



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Brush Creek Village Phase II Advertising and Marketing Program

LIV | Sotheby's
INTERNATIONAL REALTY

Table of Contents

3 INTRO

4 SOTHEBY'S AUCTION HOUSE

- 5 Sotheby's Bespoke Email
- 6 Sotheby's Selects e-Newsletters

7 DIGITAL

- 8 Impressions Campaign
- 13 Geofencing - Event and Location
- 14 Comprehensive Digital
- 17 Google AdWords
- 20 Dwell.com
- 21 JamesEdition.com
- 26 Mountain Living Magazine
- 27 Paper City
- 28 RobbReport.com
- 30 The Wall Street Journal Online

35 PRINT

- 36 The Wall Street Journal
- 38 The New York Times
- 39 Conde Nast Traveler
- 40 duPont Registry
- 41 Dwell
- 42 Mountain Living Magazine
- 43 Paper City
- 44 Private Air Luxury Homes Magazine

45 SCHEDULE, PRICING & REACH

- 46 2025



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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Brush Creek Village Phase II

SKY Advertising is excited to present to LIV Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Brush Creek Village Phase II.

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 Crested Butte, CO.

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

**LET'S DO
GREAT THINGS TOGETHER**

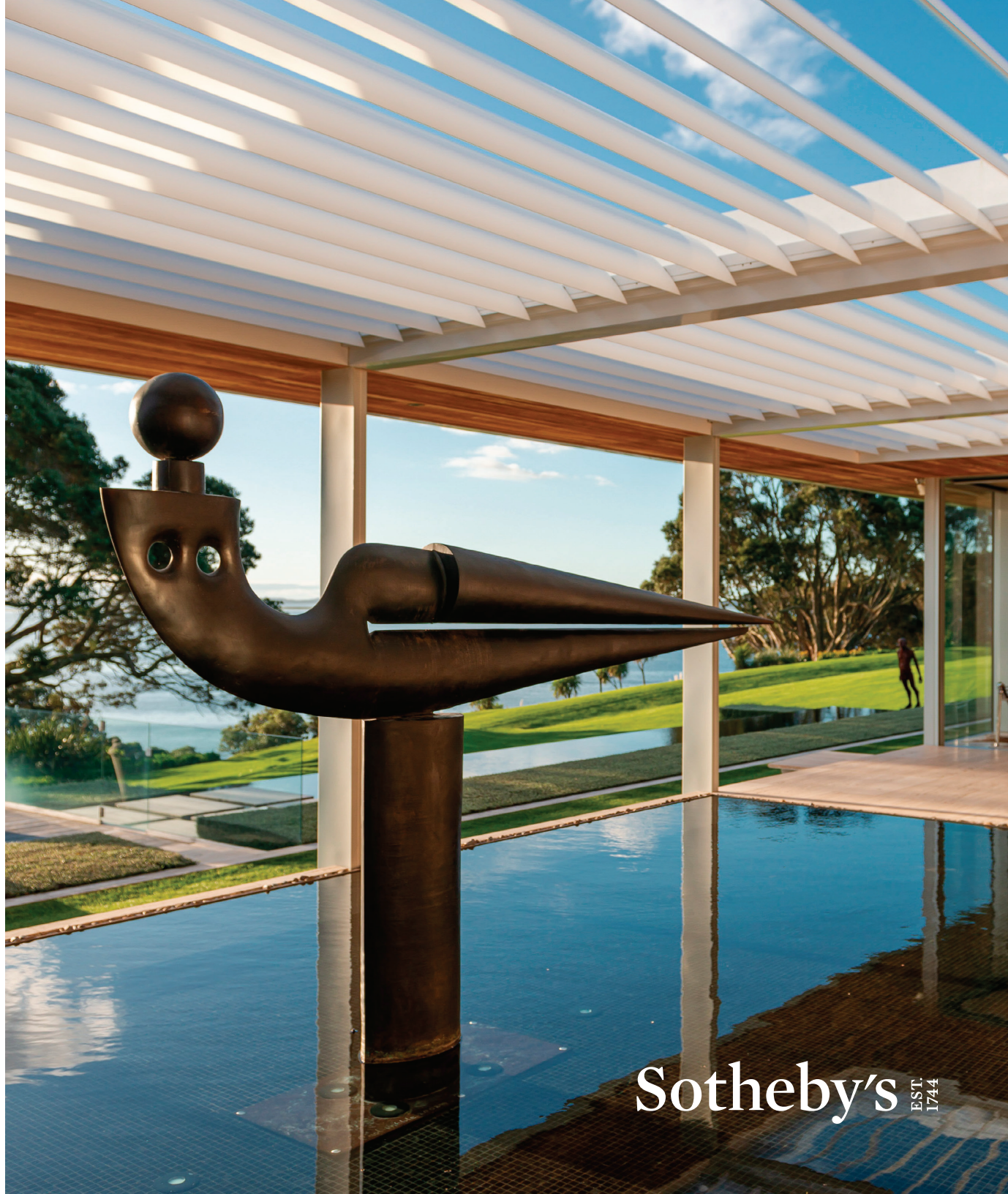
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

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

Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

DIGITAL

SOTHEBY'S BESPOKE EMAIL

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

PRICE: \$2,500/DEPLOYMENT




DIGITAL

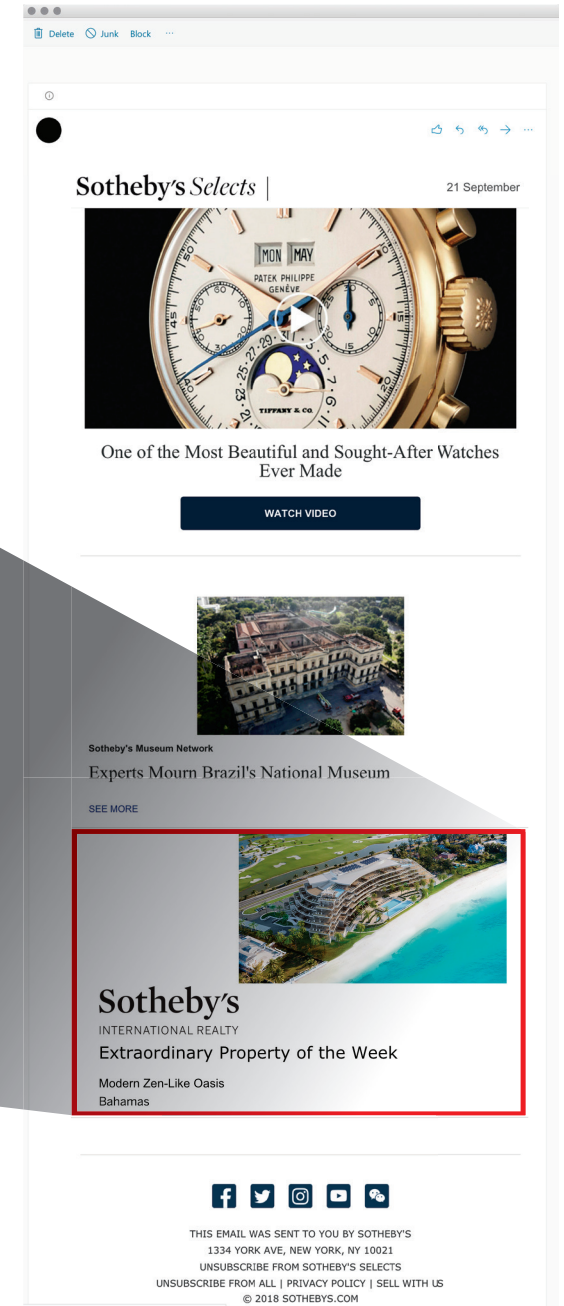
SOTHEBY'S SELECTS
E-NEWSLETTERS

- Every Friday
- 52x Year
- Highlights upcoming auction events
- 370,000+ recipients
- 34% average open rate

PRICE: \$2,585/DEPLOYMENT



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas
[SEE MORE](#)



Sotheby's Selects | 21 September

One of the Most Beautiful and Sought-After Watches Ever Made
[WATCH VIDEO](#)

Sotheby's Museum Network
Experts Mourn Brazil's National Museum
[SEE MORE](#)

Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas

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



Sotheby's
INTERNATIONAL REALTY

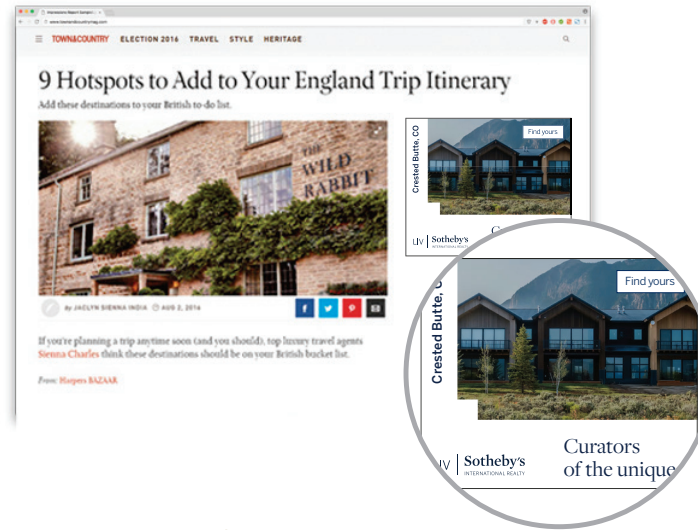
Impressions Campaign

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: **Brush Creek Village Phase II**
- Flight Dates: **June 2025 - August 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



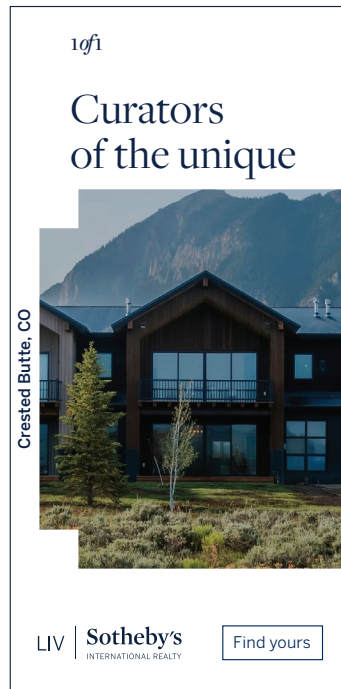
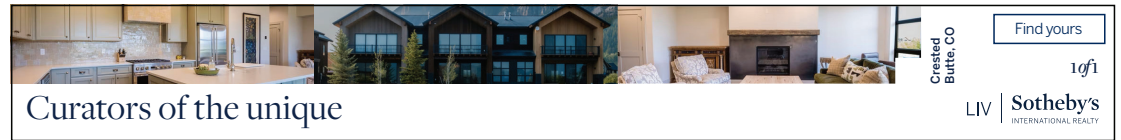
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

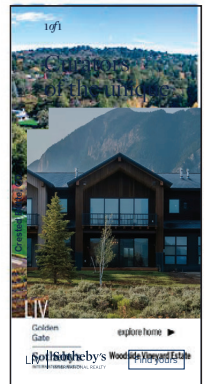
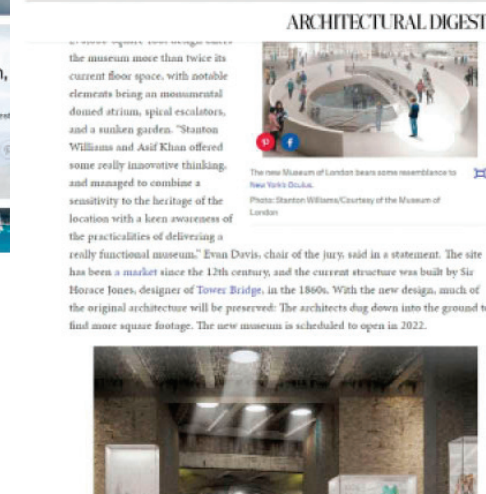
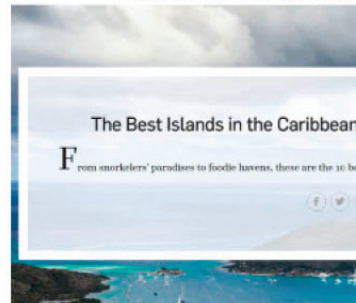
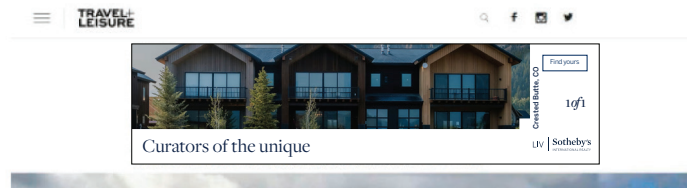
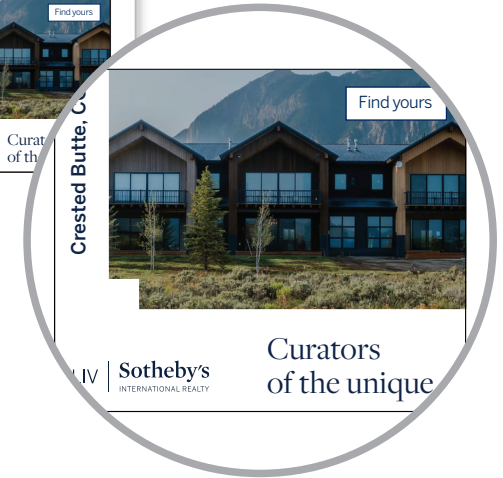
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

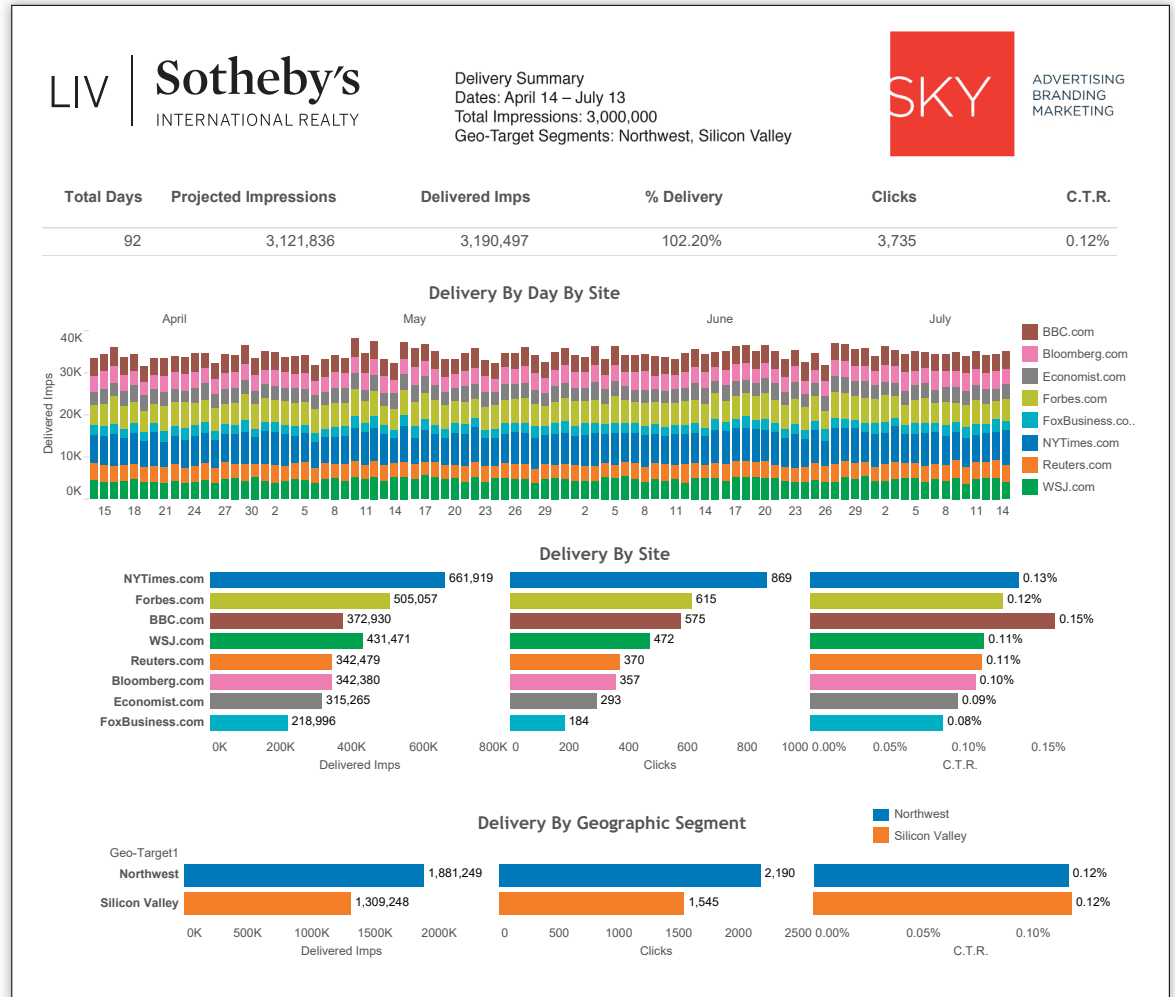


Comprehensive Reporting For Your Customized Campaign

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.

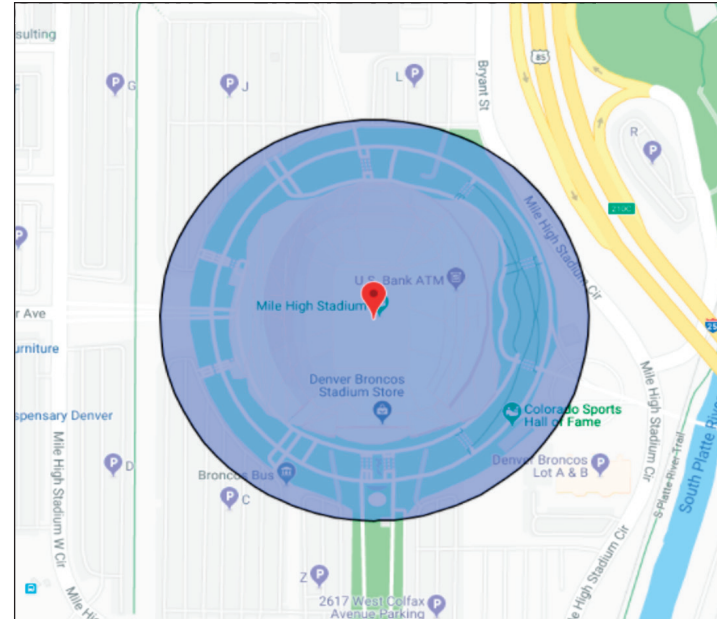
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

PRICING

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

MOBILE CONQUESTING

- From: **\$1,500**
- **100,000 impressions**

Comprehensive Digital

NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



TARGETING OPTIONS INCLUDE:

- **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 Native ads on the web pages where they appear A.I.
- **Targeting** – 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.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.

- **Cross Platform Targeting** available from Mobile Conquesting.
- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.

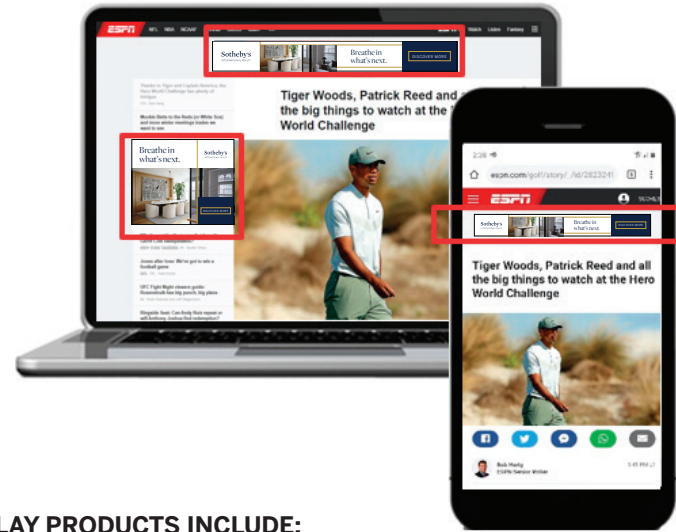
Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

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

Comprehensive Digital

DISPLAY

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



TARGETED DISPLAY PRODUCTS INCLUDE:

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

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

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

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

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

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

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

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

Cross Platform Targeting available from Mobile Conquesting.

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

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

Comprehensive Digital

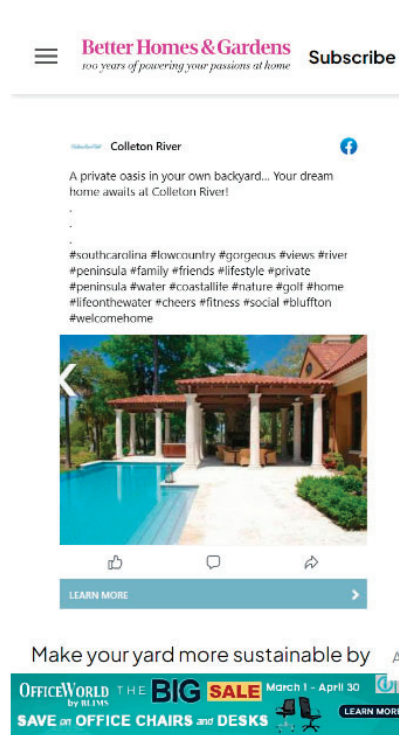
SOCIAL MIRROR ADS

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

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

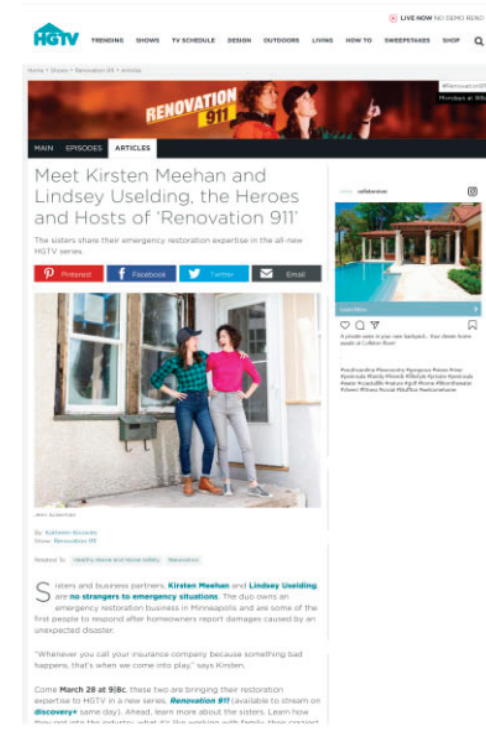
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.



- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

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

Google AdWords

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

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

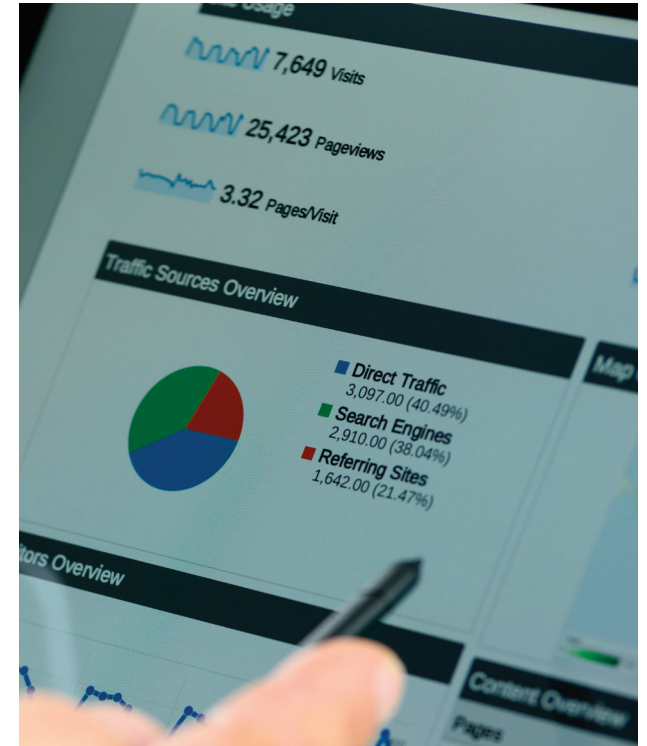


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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



Google AdWords

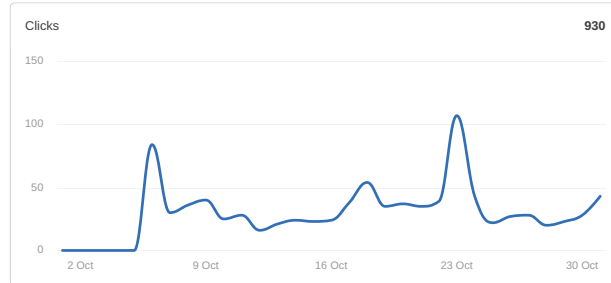
CLIENT DASHBOARD

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



LIV SIR

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

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

Showing 50 of 89 Rows

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

Cities

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

Google AdWords

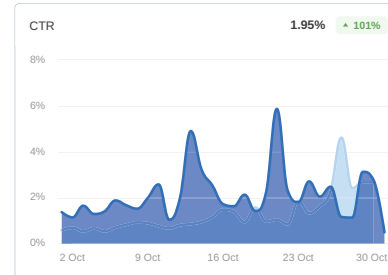
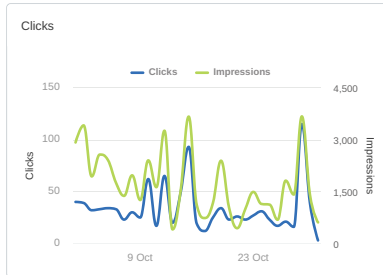
MONTHLY REPORTING

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



LIV SIR

October KPI's



Total Impressions ▼ 46%	Total Clicks ▲ 9%	Phone Calls ▲ 71%	Interaction Rate ▲ 218%	CTR ▲ 101%	Average CPC ▲ 7%
53,704	1,049	12	4.17%	1.95%	\$0.94

Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

Keywords

Showing 23 of 23 Rows

KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean realty	1	1	1

Dwell.com

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

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

Dwell Audience Real Estate Metrics

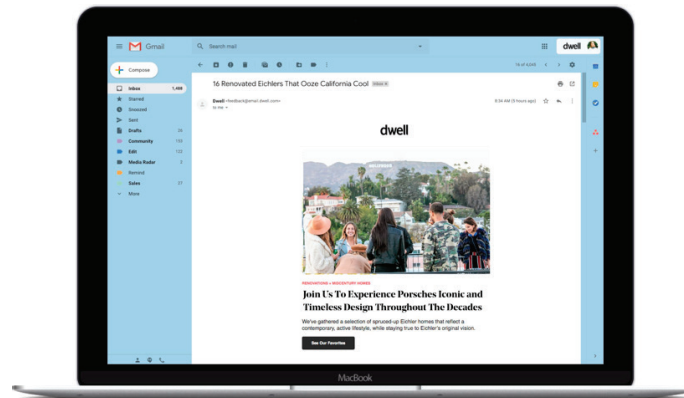
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

CUSTOM REAL ESTATE ARTICLE.

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

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

PRICE: \$6,000



jamesedition.com

E-NEWSLETTER

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

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

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

- **600,000+** subscribers.

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

Location Open Rates

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

Email Engagement

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

LISTING FEATURE: \$1,500

jamesedition.com

ROTATING GALLERY

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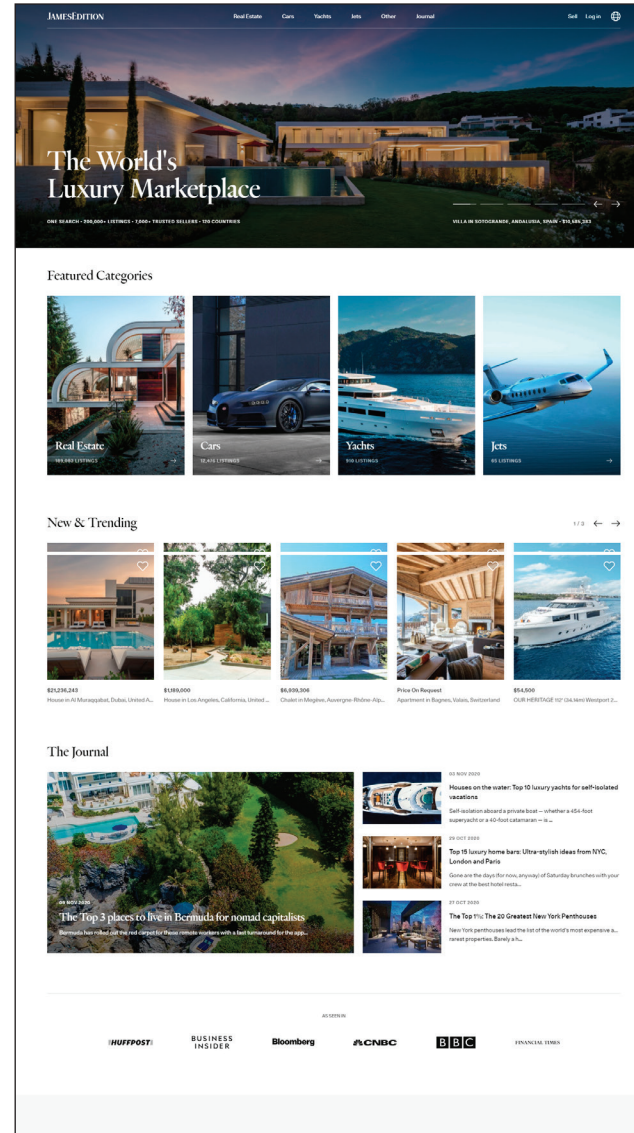
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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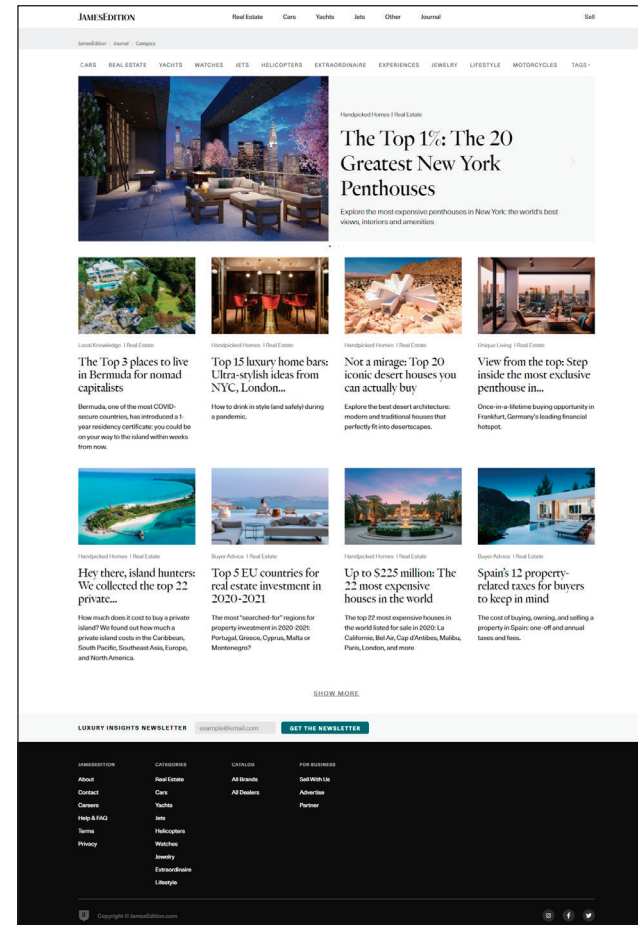
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

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

\$8,500 NEWSLETTER TOP & JOURNAL ARTICLE
\$5,500 NEWSLETTER FIRST FEATURE & ARTICLE
\$3,300 NEWSLETTER TRENDING & ARTICLE



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

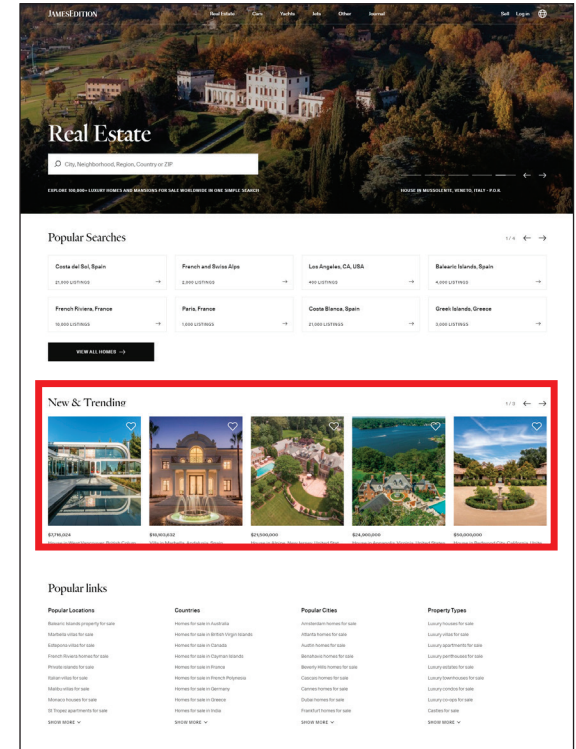
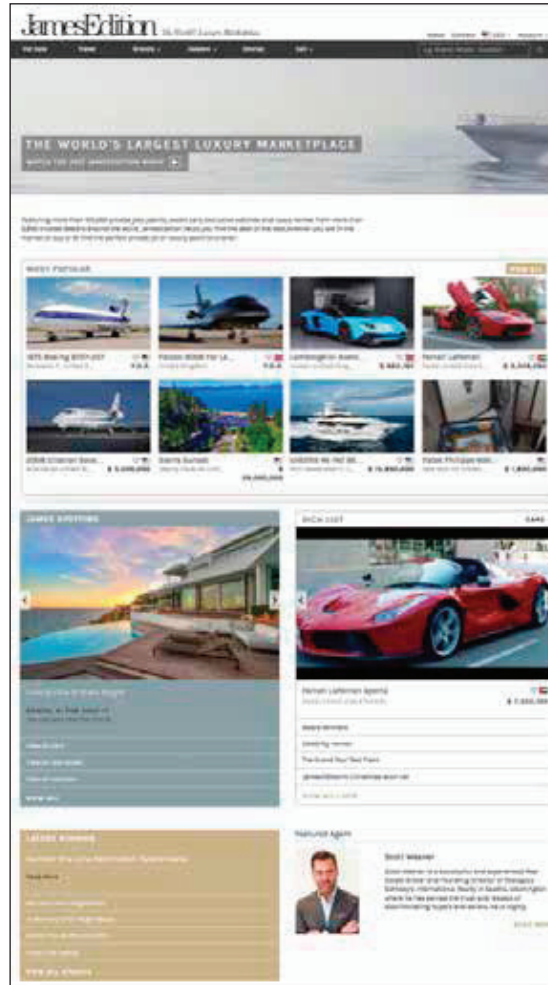
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

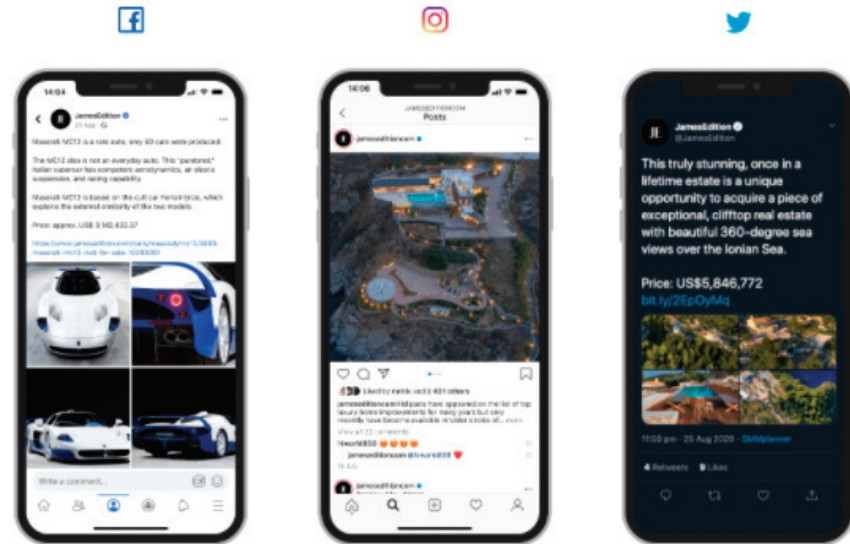
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

DIGITAL

Mountain Living Magazine

Mountain Living delivers content for mountain lovers who own a mountain home or are looking to buy a mountain home. We bring the spirit of the high-country home.

- Website: **53,000** Unique Visitors Monthly
- Social Media: **53,650** Followers
- E-Newsletter: **20,847** Weekly subscribers

MOUNTAINLIVING.COM:

- 6 Months Medium Rectangle banner
- Native Advertising: 1X
- 1 Expert Advice articles
- E-Newsletter Banner: 2 Weeks
- Products + pros: Promoted 3x in the e-newsletter

PACKAGE - 6 MONTHS

Mutiple Products

E-NEWSLETTER

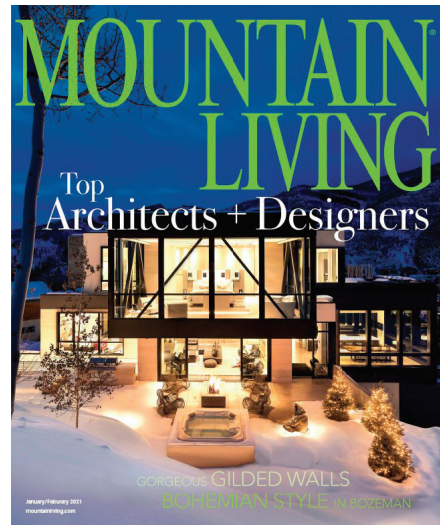
NATIVE ADVERTISING

Custom Article

SOCIAL MEDIA SUITE

Mutiple Channels

PRICE: \$8,500/6 MONTHS



Paper City

PaperCity shares a distinctive point of view where social happenings intersect with FASHION, HOME DESIGN, ART and more in a confluence that MAKES STYLE HAPPEN. Showcasing local tastemakers and exceptional individuals, PaperCity is about people and their impact on Texas. We engage audiences in the magazine and online through entertaining content that empowers readers by placing local style within the national portrait.

DEMOGRAPHICS:

Digital Audience (PaperCityMag.com):

- HHI: \$440,000+
- 51% have a HHI of \$150k+
- 92% visit at least once per week
- 76% are college educated
- 59% own their primary residence
- 74% are between 25-54 years old

DISTRIBUTION:

- Houston Print Distribution: 50,000 issues monthly, reaching 250,000 affluent readers
- Home Delivery: 25,000+ direct-mail
- Business + Rack Delivery: Luxury hotels, restaurants, retail, high-traffic areas
- Charity Sponsorships: Various high-profile events and galas

E-NEWSLETTER

DAILY: \$1,200

DEDICATED EMAIL + SOCIAL

PRICE: \$1,900

SPONSORED CONTENT

PRICE: \$3,450



RobbReport.com

REAL ESTATE NEWSLETTER

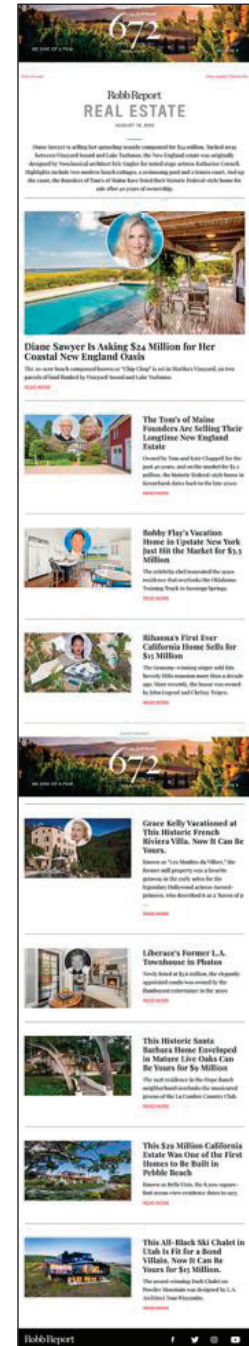
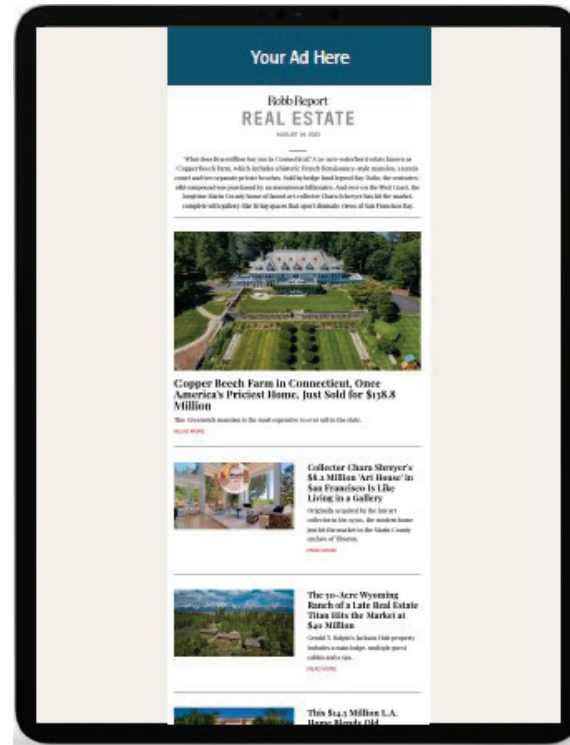
60,000+ REAL ESTATE ENTHUSIASTS

Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

- Open Rate – 18.5%
- Email is exclusive, Partner own both banner positions: (2) 970x250
- Rate: \$3,100 for 1 week (3 deployments)

NEWSLETTER: \$4,125/WEEK

3 Sends



RobbReport.com

LUXURY PROPERTY LISTING

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

FEATURED LISTING IN REAL ESTATE
E-NEWSLETTER: \$1,875/WEEK


RR1
Robb Report
SUBSCRIBE

☰ CARS YACHTS AVIATION WATCHES STYLE HOME FOOD & DRINK TRAVEL GIFT GUIDE VIDEOS 🔍

40737 properties available.

More ▾

Sort By: Recent ▾




59 Lascelles Blvd, Toronto, ON M5P2C9, CAN

\$5,399,999

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land




Sierra Madre Mountain Retreat, Encampment, Wyoming 82325

\$995,000

Bed: N/A SQFT: N/A
Bath: N/A

Homes & Land




1241 N Rio Vista Blvd, Fort Lauderdale, Florida 33301

\$5,970,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land




2965 Outlook Way, Naramata, BC V0H 1N0, CAN

\$2,199,000

Bed: 5 SQFT: N/A
Bath: 5

Homes & Land




1709 Pope Court, Wilmington, North Carolina 28405

\$1,100,000

Bed: 4 SQFT: N/A
Bath: 4

Homes & Land




419 S Front Street, Wilmington, North Carolina 28401

\$848,000

Bed: 3 SQFT: N/A
Bath: 2

Homes & Land




2236 Acacia Drive, Wilmington, North Carolina 28403

\$1,041,700

Bed: 4 SQFT: N/A
Bath: 5

Homes & Land




10430 E ACOMA Drive, Scottsdale, Arizona 85255

\$949,000

Bed: 4 SQFT: 2797
Bath: 3

Homes & Land




6097 N Paradise View Drive, Paradise Valley, Arizona 85253

\$3,295,000

Bed: 4 SQFT: 4605
Bath: 4

Homes & Land




33799 N 84TH Street, Scottsdale, Arizona 85266

\$3,375,000

Bed: 4 SQFT: 4985
Bath: 4

Homes & Land




1000 Curisha Point S, St Helena Island, South Carolina 29920

\$980,000

Bed: 3 SQFT: 2524
Bath: 3

Homes & Land



20012 Tavernier DR, Estero, Florida 33928

\$895,000

Bed: 3 SQFT: 2488
Bath: 3

Homes & Land

The Wall Street Journal Online (WSJ.com)

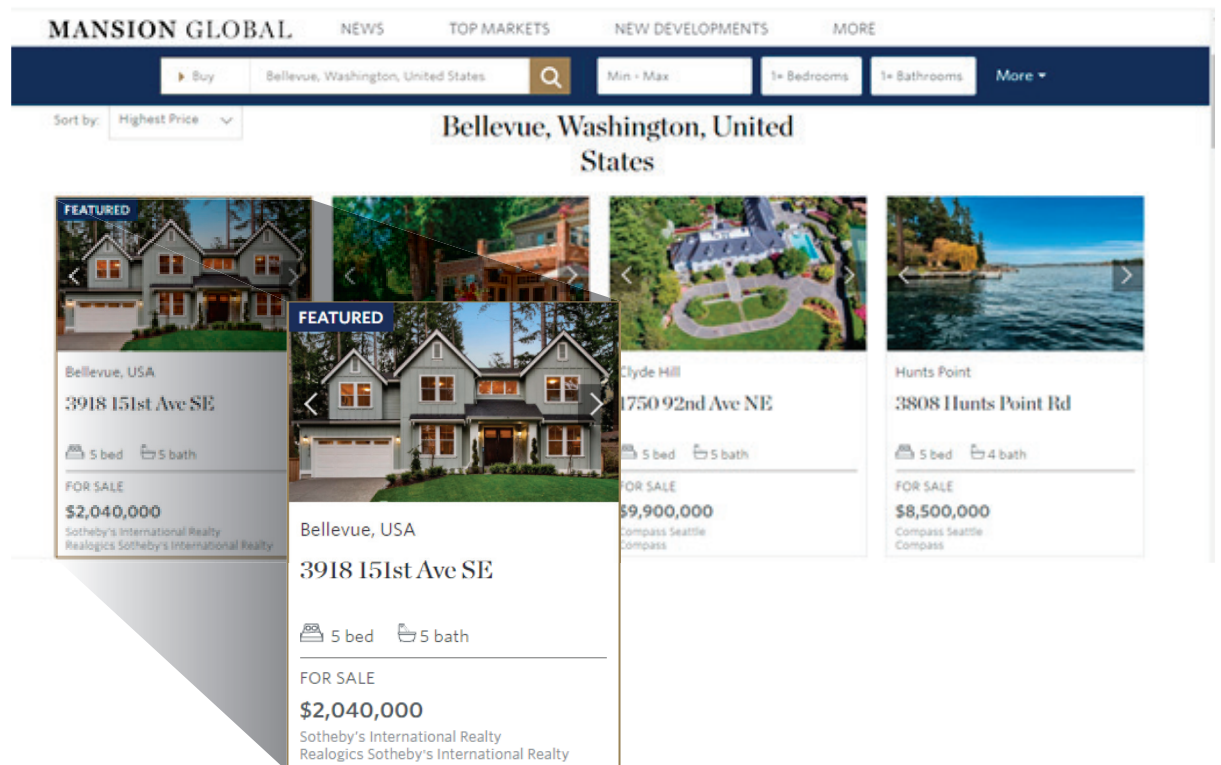
FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

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

10 PROPERTIES: \$1,386

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)

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: \$1,000
3 Month Minimum

Buy | Luxury properties by location

San Francisco
706 Mission
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE

VIEW MEDIA

SHARE [Icons] SAVE

DESCRIPTION

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

Read More

AMENITIES [View Gallery](#)

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

Show More

NEIGHBORHOOD

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews

SHOP NOW

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL DAILY (M-F) NEWSLETTER

- 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. 3960 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7520 7520 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLean, Toronto, ON	\$12,900,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,130	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$667,400	122	\$20,000,000
Whisper	\$1,053,300	26	\$25,000,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$30,000,000
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	32	\$20,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

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 52 LivePress AllChives

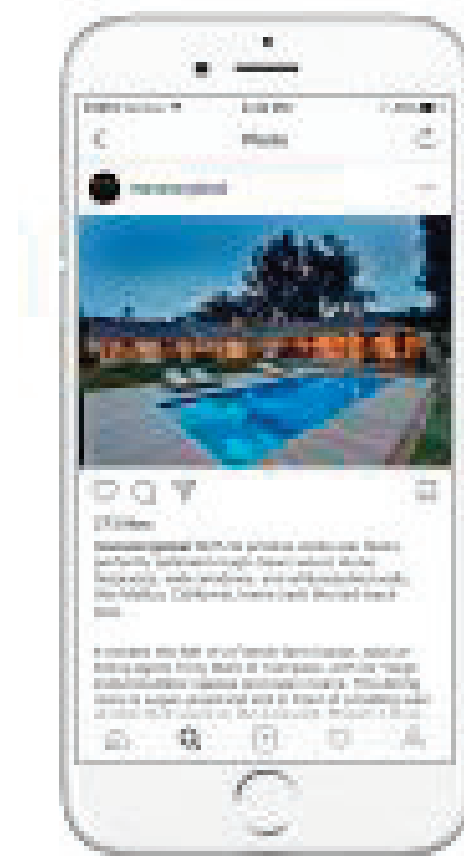
The Wall Street Journal Online (WSJ.com)

@MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

PRICE: \$2,000



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

PROPERTY SPOT: \$795
 DOUBLE PROPERTY SPOT: \$1,590
 QUADRUPLE PROPERTY SPOT: \$3,180
 EIGHT PROPERTY SPOTS: \$6,360

Includes Bonus 30 Day Digital - Featured Property Upgrade



Looking Up
In North Carolina, a single-story house that's 31 feet tall **M7**

Friday, November 1, 2024 | **MA**

Going Once, Going Twice

More wealthy homeowners are turning to the auction market, but the results don't always live up to their lofty expectations



By Kenneth Clark and E.R. Soutter

Randy and Robin Landman had been trying to sell their Manhattan penthouse for over a year when they turned to the auction market this summer. First listed for \$12.2 million, their triple in the sought-after Tribeca neighborhood came with more than 2,000 square feet of terrace, a floating staircase and a private elevator.

At auction, the roughly 3,200-square-foot property sold for \$5 million, less than half of what they had originally asked and little more than they paid for it two decades ago. "It was obviously a rapid mistake," Randy said of deciding to auction the home.

More closely associated with private art or collectibles, auctions are on the rise for luxury real estate, with auction houses reporting a dramatic spike in the number of high-net-worth sellers seeking their services since 2020. And as a developer in luxury home sales, auction companies are pitching themselves on their ability to market unique properties in a range of deep-pocketed buyers beyond local markets and to sell them within a precise time frame.

Amplified by its greater media presence than television, or track on a major site that supported premium ad placements, the auction houses often have aggressively priced their luxury homes, often have been forced to repeatedly cut their asking price.

Please turn to page M5



TRIBECA PENTHOUSE
New York City

FIRST LISTED FOR \$12.2 MILLION
HIGHEST BID AT AUCTION \$5 MILLION

Room for Prayer, Without Leaving Home

Hindu owners drive demand for upscale pooja rooms with gold trim, oil lamps and custom art

By Susan Powers

IN THE DALLAS SUBURBS, Sanjeev Kulkarni lights an oil lamp in front of a wooden structure housing idols in his kitchen. The newly renovated area is dedicated to prayer and is backed by gold and white tiles matching the gilded trim and the white quartz countertop, the 41-year-old said.

Practitioners of Hinduism, particularly in India, have long created pooja rooms or areas in their homes; the word pooja, sometimes spelled puja, refers to the Sanskrit word for worship. A pooja room usually has an altar, murti or idols, supporting idols and pictures of Hindu gods. They are used for solitary or communal prayer, worship and meditation, and are often decorated for special ceremonies during festivals such as Navratri, said Pankaj Chhabra, a consultant in Vastu Shastra, a set of architectural-design principles based on Indian traditions.


As the population of Indian-Americans in the U.S. has grown, more interior designers, home builders and developers are specializing in accommodating the demand for pooja rooms.

Do-it-yourself pooja room decoration tutorials are popular on social media. A feature on Mindy Kaling's hit Netflix comedy "The Mindy Project" about a first-generation Indian-American housewife was scenes of prayer in front of the Vishwanath family's pooja area—an ornate filled with pictures and flowers on page M4.


More U.S. builders and developers are accommodating demand for pooja rooms. Brenda Serdar says she's getting more interior-design inquiries after posting her pooja-room renovation projects on Instagram.

Sotbeby's
INTERNATIONAL REALTY


Nothing compares to what's next.




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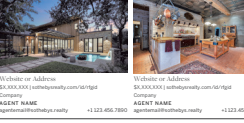
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The Wall Street Journal

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



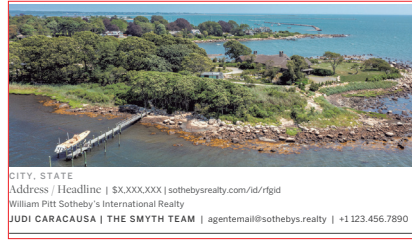
The New York Times

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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JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebys.realty | +1 212.456.7800



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duPont Registry

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

The duPont Registry captivates the world's wealthiest individuals with premium content on the most coveted luxury items. The magazine, distributed monthly, reaches private jet owners and guests across 350+ FBOs, while the digital platform garners over 13 million monthly views.

The duPont Registry audience includes the elite you need to reach: professional athletes, A-list celebrities, Fortune 500 executives, top luxury dealerships, and the ultra-affluent.

PREMIUM PUBLISHING

OVERVIEW

Discover the ultimate luxury lifestyle with the newly redesigned duPont REGISTRY magazine. Featuring a sleek, modern design with dual covers—one for newsstands and an exclusive version for subscribers—the magazine offers a fresh format with dedicated sections for buying, driving, living, and selling.

Enhanced with premium materials for a more luxurious reading experience, each issue provides valuable insights for car enthusiasts and luxury lifestyle seekers. With targeted distribution to FBO's, millionaires, billionaires, luxury yacht owners, waterfront property owners, and wealth management groups, the magazine connects with a high-net-worth audience.

EDITORIAL FULL PAGE: \$3,000



Dwell

MODERN MARKET

Dwell is the marketplace to living with good design. A trusted authority for 20 years, connecting consumers and design professionals with inspiration, products, and the tools they need to achieve their goals. Published six times a year, each issue of Dwell Magazine includes exclusive stories on the most innovative leaders in architecture and design, presenting modern homes that encapsulate the concept of good design

- Circulation: **215,000**
- Total Reach: **917,000**
- **60%** Female/ **40%** Male
- Average Age: **48**
- Average HHI: **\$227,000**
- Source: **Google Analytics, Quantcast, and Sprout Social 2019**

SMALL AD: \$1,800

MEDIUM VERTICAL AD: \$3,600

MEDIUM HORIZONTAL AD: \$4,200

LARGE AD: \$5,200



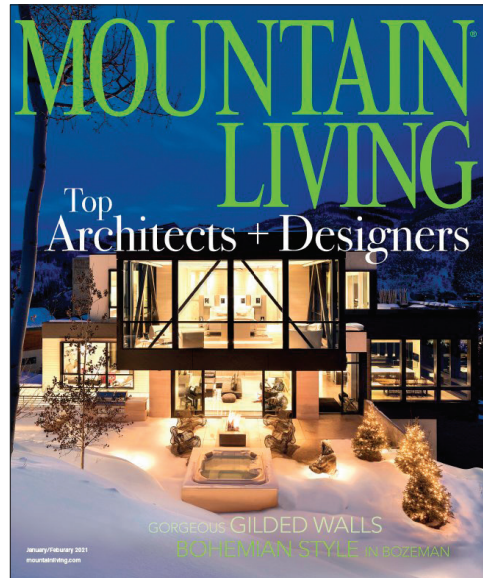
Mountain Living Magazine

Mountain Living delivers content for mountain lovers who own a mountain home or are looking to buy a mountain home. We bring the spirit of the high-country home.

- Magazine: **33,000** distribution
- Website: **53,000** Unique Visitors Monthly
- Social Media: **53,650** Followers
- E-Newsletter: **20,847** Weekly subscribers

- Average HHI: **\$335K**
- Average Net Worth: **\$2.1 Million**

FULL PAGE, COLOR: \$4,650



SOthebysREALTY.COM

Take a peek at what's next.

Beate V. Moore
Associate Broker
920-377-7438
Beate.V.Moore@SothebysRealty
BeateMoore.com

Vanessa Moore
Executive Salesperson
977-770-9276
Vanessa.Moore@SothebysRealty

Water Mill South on Reserve, Pool & Tennis
Water Mill, New York

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S42MECCVRQAD.COM

Sotheby's INTERNATIONAL REALTY

SOthebysREALTY.COM

Open the door to what's next.

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Southampton, New York

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ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

Paper City

PaperCity shares a distinctive point of view where social happenings intersect with FASHION, HOME DESIGN, ART and more in a confluence that MAKES STYLE HAPPEN. Showcasing local tastemakers and exceptional individuals, PaperCity is about people and their impact on Texas. We engage audiences in the magazine and online through entertaining content that empowers readers by placing local style within the national portrait.

DEMOGRAPHICS:

Print Audience:

- Average Household Income (HHI): \$462,000
- 89% read 3 out of 4 issues
- 82% are college educated
- 76% own their primary residence
- 67% are between 24-54 years old

DISTRIBUTION:

- Houston Print Distribution: 50,000 issues monthly, reaching 250,000 affluent readers
- Home Delivery: 25,000+ direct-mail
- Business + Rack Delivery: Luxury hotels, restaurants, retail, high-traffic areas
- Charity Sponsorships: Various high-profile events and galas.

FULL PAGE: \$5,500

**FAIR THEE WELL:
DALLAS ART FAIR RETURNS**

BEST BOOTHES, WHO TO SEE, WHERE TO BE, AND ALL THE BUZZ AS ONE OF AMERICA'S TOP ART FAIRS OPENS THIS MONTH

BY CATHERINE D. ANSON

What was previously a site of spring in the calendar of great art fairs — Dallas Art Fair — is now a site of winter — and it's not a real winter — just a 2023 edition of the fair, set for April 21 through 24. Anticipation and excitement run high as Dallas Art Fair announces its 2023 edition of Dallas Contemporary, in the heart of the Dallas Zoo Historic Village through Sunday, November 12 through 14. In the interest of COVID-19 safety, guests are required to show proof of vaccination. The fair is changing the rules. Please take to allow for more social distancing, including the venue as the Kelly Ayres Champagne Suite (Thursday, November 11, at 10:00 pm) will feature Dallas Moments of Art, Noddy Sculpture Group, and Dallas Contemporary. New Eastern gallery is also participating in a number of special experiences, notably open house at The Warehouse and The Sculpture Collection. (Spring is also expected to be a busy time for the fair, with the details for the Fair opening for women's rights with a 250,000 donation to Planned Parenthood Greater Texas, an exhibit response to our state's restrictive abortion law.

While there's a lot due to the pandemic, the fair will offer nearly 100 galleries that reflect not only the best of Texas (some say that is a stretch), but also a broad range of styles, ranging from Berlin, Dada, Etruscan, etc.




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Private Air Luxury Homes Magazine

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

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

DISTRIBUTION

65,000 private jet owners and guests

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

FULL PAGE: \$1,925

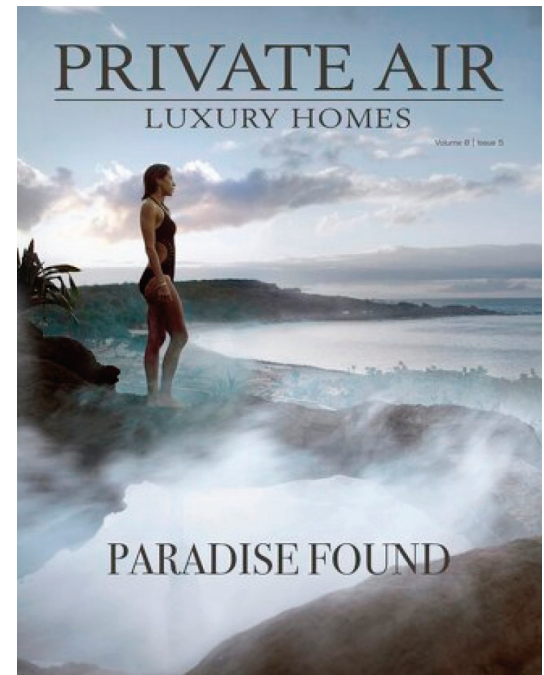
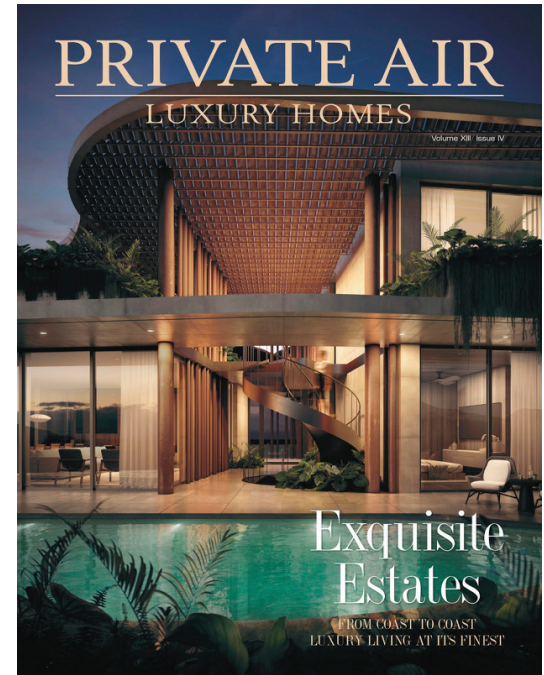
includes social media & E-Newsletter

FULL PAGE IN 3 ISSUES: \$1,550

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

FULL PAGE IN 6 ISSUES: \$1,450

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



Schedule,
Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1 Media	Ad Description	June	July	August	Media Total	Reach
Sotheby's Auction House: Digital						
Sotheby's Bespoke Emails		\$ 2,500.00			\$ 2,500.00	550,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00	\$ 2,585.00	770,000
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 - Select Locations and audiences					
Google Adwords						
Google Adwords	Digital PPC program	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00	\$ 4,500.00	
Comprehensive Digital						
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
Native Display	Native Ad	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
Geofencing - Event and Location						
Mobile Conquesting	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Dwell.com						
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB	\$ 6,000.00			\$ 6,000.00	1,750,000
JamesEdition						
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00	\$ 1,600.00	750,000
New & Trending Real Estate Position	Featured Spot		\$ 1,000.00		\$ 1,000.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$ 5,500.00			\$ 5,500.00	292,000
Social Media	Listing Feature			\$ 1,000.00	\$ 1,000.00	148,000
Mountain Living						
Package - 6 months	Multiple Products		\$8,500		\$ 8,500.00	

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Paper City						
E-Newsletter	Daily E-Newsletter			\$ 1,200.00	\$ 1,200.00	79,342
Custom E-Mail	Dedicated E-Mail + Sociall		\$ 2,750.00		\$ 2,750.00	79,342
Sponsored Content	Sponsored Content	\$ 3,450.00			\$ 3,450.00	
Robbreport.com						
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 4,125.00		\$ 4,125.00	60,000
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$ 1,875.00		\$ 1,875.00	6,000
WSJ.com						
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	492,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000		\$ 1,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00			\$ 3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus	\$ -	
Mansion Global Instagram	Mansion Global Instagram		\$ 2,000.00		\$ 2,000.00	76,200

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print

Conde Nast Magazines Regional Pages

Conde Nast Traveler - Denver	Full Page	\$ 2,340.00	\$ 2,340.00	8,000
Conde Nast Traveler - Dallas/Ft Worth	Full Page	\$ 2,740.00	\$ 2,740.00	13,000
Conde Nast Traveler - Houston	Full Page	\$ 2,400.00	\$ 2,400.00	11,000

Dwell

Dwell	Modern Market - Small Ad	\$ 1,800.00	\$ 1,800.00	206,000
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Dupont Registry

Dupont Registry	Editorial Full Page	\$ 3,000.00		
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Mountain Living

Mountain Living	Full Page, Color	\$ 4,650.00	\$ 4,650.00	33,000
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The New York Times

The New York Times	Property Spot - Weekday/Saturday	\$ 1,520.00	\$ 1,520.00	423,111
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00	\$ 1,520.00	423,111

Paper City

Paper City	Full Page	\$ 5,500.00	\$ 5,500.00	65,000
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Private Air Luxury Homes

Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00	\$ 1,925.00	65,000
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade		\$ -	0
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00 \$ 1,590.00	\$ 4,770.00

The Wall Street Journal

Mansion Global Experience Luxury	Weekend Property insert	\$ 1,985.00	\$ 1,985.00	100,000
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TOTAL

\$ 107,950.00 11,350,378

*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	June	July	August	Media Total	Reach
Sotheby's Auction House: Digital						
Sotheby's Bespoke Emails		\$ 2,500.00			\$ 2,500.00	550,000
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 - Select Locations and audiences					
Google Adwords						
Google Adwords	Digital PPC program	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00	\$ 4,500.00	
Comprehensive Digital						
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
Geofencing - Event and Location						
Mobile Conquesting	Target specific events and locations		\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	200,000
Dwell.com						
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB	\$ 6,000.00			\$ 6,000.00	1,750,000
JamesEdition						
New & Trending Real Estate Position	Featured Spot		\$ 1,000.00		\$ 1,000.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$ 5,500.00			\$ 5,500.00	292,000
Social Media	Listing Feature			\$ 1,000.00	\$ 1,000.00	148,000
Mountain Living						
E-Newsletter	E-Newsletter	\$ 1,300.00		\$ 1,300.00	\$ 2,600.00	
Custom Article	Custom Article		\$ 1,700.00		\$ 1,700.00	
Paper City						
E-Newsletter	Daily E-Newsletter			\$ 1,200.00	\$ 1,200.00	79,342
Custom E-Mail	Dedicated E-Mail + Sociall		\$ 2,750.00		\$ 2,750.00	79,342
Sponsored Content	Sponsored Content	\$ 3,450.00			\$ 3,450.00	
Robbreport.com						
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$ 1,875.00		\$ 1,875.00	6,000
WSJ.com						
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	492,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000		\$ 1,000.00	
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					
Conde Nast Traveler - Denver	Full Page	\$ 2,340.00		\$ 2,340.00	8,000
Dwell					
Dwell	Modern Market - Small Ad	\$ 1,800.00		\$ 1,800.00	206,000
Dupont Registry					
Dupont Registry	Editorial Full Page	\$ 3,000.00			
Mountain Living					
Mountain Living	Full Page, Color	\$ 4,650.00		\$ 4,650.00	33,000
The New York Times					
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00	\$ 1,520.00	846,222
Paper City					
Paper City	Full Page	\$ 5,500.00		\$ 5,500.00	65,000
The Wall Street Journal					
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade		\$ 795.00	\$ 795.00	644,424
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00	\$ 3,180.00	1,288,848
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert	\$ 1,985.00		\$ 1,985.00	100,000
TOTAL				\$ 78,060.00	9,055,178

*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	June	July	August	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
Geofencing - Event and Location						
Mobile Conquesting	Target specific events and locations		\$ 1,500.00		\$ 1,500.00	100,000
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
Mountain Living						
E-Newsletter	E-Newsletter	\$ 1,300.00		\$ 1,300.00	\$ 2,600.00	
Custom Article	Custom Article		\$ 1,700.00		\$ 1,700.00	
Paper City						
E-Newsletter	Daily E-Newsletter		\$ 1,200.00	\$ 1,200.00	\$ 2,400.00	158,684
Custom E-Mail	Dedicated E-Mail + Social	\$ 2,750.00			\$ 2,750.00	79,342
Robbreport.com						
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$ 1,875.00		\$ 1,875.00	6,000
WSJ.com						
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	492,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000		\$ 1,000.00	
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 3 - CONTINUED

Print

Conde Nast Magazines Regional Pages							
Conde Nast Traveler - Denver	Full Page		\$ 2,340.00	\$ 2,340.00	8,000		
Mountain Living							
Mountain Living	Full Page, Color		\$ 4,650.00	\$ 4,650.00	33,000		
The New York Times							
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00	\$ 760.00	\$ 1,520.00	846,222	
Paper City							
Paper City	Full Page		\$ 5,500.00	\$ 5,500.00	65,000		
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		\$ 1,985.00	\$ 1,985.00		100,000	
TOTAL				\$ 49,935.00		5,280,520	

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