



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Global Development Plan Advertising and Marketing Program

Las Vegas | **Sotheby's**  
INTERNATIONAL REALTY

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

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure Global Development Plan

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

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 select locations.

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

**LET'S DO  
GREAT THINGS TOGETHER**

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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**

ADVERTORIAL - 2 PAGE: \$10,500

ADVERTORIAL - 4 PAGE: \$18,800

FULL PAGE: \$3,640

HALF PAGE: \$1,820

QUARTER PAGE: \$910

Global



**Sotheby's**  
INTERNATIONAL REALTY

**Austin, Texas**  
2020 Home of the Year  
Property # 1210018  
Agent: Sotheby's  
International Realty  
Brianna Kennedy 214.462.6622  
brianna.kennedy@sothebysrealty.com  
\$30,000,000.00

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



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**1 Central Park West 46F/50C**

With unparalleled craftsmanship, new 100,000 sq. ft. Central Park West is the most exclusive and luxurious residential building in the world. This new 1,000-unit luxury residential building is a masterpiece of modern architecture and design. Located in the heart of Manhattan, this new building offers unparalleled views of Central Park and the city skyline.

**New York, New York**  
\$2,490,000.00  
Sotheby's International Realty  
East Side Manhattan Brokerage  
Danielle DiNoia 212.455.7772  
danielle.dinoia@sothebysrealty.com  
\$35,000,000.00



**510 Park Avenue, 15/16**

This residence in the sky offers 2,000 sq. ft. of sophisticated living space overlooking New York Harbor with views of Central Park and the city skyline.

**New York, New York**  
\$21,000,000.00  
Sotheby's International Realty  
East Side Manhattan Brokerage  
Margaret Smith 212.455.7888  
margaret.smith@sothebysrealty.com  
\$21,000,000.00

**Four Seasons Private Residences**

This apartment is 1,100 sq. ft. boutique collection of residences exclusively at Four Seasons Hotel New York. Each residence is designed and furnished with world-class amenities.

**New York, New York**  
\$13,000,000.00  
Sotheby's International Realty  
East Side Manhattan Brokerage  
Amanda Lamm 212.455.7798  
amanda.lamm@sothebysrealty.com  
\$13,000,000.00



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## DIGITAL

### SOTHEBY'S BESPOKE EMAIL

- Every Week
- 52x/Year
- Custom content
- 35% open rate
- 550,000+ recipients

PRICE: \$2,500/DEPLOYMENT




DIGITAL

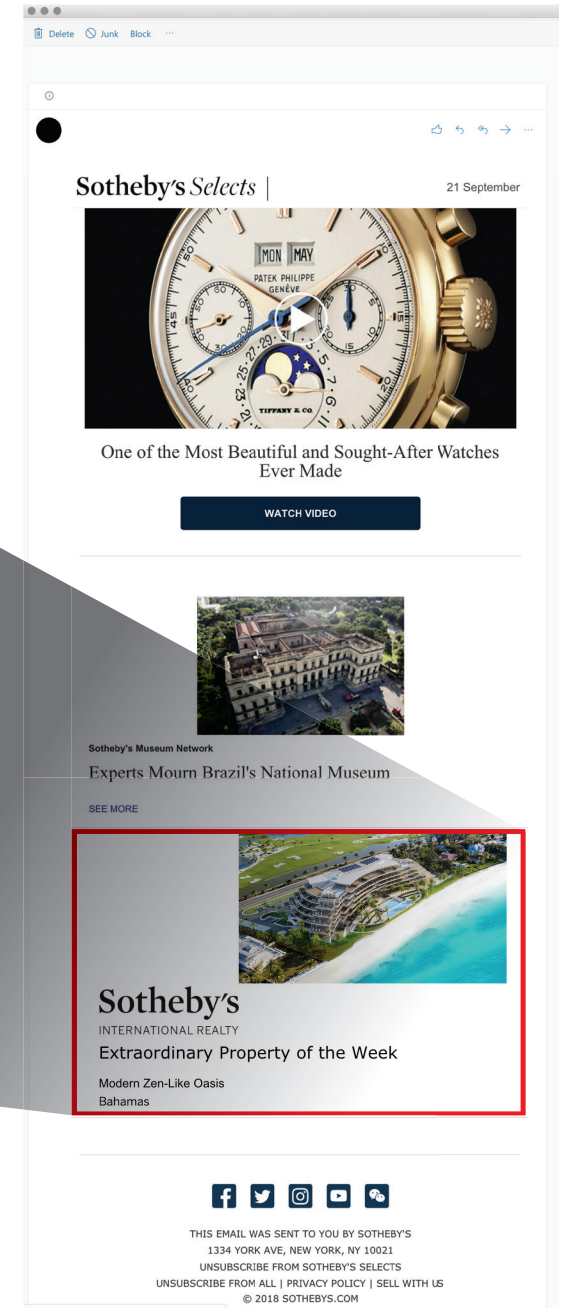
SOTHEBY'S SELECTS  
E-NEWSLETTERS

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


PRICE: \$2,585/DEPLOYMENT



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




Sotheby's Selects | 21 September



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

[WATCH VIDEO](#)

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



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

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

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

# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



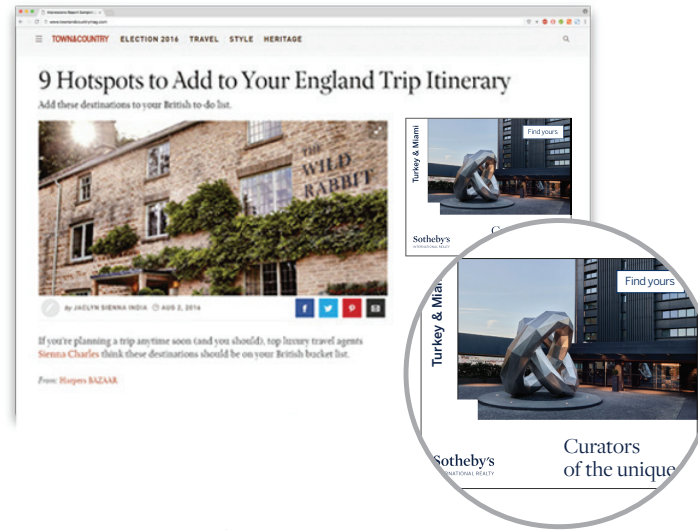
# Impressions Campaign

**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: **Global Development Plan**
- Flight Dates: **January 2025 - June 2025**
- Impressions: **6,000,000**
- 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**



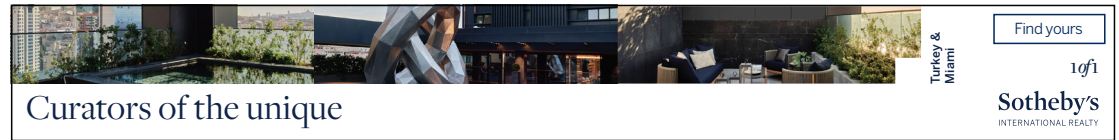
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

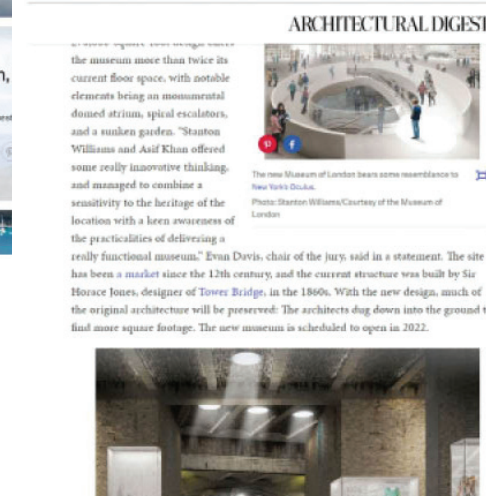
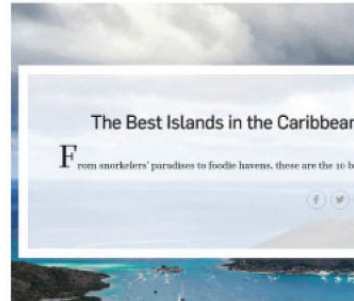
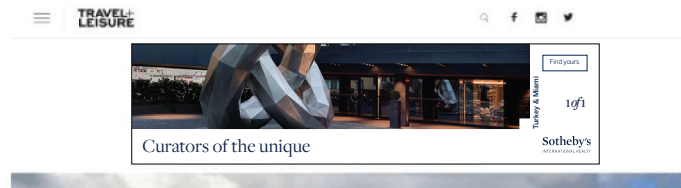
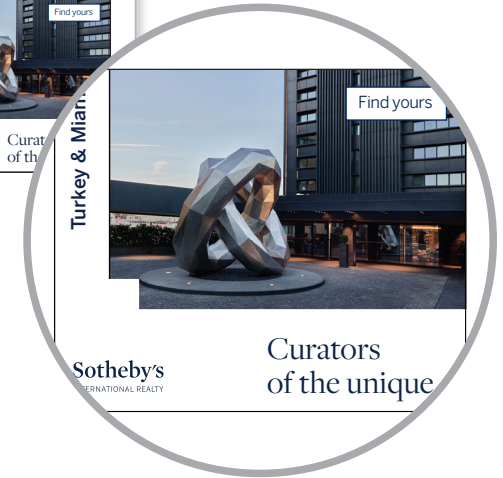
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

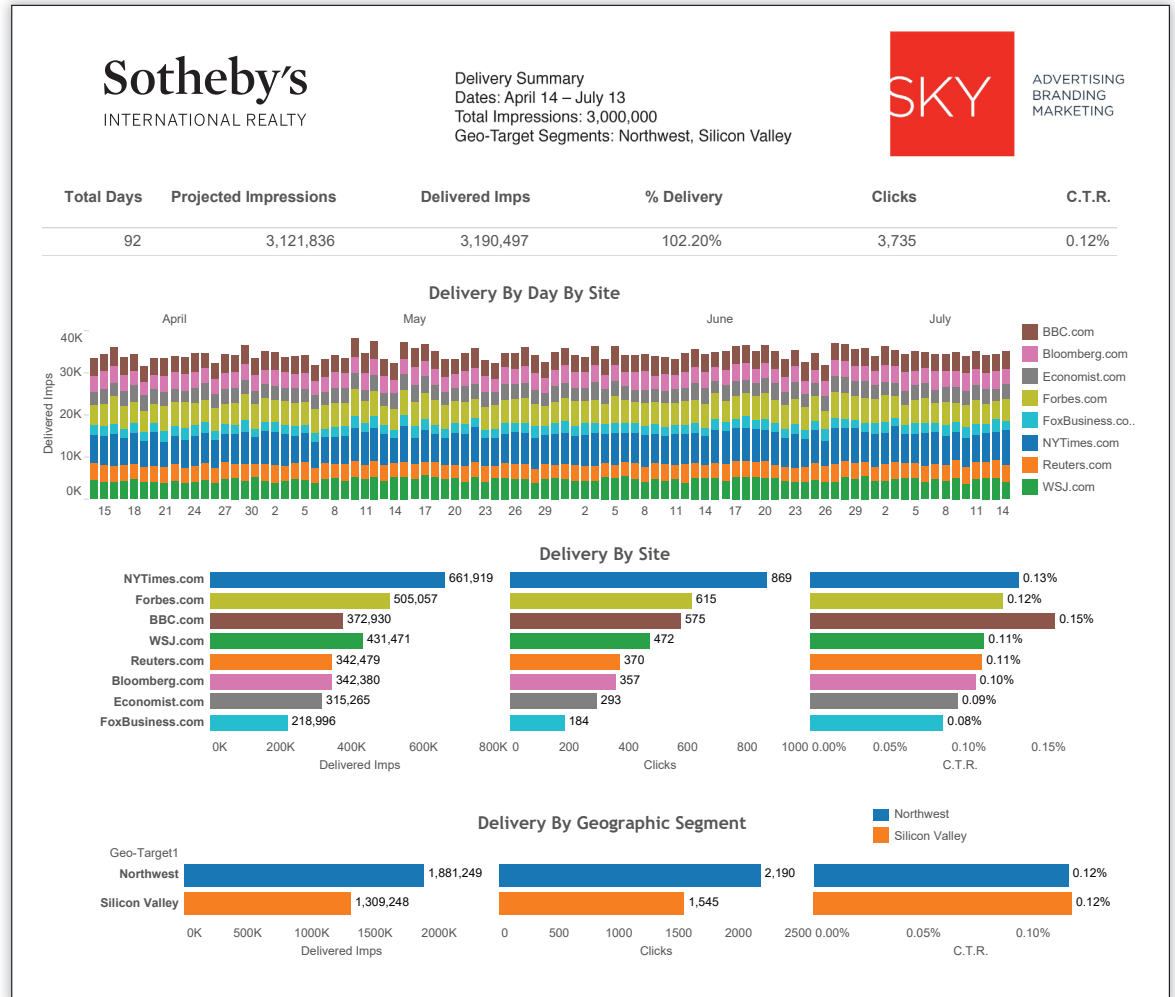


# Comprehensive Reporting For Your Customized Campaign

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.

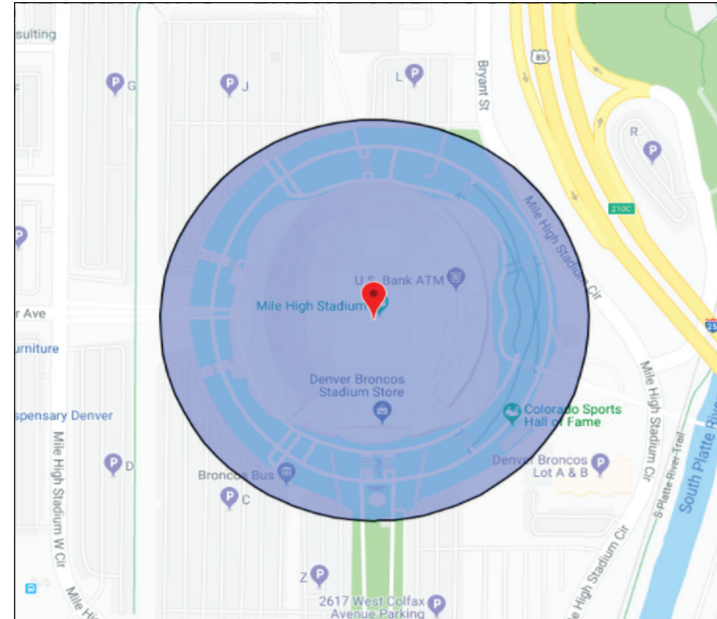
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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

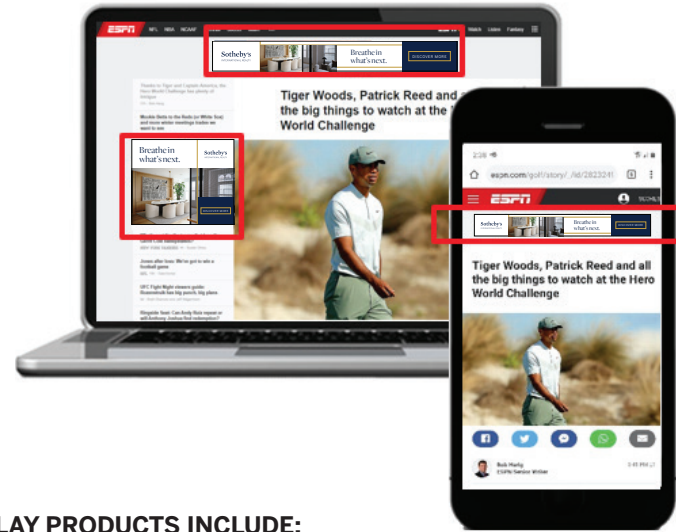
### TIER 1

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

# Comprehensive Digital

## 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**

# Comprehensive Digital

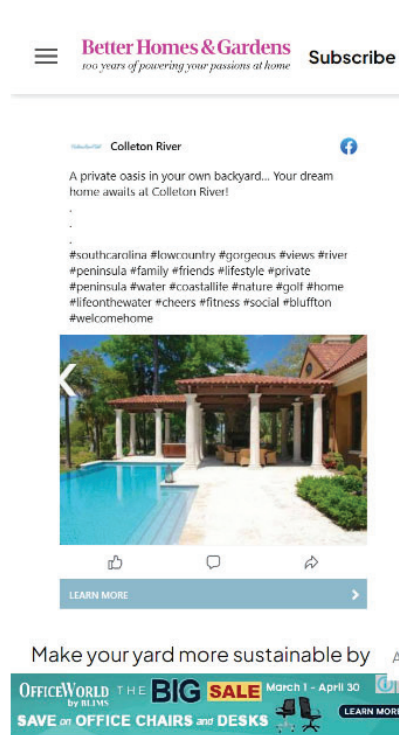
## SOCIAL MIRROR ADS

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

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

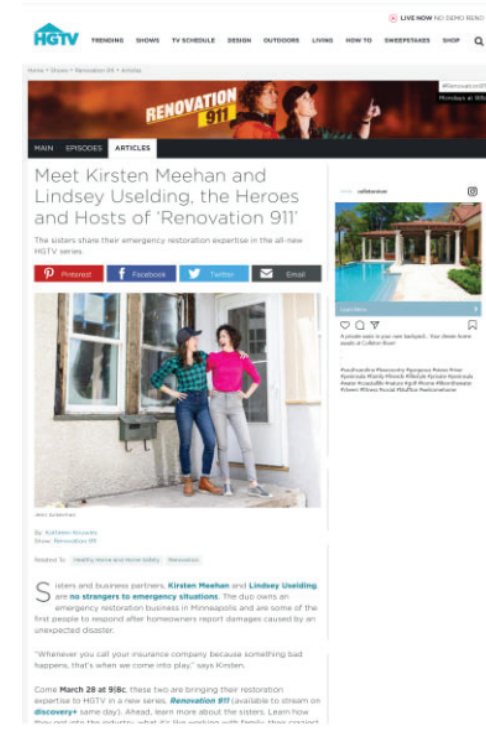
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



## TARGETING ABILITIES:

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



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

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



# Google AdWords

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

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

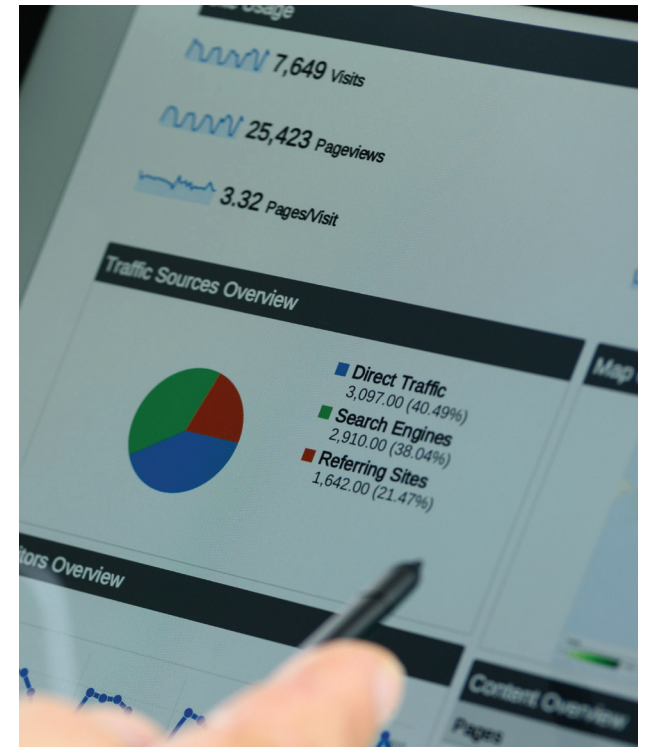


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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



# Google AdWords

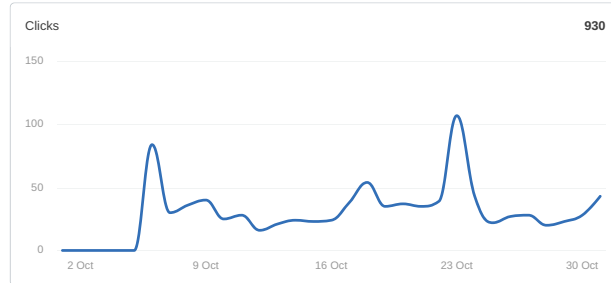
## CLIENT DASHBOARD

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



### Las Vegas SIR

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



Showing 9 of 9 Rows

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

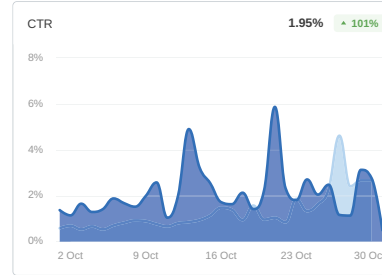
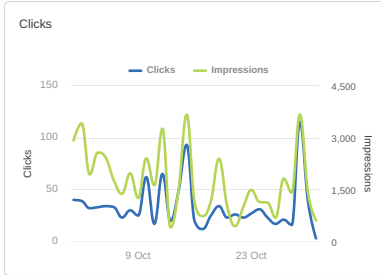
## MONTHLY REPORTING

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



## Las Vegas 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

# 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

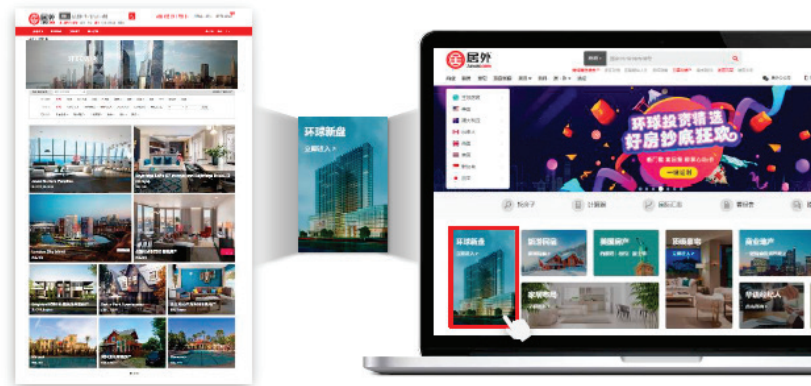
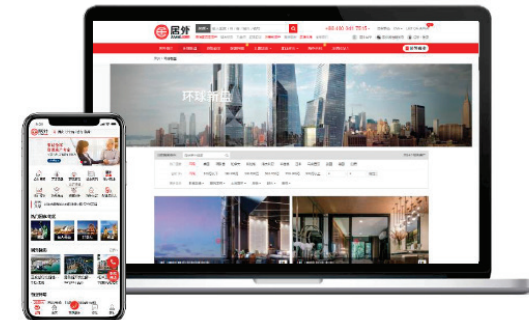
#### Value-Added Products

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

#### Juwai Online Event Solution

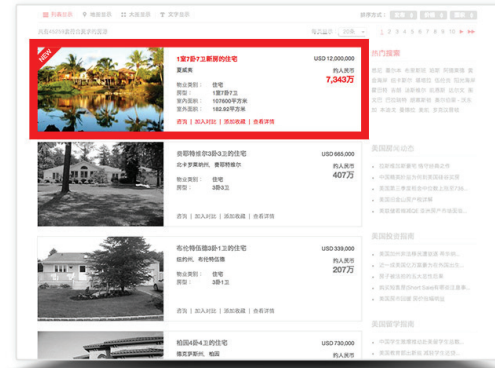
PRICE: \$7,500 - \$10,000 PER 6 MONTH CAMPAIGN

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

# Billionaire Magazine

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

## DIGITAL AUDIENCE

- **29% Millionaires**

### Readership stats

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

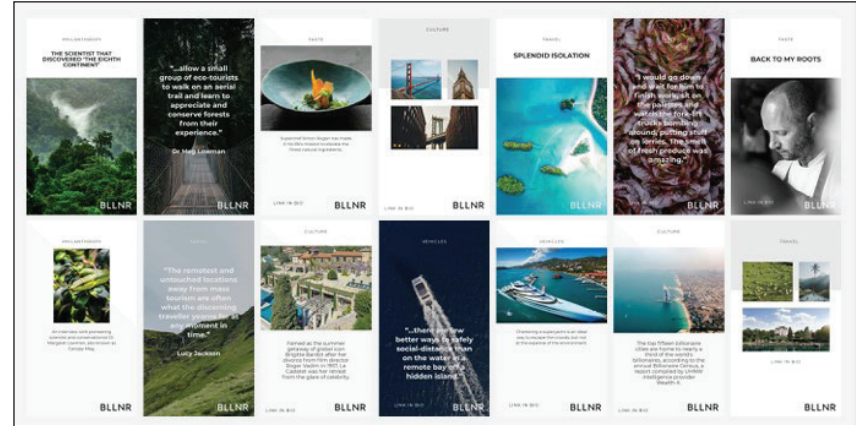
1x Online content piece - will sit on the site indefinitely and pick up organic views

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

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

**CUSTOM CONTENT + ENEWSLETTER:**  
PRICE: \$4,500

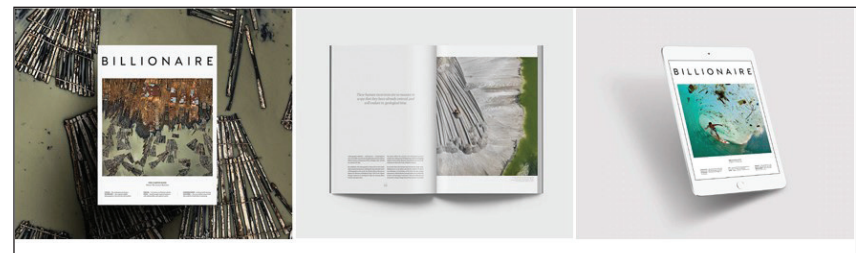
**CUSTOM CONTENT + SOCIAL CAMPAIGN:**  
PRICE: \$6,000



**PRODUCT (ONLINE) PORTFOLIO**

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

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



# Cottages & Garden

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

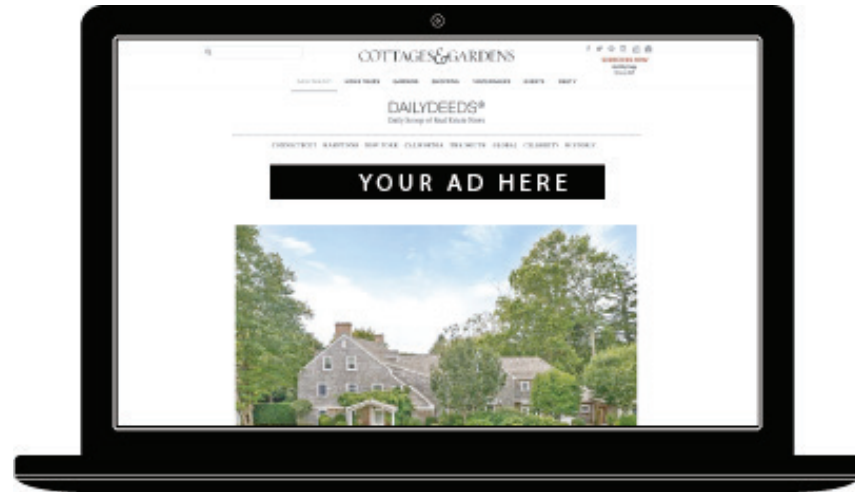
- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

## TOP 10 MARKETS

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

## SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950



### Floral Gift Ideas for Mother's Day

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



### Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



### Ready, Set, Game Time!

12 fun finds that double as playful decor.

## Spotlight



CALIFORNIA CLOSETS

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

## DAILY DEEDS

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

## INSTAPARTNERSHIP

POST AND STORIES TAKEOVER:  
\$1,950/30 DAYS

## BANNERS

ROS DISPLAY - 300,000 IMPRESSIONS:  
\$2,250/MONTH

## C&G STORIES

CONTENT DEVELOPMENT: \$5,295

# Elite Traveler

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

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9M**
- Average Net Worth **\$32M**
- **318,661** Unique Browsers

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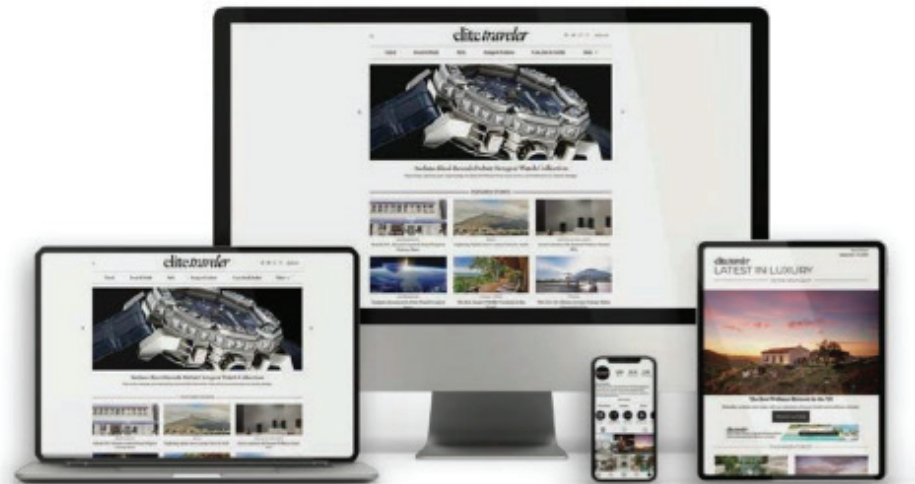
ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR

**Half price with full page print purchase**

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DEDICATED E-BLAST: \$6,000 PER WEEK

**Free with 2 page spread**





## DIGITAL

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# Nob Hill Gazette

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

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

## E-NEWSLETTER

### ON THE MARKET

---

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

---

PRICE: \$500 PER LISTING

**San Francisco, Peninsula, and Silicon Valley**



# jamesedition.com

## E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

# jamesedition.com

## ROTATING GALLERY

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

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

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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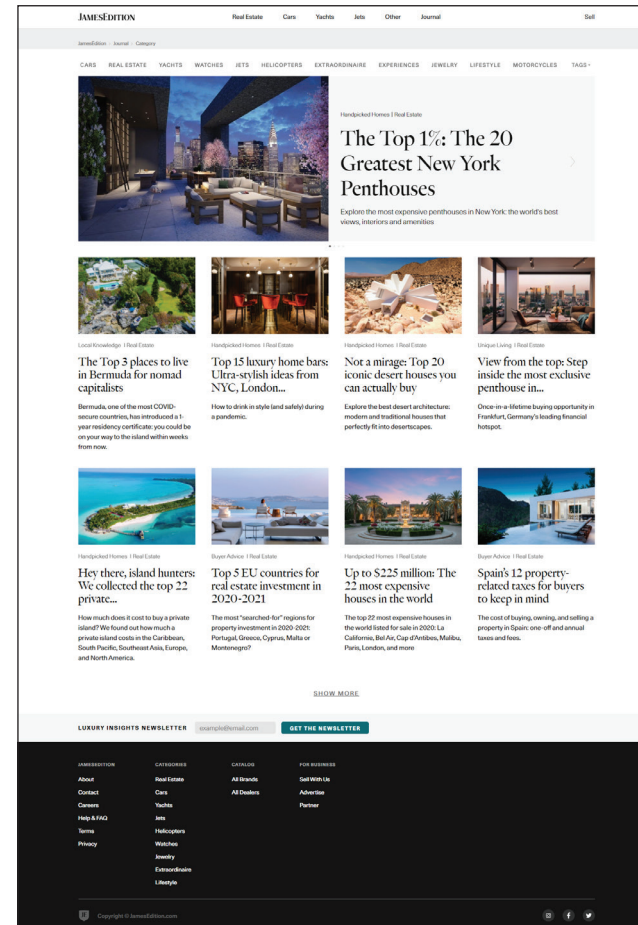
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

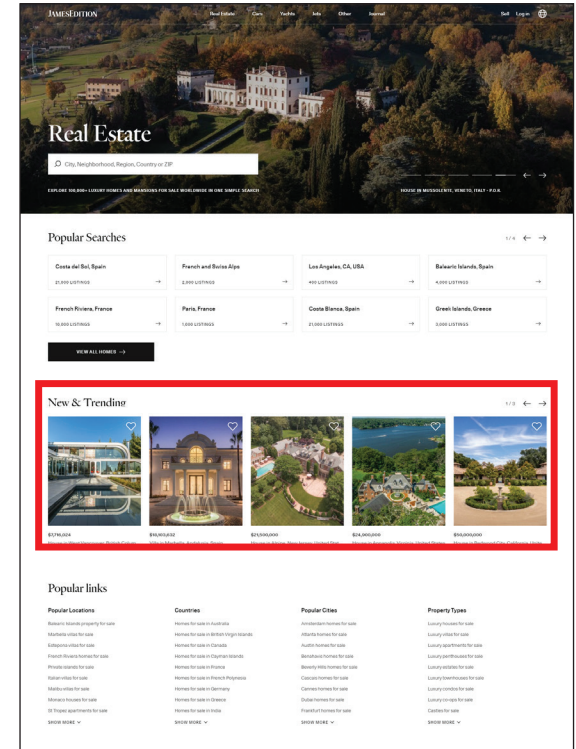
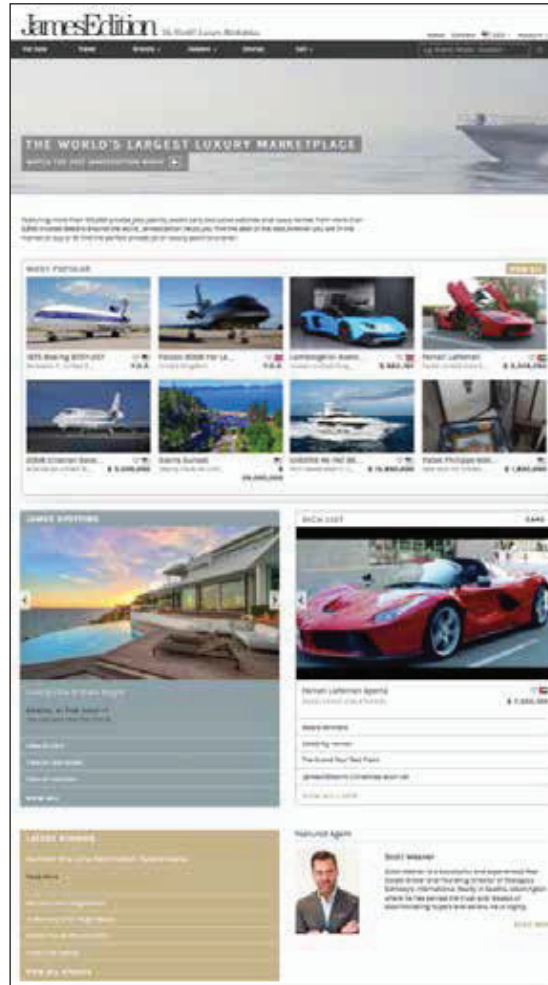
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# JetSet

## 12 MONTH GLOBAL DIGITAL CAMPAIGN

### EMAIL

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

### Subscriber Profile

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

### 12 month Web Feature

- 1 Million monthly page views
- 170K unique visitors

PRICE \$2,500/YEAR

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

The screenshot shows a digital article layout. At the top, there's a navigation bar with 'Home', 'Lifestyle', and 'Sports'. The main headline reads 'Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun'. Below the headline is a large aerial photograph of the resort complex. To the right of the article is a vertical sidebar with several promotional banners for 'TRACK RECORD' (a coaching service), 'JetSet' (a subscription offer), and 'JetSet Magazine' (a newsletter promotion). The article text includes quotes from Tiger Woods and Diamante CEO Ken Jowdy, discussing the course's design, location, and amenities. At the bottom of the article, there are social media sharing options for Facebook, Twitter, and Email, followed by an 'ABOUT THE AUTHOR' section and a 'RELATED POSTS' section with two smaller article thumbnails.

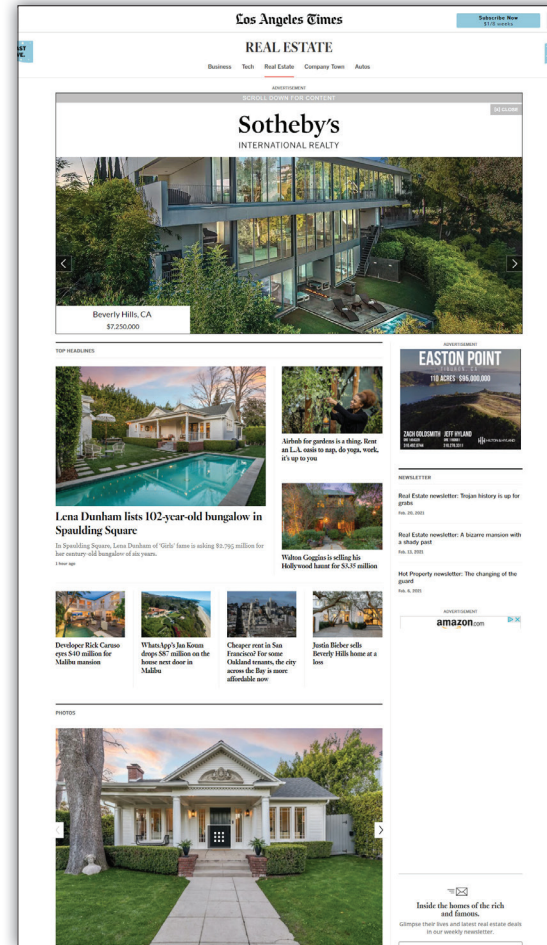
# LA Times

## LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

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



# 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

\$8,000 SHOWCASE LISTING + ELITE LISTING PACKAGES- 1 YEAR





# 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)

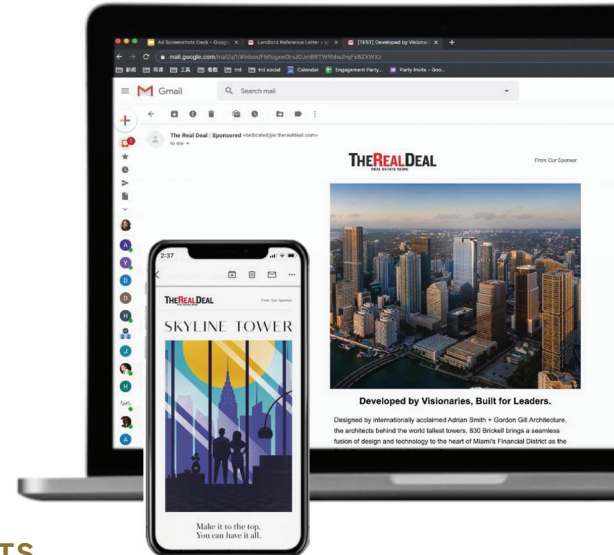
**A Targeted Digital Reach Source**

**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+|**



**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%

NATIONAL \$12,000

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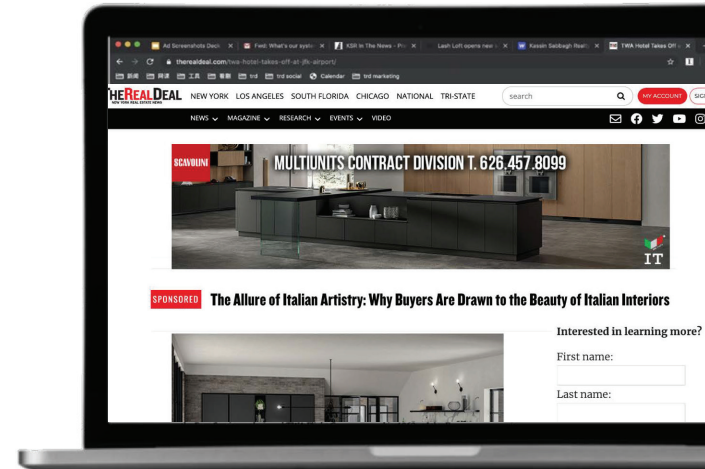
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- Earn over \$150K per year: **10M+**



## 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: \$15,000 PER POST**

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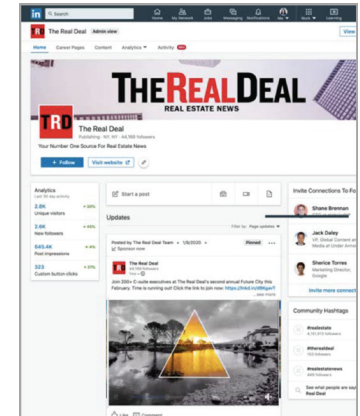
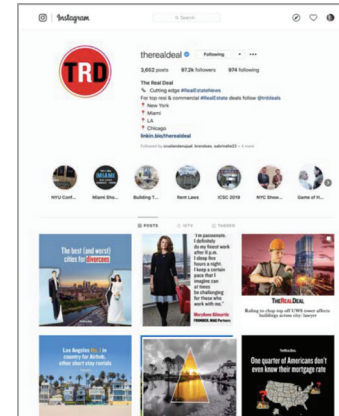
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- Earn over \$150K per year: **10M+**



## SOCIAL PROMOTION

### OPPORTUNITIES INCLUDE:

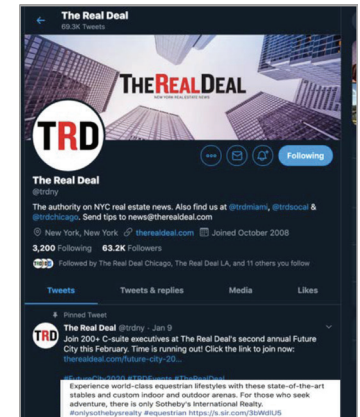
- Instagram stories
- Sponsored social posts
- Posts & stories directly targeted to Sotheby’s International Realty desired audience

Facebook: **110K+**

Instagram: **120K+**

LinkedIn: **45K+**

Twitter: **65K+**



COST: \$1,250 PER POST

# RobbReport.com

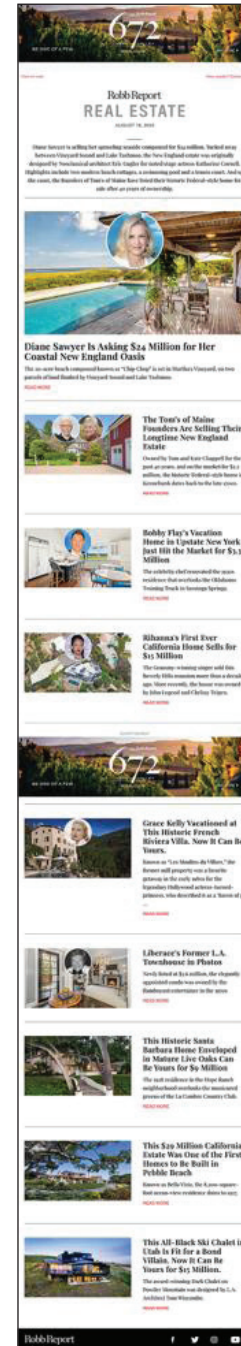
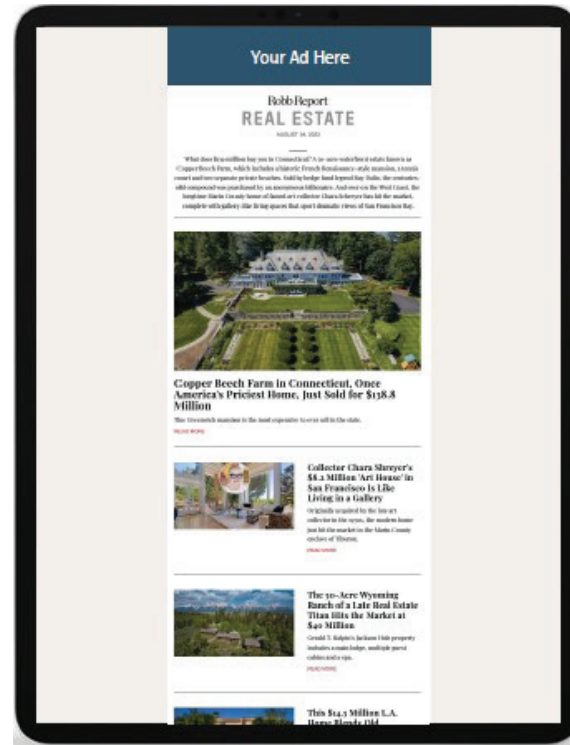
## REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

- Open Rate – 18.5%
- Email is exclusive, Partner own both banner positions: (2) 970x250
- Rate: \$3,100 for 1 week (3 deployments)

PRICE: \$3,750-\$5,000/WEEK



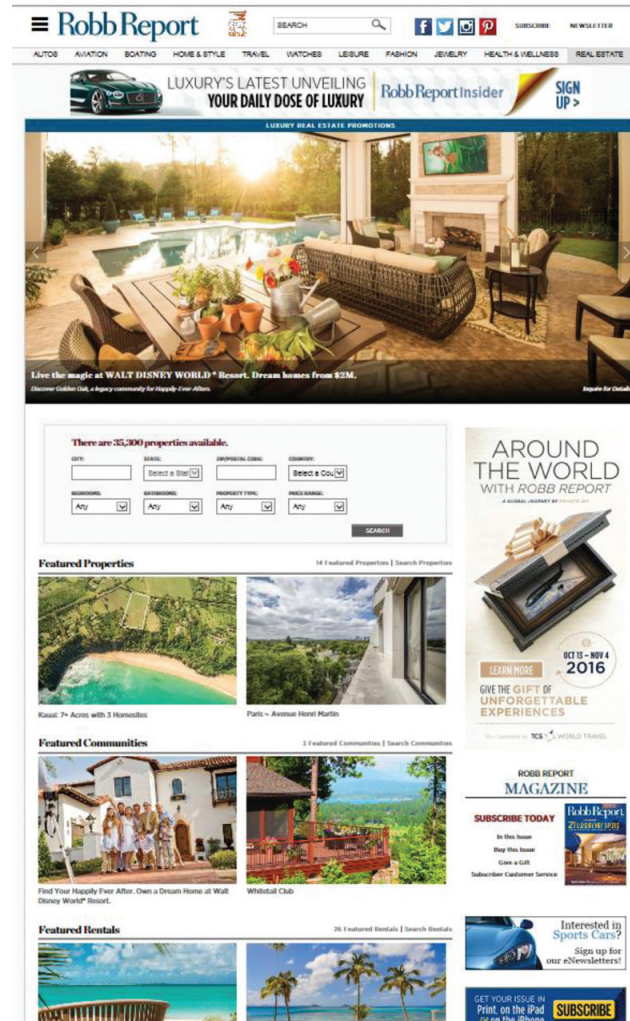
# RobbReport.com

## FEATURED LISTING CAROUSEL

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Circulation: 107,000+
- Average Age: 43
- Male / Female Ratio: 77% / 23%
- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

PRICE: \$1,350 PER MONTH



# Simply Abu Dhabi

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

## INSTAGRAM POST

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

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

PRICE: \$1,375 PER POST

2 Post Minimum



# The Wall Street Journal Online (WSJ.com)

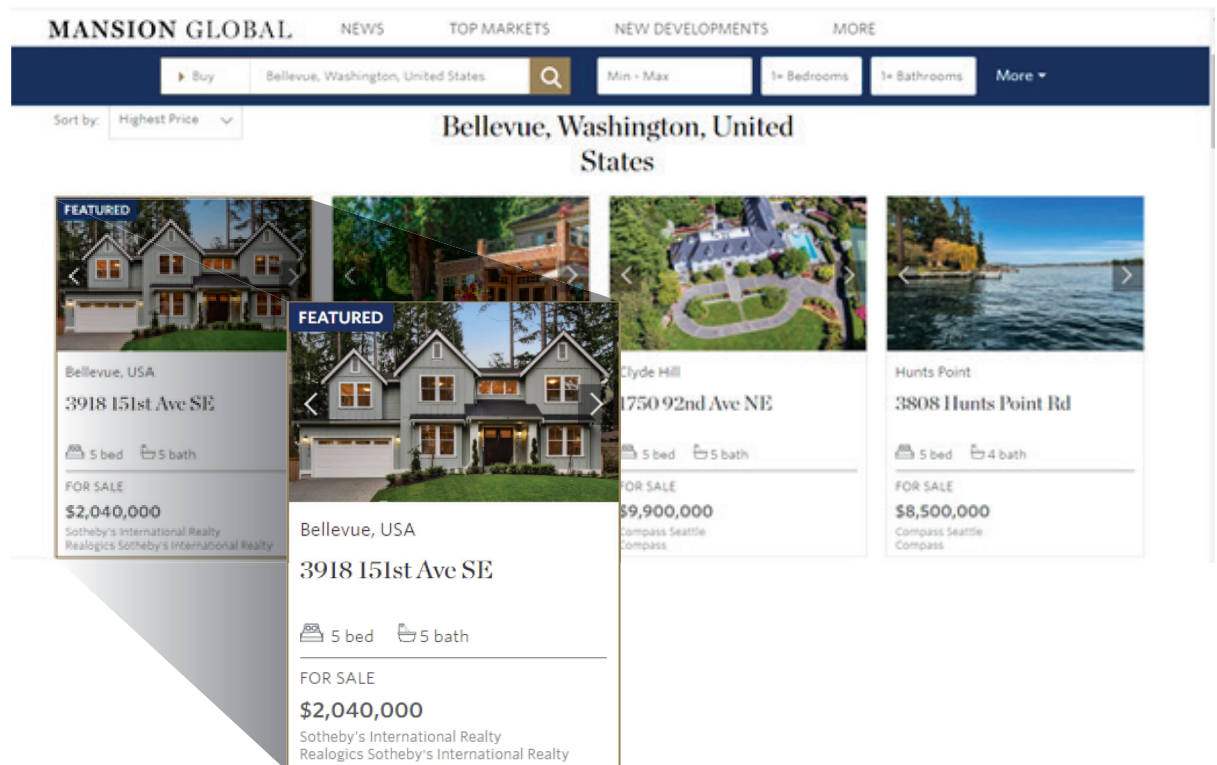
## FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

10 PROPERTIES: \$1,200

Included with print placement



# 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](#)

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**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. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLaugh, 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
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$30,000,000
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

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**TRENDING TODAY**


Architectural Digest @ArchDigest
Following

We found the most iconic building in every state in America: [archdg.co/8hz6SKy](http://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

#AloneTogether ad

**Staying home saves lives.**

For more info visit [coronavirus.gov](http://coronavirus.gov)

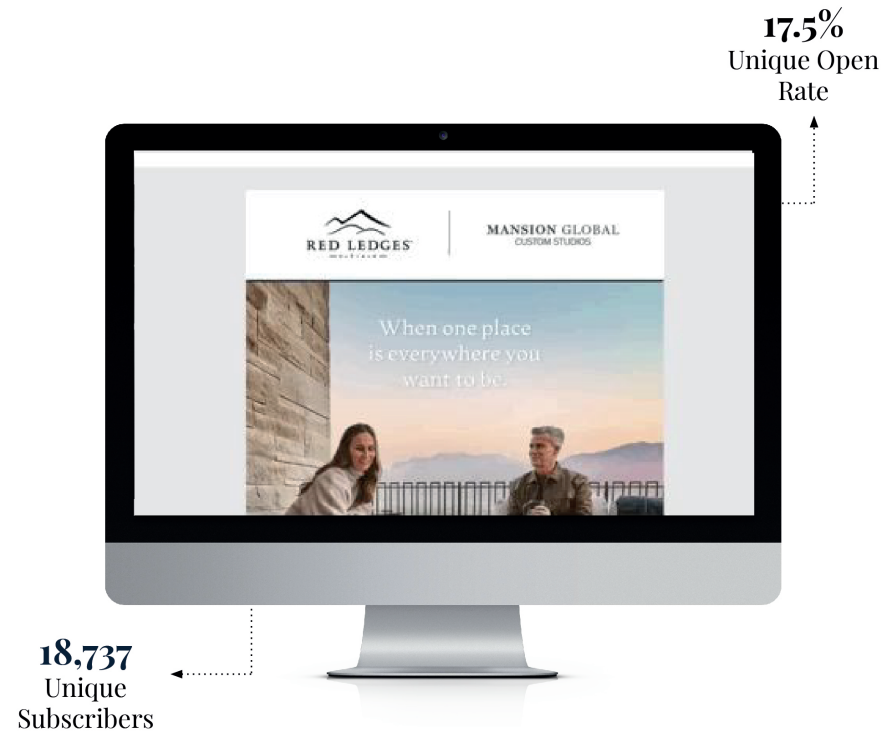
Powered by  AllChives 

# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL CUSTOM E-NEWSLETTER

Take advantage of Mansion Global's Custom newsletter to showcase your brand as a luxury lifestyle and real estate leader to luxury connoisseurs and high-net-worth buyers around the world. From aspiration to action, Mansion Global's custom newsletter is the go-to read for the most powerful and affluent consumers, delivering all your newsworthy content directly to their inboxes- inspiring the luxury lifestyle & delivering results.

PRICE: \$6,000 EXCLUSIVE EMAIL



# Print Offerings



Sotheby's  
INTERNATIONAL REALTY



PRINT

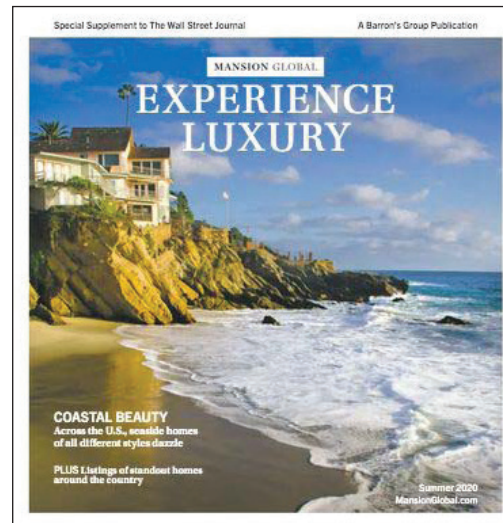
# The Wall Street Journal

## 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



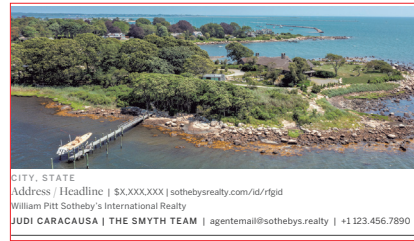
# The New York Times

## 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  
 EIGHT PROPERTY SPOT: \$6,080



CITY, STATE  
 Address | Headline | \$XXXXXX | sothebysrealty.com/d/r/rid  
 William Pitt Sotheby's International Realty  
**JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebysrealty.com | +1 212 456 7800**



### Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

 <small>CITY, STATE</small> <small>Address   Headline   \$XXXXXX   sothebysrealty.com/d/r/rid</small> <small>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebysrealty.com   +1 212 456 7800</small>	 <small>CITY, STATE</small> <small>Address   Headline</small> <small>\$XXXXXX   sothebysrealty.com/d/r/rid</small> <small>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebysrealty.com   +1 212 456 7800</small>	 <small>CITY, STATE</small> <small>Address   Headline</small> <small>\$XXXXXX   sothebysrealty.com/d/r/rid</small> <small>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebysrealty.com   +1 212 456 7800</small>	 <small>CITY, STATE</small> <small>Address   Headline</small> <small>\$XXXXXX   sothebysrealty.com/d/r/rid</small> <small>Company</small> <small>AGENT NAME</small> <small>agentemail@sothebysrealty.com   +1 212 456 7800</small>
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# The New York Times International Edition

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


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

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




**Sotbeys**  
INTERNATIONAL REALTY

Nothing compares to what's next.




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

**GREENWICH, CONNECTICUT**



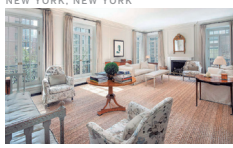
**CopperBeechFarmCT.com**  
 \$150,000,000  
 Greenwich Brokerage  
**LESLIE MCELWREATH | JOSEPH BARBIERI**  
 leslie.mcelwreath@sotbeys.realty +1 917.539.3654

**CENTRE ISLAND, NEW YORK**




**357 Centre Island Road**  
 \$9,750,000 | DanielGale.com/listing/dgid584848  
 Daniel Gale Sotbeys'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 Sotbeys's International Realty  
**DEBORAH PIRRO**  
 deborahpirro@danielgale.com +1 516.637.5786

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# The New York Times Takeover

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

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

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

**Includes Digital promotion and Digital Flipbook**

**Sotheby's**  
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.  
SOthebysREALTY.COM

Represented by: Jean-Baptiste LeBlond

72 Post Road, Old Westbury, NY

Fichez Russell  
Real Estate Salesperson  
Gold Circle Of Excellence  
6 516.632.2710  
c. 516.662.5400

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

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

DANIELE GALE.COM/AGENT/DEBRA-RUSSELL

Sandbanks  
Exuma, The Bahamas

Jacqueline Lighthorn  
Estate Agent  
+1 242 269 2225  
260 Sandbanks Light House  
#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. Like a luxury spa, directly visible the ocean for water sports.

SIREBAHAMAS.COM/ID/X29,67

Bahamas | Sotheby's  
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

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

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

# Billionaire Magazine

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

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

FULL PAGE COLOR: \$8,125

Global



# Elite Traveler

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

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

## ELITE TRAVELER AUDIENCE

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

FULL PAGE: \$9,250

SPREAD: \$18,250

LUXURY HOMES FEATURE: STARTING AT \$4,500



# Financial Times

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

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

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

**Global**

# Los Angeles Times Takeover

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

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

FULL PAGE: \$660

INSIDE FRONT COVER: \$1,500

INSIDE BACK COVER: \$1,500

BACK COVER: \$1,600

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 Room!  
Real Estate Campaign  
Special Offer Available  
+ \$12,500,000  
+ \$12,500,000

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

Headquartered in a prime location 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, COMPAGENT/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

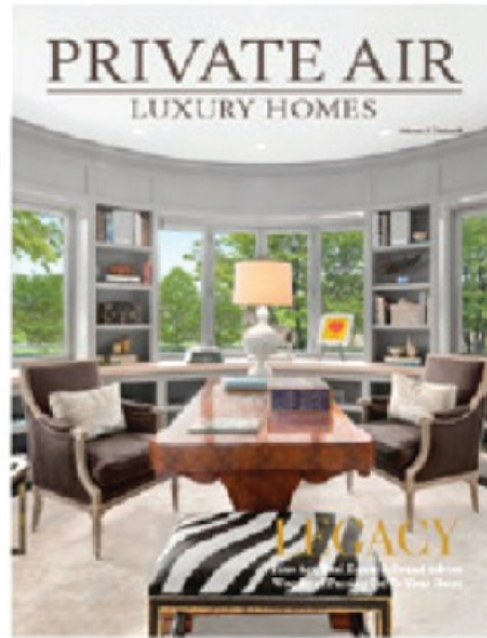
6 BEDROOMS | 6.5+ BATHS | 4,800 SQ FT | \$11,000,000  
\$42MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY

# Private Air Luxury Homes Magazine

Private Air Luxury Homes Magazine is published exclusively for the world's most discerning travelers. Distributed through Private Jet Terminals throughout the world, our readers include C-Level executives, royalty, heads of state, celebrities, captains of industry, and private aircraft owners; all of whom expect the highest standards of excellence.

The readers of Private Air Luxury Homes Magazine are some of the world's wealthiest individuals. They come from all over the globe and typically have a collection of homes, an extensive portfolio, a sophisticated interest in arts and culture, as well as a passion for luxury products and travel. This world-class publication caters to their wants with a unique perspective and a genuine grasp of what interests its reader - the world's most exclusive real estate, investments, fine art, and collectibles.



## DISTRIBUTION

### 65,000 private jet owners and guests

Readers encompass professional athletes, A-list celebrities, Fortune 500 executives, politicians, and entrepreneurs

FULL PAGE: \$1,925

**includes social media & E-Newsletter**

FULL PAGE IN 3 ISSUES: \$1,550

**includes social media, E-Newsletter  
& Exclusive Estate Showcase Editorials**

FULL PAGE IN 6 ISSUES: \$1,450

**includes social media & E-Newsletter  
& Exclusive Estate Showcase Editorials**



# The Real Deal

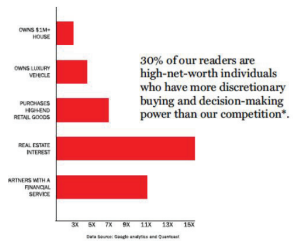
For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

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

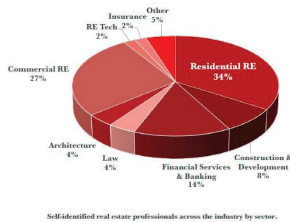
A Targeted Digital Reach Source

## TRD READERS ARE DECISION MAKERS WITHIN THE RE INDUSTRY

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



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



### Distribution:

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

## PRINT MARKETING

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

### Opportunity details:

- **National – Monthly**

FULL PAGE: \$5,000

2 PAGE SPREAD: \$9,500

Based on 8 Insertions

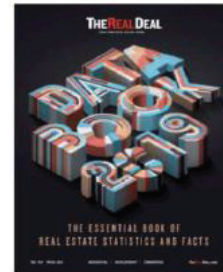
## STRATEGIC PRINT OPTIONS



### 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 Matheson MRE, SLS

72 Post Road, Old Westbury, NY



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

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

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



DANIELEGALE.COM/AGENT/OSBIRA-RUSSELL

**Capital Gae Sotheby's**  
INTERNATIONAL REALTY

Sandbanks  
Exuma, The Bahamas



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

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

Sandbanks is a truly spectacular 6 bedroom, 7 1/2 bath and 11 1/2 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 into the ocean for water sports.

SIREBAHAMAS.COM/ID/V29V67

**Bahamas | Sotheby's**  
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008



**Eric Santorino**  
Elite Agent  
858.534.3557  
eric@ericsantorinorealty.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

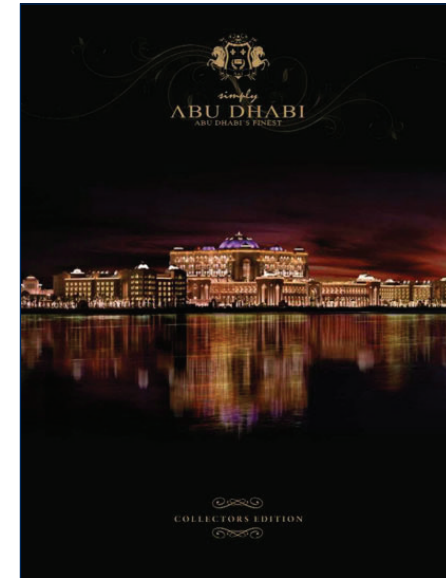
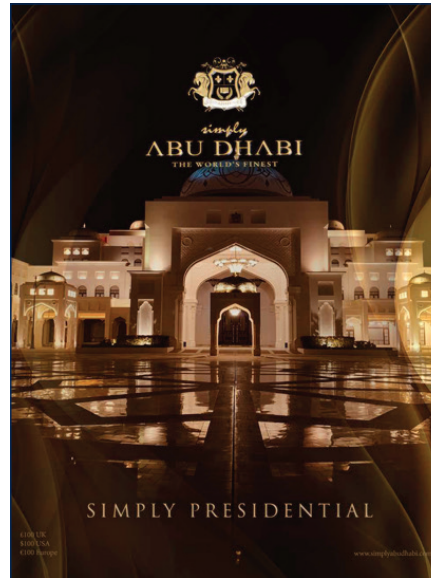
**Pacific | Sotheby's**  
INTERNATIONAL REALTY



# Simply Abu Dhabi

Simply Abu Dhabi is a luxury lifestyle publication that is only available by invitation to the highest echelon of society. Simply Abu Dhabi, primarily targets the elite and affluent globally. It showcases products and services available, from the most prestigious luxury brands around the globe, and it also provides detailed insight into a range of editorial subjects, including coveted destinations, wealth management, yachts, high-profile architecture, real estate, travel and more.

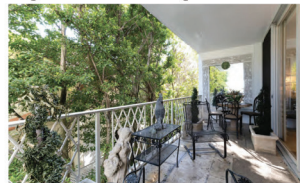
- **Global Distribution:** Ultra HNW audience in London, Paris, Milan, Monaco, Moscow, New York, Los Angeles, Singapore, Shanghai, Hong Kong, Mumbai & Delhi.
  - **Prestigious Distribution Includes:** Royalty/Palaces/Private Royal Offices, Dignitaries & Politicians/Ministries, All Official Embassies in the UAE.
  - **Private Residence Distribution Includes:** Abu Dhabi, Al Ain, Dubai: Emirates Hills, Downtown Area, The Lakes, The Palm, Jumeirah Beach Area.
- Circulation: **Print and Digital**
  - Printed Copies per issue: **7,800**
  - Digital: **500,000+** Subscribers
  - Middle East/GCC Distribution: **5,800**
  - Global Distribution: **2,000**
  - Readership: **28,000**



## Nothing compares to what's next

### Exquisite Palm Beach Properties

Presented by *Sonja Stevens*



**ELIOT HOUSE**  
In Town boutique building, steps from Worth Avenue world-class shopping and restaurants. 2 bedrooms, 2 baths, with very private terrace. Full-service building with pool. West end of street are the Town Yacht docks, bicycle path, steps to Worth Avenue and two minute walk to The Society of the Four Arts. Perfect Location!  
Offered at \$2,500,000 | [EliotHouse28.com](#)



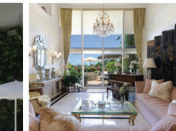
**RAPALLO - WEST PALM BEACH**  
Beautifully appointed 2 bedrooms, 2 bath, updated kitchen and baths, with great balcony! Water views from all rooms, plantation shutters throughout, gym, function room with kitchen, library, storage, bike storage, full time door man. Management on site. Steps from Palm Beach and World Class shopping.  
Offered at \$1,940,000 | [Rapallo803.com](#)



**SONJA STEVENS**  
Senior Global Real Estate Advisor  
561.573.3198 | [sonjastevens.com](#)  
[sonja.stevens@sothebys.realty](#)

### Outstanding Properties

Presented by *Andrew Thomka-Gazdik*



**The Plaza of The Palm Beaches T114C**  
Stunning duplex townhouse with water views. Three bedrooms, three and half bathrooms. Extraordinary garden terrace perfect for entertaining, updated kitchen and baths and ready to move in. Lives like a house with all the amenities of a condo. Don't miss. Easy to show.  
Offered at \$3,500,000 | [PlazaT114C.com](#)



**2999 South Ocean Blvd**  
A stunning two-acre direct oceanfront estate with 200 feet of ocean frontage. Over 11,000 total sq ft. Offered at \$30,000,000/Yearly  
[2999SouthOcean.com](#)

**Charming Home On Cal de Sae**  
\$995,000 | [3AfordCourt.com](#)

**Stunning Golf Course Views**  
\$995,000 | [1900CrownJailPlaza301.com](#)



**ANDREW THOMKA-GAZDIK**  
Senior Global Real Estate Advisor  
561.714.6951 | [andrewthomka-gazdik.com](#)  
[andrew.thomka-gazdik@sothebys.realty](#)

FOR MORE INFORMATION LOG ON TO [ANDREWTHOMKA-GAZDIK.COM](#)  
PALM BEACH BROKERAGE | 340 ROYAL PONCIANA WAY, PALM BEACH, FL 33480 | 561.659.3555 | [SOTHEYSREALTY.COM/PALMBEACH](#)

DOUBLE PAGE SPREAD + 2 INSTAGRAM POSTS: \$7,500  
DOUBLE PAGE SPREAD, 4-PAGE EDITORIAL FEATURE + 2 INSTAGRAM POSTS: \$10.625  
**Print & Digital**

# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2025

PLAN 1

Media	Ad Description	January	February	March	April	May	June	Media Total	Reach
<b>Sotheby's Auction House: Print</b>									
Sotheby's Magazine	Advertorial - 2 page			\$ 10,500.00				\$ 10,500.00	20,000
Sotheby's Magazine	Full Page						\$ 3,640.00	\$ 3,640.00	20,000
<b>Sotheby's Auction House: Digital</b>									
Sotheby's Bespoke Emails							\$ 2,500.00	\$ 2,500.00	550,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00			\$ 2,585.00			\$ 5,170.00	1,540,000
<b>Digital</b>									
<b>Million Impressions*</b>									
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 14,700.00	6,000,000
Million Impressions	Targeting - Asia, Indonesia, Dubai, Europe and the US								
<b>Google Adwords</b>									
Google Adwords	Digital PPC program	\$ 2,750.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,750.00	
<b>Comprehensive Digital</b>									
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
Display	Digital Banner Program	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	900,000
<b>Geofencing - Event and Location</b>									
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
<b>Billionaire</b>									
Billionaire	Custom Content + Social Campaign					\$ 6,000.00		\$ 6,000.00	25,600
Billionaire	Custom Content + E-Newsletter		\$ 4,500.00					\$ 4,500.00	50,000
<b>Cottages &amp; Garden</b>									
Instapartnership	Post and Stories takeover				\$ 1,950.00		\$ 1,950.00	\$ 3,900.00	128,600
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00		\$ 2,950.00				\$ 5,900.00	
Daily Deeds	E-Newsletter sent 4X per week		\$ 5,000.00			\$ 5,000.00		\$ 10,000.00	120,000
C&G Stories	Content development				\$ 5,295.00			\$ 5,295.00	11,510,000
<b>Elite Traveler</b>									
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$ 2,500				\$ 2,500.00	100,000
Elite Dedicated E-blast	Dedicated E-blast		\$ 6,000.00					\$ 6,000.00	12,000
<b>Nob Hill Gazette</b>									
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00		\$ 500.00		\$ 500.00		\$ 1,500.00	19,500
<b>JamesEdition</b>									
Main Home Page Rotating Gallery	Featured Banner		\$ 2,000.00					\$ 2,000.00	750,000
New & Trending Home Page Position	Featured Spot	\$ 1,200.00						\$ 1,200.00	750,000
New & Trending Real Estate Position	Featured Spot					\$ 1,000.00		\$ 1,000.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article			\$ 5,500.00				\$ 5,500.00	292,000
E-Newsletter Featured Listing	E-Newsletter				\$ 1,500.00			\$ 1,500.00	192,000
<b>JetSet Magazine</b>									
JetSet Magazine	Annual Global Campaign			\$ 2,500				\$ 2,500.00	2,140,000
<b>Juwai.com</b>									
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	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 2,550.00	13,800,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$ 425				\$ 425.00	2,300,000

# Proposed Schedule, Pricing & Reach 2025

PLAN 1 CONTINUED

<b>LA Times</b>														
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$	325.00	Bonus	\$	325.00	\$	325.00	Bonus	\$	975.00	1,275,000		
<b>Luxury Estate</b>														
Luxury Estate	Showcase Listing + Elite Listing Packages - 6 months					\$5,100				\$	5,100.00			
<b>Real Deal</b>														
Real Deal	E-blast - National				\$	12,000.00				\$	12,000.00	140,000		
Real Deal	Sponsored Content		\$	15,000.00						\$	15,000.00	3,000		
Real Deal	Social Post Facebook				\$	1,250.00		\$	1,250.00	\$	2,500.00	220,000		
Real Deal	Social Post Instagram				\$	1,250.00		\$	1,250.00	\$	2,500.00	240,000		
Real Deal	Social Post LinkedIn				\$	1,250.00		\$	1,250.00	\$	2,500.00	90,000		
Real Deal	Social Post X				\$	1,250.00		\$	1,250.00	\$	2,500.00	130,000		
<b>Robbreport.com</b>														
Robbreport.com	Featured Listing Carousel - 1 Property			\$	1,350.00		\$	1,350.00		\$	4,050.00	18,000		
Robbreport.com	Real Estate Newsletter - 3 Sends	\$	5,000.00			\$	5,000.00		\$	5,000.00	\$	15,000.00	180,000	
<b>Simply Abu Dhabi</b>														
Instagram Post	Instagram Post (2 Post Minimum)	\$	1,375.00	\$	1,375.00	\$	1,375.00	\$	1,375.00	\$	1,375.00	\$	8,250.00	153,600
<b>WSJ.com</b>														
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$	2,150.00				\$	2,150.00		\$	4,300.00	328,000		
Mansion Global Homepage Hero	Shared Banner		\$	650.00	\$	650.00		\$	650.00	\$	650.00	\$	2,600.00	656,000
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	34,000	
Mansion Global Custom E-mail				\$	6,000.00					\$	6,000.00	17,000		
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus	\$	-			

# Proposed Schedule, Pricing & Reach 2025

PLAN 1 CONTINUED

Print												
<b>Billionaire Magazine</b>												
Billionaire Magazine	Full Page								\$ 8,125.00	\$ 8,125.00	14,791	
<b>Elite Traveler</b>												
Elite Traveler	Full Page; half or quarter								\$ 9,250.00	\$ 9,250.00	\$ 18,500.00	1,114,000
Elite Traveler	Luxury Homes Feature									\$ 4,500.00	\$ 4,500.00	557,000
<b>Financial Times</b>												
Financial Times	Quadruple Property Spot	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00		\$ 15,000.00		1,052,285
Financial Times	Double Property Spot								\$ 1,500.00	\$ 1,500.00		210,457
<b>The Los Angeles Times</b>												
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00				\$ 425.00				\$ 850.00		441,560
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00			\$ 660.00	\$ 660.00		\$ 1,980.00		1,152,000
<b>The New York Times</b>												
The New York Times	Quadruple Property Spot - Weekday/Saturday	\$ 3,040.00	\$ 3,040.00		\$ 3,040.00					\$ 9,120.00		1,269,333
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00		\$ 3,000.00		660,000
<b>The New York Times International Edition</b>												
The New York Times International Edition	Quadruple Property Spot	\$ 2,600.00	\$ 2,600.00							\$ 5,200.00		208,602
<b>Private Air Luxury Homes</b>												
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Estate Showcase Editorials)	\$ 1,550.00				\$ 1,550.00				\$ 3,100.00		130,000
<b>The Real Deal</b>												
The Real Deal	Full Page	\$ 5,000.00	\$ 5,000.00		\$ 5,000.00					\$ 15,000.00		972,000
<b>San Francisco &amp; Silicon Valley</b>												
San Francisco & Silicon Valley	Takeover - Full Page	\$ 725.00				\$ 725.00				\$ 1,450.00		73,000
<b>Simply Abu Dhabi</b>												
Simply Abu Dhabi	Double Page Spread, 4-Page Editorial Feature + 2 Instagram Posts	\$ 10,625.00							\$ 10,625.00	\$ 21,250.00		20,000
<b>The Wall Street Journal</b>												
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	\$ 3,180.00	\$ 3,180.00	\$ 3,180.00		\$ 19,080.00		3,866,544
Mansion Global Experience Luxury	Weekend Property insert	\$1,985.00				\$ 1,985.00				\$ 3,970.00		200,000
TOTAL										\$ 378,790.00		73,755,872

TOTAL  
 \*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

Media	Ad Description	January	February	March	April	May	June	Media Total	Reach
<b>Sotheby's Auction House: Print</b>									
Sotheby's Magazine	Advertorial - 2 page			\$ 10,500.00				\$ 10,500.00	20,000
Sotheby's Magazine	Full Page						\$ 3,640.00	\$ 3,640.00	20,000
<b>Sotheby's Auction House: Digital</b>									
Sotheby's Bespoke Emails							\$ 2,500.00	\$ 2,500.00	550,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00			\$ 2,585.00			\$ 5,170.00	1,540,000
<b>Digital</b>									
<b>Million Impressions*</b>									
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 - Asia, Indonesia, Dubai, Europe and the US								
<b>Google Adwords</b>									
Google Adwords	Digital PPC program	\$ 2,750.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,750.00	
<b>Comprehensive Digital</b>									
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
Display	Digital Banner Program	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	900,000
<b>Geofencing - Event and Location</b>									
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
<b>Billionaire</b>									
Billionaire	Custom Content + E-Newsletter		\$ 4,500.00					\$ 4,500.00	50,000
<b>Cottages &amp; Garden</b>									
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00		\$ 2,950.00				\$ 5,900.00	
Daily Deeds	E-Newsletter sent 4X per week		\$ 5,000.00			\$ 5,000.00		\$ 10,000.00	120,000
C&G Stories	Content development				\$ 5,295.00			\$ 5,295.00	11,510,000
<b>Elite Traveler</b>									
Elite Online Real Estate Showcase	Online Real Estate Showcase				\$2,500			\$ 2,500.00	100,000
Elite Dedicated E-blast	Dedicated E-blast		\$ 6,000.00					\$ 6,000.00	12,000
<b>Nob Hill Gazette</b>									
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00		\$ 500.00		\$ 500.00		\$ 1,500.00	19,500

# Proposed Schedule, Pricing & Reach 2025

PLAN 2 CONTINUED

<b>JamesEdition</b>											
Main Home Page Rotating Gallery	Featured Banner								\$ 2,000.00	\$ 2,000.00	750,000
New & Trending Home Page Position	Featured Spot	\$ 1,200.00							\$ 1,200.00	\$ 1,200.00	750,000
New & Trending Real Estate Position	Featured Spot							\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article							\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	292,000
E-Newsletter Featured Listing	E-Newsletter							\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	192,000
<b>JetSet Magazine</b>											
JetSet Magazine	Annual Global Campaign							\$2,500	\$ 2,500.00	\$ 2,500.00	2,140,000
<b>Juwai.com</b>											
Developer Marketing Solution	Multi Channel campaign							\$10,000	\$ 10,000.00	\$ 10,000.00	15,400,000
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 2,550.00	\$ 2,550.00	13,800,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months							\$425	\$ 425.00	\$ 425.00	2,300,000
<b>LA Times</b>											
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus	\$ 325.00	\$ 325.00	Bonus			\$ 975.00	\$ 975.00	1,275,000
<b>Luxury Estate</b>											
Luxury Estate	Showcase Listing + Elite Listing Packages - 6 month:							\$5,100	\$ 5,100.00	\$ 5,100.00	
<b>Real Deal</b>											
Real Deal	Sponsored Content							\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	3,000
Real Deal	Social Post Facebook							\$ 1,250.00	\$ 1,250.00	\$ 2,500.00	220,000
Real Deal	Social Post Instagram							\$ 1,250.00	\$ 1,250.00	\$ 2,500.00	240,000
<b>Robbreport.com</b>											
Robbreport.com	Featured Listing Carousel - 1 Property							\$ 1,350.00	\$ 1,350.00	\$ 2,700.00	12,000
Robbreport.com	Real Estate Newsletter - 3 Sends	\$ 5,000.00						\$ 5,000.00	\$ 5,000.00	\$ 10,000.00	120,000
<b>Simply Abu Dhabi</b>											
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,375.00	\$ 1,375.00	\$ 1,375.00	\$ 1,375.00	\$ 1,375.00			\$ 5,500.00	\$ 5,500.00	102,400
<b>WSJ.com</b>											
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00						\$ 2,150.00	\$ 4,300.00	\$ 4,300.00	328,000
Mansion Global Homepage Hero	Shared Banner							\$ 650.00 \$ 650.00	\$ 650.00 \$ 650.00	\$ 2,600.00	656,000
Mansion Global New Development Profile	Profile page - 3 months minimum							\$1,000	\$ 2,000.00	\$ 2,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday							\$ 3,680.00	\$ 3,680.00	\$ 3,680.00	17,000
Mansion Global Custom E-mail								\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	17,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus		\$ -	\$ -	

# Proposed Schedule, Pricing & Reach 2025

PLAN 2 CONTINUED

Print											
<b>Billionaire Magazine</b>											
Billionaire Magazine	Full Page							\$ 8,125.00	\$ 8,125.00	14,791	
<b>Elite Traveler</b>											
Elite Traveler	Full Page							\$ 9,250.00	\$ 9,250.00	557,000	
Elite Traveler	Luxury Homes Feature							\$ 4,500.00	\$ 4,500.00	557,000	
<b>Financial Times</b>											
Financial Times	Quadruple Property Spot							\$ 3,000.00	\$ 3,000.00	\$ 6,000.00	420,914
Financial Times	Double Property Spot	\$ 1,500.00		\$ 1,500.00		\$ 1,500.00		\$ 1,500.00	\$ 4,500.00	631,371	
<b>The Los Angeles Times</b>											
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00				\$ 425.00			\$ 850.00	441,560	
The Los Angeles Times	Takeover - Full Page	\$ 660.00	\$ 660.00			\$ 660.00		\$ 660.00	\$ 1,980.00	1,152,000	
<b>The New York Times</b>											
The New York Times	Double Property Spot - Weekday/Saturday							\$ 1,520.00	\$ 1,520.00	423,111	
The New York Times	Quadruple Property Spot - Weekday/Saturday	\$ 3,040.00				\$ 3,040.00			\$ 6,080.00	846,222	
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 3,000.00	660,000	
<b>The New York Times International Edition</b>											
The New York Times International Edition	Quadruple Property Spot			\$ 2,600.00	\$ 2,600.00				\$ 5,200.00	208,602	
<b>Private Air Luxury Homes</b>											
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Estate Showc			\$ 1,550.00		\$ 1,550.00			\$ 3,100.00	130,000	
<b>The Real Deal</b>											
The Real Deal	Full Page	\$ 5,000.00				\$ 5,000.00			\$ 10,000.00	648,000	
<b>San Francisco &amp; Silicon Valley</b>											
San Francisco & Silicon Valley	Takeover - Full Page			\$ 725.00		\$ 725.00			\$ 1,450.00	73,000	
<b>1062</b>											
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts							\$ 7,500.00	\$ 7,500.00	10,000	
Simply Abu Dhabi	Double Page Spread, 4-Page Editorial Feature + 2 Instagram Posts			\$ 10,625.00					\$ 10,625.00	10,000	
<b>The Wall Street Journal</b>											
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property	\$ 1,590.00		\$ 1,590.00		\$ 1,590.00			\$ 4,770.00	1,933,272	
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	\$ 3,180.00	\$ 3,180.00	\$ 9,540.00	1,933,272	
<b>The Wall Street Journal</b>											
Mansion Global Experience Luxury	Weekend Property insert	\$1,985.00		\$ 1,985.00					\$ 3,970.00	200,000	
TOTAL									\$ 304,495.00	69,016,015	

\*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

Media	Ad Description	January	February	March	April	May	June	Media Total	Reach
<b>Sotheby's Auction House: Print</b>									
Sotheby's Magazine	Full Page			\$ 3,640.00			\$ 3,640.00	\$ 7,280.00	40,000
<b>Sotheby's Auction House: Digital</b>									
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00			\$ 2,585.00			\$ 5,170.00	1,540,000
<b>Digital</b>									
<b>Million Impressions*</b>									
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 - Asia, Indonesia, Dubai, Europe and the US								
<b>Google Adwords</b>									
Google Adwords	Digital PPC program	\$ 2,750.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,750.00	
<b>Comprehensive Digital</b>									
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 9,000.00	600,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 9,000.00	900,000
<b>Geofencing - Event and Location</b>									
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00		\$ 1,500.00		\$ 1,500.00		\$ 4,500.00	180,000
<b>Billionaire</b>									
Billionaire	Custom Content + E-Newsletter		\$ 4,500.00					\$ 4,500.00	50,000
<b>Cottages &amp; Garden</b>									
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00		\$ 2,950.00				\$ 5,900.00	
Daily Deeds	E-Newsletter sent 4X per week		\$ 5,000.00					\$ 5,000.00	60,000
C&G Stories	Content development				\$ 5,295.00			\$ 5,295.00	11,510,000
<b>Elite Traveler</b>									
Elite Online Real Estate Showcase	Online Real Estate Showcase				\$2,500			\$ 2,500.00	100,000
Elite Dedicated E-blast	Dedicated E-blast		\$ 6,000.00					\$ 6,000.00	12,000
<b>Nob Hill Gazette</b>									
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00		\$ 500.00		\$ 500.00		\$ 1,500.00	19,500
<b>JamesEdition</b>									
Main Home Page Rotating Gallery	Featured Banner		\$ 2,000.00					\$ 2,000.00	750,000
New & Trending Home Page Position	Featured Spot	\$ 1,200.00						\$ 1,200.00	750,000
New & Trending Real Estate Position	Featured Spot					\$ 1,000.00		\$ 1,000.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article			\$ 5,500.00				\$ 5,500.00	292,000
E-Newsletter Featured Listing	E-Newsletter				\$ 1,500.00			\$ 1,500.00	192,000

# Proposed Schedule, Pricing & Reach 2025

PLAN 3 CONTINUED

<b>JetSet Magazine</b>												
JetSet Magazine	Annual Global Campaign										\$ 2,500.00	2,140,000
<b>Juwai.com</b>												
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 2,550.00	13,800,000	
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months					\$425				\$ 425.00	2,300,000	
<b>LA Times</b>												
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus	\$ 325.00	\$ 325.00	Bonus				\$ 975.00	1,275,000	
<b>Luxury Estate</b>												
Luxury Estate	Showcase Listing + Elite Listing Packages - 6 months					\$5,100				\$ 5,100.00		
<b>Real Deal</b>												
Real Deal	Sponsored Content		\$ 15,000.00							\$ 15,000.00	3,000	
<b>Robbreport.com</b>												
Robbreport.com	Featured Listing Carousel - 1 Property		\$ 1,350.00				\$ 1,350.00			\$ 2,700.00	12,000	
Robbreport.com	Real Estate Newsletter - 3 Sends	\$ 5,000.00				\$ 5,000.00				\$ 10,000.00	120,000	
<b>Simply Abu Dhabi</b>												
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,375.00	\$ 1,375.00		\$ 1,375.00	\$ 1,375.00				\$ 5,500.00	102,400	
<b>WSJ.com</b>												
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00				\$ 2,150.00				\$ 4,300.00	328,000	
Mansion Global Homepage Hero	Shared Banner		\$ 650.00	\$ 650.00			\$ 650.00	\$ 650.00		\$ 2,600.00	656,000	
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	17,000	
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus	Bonus		\$ -		

# Proposed Schedule, Pricing & Reach 2025

PLAN 3 CONTINUED

**Print**

<b>Billionaire Magazine</b>											
Billionaire Magazine	Full Page								\$ 8,125.00	\$ 8,125.00	14,791
<b>Elite Traveler</b>											
Elite Traveler	Full Page								\$ 9,250.00	\$ 9,250.00	557,000
Elite Traveler	Luxury Homes Feature								\$ 4,500.00	\$ 4,500.00	557,000
<b>Financial Times</b>											
Financial Times	Double Property Spot		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 7,500.00		1,052,285
<b>The Los Angeles Times</b>											
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00				\$ 425.00		\$ 850.00		441,560
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00			\$ 660.00	\$ 660.00	\$ 1,980.00		1,152,000
<b>The New York Times</b>											
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	\$ 750.00	\$ 750.00	\$ 3,000.00		660,000
<b>The New York Times International Edition</b>											
The New York Times International Edition	Double Property Spot		\$ 1,300.00	\$ 1,300.00					\$ 2,600.00		208,602
<b>Private Air Luxury Homes</b>											
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Estate Showca:		\$ 1,550.00				\$ 1,550.00		\$ 3,100.00		130,000
<b>The Real Deal</b>											
The Real Deal	Full Page		\$ 5,000.00						\$ 5,000.00		324,000
<b>San Francisco &amp; Silicon Valley</b>											
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00				\$ 725.00		\$ 1,450.00		73,000
	<b>1062</b>										
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts		\$ 7,500.00						\$ 7,500.00	\$ 15,000.00	20,000
<b>The Wall Street Journal</b>											
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property I	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 9,540.00		3,866,544
<b>The Wall Street Journal</b>											
Mansion Global Experience Luxury	Weekend Property insert	\$1,985.00			\$ 1,985.00				\$ 3,970.00		200,000
<b>TOTAL</b>											
										\$ 237,100.00	52,025,015

TOTAL

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

Pricing Subject to Change