



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# President Wilson Paris XVI Advertising and Marketing Program

Golden  
Gate

Sotheby's  
INTERNATIONAL REALTY

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

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure President Wilson Paris XVI

SKY Advertising is excited to present to Golden Gate Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to President Wilson Paris XVI.

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 Paris, France.

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

**LET'S DO  
GREAT THINGS TOGETHER**

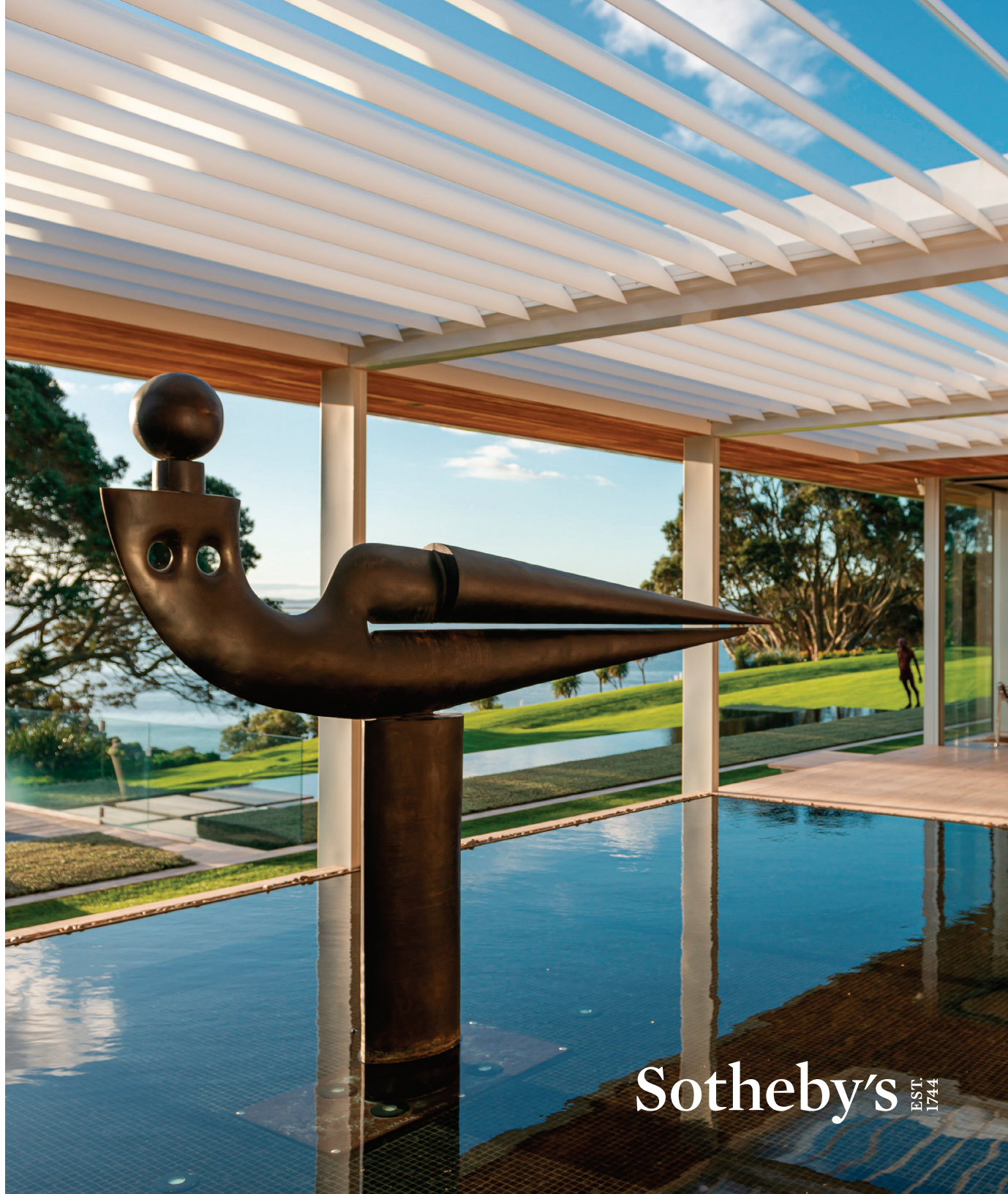
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*Account Executive*  
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**CHLOE STEELY**  
*Account Executive*  
**212-677-2557**  
[chloe@skyad.com](mailto:chloe@skyad.com)

Sotheby's  
Auction House  
Offerings



Sotheby's  
EST. 1744

# Sotheby's Auction Magazine

## SOTHEBY'S MAGAZINE

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

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

FULL PAGE: \$5,260  
 HALF PAGE: \$2,630  
 QUARTER PAGE: \$1,315  
**Global**



**Sotheby's**  
INTERNATIONAL REALTY

Austin, Texas  
 512.453.8800  
 Property # 1230123  
 Agent: Jennifer Smith  
 International Realty  
 Broker: Sotheby's International Realty  
 Email: jsmith@sothebysrealty.com  
 \$50,000,000.00

Nothing Compares to what's best.  
 Explore our exclusive collection of inspiring homes.

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Home

**1 Central Park West 46F/50C**  
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, including an exquisite light oak finish, handcrafted marble, and custom millwork. Don't miss this opportunity to own a piece of New York City's most iconic building.

**New York, New York**  
 \$2,995,000.00  
 Sotheby's International Realty  
 East Side Residential Brokerage  
 Call: Taylor +1 212 855 7772  
 taylor.taylor@sothebysrealty.com  
 \$50,000,000.00

**510 Park Avenue, 15/16**  
 This residence in the sky rises 2,000 ft. in a spectacular 100-story skyscraper. Park Avenue is the most prestigious address in New York City. This residence offers 6,400 sq. ft. of inspired living.

**New York, New York**  
 \$25,000,000.00  
 Sotheby's International Realty  
 East Side Residential Brokerage  
 Manhattan Office +1 212 855 7888  
 taylor.taylor@sothebysrealty.com  
 \$25,000,000.00

**Four Seasons Private Residences**  
 This amazing 1,100 sq. ft. penthouse is a masterpiece of modern architecture. It features a private rooftop terrace with panoramic views of the city and is surrounded by world-class amenities.

**New York, New York**  
 \$13,000,000.00  
 Sotheby's International Realty  
 East Side Residential Brokerage  
 Manhattan Office +1 212 855 7798  
 taylor.taylor@sothebysrealty.com  
 \$13,000,000.00

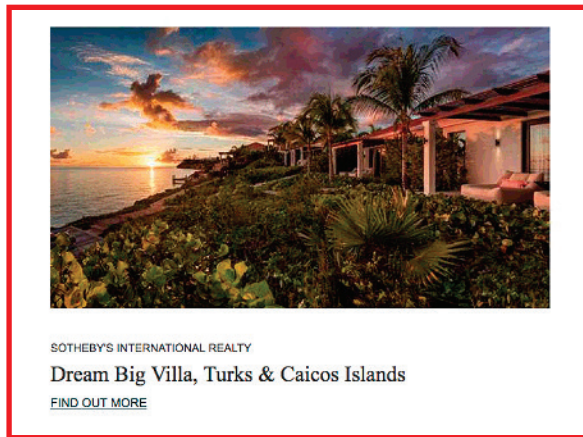
95

## DIGITAL

### SOTHEBY'S BESPOKE EMAIL

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

PRICE: \$2,500/DEPLOYMENT




DIGITAL

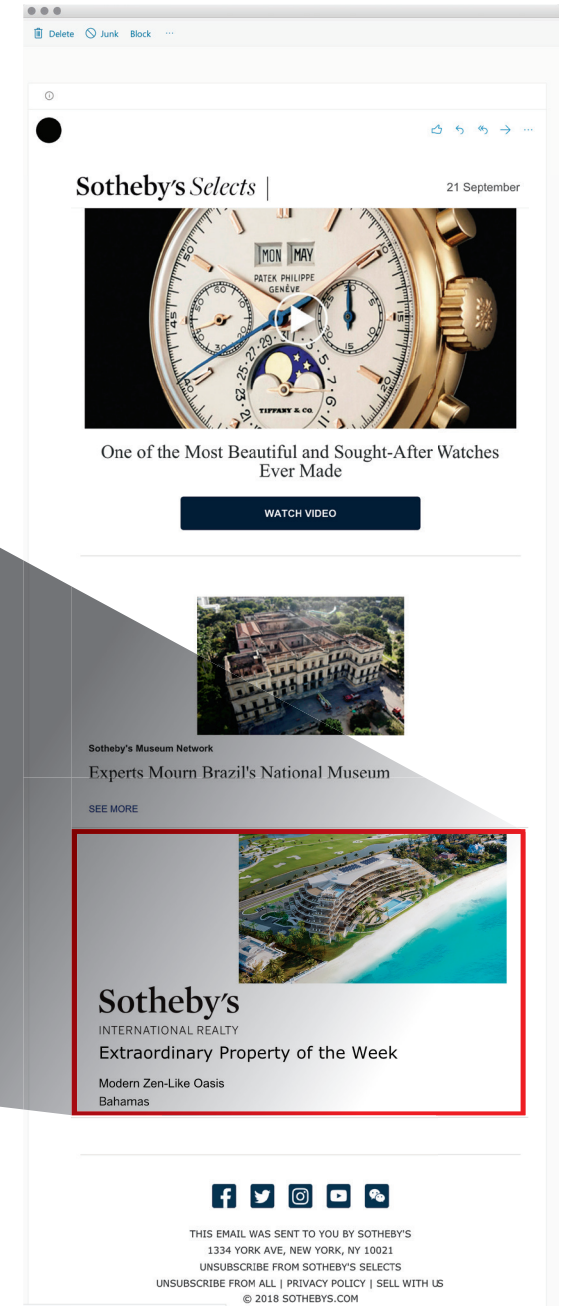
SOTHEBY'S SELECTS  
E-NEWSLETTERS

- 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

[f](#) [t](#) [@](#) [v](#) [m](#)

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  
© 2018 SOTHEBYS.COM

# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



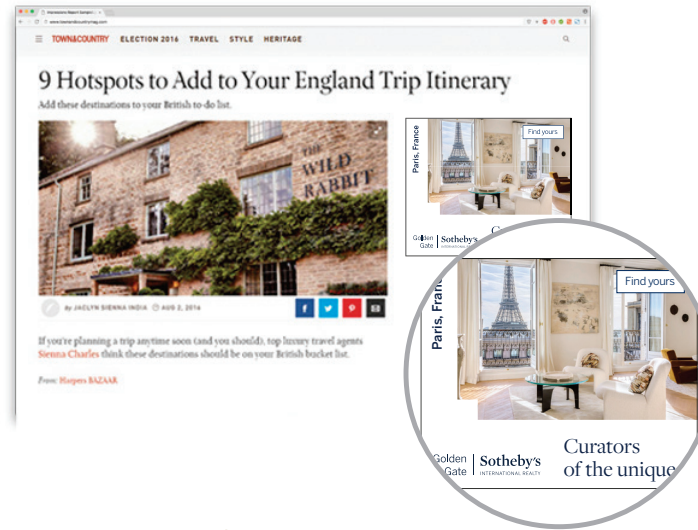
# Impressions Campaign

**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: **President Wilson Paris XVI**
- Flight Dates: **April 2025 - June 2025**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**



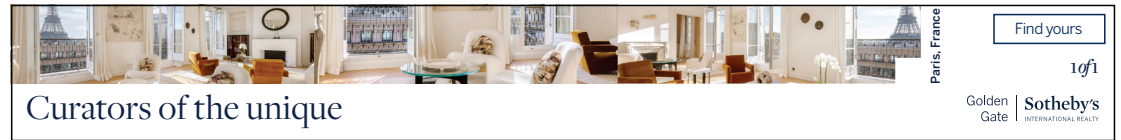
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

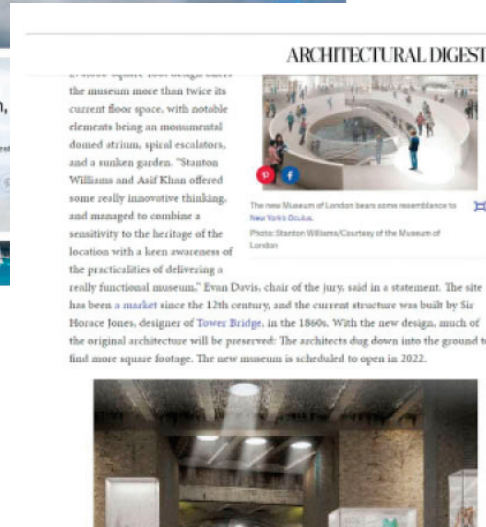
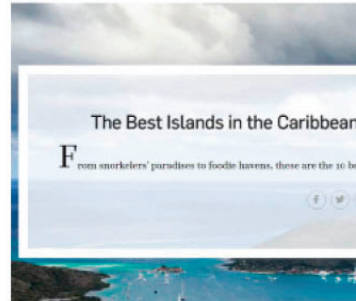
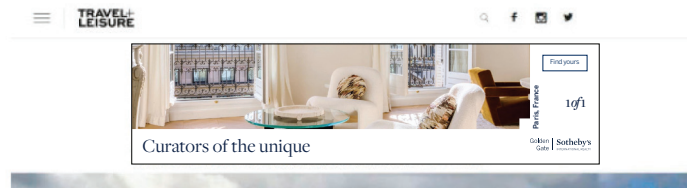
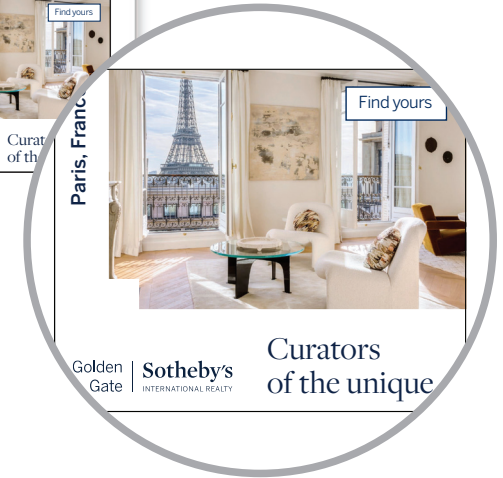
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

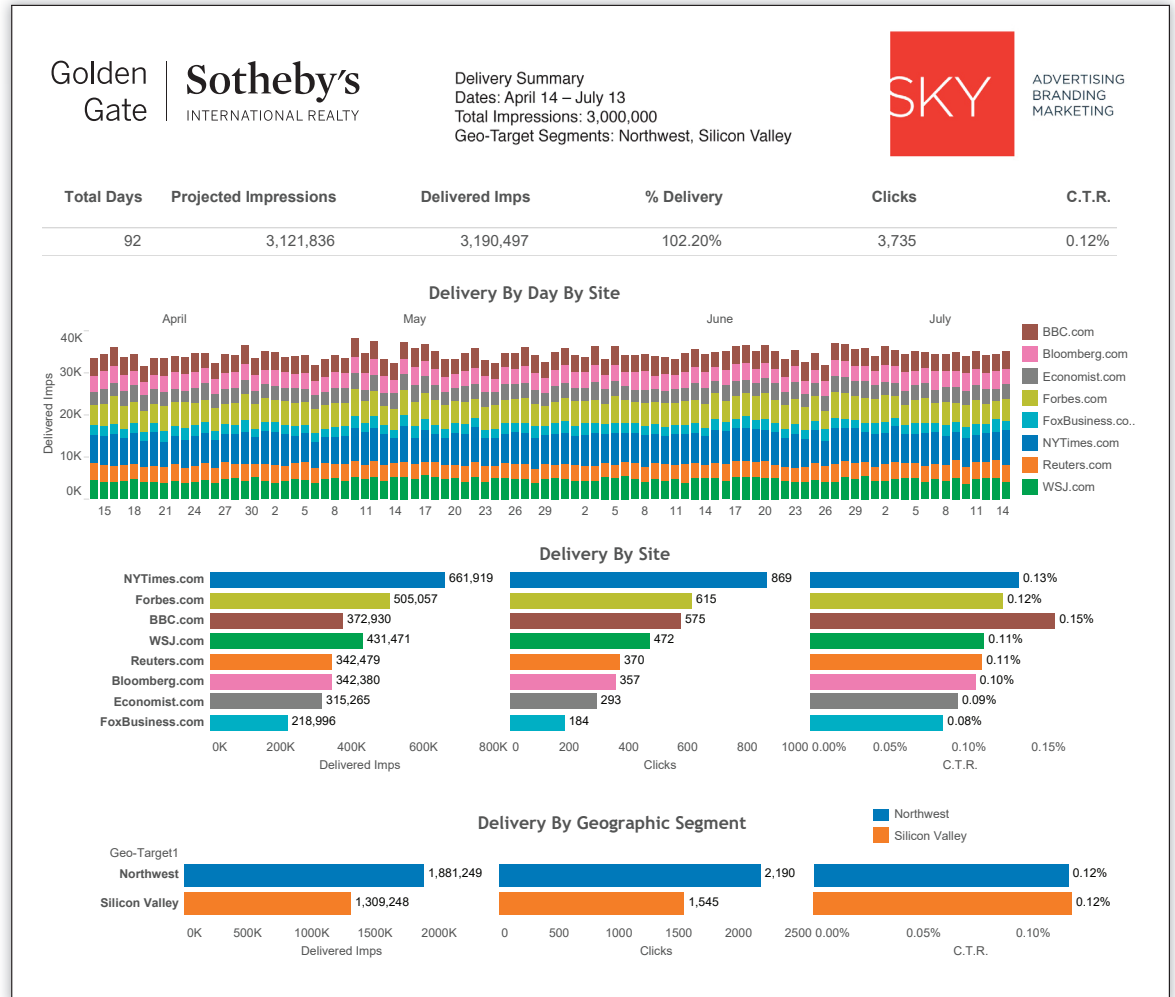


# Comprehensive Reporting For Your Customized Campaign

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

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

## IMPRESSIONS PROGRAM SAMPLE REPORT



# Comprehensive Digital

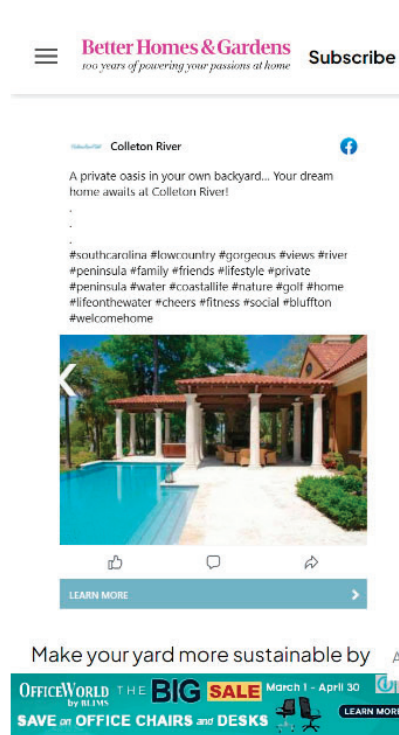
## SOCIAL MIRROR ADS

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.

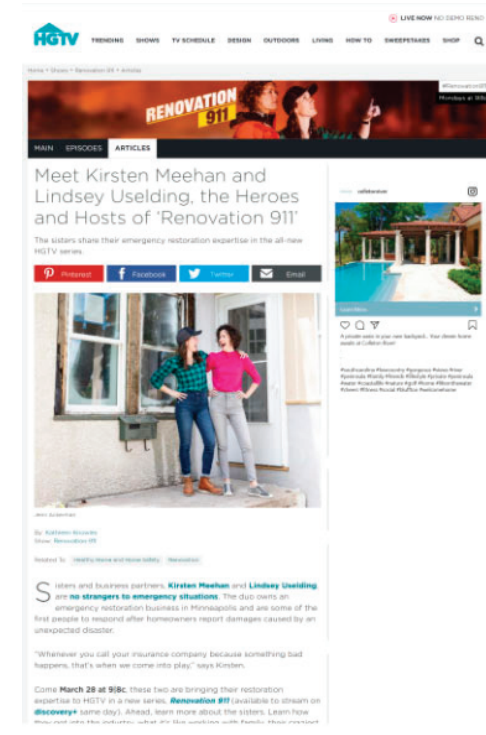
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.

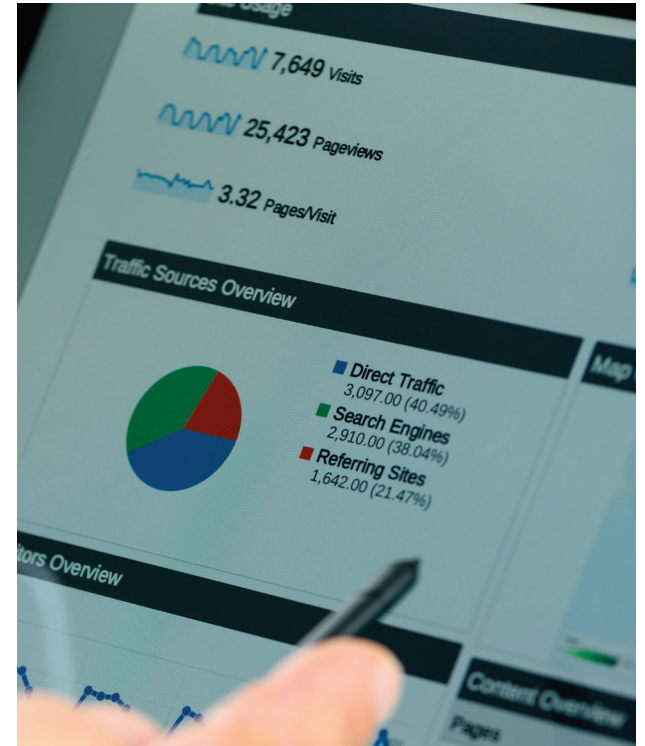


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

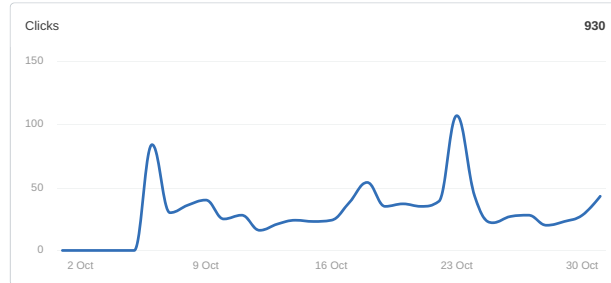
## CLIENT DASHBOARD

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.



### Golden Gate SIR

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

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

Showing 50 of 89 Rows

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

Cities

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



# Google AdWords

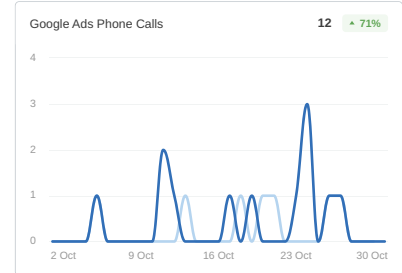
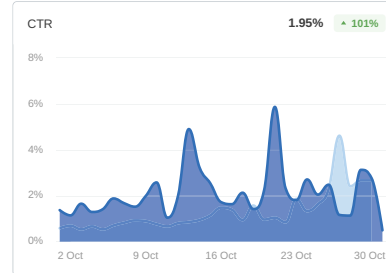
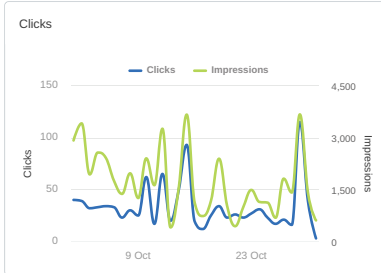
## MONTHLY REPORTING

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



## Golden Gate SIR

### October KPI's



Total Impressions ▼ 46%

**53,704**

Total Clicks ▲ 9%

**1,049**

Phone Calls ▲ 71%

**12**

Interaction Rate ▲ 218%

**4.17%**

CTR ▲ 101%

**1.95%**

Average CPC ▲ 7%

**\$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

# Cottages & Garden

Delivering the finest luxury design and architecture content to residents of America's most affluent communities.

- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

## TOP 10 MARKETS

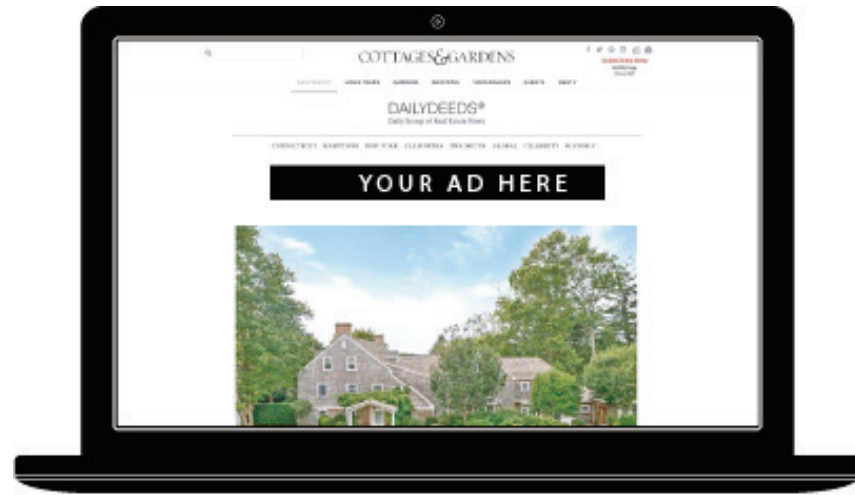
- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

## SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950

## DAILY DEEDS

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



### Floral Gift Ideas for Mother's Day

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



### Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



### Ready, Set, Game Time!

12 fun finds that double as playful decor.

## Spotlight



CALIFORNIA CLOSETS

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

DIGITAL

# Country Life

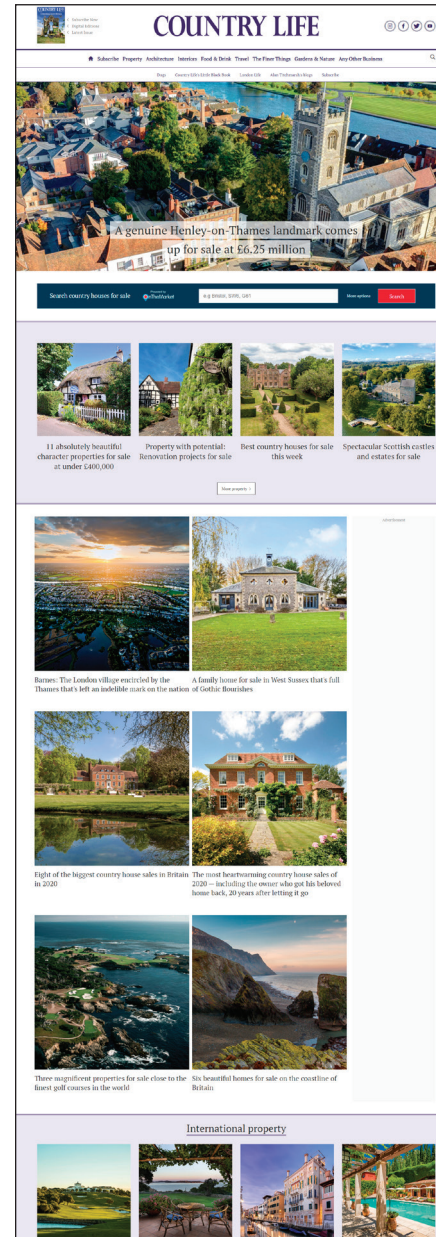
## E-NEWSLETTER DEDICATED SEND

PRICE: \$2,250

## INTERNATIONAL PROPERTY LISTING

Property listings live forever on the Country Life site until you remove the URL.

PRICE:  
\$400/LISTING  
\$2,500 UNLIMITED LISTINGS



# Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

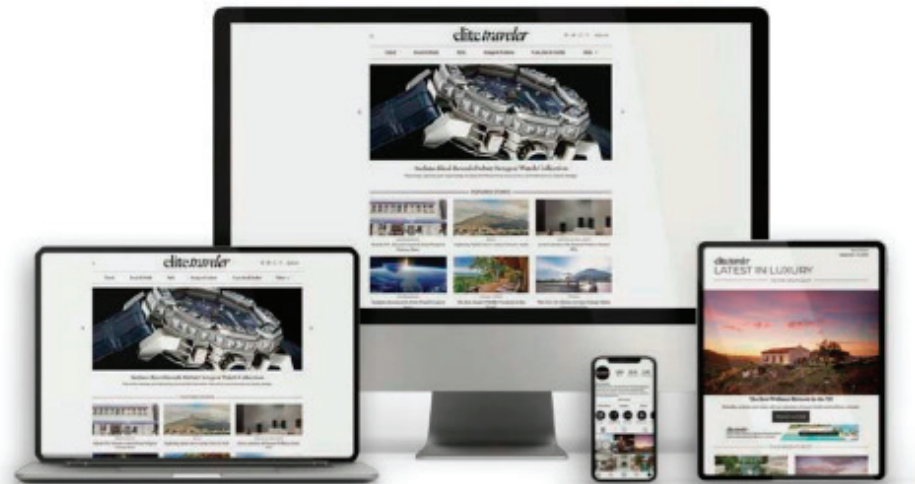
Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9M**
- Average Net Worth **\$32M**
- **318,661** Unique Browsers

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ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR

**Half price with full page print purchase**



## DIGITAL

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# Nob Hill Gazette

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

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

## E-NEWSLETTER

## ON THE MARKET

---

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

---

PRICE: \$500 PER LISTING

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



# jamesedition.com

## E-NEWSLETTER

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

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

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

- **600,000+** subscribers.

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

## Location Open Rates

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

## Email Engagement

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

LISTING FEATURE: \$1,500

# jamesedition.com

## ROTATING GALLERY

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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 in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## NEW & TRENDING

### FEATURED LUXURY POSITION

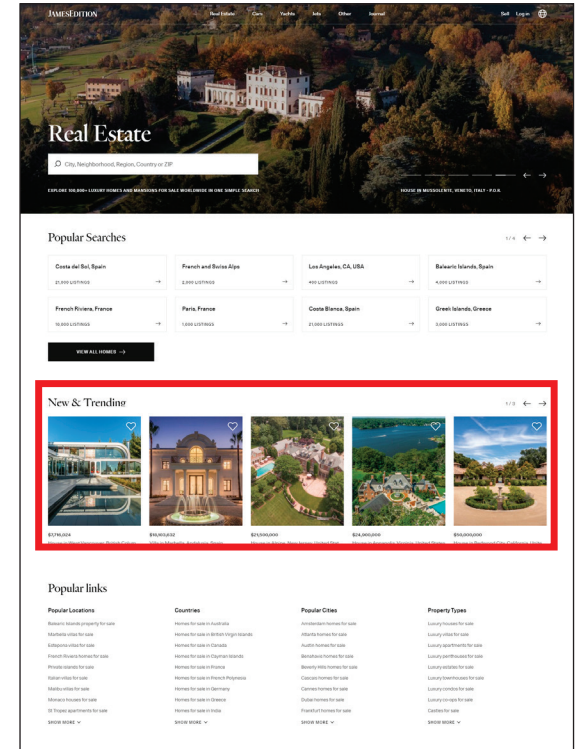
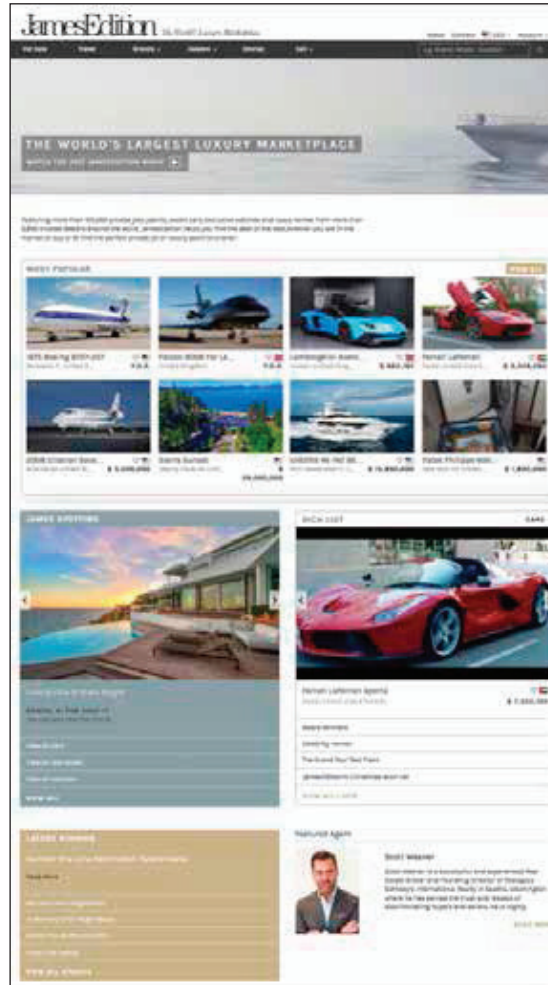
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000





# jamesedition.com

## SOCIAL MEDIA POST

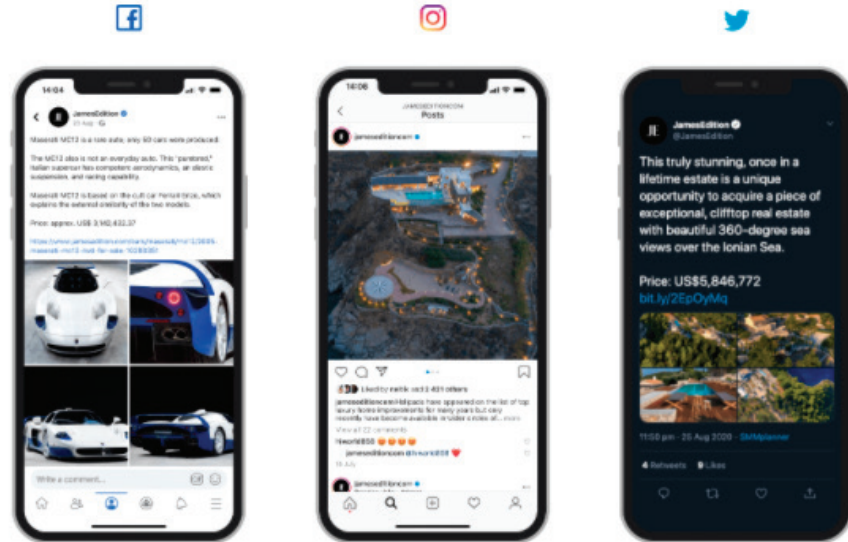
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The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW 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

# JetSet

## 12 MONTH GLOBAL DIGITAL CAMPAIGN

### EMAIL

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through a banner insertion in the Jetset Magazine weekly newsletter that provides timely news about our readers' passions.

#### Subscriber Profile

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

#### 12 month Web Feature

- 1 Million monthly page views
- 170K unique visitors

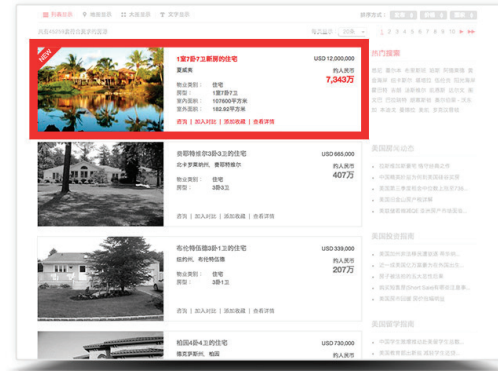
PRICE \$2,500/YEAR

**2 shared email blasts plus 12 month web feature (\$10,000 value)**

The screenshot shows a digital article layout. At the top, there's a navigation bar with 'Home', 'Lifestyle', and 'Sports'. The main headline reads 'Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun'. Below the headline is a large, high-quality photograph of a resort complex with multiple buildings and lush greenery. To the right of the article is a vertical sidebar containing several promotional banners for 'TRACK RECORD' (featuring a car), 'JetSet' (with a 'START YOUR SUBSCRIPTION TODAY' call to action), and 'JetSet Magazine' (with a 'Like the Sports page? - now upgrade. What's on your wish list this year?' promotion). Below the main article text, there are social media sharing options (Facebook, Twitter) and a 'SHARE ON' button. The article text itself discusses the development of a new golf course in Cabo San Lucas, Mexico, designed by Tiger Woods and his company Tiger Woods Design (TWD). It mentions that the course is a 7,300-yard par-72 and is expected to be completed in 18 months. The resort also features a clubhouse, a practice facility, and a 10-acre waterpark. The article is dated October 23, 2017, and is categorized under 'Sports'.

# juwai.com

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 6 million property listings spanning 111 countries.



## HOT PROPERTY UPGRADE

With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

PRICING SPECIAL: \$425 FOR 30 DAYS.

Usually \$725

Global

## FEATURED PLACEMENT PROPERTY LISTING

- Juwai Luxe Channel
- Connects you to UHNW (Ultra High Net Worth) Chinese consumers.

PRICE: \$425 FOR 6 MONTHS

For properties \$2M+

Global

# juwai.com

## CREATIVE EDITORIAL & SOCIAL MEDIA POSTING

Professionally crafted content written in close conjunction with your marketing team.

Appears on the Juwai Home Page, and relevant country pages

Boosted on Juwai Social Media Accounts including Wechat and Weibo

PRICE: \$1,600 PER ARTICLE AND POSTING



# List Globally

## ENHANCED LISTING

ListGlobally helps real estate professionals to promote their listings worldwide. Through a network of 100+ property portals in 60+ countries.

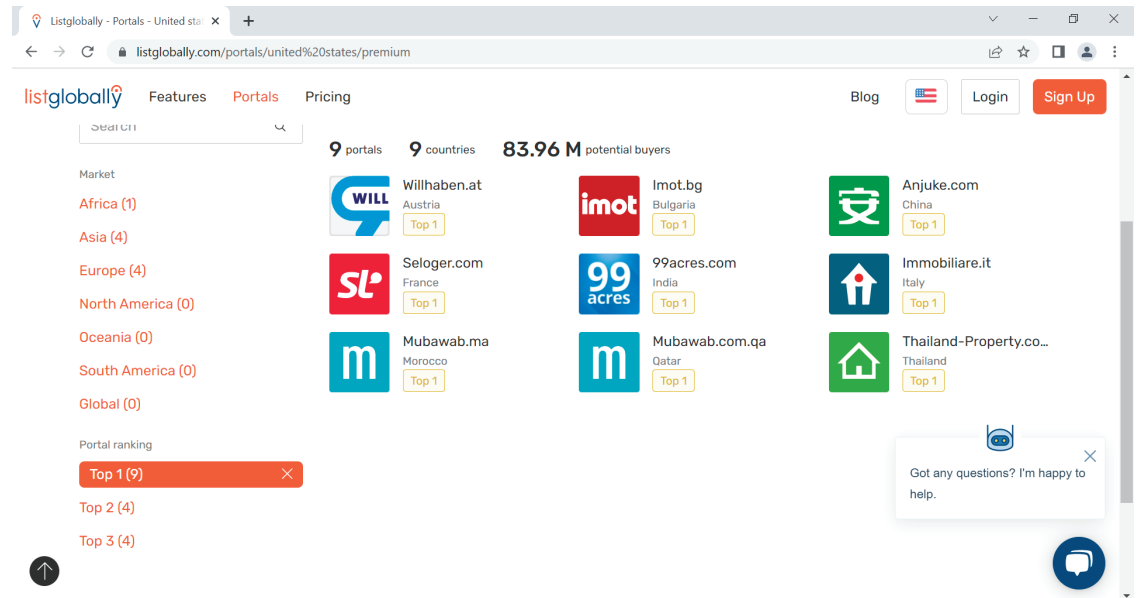
## PREMIUM PUBLICATION ON LISTGLOBALLY

- All listings published across ListGlobally's full Premium Network.
- All listings elevated in their search placement on ListGlobally network property portals.
- Agents from the office will have their photos appear on their listings in search results.
- Agents will receive the moniker "Global Agent" on their listing in search results.
- Elite Promotion
- Elite promotion moves your listing to the top of search results in your market.
- Elite promotions provide 7-times the performance for featured listings.
- The promotion can be changed as often as you like

\$200/MONTH - 3 MONTH MINIMUM

\$150/MONTH - 6 MONTH MINIMUM

Enhanced and Elevated Listings and one Elite Promotion



# Luxury Estate

## LUXURY ESTATE

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

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

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

### SHOWCASE LISTING + ELITE LISTING PACKAGES

#### PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



# PropGoLuxury.com

PropGoLuxury is the leading global luxury real estate site serving affluent English and Chinese audiences that allows users to search for luxury homes based on Price and location. It offers the most effective way to reach luxury property buyers, including China's large and rapidly growing international property buyer demographic.

PropGoLuxury offers a powerful distribution network providing maximum exposure to elite property consumers. The partner network reaches an aggregate audience of 20M luxury property consumers each month.

## CIRCULATION AND DEMOGRAPHICS

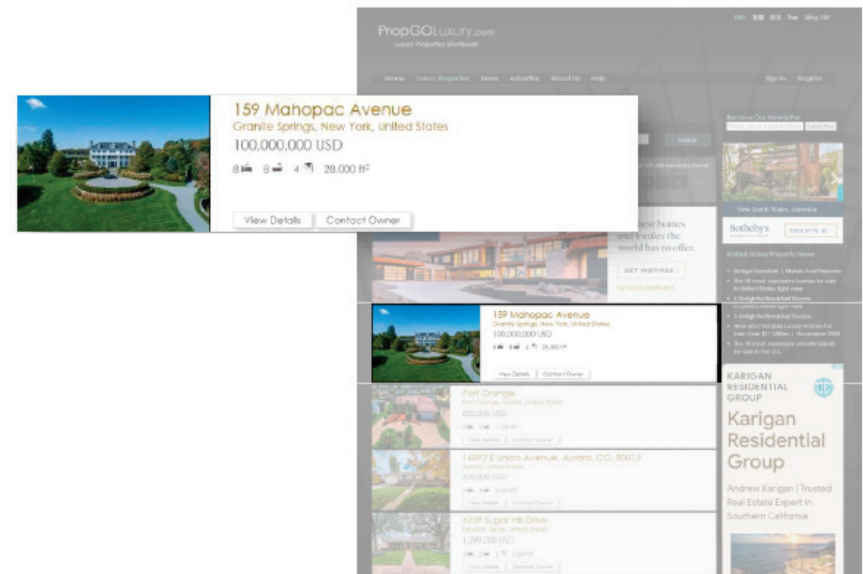
- English Average HHI: \$250,000 USD
- English Average HHNW: \$2.8M USD
- Chinese Average HHI: 6.4MM
- Chinese Average HHNW: \$4.575M USD

## FEATURED LISTING & REGIONAL SHOWCASE

Display your property prominently in search area listings and a supersized banner on the regional home page.

- Generate up to 12x more leads than standard listings

PRICE: \$\$750/MONTH



# RobbReport.com

## FEATURED LISTING CAROUSEL

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

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

PRICE: \$1,350 PER MONTH

The screenshot shows the Robb Report website interface. At the top, the 'RR1' logo is on the left, the 'Robb Report' title is in the center, and a 'SUBSCRIBE' button is on the right. Below the title is a navigation menu with categories: CARS, YACHTS, AVIATION, WATCHES, STYLE, HOME, FOOD & DRINK, TRAVEL, VIDEOS, and THE VAULT. A search icon is also present.

The main content area is titled 'REAL ESTATE'. The featured listing is for 'Vie L'Ven Luxury Resort & Residences - The Rouge Suite' with a price of '\$2,284,900'. Below this is a search bar with the placeholder text 'Search a location' and a magnifying glass icon.

The 'REAL ESTATE NEWS' section contains three articles:

- NEW CONSTRUCTION:** 'A Brand-New Manhattan Townhouse With A Pleated Terracotta Façade Lists for \$14.5 Million'. The article describes a 4-story single-family home as part of THE 74, a boutique luxury condo building on the Upper East Side. By Mark David.
- CELEBRITY HOMES:** 'Sylvester Stallone Drops \$25 Million in Cash on a Ritzy Hamptons Estate'. The article mentions the home was purchased by the 'Tulsa King' star for his daughters and features almost 19,000 square feet of turnkey living space. By Wendy Bowman.
- ART & COLLECTIBLES:** 'Sotheby's New York Lays Off 100 Staffers Amid Disappointing Auction Results'. The article notes that the auction house produced lower results than last year.



# 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

PRICE: \$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

# Simply Abu Dhabi

Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

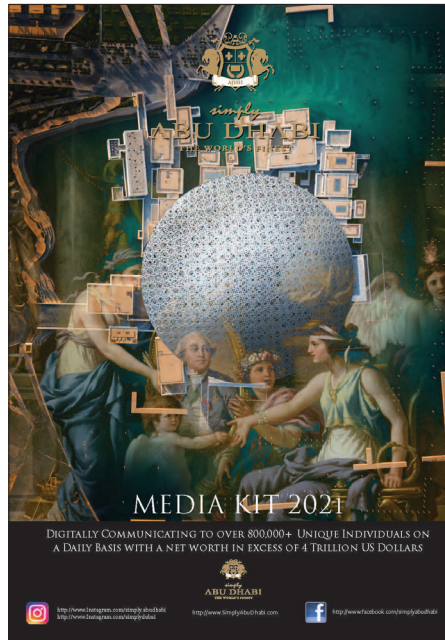
## INSTAGRAM POST

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally

- A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.
- Conservative estimates would easily value our 7,800 'By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.
- Instagram: We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following: 95,000 followers on @AmazingAbuDhabi 101,000 followers on @SimplyDubai

PRICE: \$1,350 PER POST

2 Post Minimum



# The Wall Street Journal Online (WSJ.com)

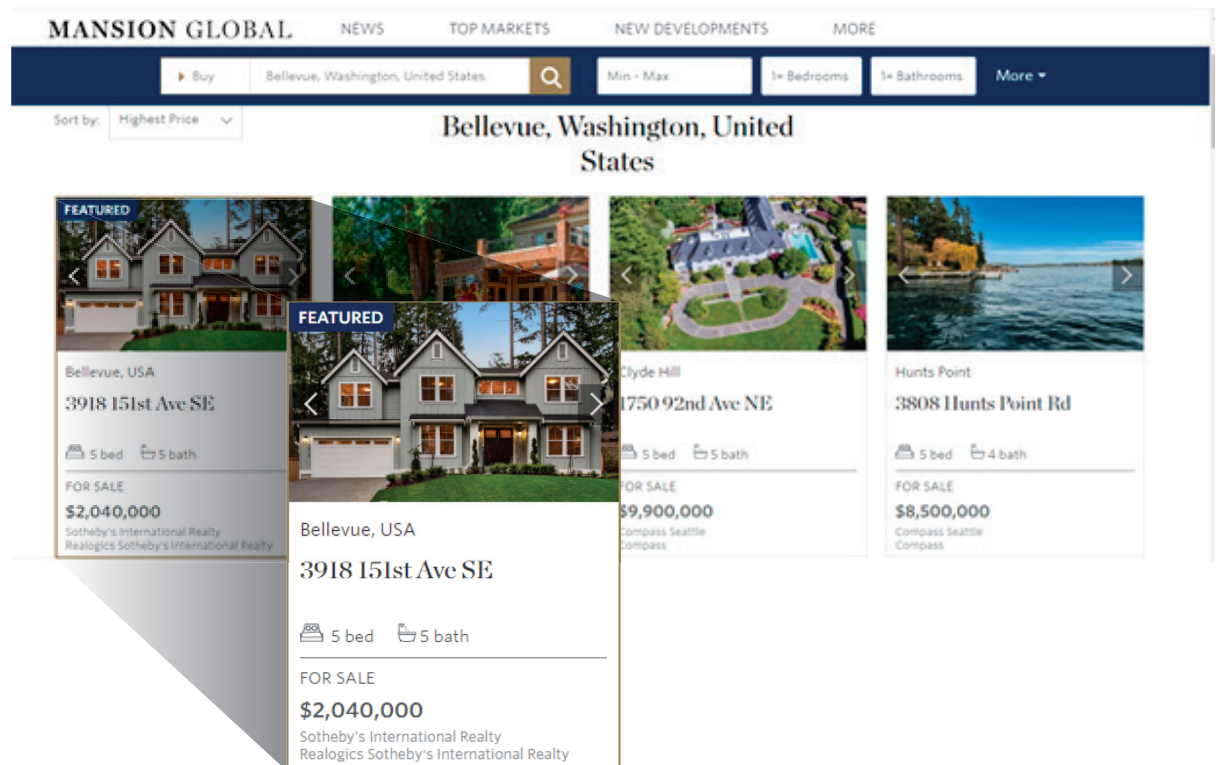
## FEATURED PROPERTY UPGRADES

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



## DIGITAL

# 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 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. 3800 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 48 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$11,500,000
5. 5600 Pine Crescent, Vancouver, BC	\$7,900,000
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. 7522 7522 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	3,134	\$28,000,000
Vancouver	\$1,487,048	879	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whispery	\$1,053,300	26	\$25,900,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	32	\$26,000,000
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](http://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

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

Powered by  AllPhotos 

# The Wall Street Journal Online (WSJ.com)

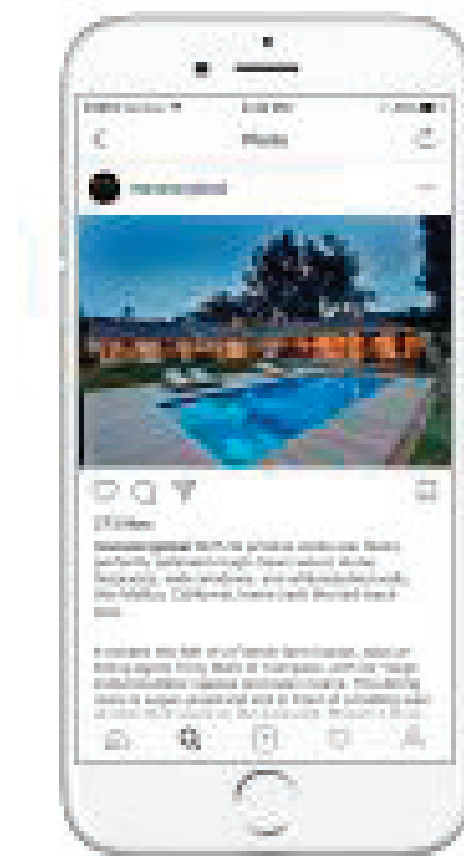
## @MANSIONGLOBAL INSTAGRAM

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





PRINT

# 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



CITY, STATE  
 Address | Headline | \$XXXXXXX | sothebysrealty.com/d/r/dt  
 William Pitt Sotheby's International Realty  
**JUDI CARACAUSA | THE SMYTH TEAM | agentemail@sothebys.realty | +1 212.456.7800**

**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

<p>CITY, STATE                  Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt                  Company  <b>AGENT NAME</b>                  agentemail@sothebys.realty   +1 212.456.7800</p>	<p>CITY, STATE                  Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt                  Company  <b>AGENT NAME</b>                  agentemail@sothebys.realty   +1 212.456.7800</p>	<p>CITY, STATE                  Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt                  Company  <b>AGENT NAME</b>                  agentemail@sothebys.realty   +1 212.456.7800</p>	<p>CITY, STATE                  Address   Headline   \$XXXXXXX   sothebysrealty.com/d/r/dt                  Company  <b>AGENT NAME</b>                  agentemail@sothebys.realty   +1 212.456.7800</p>
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**The New York Times**

Today, don't forget to vote and don't forget to check the election results. We'll have the latest news, election results, and more. Sign up for our newsletter today.

**Web's Far Right Can Hear itself As Trump Talks**  
*By Kevin Roose and Ari Friedman*

On Wednesday, a massive online rally of conservative activists gathered for a live stream of a meeting with President Trump. The event, which was held on the website of the far-right website Breitbart, was one of the largest such events in the history of the site. It was also one of the most controversial, as it featured a speech by a prominent far-right activist who had been banned from the site for promoting hate speech.

**It's Not Heaven, It's Brooklyn**  
*By David Shields*

The 20,000 runners in this year's New York City Marathon enjoyed blue skies, overcast conditions and a fast course. Pages 7-12.

**Spending Millions in a Bid to Avoid Sanctions**  
*By Kenneth R. Weiser*

The U.S. Treasury Department is looking for ways to prevent Russia from using its vast natural gas reserves to fund its war in Ukraine. The department is considering a variety of options, including imposing sanctions on companies that are helping Russia to transport its gas.

**Partisan Rhetoric Of New Query On the Census**  
*By Michael Wines*

WASHINGTON — When it comes to the 2020 census, the White House and the Justice Department are at odds. The White House wants to ensure that the census is as accurate as possible, while the Justice Department is concerned about the potential for partisan manipulation of the data.

**Called to Serve, Utah Mayor Always Answered**  
*By Peter Brinkley*

INDEPENDENCE, Utah — The 100th anniversary of the Utah-Idaho Territorial Centennial is being celebrated in a variety of ways. One of the most notable is the "Called to Serve" campaign, which is honoring the men and women who have served in the Utah National Guard.

**Offering Little Proof, Republican Accuses Georgia Rival of 'Hack'**  
*By Richard Herring*

ATLANTA — The words, from the mouth of a Republican, were not surprising. The headline was not. The headline was not surprising. The headline was not surprising. The headline was not surprising.

# The New York Times International Edition

The New York Times International Edition is a sophisticated and comprehensive daily report for opinion leaders and decision makers around the world. The mission of the New York Times International Edition is to enhance the global community by creating, collecting and distributing high-quality news and entertainment. Its readers have levels of income and investment that can hardly be described as average; much like the newspaper they enjoy reading, these levels reflect their highly mobile and affluent status. New York Times International Edition readers are people whose tastes tend toward the deluxe, leading active and upscale lifestyles.


- Circulation: **214,775**
- Geographic distribution: **Europe, Asia, Pacific, Middle East, N. Africa, Americas**
- Readership: **421,373**
- Male / Female ratio: **76% / 24%**
- Average household income: **\$367,700**
- Median age: **55**

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




**Sotbeys**  
INTERNATIONAL REALTY

Nothing compares to what's next.




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

**GREENWICH, CONNECTICUT**




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

**CENTRE ISLAND, NEW YORK**




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

**NEW YORK, NEW YORK**



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

**SHELTER ISLAND, NEW YORK**



**29 Winthrop Road**  
 \$9,499,000 | DanielGale.com/listing/dgid786671  
 Daniel Gale Sotheby's International Realty  
**DEBORAH PIRRO**  
 deborahpirro@danielgale.com +1 516.637.5786

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# Country Life

Launched in 1897, Country Life Magazine is one of Britain's best known and respected magazine that has, for 120 years, celebrated the greatest British architecture, property, interior design and gardens.

Country Life International offers beautiful advertising pages showcasing the latest properties for sale. Not only this, its dedicated editorial team provides opinion and thought-provoking content and stunning photography that is critical to anyone seriously interested in realising their dream of living in a beautiful home abroad. Its content is fresh and relevant, ensuring readers return to the magazine time and time again. Buyers can find the best new villas and luxury houses for sale in Europe, North America, the Caribbean and beyond.

- Circulation: **41,000**
- Male/Female: **50/50**
- Average Age: **55**
- HNW Audience: **85%**

HALF PAGE: \$2,000

FULL PAGE: \$3,300

**International Properties Edition**



# Financial Times

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

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

QUADRUPLE PROPERTY SPOT, COLOR: \$3,000  
 DOUBLE PROPERTY SPOT, COLOR: \$1,500  
 PROPERTY SPOT, COLOR: \$750  
**Global**



# 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

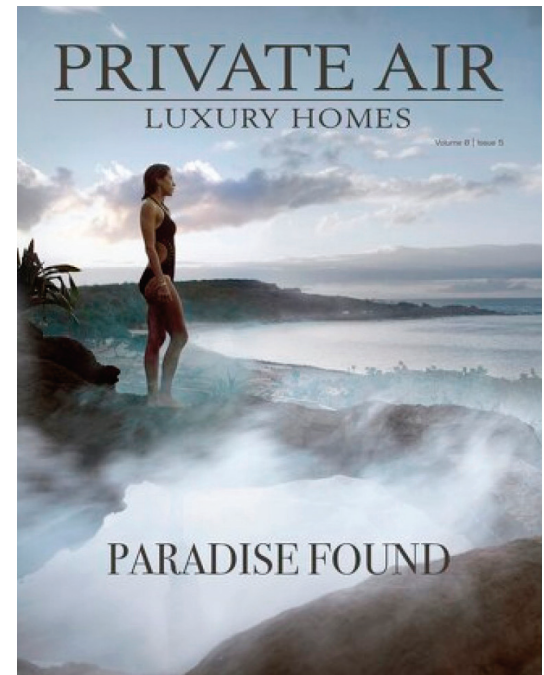
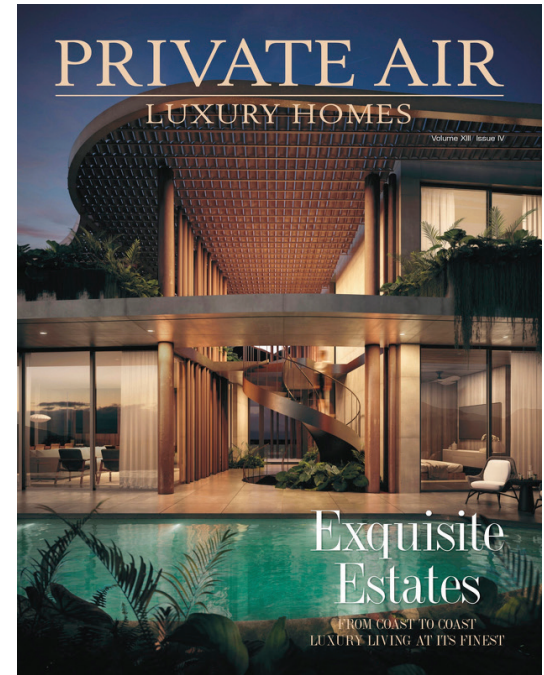
**includes social media & E-Newsletter**

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	March	April	May	June	Media Total	Reach
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page			\$ 1,315.00		\$ 1,315.00	20,000
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter		\$ 2,585.00			\$ 2,585.00	370,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program		\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Select Locations						
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
<b>Comprehensive Digital</b>							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
<b>Cottages &amp; Garden</b>							
Spotlight + Property of Note	Rotating Gallery		\$ 2,950.00			\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00				\$ 3,000.00	60,000
<b>Country Life</b>							
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00				\$ 2,250.00	25,000
Country Life	International Property Listing	\$ 400.00	\$ 400.00			\$ 800.00	
<b>Elite Traveler</b>							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00		\$ 500.00		\$ 1,000.00	13,000
<b>JamesEdition</b>							
Main Home Page Rotating Gallery	Featured Banner		\$ 2,000.00			\$ 2,000.00	750,000
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00		\$ 1,500.00	192,000
Social Media	Listing Feature				\$ 1,000.00	\$ 1,000.00	148,000



# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

<b>JetSet Magazine</b>								
JetSet Magazine	Annual Global Campaign		\$2,500		\$	2,500.00	2,140,000	
<b>Juwai.com</b>								
Hot Property Upgrade	Hot property upgrade - 30 days	\$	425.00		\$	425.00	2,300,000	
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		\$425		\$	425.00	2,300,000	
Creative Editorial & Social Media Posting	Article and posts	\$	1,600.00		\$	1,600.00	2,300,000	
<b>Prop Go Luxury</b>								
Featured Listing & Regional Showcase	Regional Featured Listing + Large Banner	\$	750.00	\$	750.00	\$	1,500.00	
<b>ListGlobally</b>								
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion		\$600		\$	600.00		
<b>Luxury Estate</b>								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month				\$	-		
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250		\$	3,250.00		
<b>Robbreport.com</b>								
Robbreport.com	Featured Listing Carousel - 1 Property	\$	1,350.00		\$	1,350.00	6,000	
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$	1,875.00	\$	1,875.00	6,000
<b>Simply Abu Dhabi</b>								
Instagram Post	Instagram Post (2 Post Minimum)	\$	1,350.00	\$	1,350.00	\$	2,700.00	51,200
<b>WSJ.com</b>								
Mansion Global Homepage Hero	Shared Banner	\$	650.00	\$	650.00	\$	1,950.00	492,000
Mansion Global e-Newsletter	Daily Monday-Friday			\$	3,680.00	\$	3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades			Bonus	Bonus	\$	-	
Mansion Global Instagram	Mansion Global Instagram	\$	2,000.00			\$	2,000.00	76,200

# Proposed Schedule, Pricing & Reach 2025

**PLAN 1 - CONTINUED**

**Print**

<b>Country Life</b>				
Country Life	Half Page	\$ 2,000.00	\$ 2,000.00	40,000
<b>Financial Times</b>				
Financial Times	Double Property Spot	\$ 1,500.00	\$ 1,500.00	210,457
Financial Times	Property Spot	\$ 750.00	\$ 750.00	210,457
<b>The New York Times</b>				
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00	423,111
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00	\$ 1,520.00	423,111
<b>The New York Times International Edition</b>				
The New York Times International Edition	Double Property Spot	\$ 1,300.00	\$ 1,300.00	104,301
<b>Private Air Luxury Homes</b>				
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00	\$ 1,925.00	65,000
<b>The Wall Street Journal</b>				
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	644,424
<b>The Wall Street Journal</b>				
Mansion Global Experience Luxury	Weekend Property insert	\$ 980.00	\$ 980.00	100,000

TOTAL \$ 71,160.00 16,131,685

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

Pricing Subject to Change

# Proposed Schedule, Pricing & Reach 2025

**PLAN 2**

Plan 2

Media	Ad Description	March	April	May	June	Media Total	Reach
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter		\$ 2,585.00			\$ 2,585.00	370,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00		\$ 900.00		\$ 1,800.00	200,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
<b>Comprehensive Digital</b>							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
<b>Cottages &amp; Garden</b>							
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00				\$ 3,000.00	60,000
<b>Country Life</b>							
Country Life	International Property Listing	\$ 400.00	\$ 400.00			\$ 800.00	
<b>Elite Traveler</b>							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00		\$ 500.00		\$ 1,000.00	13,000
<b>JamesEdition</b>							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00		\$ 1,500.00	192,000
<b>Juwai.com</b>							
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00				\$ 425.00	2,300,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425		\$ 425.00	2,300,000
Creative Editorial & Social Media Posting	Article and posts	\$ 1,600.00				\$ 1,600.00	2,300,000
<b>Prop Go Luxury</b>							
Featured Listing & Regional Showcase	Regional Featured Listing + Large Banner	\$ 750.00		\$ 750.00			
<b>ListGlobally</b>							
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion		\$600			\$ 600.00	

# Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

<b>Luxury Estate</b>										
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$	1,100.00			\$	1,100.00			
<b>Robbreport.com</b>										
Robbreport.com	Featured Listing in Real Estate E-Newsletter				\$	1,875.00	\$	1,875.00	6,000	
<b>Simply Abu Dhabi</b>										
Instagram Post	Instagram Post (2 Post Minimum)	\$	1,350.00	\$	1,350.00		\$	2,700.00	51,200	
<b>WSJ.com</b>										
Mansion Global Homepage Hero	Shared Banner	\$	650.00	\$	650.00	\$	650.00	\$	1,950.00	492,000
Mansion Global e-Newsletter	Daily Monday-Friday			\$	3,680.00		\$	3,680.00	17,000	
Property Upgrades	10 Featured Property Upgrades			Bonus		Bonus		\$	-	

# Proposed Schedule, Pricing & Reach 2025

**PLAN 2 - CONTINUED**

**Print**

<b>Country Life</b>						
Country Life	Half Page		\$ 2,000.00	\$ 2,000.00		40,000
<b>Financial Times</b>						
Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 1,500.00		420,914
<b>The New York Times</b>						
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00		\$ 760.00	\$ 1,520.00	846,222
<b>The New York Times International Edition</b>						
The New York Times International Edition	Property Spot		\$ 650.00	\$ 650.00		104,301
<b>Private Air Luxury Homes</b>						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00	\$ 1,925.00	65,000
<b>The Wall Street Journal</b>						
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade		\$ 795.00	\$ 795.00		644,424
<b>The Wall Street Journal</b>						
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00		100,000
TOTAL				\$ 45,710.00		11,672,061

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