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SKYAD.COM

Vie L'Ven Advertising and Marketing Program

St. Maarten | **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
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National & Global Exposure Vie L'Ven

SKY Advertising is excited to present to St. Martin Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Vie L'Ven.

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 St. Martin.

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

LET'S DO
GREAT THINGS TOGETHER

JANINE JONES
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Business Traveller

Business Traveller is an iconic global brand, delivering inspiring content through its awardwinning magazine, TV show, online platforms, and more.

Seen in airport lounges, premium hotels and private clubs, the brand covers topics from industry innovations and hospitality trends, to must-visit hotels and the latest travel products. Its unique mix of content connects with a discerning audience that values quality, and brings to its readers everything the modern business person needs to travel smarter.

Reach elite travellers through custom editorial stories and targeted social media. This is a unique opportunity to engage an influential audience of affluent professionals and global executives. With a bespoke editorial story on the Business Traveller website, coupled with a dedicated post from Business Traveller's Facebook feed, your brand will connect directly with Business Traveller's dedicated readership of industry trendsetters.

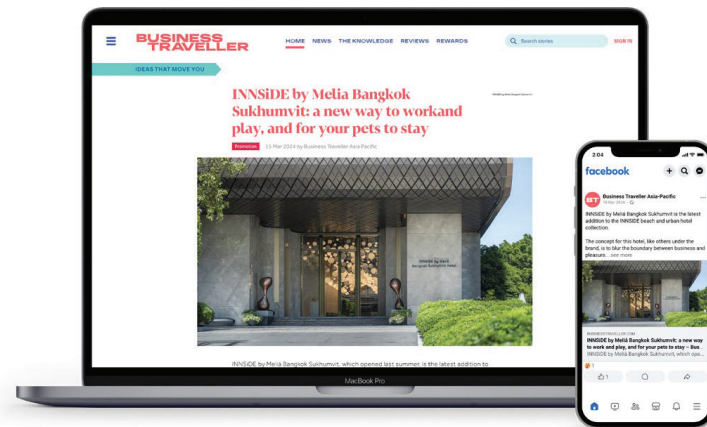
- Business Traveler USA: **300,000+** unique monthly visitors
- Newsletter: **30,000+** Subscribers

ADVERTORIAL: \$19,250

ENEWSLETTER: \$6,000

DIGITAL ROS: \$2,500/MONTH

SPECIAL PACKAGE - ADVERTORIAL + ENEWSLETTER:
\$12,250



The Economist

Economist.com is a premier source for the analysis of global business and current affairs. It includes the full editorial content from The Economist's print edition and a range of unique digital-only content. Our highly sought after and incredibly captivated audience of subscribers and readers consume our news and analysis in engaging formats like columns, blogs, data journalism, podcasts and our audio edition.

Through targeting and exclusive sponsorship opportunities, they ensure campaigns deliver maximum impact and exposure to our audience of senior leaders.

Authoritative insight and opinion on international news, politics, business, finance, science and tech

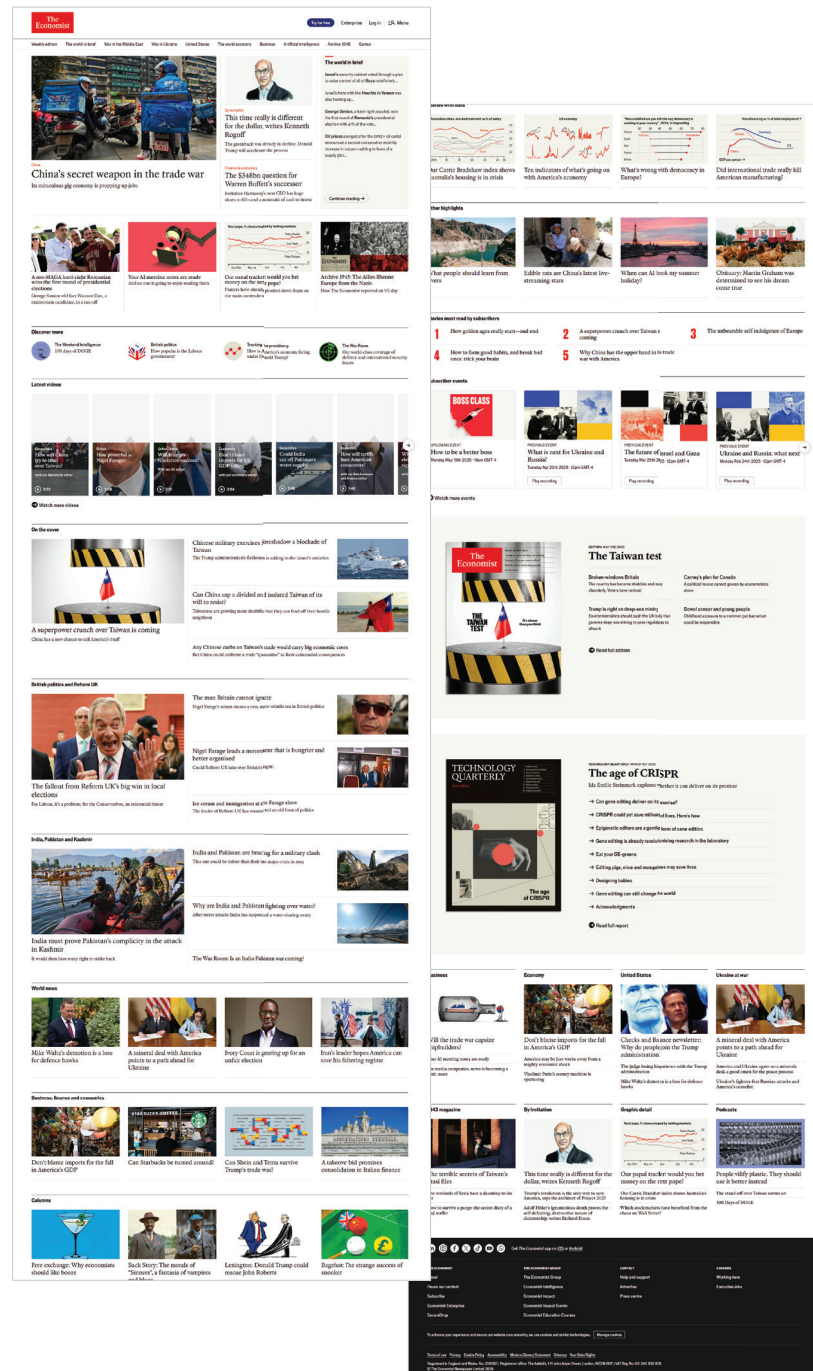
- **23.4 million+** Page views
- **9.5 million+** Unique Visitors

Digital Campaign targeting Ultra High Networth individuals in US, UK, Canada and France.

DIGITAL CAMPAIGN WITH 10% AV BONUS: \$25,000
300,000 impressions

DIGITAL CAMPAIGN: \$12,500
135,000 impressions

The Economist



Elite Traveler

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

E-MAIL MARKETING

Promote sponsored content in a dedicated email. Sent directly to Elite Traveler's private jet audience

Elite Traveler audience

- Average Age **45**
- Male/Female **69/31**
- Average HHI **\$7.9m**
- Average Net Worth **\$32M**
- C-Suite position **24%**
- Reader-per-copy **5-3**
- Total Brand Readership **557,000**

PACKAGE 1

FULL PAGE PRINT SUMMER, 4 NEWSLETTER
TAKEOVERS: \$18,750

PACKAGE 2

3 NEWSLETTER TAKEOVERS: \$12,500

PACKAGE 3

2 NEWSLETTER TAKEOVERS: \$9,500



Financial Times

CONSUMER AUDIENCE

The FT's lifestyle content attracts some of the wealthiest and most discerning consumers on the planet.

Whether looking to us for the latest in luxury watches, jewelry and fashion, or engaging in features on sport and high living, this audience exhibits a higher purchasing power than the average consumer.

- **21%** Millionaires
- **46%** Property Portfolio in excess of \$1M

DIGITAL CAMPAIGN:

\$18,750

3 month minimum

PARTNER CONTENT:

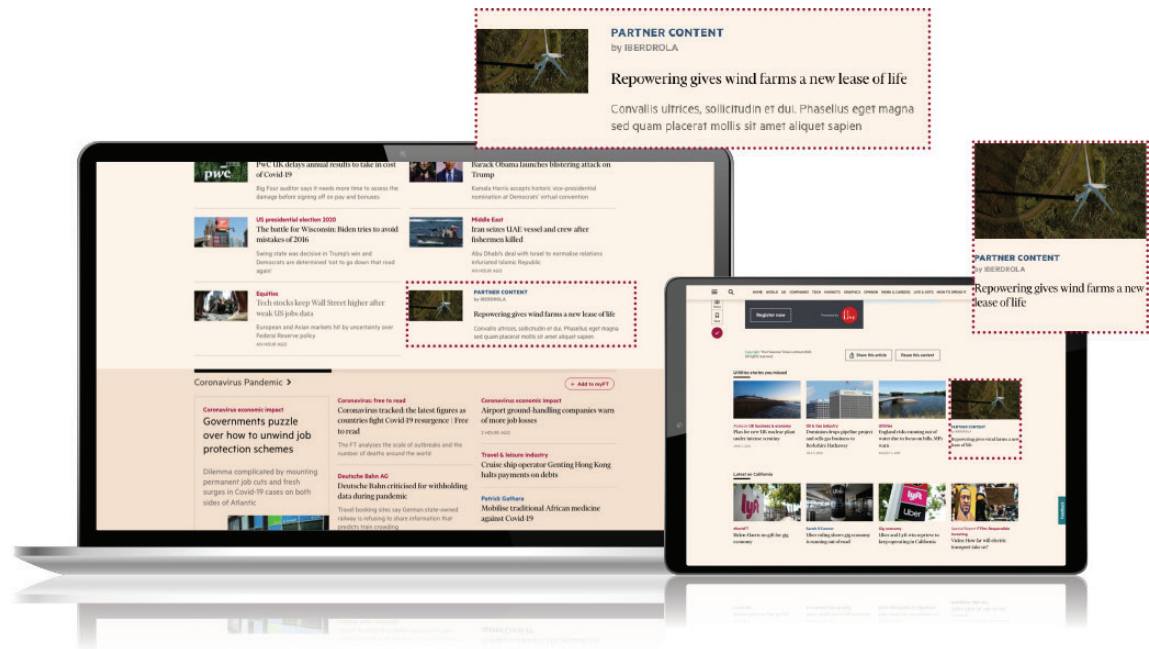
\$46,500

Showcase your own content, or content created by our inhouse experts, to our audience in a trusted environment.

HOUSE AND HOME NEWSLETTER:

\$8,000

Subscribers: 13,775



Modern Luxury Ocean Drive

AT MODERN LUXURY, CONNECTION AND COMMUNITY DEFINE WHO WE ARE

Reaching an audience of more than 16 million, modern luxury is the nation's largest luxury media company offering leading brands access to the most affluent audiences in the most prominent cities across the u.s.

Through the power of the modern luxury media ecosystem including 85+ brands across 22 markets luxury brands can connect with their audiences in the places and ways that matter the most.

- Audience: **13 Million**
- Markets: **22**

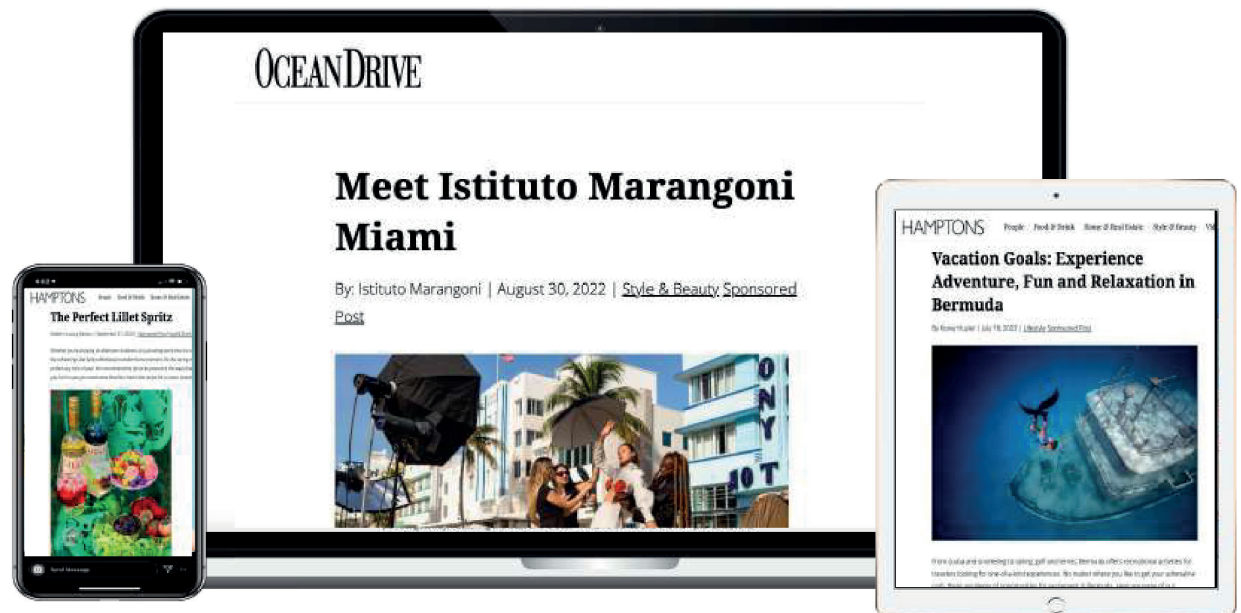
CUSTOM EBLAST: \$4,750

SPONSORED CONTENT: \$3,750

DIGITAL ROS: \$4,500



GET IT NOW: DOWNLOAD THE ATLANTA APP TO SHOP RIGHT OFF THE PAGE AVAILABLE ON THE ITUNES APP STORE.



Modern Luxury

NATIONAL PACKAGE #1

- 6 Full Pages
- 2 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article



EVENTS

Custom events available

PRICE: \$30,000 TO \$40,000.

PLUS CHOICE OF 4 MEMBERSHIP POINTS:

1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
- Standard Boosted Instagram
- Out-of-Feed post

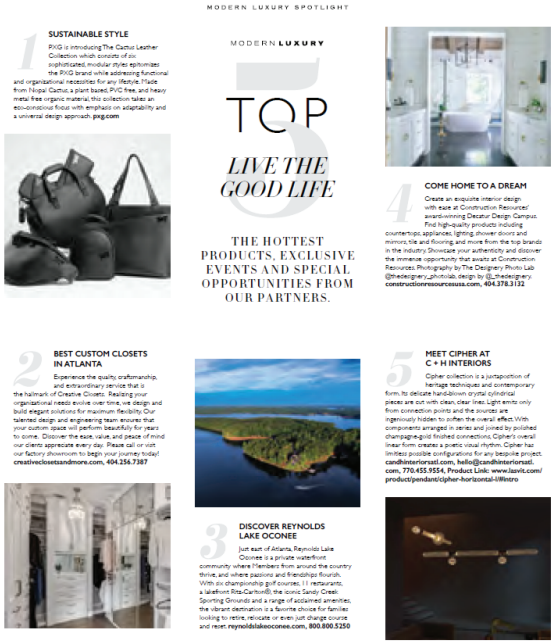
2 POINTS (EACH)

- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

3 POINTS (EACH)

- Full Page
- Standard Boosted Instagram
- In-Feed Post
- Influencer Package

TOTAL COST: \$26,000



GET IT NOW: DOWNLOAD THE ATLANTIAN APP TO SHOP RIGHT OFF THE PAGE. AVAILABLE ON THE ITUNES APP STORE.

Modern Luxury

NATIONAL PACKAGE #2

- 4 Full Pages
- 2 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article



EVENTS

Custom events available

PRICE: \$30,000 TO \$40,000.

PLUS CHOICE OF 3 MEMBERSHIP POINTS:

1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
- Standard Boosted Instagram
- Out-of-Feed post

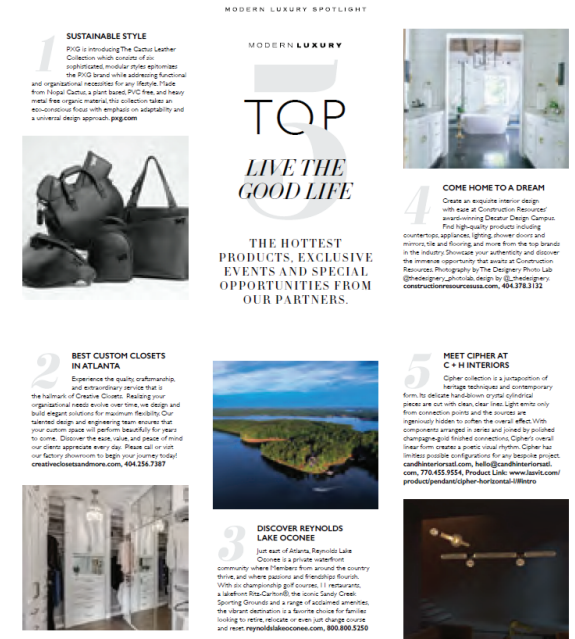
2 POINTS (EACH)

- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

3 POINTS (EACH)

- Full Page
- Standard Boosted Instagram
- In-Feed Post
- Influencer Package

TOTAL COST: \$22,000



GET IT NOW: DOWNLOAD THE ATLANTIAN APP TO SHOP RIGHT OFF THE PAGE. AVAILABLE ON THE ITUNES APP STORE.

NYTimes.com

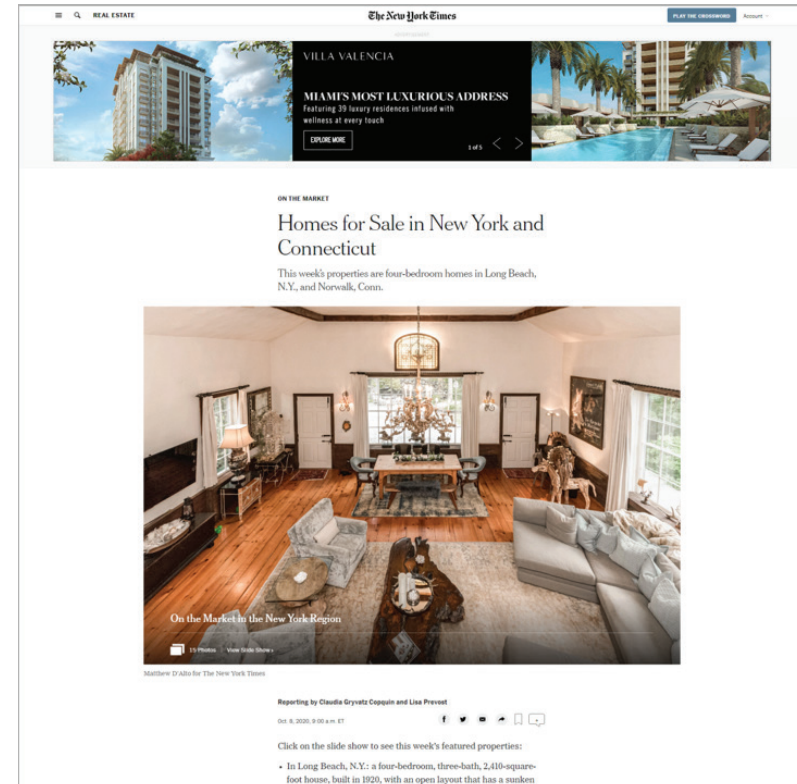
FLEX FRAME BANNER SLIDESHOW

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: \$3,750/MONTH

***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.

PRICE: \$3,000/WEEK
*4X Minimum Purchase

FEATURED PROPERTIES

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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

RobbReport.com

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

PACKAGE 1 - RR DAILY NEWSLETTER- 3-DAY BURST
(MUST BE USED BEFORE JUNE 30, 2025)
FEATURED LISTINGS - 3 PLACEMENTS

PACKAGE 2 - EVERYTHING IN PACKAGE 1 PLUS ONE REAL
ESTATE NEWSLETTER PLACEMENT (ONE WEEK)
(BANNERS PLUS FEATURED
LISTINGS)

PACKAGE 3 - REAL ESTATE NEWSLETTER: 2
DEPLOYMENTS/2 WEEKS - DATE TBD,
FEATURED LISTINGS ON ROBB REPORT'S WEBSITE - 3
LISTINGS - DATE TBD
PRINT: 2-PAGE SPREAD IN THE LUXURY PROPERTY GUIDE
- DECEMBER

RR

Robb Report

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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)

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)

MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PRICE: \$1,100
3 Month Minimum

The screenshot displays a digital profile page for the '706 Mission' luxury residential project. At the top, a navigation bar includes a 'Buy' button and a search bar with the text 'Luxury properties by location'. The main visual is a large, high-quality image of the building at dusk, with city lights in the background. Text overlay on the image identifies the project as 'San Francisco 706 Mission' and 'FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION', with a 'WEBSITE' link. A 'VIEW MEDIA' button is visible in the bottom right of the image area.

Below the image, there are social media sharing options (Twitter, Facebook, etc.) and a 'SAVE' button. The 'DESCRIPTION' section provides context: 'With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and'. A 'Read More' link is provided.

The 'AMENITIES' section lists features with corresponding icons: 'Intimate bar and lounge', 'Grand outdoor terrace', 'Bespoke fitness and wellness', and 'Fully equipped game room'. A 'View Gallery' link is present. A 'Show More' link is at the bottom of the list.

The 'NEIGHBORHOOD' section features a small image of the building and the text 'YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT'.

On the right side, a promotional banner for '100,000+ ★★★★★ reviews' includes a 'SHOP NOW' button and an image of a patterned armchair.

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 Bruden 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. Fernhill Court, Bala, ON	\$10,000,000
7. 412 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. 412 St. Patrick, Vancouver, BC	\$10,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$740,000	1,100	\$10,000,000
Vancouver	\$1,407,048	879	\$10,000,000
Calgary	\$667,400	122	\$20,000,000
Whisper	\$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



3:26 AM - 25 May 2018

#AloneTogether 

Staying home saves lives.

For more info visit coronavirus.gov

Powered by  AllChances 

The Wall Street Journal Online (WSJ.com)

DIGITAL BANNER CAMPAIGN
\$15,000/FOUR MONTHS

WSJBaron'sMarketWatchIEDBuy Side from WSJ

DJIA41256.92-0.15%\$4P500\$459.53-0.49%Nasdaq17885.83-0.51%Russell20002003.39-0.86%U.S.10Yr-1/324.326%VIX24.186.65%Gold3

THE WALL STREET JOURNAL

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Real Estate

Luxury Property Search

Mansion Global is part of Dow Jones's Barron's Group

BuySelect A LocationSearch

New Development

Charleston, United States

Price Upon Request


Islamorada, US

\$4,295,000

Manhattan

\$1,895,000

Listings by: MANSION GLOBAL




A \$1 Billion Tax Bill Is Looming Over Boston Homeowners

The value of some Boston office buildings has tumbled by 50%, causing homeowners to pick up the tax burden.

By Peter Grant

240 4 hours ago 5 min read




Two Houston Lawyers Negotiated Their Next Big Move: Downsize or Stay Put?

Macey Stokes wanted to remain in her spacious house, but her husband, Bob, wanted something new. A major renovation helped seal the deal.

By Nancy Kretzer | Photographs by Laurie Peres for WSJ

May 3, 2025 6 min read




House of the Week: An Elevated South Carolina Vacation Home

The owners of the Sullivan's Island house salvaged design elements from the original 19th-century property, as well as from homes around the area.

By Sarah Poynter

26 May 2, 2025 2 min read




What Do Gen Z Renters Want? Amenities, Aesthetics and Their Own Mini Universe

We talked to four young people who are changing the game when it comes to renting.

By Jessica Flint

133 May 1, 2025 Long read




Milwaukee Is One of America's Most Cutthroat Rental Markets

In this Midwestern city, a lack of housing supply has baby boomers, millennials and Gen Z all vying for apartments.

By Jessica Flint | Photographs by Sara Stathas for WSJ

57 April 30, 2025 5 min read



Massive Waterfront Home in Fort Lauderdale Lists for \$39 Million

The roughly 15,000-square-foot Mediterranean-style estate includes two large outdoor pools and eight separate bar areas.

By Katherine Clarke

April 30, 2025 3 min read

Most Popular in Real Estate

5 Discreet Signs You're in a Wealthy Person's Home

May 2, 2025 3 min read

EXCLUSIVE Deloitte Commits to Massive Swath of Prime Manhattan Office Space

April 29, 2025 4 min read

Christie Brinkley Survived Early Abuse to Become a Sports Illustrated Cover Model

April 29, 2025 5 min read

Nobody Has Felt the Office Market's Pain More Than This Guy

April 28, 2025 Long read

What Do Gen Z Renters Want? Amenities, Aesthetics and Their Own Mini Universe

May 1, 2025 Long read

Related Opinion

Opinion

Misery in the Condo Market

Related Topics

CommercialLuxury Homes

skyad.com | 17

Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

Off Duty is the award-winning lifestyle section of The Wall Street Journal's weekend print edition that runs on Saturday.

Acclaimed for its visually stunning photography and clever, thoughtful guides to the best of modern life, Off Duty continually offers unique, insightful and witty stories for our ambitious readers when they're off the clock.

The content is centralized around:

- FASHION
- EATING & DRINKING
- DESIGN & DECORATING
- TRAVEL
- GEAR

OFF DUTY
EASTERN REGION
QUARTER PAGE: \$10,900
HALF PAGE: \$21,750
FULL PAGE: \$42,500

NATIONAL
QUARTER PAGE \$24,500
HALF PAGE: \$47,250
FULL PAGE: \$93,250

Lowercase Letterman Jackets
Quiet, simpler takes on varsity style **D2**



OFF DUTY

The Call of The Mild
Don't tell on why this Bronco might spend \$10K time off-road **D4**



FASHION FOOD DESIGN TRAVEL GEAR

THE WALL STREET JOURNAL

Saturday/Sunday, April 26 - 27, 2025 | D1



GRAND TOUR | LONDON

A Pence-Wise Adventure

How far does \$1,000 go on a trip to England's megaliths? On spring break with his daughter, our writer finds unexpected ways to do Britain on a budget.



FORGET BIG BEN Our writer sought under-the-radar London, weighing when to collapse or sleep. Checkouts from top left: Labour and What, a shoe home goods and clothing store, a gallery at the Wallace Collection in Marylebone, a cafe table at Rochelle Cantieri, a restaurant set inside a Victorian-era bike shed one of the 'wild swimming' ponds at Hampstead Heath.

By Tim Yonkers

LONDON HOLDS MANY memories for me, postcards from past selves. When I first visited in my 20s, I was an aspiring writer studying politics at Black's Club, a members-only spot in Soho. In my 30s, I was an earnest relationship coach at a Chelsea soccer match and, a decade later, I failed the notoriously tough U.K. driver's exam on my 10th try. I was taking my teenage daughter—whose name was chosen as a nod to my own—on her spring break to see it in a new, less tourist-thronged way. The Wall Street Journal set me a challenge: to find a room under the radar in London on a budget of \$1,000 over three days, despite the flagging dollar (it stands 75¢ off) and a teenage in tow. In the land of the still upper lip—keep calm and travel on—I accepted the challenge.

DAY ONE | \$1,000 REMAINING

No five-star digs for us. I wanted a quiet, conveniently located spot with pleasing decor, so chose a "wellness" hotel called Habitat Southbank Street (HSS) a night's breakfast included, a short walk from Paddington Station. That meant we could forgo an airport taxi and book tickets on the Heathrow Express to get to town. Cool. But the hotel's breakfast, a blend of Scandinavian and Japanese design, the rooming in Black's Club, which I mean in the silent way.

To get over all and shake off travel, we took the tube north (£2.90) to Hampstead Heath, a sprawling preserve of ancient forests and royal hunting grounds known for its "wild swimming" ponds—

one for men, one for women, one "mixed." Once I paid the \$6 fee for the mixed pool, I plunged into the bracing, 53-degree water. My daughter got literal cold feet, opting to be on a nearby bank in the unmemorable sun. You haven't really lived until you've paddled through a springtime pond lined by trees and reeds, its surface flecked with lily pads, in the sun of the city's urban sprawl. At one point, two ducks suddenly swam into the water, perched, unmemorably, by a fish.

A half hour's ride from the north took us to Kenwood House, the hilltop villa that architect Robert Adam designed for the first Earl of Mansfield in the late 18th century. It's a gem of a house, a masterpiece of 18th-century architecture.

Pence turns to page D2



THE FORMULA FOR PIE
A savory berry tart that solves the problem: "What to serve at parties?" **D6**



ALFIE SERVICE
The toast, served up to make the most classic **D7**



FOLD FRIENDS
Paper requires so presentable you'll never bother with cloth again **D8**



THE ART OF CHARM
The latest status watch that's not more aggressively **D2**

skyad.com | 19

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

**Includes Bonus 30 Day Digital -
Featured Property Upgrade**

[illegible]

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



Business Traveller

Business Traveller is an iconic global brand, delivering inspiring content through its awardwinning magazine, TV show, online platforms, and more.

Seen in airport lounges, premium hotels and private clubs, the brand covers topics from industry innovations and hospitality trends, to must-visit hotels and the latest travel products. Its unique mix of content connects with a discerning audience that values quality, and brings to its readers everything the modern business person needs to travel smarter.

AN ICONIC MAGAZINE

Business Traveller magazine is a premier publication that offers insightful features, news, and reviews tailored for cultured travellers. With a sophisticated yet approachable tone, the magazine delivers unmatched expertise and exclusive insider knowledge.

Business Traveller values its readership, accompanying them through every phase of their journey. Each issue presents a curated selection of current travel and lifestyle news, along with in-depth reviews of flights, hotels, restaurants, airport lounges, and luggage.

- Reach North America: **850,000/month**
- Reach United Kingdom: **300,000/month**

FULL PAGE

US: \$17,250

UK: \$16,500



The Economist

The Economist has been delivering thought leadership to opinion leaders and influencers since 1843. Weekly issues provide analysis on the most important news shaping business, science and technology, politics, and culture that week. Our audience pays a premium to subscribe to The Economist to digest our prescient perspective and to save them time.

- Economist offers an ideal environment for brands to engage with their target audiences.
- Reaching over ***906k+** influential readers worldwide

The flagship publication remains the essential way that influencers and decision-makers engage with us. For our on the go readers, the weekly print edition is available digitally on the Digital Edition app.

Reaching influential readers worldwide with **906k+** in print and **744k+** through the Digital Edition app, The Economist offers an ideal environment for brands to engage.

NORTH AMERICA EDITION

CIRCULATION: 256,513

QUARTER PAGE: \$7,500

HALF PAGE: \$15,000

The
Economist

Unparalleled Global Coverage



WORLDWIDE:

Paid print & digital circulation: 1,651,185
Online monthly uniques: 11,799,812
App weekly average unique browsers: 267,745

The Economist Group

Source: ABC World Brand Report January to June 2020
ABC World Brand Report statistics specific for April to June 2020 (the covid period), can be provided on request

Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

ELITE TRAVELER AUDIENCE

- Circulation: **89,361**
- Average Age: **40**
- Male/Female Skew: **65% / 35%**
- Average HHI: **\$992,205**
- Average HHNW: **\$3.9M**

FULL PAGE INCLUDED IN PACKAGE 1



Financial Times

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

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

HALF PAGE, COLOR: \$9,500

QUARTER PAGE, COLOR: \$4,800

FULL PAGE, COLOR: \$18,850

QUADRUPLE PROPERTY SPOT, COLOR: \$3,000

DOUBLE PROPERTY SPOT, COLOR: \$1,500

PROPERTY SPOT, COLOR: \$750

FRONT COVER STRIP, COLOR: \$12,500

Global



Homes as unique as you

sothebysrealty.com

Modern Luxury Ocean Drive

AT MODERN LUXURY, CONNECTION AND COMMUNITY DEFINE WHO WE ARE

Reaching an audience of more than 16 million, modern luxury is the nation's largest luxury media company offering leading brands access to the most affluent audiences in the most prominent cities across the u.s.

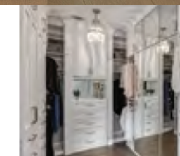
Through the power of the modern luxury media ecosystem including 85+ brands across 22 markets luxury brands can connect with their audiences in the places and ways that matter the most.

- Audience: **13 Million**
- Markets: **22**

FULL PAGE: \$4,750

Package 1: Includes 6 full pages

Package 2: Includes 4 full pages

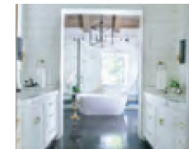


MODERN LUXURY SPOTLIGHT

MODERN LUXURY

TOP LIVE THE GOOD LIFE

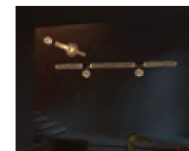
THE HOTTEST
PRODUCTS, EXCLUSIVE
EVENTS AND SPECIAL
OPPORTUNITIES FROM
OUR PARTNERS.



4 COME HOME TO A DREAM
Create an exquisite interior design with ease at Construction Resources' award-winning Clever Design Campus. Find high-quality products including countertops, appliances, lighting, shower doors and mirrors, tile and flooring, and more from the top brands in the industry. Showcase your authenticity and discover the immense opportunity that awaits at Construction Resources. Photography by The Designer. Photo: Lila. @thedesigner_photography design by @thedesigner constructionresources.com, 654.278.3122



5 MEET CIPHER AT C + H INTERIORS
Cipher collection is a juxtaposition of heritage techniques and contemporary form. Its delicate hand-blown crystal chandelier pieces are cut with clean, clear lines, light enters only from connection points and the shades are ingeniously hidden to further the overall effect. With components arranged in series and joined by polished champagne gold finished connections, Cipher's overall linear form creates a poetic visual rhythm. Cipher has limited possible configurations for any linear piece. ciphercollection.com, hello@ciphercollection.com, 770.455.9554, Product Link: www.lavell.com/product/cipher-hat-horned-liftline



3 DISCOVER REYNOLDS LAKE OCOOEE
Just east of Atlanta, Reynolds Lake Ocoee is a private waterfront community where Members from around the country drink and where passions and friendships flourish. With an championship golf course, 11 restaurants, a lakefront Ritz-Carlton®, the iconic Sandy Creek Spring, Ocoee and a range of acclaimed amenities, the vibrant destination is a favorite choice for families looking to relax, recreate or even just charge course and meet. reynoldslakeocoe.com, 800.896.5250

GET IT NOW: DOWNLOAD THE ATLANTAN APP TO SHOP RIGHT OFF THE PAGE. AVAILABLE ON THE ITUNES APP STORE.

Robb Report

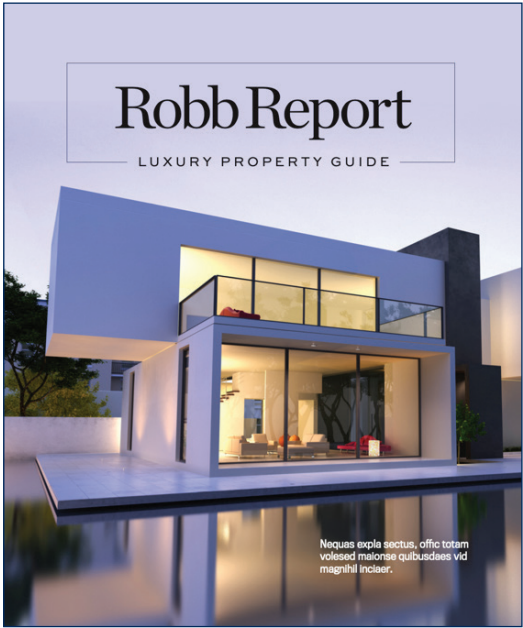
LUXURY PROPERTY GUIDE

As a global leader in the luxury real estate market, Robb Report showcases the best of the best. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, new residences and developments.

As a global leader in the luxury real estate market, Robb Report showcases the “best-of-the-best”. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, and new residential developments. For its first-ever issue, Robb Report editors will design a beautifully crafted Luxury Property Guide that will accompany our signature December Philanthropy issue. This special advertising edition will allow our partners the opportunity to get in front of this affluent audience while they’re exploring the newest trends and properties around the world.

- **\$555K** average HHl
- **\$1,8MM** highest total real estate value

SPREAD INCLUDED IN PACKAGE 3



Premier | Sotheby's
INTERNATIONAL REALTY





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Lido Shores
1067 Westway Drive, Sarasota, Florida
\$24,700,000
sothebysrealty.com/ld/825869

Perched along the iconic shores of Lido Key Beach, 1067 Westway Drive is a masterpiece of coastal luxury, offering breathtaking Gulf views, seamless indoor-outdoor living, and an array of exceptional amenities. From the grand travertine staircase and soaring great room to the ivory-edge pool, rooftop deck, and resort-style primary suite, every detail has been meticulously designed for both relaxation and entertaining in an unparalleled beachfront setting.

6 Bedrooms

7.2 Baths

8,929 square feet



Premier Sotheby's International Realty | 150 Central Avenue, Suite 100, Sarasota, Florida | premier@sothebysrealty.com
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Schedule,
Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1 Media	Ad Description	May	June	July	August	September	October	Media Total	Reach
Digital									
Business Traveller									
Business Traveller	Advertorial Sponsored Content						\$ 19,250.00	\$ 19,250.00	
Business Traveller	Enewsletter		\$ 6,000.00					\$ 6,000.00	
Business Traveller	ROS Digital		\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 12,500.00	335,000
Economist									
Economist	Digital Campaign with 10% AV Bonus			\$25,000				\$ 25,000.00	300,000
Elite Traveler									
Package 1	Full Page print Summer 4 newsletters takeovers		Newsletter	Newsletter	Newsletter		Newsletter	\$ 18,750.00	124,000
Financial Times									
Financial Times	Digital Campaign			\$18,750				\$ 18,750.00	224,000
Financial Times	Partner Content						\$ 48,500.00	\$ 48,500.00	
Financial Times	House and Home Enewsletter						\$ 8,000.00	\$ 8,000.00	13,776
Modern Luxury - Ocean Drive									
Ocean Drive	Eblast		\$ 4,750.00				\$ 4,750.00	\$ 9,500.00	10,000
Ocean Drive	Digital ROS			\$4,500					
Ocean Drive	Sponsored Content						\$ 3,750.00	\$ 3,750.00	5,000
NYTimes.com									
NYTimes.com	Targeted Banner campaign		\$ 3,750.00	\$ 3,750.00	\$ 3,750.00		\$ 3,750.00	\$ 15,000.00	222,412
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
Robbreport.com									
Robbreport.com	Package 3 - Real Estate newsletter (2), Featured Listings, Luxury Property Guide Spread		RE Newsletter	Featured Prop	Featured Prop	Featured Prop	RE Newsletter	\$ 24,000.00	120,000
WSJ.com									
Mansion Global Homepage Hero	Shared Banner		\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 3,250.00	820,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,100			\$1,100		\$ 2,200.00	
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00			\$ 3,680.00	\$ 7,360.00	34,000
WSJ.com/Mansion Global	Banner Campaign			\$15,000				\$ 15,000.00	

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print

Business Traveller										
Business Traveller	Full Page US					\$ 17,250.00		\$ 17,250.00		850,000
Business Traveller	Full Page UK						\$ 16,500.00	\$ 16,500.00		300,000
Economist										
Economist	US Focused Edition Quarter page					\$ 7,500.00		\$ 7,500.00	\$ 15,000.00	513,026
Elite Traveler										
Elite Traveler	Full Page part of package 1								\$ -	89,361
Financial Times										
Financial Times	Quadruple Property Spot			\$ 3,000.00				\$ 3,000.00		210,457
Financial Times	Double Property Spot			\$ 1,500.00			\$ 1,500.00	\$ 3,000.00		420,914
Financial Times	Front Cover Strip							\$ 12,500.00	\$ 12,500.00	210,457
Modern Luxury - Ocean Drive										
Modern Luxury - Ocean Drive	Full Page					\$ 4,750.00		\$ 4,750.00		35,000
The New York Times										
The New York Times	Quadruple Property Spot - Weekday/Saturday			\$ 3,040.00	\$ 3,040.00			\$ 3,040.00	\$ 9,120.00	1,269,333
The New York Times Takeover	Full Page w/ Digital promotion			\$ 750.00			\$ 750.00	\$ 1,500.00		330,000
Robb Report										
Robb Report	Robb Report Luxury Property Guide - Package 3 &							Spread Dec.	\$ -	107,000
The Wall Street Journal										
The Wall Street Journal - OFF DUTY	Eastern Region Quarter Page							\$ 10,900.00	\$ 10,900.00	249,177
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade					\$ 1,590.00	\$ 1,590.00	\$ 3,180.00		1,110,364
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade			\$ 3,180.00	\$ 3,180.00			\$ 6,360.00		1,110,364
The Wall Street Journal										
Mansion Global Experience Luxury	Weekend Property insert					\$ 1,985.00		\$ 1,985.00	\$ 3,970.00	200,000
TOTAL								\$ 358,840.00		9,491,656
Pricing Subject to Change								For High Season Budget	\$ 107,650.00	
								Total May - October	\$ 251,190.00	

Proposed Schedule, Pricing & Reach 2025

PLAN 2

Plan 2 Media	Ad Description	May	June	July	August	September	October	Media Total	Reach
Digital									
Business Traveller	Advertorial Sponsored Content						\$ 19,250.00	\$ 19,250.00	
Business Traveller	Enewsletter		\$ 6,000.00					\$ 6,000.00	
Business Traveller	ROS Digital		\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 12,500.00	335,000
Economist									
Economist	Digital Campaign		\$ 12,500.00					\$ 12,500.00	135,000
Elite Traveler									
Package 1	Full Page print Summer 4 newsletters takeovers		Newsletter	Newsletter	Newsletter		Newsletter	\$ 18,750.00	124,000
Financial Times									
Financial Times	Digital Campaign		\$ 18,750					\$ 18,750.00	224,000
Financial Times	House and Home Enewsletter						\$ 8,000.00	\$ 8,000.00	13,776
Modern Luxury - Ocean Drive									
Ocean Drive	Eblast		\$ 4,750.00				\$ 4,750.00	\$ 9,500.00	10,000
Ocean Drive	Sponsored Content						\$ 3,750.00	\$ 3,750.00	5,000
NYTimes.com									
NYTimes.com	Targeted Banner campaign						\$ 3,750.00	\$ 3,750.00	55,603
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
Robbreport.com									
Robbreport.com	Package 2 - Daily enewsletters must be used in May and June, Real Estate enewsletter 3 Featured Listings		Newsletters	Featured Prop	Featured Prop	Featured Prop	RE Newsletter	\$ 18,250.00	120,000
WSJ.com									
Mansion Global Homepage Hero	Shared Banner		\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 3,250.00	820,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$ 1,100		\$ 1,100			\$ 2,200.00	
Mansion Global e-Newletter	Daily Monday-Friday			\$ 3,680.00			\$ 3,680.00	\$ 7,360.00	34,000
WSJ.com/Mansion Global	Banner Campaign			\$ 15,000				\$ 15,000.00	

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print							
Economist							
Economist	US Focused Edition Quarter page				\$ 7,500.00	\$ 7,500.00	256,513
Elite Traveler							
Elite Traveler	Full Page part of package 1		Full Page			\$ -	89,361
Financial Times							
Financial Times	Quadruple Property Spot	\$ 3,000.00				\$ 3,000.00	210,457
Financial Times	Double Property Spot		\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	420,914
Financial Times	Quarter Page				\$ 7,800.00	\$ 7,800.00	210,457
Modern Luxury - Ocean Drive							
Modern Luxury - Ocean Drive	Full Page		\$ 4,750.00			\$ 4,750.00	35,000
The New York Times							
The New York Times	Quadruple Property Spot - Weekday/Saturday	\$ 3,040.00	\$ 3,040.00		\$ 3,040.00	\$ 9,120.00	1,269,333
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00	\$ 750.00		\$ 1,500.00	330,000
The Wall Street Journal							
The Wall Street Journal - OFF DUTY	Eastern Region Quarter Page				\$ 10,900.00	\$ 10,900.00	249,177
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade			\$ 1,590.00	\$ 1,590.00	\$ 3,180.00	1,110,364
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade	\$ 3,180.00	\$ 3,180.00			\$ 6,360.00	1,110,364
The Wall Street Journal							
Mansion Global Experience Luxury	Weekend Property insert		\$ 1,985.00		\$ 1,985.00	\$ 3,970.00	200,000
TOTAL							
Pricing Subject to Change						\$ 234,890.00	7,646,334
					For High Season Budget	\$ 53,450.00	
					Total May - October	\$ 181,440.00	

Proposed Schedule, Pricing & Reach 2025

PLAN 3

Plan 3 Media	Ad Description	May	June	July	August	September	October	Media Total	Reach
Digital									
Business Traveller									
Business Traveller	Advertorial Sponsored Content						\$ 19,250.00	\$ 19,250.00	
Business Traveller	Enewsletter		\$ 6,000.00					\$ 6,000.00	
Business Traveller	ROS Digital				\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 7,500.00	201,000
Economist									
Economist	Digital Campaign		\$ 12,500.00					\$ 12,500.00	135,000
Elite Traveler									
Package 3	2 newsletters takeovers			Newsletter			Newsletter	\$ 9,500.00	62,000
Financial Times									
Financial Times	Digital Campaign		\$ 18,750					\$ 18,750.00	224,000
Modern Luxury - Ocean Drive									
Ocean Drive	Eblast		\$ 4,750.00				\$ 4,750.00	\$ 9,500.00	60,000
Ocean Drive	Digital ROS								
Ocean Drive	Sponsored Content						\$ 3,750.00	\$ 3,750.00	
NYTimes.com									
NYTimes.com Property Module	NYTimes.com Property Module		\$ 3,000.00	\$ 3,000.00	\$ 3,000.00		\$ 3,000.00	\$ 12,000.00	222,412
Robbreport.com									
Robbreport.com	Package 2 - Daily newsletters must be used in May and June, Real Estate newsletter								
WSJ.com	3 Featured Listings		Newsletters	Featured Prop	Featured Prop	Featured Prop	RE Newsletter	\$ 18,250.00	120,000
Mansion Global Homepage Hero	Shared Banner		\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 3,250.00	820,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$ 1,100		\$ 1,100			\$ 2,200.00	
Mansion Global e-Newletter	Daily Monday-Friday			\$ 3,680.00			\$ 3,680.00	\$ 7,360.00	34,000
WSJ.com/Mansion Global	Banner Campaign			\$ 10,000				\$ 10,000.00	

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print											
Economist											
Economist	US Focused Edition Quarter page						\$ 7,500.00	\$ 7,500.00	256,513		
Elite Traveler											
Elite Traveler	Full Page part of package 1			Full Page							
Financial Times											
Financial Times	Quadruple Property Spot			\$ 3,000.00				\$ 3,000.00	\$ 6,000.00	420,914	
Financial Times	Double Property Spot				\$ 1,500.00		\$ 1,500.00		\$ 3,000.00	420,914	
The New York Times											
The New York Times	Double Property Spot - Weekday/Saturday			\$ 1,520.00					\$ 1,520.00	423,111	
The New York Times	Quadruple Property Spot - Weekday/Saturday			\$ 3,040.00				\$ 3,040.00	\$ 6,080.00	846,222	
The New York Times Takeover	Full Page w/ Digital promotion			\$ 750.00				\$ 750.00	\$ 1,500.00	330,000	
The Wall Street Journal											
The Wall Street Journal - OFF DUTY	Eastern Region Quarter Page							\$ 10,900.00	\$ 10,900.00	249,177	
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade					\$ 1,590.00	\$ 1,590.00		\$ 3,180.00	1,110,364	
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade			\$ 3,180.00	\$ 3,180.00				\$ 6,360.00	1,110,364	
The Wall Street Journal											
Mansion Global Experience Luxury	Weekend Property insert				\$ 1,985.00				\$ 1,985.00	\$ 3,970.00	200,000
TOTAL										\$ 189,820.00	7,245,991
Pricing Subject to Change								For High Season Budget	\$ 37,650.00		
								Total May - October	\$ 152,170.00		