



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Glenralloch Homestead 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 Bespoke Email

7 DIGITAL

- 8 Impressions Campaign
- 13 Comprehensive Digital
- 15 Google AdWords
- 18 Asia Tatler
- 19 JamesEdition.com
- 21 PropGoLuxury.com

22 PRINT

- 23 The New York Times
- 24 Financial Times

25 SCHEDULE, PRICING & REACH

- 26 2024-2025



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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Glenralloch Homestead

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 Glenralloch Homestead.

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**

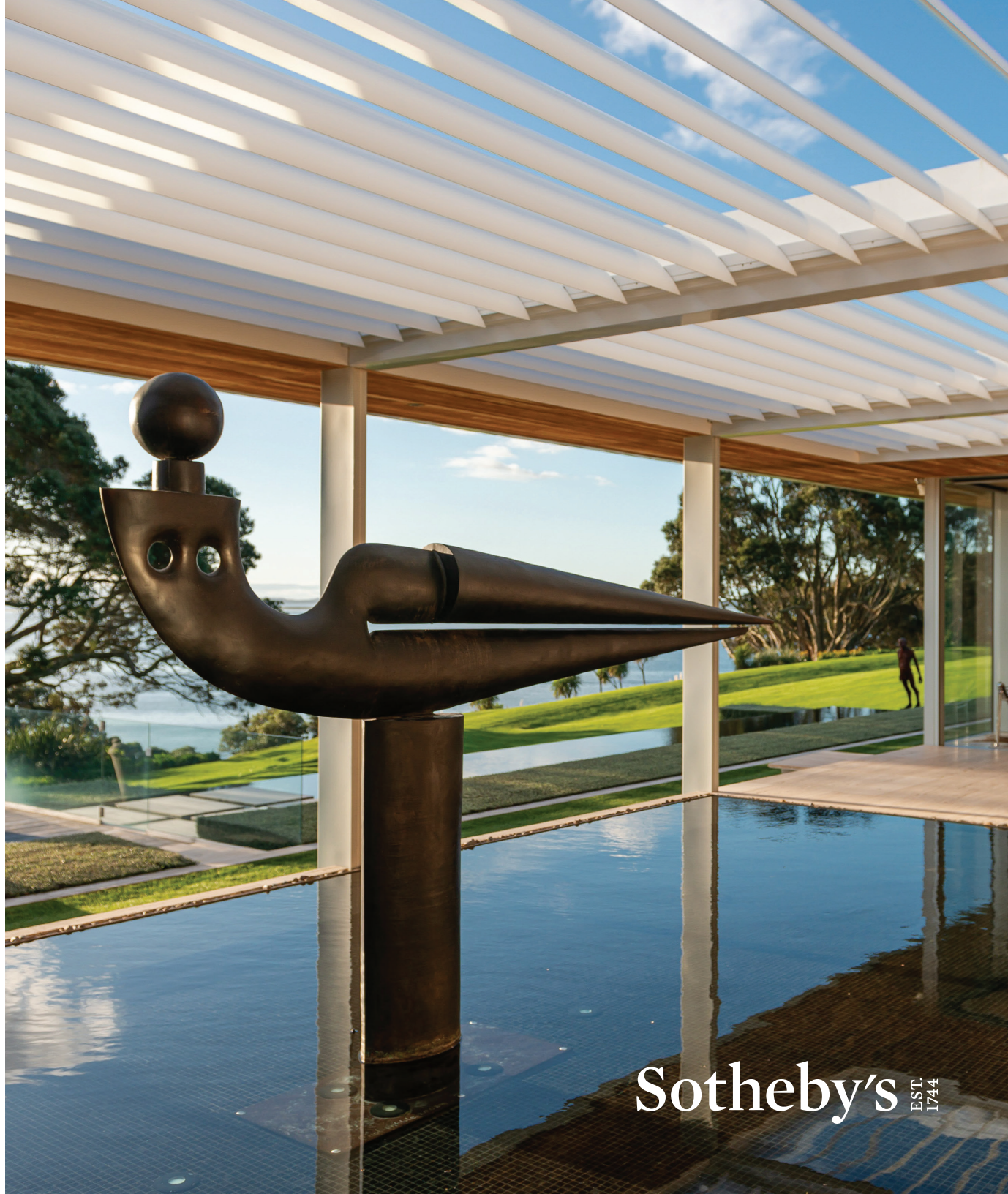
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

CHLOE STEELY
Account Executive
212-677-2557
chloe@skyad.com

Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

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

Global



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
 512.453.8800
 Property # 1230123
 Agent: Jennifer Smith
 International Realty
 Broker: Sotheby's International Realty
 Email: jsmith@sothebysrealty.com
 \$50,000,000.00

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

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Home

1 Central Park West 46R/50C
 With unparalleled breathtaking views, this 50th of Central Park residence is a masterpiece of modern architecture and craftsmanship. Every room is meticulously finished with the finest materials and an exquisite light palette. Sotheby's International Realty is proud to exclusively represent this gem. Contact us now.

New York, New York
 212.460.5000 ext. 4600
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Taylor +1 212 855 7772
 Email: taylor@sothebysrealty.com
 \$50,000,000

510 Park Avenue, 15/16
 This residence in the sky rises 2,000 ft. in the heart of Midtown Manhattan. It is a masterpiece of modern architecture and craftsmanship. Every room is meticulously finished with the finest materials and an exquisite light palette. Sotheby's International Realty is proud to exclusively represent this gem. Contact us now.

New York, New York
 212.460.5000 ext. 4600
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Taylor +1 212 855 7772
 Email: taylor@sothebysrealty.com
 \$25,000,000

Four Seasons Private Residences
 This upcoming 1,100 sq. ft. boutique condominium residence is an extraordinary living and dining space with a view of the city and the Hudson River. Sotheby's International Realty is proud to exclusively represent this gem. Contact us now.

New York, New York
 212.460.5000 ext. 4600
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Taylor +1 212 855 7772
 Email: taylor@sothebysrealty.com
 \$13,000,000

SC

DIGITAL

SOTHEBY'S BESPOKE EMAIL

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

PRICE: \$2,500/DEPLOYMENT



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

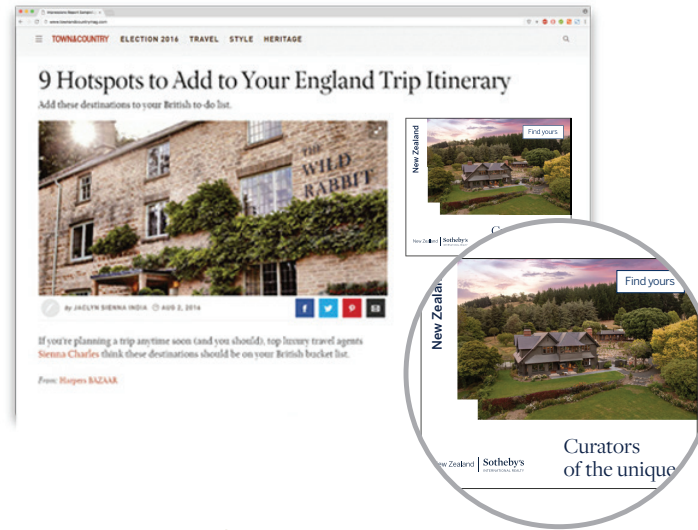
Impressions Campaign

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: **Glenralloch Homestead**
- Flight Dates: **Two weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

100K Impressions per two weeks:	\$900
250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



Impressions Program Targeting Sites

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

GEO TARGETING

We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes



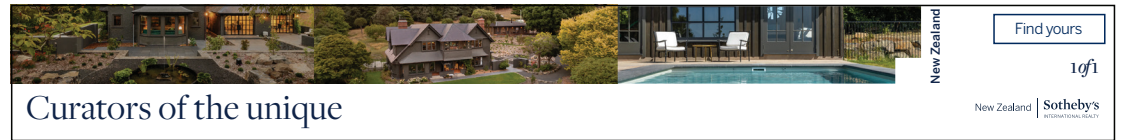
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

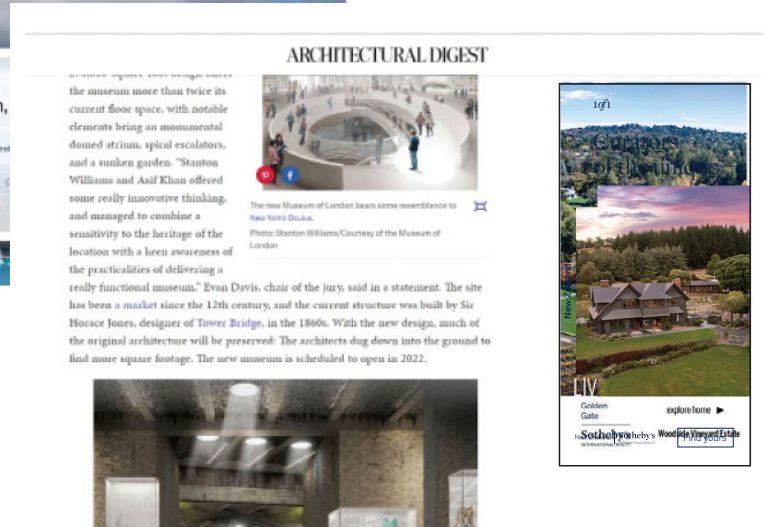
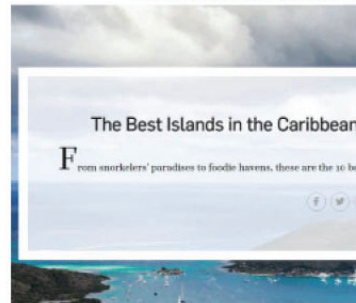
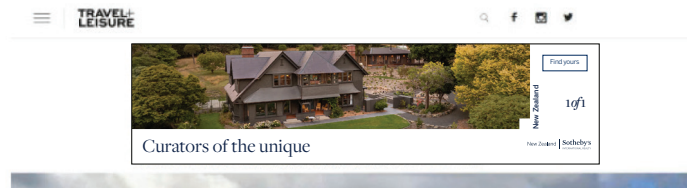
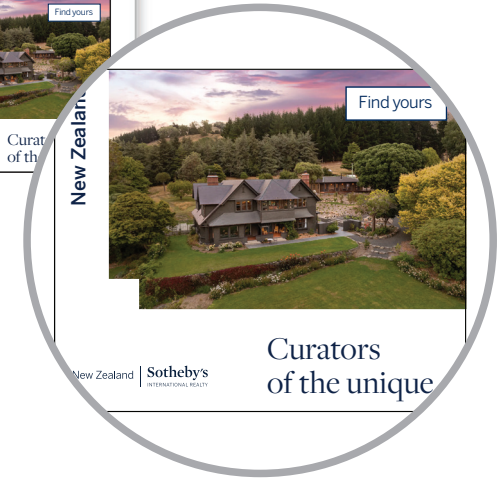
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

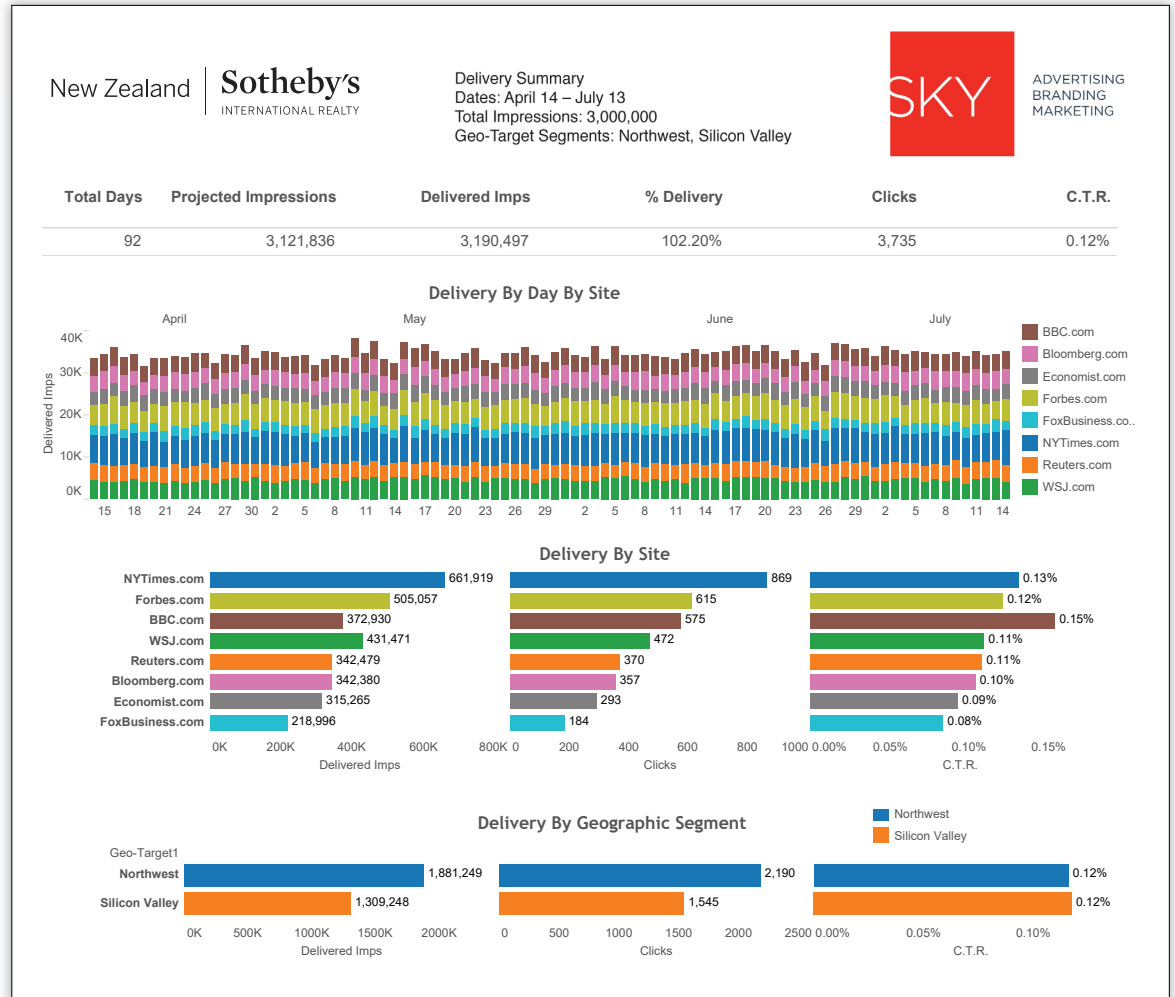


Comprehensive Reporting For Your Customized Campaign

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it.

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks, and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

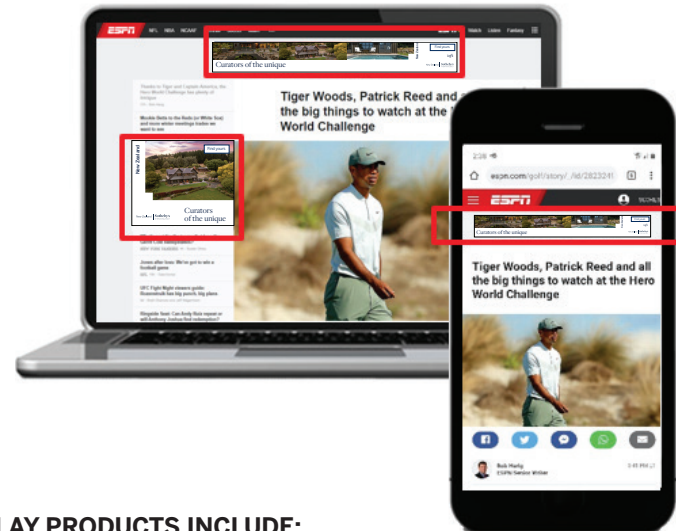
IMPRESSIONS PROGRAM SAMPLE REPORT



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

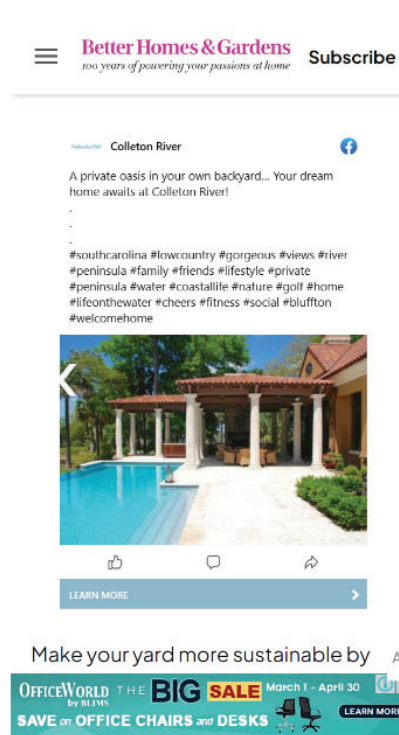
SOCIAL MIRROR ADS

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.

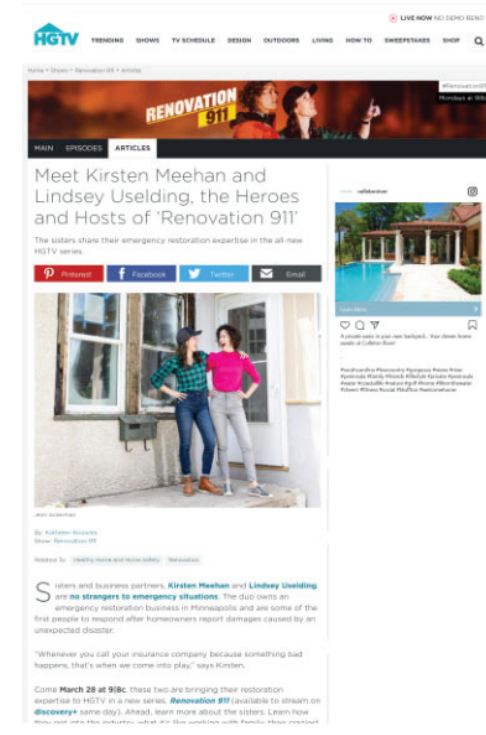
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

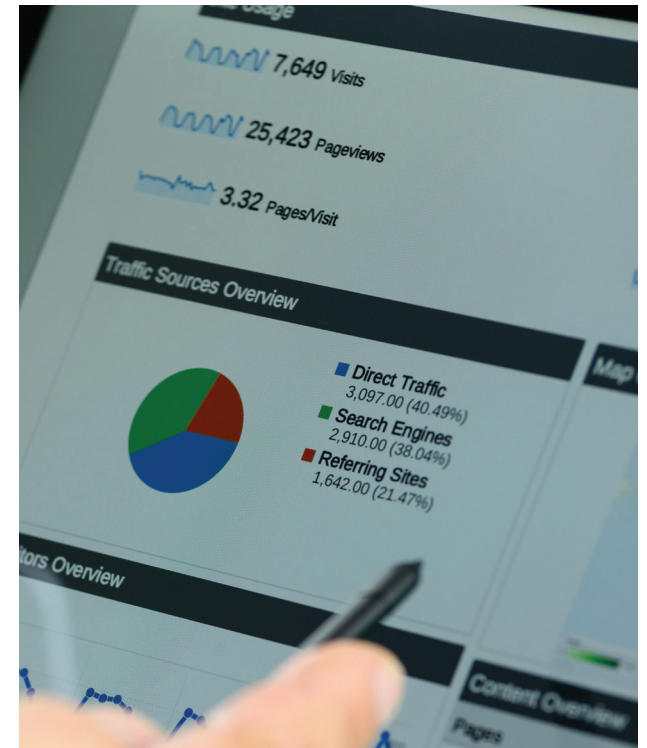


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

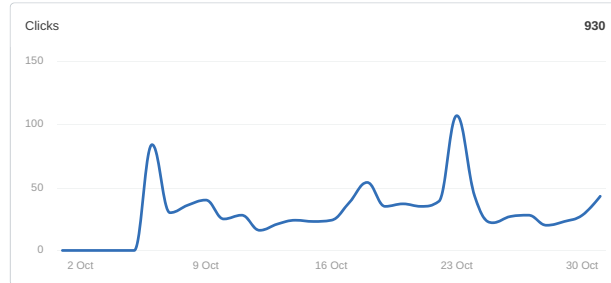
CLIENT DASHBOARD

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.



New Zealand SIR

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



Showing 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

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

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

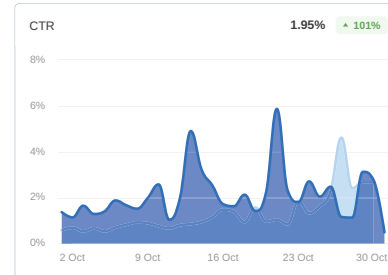
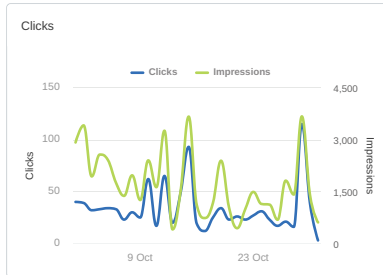
MONTHLY REPORTING

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%	Total Clicks ▲ 9%	Phone Calls ▲ 71%	Interaction Rate ▲ 218%	CTR ▲ 101%	Average CPC ▲ 7%
53,704	1,049	12	4.17%	1.95%	\$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



Presidents, major and literary legends, global impact Betty Chen, our October cover star, was honored for her lifetime achievements.

Betty Chen served as president of CMB in 1986, serving for 11 years until 1997. Since her husband's, CEO, passed away in 2008, she has organized and raised funds for organizations and social causes, including the 10th Annual Breast Cancer 45°C Awareness and National Festival of Singapore.

For her lifelong dedication to serving the community and commitment to philanthropy, Tatler Singapore is proud to present the Diamond Award to Betty Chen at the Tatler Ball 2022.


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

MORE FROM POWER & PURPOSE

Asia's Most Influential Playgroup Activities Can Teach a Thing or Two About Sustainability

Stealing on the Future With HODD's Steve Wang, Sun and Maggie Ho

Husan Rajput: Celebrating Asian Architecture With Art Fighting for Dignity and Equity



Stadium Archon believes in the power of fashion— that it may not only dress you, but it can inspire 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 red carpet to the red carpet, she was a sight to behold. She looked so good in her white dress with a veil that we had to watch her every move.

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

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

MORE FROM STYLE

Didiane Rinaldi and Lionel Messi square off in a chess match rather than on the field in the luxury event's all-star chess match by Anna-Louise

Watchback and Aalder Men reveal Limited Edition Champagne celebrating Chinese heritage, love for the study of time, and new beginnings

8 unique medicine designs by Dr. Gillian Ho inspired by Wang Chuan'spioneering home, bathroom and hotel care designs



TIFFANY & CO.

Thank You One ELLE FANNING

Tatler Ball 2022: Celebrating 40 Fabulous Years

Together with *Cartier*

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

Speaking of legends, our newsletter cover star JJ Lin was honored with the Tatler Cultural Icon Award 2022. Sadly he was unable to attend the event, but we are still excited for him as he just missed out on the highly anticipated J20 World Tour! 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 Archon believes in the power of fashion: Tatler Style Award 2022
- What we finished up at the Tatler Ball Singapore 2022
- Taking recreation fishing to the Next Level with Villa Lucca
- Inside Patsy Hillier's New Glamour...hollywood inspired Furniture Collection
- Dutch artist Piet Mondrian's 'Composition no. II' sets for US\$ 51.8M at Sotheby's Auction
- How Zenna Law's Company is fighting against migrant labour exploitation
- Jelena Milic Launches New Album The Celestines Forale Music Release

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 along a lakehouse 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](#)

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

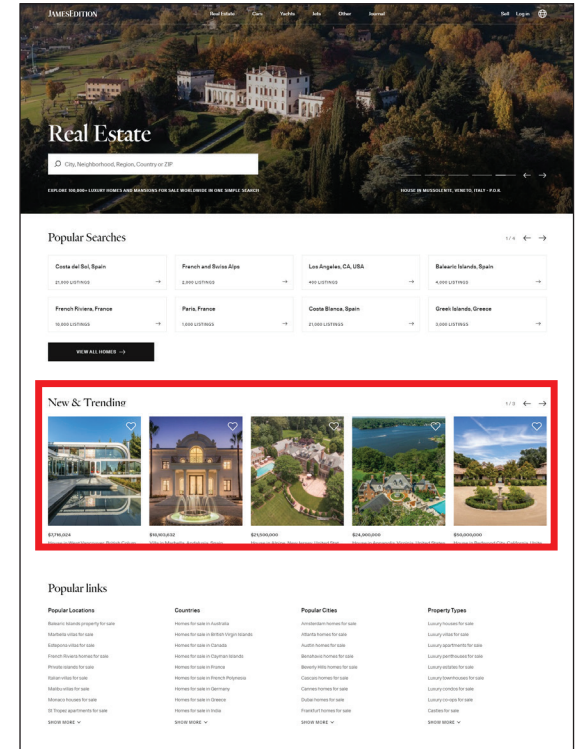
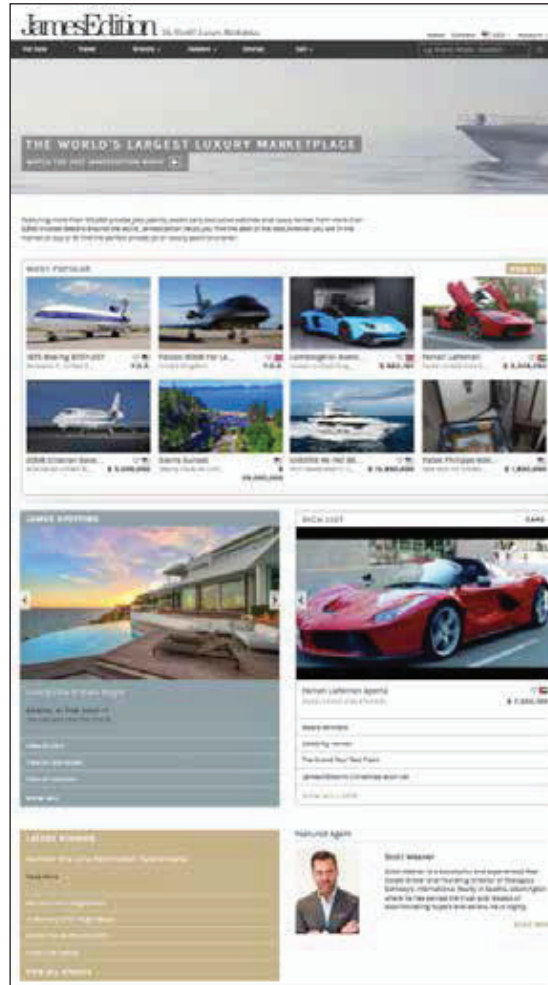
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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



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

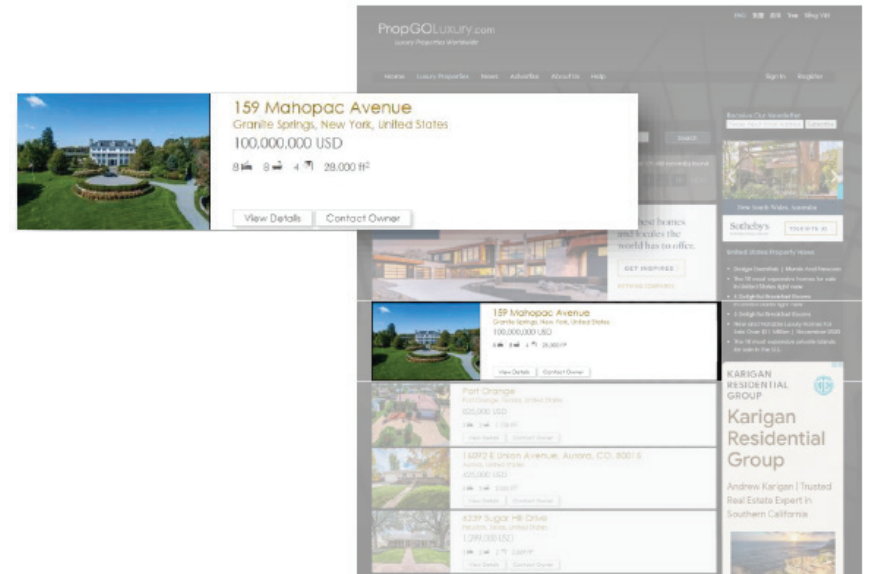
- English Average HHI: \$250,000 USD
- English Average HHNW: \$2.8M USD
- Chinese Average HHI: 6.4MM
- Chinese Average HHNW: \$4.575M USD

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



Print Offerings



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**


PROPERTY SPOT: \$650

Global




Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.




LYFORD CAY, THE BAHAMAS
Catal 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@sothebys.realty +1 917.539.3654

CENTRE ISLAND, NEW YORK




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

NEW YORK, NEW YORK



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

SHELTER ISLAND, NEW YORK



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

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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**

PROPERTY SPOT, COLOR: \$750

Global

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024-2025

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 Bespoke Emails		\$ 2,500.00				\$ 2,500.00	550,000
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
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
PropGo Luxury							
PropGo Luxury	Featured Listing & Regional Showcase	\$ 750.00	\$ 750.00			\$ 1,500.00	200,000
Tatler Asia							
Instagram Story	Instagram Story		\$ 2,575.00			\$ 2,575.00	50,000
Advertorial Link	Advertorial Link	\$ 2,950.00				\$ 2,950.00	
Print							
Financial Times							
Financial Times	Property Spot			\$ 750.00		\$ 750.00	210,457
The New York Times International Edition							
The New York Times International Edition	Property Spot	\$ 650.00				\$ 650.00	104,301
TOTAL						\$ 27,535.00	2,926,758

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