



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Digital 2025 Advertising and Marketing Program

**Sotheby's**  
INTERNATIONAL REALTY

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

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure Digital Plan

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

Your strategic blueprint is composed of direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale, and digital products that are highly targeted to individuals looking for high-end living in South Florida.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to the ONE Sotheby's international Realty brand.

LET'S DO  
GREAT THINGS TOGETHER

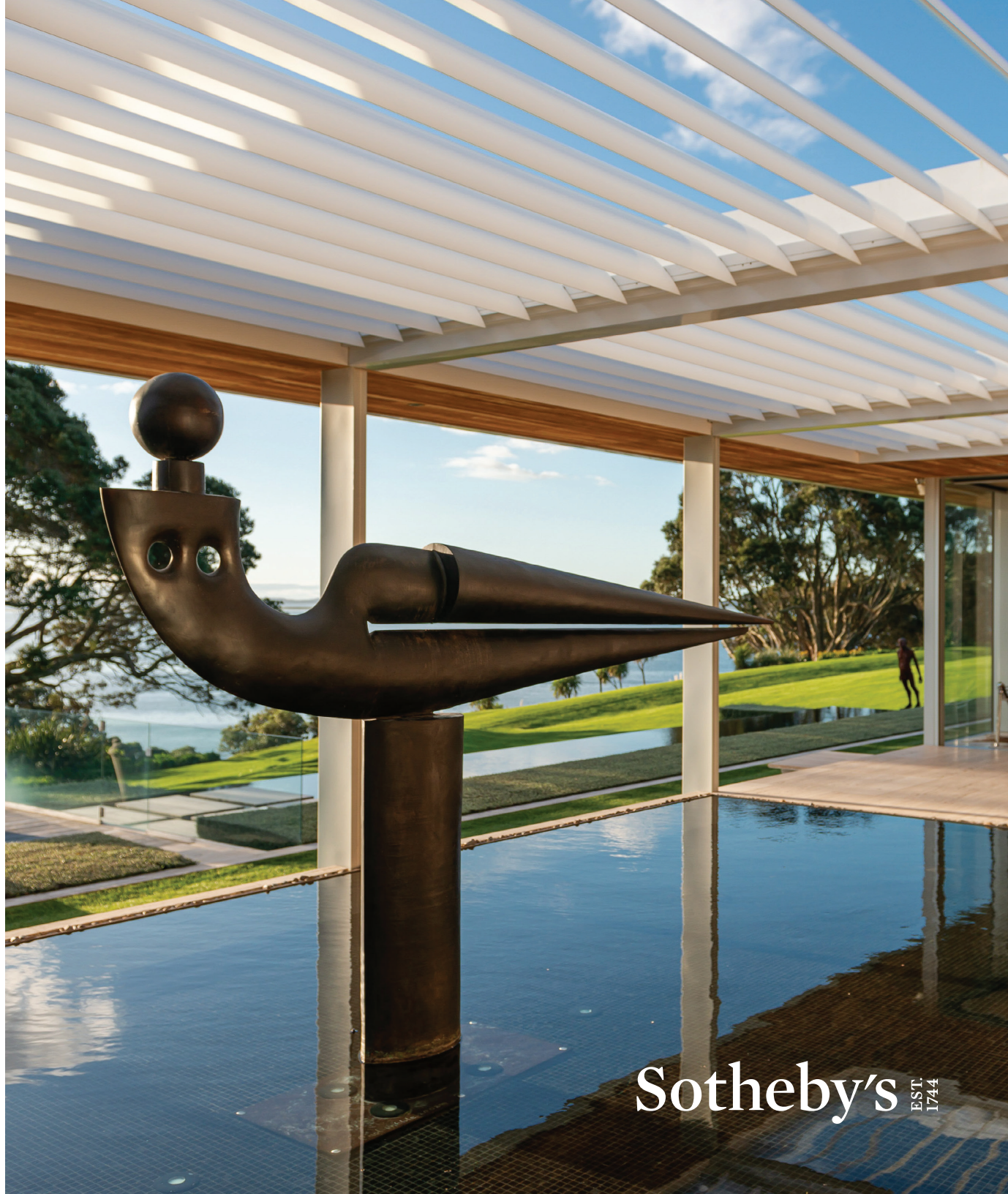
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Sotheby's  
Auction House  
Offerings



Sotheby's EST. 1744



SOTHEBY'S BESPOKE  
EMAIL

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


PRICE: \$2,500/DEPLOYMENT



SOTHEBY'S SELECTS  
E-NEWSLETTERS

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

PRICE: \$2,585/DEPLOYMENT




**Sotheby's**  
INTERNATIONAL REALTY  
Extraordinary Property of the Week

Modern Zen-Like Oasis  
Bahamas

[SEE MORE](#)


Delete Junk Block ...

Sotheby's Selects | 21 September




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

[WATCH VIDEO](#)



Sotheby's Museum Network  
Experts Mourn Brazil's National Museum

[SEE MORE](#)



**Sotheby's**  
INTERNATIONAL REALTY  
Extraordinary Property of the Week

Modern Zen-Like Oasis  
Bahamas

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THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S  
1334 YORK AVE, NEW YORK, NY 10021  
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UNSUBSCRIBE FROM ALL | [PRIVACY POLICY](#) | [SELL WITH US](#)  
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# Digital Offerings

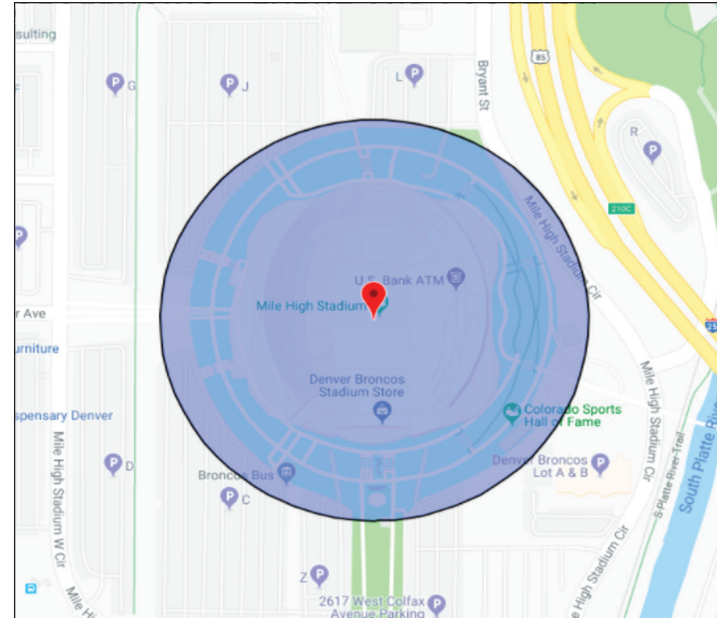


**Sotheby's**  
INTERNATIONAL REALTY

# 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

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



# Comprehensive Digital

## OTT/VIDEO PREROLL

OTT or Over The Top is video programming transmitted via the Internet, not on traditional cable or broadcast. It reaches any type of internet connected device including Roku, Connected TV/SmartTVs, Fire TV Sticks, XBOX, PlayStation, Apple TV, Chromecast, and more.

Our OTT gets you to thousands of publishers and streaming exchanges on stations like: Sling TV, Fubo.TV, Pluto.TV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

## HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

OTT can extend the reach of a business that is currently doing broadcast TV or cable because OTT reaches audiences that have cut the cord to cable (cord-cutters), or those that have never had cable (cord-nevers) and you are able to reach a more targeted audience with OTT.

eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.

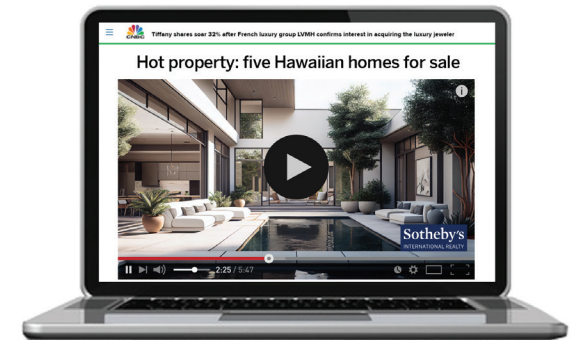


## YouTube Video Pre-Roll Ads

### WHY OTT?

Our OTT runs on Set Top Boxes, Game Consoles, and Smart TVs like Fire TV Sticks, XBOX, PlayStation, 4K FireTV, SmartTV, AppleTV, ChromeCast, Roku, and more. 100% of our impressions are served on Connected TVs.

We have direct inventory on hundreds of Apps and Providers. These cover a variety of content such as News, Sports, Entertainment, Lifestyle, Gaming, Health, Technology, and many more, depending on the targeting categories selected for your campaign. We have over 100,000 targeting categories to choose from and we can also use Artificial Intelligence to find the optimal audience. We have direct deals with large publishers and devices like Samsung TV, DIRECTV, NHL, Fox, local news stations,



Disney/ABC, AMC Networks, NBC Universal, National Geography, A+E Networks, Bloomberg, Discovery, the CW, and MLB to serve ads through direct connections. We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

**PRICE: FROM \$1,500/MONTH**  
**50,000 Impressions**

# Comprehensive Digital

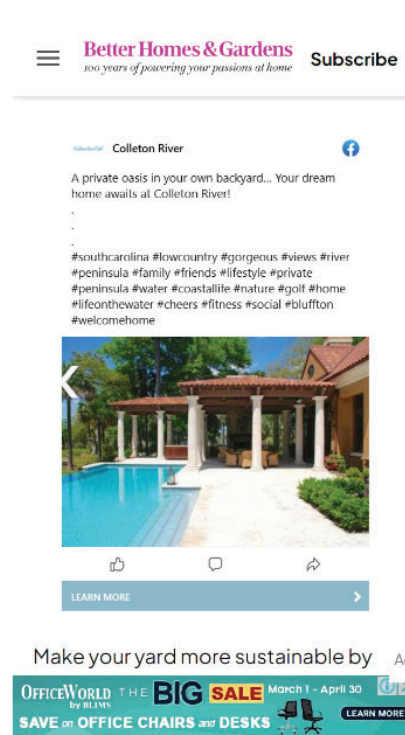
## SOCIAL MIRROR ADS

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.

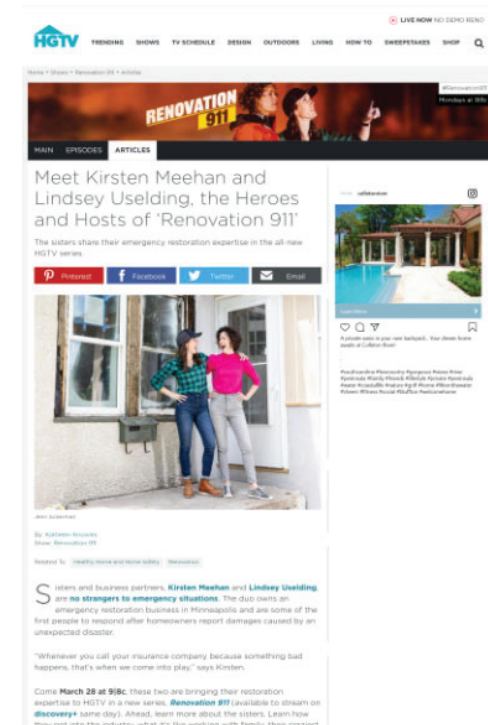
Ads can be display, video, OTT across connected TVs or carousel.



## 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



# Billionaire Magazine

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

## DIGITAL AUDIENCE

- **29% Millionaires**

### Readership stats

- Total Print Readership – **32,000**
- Online Monthly Unique Audience – **129,000**
- Online Monthly Page Views – **244,000**
- Social Media Reach – **130,000**
- Newsletter Database – **25,000**

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

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

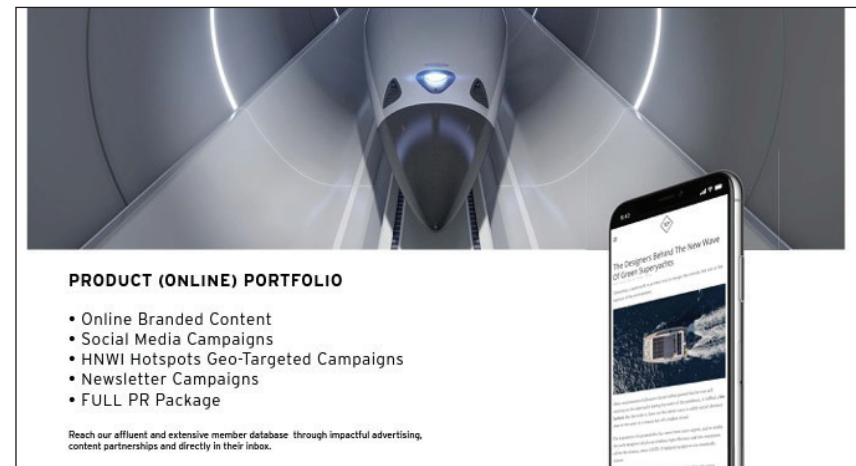
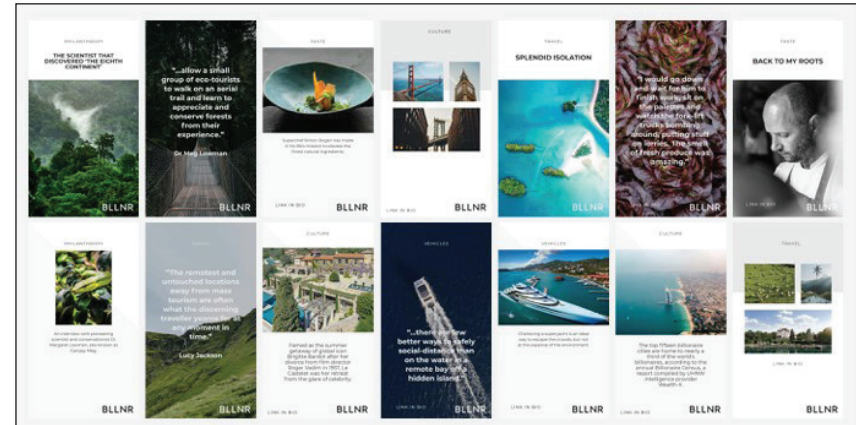
1x hyper-targeted social media campaign (4 weeks) - target UHNWI's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

### CUSTOM CONTENT + ENEWSLETTER:

PRICE: \$4,350

### CUSTOM CONTENT + SOCIAL CAMPAIGN:

PRICE: \$6,000



# 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    | • Virginia      |
| • California  | • New Jersey    |
| • Connecticut | • Illinois      |
| • Florida     | • Massachusetts |
| • Texas       | • Pennsylvania  |

## SPOTLIGHT + PROPERTY OF NOTE

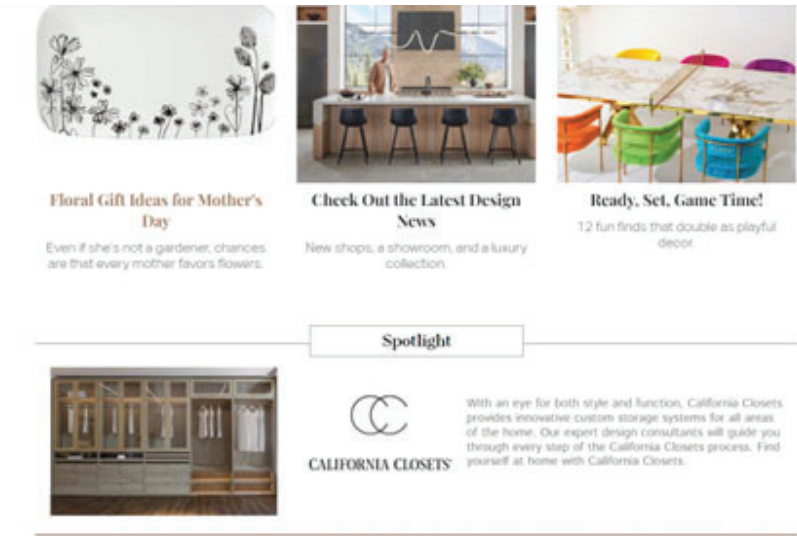
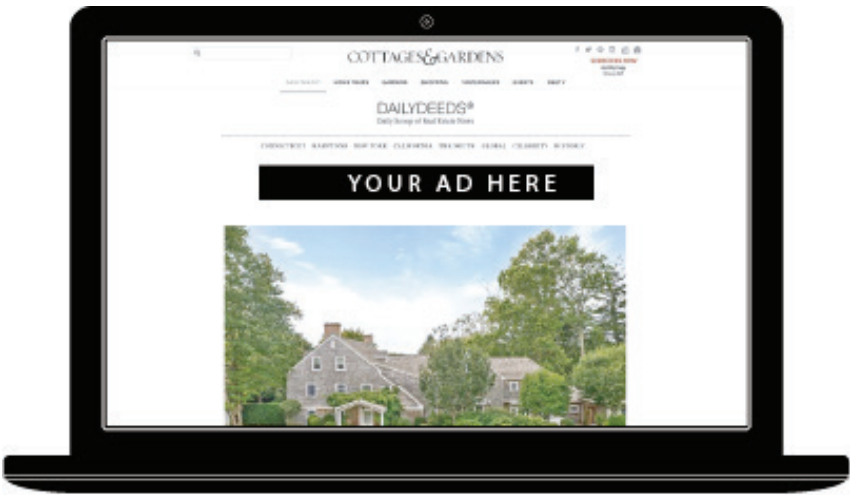
ROTATING GALLERY: \$2,950

## DAILY DEEDS

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

## INSTAPARTNERSHIP

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



## BANNERS

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

## C&G STORIES

CONTENT DEVELOPMENT: \$5,295



# Country Life

Country Life is the world's most celebrated magazine of the British way of life, its countryside, properties, and gardens

## Three core audience pillars:

Traditional country champions – wealthy empty nesters enjoying their retirement in the countryside.

Custodians of the land – country dwellers with a deep emotional connection to the countryside.

Discerning Country – a quietly refined group, the most affluent, and willing to spend on the brands that reflect their discerning taste.

- 1.68M Global page views per month
- 352K Social Followers
- 81% Targeted HNWI Audience

## WEEKLY E-NEWSLETTER

Published Wednesdays & Saturdays

Reach 25,000 loyal readers who are infatuated with property, architecture, the arts, gardening, the countryside, schools and wildlife.

PRICE: \$1,950

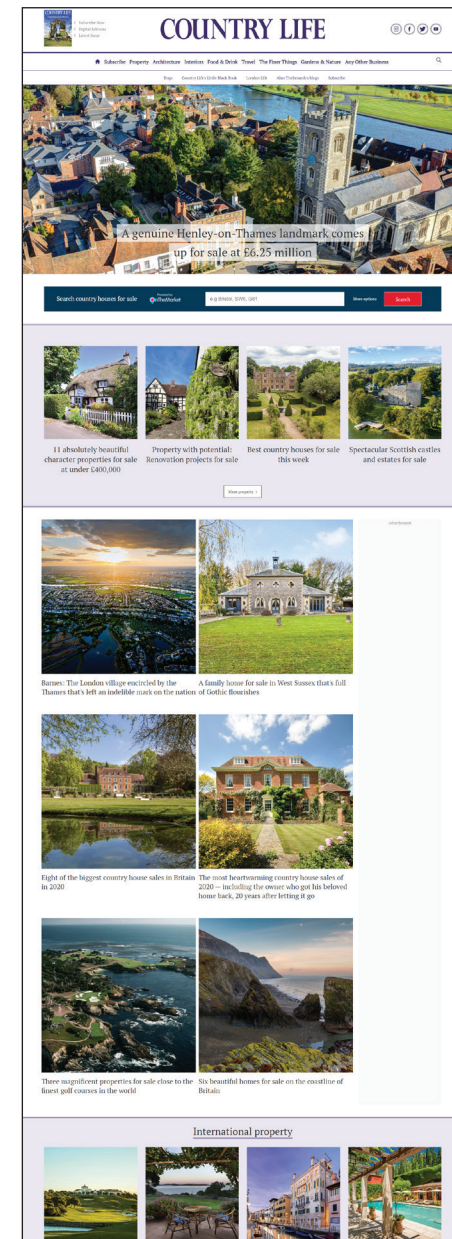
## SOCIAL

Target the Country Life audience by categorizing them, along with geo-targeting. Sectors such as: high net worth, age demographic, country pursuits, saving and investments, super high net worth are examples of segments that can be targeted. A program can run across Country Life, Decanter, The Field and maybe even Horse & Hound, which has a similar audience to Country Life.

VIDEO/IMAGE SOCIAL POST: \$3,665

## E-NEWSLETTER DEDICATED SEND

PRICE: \$2,250



# Crain's New York Business

Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

## CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **78%** are Top Management Professionals
- **60%** are C-Suite Level Executives
- **41%** serve on a Corporate or Non-Profit Board
- **87%** influence Capital Expenditures, Leasing, or Purchasing

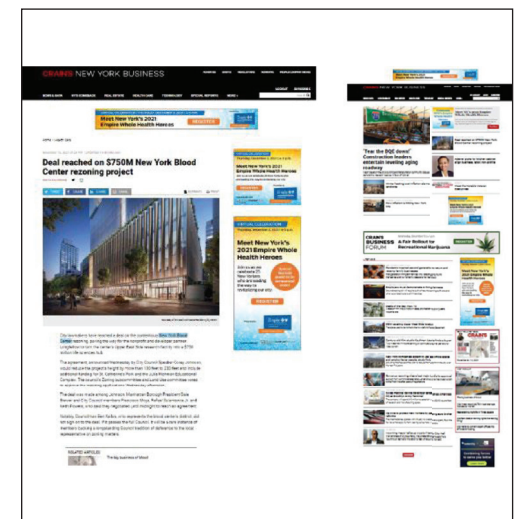
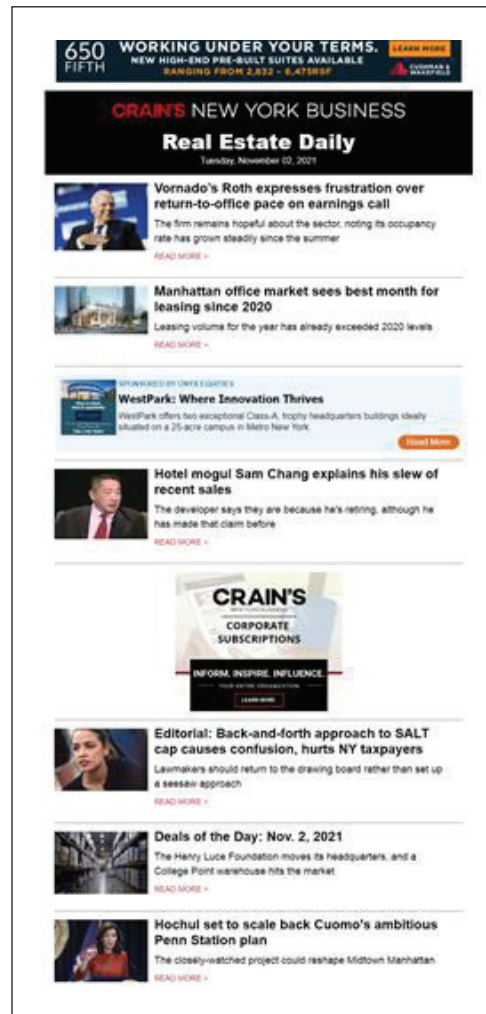
## REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: **15,000**
- Average Open Rate: **42%**
- **33% SOV + 25K ROS** display impressions
- Featured Placement Property Listing

PRICE: \$4,200

## LUXURY HOME SPOTLIGHT

PRICE: \$5,500



# Dwell Real Estate

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

- Readership of 11 million
  - 917K – Magazine
  - 4.2 M – Dwell.com
  - 5.4 M – Social
  - 669K – Email
- Average Age: 46
- Average HHI – \$178K

## Dwell Audience Real Estate Metrics

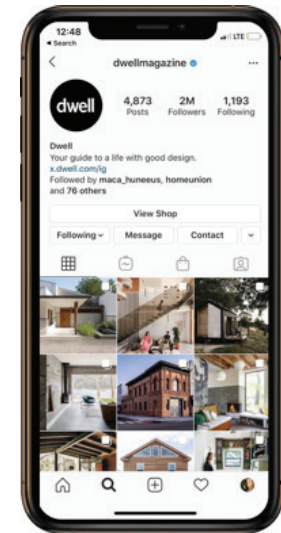
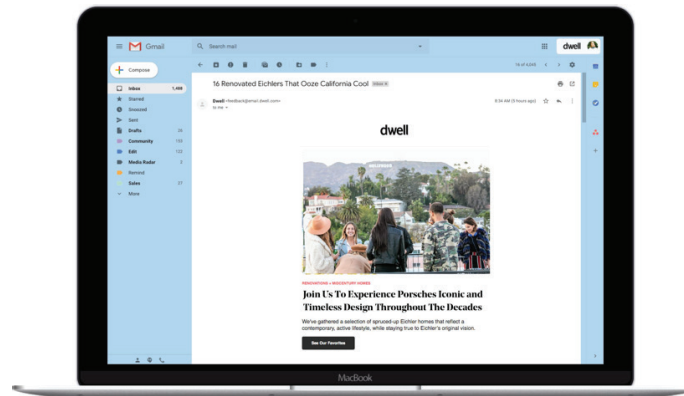
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

## CUSTOM REAL ESTATE ARTICLE.

This article permanently live will live in the Dwell.com Real Estate Channel.

- Promotion on Dwell.com Homepage through a promo tile.
- Promotion in the Dwell Email Newsletter.
- Promotion on the Dwell Facebook.

PRICE: \$6,000



# 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.

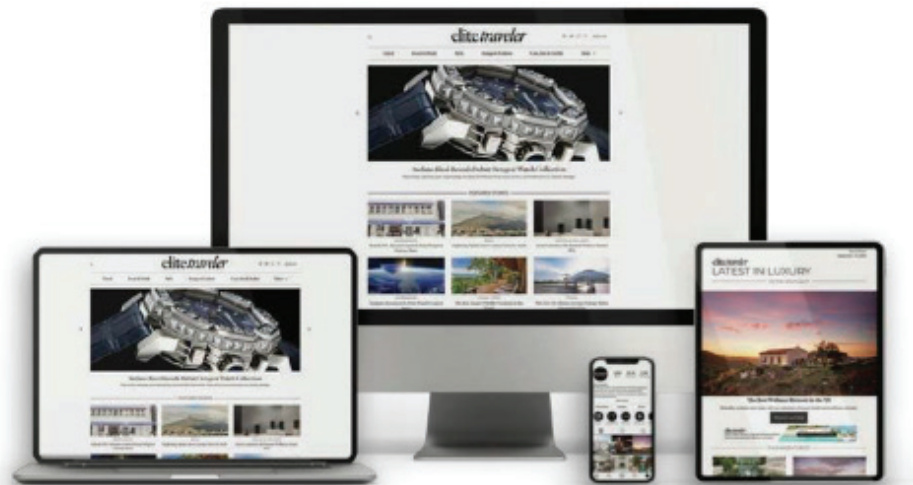
Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- 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**

DEDICATED E-BLAST: \$6,000 PER WEEK  
**Free with 2 page spread**

E-NEWSLETTER: \$2,500 PER WEEK





# Nob Hill Gazette

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

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

## E-NEWSLETTER

### ON THE MARKET

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

PRICE: \$500 PER LISTING

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



# jamesedition.com

## E-NEWSLETTER

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

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

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

### • 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

The screenshot displays the JamesEdition.com homepage. At the top, there's a navigation bar with links for 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. Below this is a large banner image of a yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. A 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 grid of featured items. These include a Ferrari 488 GTB, a Chevrolet Corvette, a Stunning Villa, and a Ram 2500. Below this is a 'JAMES SPOTTING' section with a photo of a duplex. To the right is a 'RICH LIST' section featuring a yacht. Further down is a 'LATEST STORIES' section with a photo of an orange sports car. At the bottom, there's a 'Featured Agent' section for Nick Swinburne.

The screenshot shows the 'Find luxury Real Estate and Homes for sale' page on JamesEdition.com. It features a large image of a modern interior with the text 'THE PENTHOUSES AT GOLDEN PEAK \$19,900,000'. To the right is a search bar and a brief description of the platform. Below this is a 'Featured luxury properties' section with a grid of property listings, each with a photo and key details like '5 Bedrooms - Pent...', 'Stunning Sherwood...', 'Enviably Estate By...', and 'Modern Apartment...'. At the bottom, there's a 'News about luxury real estate' section with several articles, including 'Most exclusive neighborhoods of Hong Kong', 'The Bahamas: Inside the most exclusive gated communities', 'Trending: Golf property in the "Golden Triangle" area of Algarve, Portugal', and 'Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring'.

# jamesedition.com

## ROTATING GALLERY

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

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

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600





# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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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.

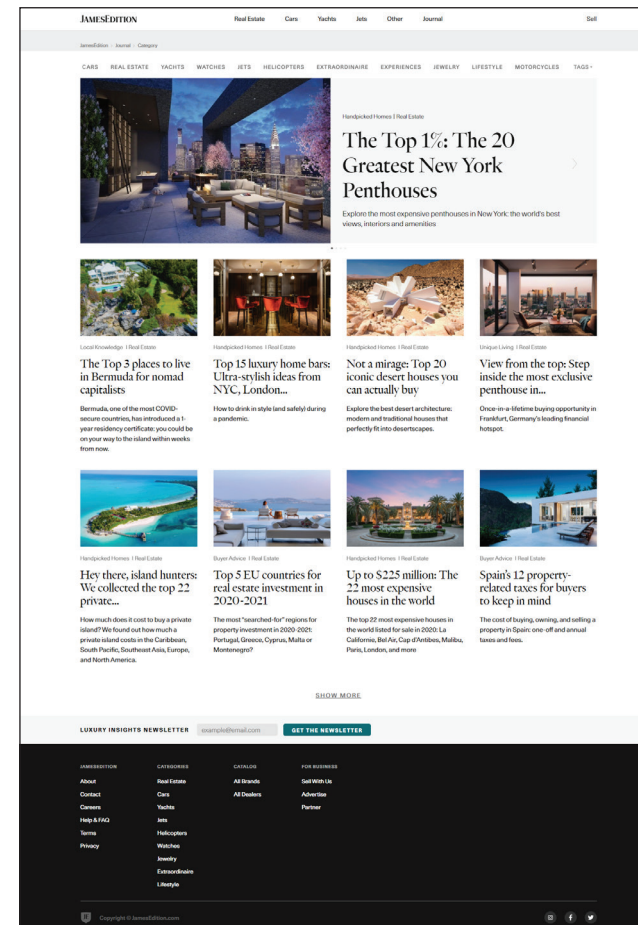
Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in a Featured Story.

NEWSLETTER TOP & JOURNAL ARTICLE: \$8,500

NEWSLETTER FIRST FEATURE & JOURNAL ARTICLE: \$5,500

NEWSLETTER TRENDING & JOURNAL ARTICLE: \$3,300





# jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

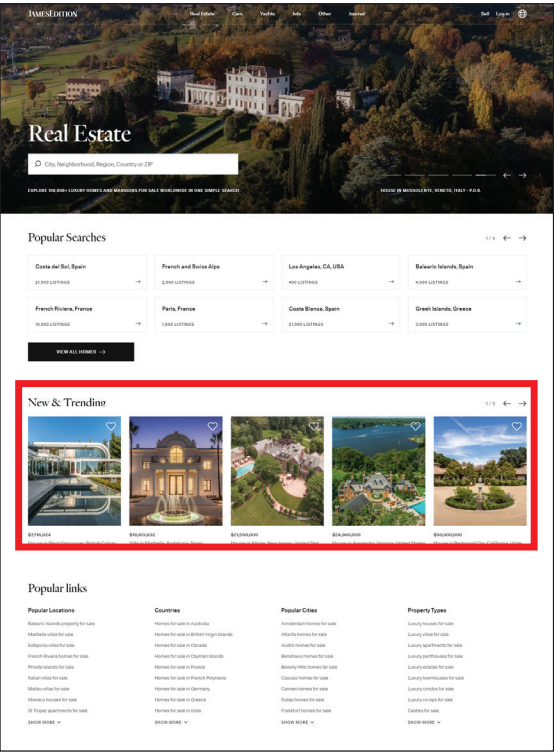
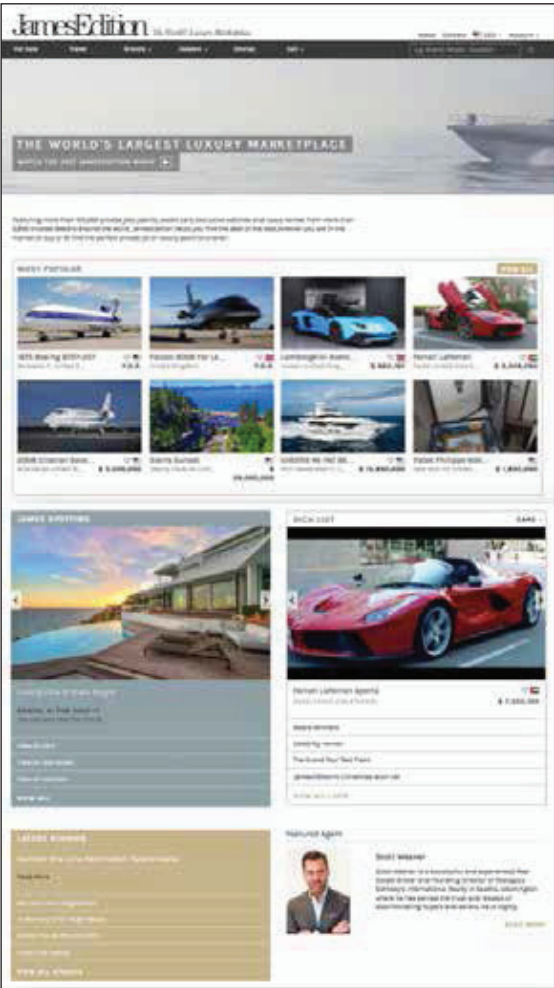
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# jamesedition.com

## SOCIAL MEDIA POST

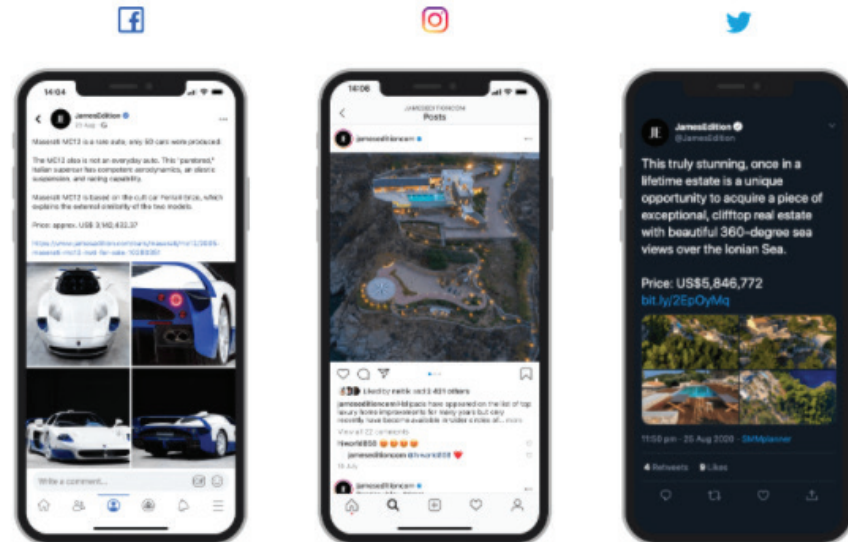
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- **158,000** Instagram Followers
- **36,000** Facebook Page Likes
- **136,000** TikTok Followers
- **1.5** Million Accounts Reached on Instagram / month
- **2.3M** Total Organic Likes on TikTok
- **37.5** Million Views on #JamesEdition on TikTok



## PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$800

## PHOTO PLUS

- 1-5 featured listings
- 1-10 photos & text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000

## VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

## 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 | 23

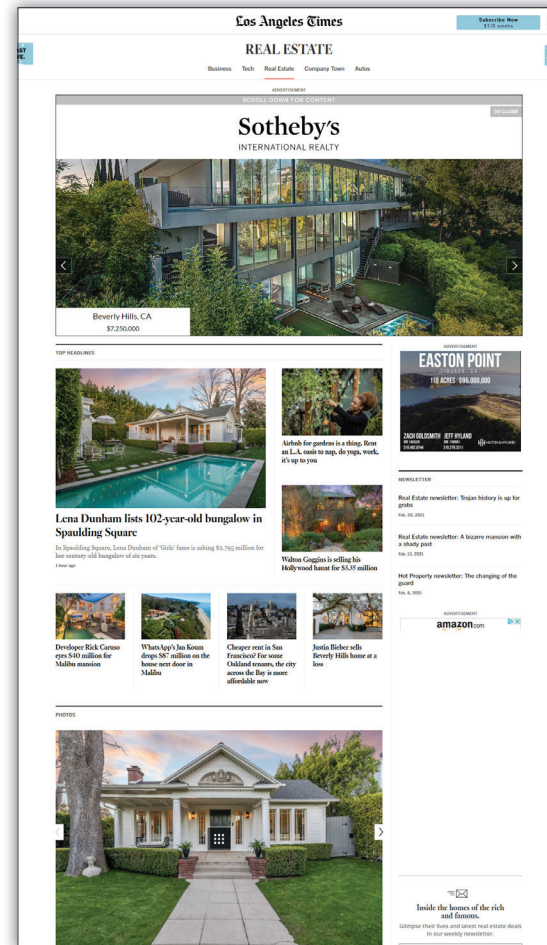
# LA Times

## LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

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



# LA Times

## CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

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**PRICE: \$1,750/DEPLOYMENT**

# Los Angeles Times



# Luxury Estate

## LUXURY ESTATE

Luxury Estate is the leading international portal for the luxury real estate market.

With its website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- **1,900,000** visitors per month
- **18,000,000** page views per month
- **3,000,000** euro average buyer inquiry

### SHOWCASE LISTING + ELITE LISTING PACKAGES PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS

\$8,000 FOR 1 YEAR



# NYTimes.com

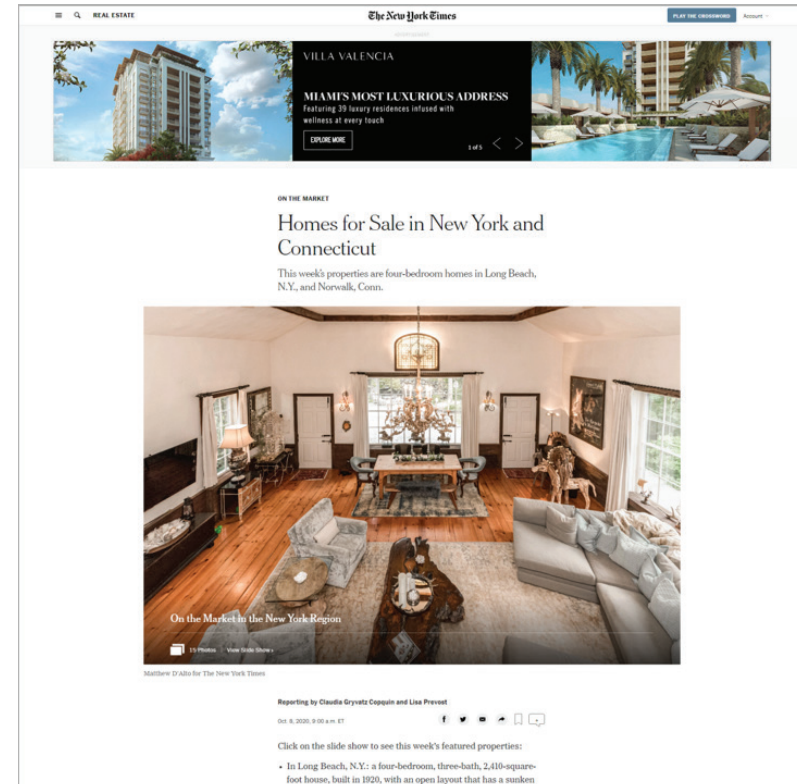
## FLEX FRAME BANNER SLIDESHOW

String together a story with Slideshows. Seamless, fast-loading, and engaging, the Slideshow enables brands to showcase multiple looks or complementary products through a series of sequential images.

- National and International Geo-targeting
- Demographic and Behavioral Targeting
- 120K-165K Impressions per campaign

PRICE: \$12,500 MINIMUM SPEND

**\*Minimum 3 month purchase**



# NYTimes.com

## FEATURED PROPERTY MODULE

Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.


- Average CTR is between 0.36-0.55%

PRICE:\$3,000/2 WEEKS

**4X Minimum Purchase**

FEATURED PROPERTIES

ADVERTISEMENT



Una

Residences

BRICKELL WATERFRONT

**From \$2 million**

175 SE 25th Rd. Miami, FL

2-5 BR | 2-6.5 BA | Luxury  
Condos

Una Residences

info@unaresidences.com

# Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu's modern masterpieces to Montauk's shoreline cottages to Palm Beach's Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.



## ENEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, oceanview, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience putting your message right in their inbox as a partner in our monthly eNewsletter.

- 22,000+ Opt-in subscribers
- 32% Open Rate
- 15% Click through rate

PRICE: STARTING AT \$750 PER MONTH

**OCEAN HOME MAGAZINE MONTHLY ENEWSLETTER**

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, ocean view, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience of 22,000+ opt-ins putting your message right in their inbox as a partner in our monthly eNewsletter.

**PRICE AND SPECS**

- **DISPLAY AD:** \$500 per 300 x 250 block plus link
- **FEATURED AD:** \$700 per First position, large image, headline (30 characters) + text (40 words) & two links
- **SHARED AD:** \$500 per Image, headline (30 characters) + text (40 words) & two links

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

**2022 RELEASE DATES**

• Feb 16	• June 22	• Sept 21
• March 16	• July 13	• Oct 19
• April 20	• Aug 17	• Nov 16
• May 18		

Limited inventory. Reservations are first come, deadline 1 week prior.

**22,000** OPT-IN SUBSCRIBERS    **19%** OPEN RATE    **15%** CLICK THROUGH RATE

The Ocean Home digital team is committed to bringing your brand's vision to life through original, well designed and engineered digital experiences. Contact us to reach the wealthiest consumers in the world who can easily afford multiple vacation homes and products for their coastal lifestyle.

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910 **RMS**

**EXCLUSIVE EMAIL**

PRICE: \$2,750 PER WEEK



## SPONSORED CONTENT

- 800-1,000 words + 4-6 images.

PRICE: \$3,000

## SOCIAL MEDIA POST

- 60,000+ Followers.

FACEBOOK POST: \$675 PER POST  
INSTAGRAM POST: \$800 PER POST  
FACEBOOK/INSTAGRAM AD: \$1.400 PER MONTH





# The Real Deal

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

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

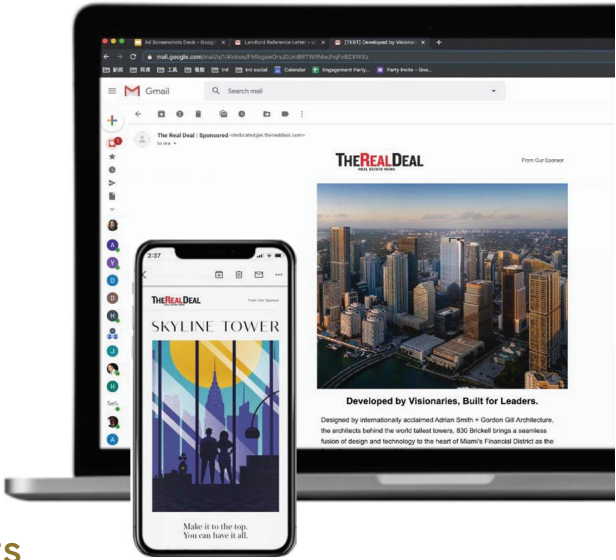
A Targeted Digital Reach Source

Site Stats:

- Unique visitors: **2M+**
- Total visitors: **3M+**
- Page views: **10M+**
- Mobile visits: **60%**

Demographics:

- Male/Female Ratio: **60% / 40%**
- Ages 25-54: **70%**



DEDICATED EBLASTS

The Real Deal provides cutting-edge news on the real estate industry in New York City and beyond. According to a recent Quantcast ranking, the Real Deal has the #1 wealthiest audience in the U.S. and falls in the top 25 on their list of websites with the most educated readers

OPPORTUNITY DETAILS:

- Choice of regions as follows:

EMAIL CAMPAIGN	SENDS	OPENS	OPEN RATE	CLICKS	CTR
National Dedicated Benchmarks	140,000	21,253	15.18%	323	1.52%
NY Dedicated Benchmarks	40,000	6,212	15.53%	215	3.46%
SF Dedicated Benchmarks	34,000	5,645	16.60%	178	3.15%
LA Dedicated Benchmarks	26,000	3,814	14.67%	101	2.65%
CH Dedicated Benchmarks	23,000	1,907	8.29%	70	3.67%

- NATIONAL \$10,000
- NEW YORK \$8,250
- SOUTH FLORIDA \$5,300
- LOS ANGELES \$4,725
- CHICAGO \$3,550
- TEXAS \$3,550

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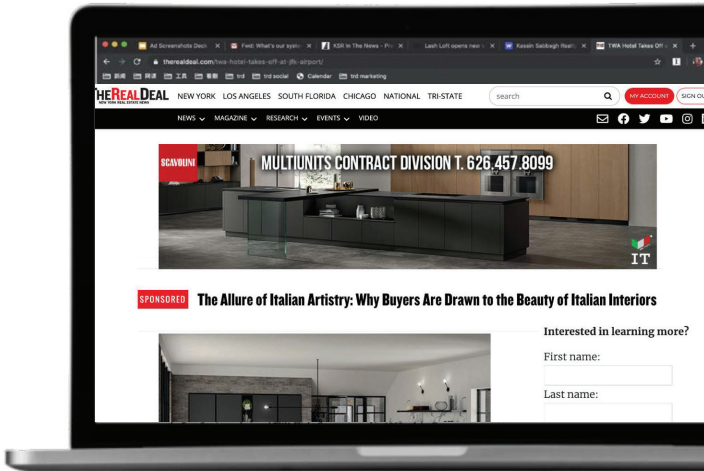
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- Mobile visits: **60%**

Demographics:

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- Ages 25-54: **70%**



## SPONSORED & CUSTOM CONTENT

Sotheby’s International Realty can solidify their positioning and brand story, TRD repost existing content inclusive of articles, videos and more on TheRealDeal.com

### SPONSORED CONTENT DETAILS:

- Content article provided and posted on TheRealDeal.com
- Content promoted on homepage for 1 week
- Content promoted in daily newsletters (2x)
- and via social media (2x)
- Content remains live on TheRealDeal.com
- Benchmarks: 3,000 + Pageviews & 2:03 Avg. Time Spent.

Custom content can be created with TRD Studio in collaboration with Sky upon request – additional fees may apply.

COST: \$15,625

# The Real Deal

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

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

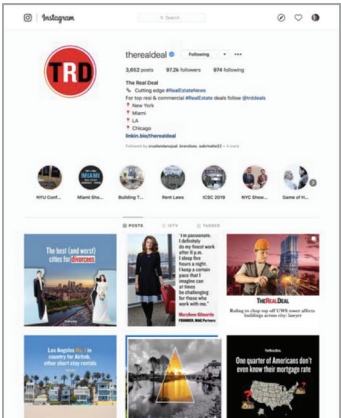
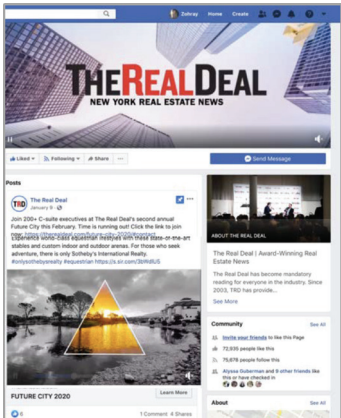
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- Mobile visits: **60%**

Demographics:

- Male/Female Ratio: **60% / 40%**
- Ages 25-54: **70%**



## SOCIAL PROMOTION

### OPPORTUNITIES INCLUDE:

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

Facebook: **125K+**

Instagram: **439K+**

COST: \$1,250 PER POST

# RobbReport.com

## REAL ESTATE ENEWSLETTER

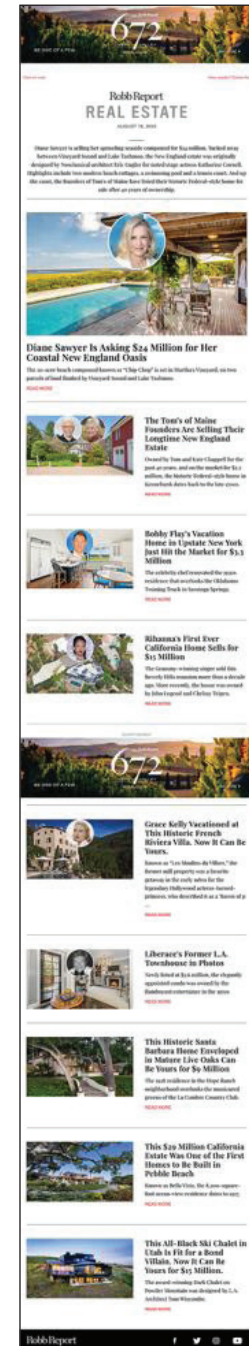
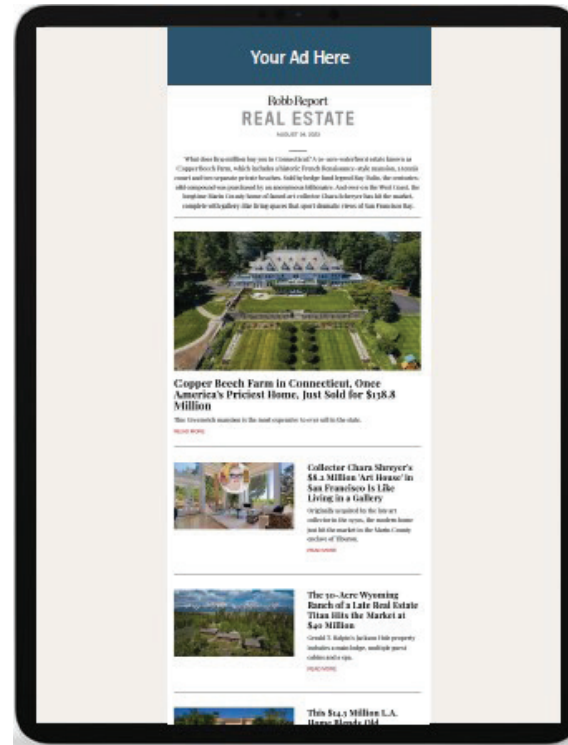
60,000+ REAL ESTATE ENTHUSIASTS

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)

NEWSLETTER: \$4,125/WEEK

3 Sends





# RobbReport.com

## FEATURED LISTING CAROUSEL

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

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

PRICE: \$1,350 PER MONTH

RR|R

RobbReport

SUBSCRIBE

CARS

YACHTS

AVIATION

WATCHES

STYLE

HOME

FOOD & DRINK

TRAVEL

VIDEOS

THE VAULT

REAL ESTATE

FEATURED LISTING

Vie L'Ven Luxury Resort & Residences - The Rouge Suite

\$5,284,900

Search a location

ADVERTISEMENT

REAL ESTATE NEWS

NEW CONSTRUCTION

A Brand-New Manhattan Townhouse With A Pleated Terracotta Façade Lists for \$14.5 Million

The 4-story single-family home is part of THE 74, a boutique luxury condo building going up on the Upper East Side.

By Mark David

CELEBRITY HOMES

Sylvester Stallone Drops \$25 Million in Cash on a Ritzy Hamptons Estate

Purchased by the "Tulsa King" star for his daughters, the newly built home features almost 12,000 square feet of turnkey living space decked out with hand-picked designer furnishings.

By Wendy Bowman

ART & COLLECTIBLES

Sotheby's New York Lays Off 100 Staffers Amid Disappointing Auction Results

The auction house produced lower results than last year

# 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.

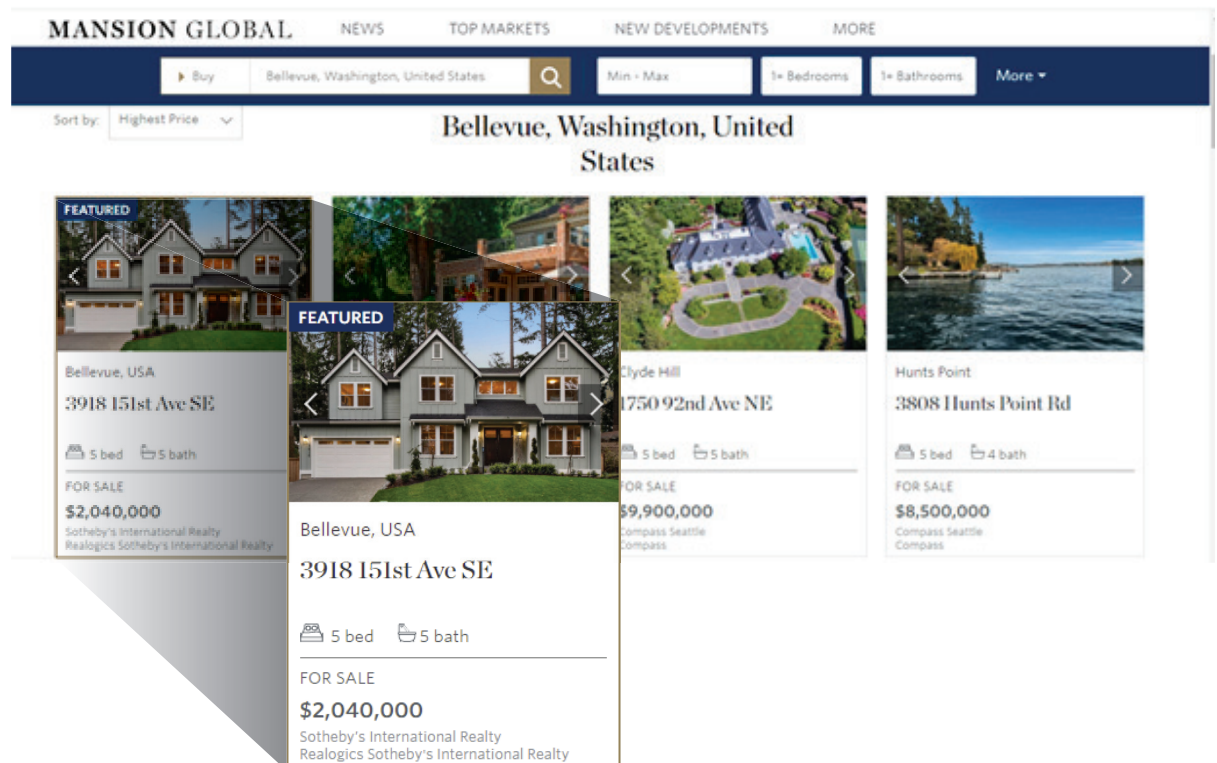
Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

10 PROPERTIES: \$1,386

25 PROPERTIES: \$2,420

100 PROPERTIES: \$5,500

**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



# The Wall Street Journal Online (WSJ.com)

## MANSSION GLOBAL DAILY (M-F) ENEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **19,765** Opt in subscribers

PRICE: \$3,680

View in your browser

*Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.*



**Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?**  
A snapshot and look at where prices are going. [Read More](#)

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
2. 48 Brudenell Park, Toronto, ON	\$10,000,000
3. 1120 North Avenue, Vancouver, BC	\$10,000,000
4. 1400 - 1011 Cantonment Street Toronto, ON	\$10,000,000
5. 1000 Park Crescent, Vancouver, BC	\$10,000,000
6. 1. Fernhill Court, Bala, ON	\$10,000,000
7. 41 St. Patrick Street, Toronto, ON	\$10,000,000
8. 1120 North Avenue, Vancouver, BC	\$10,000,000
9. 1000 Park Crescent, Vancouver, BC	\$10,000,000
10. 400 Sandhill Road, Toronto, ON	\$10,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$1,912,125	1,141	\$10,000,000
Vancouver	\$1,487,048	879	\$10,000,000
Calgary	\$867,400	122	\$20,000,000
Winnipeg	\$1,053,300	26	\$25,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$10,000,000
Toronto	\$868,817	882	\$10,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$194,291	185	\$20,000,000
Montreal	\$1,376,900	22	\$20,000,000
Chateau-Richer	\$194,333	1	\$20,000,000

TRENDING TODAY

**Architectural Digest** @ArchDigest [Following](#)

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



3:26 AM - 25 May 2018

**#AloneTogether** [ad](#)

**Staying home saves lives.**

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

Powered by [iStockphoto](#) [AllChances](#)



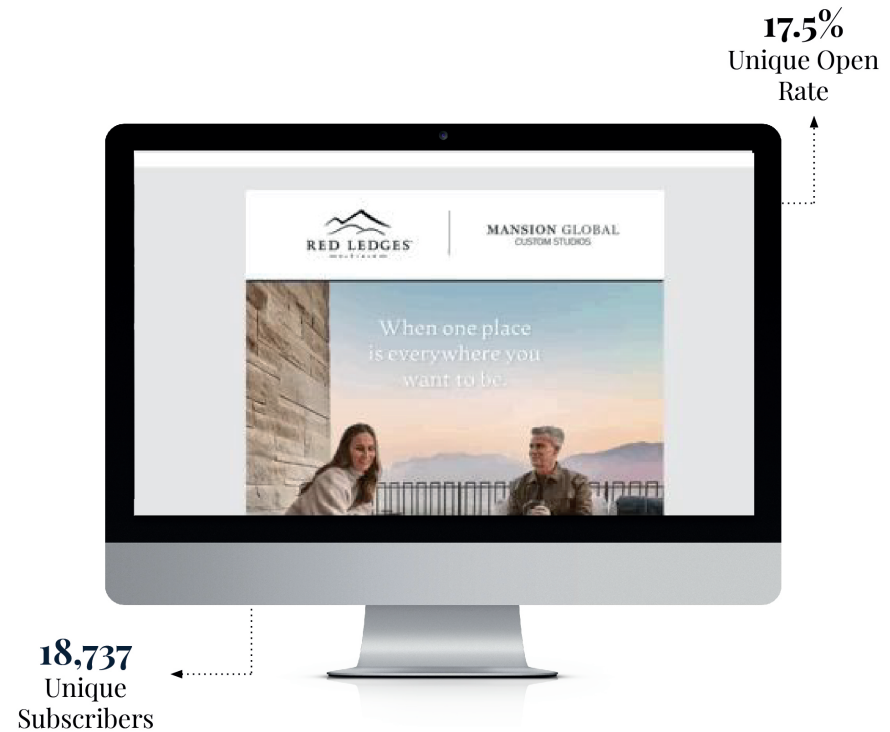
# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL CUSTOM E-NEWSLETTER

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

- **9,765** Unique Subscribers
- **29.9%** Unique Open Rate

PRICE: \$6,000 EXCLUSIVE EMAIL



Schedule,  
Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1																	
Media	Ad Description	January	February	March	April	May	June	July	August	September	October	November	December	Media Total		Reach	
<b>Sotheby's Auction House: Digital</b>																	
Sotheby's Bespoke Emails		\$ 2,500.00	\$ 2,500.00											\$ 5,000.00		1,100,000	
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00								\$ 2,585.00	\$ 2,585.00	\$ 7,755.00		2,310,000	
<b>Digital</b>																	
<b>Comprehensive Digital</b>																	
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00					\$ 2,000.00	\$ 2,000.00	\$ 16,000.00		800,000	
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00					\$ 2,000.00	\$ 2,000.00	\$ 16,000.00		400,000	
<b>Geofencing - Event and Location</b>																	
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00							\$ 1,500.00	\$ 1,500.00	\$ 9,000.00		360,000	
<b>Billionaire</b>																	
Billionaire	Custom Content + E-Newsletter		\$ 4,350.00											\$ 4,350.00		50,000	
<b>Cottages &amp; Garden</b>																	
Instapartnership	Post and Stories takeover				\$ 1,950.00									\$ 1,950.00		64,300	
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00												\$ 2,950.00			
Daily Deeds	E-Newsletter sent 4X per week			\$ 5,000.00								\$ 5,000.00		\$ 10,000.00		120,000	
C&G Stories	Content development		\$ 5,295.00											\$ 5,295.00		11,510,000	
<b>Country Life</b>																	
Country Life	Weekly E-Newsletter		\$ 1,950.00										\$ 1,950.00	\$ 3,900.00		50,000	
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00										\$ 2,250.00		\$ 4,500.00		50,000	
Country Life	Video/Image Social Post		\$ 3,665.00											\$ 3,665.00		10,000	
<b>Crain's New York Business</b>																	
Crain's New York Business	Daily E-Newsletter M-F	\$ 4,200.00											\$ 4,200.00	\$ 8,400.00		30,000	
Crain's New York Business	Luxury Home spotlight		\$ 5,500.00									\$ 5,500.00		\$ 11,000.00		100,000	
<b>Dwell.com</b>																	
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00									\$ 6,000.00		\$ 12,000.00		3,500,000	
<b>Elite Traveler</b>																	
Elite Online Real Estate Showcase	Online Real Estate Showcase							\$2,500						\$ 2,500.00		100,000	
EliteE-Newsletter	E-Newsletter		\$ 2,500.00	\$ 2,500.00								\$ 2,500.00	\$ 2,500.00	\$ 10,000.00		48,000	
<b>Nob Hill Gazette</b>																	
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00							\$ 500.00	\$ 500.00	\$ 3,000.00		39,000	
<b>JamesEdition</b>																	
Main Home Page Rotating Gallery	Featured Banner	\$ 2,000.00			\$ 2,000.00						\$ 2,000.00			\$ 6,000.00		2,250,000	
New & Trending Home Page Position	Featured Spot			\$ 1,200.00									\$ 1,200.00	\$ 2,400.00		1,500,000	
New & Trending Real Estate Position	Featured Spot					\$ 1,000.00								\$ 1,000.00		750,000	
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article		\$ 8,500.00											\$ 8,500.00		292,000	
E-Newsletter Featured Listing	E-Newsletter											\$ 1,500.00		\$ 1,500.00		192,000	
Social Media	Listing Feature		\$ 1,000.00								\$ 1,000.00			\$ 2,000.00		296,000	
<b>JetSet Magazine</b>																	
JetSet Magazine	Annual Global Campaign							\$2,500						\$ 2,500.00		2,140,000	
<b>LA Times</b>																	
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	\$ 325.00	\$ 325.00	\$ 325.00	\$ 325.00	\$ 325.00					\$ 325.00	\$ 325.00	\$ 2,600.00		3,400,000	
Custom Email	Custom Email		\$ 1,750.00									\$ 1,750.00		\$ 3,500.00		60,000	
<b>Luxury Estate</b>																	
Luxury Estate	Showcase Listing + Elite Listing Packages- 1 Year						\$8,000							\$ 8,000.00			
<b>NYTimes.com</b>																	
NYTimes.com Flex Frame	Flex-frame banner program		\$12,500									\$12,500		\$ 25,000.00		111,206	
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00								\$ 3,000.00	\$ 3,000.00	\$ 15,000.00		278,015	
<b>Ocean Home</b>																	
E-Newsletter	E-Newsletter	\$ 750.00		\$ 750.00								\$ 750.00		\$ 2,250.00		66,000	
Custom E-Mail	Custom E-Mail		\$ 2,750.00										\$ 2,750.00	\$ 5,500.00		44,000	
Facebook/Instagram Ad	Facebook/Instagram Ad										\$ 1,400.00			\$ 1,400.00		43,400	
Sponsored Content	Sponsored Content		\$ 3,000.00											\$ 3,000.00		38,199	

# Proposed Schedule, Pricing & Reach 2025

[illegible]



# Proposed Schedule, Pricing & Reach 2025

PLAN 2

Real Deal																
Real Deal	E-blast - New York													\$ 8,250.00	40,000	
Real Deal	E-blast - South Florida													\$ 5,300.00	34,000	
Real Deal	Social Post Facebook													\$ 1,250.00	110,000	
Real Deal	Social Post Instagram													\$ 1,250.00	120,000	
Robbreport.com																
Robbreport.com	Featured Listing Carousel - 1 Property													\$ 1,350.00	30,000	
Robbreport.com	Real Estate Newsletter - 3 Sends													\$ 4,125.00	120,000	
WSJ.com																
Mansion Global Homepage Hero	Mansion Global Homepage Hero													\$ 2,150.00	820,000	
Mansion Global Homepage Hero	Shared Banner													\$ 650.00	656,000	
Mansion Global e-Newsletter	Daily Monday-Friday													\$ 3,680.00	34,000	
Property Upgrades	25 Featured Property Upgrades													\$ 2,420.00		
TOTAL															\$ 226,845.00	29,263,921
*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 - CONTINUED

Plan 2																	
Media	Ad Description	January	February	March	April	May	June	July	August	September	October	November	December	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		\$ 5,170.00		1,540,000	
<b>Digital</b>																	
<b>Comprehensive Digital</b>																	
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00					\$ 2,000.00	\$ 2,000.00	\$ 16,000.00		800,000	
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00									\$ 2,000.00	\$ 8,000.00		200,000	
<b>Geofencing - Event and Location</b>																	
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00								\$ 1,500.00	\$ 1,500.00	\$ 7,500.00		300,000	
<b>Cottages &amp; Garden</b>																	
Instapartnership	Post and Stories takeover				\$ 1,950.00									\$ 1,950.00		64,300	
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00												\$ 2,950.00			
Daily Deeds	E-Newsletter sent 4X per week			\$ 5,000.00								\$ 5,000.00		\$ 10,000.00		120,000	
C&G Stories	Content development		\$ 5,295.00											\$ 5,295.00		11,510,000	
<b>Country Life</b>																	
Country Life	Weekly E-Newsletter		\$ 1,950.00										\$ 1,950.00	\$ 3,900.00		50,000	
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00										\$ 2,250.00		\$ 4,500.00		50,000	
<b>Crain's New York Business</b>																	
Crain's New York Business	Daily E-Newsletter M-F	\$ 4,200.00											\$ 4,200.00	\$ 8,400.00		30,000	
Crain's New York Business	Luxury Home spotlight		\$ 5,500.00											\$ 5,500.00		50,000	
<b>Dwell.com</b>																	
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00											\$ 6,000.00		1,750,000	
<b>Elite Traveler</b>																	
Elite Online Real Estate Showcase	Online Real Estate Showcase							\$2,500						\$ 2,500.00		100,000	
EliteE-Newsletter	E-Newsletter		\$ 2,500.00									\$ 2,500.00		\$ 5,000.00		24,000	
<b>Nob Hill Gazette</b>																	
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00							\$ 500.00	\$ 500.00	\$ 3,000.00		39,000	
<b>JamesEdition</b>																	
Main Home Page Rotating Gallery	Featured Banner	\$ 2,000.00												\$ 2,000.00		750,000	
Real Estate Rotating Gallery	Featured Banner											\$ 1,600.00		\$ 1,600.00		750,000	
New & Trending Home Page Position	Featured Spot			\$ 1,200.00									\$ 1,200.00	\$ 2,400.00		1,500,000	
New & Trending Real Estate Position	Featured Spot					\$ 1,000.00								\$ 1,000.00		750,000	
Featured Article and E-Newsletter promotion	Newsletter First Feature & Journal Article		\$ 5,500.00											\$ 5,500.00		292,000	
E-Newsletter Featured Listing	E-Newsletter											\$ 1,500.00		\$ 1,500.00		192,000	
Social Media	Listing Feature		\$ 1,000.00								\$ 1,000.00			\$ 2,000.00		296,000	
<b>JetSet Magazine</b>																	
JetSet Magazine	Annual Global Campaign							\$2,500						\$ 2,500.00		2,140,000	
<b>LA Times</b>																	
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	\$ 325.00	\$ 325.00	\$ 325.00	\$ 325.00	\$ 325.00					\$ 325.00	\$ 325.00	\$ 2,600.00		3,400,000	
Custom Email	Custom Email		\$ 1,750.00									\$ 1,750.00		\$ 3,500.00		60,000	
<b>Luxury Estate</b>																	
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250											\$ 3,250.00			
<b>NYTimes.com</b>																	
NYTimes.com Flex Frame	Flex-frame banner program		\$12,500									\$12,500		\$ 25,000.00		111,206	
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00								\$ 3,000.00	\$ 3,000.00	\$ 15,000.00		278,015	
<b>Ocean Home</b>																	
E-Newsletter	E-Newsletter	\$ 750.00		\$ 750.00								\$ 750.00		\$ 2,250.00		66,000	
Custom E-Mail	Custom E-Mail		\$ 2,750.00										\$ 2,750.00	\$ 5,500.00		44,000	
Facebook/Instagram Ad	Facebook/Instagram Ad										\$ 1,400.00			\$ 1,400.00		43,400	
<b>Real Deal</b>																	
Real Deal	E-blast - New York		\$ 8,250.00											\$ 8,250.00		40,000	
Real Deal	E-blast - South Florida											\$ 5,300.00		\$ 5,300.00		34,000	
Real Deal	Social Post Facebook	\$ 1,250.00												\$ 1,250.00		110,000	
Real Deal	Social Post Instagram													\$ 1,250.00		110,000	

SCHEDULE AND PRICING

Proposed  
Schedule, Pricing  
& Reach 2025

PLAN 3

Media	Ad Description	January	February	March	April	May	June	July	August	September	October	November	December	Media Total	Reach
Sotheby's Auction House: Digital															
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00								\$ 2,585.00		\$ 5,170.00	1,540,000
Digital															
Comprehensive Digital															
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00							\$ 1,500.00	\$ 1,500.00	\$ 9,000.00	600,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00									\$ 2,000.00	\$ 8,000.00	200,000
Geofencing - Event and Location															
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00								\$ 1,500.00	\$ 1,500.00	\$ 7,500.00	300,000
Cottages & Garden															
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00												\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week			\$ 3,000.00								\$ 3,000.00		\$ 6,000.00	120,000
C&G Stories	Content development		\$ 5,295.00											\$ 5,295.00	11,510,000
Country Life															
Country Life	Weekly E-Newsletter		\$ 1,950.00										\$ 1,950.00	\$ 3,900.00	50,000
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00										\$ 2,250.00		\$ 4,500.00	50,000
Crain's New York Business															
Crain's New York Business	Luxury Home spotlight		\$ 5,500.00											\$ 5,500.00	50,000
Dwell.com															
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00											\$ 6,000.00	1,750,000
Elite Traveler															
EliteE-Newsletter	E-Newsletter		\$ 2,500.00									\$ 2,500.00		\$ 5,000.00	24,000
Nob Hill Gazette															
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00							\$ 500.00	\$ 500.00	\$ 3,000.00	39,000
JamesEdition															
Main Home Page Rotating Gallery	Featured Banner	\$ 2,000.00												\$ 2,000.00	750,000
New & Trending Home Page Position	Featured Spot												\$ 1,200.00	\$ 1,200.00	750,000
New & Trending Real Estate Position	Featured Spot			\$ 1,000.00										\$ 1,000.00	750,000
Featured Article and E-Newsletter promotion	Newsletter First Feature & Journal Article		\$ 5,500.00											\$ 5,500.00	292,000
E-Newsletter Featured Listing	E-Newsletter											\$ 1,500.00		\$ 1,500.00	192,000
JetSet Magazine															
JetSet Magazine	Annual Global Campaign							\$2,500						\$ 2,500.00	2,140,000
LA Times															
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	\$ 325.00	\$ 325.00	\$ 325.00	\$ 325.00						\$ 325.00	\$ 325.00	\$ 2,275.00	2,975,000
Custom Email	Custom Email		\$ 1,750.00									\$ 1,750.00		\$ 3,500.00	60,000
Luxury Estate															
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250											\$ 3,250.00	
NYTimes.com															
NYTimes.com Flex Frame	Flex-frame banner program		\$12,500									\$12,500		\$ 25,000.00	111,206
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00										\$ 9,000.00	166,809
Ocean Home															
E-Newsletter	E-Newsletter	\$ 750.00										\$ 750.00		\$ 1,500.00	44,000
Custom E-Mail	Custom E-Mail		\$ 2,750.00											\$ 2,750.00	22,000
Robbreport.com															
Robbreport.com	Featured Listing Carousel - 1 Property		\$ 1,350.00	\$ 1,350.00								\$ 1,350.00		\$ 4,050.00	18,000
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 4,125.00									\$ 4,125.00		\$ 8,250.00	120,000
WSJ.com															
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00						\$ 650.00	\$ 650.00	\$ 650.00	\$ 4,550.00	1,148,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00									\$ 3,680.00		\$ 7,360.00	34,000
Property Upgrades	10 Featured Property Upgrades							\$1,386						\$ 1,386.00	
TOTAL														\$ 158,386.00	25,806,015

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