



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

International Advertising and Marketing Program

New Zealand | **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 Comprehensive Digital
- 14 Google AdWords
- 17 Asia Tatler
- 18 juwai.com
- 20 Dezeen
- 21 JamesEdition.com
- 23 Luxury Estate
- 24 PropGoLuxury.com
- 25 WSJ.com

26 PRINT

- 27 The Wall Street Journal
- 28 The New York Times
- 29 The New York Times Takeover
- 31 Financial Times
- 32 Los Angeles Times Takeover
- 33 San Francisco & Silicon Valley Takeover

34 SCHEDULE, PRICING & REACH

- 35 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

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

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 New Zealand.

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

**LET'S DO
GREAT THINGS TOGETHER**

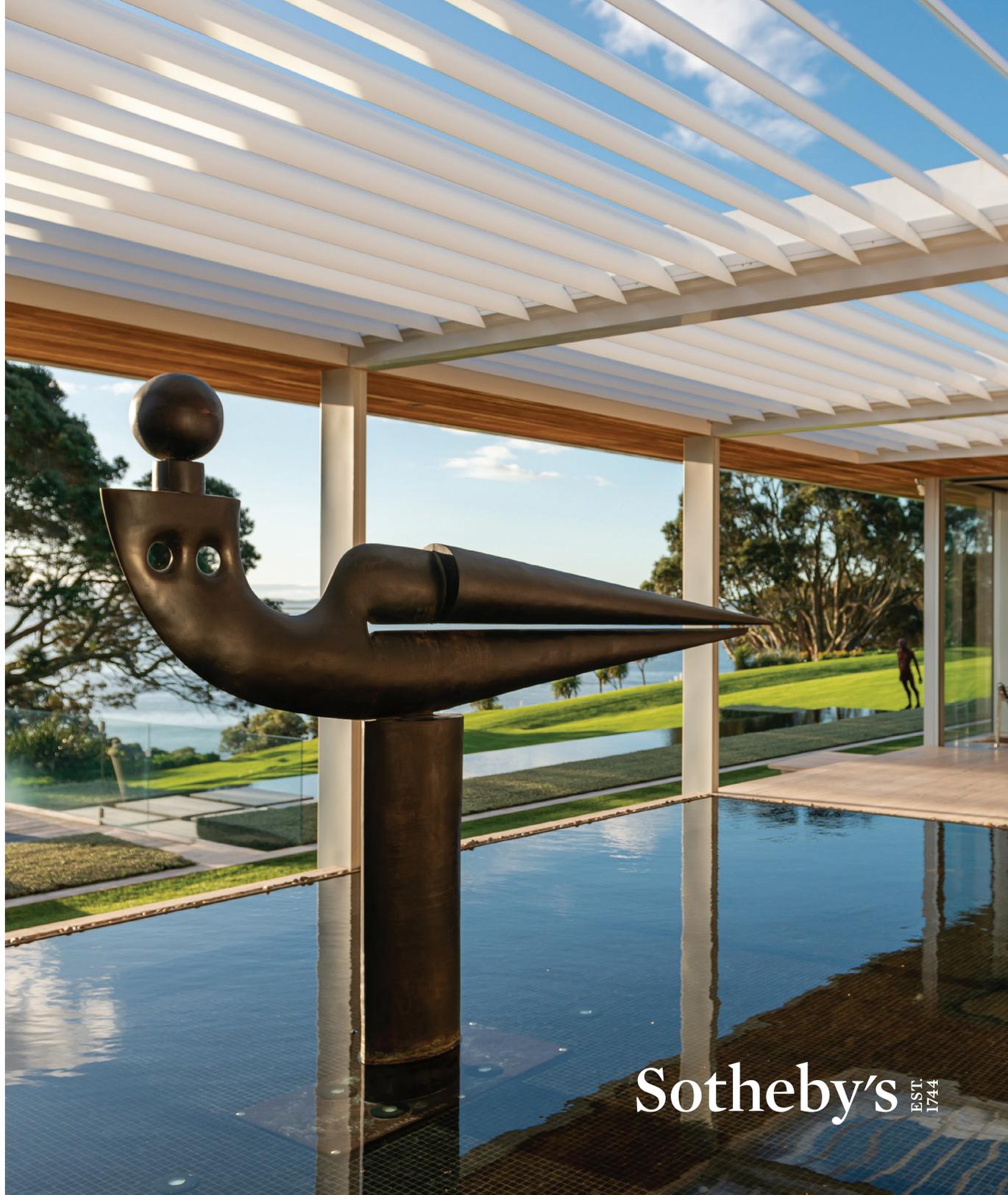
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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

DIGITAL

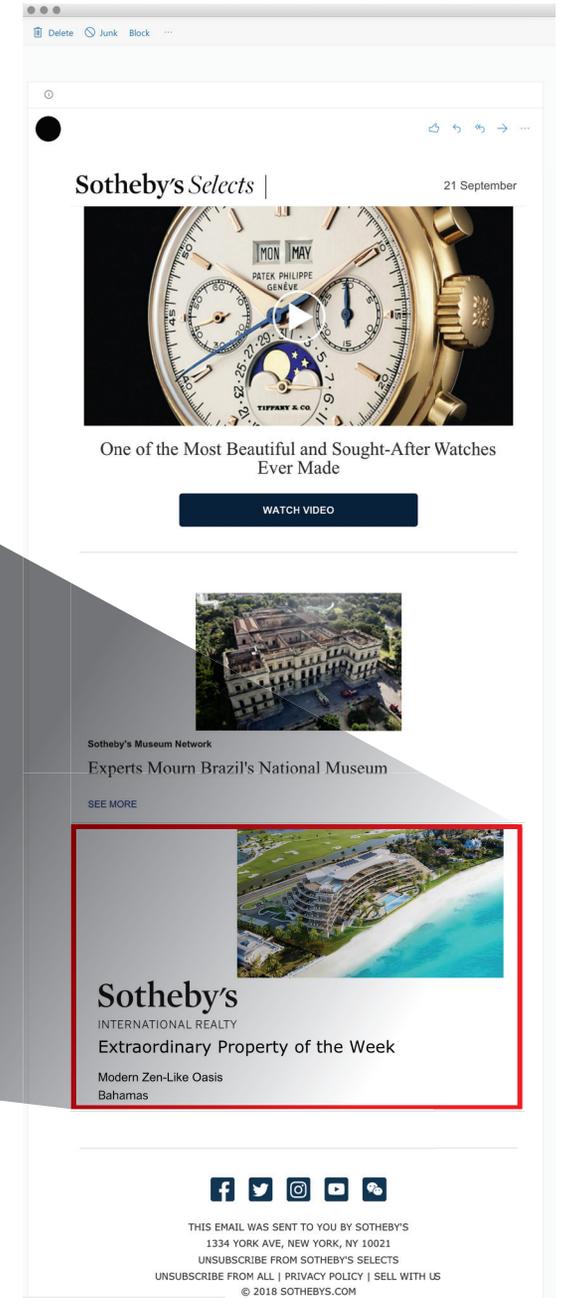
SOTHEBY'S SELECTS E-NEWSLETTERS

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

PRICE: \$2,585/DEPLOYMENT



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



Sotheby's Selects | 21 September



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

[WATCH VIDEO](#)

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



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

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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

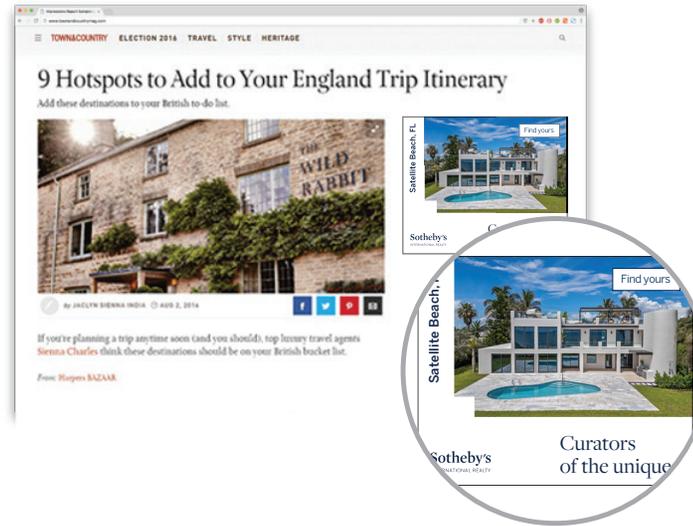
Impressions Campaign

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: **Unknown**
- Flight Dates: **January 2025 - March 2025**
- Impressions: **750,000**
- 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

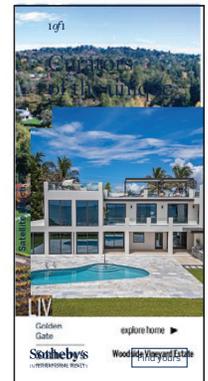
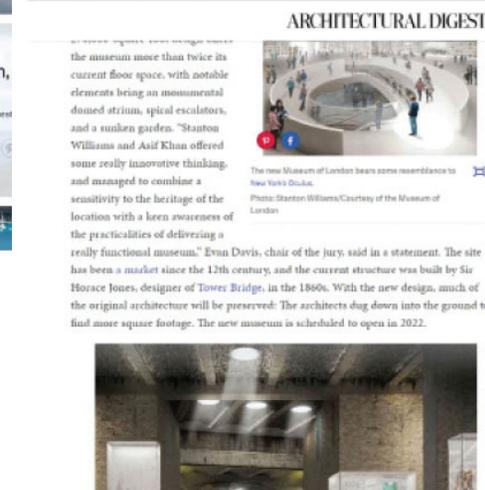
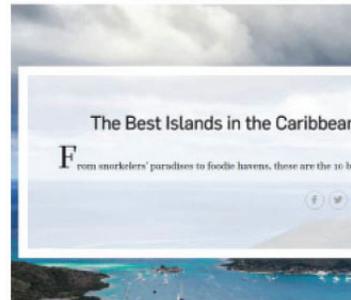
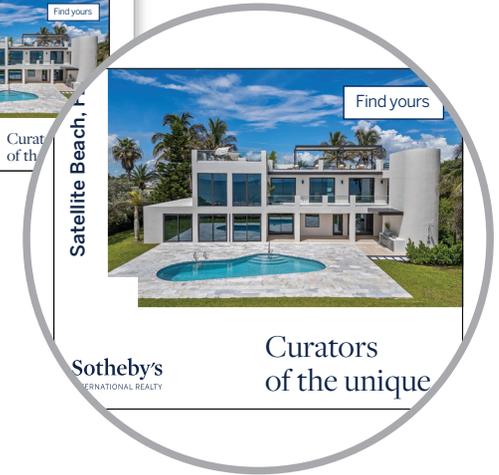
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

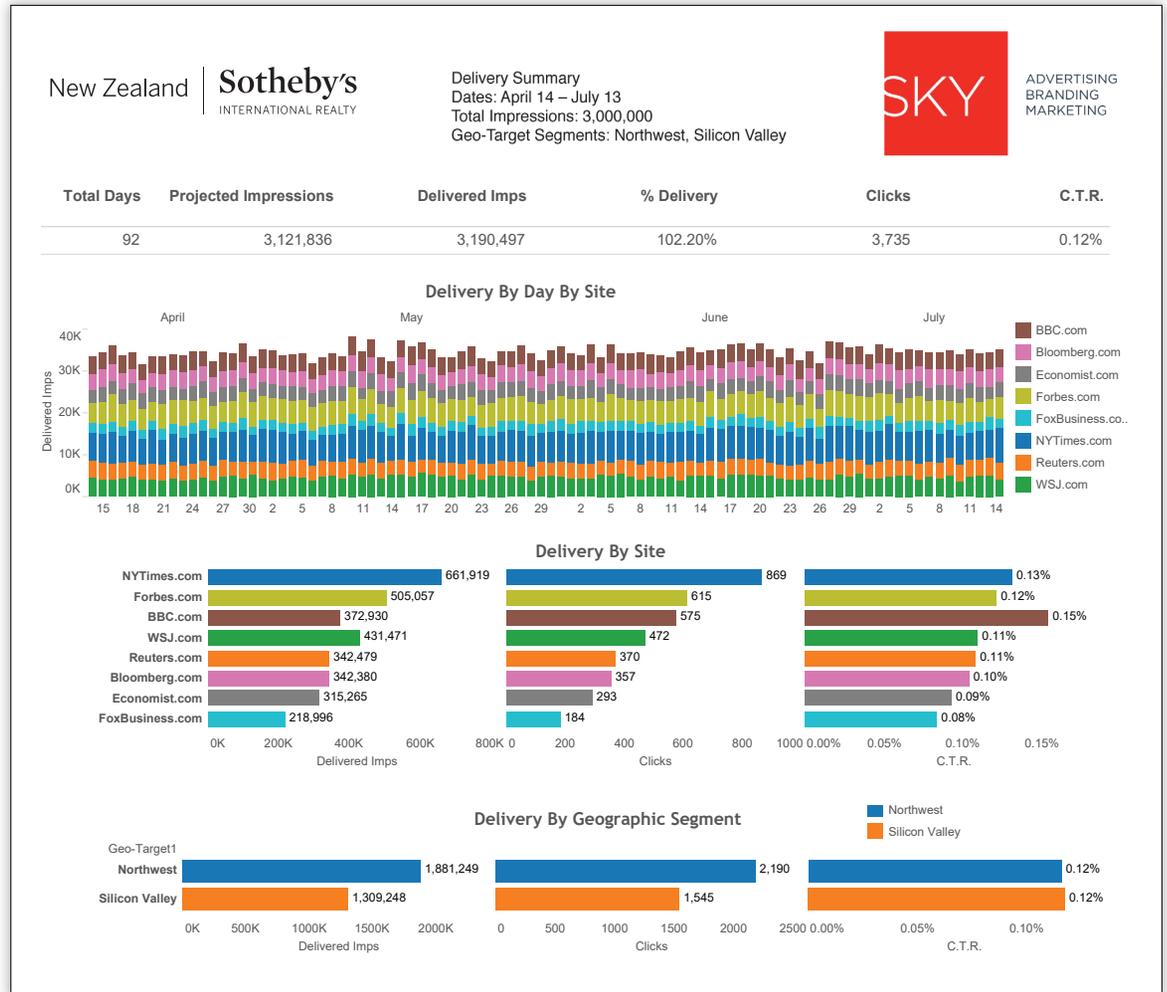


Comprehensive Reporting For Your Customized Campaign

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.

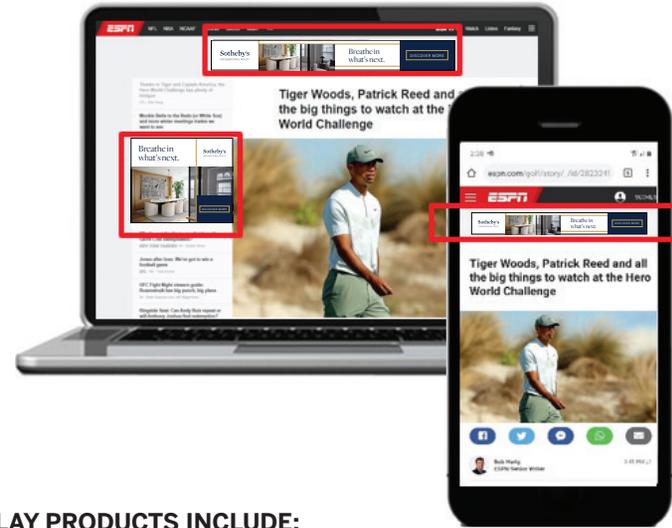
IMPRESSIONS PROGRAM SAMPLE REPORT



Comprehensive Digital

DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences- target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH
150,000 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.

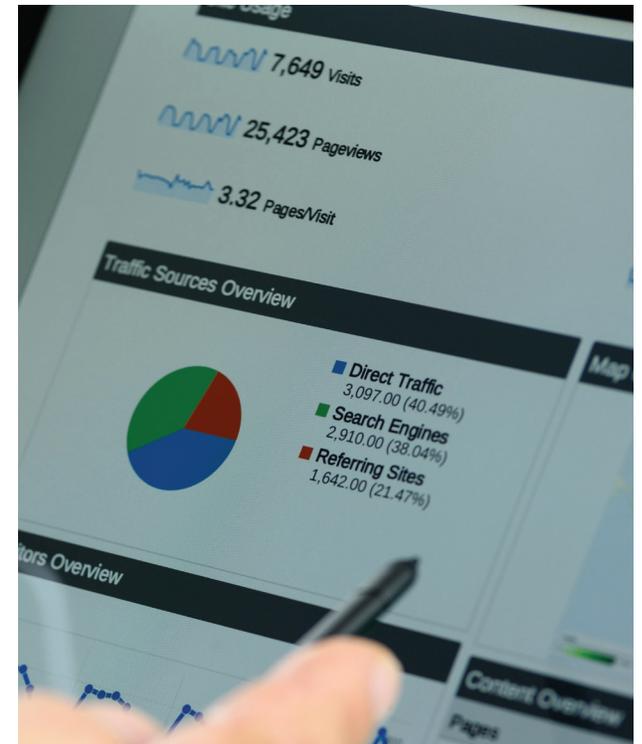


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

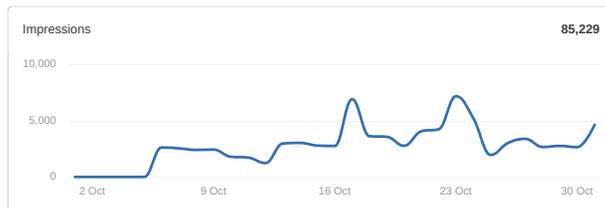
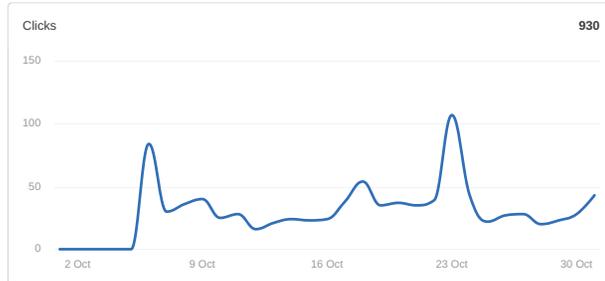
CLIENT DASHBOARD

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.



New Zealand 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

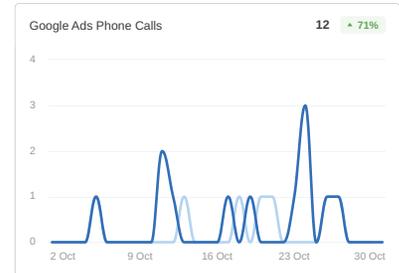
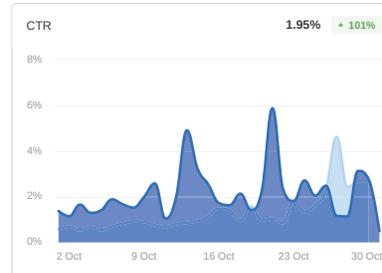
MONTHLY REPORTING

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



New Zealand 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
 INSTAGRAM STORY: \$2,575/POST
 DISPLAY AD: \$4,200 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, philanthropist Betty Chen, our October cover star, was honored for her 50th Diamond Award.

Betty Chen served as president of CMB in 1988, serving for 11 years until 2000. Since her husband's, CEO, passed away in 2008, she has organized and raised funds for organizations and social causes, including the 10th Madame Tsoe Hospital, NTUC Silvercare and National Institute of Geriatrics.

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 at our annual Tatler Ball.

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

MORE FROM POWER & PURPOSE

Asia's Most Influential Playgroup: Athletes Can Teach a Thing or Two About Sportsmanship

Stealing on the Future: With HUGO, Steve Wang, Sun and Maggie Ho

Huasa Alpha Day: Celebrating Asian Advertising With Aesha Fong for Diversity and Equality



Stadium Archambault in a white dress Photo by Peter Lin

Stadium Archambault believes in the power of fashion— that it may one day even can begin confidence, transform our mood and express to 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 sequined gown by Thom Browne, we loved to see her with sequins with a well the headpiece to match.

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

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

MORE FROM STYLE

Didiane Roubelle and Lionel Messi square off in a chess match rather than on the field in the latest sports ILLUMI about shot by Anna Lofsky

Whitlock and Aalder Win 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 Chong's theories, medicine and herbal 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... DROPT!

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 the highly anticipated J20 World Tour! Double not being physically at the Tatler Ball, he was awarded the award with a video reward.

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 Reveals Her Tatler Style Award 2022
- What we finished up at the Tatler Ball Singapore 2022
- Taking recreation riding to the Next Level with Villa Lucca
- Inside Patti 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.

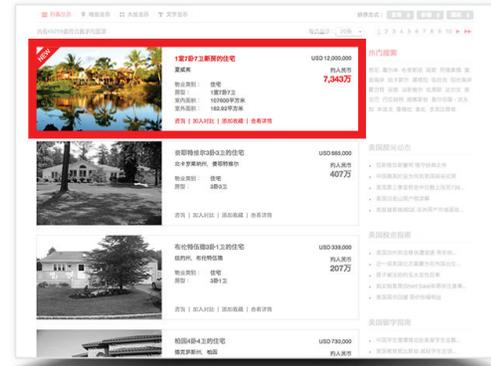
Where is it? With a total site area of approximately 340,000 sq ft, Villa Lucca is surrounded by stunning, tranquil landscapes, offering mountain and sea views that span from Pui Sin Leng mountain range and Plover Cove Reservoir to Tolo Harbour—offering residents respite from the hustle of city life.

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](#)

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

juwai.com

CREATIVE EDITORIAL & SOCIAL MEDIA POSTING

Professionally crafted content written in close conjunction with your marketing team.

Appears on the Juwai Home Page, and relevant country pages

Boosted on Juwai Social Media Accounts including Wechat and Weibo

PRICE: \$2,355 PER ARTICLE AND POSTING



DIGITAL

Dezeen

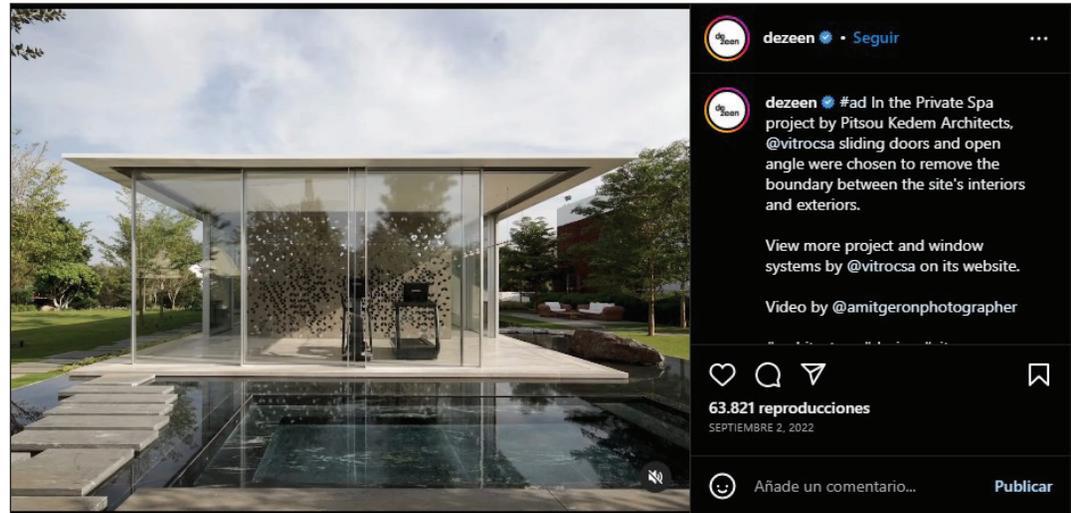
Dezeen is a popular and influential architecture, interiors and design magazine, with three million monthly readers and seven million social media followers.

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

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

SOCIAL MEDIA POST

INSTAGRAM TARGETED POST: \$3,750



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

NEW & TRENDING

FEATURED LUXURY POSITION

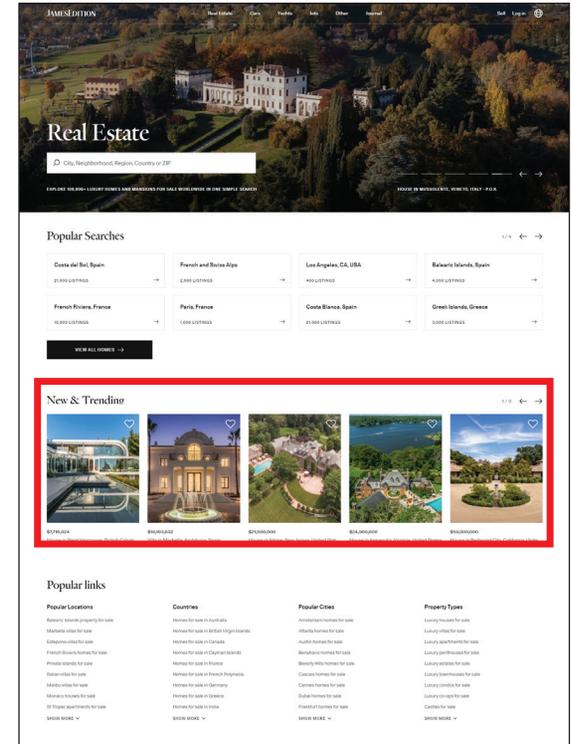
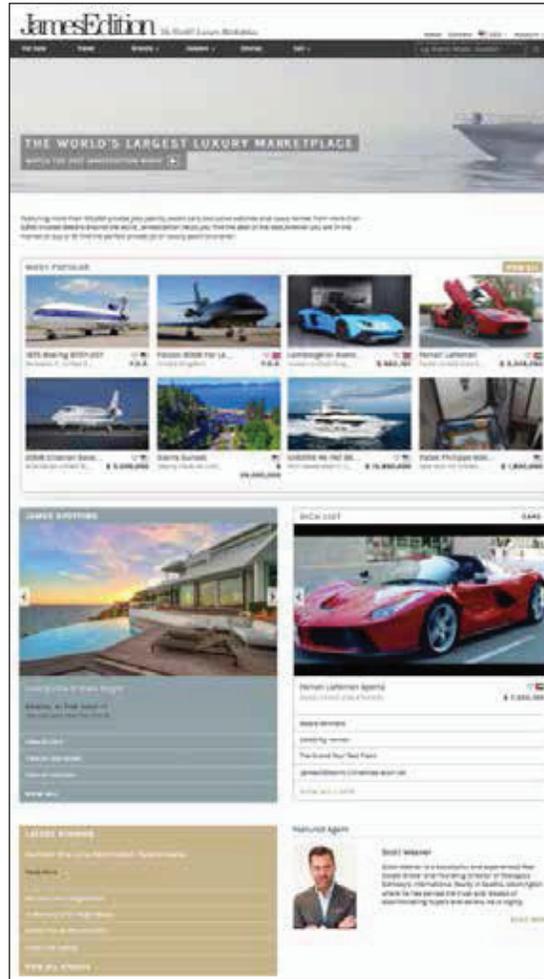
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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



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

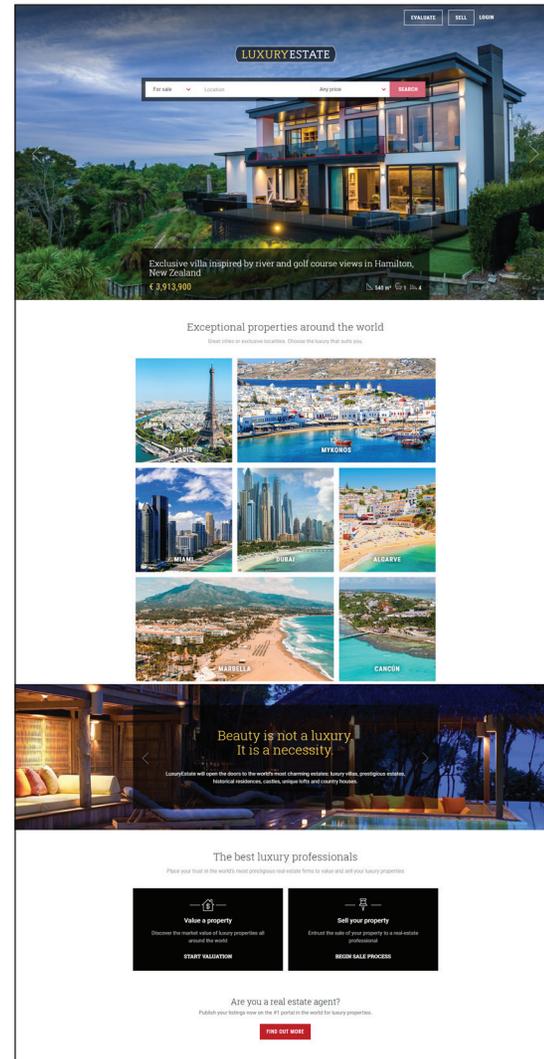
SHOWCASE LISTING + ELITE LISTING PACKAGES

PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



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

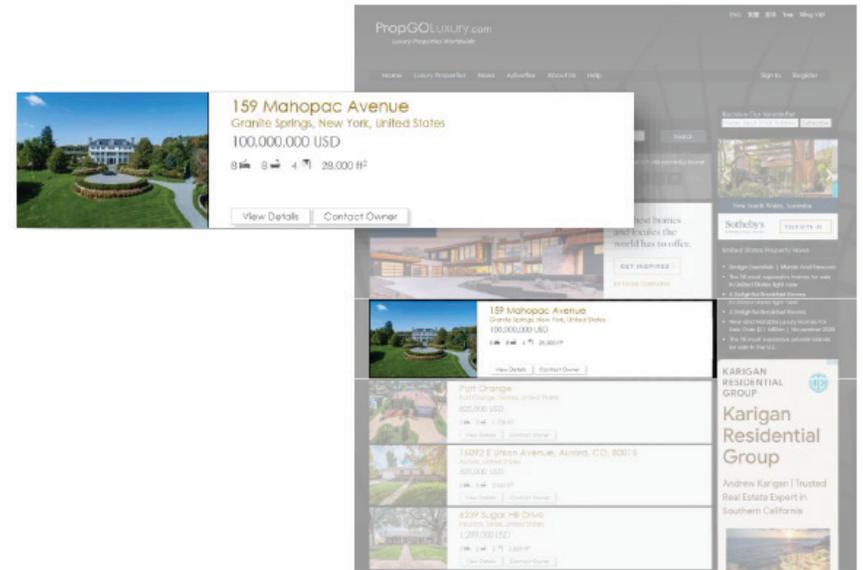
- English Average HHI: \$250,000 USD
- English Average HHNW: \$2.8M USD
- Chinese Average HHI: 6.4MM
- Chinese Average HHNW: \$4.575M USD

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: \$750/30 DAYS



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

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

THE WALL STREET JOURNAL.
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • WSJ.com • \$4.00
 D0A 292741 • 75351291 • NASSAU 1031089 • 330K • 8900 78121 • 1.6 • 10-YEAR 4.2 • 2012 • 40451801 • 0615128 • 8043 • 60LD 114230 • 4590 • 1000 112172 • 10N 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 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 its balance sheet.

World-Wide
 Biden reached a string of Super Tuesday primary victories and Sanders won the largest number of delegates in California.

Sotheby's
 INTERNATIONAL REALTY

Nothing compares to what's next.

City, State
 Website or Address: \$1,000,000 | sothebysrealty.com/61767
 Company: Sotheby's International Realty
 AGENT NAME: agentname@sothebysrealty.com | +1 212 456 7890

City, State
 Website or Address: \$1,000,000 | sothebysrealty.com/61767
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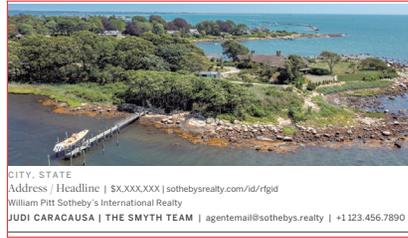
The New York Times

IN THE FRIDAY MAIN NEWS SECTION

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

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

PROPERTY SPOT, COLOR: \$760



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</small> <small>\$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</small> <small>\$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</small> <small>\$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: **Jeannette Maloney** MRE, SLS

72 Post Road, Old Westbury, NY

Fichea Russell
 Real Estate Salesperson
 Gold Circle Of Excellence
 616.682.2710
 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 / AGENT / OEBRA RUSSELL

Equal Housing Opportunity Sotheby's International Realty

Sandbanks Exuma, The Bahamas

Jacqueline Lighthorn
 Estate 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 particular 6 bedroom, 7 1/2 bath and 11 1/2 bath oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a swimming pool deck and a classic infinity pool. (aka a beach) area directly visible to the ocean for water sports.

SIBAHAMAS.COM/ID/X29,67

Bahamas | Sotheby's INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
 Sales Associate
 858.334.3557
 eric@ericsantorinorealty.com
 ORE#42156201

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

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

SOTHEBYSREALTY.COM/ID/THE44

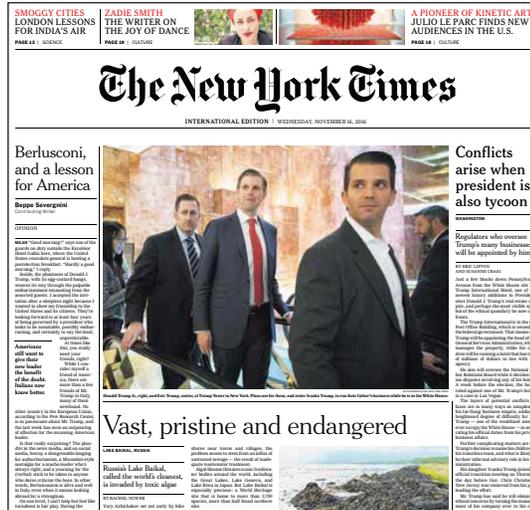
Pacific | Sotheby's INTERNATIONAL REALTY

The New York Times International Edition

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

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

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



Sotbeys
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LYFORD CAY, THE BAHAMAS
 Canal House
 Price Upon Request
 SIRbahamas.com/id/DL4XDR
 Bahamas Sotheby's International Realty
NICK DAMIANOS
 nick.damianos@sirbahamas.com
 +1 242.376.1841

GREENWICH, CONNECTICUT



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

CENTRE ISLAND, NEW YORK



357 Centre Island Road
 \$9,750,000 | DanielGale.com/listing/dgid584848
 Daniel Gale Sotheby's International Realty
KATIE CUDEBACK
 katiecudedback@danielgale.com +1 516.238.9919

NEW YORK, NEW YORK



840ParkAve.com
 \$11,500,000
 East Side Manhattan Brokerage
JEANNE H. BUCKNAM | NIKKI FIELD
 jeanne.bucknam@sotbeys.realty +1 212.606.7717

SHELTER ISLAND, NEW YORK



29 Winthrop Road
 \$9,499,000 | DanielGale.com/listing/dgid786671
 Daniel Gale Sotheby's International Realty
DEBORAH PIRRO
 deborahpirro@danielgale.com +1 516.637.5786

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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

Sotheby's INTERNATIONAL REALTY

Malibu CALIFORNIA

Your next move can be next level.

Nothing compares.
SOTHEBYREALTY.COM

Photos by: [unreadable]

72 Post Road, Old Westbury, NY

Extra Bonus!
Real Estate Campaign
Special Offer of Cashback
+ \$2,500,000
+ \$250,000

72 Post Road
9 BR | 6 BA | 10,54 ACRES
\$4,900,000

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

DANIEL GALE COMPANY/DEBRA RUSSELL

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Open the door to what's next.

The Rosewood Farm Estate
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,900,000
ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Take a peek at what's next.

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

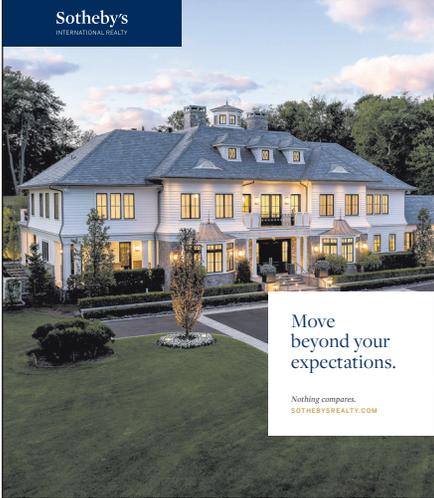
6 BEDROOMS | 6.5+ BATHS | 4,800 SQ FT | \$11,000,000
\$42MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY

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.

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Represented by: Sarah Rabinowitz, M.S.

72 Post Road, Old Westbury, NY



Fichea 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/OSBIRA-RUSSELL

Capital Gae Sotheby's
INTERNATIONAL REALTY



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 swimming pool deck and a classic infinity pool. Like a luxury spa, directly into the ocean for water sports.

SIREXAHAMAS.COM/ID/X295.67

Bahamas | Sotheby's
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorino
Elite Agent
858.534.3557
eric@ericsantorino.com
DRE#02155001

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

Pacific | Sotheby's
INTERNATIONAL REALTY

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1

Media	Ad Description	December	January	February	March	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00				\$ 2,585.00	770,000
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - US, Taiwan, Singapore						
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 11,000.00		\$ 13,750.00	
Comprehensive Digital							
Display	Digital Banner Program	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	450,000
Dezeen							
Instagram Targeted Post		\$ 3,750.00				\$ 3,750.00	
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
Juwai.com							
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00	\$ 425.00	\$ 425.00		\$ 1,275.00	6,900,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425		\$ 425.00	2,300,000
Creative Editorial & Social Media Posting	Article and posts	\$ 2,355.00				\$ 2,355.00	2,300,000
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00				\$ 1,100.00	
PropGo Luxury							
PropGo Luxury	Featured Listing & Regional Showcase	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	300,000
Tatler Asia							
Instagram Story	Instagram Story		\$ 2,575.00			\$ 2,575.00	50,000
Advertorial Link	Advertorial Link	\$ 2,950.00				\$ 2,950.00	
Advertorial Page	Advertorial Page			\$ 3,200.00		\$ 3,200.00	
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	492,000

Proposed Schedule, Pricing & Reach 2025

PLAN 1 CONTINUED

Print

Financial Times					
Financial Times	Double Property Spot		\$ 1,500.00	\$ 1,500.00	210,457
The Los Angeles Times					
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00	384,000
The New York Times					
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00		\$ 760.00	423,111
The New York Times	Takeover		\$ 750.00	\$ 750.00	381,268
The New York Times International Edition					
The New York Times International Edition	Double Property Spot		\$ 1,300.00	\$ 1,300.00	104,301
San Francisco & Silicon Valley					
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
TOTAL				\$ 60,235.00	18,102,485

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

Proposed Schedule, Pricing & Reach 2025

PLAN 2

Plan 2

Media	Ad Description	December	January	February	March	Media Total	Reach
Sotheby's Auction House: Digital							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00				\$ 2,585.00	770,000
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - US, Taiwan, Singapore						
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 11,000.00		\$ 13,750.00	
Comprehensive Digital							
Display	Digital Banner Program	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	450,000
JamesEdition							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
Juwai.com							
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00	\$ 425.00	\$ 425.00		\$ 1,275.00	6,900,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425		\$ 425.00	2,300,000
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00				\$ 1,100.00	
PropGo Luxury							
PropGo Luxury	Featured Listing & Regional Showcase	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	300,000
Tatler Asia							
Advertorial Link	Advertorial Link	\$ 2,950.00				\$ 2,950.00	
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	492,000

Proposed Schedule, Pricing & Reach 2025

PLAN 2 CONTINUED

Print

Financial Times						
Financial Times	Property Spot		\$ 750.00	\$ 750.00		210,457
The Los Angeles Times						
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00		384,000
The New York Times						
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00	\$ 760.00		423,111
The New York Times	Takeover		\$ 750.00	\$ 750.00		381,268
The New York Times International Edition						
The New York Times International Edition	Property Spot		\$ 650.00	\$ 650.00		104,301
San Francisco & Silicon Valley						
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
TOTAL				\$ 44,255.00		15,732,485

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

Proposed Schedule, Pricing & Reach 2025

PLAN 3

Plan 3

Media	Ad Description	December	January	February	March	Media Total	Reach
Sotheby's Auction House: Digital							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00				\$ 2,585.00	770,000
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
Comprehensive Digital							
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	450,000
JamesEdition							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
Juwai.com							
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00	\$ 425.00			\$ 850.00	4,600,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425		\$ 425.00	2,300,000
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00				\$ 1,100.00	
PropGo Luxury							
PropGo Luxury	Featured Listing & Regional Showcase	\$ 750.00	\$ 750.00			\$ 1,500.00	200,000
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 1,300.00	328,000

Proposed Schedule, Pricing & Reach 2025

PLAN 3 CONTINUED

Print

Financial Times

Financial Times	Property Spot	\$ 750.00	\$ 750.00	210,457
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The New York Times

The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00	423,111
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The New York Times	Takeover	\$ 750.00	\$ 750.00	381,268
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The New York Times International Edition

The New York Times International Edition	Property Spot	\$ 650.00	\$ 650.00	104,301
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The Wall Street Journal

The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	644,424
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TOTAL			\$ 22,665.00	11,453,561
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*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Pricing Subject to Change