



ADVERTISING  
BRANDING  
MARKETING

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

---

SKYAD.COM

# Airfield Development Advertising and Marketing Program

New Zealand | **Sotheby's**  
INTERNATIONAL REALTY

# Table of Contents

## **3 INTRO**

## **4 SOTHEBY'S AUCTION HOUSE**

5 Sotheby's Selects e-Newsletters

## **6 DIGITAL**

7 Impressions Campaign  
12 Geofencing - Event and Location  
15 Google AdWords  
18 duPont Registry  
19 Elite Traveler  
20 Flying  
21 JamesEdition.com  
25 JetSet  
26 RobbReport.com  
27 WSJ.com

## **29 PRINT**

30 The Wall Street Journal  
32 The New York Times  
34 The New York Times Takeover  
35 Financial Times  
36 Flying

## **37 SCHEDULE, PRICING & REACH**

38 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 Airfield Development

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 the Airfield Development.

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

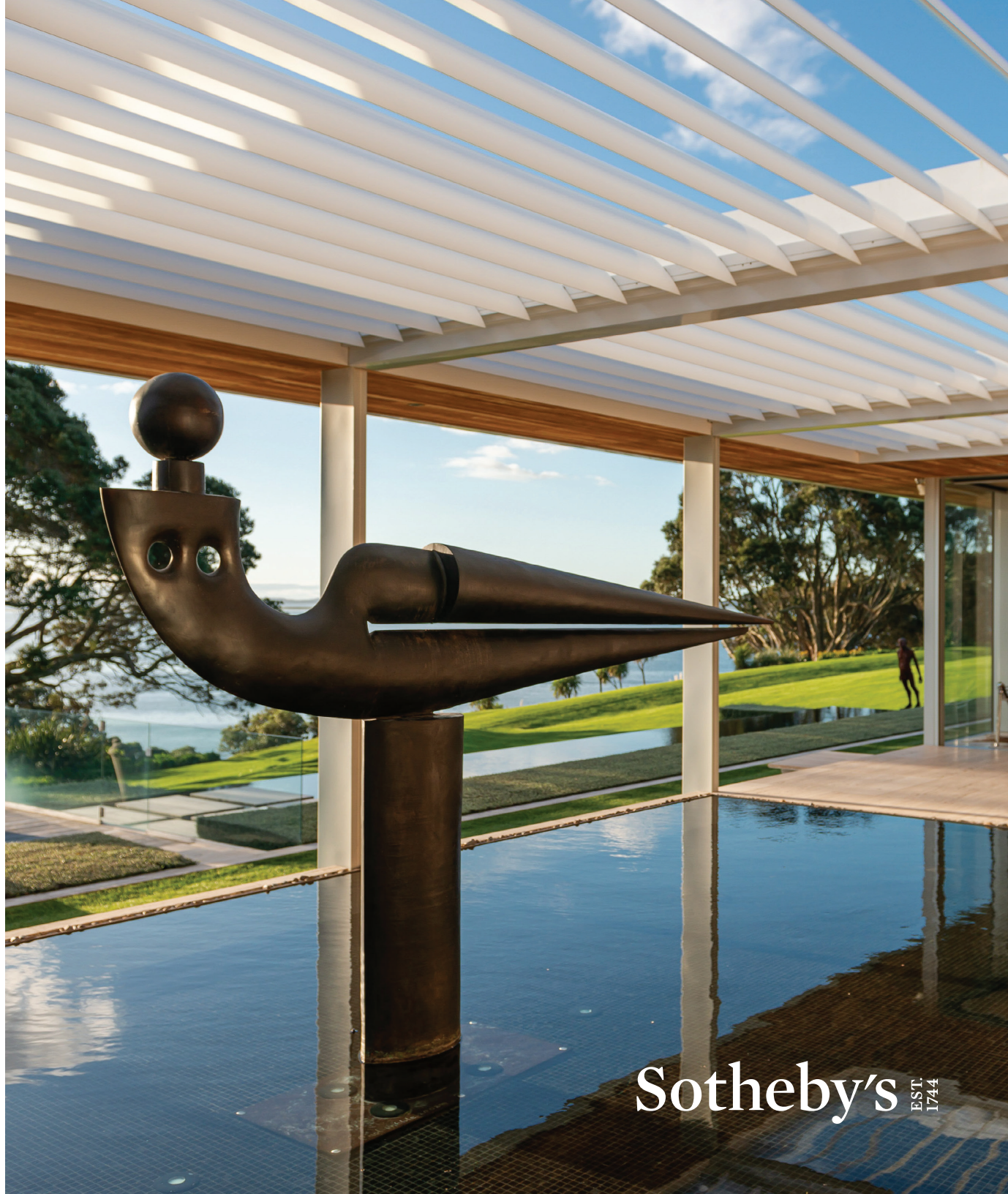
JANINE JONES  
*Executive Vice President*  
**212-677-2714**  
[janine@skyad.com](mailto:janine@skyad.com)

PAULA DAVIDSON  
*Senior Account Executive*  
**212-677-2671**  
[paula@skyad.com](mailto:paula@skyad.com)

SARA HELENI  
*Account Executive*  
**212-674-2402**  
[sara@skyad.com](mailto:sara@skyad.com)

CHLOE STEELY  
*Account Executive*  
**212-677-2557**  
[chloe@skyad.com](mailto:chloe@skyad.com)

Sotheby's  
Auction House  
Offerings



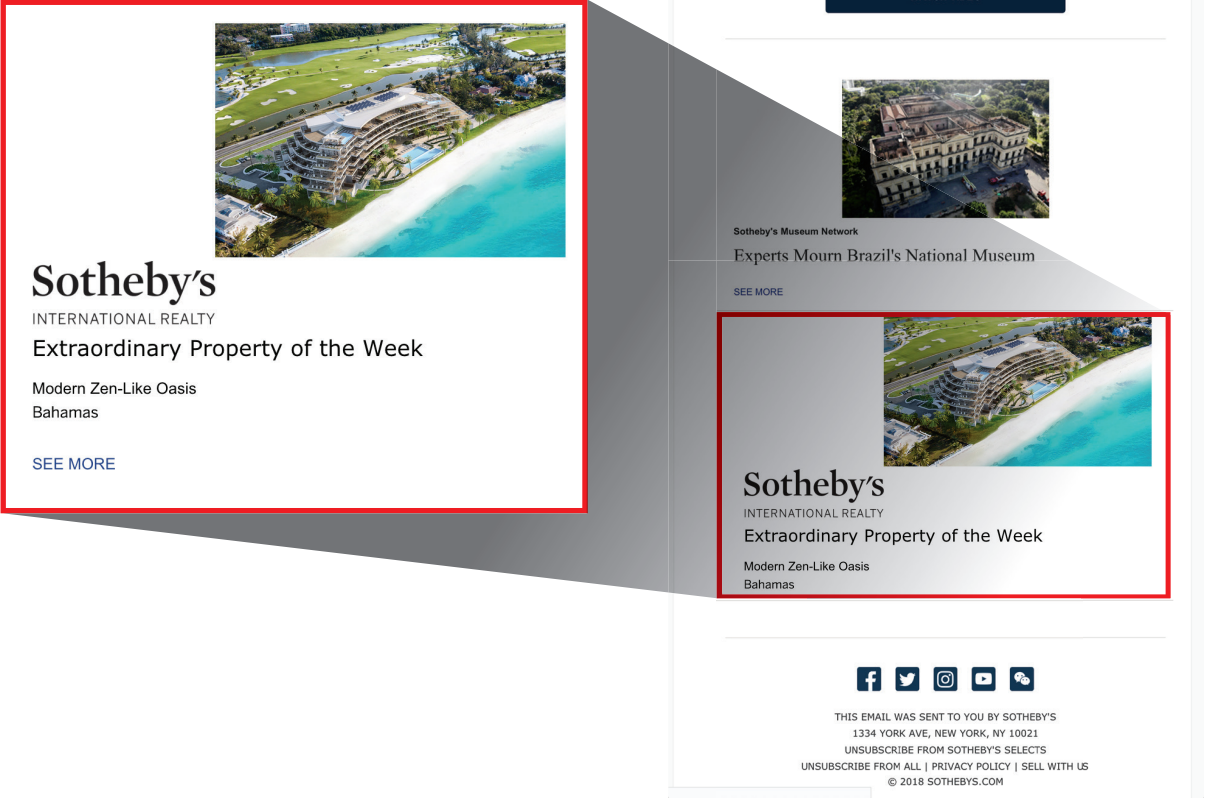
Sotheby's EST. 1744



SOTHEBY'S SELECTS  
E-NEWSLETTERS

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

PRICE: \$2,585/DEPLOYMENT





# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



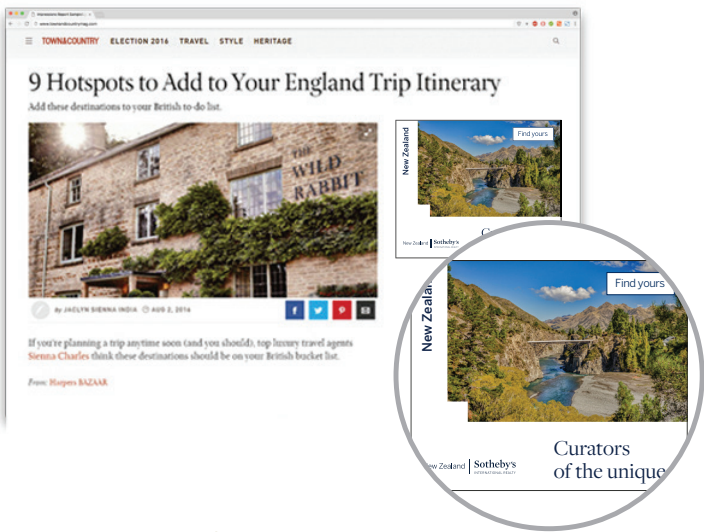
# Impressions Campaign

**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: **Airfield Development**
- Flight Dates: **February 2025 - May 2025**
- Impressions: **1,500,000**
- 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**





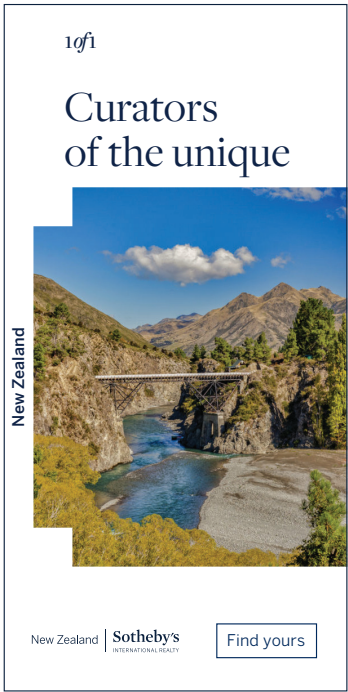
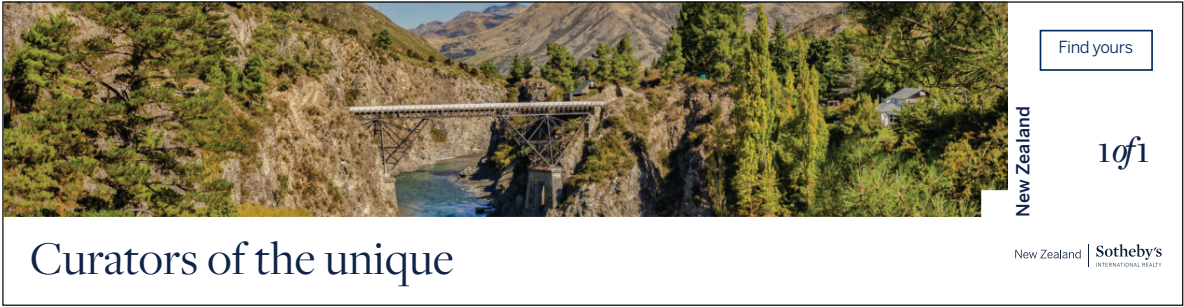
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

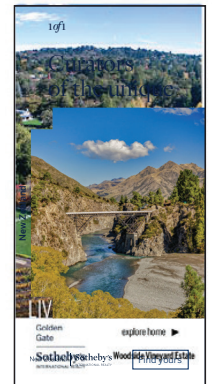
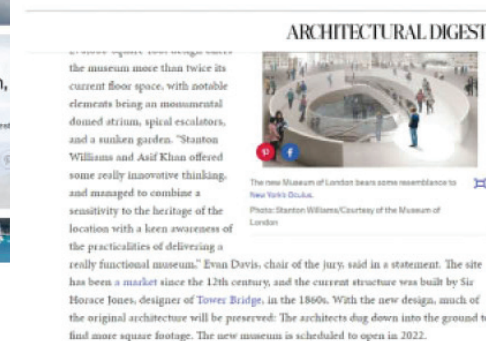
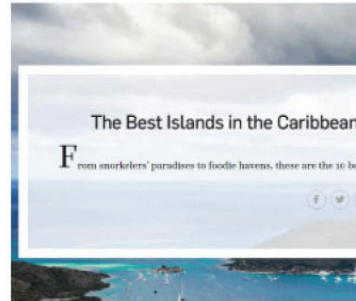
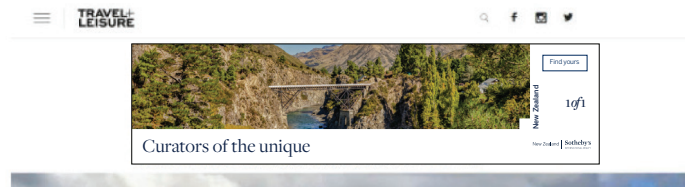
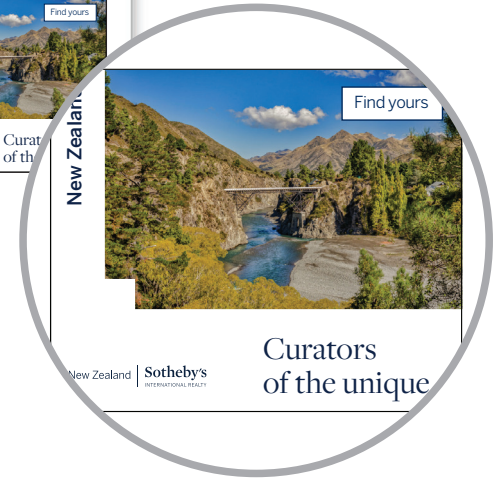
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

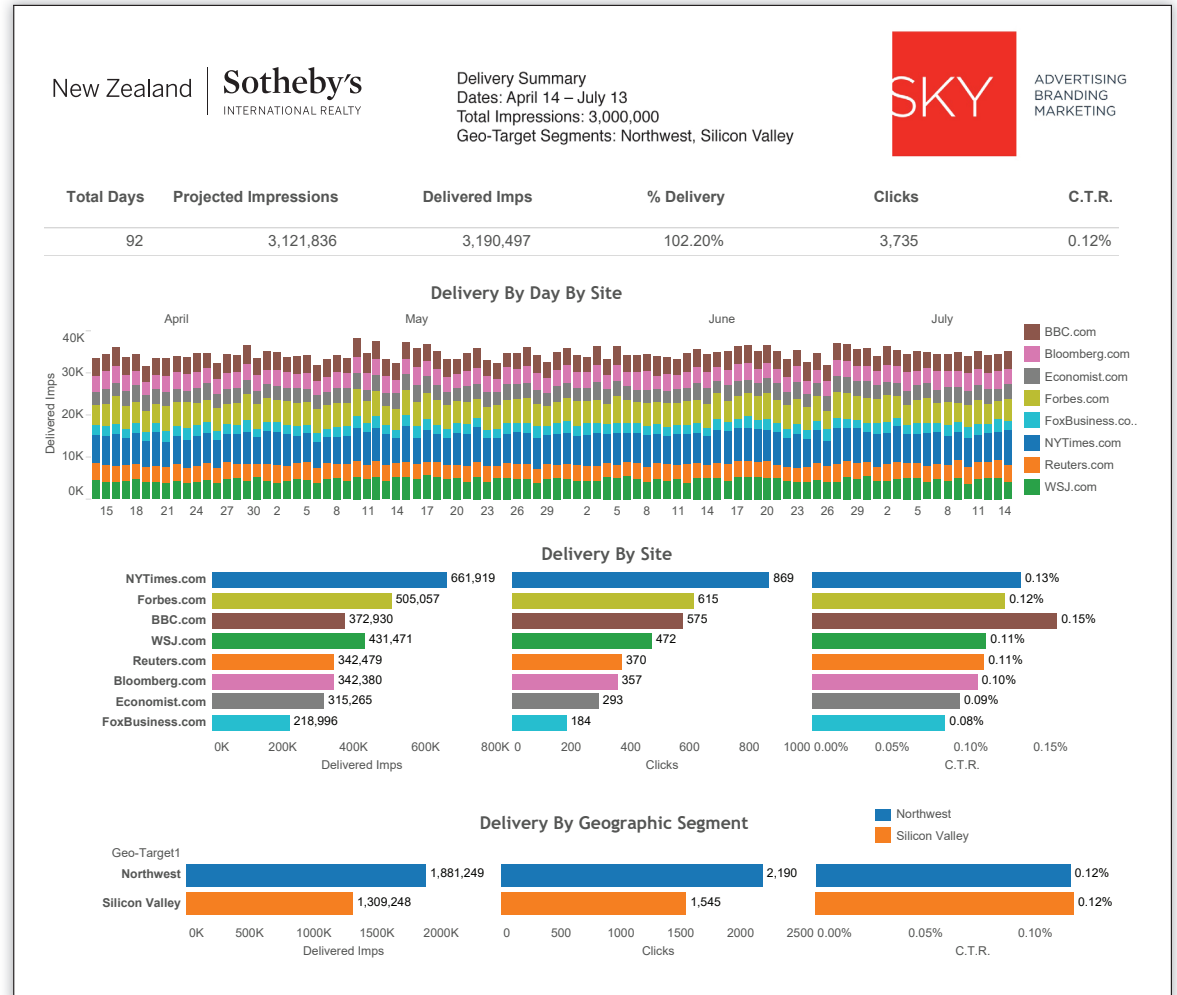


# Comprehensive Reporting For Your Customized Campaign

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.

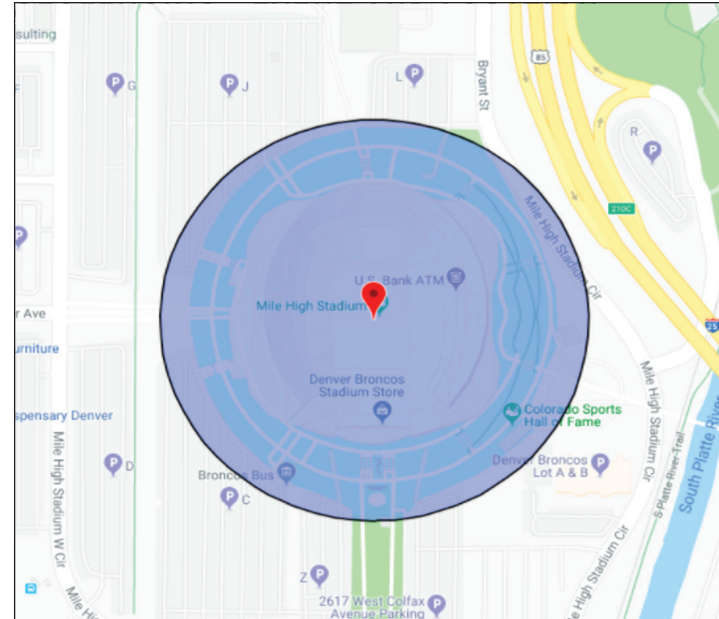
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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

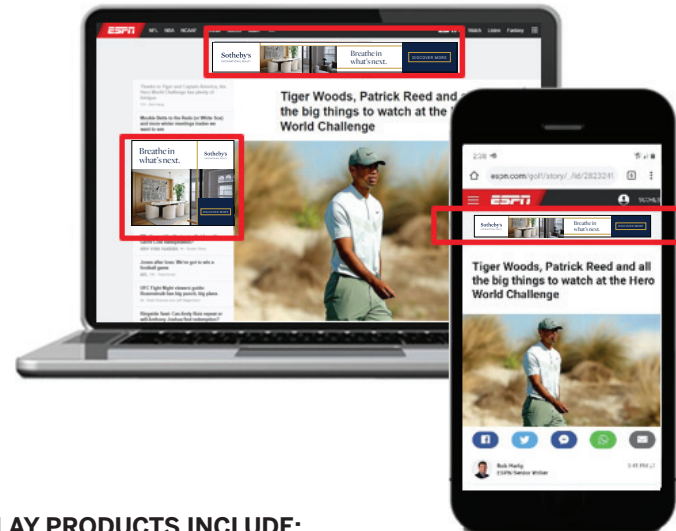
- From: **\$1,500**
- **Up to 3 Geo-fences**
- **60,000 impressions**



# 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

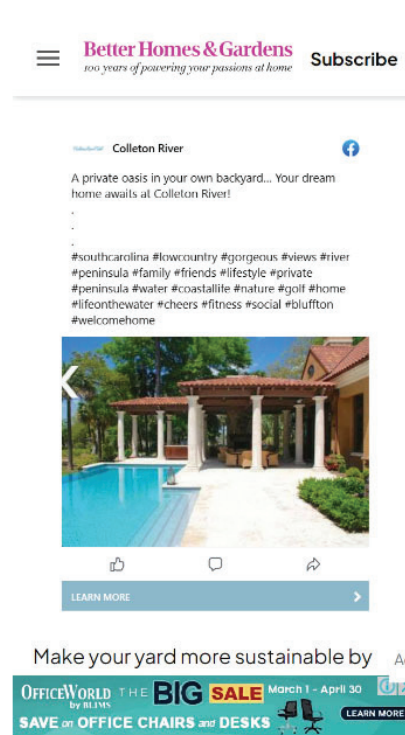
## SOCIAL MIRROR ADS

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.

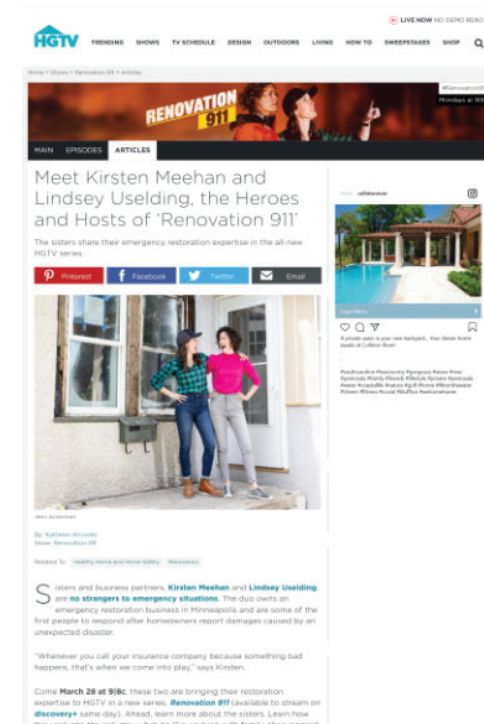
Ads can be display, video, OTT across connected TVs or carousel.



## 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.

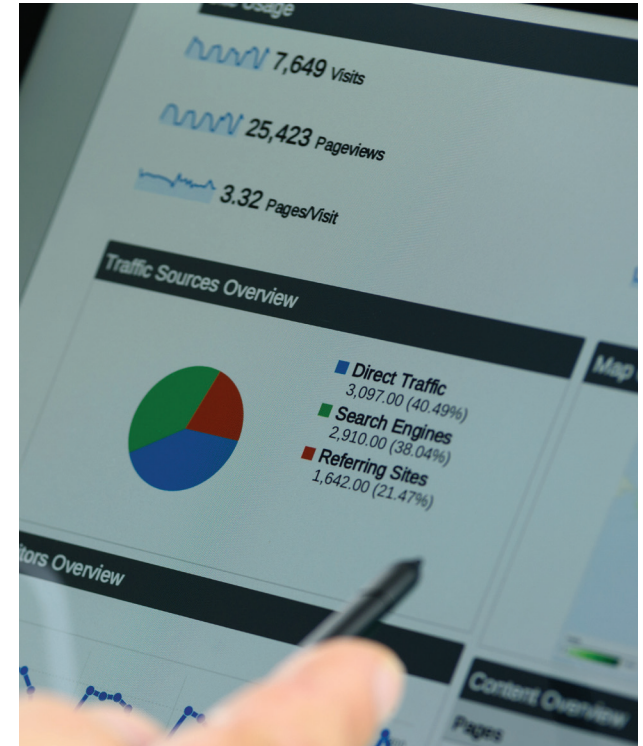


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

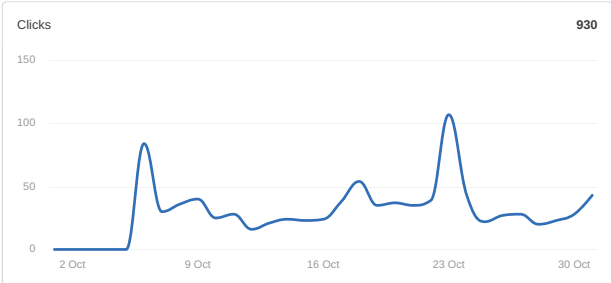
## CLIENT DASHBOARD

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.



### 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 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



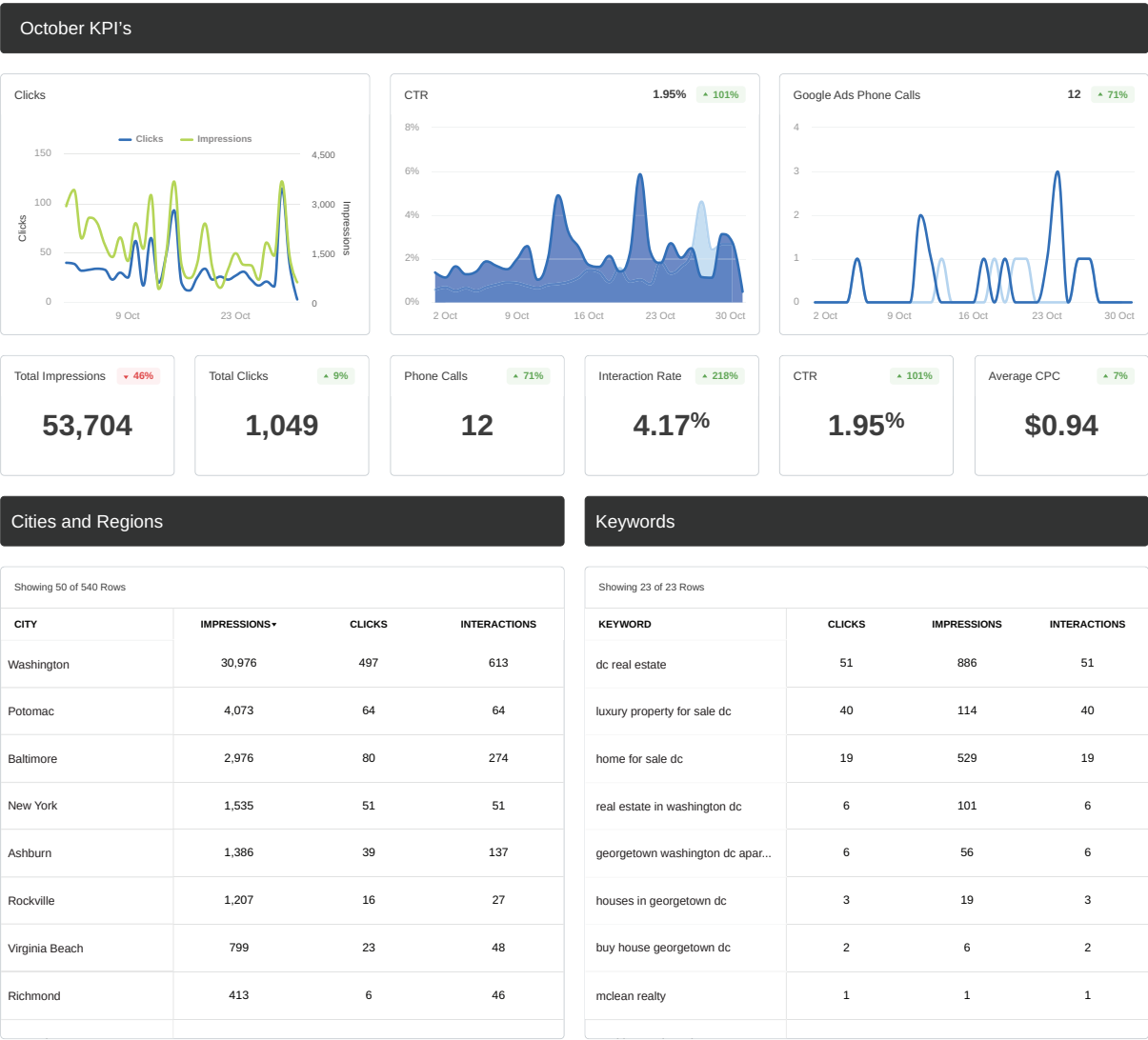
# Google AdWords

## 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.



## New Zealand SIR



# duPont Registry

Experience luxury with duPont REGISTRY, connecting elite buyers and sellers for nearly 40 years. Elevate your brand through exclusive collaborations, bespoke campaigns, and luxury showcases.

## ADDED VALUE

- Branded Content Post
- Newsletter Inclusion - 77,000 email subscribers
- Luxury Lifestyle Newsletter Inclusion - 2,500 email subscribers
- duPont REGISTRY Discovery Posting


POST: \$1,295/POST


## BONUS

WEEKLY NEWSLETTER

LUXURY LIFESTYLE NEWSLETTER


POSTING






SPONSORED

**RM Sotheby's Arizona: 2005 Porsche Carrera GT**




INDUSTRY REPORTS


**2021 Was Rolls-Royce's Best Year Ever**



SPONSORED


**When Was the Last Time You Did Something for the First Time?**






SPONSORED

**RM Sotheby's Arizona: 2005 Porsche Carrera GT**




INDUSTRY REPORTS

**2021 Was Rolls-Royce's Best Year Ever**




SPONSORED

**When Was the Last Time You Did Something for the First Time?**




FOR SALE

**The Best 80's Cars You Can Buy Today**




DEALER NEWS

**Maserati Westlake Villages Delivers One of the First MC20s in the U.S.**




SPONSORED

**Discover the South's Best Lake & Golf Community at Reynolds Lake Ocoee**




FOR SALE

**Check The Spec: A 2019 Porsche 911 GT3 RS With A \$140K Special With Customization Package**




WATCHES


**Bell & Ross Releases The New Limited-Edition BR 03-92 Military Diver**




WATCHES

**Discover Ulysse Nardin's New Limited-Edition Torpilleur Tourbillon**







**Ferrari Car Sale**




**Lamborghini Car Sale**




**Porsche Car Sale**



**Maserati Car Sale**



**Other Luxury Car**



**Rolls-Royce Car Sale**

**TOP LINKS**

[Exotic Car Specs](#)

[Exotic Car](#)

[Latest Car Videos](#)


[Exotic Cars For Sale](#)

**COMPANY LINKS**

[Advertise](#)

[Contact Us](#)

[Sell Your Car](#)



Copyright © 2021 duPont Publishing Inc. All rights reserved.

Want to always have you receive these emails?

[Update your preferences](#)    [Unsubscribe from this list](#)

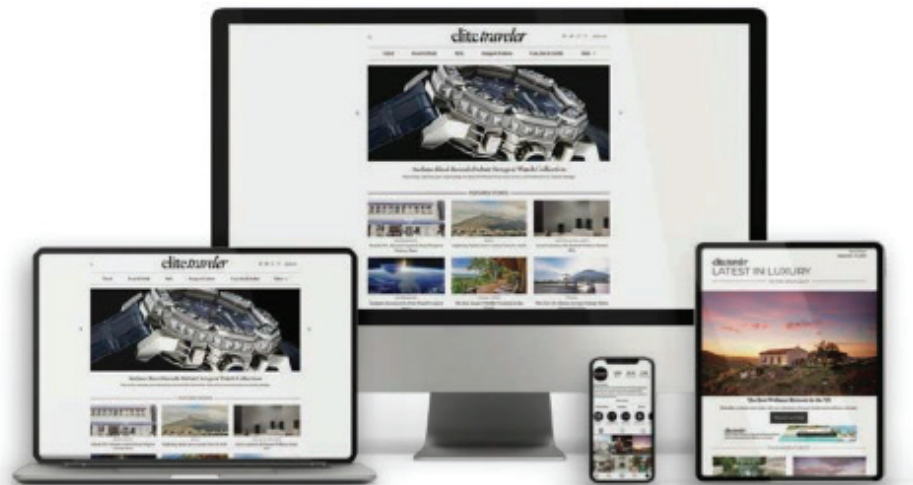
# Elite Traveler

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

ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR  
**Half price with full page print purchase**



# Flying

Flying Magazine, established in 1927, is a leading aviation publication catering to pilots, aircraft owners, and aviation enthusiasts worldwide. It offers comprehensive coverage of aviation news, airplane and gear reviews, and training resources. With a rich history spanning nearly a century, Flying Magazine has earned its reputation as “the world’s most widely read aviation magazine”

## DEMOGRAPHICS

On average, FLYING Subscribers log 130 flight hours per year, 4X more than the average pilot.

- **95%** - Male
- **54** - Average Age
- **92%** - College Educated
- **\$190,800** - Average HHI
- **\$1,646,400** - Average Net Worth
- **43%** - Owner/Executive Suite
- **5%** - On Board of Directors
- **29%** - Management/Professional
- **20%** - Captain
- **27%** - Professional Pilot
- **5%** - Chief Pilots
- **91%** - Are Pilots

## STATS

### Email Subscriptions

653K+ Opt-In Subscribers

### FlyingMag.com

1M+ Pageviews per month

### Total Monthly Audience

2.3M+ Per Month (Print, Digital & Social)

### Social Media

- 337K Facebook
- 102K Instagram
- 78K X (Twitter)
- 13K YouTube

## CUSTOM EMAIL \$7,750

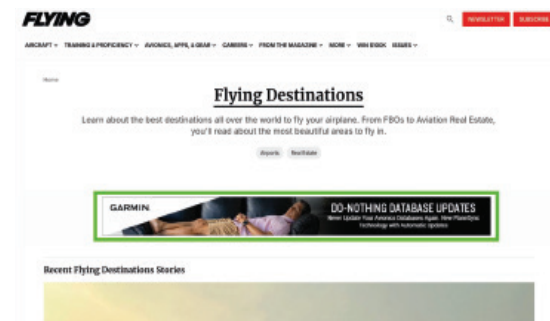
### AUDIENCE 51K+ PER SEND

**Includes a Bonus property listing on Flying’s Listing page**

## FLYING PROPERTIES NEWSLETTER:

**TOP HERO: \$1,300 TWO WEEKS; \$2,250/FOUR WEEKS**

**Regular Spot: \$975/four weeks**





# 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.

### • 600,000+ subscribers.

Have your listing matched to relevant editorial for native content appeal.

### Location Open Rates

- North America – **40%**
- Europe – **40%**
- Asia – **10%**
- Middle East – **5%**

### Email Engagement

- Average open rate: **32%**
- Average total click rate: **7%** (10-15% top position, 3-5% middle position)

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.

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.

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

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.

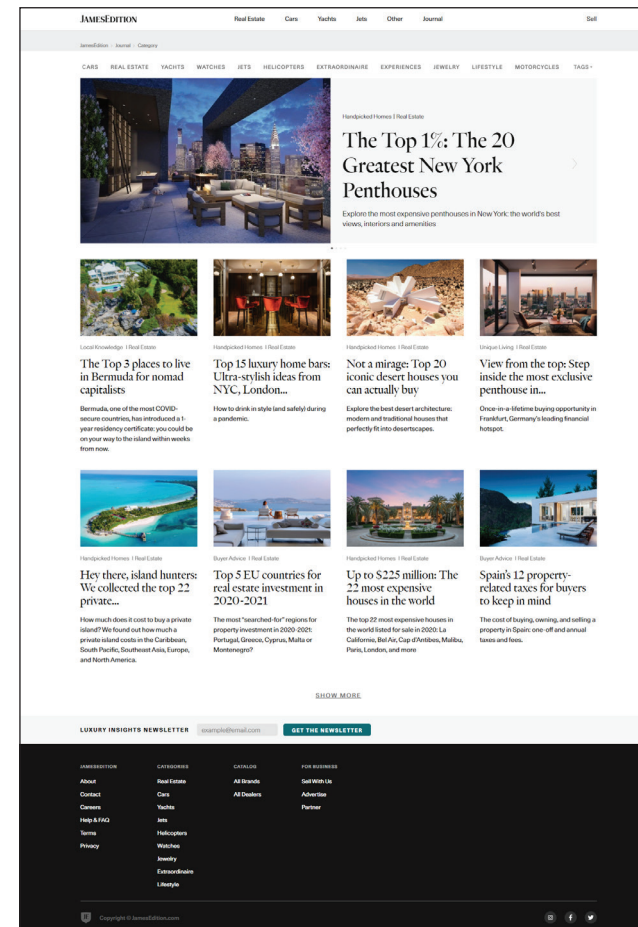
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

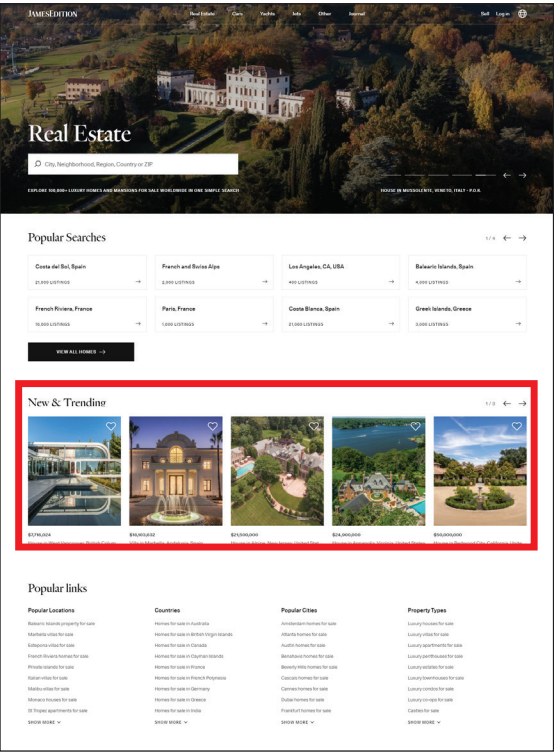
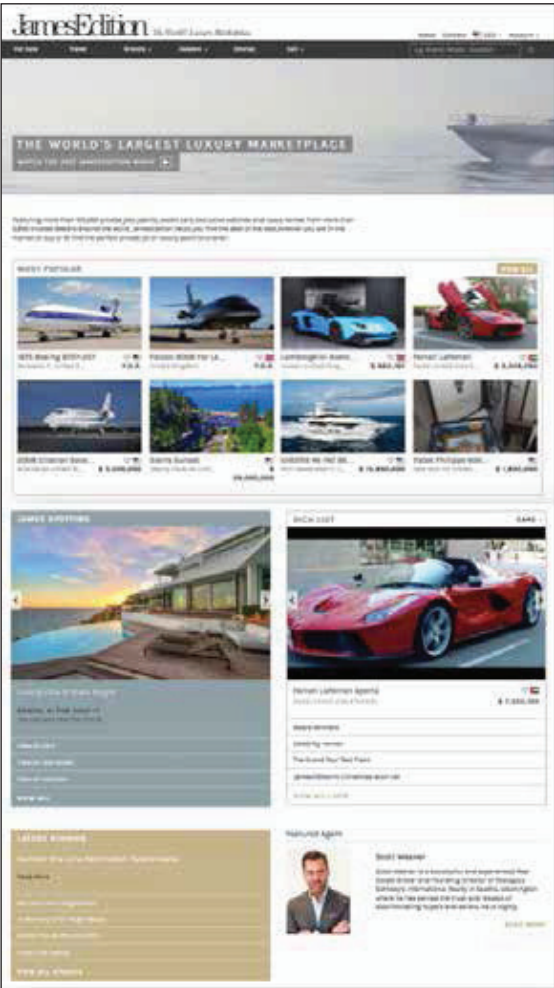
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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



## EMAIL

## 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)**

skyad.com | 25



# RobbReport.com

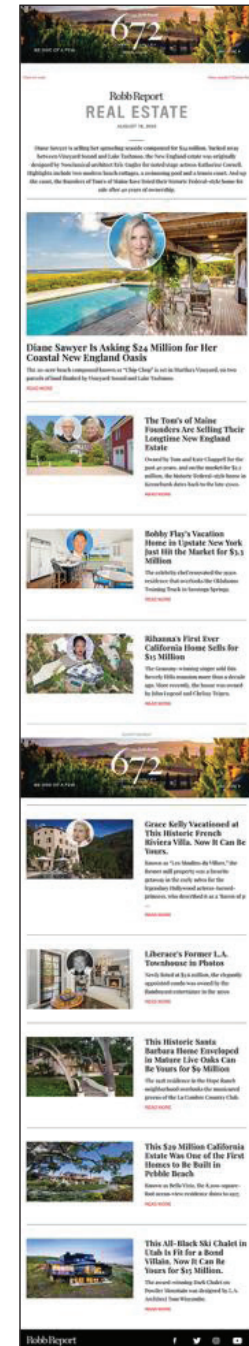
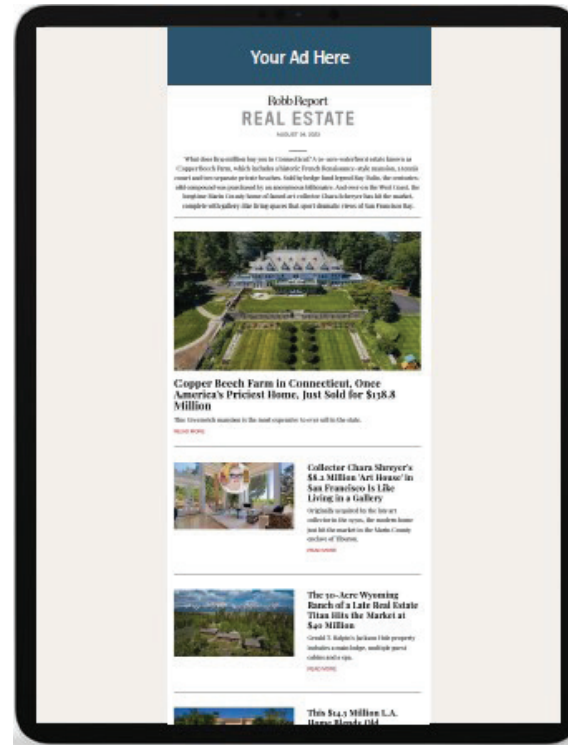
## REAL ESTATE NEWSLETTER

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)

FEATURE LISTING PRICE: \$1,875/WEEK



# The Wall Street Journal Online (WSJ.com)

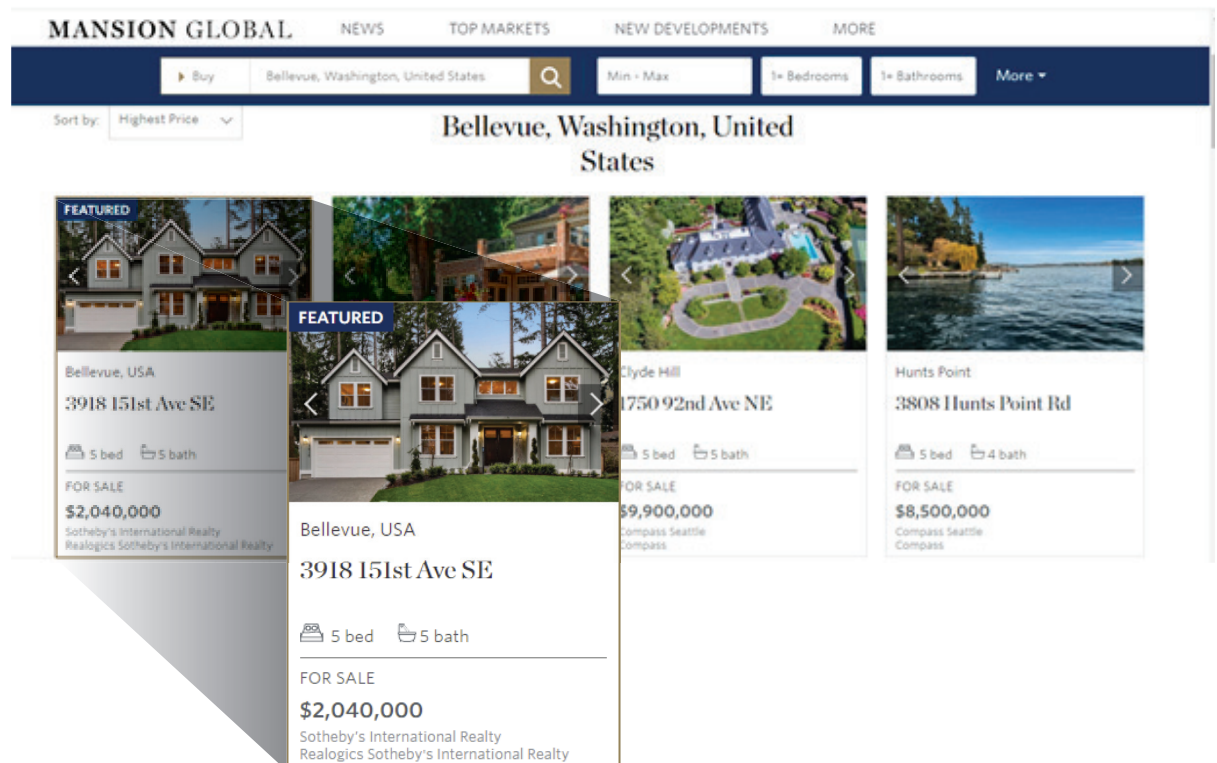
## FEATURED PROPERTY UPGRADES

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
- Approximate Total Annual Impressions: **300,000**
- 2024 Overall Average CTR: **4.24%**
- Share of Voice: **2.5%** (1 Slot) - STATIC

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties





# Print Offerings



Sotheby's  
INTERNATIONAL REALTY



- Circulation: **644,424**
- National: **525,734**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **57% / 43%**
- Average HHI: **\$361K**
- Average age: **45**

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

**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

**CITY, STATE**

Website or Address \$2,000,000 | sothebysrealty.com/dt/gt

Company AGENT NAME agent@mail.sothebysrealty.com +1 212 456 7890

**CITY, STATE**

Website or Address \$2,000,000 | sothebysrealty.com/dt/gt

Company AGENT NAME agent@mail.sothebysrealty.com +1 212 456 7890

**CITY, STATE**

Website or Address \$2,000,000 | sothebysrealty.com/dt/gt

Company AGENT NAME agent@mail.sothebysrealty.com +1 212 456 7890

**CITY, STATE**

Website or Address \$2,000,000 | sothebysrealty.com/dt/gt

Company AGENT NAME agent@mail.sothebysrealty.com +1 212 456 7890

**CITY, STATE**

Website or Address \$2,000,000 | sothebysrealty.com/dt/gt

Company AGENT NAME agent@mail.sothebysrealty.com +1 212 456 7890

**CITY, STATE**

Website or Address \$2,000,000 | sothebysrealty.com/dt/gt

Company AGENT NAME agent@mail.sothebysrealty.com +1 212 456 7890

**CITY, STATE**

Website or Address \$2,000,000 | sothebysrealty.com/dt/gt

Company AGENT NAME agent@mail.sothebysrealty.com +1 212 456 7890

**CITY, STATE**

Website or Address \$2,000,000 | sothebysrealty.com/dt/gt

Company AGENT NAME agent@mail.sothebysrealty.com +1 212 456 7890

**CITY, STATE**

Website or Address \$2,000,000 | sothebysrealty.com/dt/gt

Company AGENT NAME agent@mail.sothebysrealty.com +1 212 456 7890

**CITY, STATE**

Website or Address \$2,000,000 | sothebysrealty.com/dt/gt

Company AGENT NAME agent@mail.sothebysrealty.com +1 212 456 7890

**CITY, STATE**

Website or Address \$2,000,000 | sothebysrealty.com/dt/gt

Company AGENT NAME agent@mail.sothebysrealty.com +1 212 456 7890

**CITY, STATE**

Website or Address \$2,000,000 | sothebysrealty.com/dt/gt

Company AGENT NAME agent@mail.sothebysrealty.com +1 212 456 7890

© 2014 Sotheby's International Realty, Inc. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, Inc. Sotheby's International Realty offers internationally sourced and owned properties.

SOOTHEBYREALTY.COM



# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

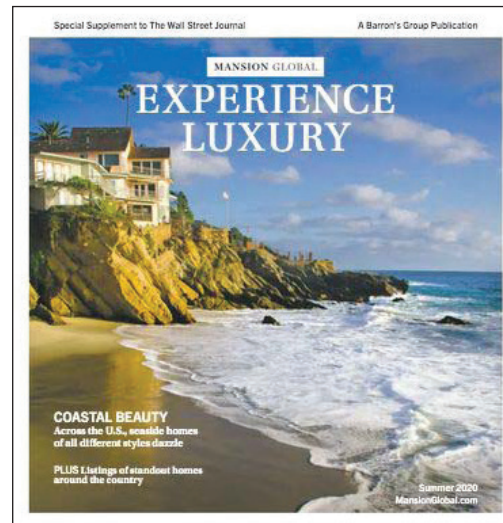
Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- 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

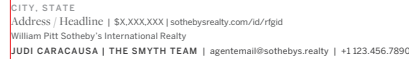
\$1,985/CUSTOM



## IN THE FRIDAY MAIN NEWS SECTION

- 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



"All the News  
That's Fit to Print"

# The New York Times

VOL. CLXXIII No. 56,137 © 2008 The New York Times Company NEW YORK, MONDAY, NOVEMBER 5, 2008 \$3.00

**Edition**  
Today's daily, Sunday and  
U.S. and foreign editions.  
U.S. and foreign editions.  
U.S. and foreign editions.  
U.S. and foreign editions.

## It's Not Heaven. It's Brooklyn.

The 50,000 residents at this point New York City Muslims resigned their faith, near-idyllic conditions and a fast economy. Page F-20

## Spending Millions in a Bid to Avoid Sanctions

BY ANDREW ROSENBERG  
AND BENJAMIN F. HUGHES

While critics of the Iranian government have long accused it of repression and of human rights abuses, a new report from the U.S. State Department says that the Iranian government has spent millions of dollars to avoid sanctions. The report says that the Iranian government has spent millions of dollars to avoid sanctions. The report says that the Iranian government has spent millions of dollars to avoid sanctions.

### Oilrigs Defiant to Avoid Sanctions Army of Lobbyists to Sway Washington

As the U.S. State Department's new report says, the Iranian government has spent millions of dollars to avoid sanctions. The report says that the Iranian government has spent millions of dollars to avoid sanctions. The report says that the Iranian government has spent millions of dollars to avoid sanctions.

By United States officials of Iran's oil and gas industry, the U.S. State Department has said that the Iranian government has spent millions of dollars to avoid sanctions. The report says that the Iranian government has spent millions of dollars to avoid sanctions. The report says that the Iranian government has spent millions of dollars to avoid sanctions.

## Partisan Roots Of New Query On the Census

BY MICHAEL MUELLER

WASHINGTON — Whether it is a 2010 census or a 2010 census, the U.S. Census Bureau has said that the Iranian government has spent millions of dollars to avoid sanctions. The report says that the Iranian government has spent millions of dollars to avoid sanctions. The report says that the Iranian government has spent millions of dollars to avoid sanctions.

## Web's Far Right Can Hear Itself As Trump Talks

Chasing the Speed of  
One-Frame Videos

By KEVIN BECK  
AND ALI WATSON

On Wednesday, instead after a day's campaign of steady news coverage of the 2008 election, the U.S. Census Bureau has said that the Iranian government has spent millions of dollars to avoid sanctions. The report says that the Iranian government has spent millions of dollars to avoid sanctions. The report says that the Iranian government has spent millions of dollars to avoid sanctions.

## News Analysis Edge in Polls Might Not Tip House Seats

Outcomes Hinge on  
a Handful of Turnouts

BY NATE GUNN

Democracy against grand old parties, the U.S. Census Bureau has said that the Iranian government has spent millions of dollars to avoid sanctions. The report says that the Iranian government has spent millions of dollars to avoid sanctions. The report says that the Iranian government has spent millions of dollars to avoid sanctions.

## Called to Serve, Utah Mayor Always Answered

By JULIE TROTTER

PORTLAND, Oreg. — The Utah-based mayor of Portland, Oreg., has said that the Iranian government has spent millions of dollars to avoid sanctions. The report says that the Iranian government has spent millions of dollars to avoid sanctions. The report says that the Iranian government has spent millions of dollars to avoid sanctions.

## Offering Little Pro, Republican Accuses Georgia Rival of 'Hack'

By MICHAEL MUELLER

ATLANTA — For weeks, from the U.S. Census Bureau has said that the Iranian government has spent millions of dollars to avoid sanctions. The report says that the Iranian government has spent millions of dollars to avoid sanctions. The report says that the Iranian government has spent millions of dollars to avoid sanctions.

[illegible]

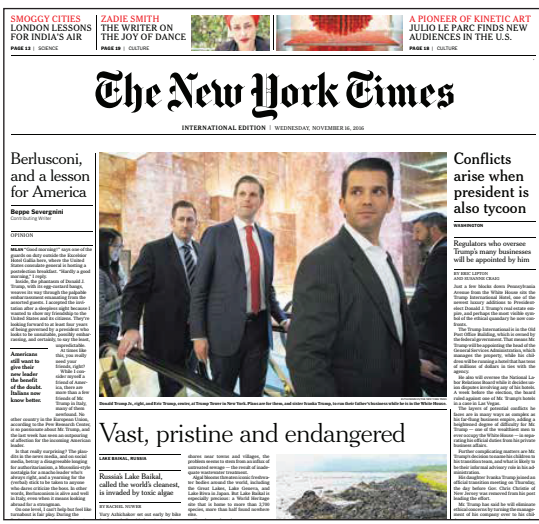
# The New York Times International Edition

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



Sotheby's  
INTERNATIONAL REALTY

Nothing compares  
to what's next.



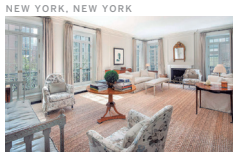
LYFORD CAY, THE BAHAMAS  
Canal House  
Price Upon Request  
SIRbahamas.com/id/DL4XDR  
Bahamas Sotheby's International Realty  
**NICK DAMIANOS**  
nick.damianos@sirbahamas.com  
+1 242.376.1841



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



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



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



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

© 2013 Sotheby's International Realty. All Rights Reserved. Sotheby's International Realty® is a registered trademark and used with permission. Each Sotheby's International Realty office is independently owned and operated, except those operated by Sotheby's International Realty, Inc. All offerings are subject to terms, conditions, changes including price or withdrawal without notice. Equal Housing Opportunity. **SOOTHEBYSREALTY.COM**



# 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



Move  
beyond your  
expectations.  
  
Nothing compares.  
SOTHEBYREALTY.COM

CONNECTICUT  
GREENWICH

Represented by Sarah Baker on pg. 53.

72 Post Road, Old Westbury, NY



Debra Russell  
Real Estate Salesperson  
Gold Circle Of Excellence  
6. 625.282.5770  
C. 516.862.5403



72 Post Road  
9 BR | 6 BA | 15.54 ACRES.  
\$4,800,000  
Based on 15.54 acres directly adjacent to the 235-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/DEBRA-RUSSELL





Sandbanks  
Exuma, The Bahamas



Jacqueline  
Lighthorn  
Estate Agent  
+1.242.369.2225  
260 Sandrine Lighthorn  
626Bahamas.com

Sandbanks | Exuma  
6 BR | 7.5 BA  
\$2,900,000  
Sandbanks is a truly spectacular 6 bedroom, 7 full 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, which blends into the ocean for water sports.  
  
SIBBAHAMAS.COM/ID/X226/67



Bahamas | Sotheby's  
INTERNATIONAL REALTY



5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorini  
Sales Associate  
858.334.3977  
eric@ericsantorini.com  
DRE#01755003

5305 Carlsbad Boulevard  
5 BR | 8.0 BA | 30,039 SQ FT.  
\$25,000,000  
Situated atop a magical 1.5 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.  
  
SOTHEBYREALTY.COM/ID/TTHE44



Pacific | Sotheby's  
INTERNATIONAL REALTY

skyad.com | 34



# 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



Sotheby's International Realty

Nothing compares to what's next.

**WILLEM, VIRGINIA**  
The Skyline Virginia | \$35,900,000  
The Skyline International Realty  
**MARK C. LEHMAN** | mark.lehman@sotheby.com | +1 703 886 8888

**CHINA, THE SHANGHAI**  
Shanghai Bay, Lot 17 Ocean Ridge Estates  
\$995,000 | shanghai.com.cn/170000  
Shanghai Realty & International Realty  
**ASHLEY TRECO**  
ashley.treco@shanghai.com | +1 240 402 0000

**NEW YORK, NEW YORK**  
157 West 10th Street  
\$6,990,000  
East Side Manhattan Brokerage  
**MARK FIELD | HELEN MARGOLIS**  
markfield@esmanhattan.com | +1 212 695 7699

**BLUFFTON, SOUTH CAROLINA**  
1718 Bluffton Lane  
\$4,250,000  
Daniel Palmer Sotheby's International Realty  
**CATHERINE DONALDSON**  
catherine.donaldson@palmer.com | +1 843 228 2001

**AUSTIN, TEXAS**  
2500 Park Hill Terrace  
\$3,500,000  
Kumar Sotheby's International Realty  
**KUMARA WILCOXON**  
kumar@sothebyrealty.com | +1 512 402 0000

**AUSTIN, TEXAS**  
2400 Sotheby's  
\$3,500,000  
Kumar Sotheby's International Realty  
**KUMARA WILCOXON**  
kumar@sothebyrealty.com | +1 512 402 0000

**BRISTOL, VIRGINIA**  
14457 Highlands Trail  
\$1,500,000 | sothebyrealty.com/14457000  
Premier Sotheby's International Realty  
**LORETTA TAYLOR**  
loretta@superpremier.com | +1 434 646 0554

SOtheby's REALTY.COM

# Flying

Flying Magazine, established in 1927, is a leading aviation publication catering to pilots, aircraft owners, and aviation enthusiasts worldwide. It offers comprehensive coverage of aviation news, airplane and gear reviews, and training resources. With a rich history spanning nearly a century, Flying Magazine has earned its reputation as "the world's most widely read aviation magazine"

## DEMOGRAPHICS

On average, FLYING Subscribers log 130 flight hours per year, 4X more than the average pilot.

- **95%** - Male
- **54** - Average Age
- **92%** - College Educated
- **\$190,800** - Average HHI
- **\$1,646,400** - Average Net Worth
- **43%** - Owner/Executive Suite
- **5%** - On Board of Directors
- **29%** - Management/Professional
- **20%** - Captain
- **27%** - Professional Pilot
- **5%** - Chief Pilots
- **91%** - Are Pilots

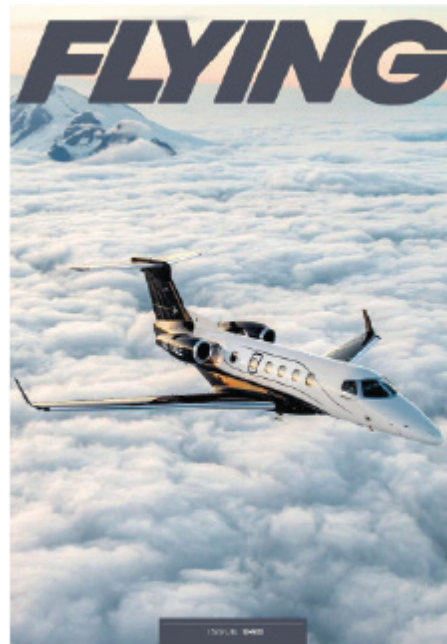
## STATS

### Print Readership

198K+ Per Copy

### FlyingMag.com

1M+ Pageviews per month



FULL PAGE: \$10,000

Print and Digital issues

Includes a Bonus property listing on Flying's Listing page



# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2025

## PLAN 1

Media	Ad Description	February	March	April	May	Media Total	Reach
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00				\$ 2,585.00	770,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
Million Impressions	Targeting - Select Markets						
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00		\$ 3,750.00	
<b>Comprehensive Digital</b>							
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
<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	\$ 6,000.00	240,000
<b>Elite Traveler</b>							
Elite Online Real Estate Showcase	Online Real Estate Showcase		\$2,500			\$ 2,500.00	100,000
<b>Dupont Registry</b>							
Branded Content	Post	\$ 1,295.00				\$ 1,295.00	
Newsletter	Weekly Newsletter	Bonus				\$ -	77,000
Newsletter	Luxury Lifestyle	Bonus				\$ -	
Discovery Listing	Postings	Bonus				\$ -	
<b>Flying</b>							
Custom Email	Custom Email	\$ 7,750.00				\$ 7,750.00	51,000
Enewsletter	Flying Properties		\$ 2,250.00			\$ 2,250.00	100,000
<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
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 1 CONTINUED

<b>JetSet Magazine</b>					
JetSet Magazine	Annual Global Campaign		\$2,500	\$ 2,500.00	2,140,000
<b>Robbreport.com</b>					
Robbreport.com	Featured Listing - Real Estate Newsletter - 3 Sends	\$	1,875.00	\$ 1,875.00	60,000
<b>WSJ.com</b>					
Mansion Global Homepage Hero	Shared Banner		\$ 650.00	\$ 650.00	164,000
Property Upgrades	10 Featured Property Upgrades	Bonus		\$ -	
<b>Print</b>					
<b>Financial Times</b>					
Financial Times	Property Spot	\$	750.00	\$ 750.00	210,457
<b>Flying</b>					
Flying	Full Page with Digital Property listing		\$ 10,000.00	\$ 10,000.00	198,000
<b>The New York Times</b>					
The New York Times	Property Spot - Weekday/Saturday	\$	760.00	\$ 760.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$	750.00	\$ 750.00	165,000
<b>The New York Times International Edition</b>					
The New York Times International Edition	Double Property Spot	\$	1,300.00	\$ 1,300.00	104,301
<b>The Wall Street Journal</b>					
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property	\$	1,590.00	\$ 1,590.00	644,424
<b>The Wall Street Journal</b>					
Mansion Global Experience Luxury	Weekend Property insert	\$	980.00	\$ 980.00	100,000
TOTAL				\$ 71,360.00	9,781,293

\*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	February	March	April	May	Media Total	Reach
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00				\$ 2,585.00	770,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - Select Markets						
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
<b>Comprehensive Digital</b>							
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	450,000
<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>Elite Traveler</b>							
Elite Online Real Estate Showcase	Online Real Estate Showcase		\$2,500			\$ 2,500.00	100,000
<b>Dupont Registry</b>							
Branded Content	Post	\$ 1,295.00				\$ 1,295.00	
Newsletter	Weekly Newsletter	Bonus				\$ -	77,000
Newsletter	Luxury Lifestyle	Bonus				\$ -	
Discovery Listing	Postings	Bonus				\$ -	
<b>Flying</b>							
Enewsletter	Flying Properties		\$ 2,250.00			\$ 2,250.00	100,000
<b>JamesEdition</b>							
New & Trending Home Page Position	Featured Spot		\$ 1,200.00			\$ 1,200.00	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>Robbreport.com</b>							
Robbreport.com	Featured Listing - Real Estate Newsletter - 3 Sends	\$ 1,875.00				\$ 1,875.00	60,000
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner		\$ 650.00			\$ 650.00	164,000
Property Upgrades	10 Featured Property Upgrades	Bonus				\$ -	

# Proposed Schedule, Pricing & Reach 2025

PLAN 2 CONTINUED

<b>Print</b>				
<b>Financial Times</b>				
Financial Times	Property Spot	\$ 750.00	\$ 750.00	210,457
<b>Flying</b>				
Flying	Full Page with Digital Property listing	\$ 10,000.00	\$ 10,000.00	198,000
<b>The New York Times</b>				
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	165,000
<b>The New York Times International Edition</b>				
The New York Times International Edition	Double Property Spot	\$ 1,300.00	\$ 1,300.00	104,301
<b>The Wall Street Journal</b>				
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property	\$ 1,590.00	\$ 1,590.00	644,424
<b>The Wall Street Journal</b>				
Mansion Global Experience Luxury	Weekend Property insert	\$ 980.00	\$ 980.00	100,000
TOTAL			\$ 51,370.00	5,730,293

\*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	February	March	April	May	Media Total	Reach
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00				\$ 2,585.00	770,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00			\$ 1,800.00	200,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
<b>Comprehensive Digital</b>							
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	450,000
<b>Geofencing - Event and Location</b>							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
<b>Elite Traveler</b>							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
<b>Dupont Registry</b>							
Branded Content	Post	\$ 1,295.00				\$ 1,295.00	
Newsletter	Weekly Newsletter	Bonus				\$ -	77,000
Newsletter	Luxury Lifestyle	Bonus				\$ -	
Discovery Listing	Postings	Bonus				\$ -	
<b>Flying</b>							
Enewsletter	Flying Properties		\$ 975.00			\$ 975.00	100,000
<b>JamesEdition</b>							
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
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00		\$ 1,500.00	192,000
<b>Robbreport.com</b>							
Robbreport.com	Featured Listing - Real Estate Newsletter - 3 Sends	\$ 1,875.00				\$ 1,875.00	60,000
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner		\$ 650.00			\$ 650.00	164,000
Property Upgrades	10 Featured Property Upgrades	Bonus				\$ -	



# Proposed Schedule, Pricing & Reach 2025

PLAN 3 CONTINUED

Print						
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
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00	\$	750.00	165,000
The New York Times International Edition						
The New York Times International Edition	Property Spot		\$ 650.00	\$	650.00	104,301
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				\$	29,365.00	5,320,293

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