



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

4205 55th Ave NE Advertising and Marketing Program

Realogics | 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 4205 55th Ave NE

SKY Advertising is excited to present to Realogics Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 4205 55th Ave NE.

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 Seattle, WA.

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

LET'S DO
GREAT THINGS TOGETHER

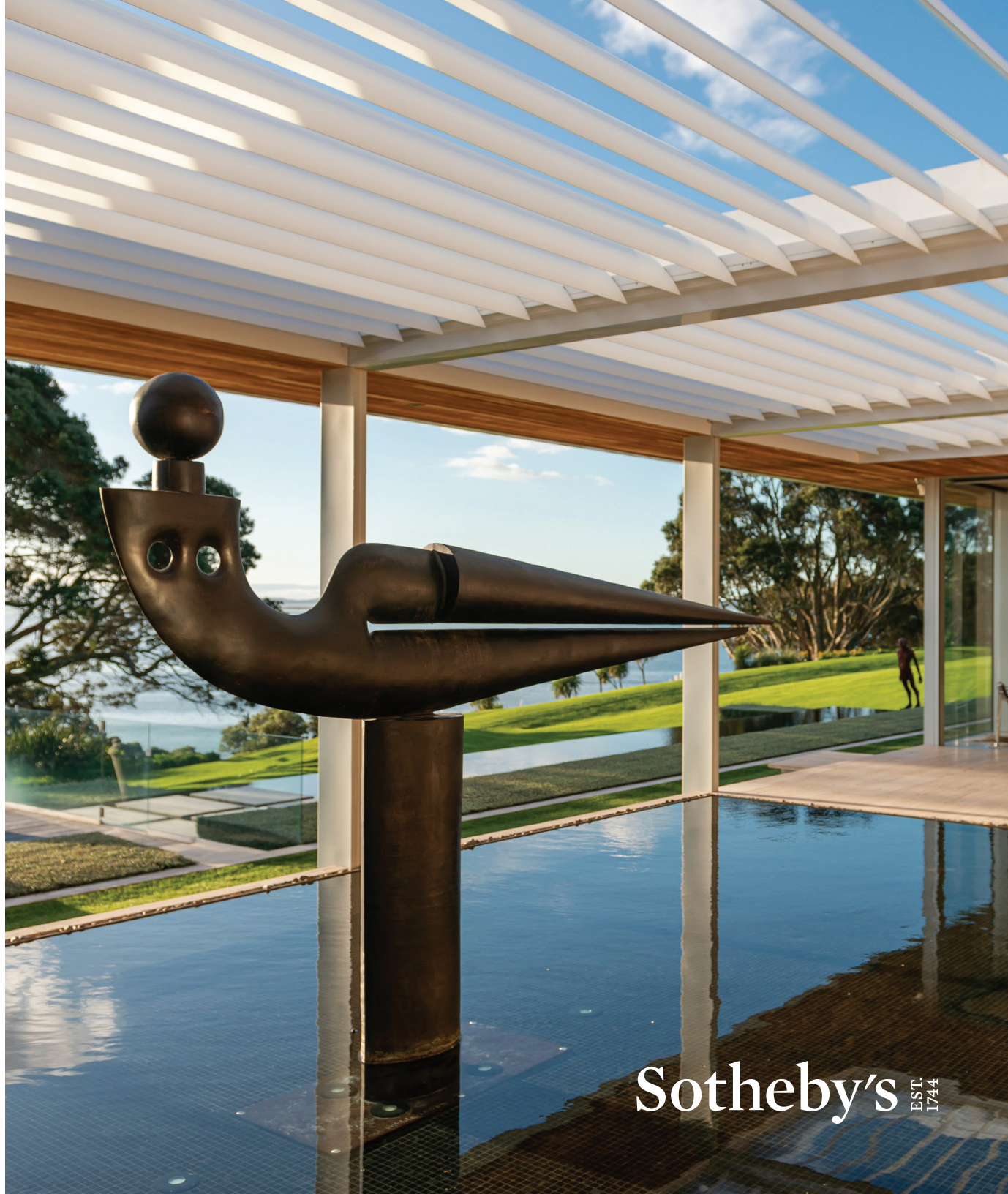
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chloe@skyad.com

Sotheby's Auction House Offerings



Sotheby's EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

- Distribution: **35,000**
- Auction clients with **\$50,000-\$5 million** in transactions
- Distribution at all **70** Sotheby's offices around the world
- Distribution at Park Hyatt Hotels in **18** countries
- Distributed at high profile auction events in **NY, London, Los Angeles and Hong Kong**

FULL PAGE: \$5,260

HALF PAGE: \$2,630

QUARTER PAGE: \$1,315

Global



Sotheby's

INTERNATIONAL REALTY

Nothing Compares to what's next.

Explore our exclusive collection of inspiring homes.

Austin, Texas

Estimate: \$1,000,000

Property ID: 521024

Agent: Sotheby's

Co-located: N/A

Original Listing: 12/7/16, 2020

16,542 sq ft | 4 bdr | 5 ba | 3 car garage

\$30,000,000 USD

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Homes

1 Central Park West #5/DSC

Unparalleled, breathtaking views, #5/DSC at One Central Park offers the ultimate in luxury living. This new residence, a 254 sq. ft. One Bedroom duplex with extraordinary views and gorgeous light. Beautifully located near 24/7 services including shopping, dining, and more great parks. 60/91, Street level.

New York, New York

Sotheby International Realty

Call: Susan K. D'Amico

Century 21

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555 Park Avenue, #5/5

555 Park Avenue, #5/5 is a 2,000 sq. ft. apartment for sale with parking. This home along with 5450 sq. ft. of magnificent interiors.

New York, New York

Sotheby International Realty

Call: Susan K. D'Amico

Century 21

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Digital Offerings



Sotheby's
INTERNATIONAL REALTY

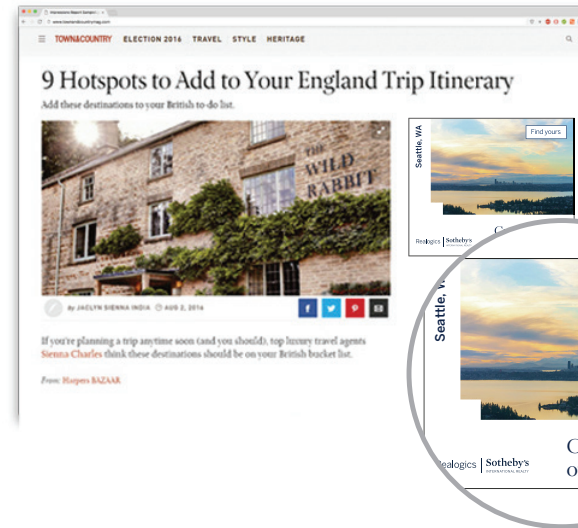
Impressions Campaign

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: **4205 55th Ave NE**
- Flight Dates: **March 2025 - May 2025**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes



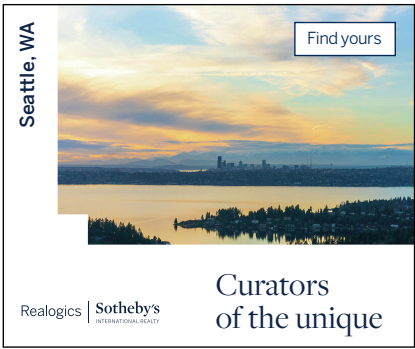
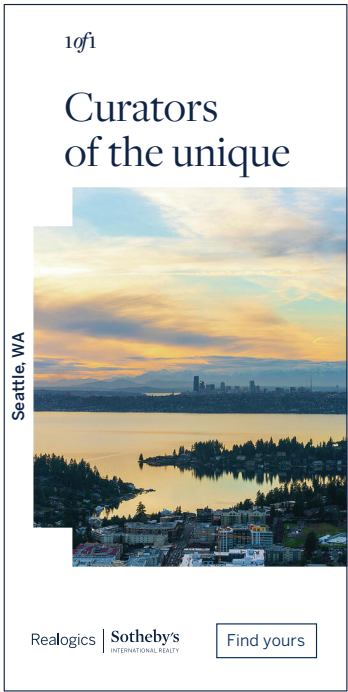
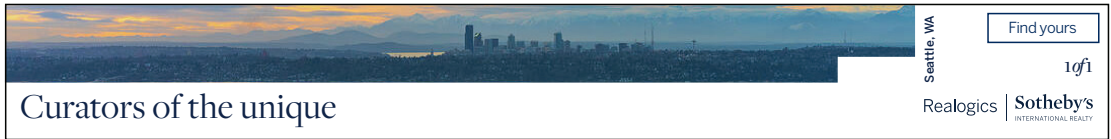
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

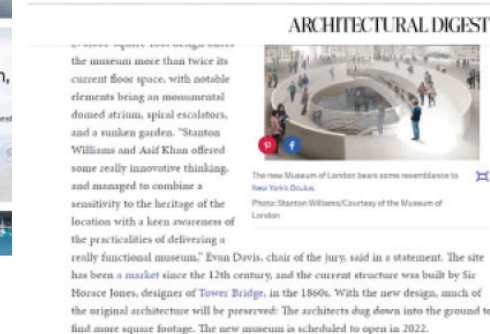
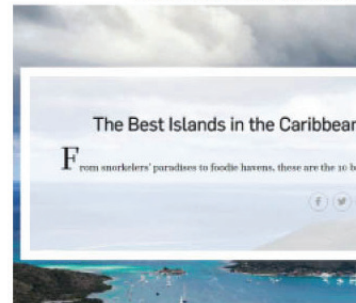
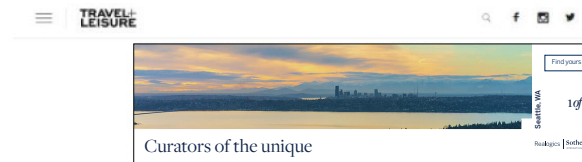
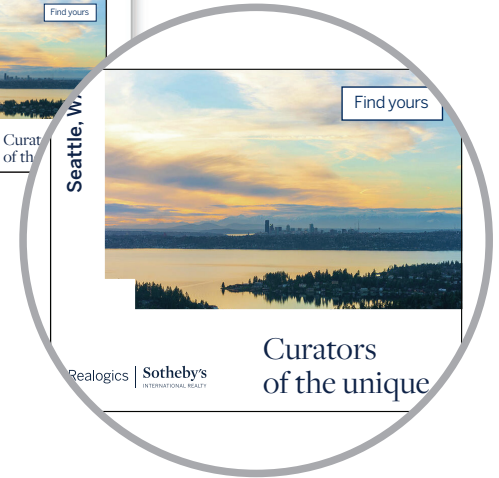
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

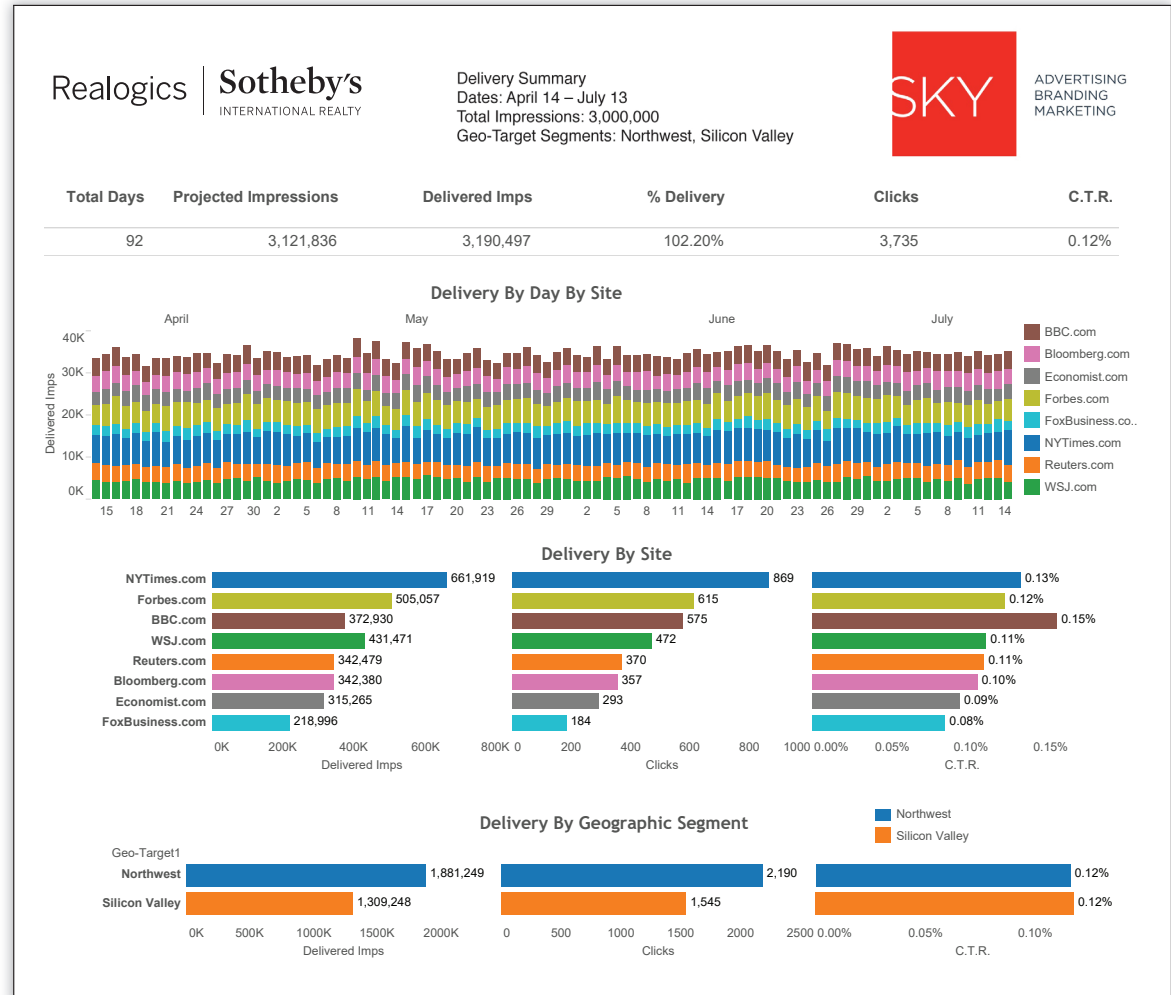


Comprehensive Reporting For Your Customized Campaign

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

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

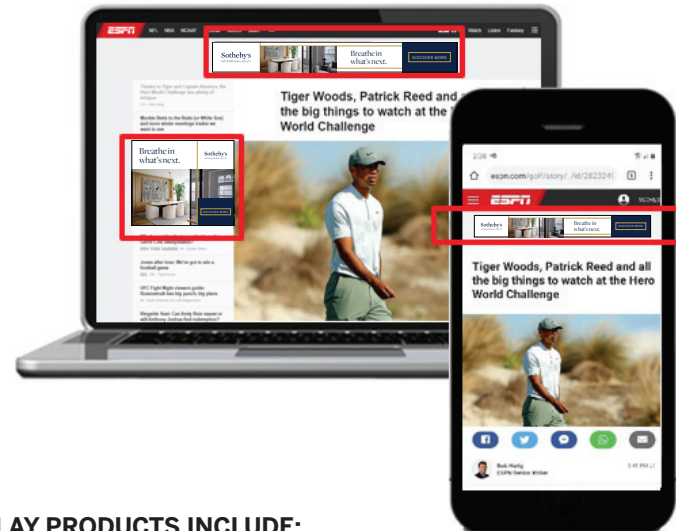
IMPRESSIONS PROGRAM SAMPLE REPORT



Comprehensive Digital

DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences- target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH
150,000 Impressions

Comprehensive Digital

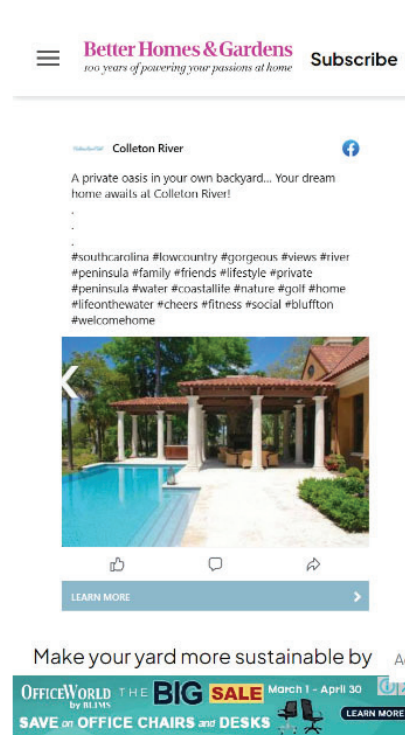
SOCIAL MIRROR ADS

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

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

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

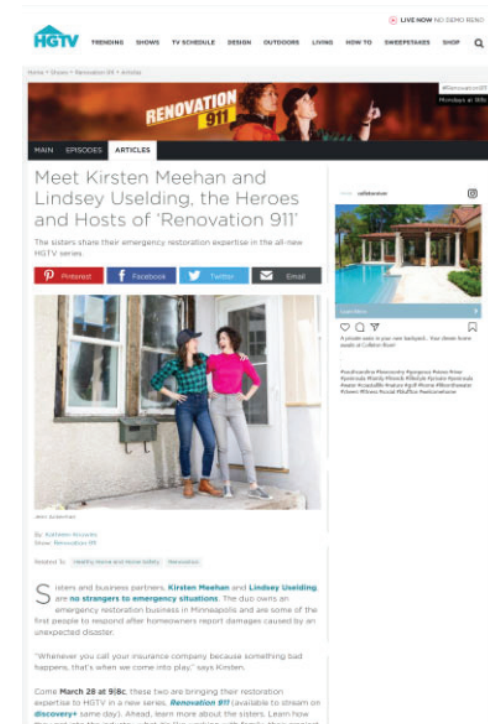
Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

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



Google AdWords

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

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

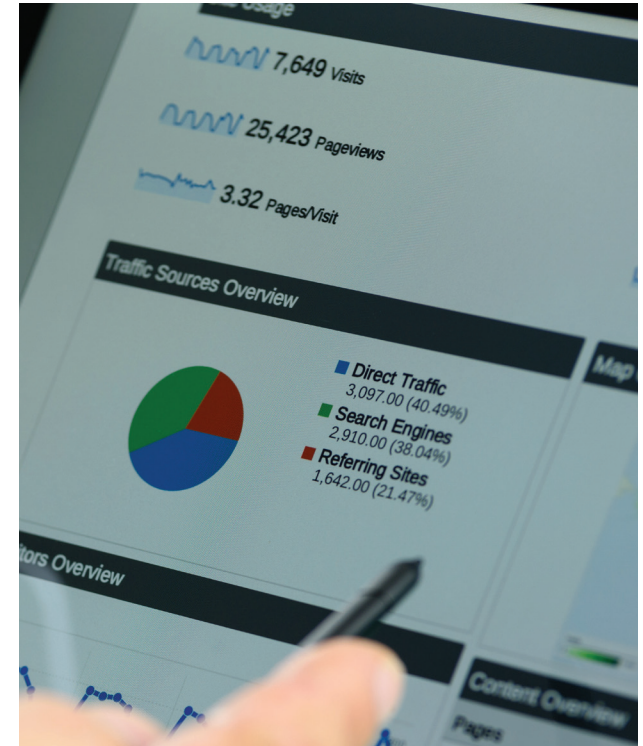


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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



Google AdWords

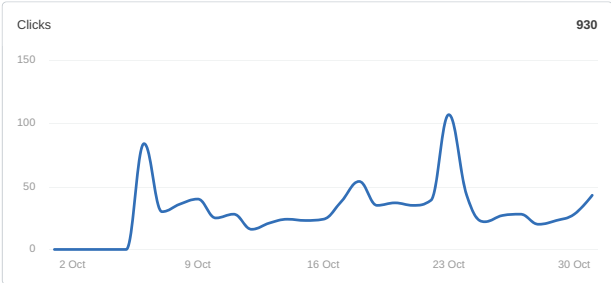
CLIENT DASHBOARD

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



SIR Realogics

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

Showing 50 of 89 Rows

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

Cities

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

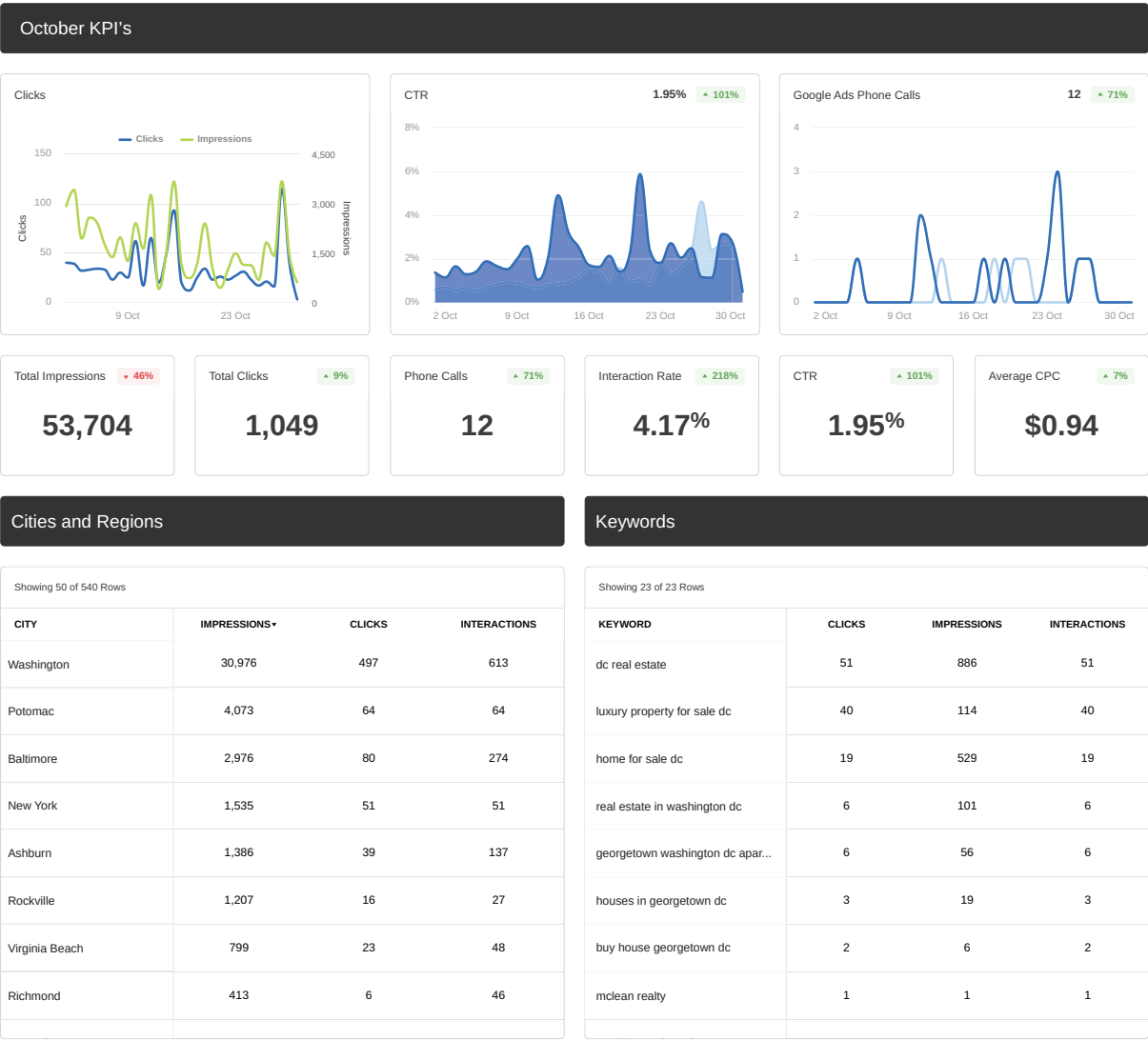
Google AdWords

MONTHLY REPORTING

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



SIR Realogics



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

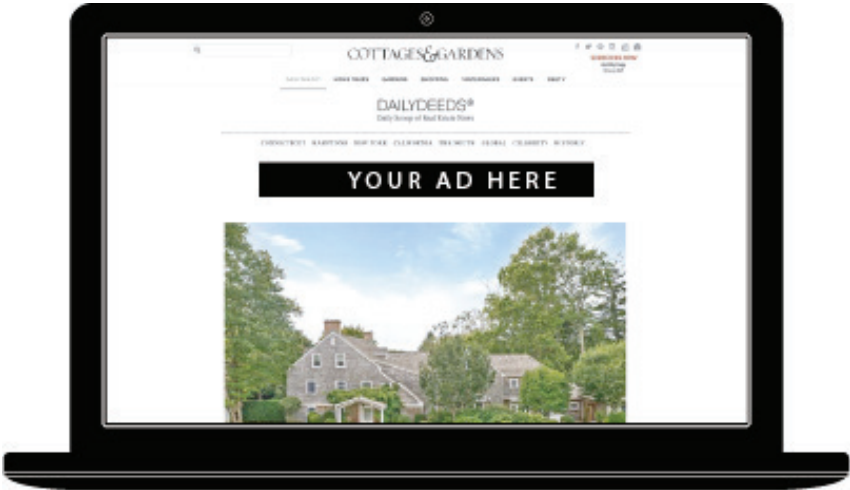
- | | |
|---------------|-----------------|
| • New York | • Virginia |
| • California | • New jersey |
| • Connecticut | • Illinois |
| • Florida | • Massachusetts |
| • Texas | • Pennsylvania |


SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950

INSTAPARTNERSHIP


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






Floral Gift Ideas for Mother's Day

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




Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



Ready, Set, Game Time!

12 fun finds that double as playful decor.



Spotlight

CALIFORNIA CLOSETS

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

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: Ferrari 488 GTB, Chevrolet Corvette, Stunning Villa Ove..., Ram 2500, No109 - Luxury pa..., Audi S1, McLaren 650S, and Ferrari California. Below this is a 'JAMES SPOTTING' section with a photo of a duplex and a 'RICH LIST' section featuring a yacht. A 'LATEST STORIES' section at the bottom highlights luxury garages, exclusive neighborhoods of Hong Kong, the Bahamas, and a golf property in Algarve.

This screenshot shows the 'Find luxury Real Estate and Homes for sale' page on JamesEdition.com. It features a search bar with 'VIEW ALL HOMES' and a 'Search' button. Below the search bar is a large image of a modern interior with the text 'THE PENTHOUSES AT GOLDEN PEAK \$ 13,900,000'. A sidebar on the right provides information about JamesEdition.com's global reach and the quality of its listings. The main content area displays a grid of featured luxury properties, including a 5-bedroom penthouse, a stunning Sherwood lake house, an enviable estate, a modern apartment, an elegant French style house, a Playa Nix house, a Koninghof house, a magnificent secluded house, an extraordinary ocean house, a Maimok Paradise house, a Kiteagh House, and a 74+/- acre property. Each listing includes a photo, title, location, and price. At the bottom, there's a 'News about luxury real estate' section with articles on Hong Kong, the Bahamas, and Algarve, Portugal.

jamesedition.com

ROTATING GALLERY

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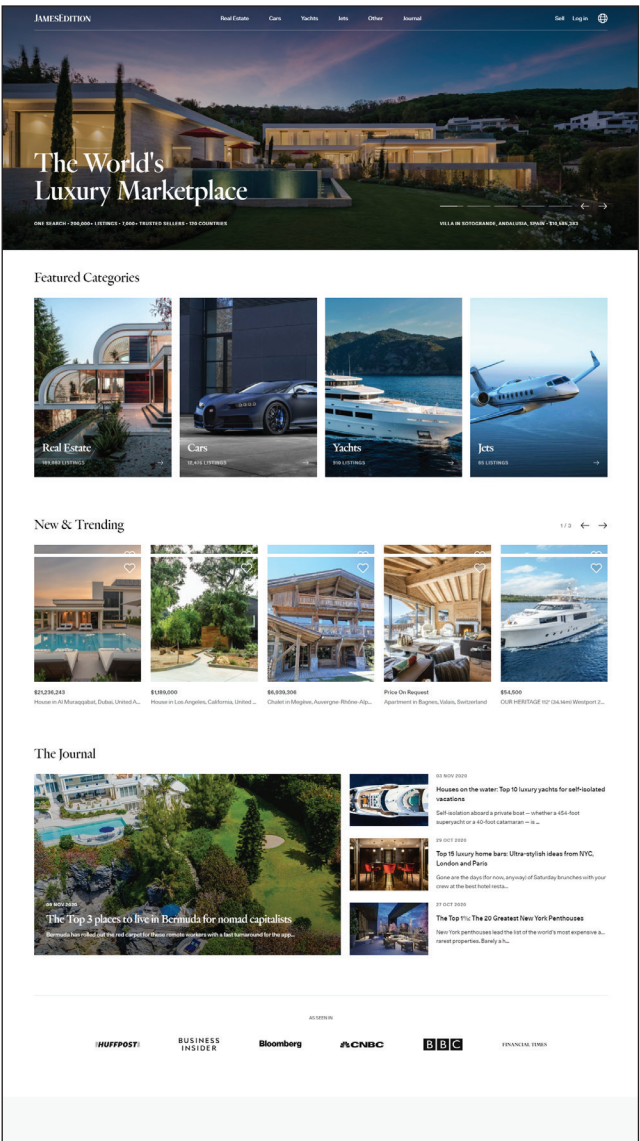
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

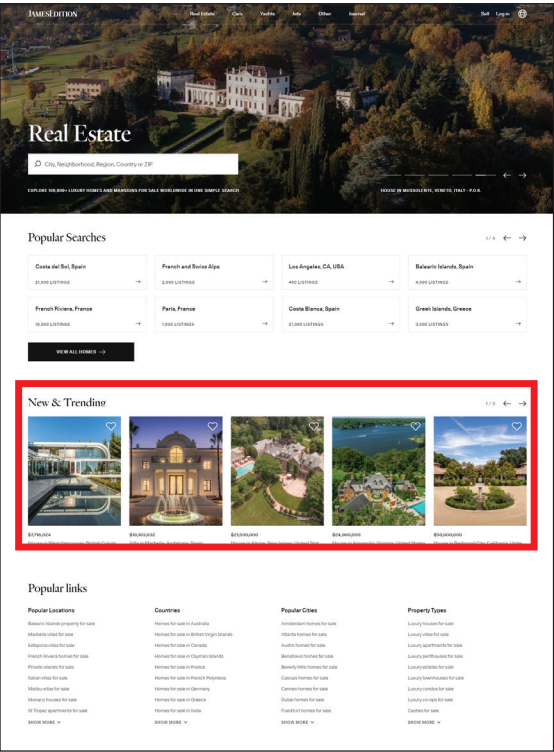
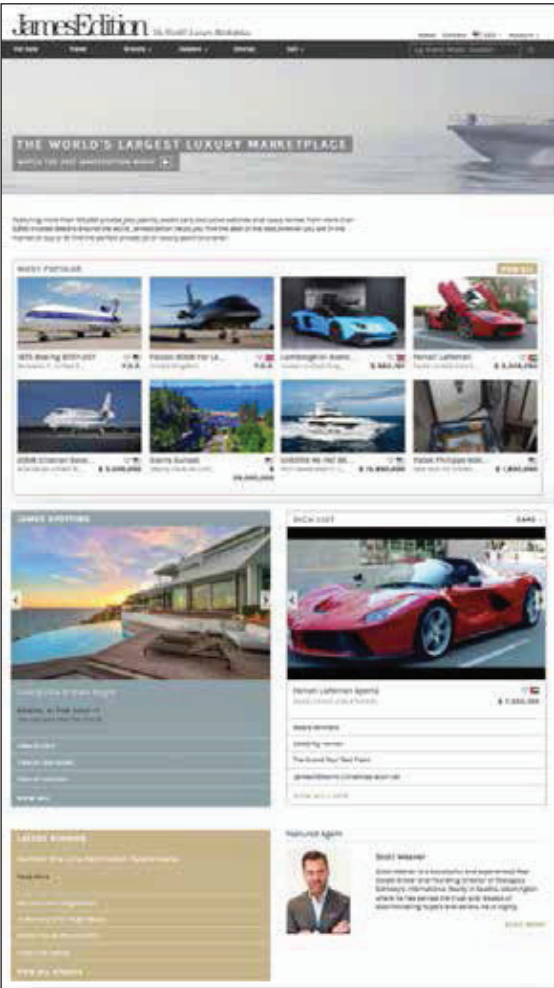
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

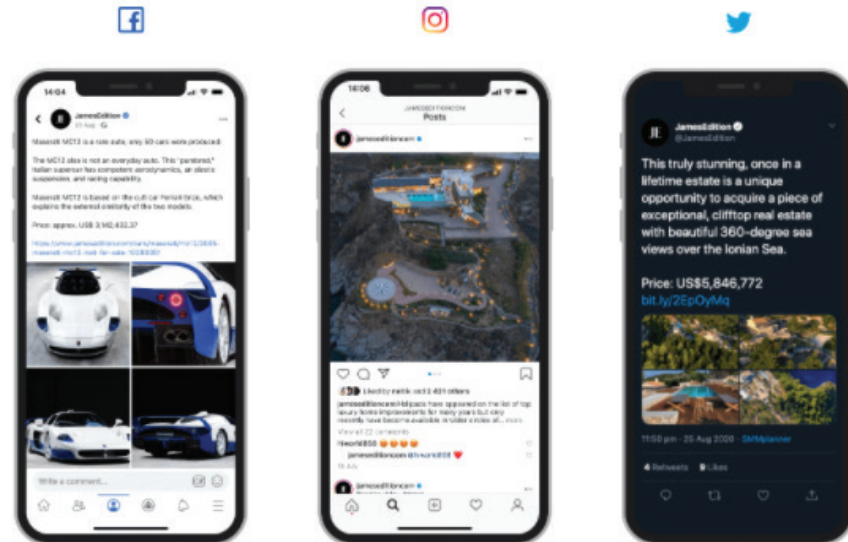
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

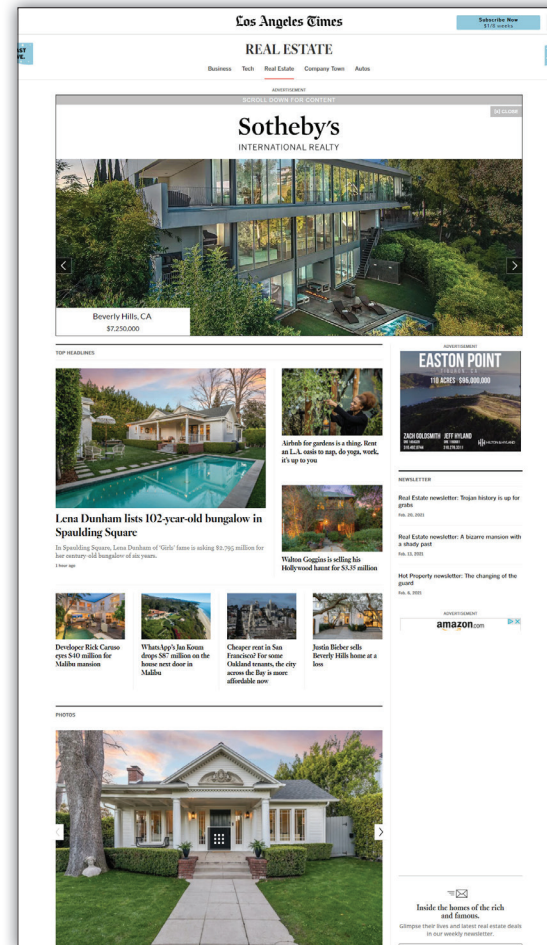
LA Times

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**



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

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

\$5,284,900

Search a location

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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)

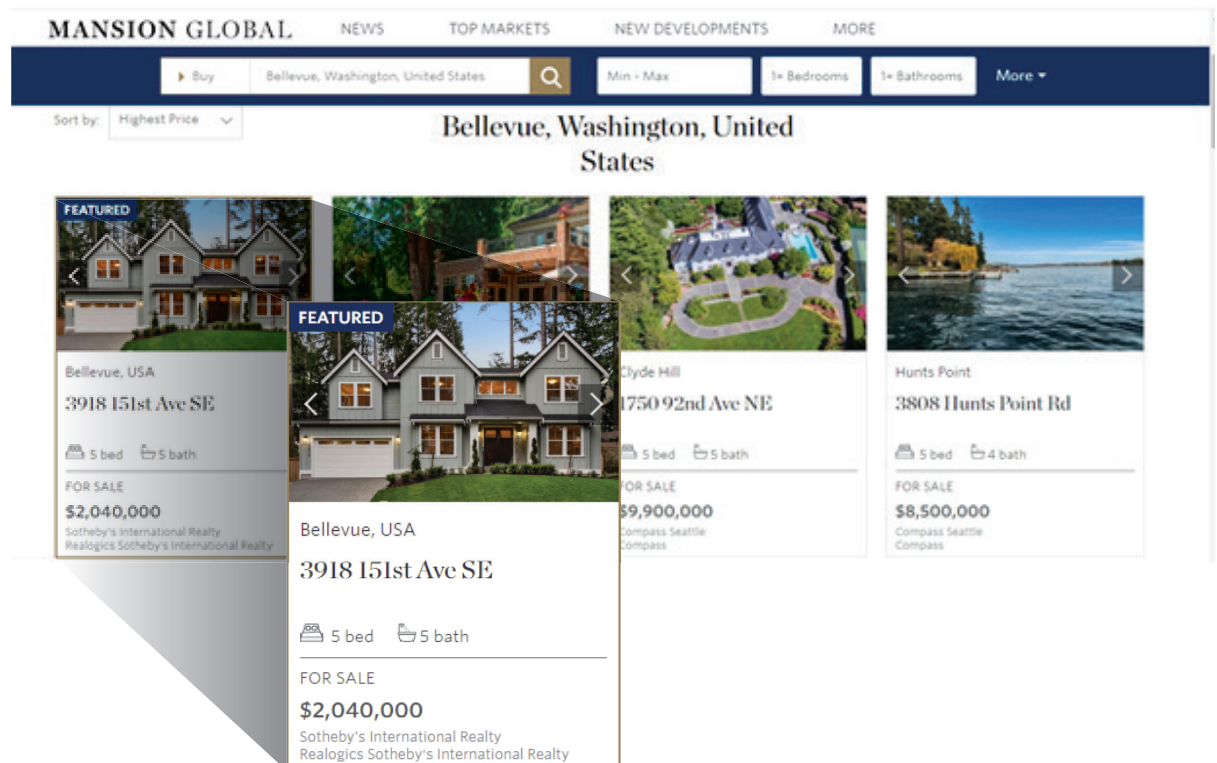
FEATURED PROPERTY UPGRADES

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: \$1,200

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



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

Manission 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. 1128 North Avenue, Vancouver, BC	\$10,000,000
4. 1480 - 1011 Cantonment Street Toronto, ON	\$11,500,000
5. 1000 Park Crescent, Vancouver, BC	\$10,000,000
6. 1 Penn Blvd, Suite 1000, BC	\$10,000,000
7. 41 St. Patrick, Vancouver, BC	\$10,000,000
8. 1128 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
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	882	\$10,000,000
Quebec	\$194,291	185	\$20,000,000
Montreal	\$1,376,900	22	\$20,000,000
Charlottetown	\$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



3:26 AM - 25 May 2018

#AloneTogether [ad](#)

Staying home saves lives.

For more info visit coronavirus.gov

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


Print Offerings




Sotheby's
INTERNATIONAL REALTY

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

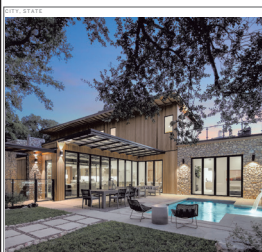
- PROPERTY SPOT: \$795**
Includes Bonus 30 Day Digital -
Featured Property Upgrade



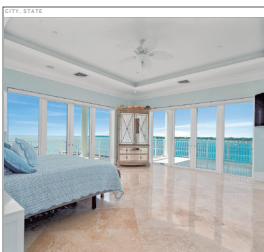
Nothing compares to what's next.



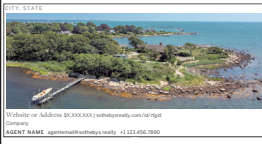
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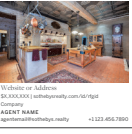
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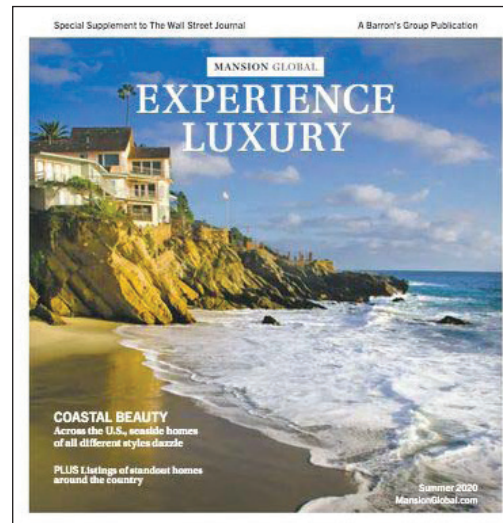
The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

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

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

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



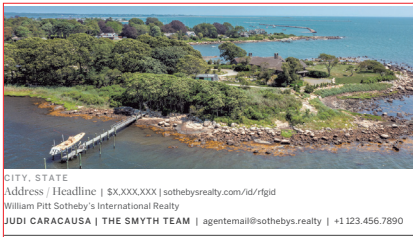
The New York Times

IN THE FRIDAY MAIN NEWS SECTION

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

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

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



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"All the News That's Fit to Print"

The New York Times

Late Edition Today, Sunday, November 5, 2018
VOL. CLXVIII ... No. 56,137 NEW YORK, MONDAY, NOVEMBER 5, 2018 \$3.00

Web's Far Right Can Hear Itself As Trump Talks

By KEVIN WOOD and ALI MONTON

On Wednesday, as news of President Trump's latest executive order to restrict travel from several Muslim-majority countries spread, a far-right website called "The Daily Stormer" posted a video of its founder, Andrew Anglin, speaking. Anglin, who is a white supremacist and a member of the neo-Nazi group "The Proud Boys," said that the new travel ban was a "great first step" and that he was "proud to support the president."

Edge in Polls Might Not Tip House Seats

By NATHAN GREEN

Democrats appear poised to win the House of Representatives in the November 6 election, but a new poll shows that the party's lead in the House is not as large as it seems. The poll, conducted by the Brookings Institution, shows that Democrats have a 55 percent chance of winning the House, but that this number drops to 45 percent if voters in swing states are included.

Choir of the Spirit of Onco-Fringe Visits

By KEVIN WOOD

A group of cancer patients and their families, known as the "Onco-Fringe," visited the New York Times building on Wednesday. The group, which includes people with various types of cancer, was led by a woman named Sarah, who has breast cancer. The group was there to support the new book "The Onco-Fringe" by Sarah and her husband, which was published by the New York Times.

It's Not Heaven, It's Brooklyn

The \$1,000 houses in this part of New York City have enjoyed blue skies, near-ideal conditions and a fast turnover. Pages F2-F3.

Spending Millions in a Bid to Avoid Sanctions

By ANDREW ROSEN and KENNETH R. FOLGER

The U.S. Treasury Department is investigating whether a group of companies, including a Chinese company, is spending millions of dollars to avoid sanctions. The companies are accused of using shell companies and other financial maneuvers to hide their assets from U.S. authorities.

Partisan Roots Of New Query On the Census

By MICHAEL WIND

A new survey by the Brookings Institution, which asks whether respondents would support a census that would ask about their political affiliation, has been criticized by some people. The survey, which was conducted in May, found that 60 percent of respondents would support such a census.

Called to Serve, Utah Mayor Always Answered

By JEFFREY T. TRUMBULL

A Utah mayor who served for 20 years has died. The mayor, who was known for his dedication to his community, died of cancer. He was 78 years old. The mayor was a member of the Utah State Bar and had served on the board of several organizations.

Offering Little Proof, Republican Accuses Georgia Rival of 'Hack'

By RICHARD HENNET

A Republican congressman has accused a rival of being a "hack" for offering little proof for his claims. The congressman, who is a member of the House of Representatives, said that his rival's claims were "baseless" and "unsubstantiated."

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The New York Times Takeover

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

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

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

Includes Digital promotion and Digital Flipbook

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Represented by Sarah Baker on pg. 53.

72 Post Road, Old Westbury, NY



Debra Russell
Real Estate Salesperson
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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.



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Sandbanks
Exuma, The Bahamas



Jacqueline
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260 Sandrine Lighthorn
602Bahamas.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.





Sandbanks | Exuma
6 BR | 7.5 BA
\$2,900,000
SIRBAHAMAS.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 | 20,039 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.





5305 Carlsbad Boulevard
5 BR | 8.0 BA | 20,039 SQ FT.
\$25,000,000
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Pacific | Sotheby's
INTERNATIONAL REALTY

skyad.com | 32

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

FULL PAGE, COLOR:

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

ARCHITECTURAL DIGEST

THE INTERNATIONAL DESIGN AUTHORITY FEBRUARY 2015

AD

SHONDALAND!
AT HOME IN
LOS ANGELES WITH
TV HITMAKER
SHONDA RHIMES

CITY LIVING
FAMILY STYLE
IN MIAMI, NEW YORK,
LONDON,
AND STOCKHOLM



21



Los Angeles Times Takeover

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.

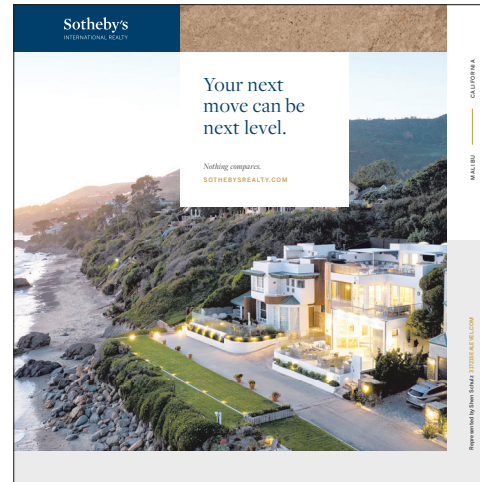
- Full Page color ad using Sotheby's International Realty Design Vault template
- Western Los Angeles coverage
- Saturday Print Circulation: **56,000**
- Saturday e-edition subscribers: **164,780**

FULL PAGE: \$660

INSIDE FRONT COVER: \$1,500

INSIDE BACK COVER: \$1,500

BACK COVER: \$1,600

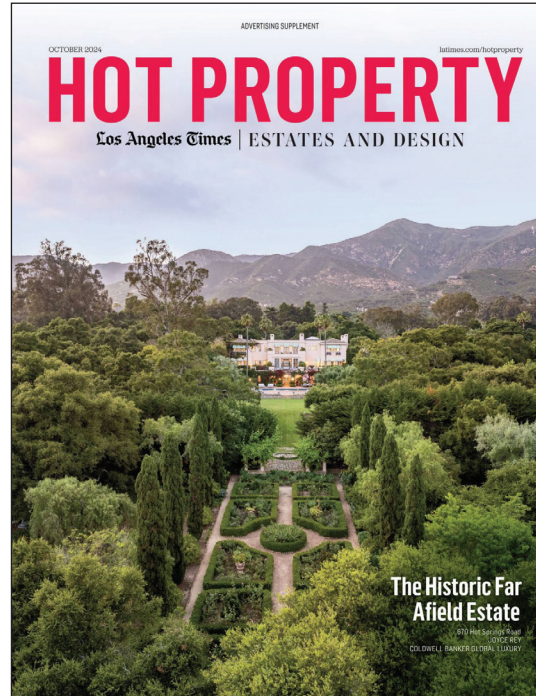


Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

The Los Angeles Times weekly Hot Property section features the most up-to-date real estate news — including Hot Property (celebrity transactions), neighborhood spotlights, buying/selling tips, home décor and improvement trends.

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
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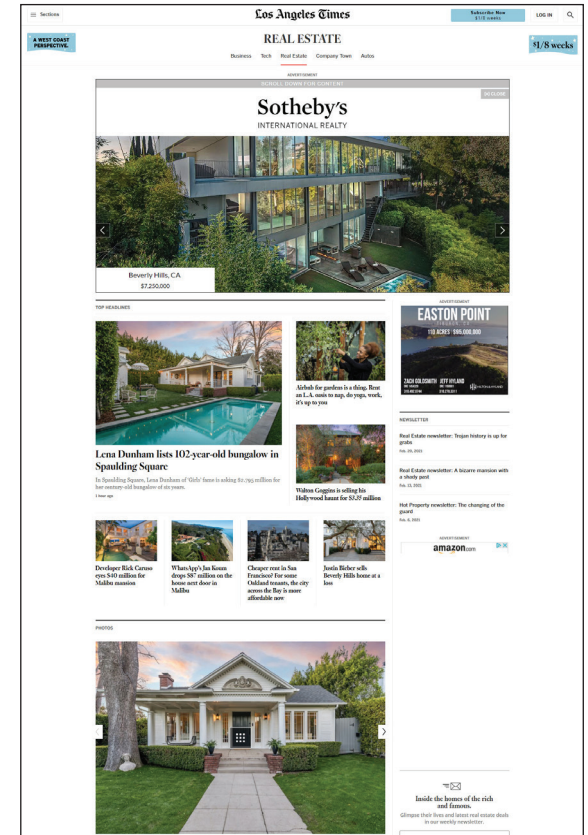
LA TIMES DIGITAL LIGHTHOUSE

The Sotheby's International Realty LA Times Digital Lighthouse showcases 27-30 properties monthly and owns 100% SOV at the top of the LA Times Real Estate section.

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

Full color with 30 day Lighthouse Placement



Private Air Luxury Homes Magazine

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

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

DISTRIBUTION

65,000 private jet owners and guests

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

FULL PAGE: \$1,925

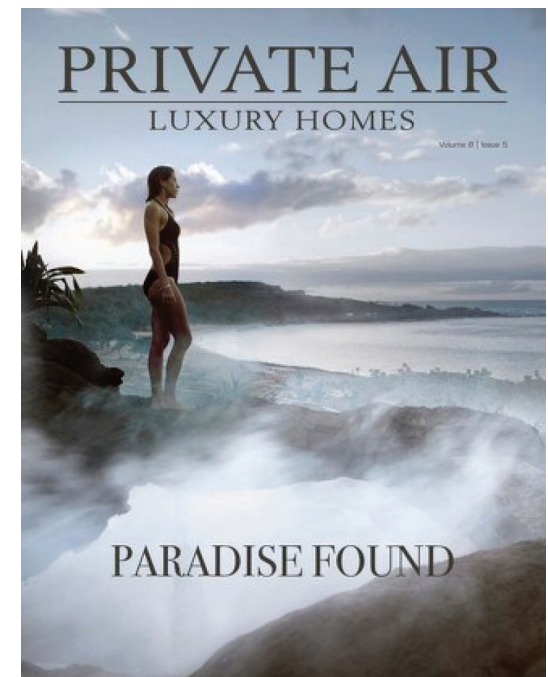
includes social media & E-Newsletter

FULL PAGE IN 3 ISSUES: \$1,550

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

FULL PAGE IN 6 ISSUES: \$1,450

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



San Francisco & Silicon Valley Takeover

Exclusive insert in the New York Times distributed to 36,500 households in the San Francisco and Silicon Valley metro.

FULL PAGE OCTOBER: \$725
INSIDE FRONT COVER: \$1,125
INSIDE BACK COVER: \$1,125
BACK COVER: \$1,475

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Represented by Sarah Barker on pg. 53.

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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
Located 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




Sotheby's
INTERNATIONAL REALTY



Sandbanks
Exuma, The Bahamas



Jacqueline
Lighthorn
Sales Agent
+1.242.389.2225
240 Sandbanks Lighthorn
800Bahamas.com



Sandbanks | Exuma
6 BR | 7.5 BA
\$2,900,000
Sandbanks is a truly spectacular Exuma, 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.

Bahamas | Sotheby's
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santoro
Sales Agent
858.334.3977
eric@santororealty.com
DRE#01455003



5305 Carlsbad Boulevard
5 BR | 8.0 BA | 20,039 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.

Pacific | Sotheby's
INTERNATIONAL REALTY

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1							
Media	Ad Description	March	April	May	Media Total	Reach	
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page	\$ 1,315.00			\$ 1,315.00	20,000	
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000	
Million Impressions	Targeting - SF, LA, NY, DC, Austin						
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00		
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000	
Cottages & Garden							
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		
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00	19,500	
JamesEdition							
New & Trending Real Estate Position	Featured Spot		\$ 1,000.00		\$ 1,000.00	750,000	
E-Newsletter Featured Listing	E-Newsletter	\$ 1,500.00			\$ 1,500.00	192,000	
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	\$ 325.00	Bonus	\$ 650.00	850,000	
Robbreport.com							
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00			\$ 1,350.00	6,000	
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	492,000	
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00			\$ 3,680.00	17,000	
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus	\$ -		

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print

Conde Nast Magazines Regional Pages						
Architectural Digest - Seattle	Full Page			\$ 2,340.00	\$ 2,340.00	11,000
Financial Times						
Financial Times	Property Spot	\$ 750.00	\$ 750.00		\$ 1,500.00	420,914
The Los Angeles Times						
The Los Angeles Times	Hot Property - listing + digital lighthouse			\$ 425.00	\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page	\$ 660.00	\$ 660.00		\$ 1,320.00	768,000
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		\$ 1,500.00	330,000
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00	\$ 1,925.00	65,000
San Francisco & Silicon Valley						
San Francisco & Silicon Valley	Takeover - Full Page	\$ 725.00		\$ 725.00	\$ 1,450.00	73,000
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00	1,933,272
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00		\$ 980.00	100,000

TOTAL

\$ 43,815.00

7,805,877

*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

Plan 2

Media	Ad Description	March	April	May	Media Total	Reach
Digital						
Million Impressions*						
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00		\$ 1,800.00	200,000
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00	
Comprehensive Digital						
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Cottages & Garden						
Instapartnership	Post and Stories takeover		\$ 1,950.00		\$ 1,950.00	64,300
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00	19,500
JamesEdition						
New & Trending Real Estate Position	Featured Spot		\$ 1,000.00		\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter	\$ 1,500.00			\$ 1,500.00	192,000
LA Times						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	\$ 325.00	Bonus	\$ 650.00	850,000
WSJ.com						
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	492,000
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00			\$ 3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus	\$ -	

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print													
Conde Nast Magazines Regional Pages													
Architectural Digest - Seattle	Full Page					\$	2,340.00	\$	2,340.00	11,000			
Financial Times													
Financial Times	Property Spot		\$	750.00	\$	750.00		\$	1,500.00	420,914			
The Los Angeles Times													
The Los Angeles Times	Hot Property - listing + digital lighthouse					\$	425.00	\$	425.00	220,780			
The Los Angeles Times	Takeover - Full Page		\$	660.00	\$	660.00		\$	1,320.00	768,000			
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		\$	1,500.00	330,000			
Private Air Luxury Homes													
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)					\$	1,925.00	\$	1,925.00	65,000			
San Francisco & Silicon Valley													
San Francisco & Silicon Valley	Takeover - Full Page		\$	725.00		\$	725.00	\$	1,450.00	73,000			
The Wall Street Journal													
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade		\$	795.00	\$	795.00	\$	795.00	\$	2,385.00	1,933,272		
The Wall Street Journal													
Mansion Global Experience Luxury	Weekend Property insert				\$	980.00		\$	980.00	100,000			
TOTAL											\$	36,415.00	7,229,877

*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

Plan 3 Media	Ad Description	March	April	May	Media Total	Reach
Digital						
Million Impressions*						
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00		\$ 1,800.00	200,000
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00	
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00	19,500
JamesEdition						
New & Trending Real Estate Position	Featured Spot		\$ 1,000.00		\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter	\$ 1,500.00			\$ 1,500.00	192,000
LA Times						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	\$ 325.00	Bonus	\$ 650.00	850,000
WSJ.com						
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	492,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus	\$ -	

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print										
Financial Times										
Financial Times	Property Spot	\$	750.00	\$	750.00	\$	1,500.00	420,914		
The Los Angeles Times										
The Los Angeles Times	Hot Property - listing + digital lighthouse				\$	425.00	\$	425.00	220,780	
The Los Angeles Times	Takeover - Full Page	\$	660.00	\$	660.00		\$	1,320.00	768,000	
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	
San Francisco & Silicon Valley										
San Francisco & Silicon Valley	Takeover - Full Page	\$	725.00		\$	725.00	\$	1,450.00	73,000	
The Wall Street Journal										
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$	795.00	\$	795.00	\$	795.00	\$	2,385.00	1,933,272
The Wall Street Journal										
Mansion Global Experience Luxury	Weekend Property insert			\$	980.00		\$	980.00	100,000	
TOTAL							\$	21,270.00	6,607,577	

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