



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

214 Folkestone Lane Advertising and Marketing Program

Premier | **Sotheby's**
INTERNATIONAL REALTY

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30 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 214 Folkestone Lane

SKY Advertising is excited to present to Premier Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 214 Folkestone Lane.

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 Arden, NC.

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

**LET'S DO
GREAT THINGS TOGETHER**

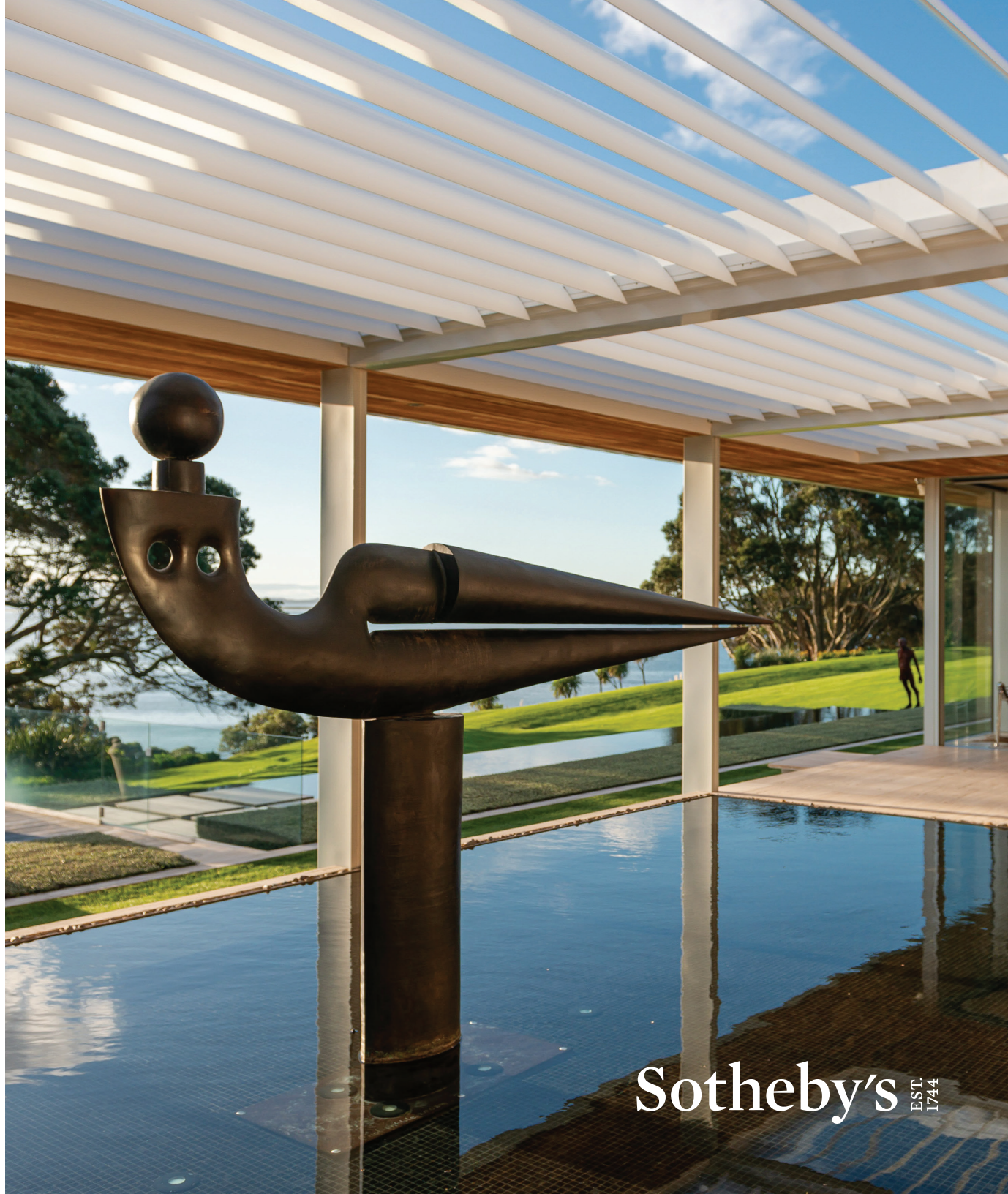
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CHLOE STEELY
Account Executive
212-677-2557
chloe@skyad.com

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 floor Central Park West residence offers a rare opportunity to own a piece of Manhattan's most iconic landmark. Every room is meticulously finished with the finest materials, including an expansive light oak kitchen, marble island, and custom millwork. Don't miss this opportunity to own a piece of Central Park West.

New York, New York
 \$2,400,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Taylor +1 212 606 7772
 Email: taylor@sothebysrealty.com
 \$50,000,000.00

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, offering unparalleled views of the city and the Hudson River. The residence is a true work of art, featuring the finest materials and craftsmanship.

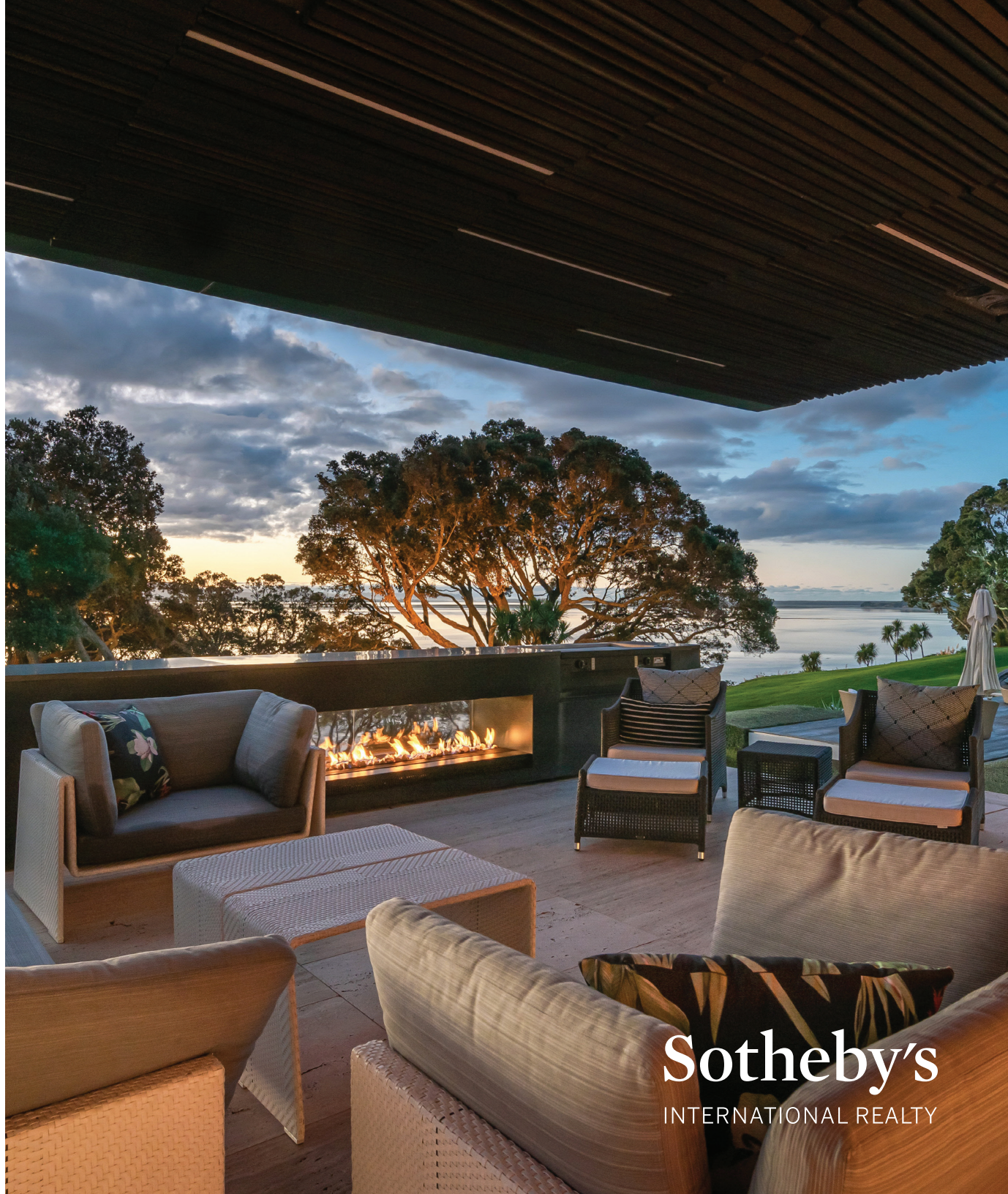
New York, New York
 \$2,400,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Taylor +1 212 606 7772
 Email: taylor@sothebysrealty.com
 \$20,000,000.00

Four Seasons Private Residences
 This stunning 1,100 sq. ft. penthouse residence is a true masterpiece of modern architecture. It features the finest materials and craftsmanship, offering unparalleled views of the city and the Hudson River. The residence is a true work of art, featuring the finest materials and craftsmanship.

New York, New York
 \$2,400,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Taylor +1 212 606 7772
 Email: taylor@sothebysrealty.com
 \$15,000,000.00

SC

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

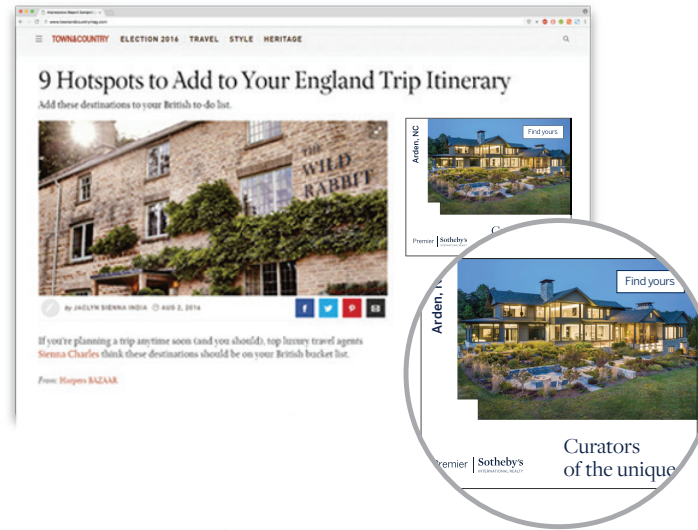
Impressions Campaign

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: **214 Folkestone Lane**
- 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




Arden, NC

Find yours

1 of 1

Curators of the unique

Premier | Sotheby's INTERNATIONAL REALTY



Arden, NC

Find yours


1 of 1

Curators of the unique

Premier | Sotheby's INTERNATIONAL REALTY

1 of 1

Curators of the unique




Arden, NC

Premier | Sotheby's INTERNATIONAL REALTY

Find yours

Arden, NC

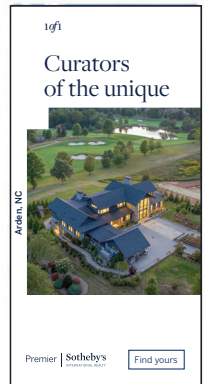
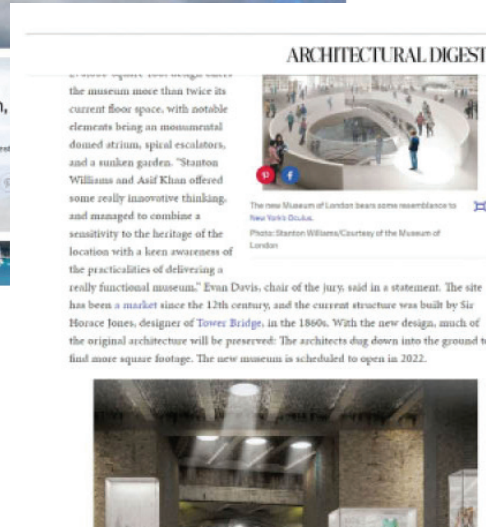
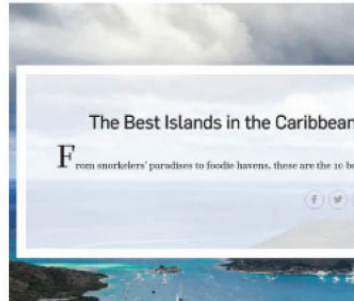
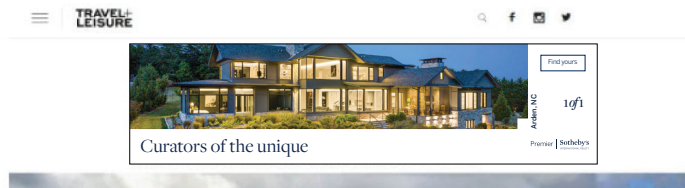
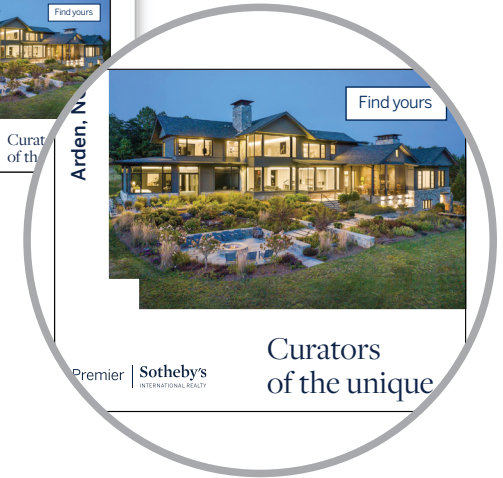
Find yours



Curators of the unique

Premier | Sotheby's INTERNATIONAL REALTY

Sample Banners For Impressions Programs As They Appear On Sites

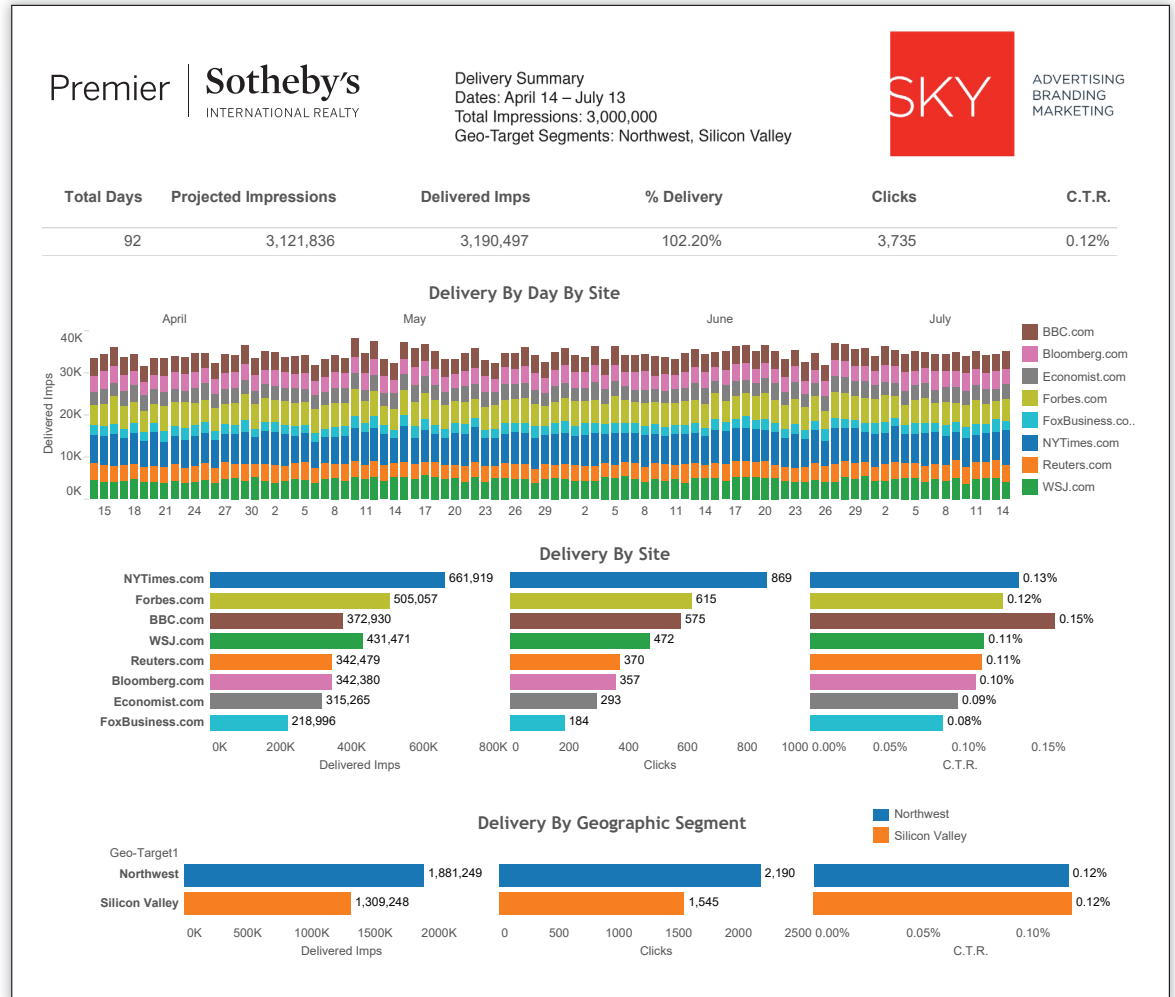


Comprehensive Reporting For Your Customized Campaign

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.

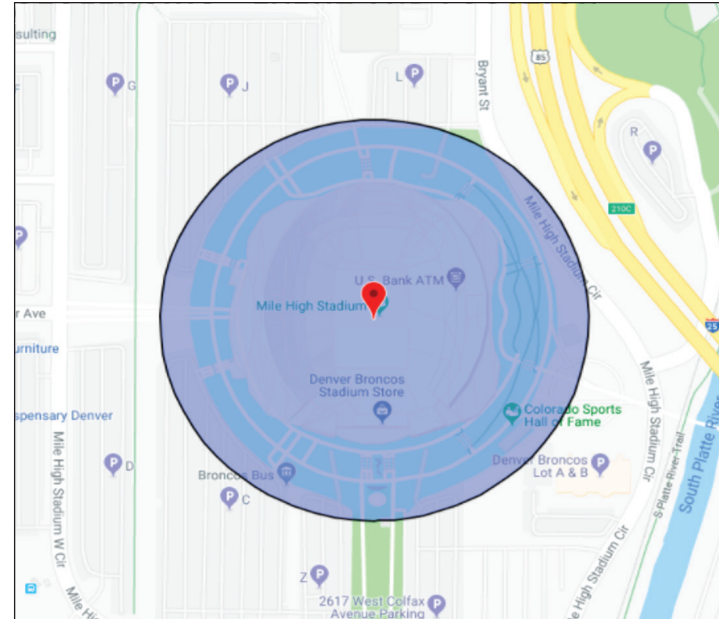
IMPRESSIONS PROGRAM SAMPLE REPORT



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

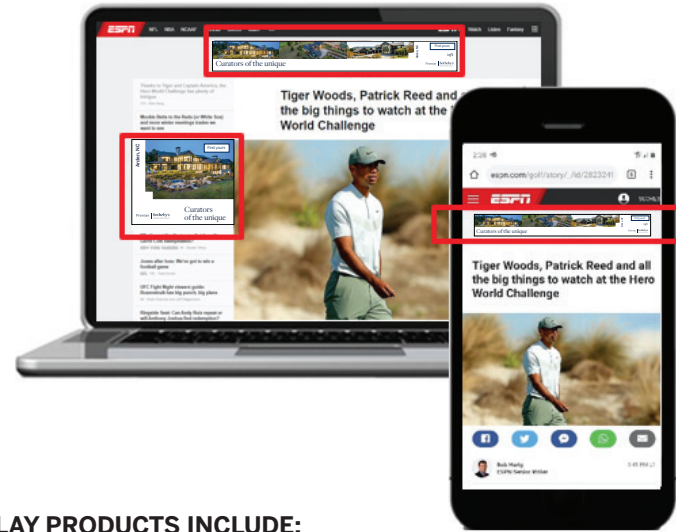
TIER 1

- 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

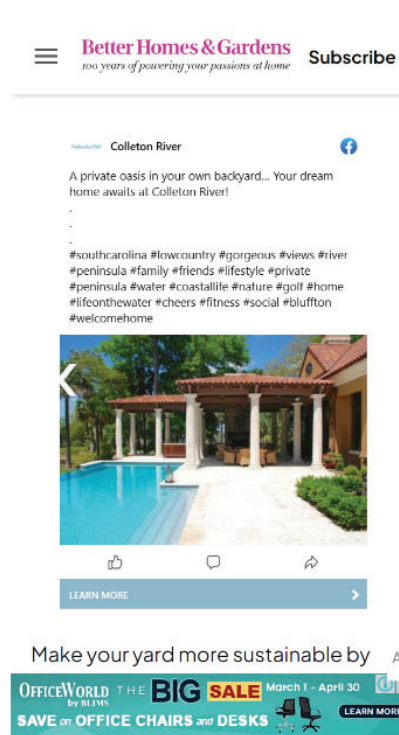
SOCIAL MIRROR ADS

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.

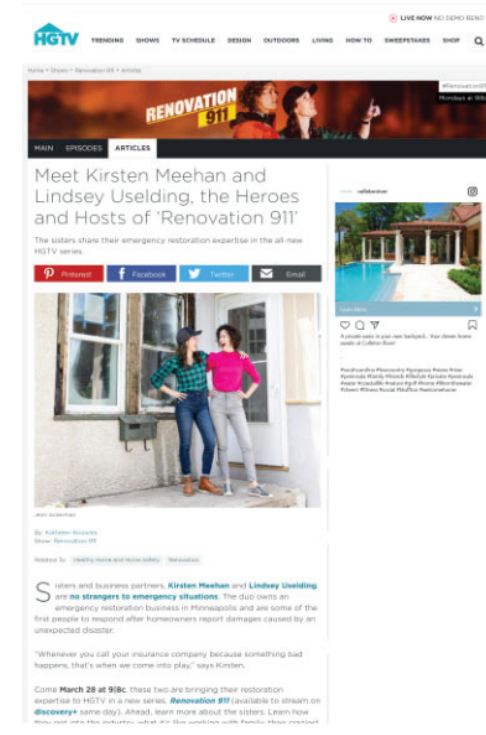
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

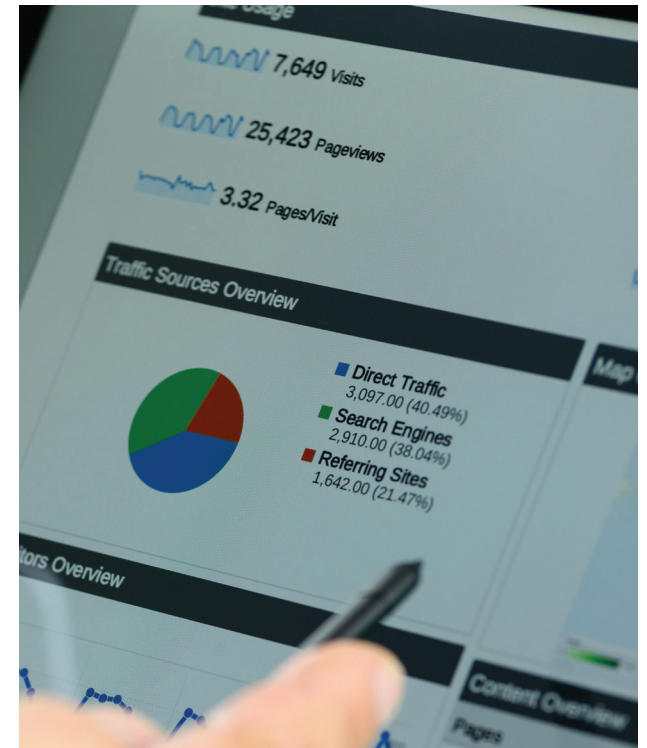


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

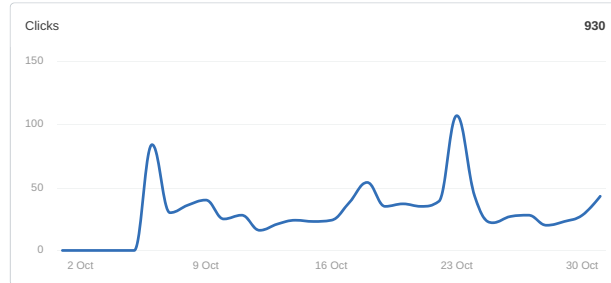
CLIENT DASHBOARD

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.



Premier SIR

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

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

Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"home for sale boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

Google AdWords

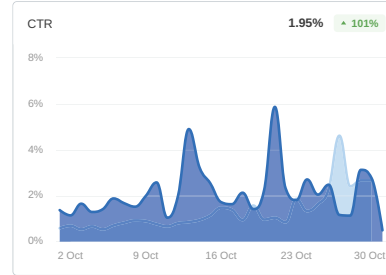
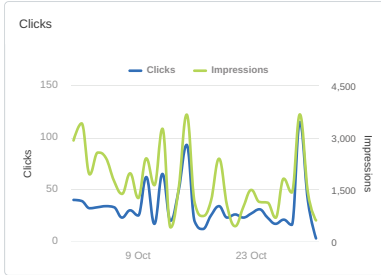
MONTHLY REPORTING

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



Premier 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

Cottages & Garden

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

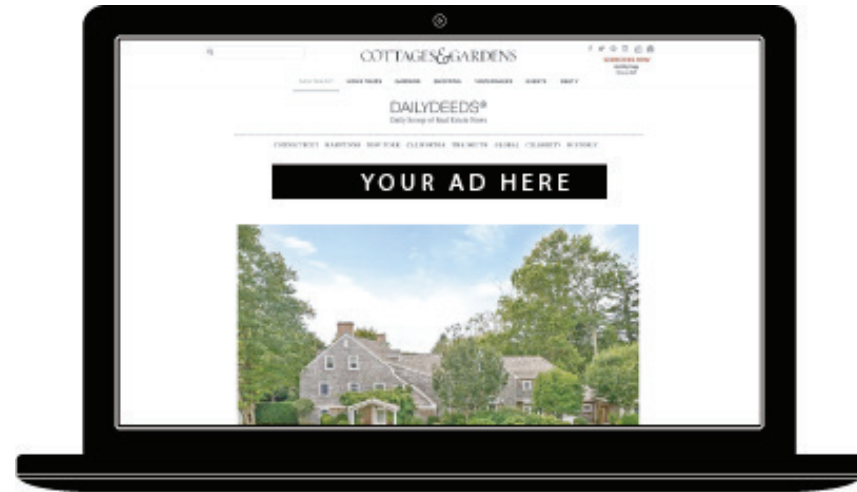
- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

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.

jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. Below this is a main banner for 'The Global Luxury Marketplace: Cars, Homes and more'. A central section titled 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3400 trusted dealers around the world...' is followed by a 'MOST POPULAR' grid of luxury cars like the Ferrari 488 GTB, Chevrolet Corvette, and McLaren 650S. Below that is a 'JAMES SPOTTING' section with a duplex listing and a 'RICH LIST' section featuring a yacht listing. A 'Featured Agent' section highlights Nick Swinburne. At the bottom, there's a 'LATEST STORIES' section with an orange sports car and several article teasers.

This screenshot shows the real estate search interface on JamesEdition.com. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. Below the search bar is a featured property listing for 'THE PENTHOUSES AT GOLDEN PEAK' with a price of \$2,100,000. A 'Featured luxury properties' grid displays various listings such as '5 Bedrooms - Pent...', 'Stunning Sherwood...', 'Enviably Estate By...', and 'Modern Apartment...'. A 'News about luxury real estate' section includes articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. The footer contains 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

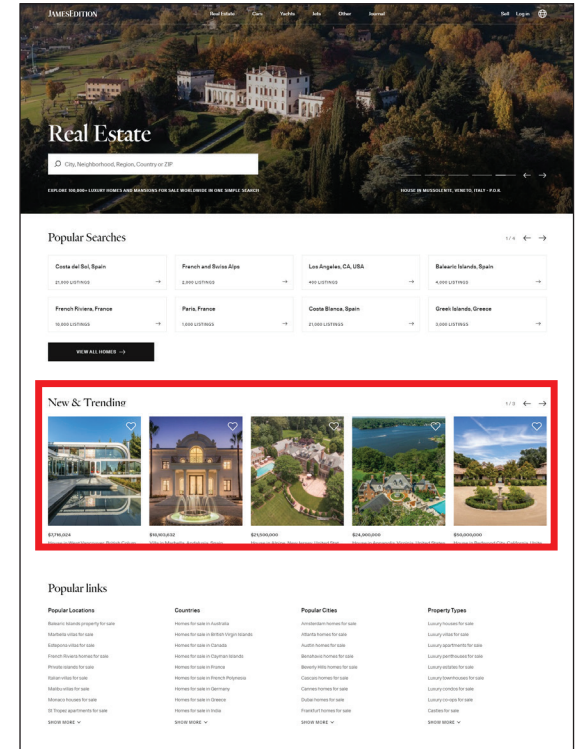
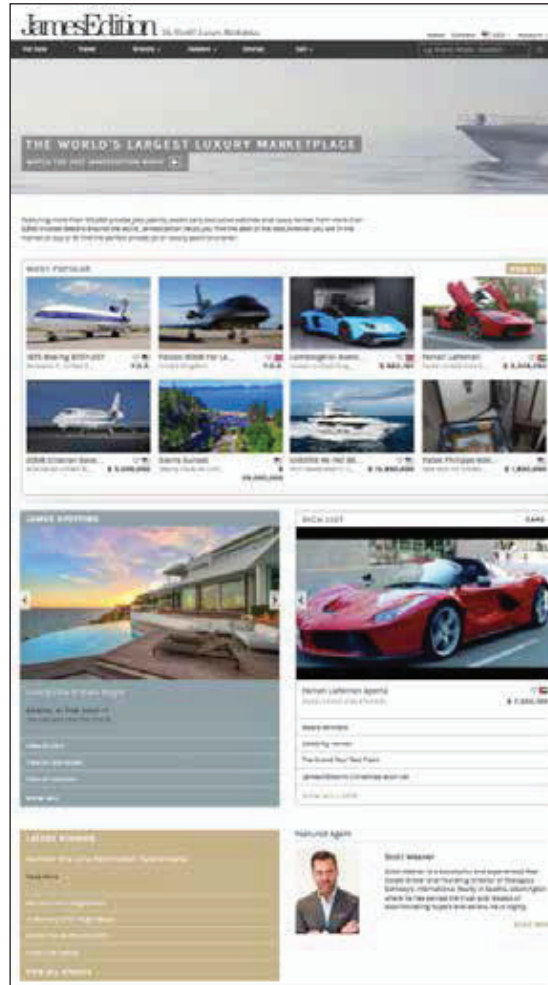
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



DIGITAL

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

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

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

What's News
Business & Finance

Fed Cuts Rates Amid Virus Fears
 Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

Shaky Ground
 A major supply chain is being disrupted by the virus, and it could hurt the economy

Tennessee Twisters Kill at Least 25
 A line of twisters began barreling across Tennessee on Tuesday, killing at least 25 people in the worst twister outbreak in the state since 1954

Biden Picks Up String of Victories, Sanders Logs Big Win in California
 Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests

World Wide
 Biden reached a string of major Tuesday primary victories and Sanders won the Democratic presidential nomination in California

Market Watch
 The S&P 500 index fell 1.1% to 2,954.75, its lowest since 2008

Sotheby's
 INTERNATIONAL REALTY

Nothing compares to what's next.

City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7890

City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7890

City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7890

City, State: [Redacted]
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 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7890

City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7890

City, State: [Redacted]
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 Company: [Redacted]
 AGENT NAME: [Redacted] +1 212 456 7890

City, State: [Redacted]
 Website or Address: [Redacted]
 Company: [Redacted]
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 Website or Address: [Redacted]
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PRINT

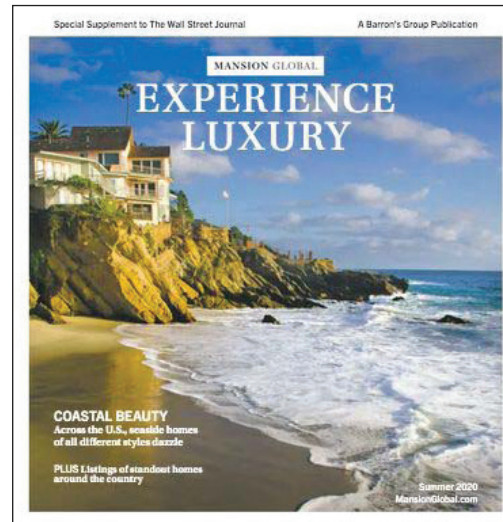
The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

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

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

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



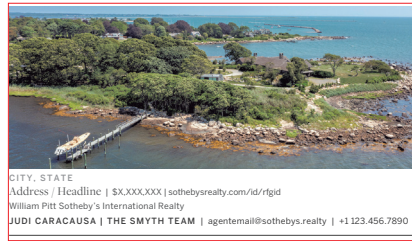
The New York Times

IN THE FRIDAY MAIN NEWS SECTION

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

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

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



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PRINT

Golf Digest

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- Full page, color

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SOUTH FLORIDA
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Senior Global Real Estate Advisor, Associate Broker
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Financial Times

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

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

QUADRUPLE PROPERTY SPOT, COLOR: \$3,000
PROPERTY SPOT, COLOR: \$750

Global

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FT Weekend

No rest for the Wild
Willem Dafoe director
aligns his knowledge
AT HOME PAGE 2

Sign of the Times
South Bank feels sharp
rise in London price falls
UK PROPERTY PAGE 4 & 5

Study in style
Homework
IS IN CHARGE
JUST PROPERTY PAGE 10

The home of prime property: propertylistings.com

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FT Weekend US edition

Food and drink festive special
Tips from top global chefs
Lunch with the FT chief Bernie Ecclestone: 7 break the rules! Life Savers

Schulz reversal raises Merkel's survival hopes
• SPD chief ready to join coalition talks
• Rare bout of German umbrage precedes

Alzheimer's afflicted Monty Python star helps launch FT Seasonal Appeal

Uber and the cost of the Kalamita Problem

Arriving the world on 18 days: Adventure on two wheels

Sarah Jessica Parker

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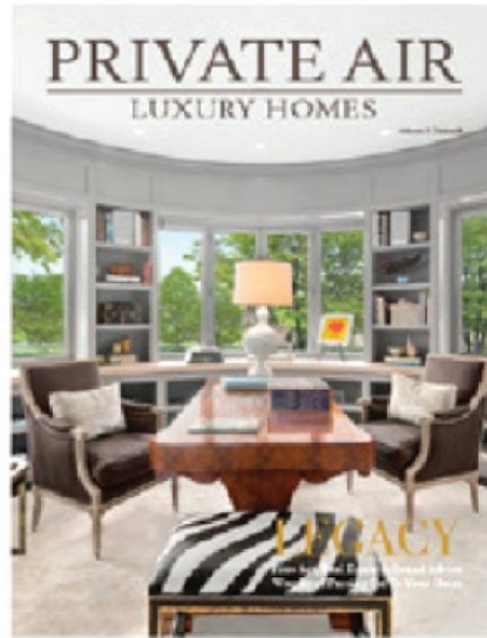
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Private Air Luxury Homes Magazine

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**



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

Media	Ad Description	February	March	April	Media Total	Reach
Sotheby's Auction House: Print						
Sotheby's Magazine	Quarter Page		\$ 910.00		\$ 910.00	20,000
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
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	120,000
Cottages & Garden						
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00			\$ 2,950.00	
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
WSJ.com						
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00		\$ 1,300.00	328,000
Print						
Conde Nast Magazines Regional Pages						
Golf Digest - Tampa	Full Page		\$ 4,110.00		\$ 4,110.00	15,000
Golf Digest - South Florida	Full Page		\$ 3,380.00		\$ 3,380.00	11,000
Financial Times						
Financial Times	Property Spot		\$ 750.00		\$ 750.00	210,457
The New York Times						
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00			\$ 760.00	423,111
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00	\$ 1,925.00	65,000
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00			\$ 795.00	644,424
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00		\$ 980.00	100,000
TOTAL					\$ 36,560.00	3,728,992

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