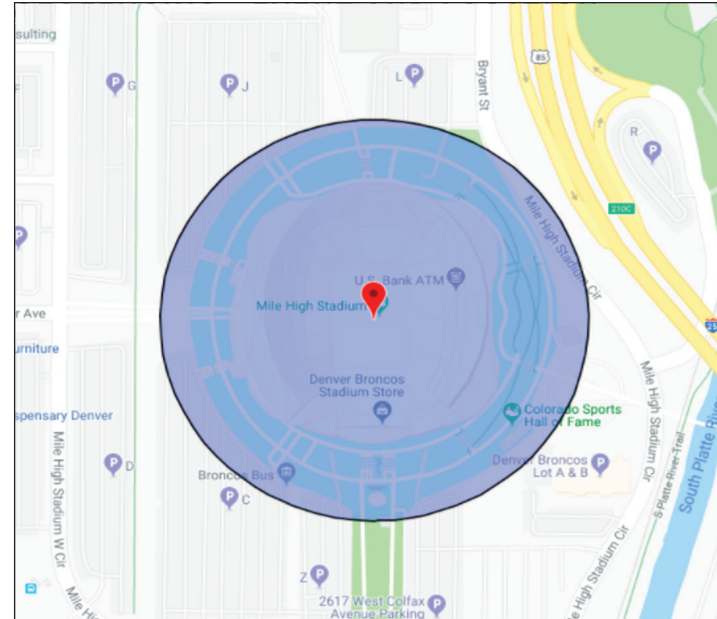
IMPRESSIONS PROGRAM SAMPLE REPORT



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

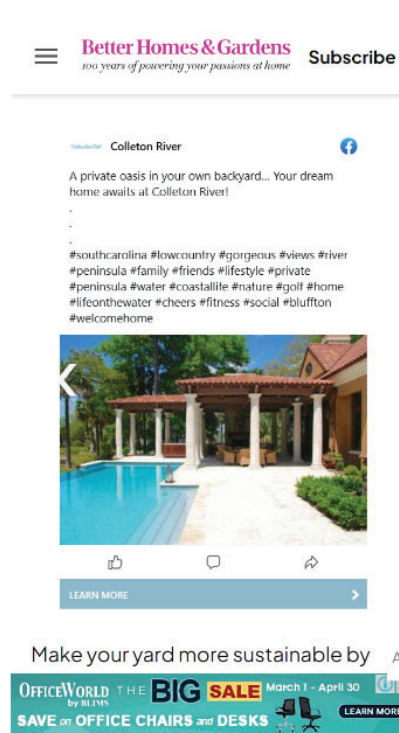
SOCIAL MIRROR ADS

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.

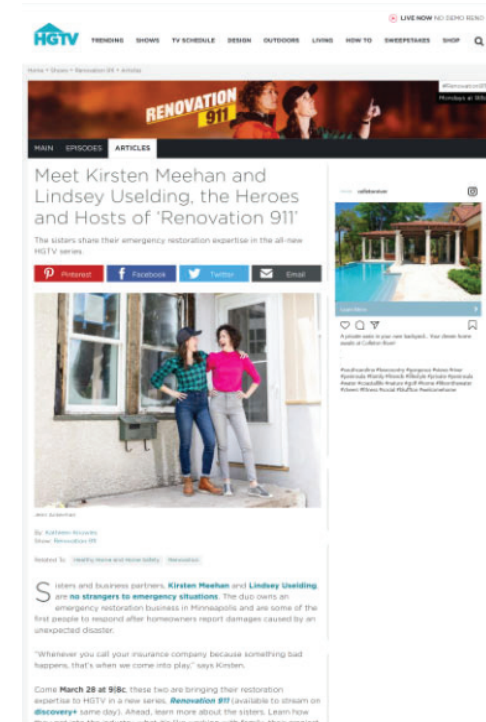
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

Comprehensive Digital

ONLINE AUDIO ADS

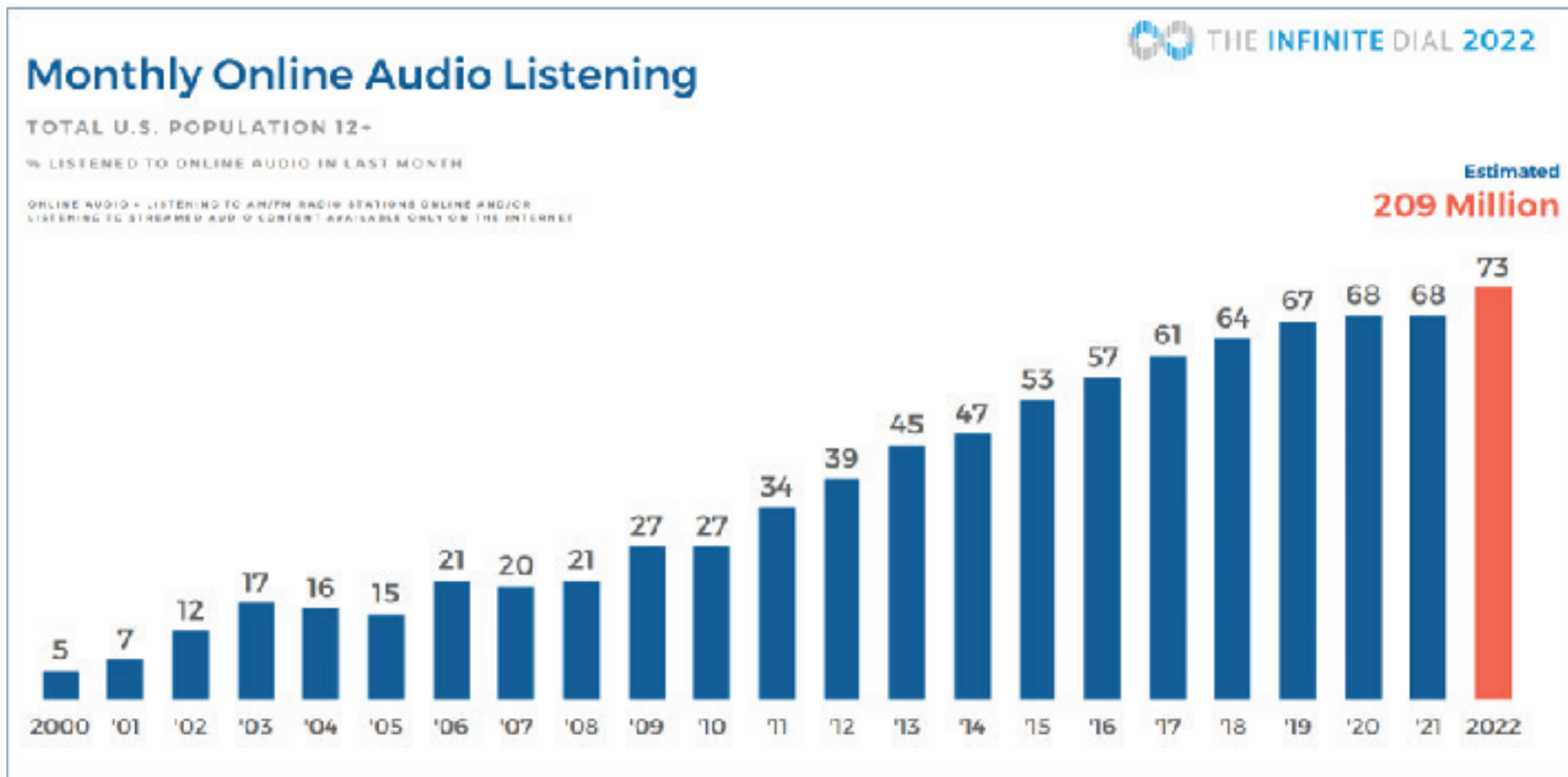
Audio ads served to targeted online listeners who are consuming audio content across all types of devices including Smart Speakers.

- Your 15-30 second audio ad plays in online content such as music, podcasts, and sporting events that users listen to on their devices.
- On some platforms your audio ad will be served along with a companion display ad at no additional cost.
- Your online audio ads run across major streaming services.

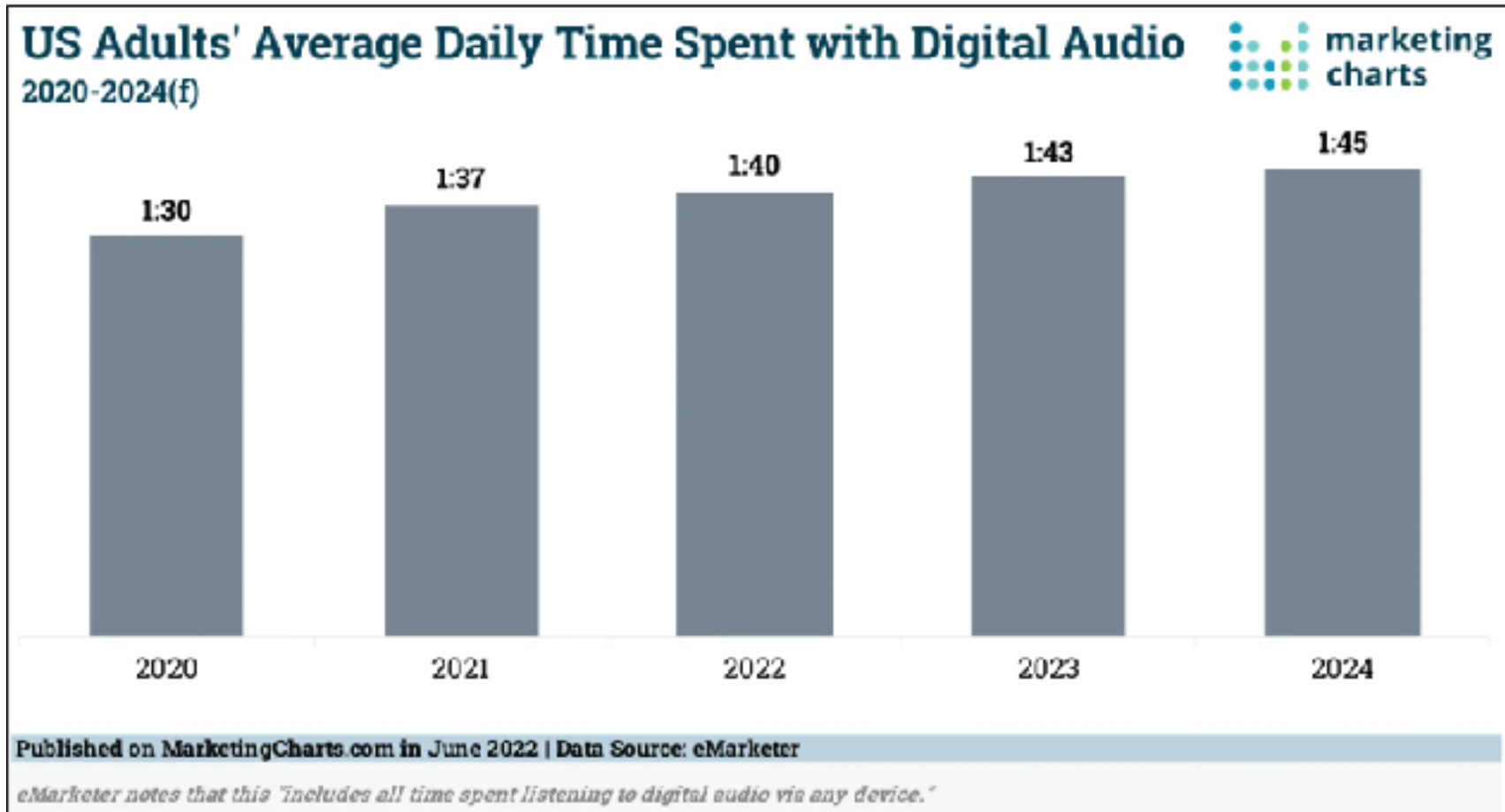
PRICE: FROM \$1,500/MONTH



73% of the U.S. population listened to Online Audio in the last month.



The average listener spends 1 hour and 40 minutes a day with Online Audio.



Source: [https://www.marketingcharts.com/industries/media-and-entertainment-226274#:text=In%20fact%2C%20the%201%20hour,OTT%20services%20\(1%3A27\)](https://www.marketingcharts.com/industries/media-and-entertainment-226274#:text=In%20fact%2C%20the%201%20hour,OTT%20services%20(1%3A27))

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.

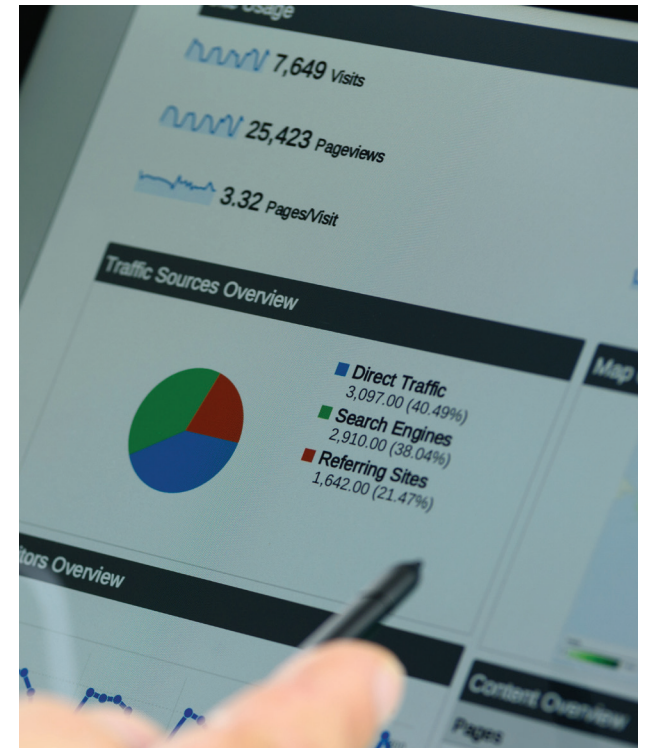


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

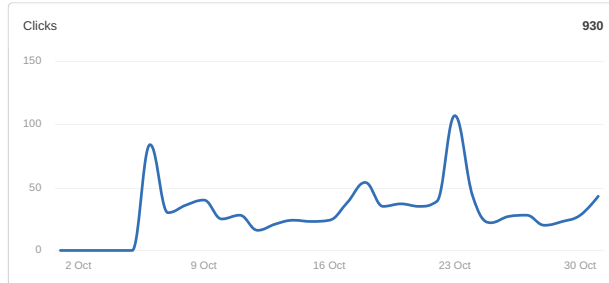
CLIENT DASHBOARD

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.



San Francisco SIR

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%
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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

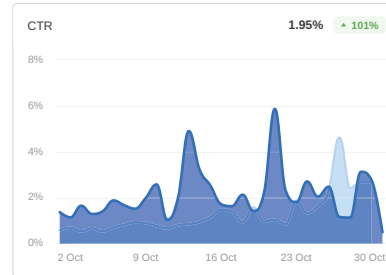
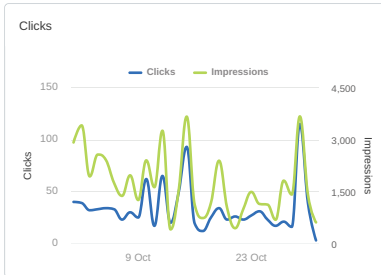
MONTHLY REPORTING

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



San Francisco 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

Asia Tatler

The all-encompassing luxury-lifestyle platform and digital brand extension of the prestigious Asia Tatler magazines produces exclusive online content and provides daily updates on the latest events, important lifestyle trends, high-end fashion and fine dining in each market. Multi-media packages are presented in an exclusive curated space for luxury brands and accessible via mobile, tablet or desktop, and include:


- Targeted display advertising
- Email marketing
- Advertorials
- Social Media

E-NEWSLETTER: \$7,650 PER REGION
 ADVERTORIAL LINK: \$2,950 PER REGION
 ADVERTORIAL PAGE: \$3,200 PER REGION

ASIA TATLER

POWER & PURPOSE

Tatler Ball 2022: Betty Chen Is Honoured With The Tatler Diamond Award



Betty Chen wearing Oscar De la Renta Photo by Peter Lin

Presidents, major and literary legends, global respect Betty Chen, our October cover star, was honored for her 50th anniversary.

Betty Chen served as president of CMB in 1988, serving for 11 years until 2016. Since her husband's, CEO, passed away in 2016, she has organized and raised funds for organizations and social causes, including the 10th Annual Women Empowerment Awards and National Festival of Singapore.

For her lifelong dedication to serving the community and commitment to philanthropy, Tatler Singapore is proud to present the Diamond Award to Betty Chen with the Tatler Diamond Award trophy as our annual Tatler Ball.


[Learn more about Betty Chen's philanthropy](#)

MORE FROM POWER & PURPOSE

[Asia's Most Influential Playgroup Activities Can Teach a Thing or Two About Sustainability](#)

[Stealing on the Future With HUGO'S Stone Moby Sea and Magma Ho](#)

[Husan Rajput: Celebrating Asian Architecture With Art Fighting for Diversity and Equity](#)



Stadium Archambault in a white dress Photo by Peter Lin

Stadium Archambault believes in the power of fashion – that it may one day inspire confidence, transform our mood and inspire in the world who you are. And tonight, she took home the Tatler Style Award 2022.

We couldn't wait to see what she would wear to the Tatler Ball, and she certainly didn't disappoint. From her new crop top to the full-length gown worn by Yohji Yamamoto, Stadium Archambault will inspire with a well-thought-out look.

When she went on stage to accept the Tatler Style Award 2022, Archambault made a heartfelt speech about how Covid-19, while 'brutal', inspired many positive changes in our lives.


[Read about her heartfelt speech at the Tatler Ball 2022](#)

MORE FROM STYLE

[Didiane Rinaldi and Lionel Messi square off in a chess match rather than on the field in the latest sports ad. Get ahead about what by Anna-Louise](#)

[Whitlock and Aalder Men reveal Limited Edition Champagne celebrating Chinese heritage, love for the study of time, and new beginnings](#)

[A unique medicine designed by Dr. Eric Chan 2022 inspired by Wang Chung's iconic home, bathroom and hotel care designs](#)



TIFFANY & CO.

Thank You One ELLE FANNING

Tatler Ball 2022: Celebrating 40 Fabulous Years

Together with *Cartier*

Thank goodness it's Friday! Whoa, what a week. It's time to wind down the week after hosting last Friday's Tatler Ball 2022 in Singapore. It was LEGEND... wait for it... DRAFT!

Speaking of legends, our newsletter cover star JJ Lin was honored with the Tatler Cultural Icon Award 2022. Sadly he was unable to attend the event, but we are still excited for him as he just missed out on the highly anticipated J20 World Tour! Despite not being physically at the Tatler Ball, he was awarded the award with a video review.

In case you missed it, here's what went down inside the ballroom at the most recent Tatler Ball yet...

This week's newsletter line up


- Stadium Archambault believes in the power of fashion
- What we finished up at the Tatler Ball Singapore 2022
- Taking recreation fishing to the Next Level with Villa Lucca
- Inside Patis Hillier's New Glamour... Hollywood-Inspired Furniture Collection
- Dutch artist Piet Mondrian's 'Composition no. 1F' sets for US\$ 51.8M at Sotheby's Auction
- How Zenna Law's Company is fighting against migrant labour exploitation
- Jelena Jelic Launches New Album That Celebrates Female Music History

Cheers,
Lee A. Williams
 Regional Editorial Director



TOGETHER WITH VILLA LUCCA

Taking Mansion Living To The Next Level



Villa Lucca Mansion. Photo by Villa Lucca

A new city escape with luxury facilities and luscious views of Plover Cove Reservoir surrounded by stunning, tranquil landscapes, offering both mountain and sea views.

What is it? Developed jointly by Hysan Development and HKR International, Villa Lucca offers 262 houses and apartments alongside a clubhouse of about 94,000 sq ft. Club Lucca.

Where is it? With a total site area of approximately 340,000 sq ft, Villa Lucca is surrounded by stunning, tranquil landscapes, offering mountain and sea views that span from Pui Sin Leng mountain range and Plover Cove Reservoir to Tolo Harbour—offering residents respite from the hustle of city life.

How big? The new residences include two- to four-bedroom apartments that range from 1,078 sq ft to 2,526 sq ft; 66 penthouse apartments and garden flats; and 36 houses starting at 3,245 sq ft with a range of layouts to fit different families' needs.

[Learn more about this Villa Lucca](#)

Modern Luxury

ADVANCED TARGETING PACKAGE

Reaching an audience of more than 16 million, Modern Luxury is the nation's largest luxury media company offering leading brands access to the most affluent audiences in the most prominent cities across the U.S. Through the power of the Modern Luxury platform including 85+ brands across 22 markets, we deliver powerful marketing solutions allowing luxury brands to connect with their audiences in the places and ways that matter most.



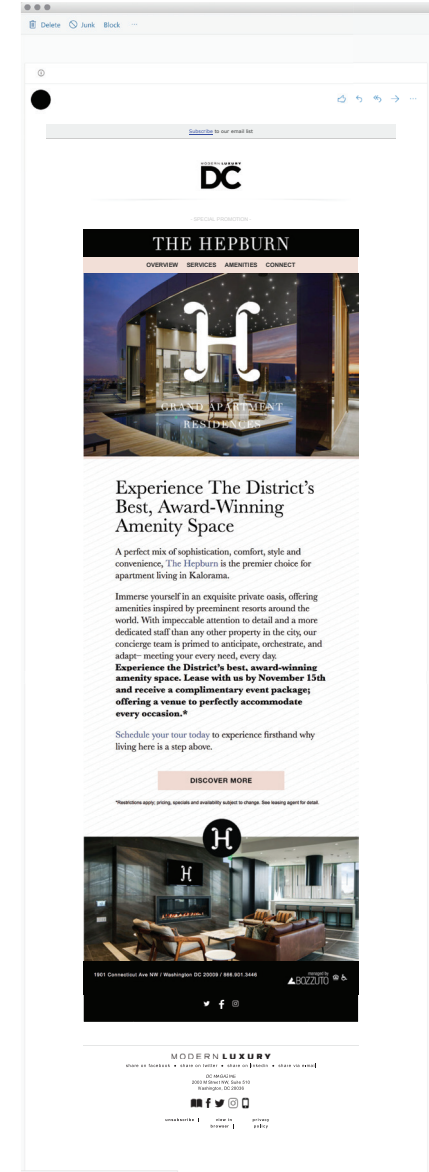
LUXURY LISTING



CUSTOM PRINT AND DIGITAL PACKAGE 1

- Boosted Instagram
- Enewsletter/Advertorial
- Display Banner
- Real Estate Enewsletter
- Dedicated Email
- Branded Content Article

PRICE: \$60,000



Juwai Developer Solutions

PROPERTY LISTING PAGE

YOUR CHINESE COMPANY

Enhancement Products

- Top Developer
- Top Property
- King Slider
- Juwai Recommends
- Super Leaderboard
- Hot Property
- Strip Banner Ad

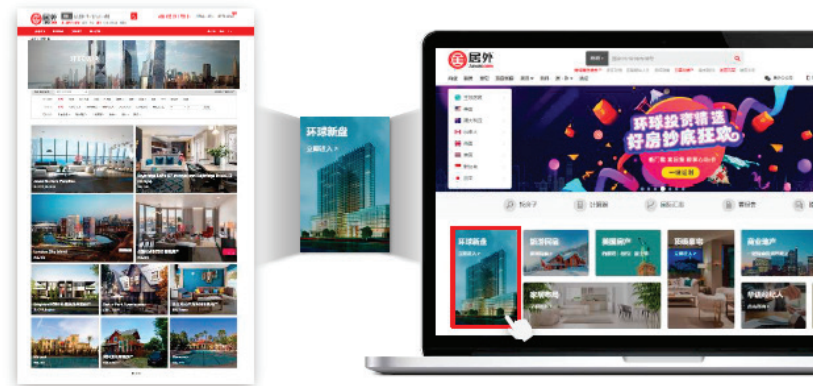
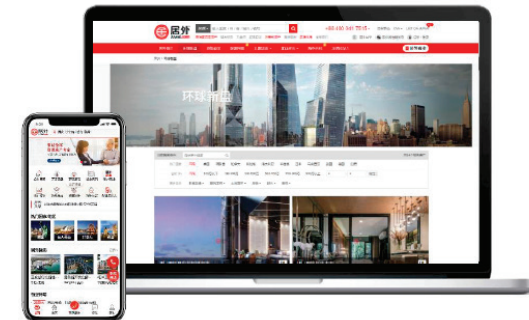
Value-Added Products

- Monthly Social Media Promotion
- Chinese Advertorial
- Prosperous Home Report (Feng Shui)

Juwai Online Event Solution

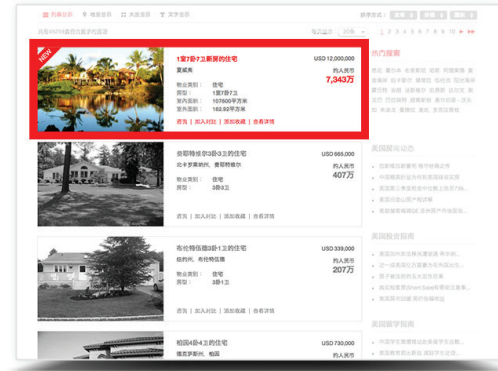
PRICE: \$7,500 - \$10,000 PER 6 MONTH CAMPAIGN

Global



juwai.com

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 2.5 million property listings spanning 89 countries.



HOT PROPERTY UPGRADE

With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

PRICING SPECIAL: \$425 FOR 30 DAYS.

Usually \$725

Global

FEATURED PLACEMENT PROPERTY LISTING

- Juwai Luxe Channel
- Connects you to UHNW (Ultra High Net Worth) Chinese consumers.

PRICE: \$425 FOR 6 MONTHS

For properties \$2M+

Global

Dwell Real Estate

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

Dwell Audience Real Estate Metrics

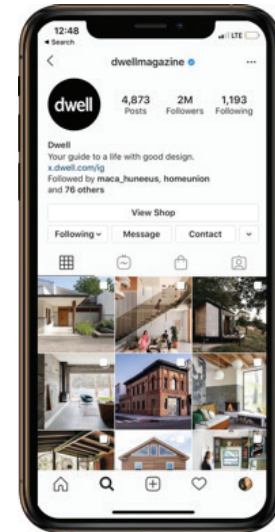
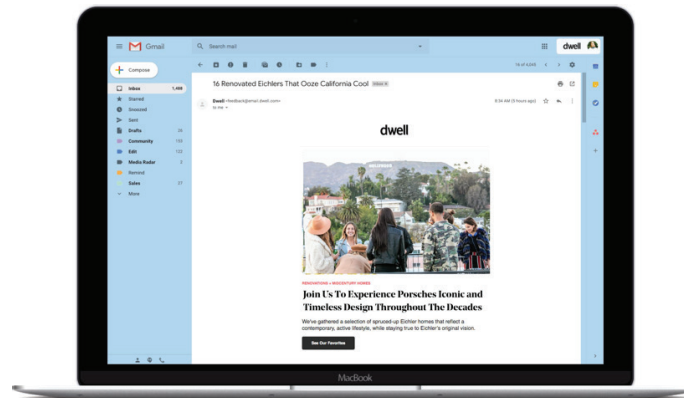
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

CUSTOM REAL ESTATE ARTICLE.

This article permanently live will live in the Dwell.com Real Estate Channel.

- Promotion on Dwell.com Homepage through a promo tile.
- Promotion in the Dwell Email Newsletter.
- Promotion on the Dwell Facebook.

PRICE: \$6,000



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

OTM ON THE MARKET E-NEWSLETTER

DEDICATED EMAILS

ONSITE VIDEO

CUSTOM CONTENT

INSTAGRAM

SOCIAL MEDIA

Package pricing with print



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

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. Below this is a main banner for 'The Global Luxury Marketplace: Cars, Homes and more'. A central section titled 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3400 trusted dealers around the world...' leads to a 'MOST POPULAR' grid of luxury items including a Ferrari 488 GTB, Chevrolet Corvette, Stunning Villa, and Ram 2500. Below this is a 'JAMES SPOTTING' section with a duplex and a 'RICH LIST' section featuring a yacht. A 'Featured Agent' section highlights Nick Swinburne. At the bottom, there's a 'LATEST STORIES' section with articles on luxury garages, Hong Kong neighborhoods, and the Bahamas.

The screenshot shows the 'Find luxury real estate and homes for sale' page. It features a search bar, a featured property 'THE PENTHOUSES AT GOLDEN PEAK' with a price of \$23,900,000, and a grid of 'Featured luxury properties' including a 5-bedroom penthouse, a stunning Sherwood estate, an enviable estate, and a modern apartment. Below the grid is a 'News about luxury real estate' section with articles on Hong Kong neighborhoods, the Bahamas, and a trending golf property in Portugal. The footer contains 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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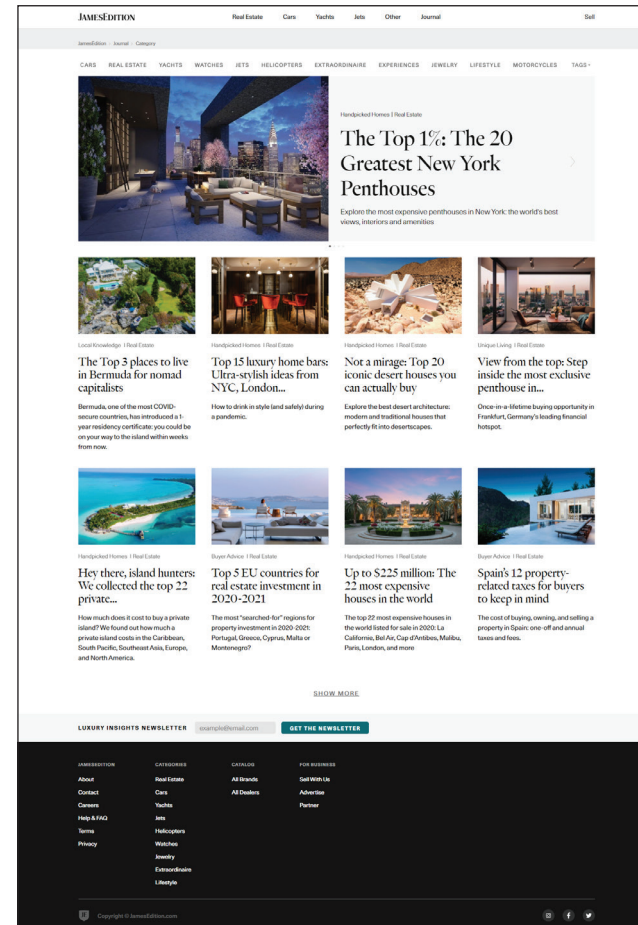
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

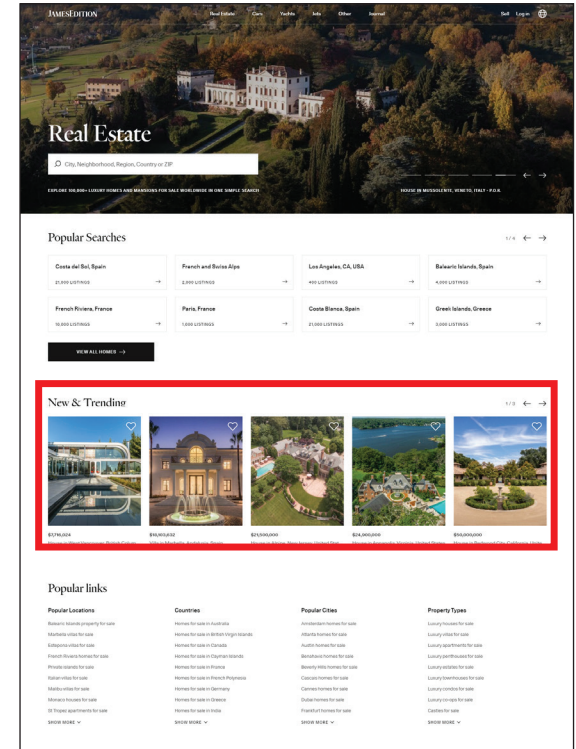
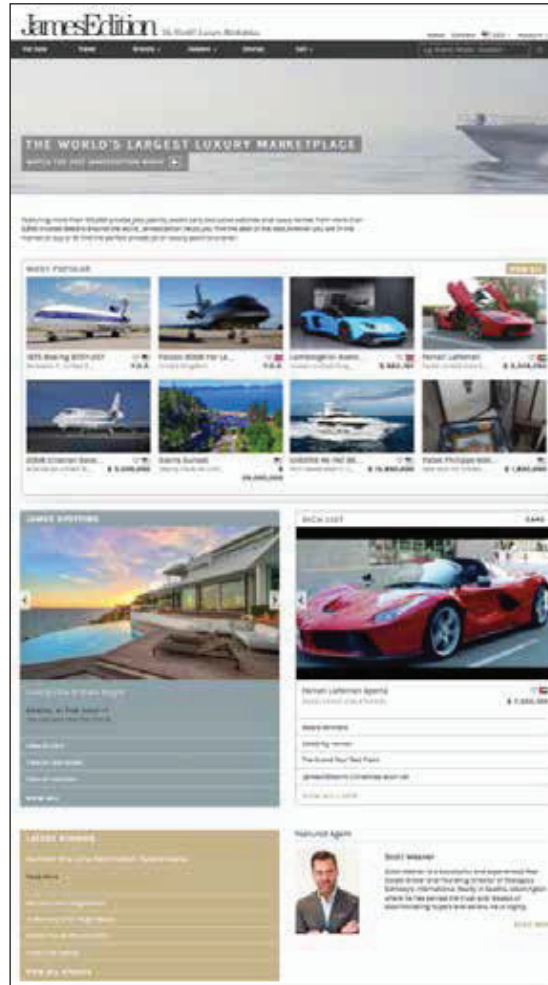
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



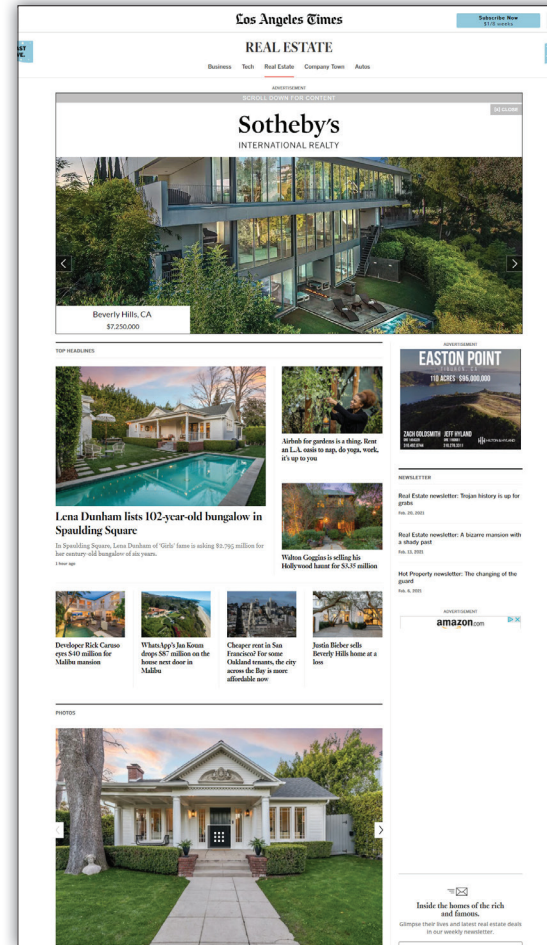
LA Times

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

Luxe Magazine

DESIGN WHERE YOU LIVE.

Luxe champions the art of elevated living and inspires you to connect with those who create it.

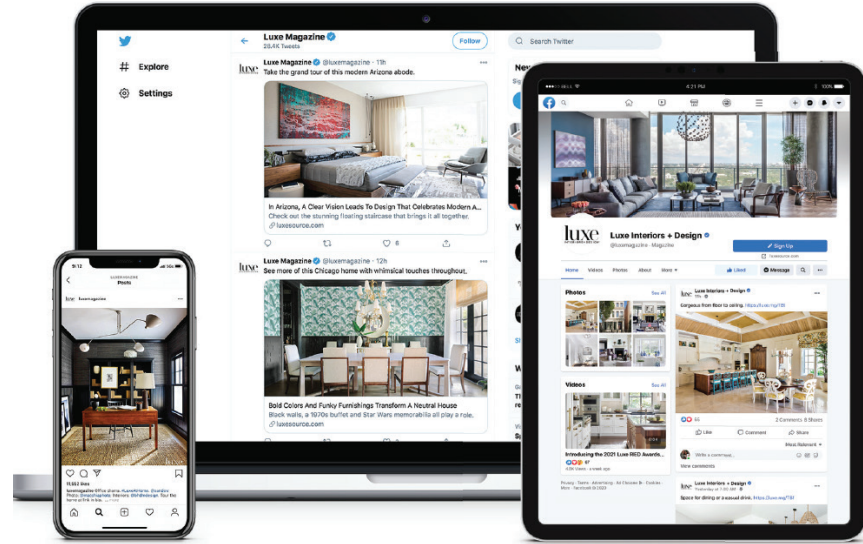
Tell your stories, spark conversations and build relationships with fellow design lovers through a Luxe Interiors + Design social media program.

The Luxe audience

- 94% Own a Home Valued at \$1 Million or Greater
- 72% Have a Net Worth of \$5 Million or More
- 35% Have a Net Worth of \$10 Million or More
- 1.5 Million Audience
- 3.3 Million Global Digital Audience

@LuxeMagazine on Instagram

- 12M+ monthly reach
- 1.7M+ followers
- @LuxeMagazine on Facebook
- 2M+ monthly reach
- 970K followers



CUSTOM EMAIL

PRICE: STARTING AT \$2,350

NATIVE CONTENT + SOCIAL MARKETING

PRICE: \$4,425

EDITORIAL E-NEWSLETTER REGIONAL BANNERS

PRICE: \$1,185

PropGoLuxury.com

PropGOLuxury is the leading global luxury real estate site serving affluent English and Chinese audiences that allows users to search for luxury homes based on Price and location. It offers the most effective way to reach luxury property buyers, including China's large and rapidly growing international property buyer demographic.

PropGOLuxury offers a powerful distribution network providing maximum exposure to elite property consumers. The partner network reaches an aggregate audience of 20M luxury property consumers each month.

CIRCULATION AND DEMOGRAPHICS

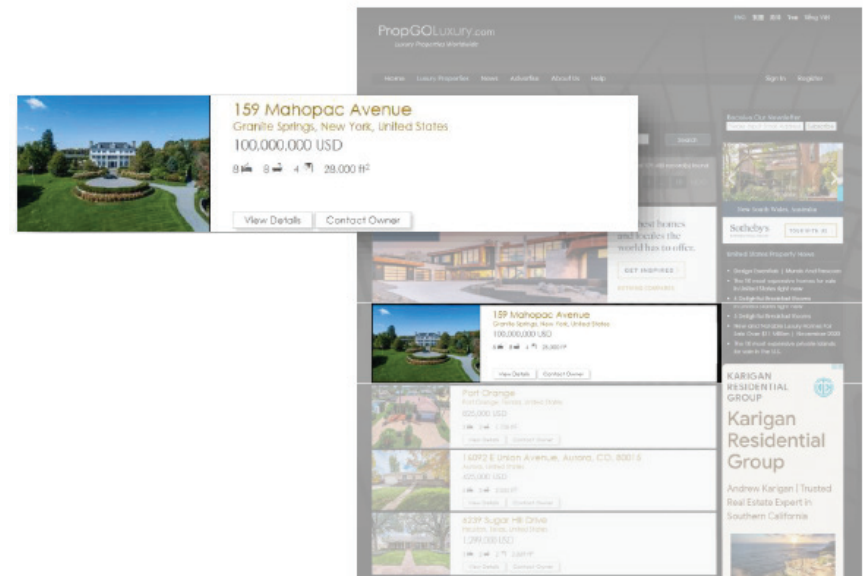
- English Average HHI: \$250,000 USD
- English Average HHNW: \$2.8M USD
- Chinese Average HHI: 6.4MM
- Chinese Average HHNW: \$4.575M USD

FEATURED LISTING & REGIONAL SHOWCASE

Display your property prominently in search area listings and a supersized banner on the regional home page.

- Generate up to 12x more leads than standard listings

PRICE: \$700/30 DAYS



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

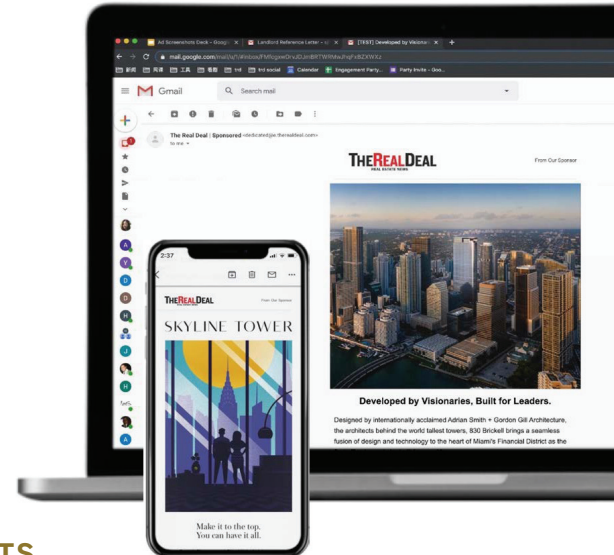
Site Stats:

- Unique visitors: **2M+**
- Total visitors: **3M+**
- Page views: **10M+**
- Mobile visits: **60%**

Demographics:

- Male/Female Ratio: **60% / 40%**
- Ages 25-54: **70%**
- Earn over \$150K per year: **10M+**

*Minimum Digital spend \$12,000



DEDICATED EBLASTS

The Real Deal provides cutting-edge news on the real estate industry in New York City and beyond. According to a recent Quantcast ranking, the Real Deal has the #1 wealthiest audience in the U.S. and falls in the top 25 on their list of websites with the most educated readers

OPPORTUNITY DETAILS:

- Choice of regions as follows:

EMAIL CAMPAIGN	SENDS	OPENS	OPEN RATE	CLICKS	CTR
National Dedicated Benchmarks	140,000	21,253	15.18%	323	1.52%
NY Dedicated Benchmarks	40,000	6,212	15.53%	215	3.46%
SF Dedicated Benchmarks	34,000	5,645	16.60%	178	3.15%
LA Dedicated Benchmarks	26,000	3,814	14.67%	101	2.65%
CH Dedicated Benchmarks	23,000	1,907	8.29%	70	3.67%

SAN FRANCISCO: \$3,550*
 LOS ANGELES: \$4,725*

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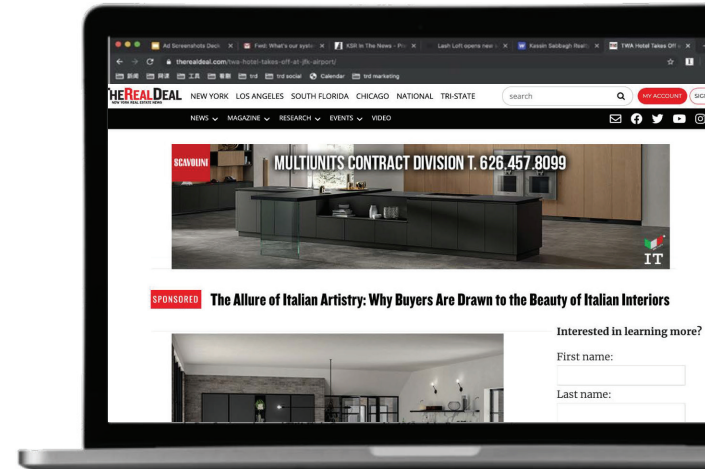
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SPONSORED & CUSTOM CONTENT

Sotheby’s International Realty can solidify their positioning and brand story, TRD repost existing content inclusive of articles, videos and more on TheRealDeal.com

SPONSORED CONTENT DETAILS:

- Content article provided and posted on TheRealDeal.com
- Content promoted on homepage for 1 week
- Content promoted in daily newsletters (2x)
- and via social media (2x)
- Content remains live on TheRealDeal.com
- Benchmarks: 3,000 + Pageviews & 2:03 Avg. Time Spent.

Custom content can be created with TRD Studio in collaboration with Sky upon request – additional fees may apply.

COST: \$15,500 PER POST

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)

MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PRICE: \$1,000
3 Month Minimum

Buy Luxury properties by location

San Francisco
706 Mission
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE

VIEW MEDIA

SHARE [Icons] SAVE

DESCRIPTION

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

Read More

AMENITIES [View Gallery](#)

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

Show More

NEIGHBORHOOD

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews

SHOP NOW

The Wall Street Journal Online (WSJ.com)

MANSSION GLOBAL DAILY (M-F) E NEWSLETTER

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

PRICE: \$3,680

View in your browser

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



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

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,500,000
6. 4882 201 Street, Surrey, BC	\$18,500,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7512 7512 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLean, Toronto, ON	\$12,000,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,130	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,000,000

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
Westmount	\$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

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**

DOUBLE PROPERTY SPOT: \$1,590
QUADRUPLE PROPERTY SPOT: \$3,180

Includes Bonus 30 Day Digital -
Featured Property Upgrade

THE WALL STREET JOURNAL.
WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • WSJ.com • \$4.00

What's News
Business of 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 hospitals is being disrupted by a coronavirus outbreak

Tennessee Twisters Kill at Least 25
A line of storm began barreling across Tennessee on Tuesday, killing at least 25 people as the weather service warned of deadly winds and hail.

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 outlined a string of major Tuesday primary victories and Sanders won a decisive win in California.

Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

City, State
WebSite or Address \$4,XXX,XXX | sothebysrealty.com/61767
Company
AGENT NAME agentname@sothebysrealty +1 212 456 7890

City, State
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PRINT

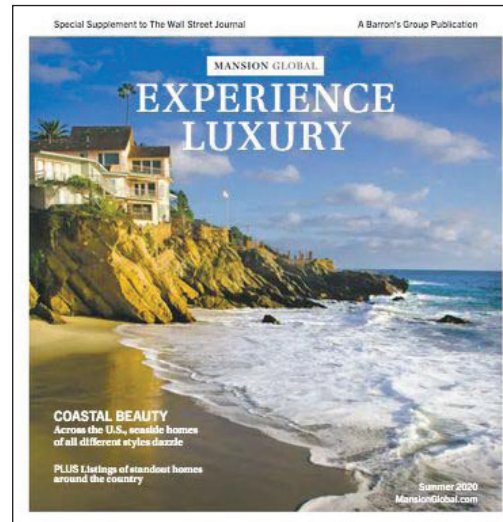
The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

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

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

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



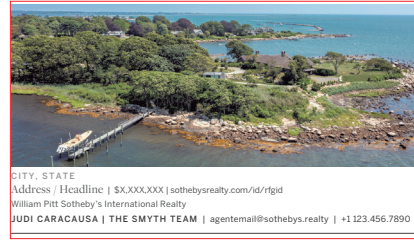
The New York Times

IN THE FRIDAY MAIN NEWS SECTION

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

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

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



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

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

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

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

Includes Digital promotion and Digital Flipbook

Sotheby's
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.
SOTHEBYSREALTY.COM

Represented by: Jean Muller MRE #13

72 Post Road, Old Westbury, NY

Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
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
Elite Agent
+1 242 269 2235
260 Sandbanks Light House
#13@bahamas.com

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

Sandbanks is a truly particular 6 bedroom, 7 1/2 bath and 11 1/2 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. Like a luxury spa, directly visible the ocean for water sports.

SIRBAHAMAS.COM/ID/V29,67

Bahamas | Sotheby's
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorbo
Elite Agent
858.334.3557
eric@ericsantorbo.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

Architectural Digest

INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Architectural Digest.

FULL PAGE, COLOR:

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

FULL PAGE, COLOR

SAN FRANCISCO METRO

\$6,330 1X

\$6,010 3X

LA METRO

\$6,840 1X

\$6,500 3X



Dwell

MODERN MARKET

Dwell is the marketplace to living with good design. A trusted authority for 20 years, connecting consumers and design professionals with inspiration, products, and the tools they need to achieve their goals. Published six times a year, each issue of Dwell Magazine includes exclusive stories on the most innovative leaders in architecture and design, presenting modern homes that encapsulate the concept of good design

- Circulation: **200,000**
- Total Reach: **778,000**
- Female / Male Ratio: **60% / 40%**
- Median Age: **44.4**
- Median HHI: **\$130,000**
- Source: **Google Analytics, Quantcast, and Sprout Social 2019**

MODERN MARKET

SMALL AD: \$1,800

MEDIUM VERTICAL AD: \$3,600

MEDIUM HORIZONTAL AD: \$4,200

LARGE AD: \$5,200



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

Nob Hill Gazette - Peninsula & Silicon Valley

As the finest regional lifestyle brand, Nob Hill Gazette - Peninsula & Silicon Valley targets the most desirable local demographic. With a keen eye for engaging photography and editorial content aimed to inform, delight and inspire our readers, we truly capture the essence of the Bay Area lifestyle defined by its people, ideas, arts, activities, and issues of the day.

- Frequency: **12 times**
- Average Readership: **155,000**
- Year Established: **1993**
- Mean Home Value: **\$4,100,500**
- Circulation per Issue: **31,600**

5 FULL PAGES

3 CONTENT PAGES

PRINT AND DIGITAL PACKAGE: \$60,000



Los Angeles Times Takeover

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
 - **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
 - **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
 - **32%** of readers are more likely to own a second home or real estate property.
-
- Full Page color ad using Sotheby's International Realty Design Vault template
 - Western Los Angeles coverage
 - Saturday Print Circulation: **56,000**
 - Saturday e-edition subscribers: **164,780**

FULL PAGE: \$660
 INSIDE FRONT COVER: \$1,500
 INSIDE BACK COVER: \$1,500
 BACK COVER: \$1,600

Sotheby's INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.
 SOTHEBYREALTY.COM

MALIBU CALIFORNIA

Photos by: [unreadable]

72 Post Road, Old Westbury, NY

Extra Bonus!
 Real Estate Campaign
 Sotheby's International Realty
 + 516.382.2710
 6.02.2024-6.04.24

72 Post Road
 9 BR | 6 BA | 10.54 ACRES
 \$4,400,000

Headquartered in the center directly adjacent to the 220-acre Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom single-family estate, a country house, 10 barns, 13 three-bedroom cottages, an 18-hole garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE COMPANY/AGENT/DEBRA RUSSELL

Sotheby's INTERNATIONAL REALTY

Sotheby's INTERNATIONAL REALTY

Open the door to what's next.

The Rosewood Farm Estate
 Southampton, New York

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

Sotheby's INTERNATIONAL REALTY

Sotheby's INTERNATIONAL REALTY

Take a peek at what's next.

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

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ FT | \$11,000,000
 342MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY

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.
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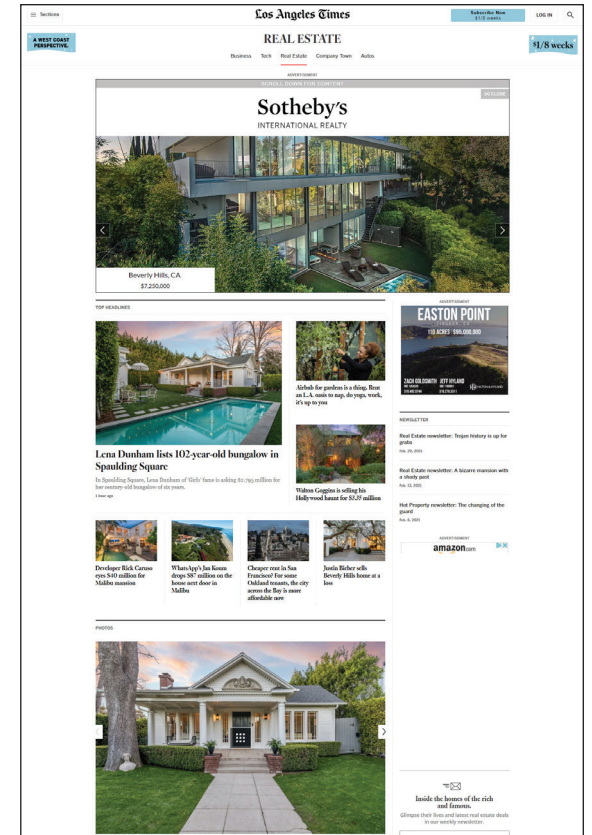
LA TIMES DIGITAL LIGHTHOUSE

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



Luxe Magazine

LUXE INTERIORS + DESIGN

Luxe Interiors + Design is the largest architecture and design brand in the United States. We have a direct line to local businesses and design professionals, and target highly affluent consumers, 6 times a year, in the top 14 major markets.

- **4%** Delivered to luxury homeowners in the wealthiest zip codes in each LUXE region
- **8%** Distributed to a proprietary list of trade professionals, showrooms and design centers
- **8%** Distributed to private air travelers via exclusive MediaJet newsstands in 250+ FBOs and on newsstands in Barnes & Noble, Hudson News, Whole Foods and Central Market

AUDIENCE:

- **93%** Net Worth of \$1 Million or more
- **72%** Net Worth of \$5 Million or more
- **35%** Net Worth of \$10 Million or more
- **94%** Own a Home Valued and \$1 Million or greater

SAN FRANCISCO
FULL PAGE: \$3.750



Modern Luxury

AT MODERN LUXURY, CONNECTION AND COMMUNITY DEFINE WHO WE ARE

Reaching an audience of more than 16 million, modern luxury is the nation's largest luxury media company offering leading brands access to the most affluent audiences in the most prominent cities across the u.s.

Through the power of the modern luxury media ecosystem including 85+ brands across 22 markets luxury brands can connect with their audiences in the places and ways that matter the most.

- Audience: **13 Million**
- Markets: **22**



PRINT

Modern Luxury

NATIONAL PACKAGE #1

- 12 Full Pages
- 4 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article (Advertorial)

PLUS CHOICE OF 5 MEMBERSHIP POINTS:

1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
 - All Sizes
- Standard Boosted Instagram
 - Out-of-Feed post

2 POINTS (EACH)

- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

3 POINTS (EACH)

- Full Page
- Standard Boosted Instagram
- In-Feed Post
- Influencer Package
- Print Marketing Card

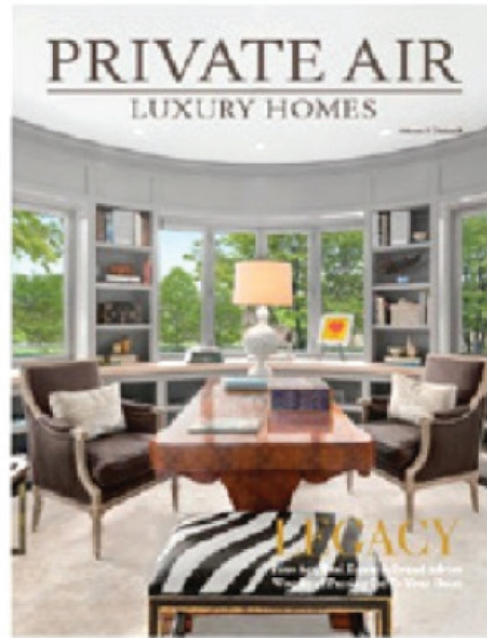


MONTHLY COMMITMENT: \$8,500 PER MONTH FOR 6 MONTHS
TOTAL INVESTMENT: \$60,000
FULL RETAIL VALUE: \$115,000
YOU SAVE \$55,000 WITH THIS PACKAGE

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

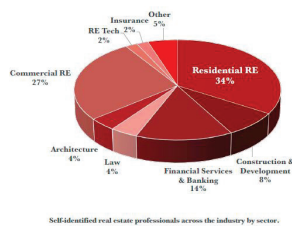
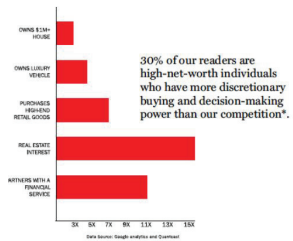
For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

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



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**

FULL PAGE: \$5.000
 2 PAGE SPREAD: \$9.500
Based on 8 Insertions

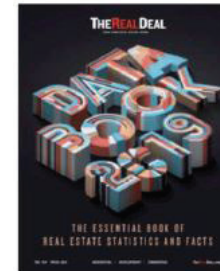
STRATEGIC PRINT OPTIONS



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



Debra Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 516.562.5710
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.



DANIELGALÉ.COM/AGENT/DEBRA-RUSSELL




Sandbanks
Exuma, The Bahamas



Jacqueline Lighthorn
Elite Agent
+1 242 269 2225
260 Sandbanks Light House
JL@Sandbanks.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 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, direct beach access directly into the ocean for water sports.



SIREBAHAMAS.COM/ID/V29/67

Bahamas | **Sotheby's**
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorino
Elite Agent
858.534.3557
eric@ericsantorino.com
DRE#02156503

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

Stunning single story 15,000 sq ft oceanfront 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

Pacific | **Sotheby's**
INTERNATIONAL REALTY

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Media	Ad Description	April	May	June	July	August	September	Media Total	Reach
Sotheby's Auction House: Print									
Sotheby's Magazine	Full Page		\$ 3,640.00					\$ 3,640.00	20,000
Sotheby's Auction House: Digital									
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00					\$ 2,585.00	\$ 5,170.00	1,540,000
Digital									
Million Impressions*									
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 9,750.00	3,000,000
Million Impressions	Targeting - West Coast, NY, Asia								
Google Adwords									
Google Adwords	Digital PPC program	\$ 4,750.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 24,750.00	
Comprehensive Digital									
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	600,000
Online Audio Ads	15-30 seconds audio content	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	180,000
Geofencing - Event and Location									
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 9,000.00	360,000
Dwell.com									
Real Estate Package	Custom Article with Homepage, E-Newsletter and FB promo	\$ 6,000.00						\$ 6,000.00	1,750,000
Nob Hill Gazette									
OTM On the Market E-Newsletter	Property listing email	OTM	OTM	OTM	OTM	OTM	OTM		39,000
Dedicated Emails	Geofenced Emails	Email	Email	Email	Email	Email	Email		
Onsite Video	Video onsite and on NHG Website				Video				
Custom Content	SEO Adapted Content		Content					Package	
Instagram	Post					Post			
Social Media	Posting				Post				
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
Juwai.com									
Developer Marketing Solution	Multi Channel campaign			\$10,000				\$ 10,000.00	15,400,000
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00						\$ 425.00	2,300,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425				\$ 425.00	2,300,000
LA Times									
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus	\$ 325.00	Bonus	\$ 325.00	Bonus	\$ 975.00	1,275,000
Custom Email	Custom Email	\$ 1,750.00						\$ 1,750.00	30,000
Luxe Interiors + Design									
Custom Email	Custom Email	\$ 2,350.00		\$ 2,350.00		\$ 2,350.00		\$ 7,050.00	
Native Content + Social Marketing	Native Content + Social Marketing		\$ 4,425.00					\$ 4,425.00	294,000
Editorial E-Newsletter Regional Banners					\$ 1,185.00			\$ 1,185.00	

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Modern Luxury									
Modern Luxury	Custom Print and Digital Package 1								\$60,000
Modern Luxury	Boosted Instagram								Instagram
Modern Luxury	Enewsletter/Advertorial								Enews/Adv
Modern Luxury	Display Banner								Banner
Modern Luxury	Real Estate Enewsletter								\$ 60,000.00
Modern Luxury	Dedicated Email								
Modern Luxury	Branded Content Article								
PropGo Luxury									
PropGo Luxury	Featured Listing & Regional Showcase	Article	Email	Enews					\$ -
Real Deal									
Real Deal		\$ 700.00		\$ 700.00		\$ 700.00			\$ 2,100.00
Real Deal	E-blast - San Francisco		\$ 3,550.00					\$ 3,550.00	\$ 7,100.00
Real Deal	E-blast - Los Angeles				\$ 1,725.00				\$ 1,725.00
Real Deal	Sponsored Content	\$ 15,500.00							\$ 15,500.00
Tatler Asia									
E-Newsletter	E-Newsletter	\$ 7,650.00							\$ 7,650.00
Advertorial Page	Advertorial Page		\$ 3,200.00						\$ 3,200.00
WSJ.com									
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00			\$ 2,150.00				\$ 4,300.00
Mansion Global Homepage Hero	Shared Banner		\$ 650.00	\$ 650.00		\$ 650.00	\$ 650.00		\$ 2,600.00
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000			\$1,000			\$ 2,000.00
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00		\$ 3,680.00					\$ 7,360.00

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print											
Conde Nast Magazines											
Architectural Digest - San Francisco Metro	Full Page	\$ 6,010.00		\$ 6,010.00		\$ 61,010.00	\$ 73,030.00			78,000	
Architectural Digest - LA Metro	Full Page	\$ 6,500.00		\$ 6,500.00		\$ 6,500.00	\$ 19,500.00			138,000	
Dwell											
Dwell	Modern Market			\$ 5,200.00			\$ 5,200.00	\$ 10,400.00		412,000	
Financial Times											
Financial Times	Double Property Spot	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 1,500.00	\$ 7,500.00		1,052,285	
The Los Angeles Times											
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00		\$ 425.00		\$ 425.00	\$ 1,275.00		662,340	
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00		\$ 660.00	\$ 660.00	\$ 2,640.00		1,536,000	
Luxe Interiors + Design											
Luxe Interiors + Design	Full Page - San Francisco			\$ 3,740.00			\$ 3,740.00	\$ 7,480.00		70,000	
Modern Luxury											
Modern Luxury	Top 5 Editorial		Top 5	Top 5		Top 5	Top 5	\$ -		140,000	
Modern Luxury	Full Page - San Francisco	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	\$ -		175,000	
Modern Luxury	Full Page - Silicon Valley	Full Page		Full Page	Full Page	Full Page	Full Page	\$ -		175,000	
Modern Luxury	Full Page - Angelino		Full Page				Full Page	\$ -		70,000	
The New York Times											
The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00		\$ 1,520.00		\$ 1,520.00	\$ 4,560.00		1,269,333	
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 750.00			\$ 750.00	\$ 3,000.00		660,000	
Nob Hill Gazette											
Nob Hill Gazette	Full Page	Full Page		Full Page	Full Page	Full Page	Full Page	Full Page	Package	250,000	
Nob Hill Gazette	Full Page Custom Content			2 Page Custom Content				Content		100,000	
Nob Hill Gazette	Package Pricing					\$60,000					
Private Air Luxury Homes											
Private Air Luxury Homes	Full Page - 3 Issues with social media, E-Newsletter & Exclusive Estate Showcase Editorials		\$ 1,550.00		\$ 1,550.00		\$ 1,550.00	\$ 4,650.00		195,000	
The Real Deal											
The Real Deal	Full Page	\$ 5,000.00					\$ 5,000.00	\$ 10,000.00		648,000	
San Francisco & Silicon Valley											
San Francisco & Silicon Valley	Takeover - Full Page			\$ 725.00			\$ 725.00	\$ 1,450.00		73,000	
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 - National	Quadruple Property Spot w/ Digital Featured Property Upgrade	\$ 3,180.00	\$ 3,180.00	\$ 3,180.00				\$ 3,180.00	\$ 12,720.00	2,577,696	
The Wall Street Journal											
Mansion Global Experience Luxury	Weekend Property insert			\$ 1,985.00			\$ 1,985.00	\$ 3,970.00		200,000	
TOTAL											
										\$ 396,635.00	44,299,102

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