



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# International Advertising and Marketing Program

**Sotheby's**  
INTERNATIONAL REALTY

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**PHILADELPHIA** 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING  
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MARKETING

# National & Global Exposure International Placements

SKY Advertising is excited to present to East Side Manhattan Sotheby's International Realty® a curated, multi-media marketing selection of offerings that reach an international audience.

International opportunities include direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale, strategic print media, and digital products that are highly targeted to the luxury international audience.

**LET'S DO  
GREAT THINGS TOGETHER**

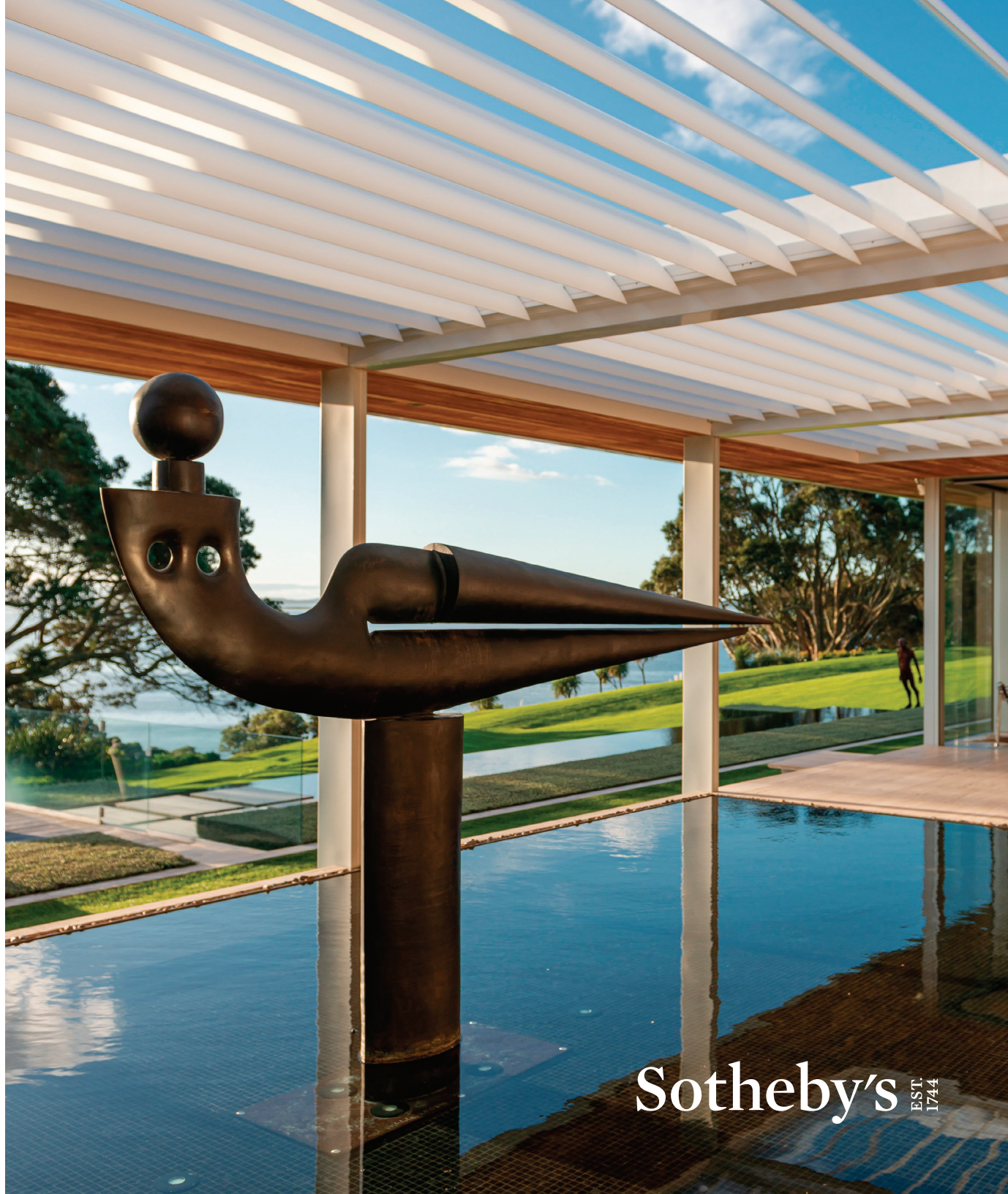
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Sotheby's  
Auction House  
Offerings



Sotheby's EST. 1744

SOTHEBY'S BESPOKE  
EMAIL

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

PRICE: \$2,500/DEPLOYMENT






SOTHEBY'S SELECTS  
E-NEWSLETTERS

- Every Friday
- 52x Year
- Highlights upcoming auction events
- 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](#)


Delete Junk Block ...

Sotheby's Selects | 21 September




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

[WATCH VIDEO](#)



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

[SEE MORE](#)



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

Modern Zen-Like Oasis  
Bahamas

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



**Sotheby's**  
INTERNATIONAL REALTY



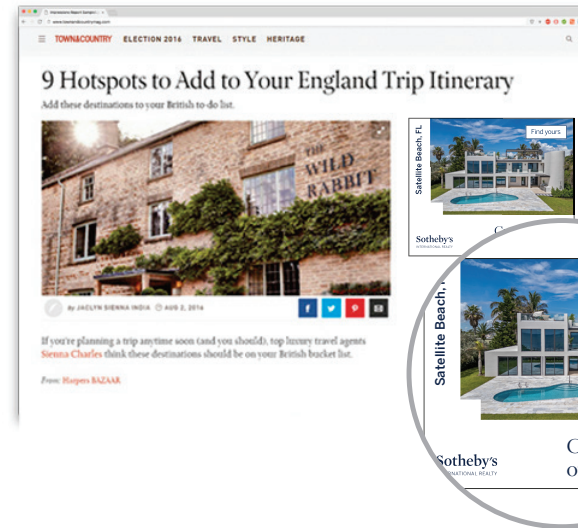
# Impressions Campaign

**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: **International Placements**
- 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**



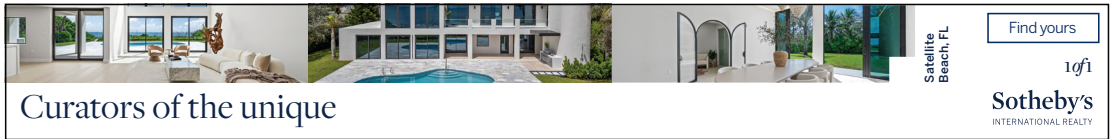
# Creative

## 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.

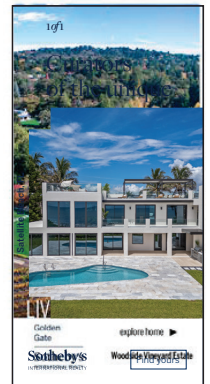
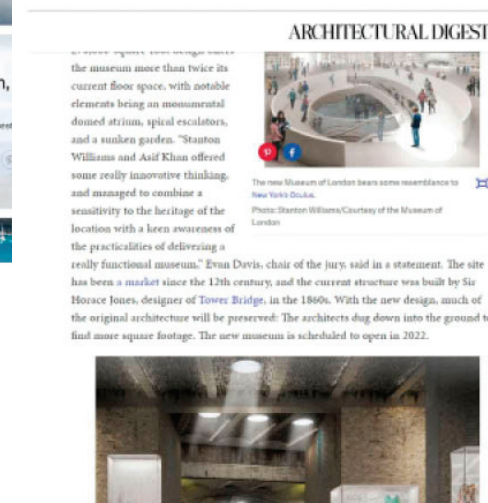
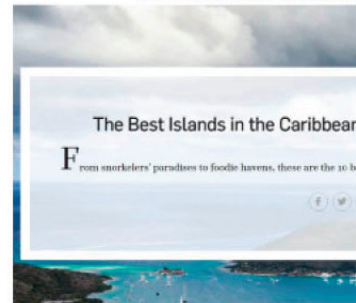
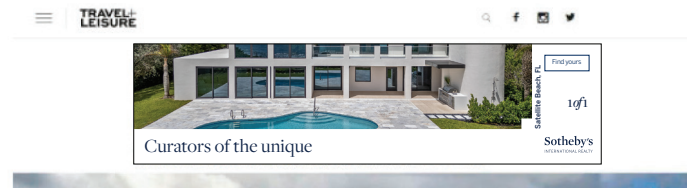
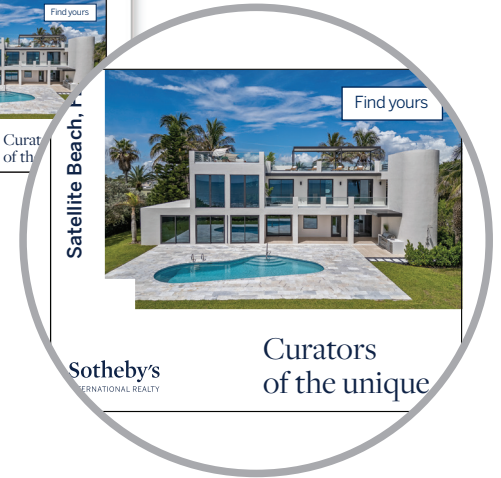
**Ad Units: 970x250, 728x90, 300x600, 300x250, or custom sizes.**

BANNER PRODUCTION: \$350





# Sample Banners For Impressions Programs As They Appear On Sites

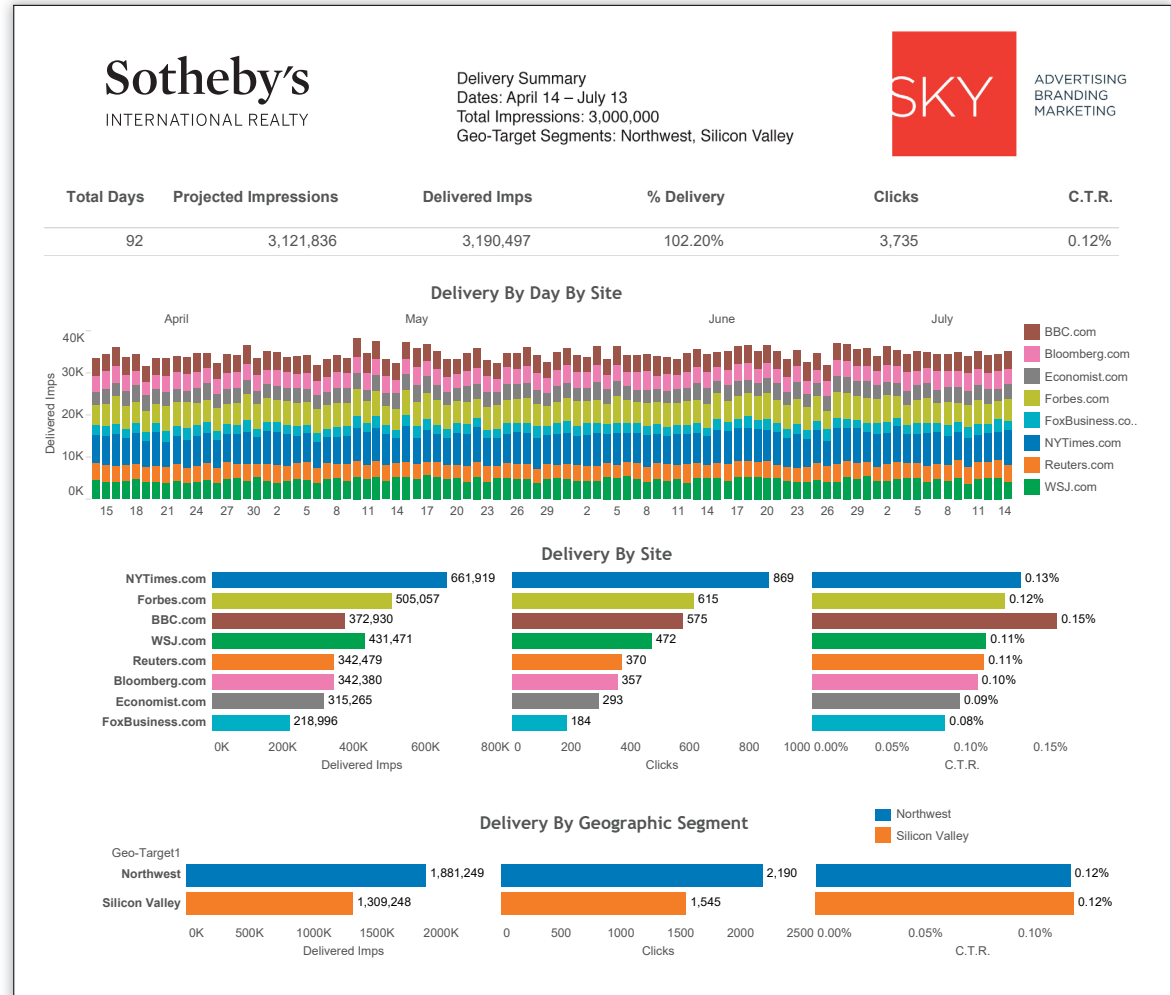


# Comprehensive Reporting For Your Customized Campaign

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

## OTT/VIDEO PREROLL

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

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

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

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

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

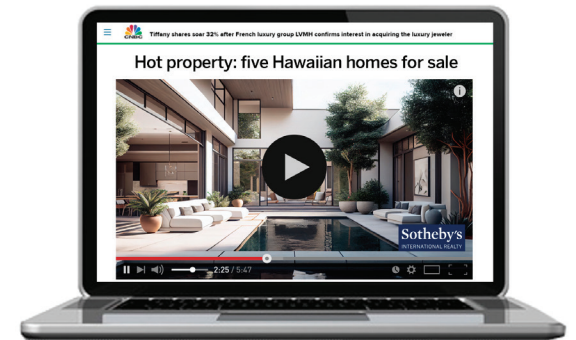


## YouTube Video Pre-Roll Ads

### WHY OTT?

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

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



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

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

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

# Comprehensive Digital

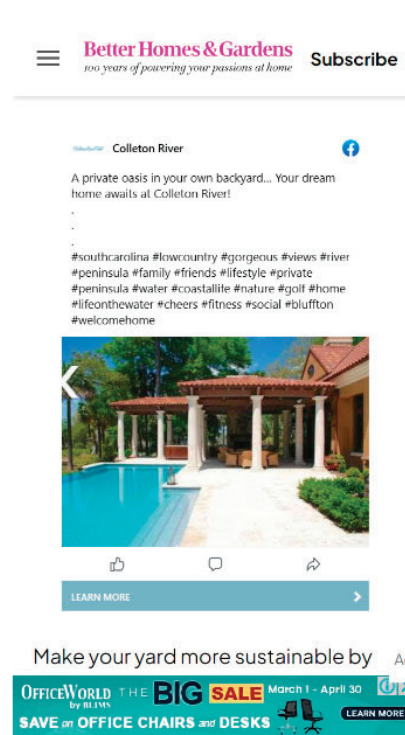
## SOCIAL MIRROR ADS

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

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

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

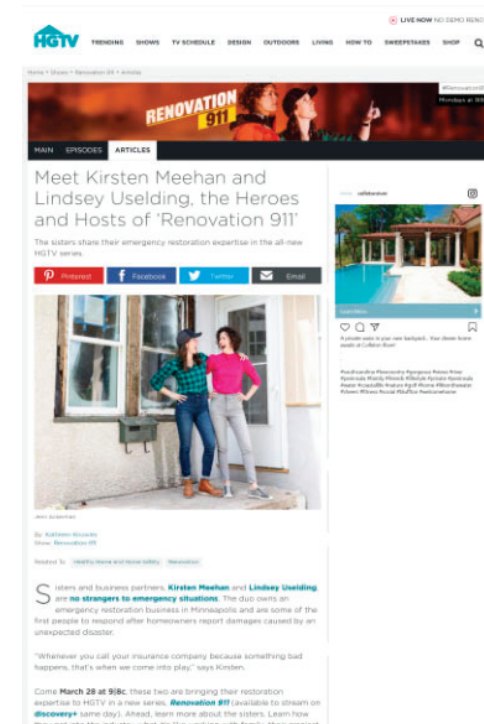
Ads can be display, video, OTT across connected TVs or carousel.



## TARGETING ABILITIES:

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

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





# 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.

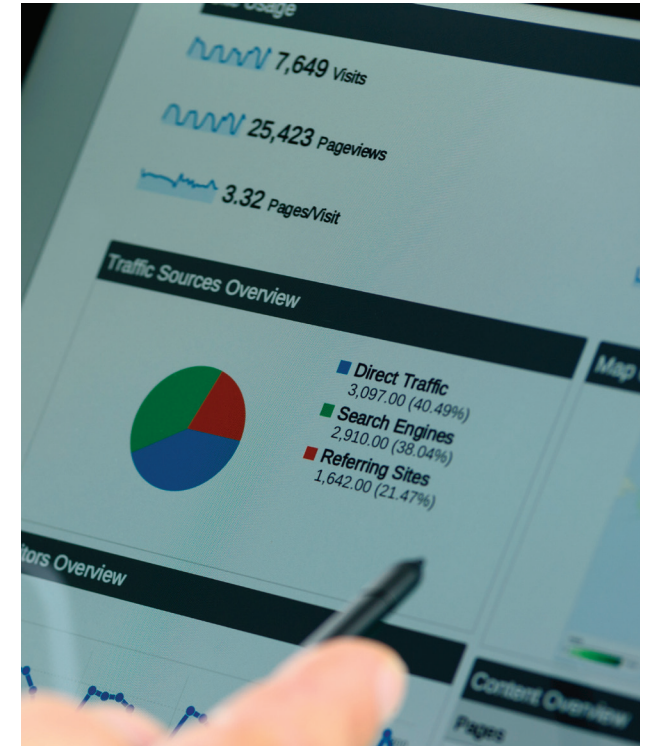


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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.



East Side Manhattan 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%



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.



## East Side Manhattan SIR

October KPI's

Clicks

Total Impressions ▼ 46%  
**53,704**

CTR

Total Clicks ▲ 9%  
**1,049**

Google Ads Phone Calls

Phone Calls ▲ 71%  
**12**

Interaction Rate

Interaction Rate ▲ 218%  
**4.17%**

CTR

CTR ▲ 101%  
**1.95%**

Average CPC

Average CPC ▲ 7%  
**\$0.94**

Cities and Regions

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

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 reality	1	1	1

# Billionaire Magazine

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

## DIGITAL AUDIENCE

- **29% Millionaires**

### Readership stats

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

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

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

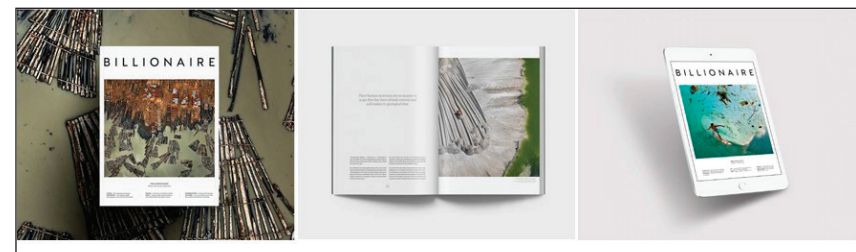
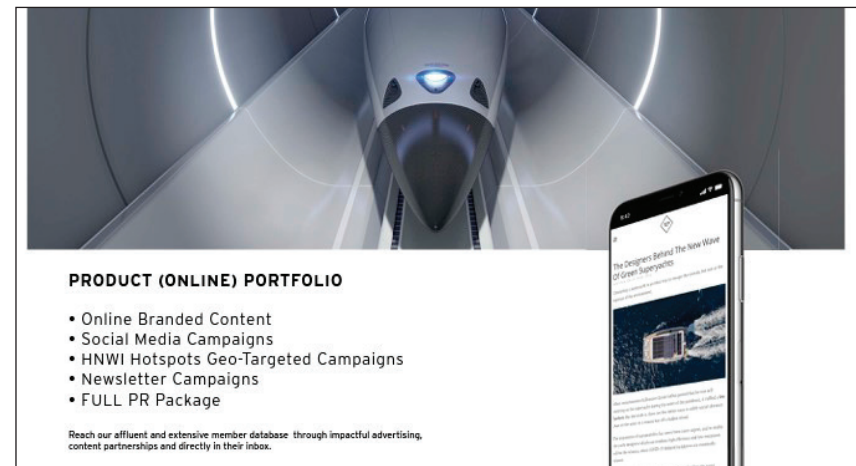
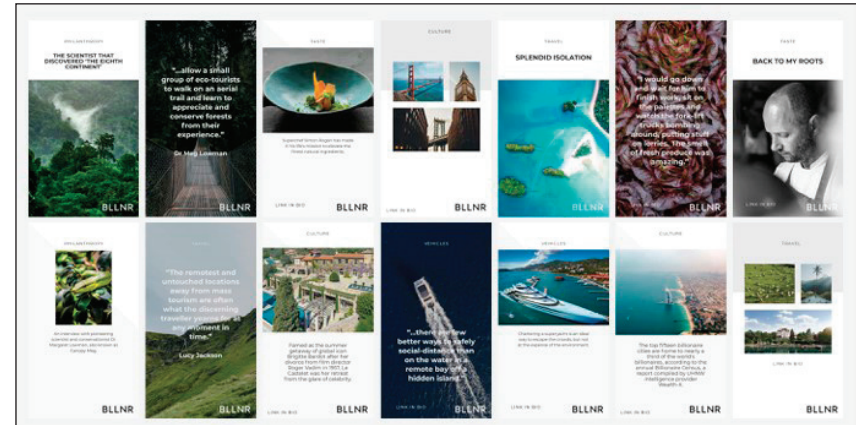
1x hyper-targeted social media campaign (4 weeks) - target UHNW's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

### CUSTOM CONTENT + ENEWSLETTER:

PRICE: \$4,500

### CUSTOM CONTENT + SOCIAL CAMPAIGN:

PRICE: \$6,000





# Conde Nast UK

Vogue, House and Garden, Tatler, and GQ have a unique readership of affluent, upmarket individuals for whom luxury living is a high priority.

- Readership: **1,559,000**
- Average Age: **41**
- Circulation: **205,080**

**Distribution:** London, Avon, Bedfordshire, Berkshire, Buckinghamshire, Dorset, Essex, Gloucestershire, Hampshire, Hereford & Worcestershire, Hertfordshire, Isle of Wight, Kent, Oxfordshire, Somerset, Suffolk, Surrey, Sussex.

**International distribution:** Dubai, Singapore, Malaysia, Hong Kong, and China.

- Instagram: **263k+** Followers

INSTAGRAM POST: \$2,750

**NASSAU, THE BAHAMAS**

Cable Beach Bayroc Penthouse 6  
\$2,090,000 | sothebysrealty.com/id/HBPV14  
Bahamas Sotheby's International Realty  
**SAMIRA COLEBY**  
samira.coleby@sothebysrealty.com +1 242 376 6248

**PARADISE VALLEY, ARIZONA**

4129 East Sandy Mountain Road  
\$6,500,000 | sothebysrealty.com/id/WK959M  
Russ Lyon Sotheby's International Realty  
**FRANK AAZAMI**  
frank.azami@sothebysrealty.com +1 480 266 0240

**NAPA, CALIFORNIA**

33244 LasPeak.com  
\$8,500,000  
Wine Country - St. Helena Brokerage  
**ARTHUR GOODRICH**  
arthur.goodrich@sothebysrealty.com +1 415 735 8779

**CALISTOGA, CALIFORNIA**

KnightsValley.Modern.com  
\$3,495,000  
Wine Country - Sonoma Brokerage  
**BOB PENNYPACKER | ERIC ZIEDRICH**  
bob.pennypacker@sothebysrealty.com +1 707 799 6032

**LOUISVILLE, KENTUCKY**

3758 UpperRiverRoad.com  
\$7,600,000  
Landmark Sotheby's International Realty  
**BASS + BRINGARDNER**  
bass@brb.com +1 502 548 0132

**MANTEO, NORTH CAROLINA**

31 Ballast Point  
\$2,950,000 | sothebysrealty.com/id/ESBRPW  
Landmark Sotheby's International Realty  
**HEATHER MCCLAY**  
heather@landmark.com +1 252 202 3409

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SOTHEBYSREALTY.COM

Nothing compares to what's next.



# Country Life

## INTERNATIONAL PROPERTY LISTING

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

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

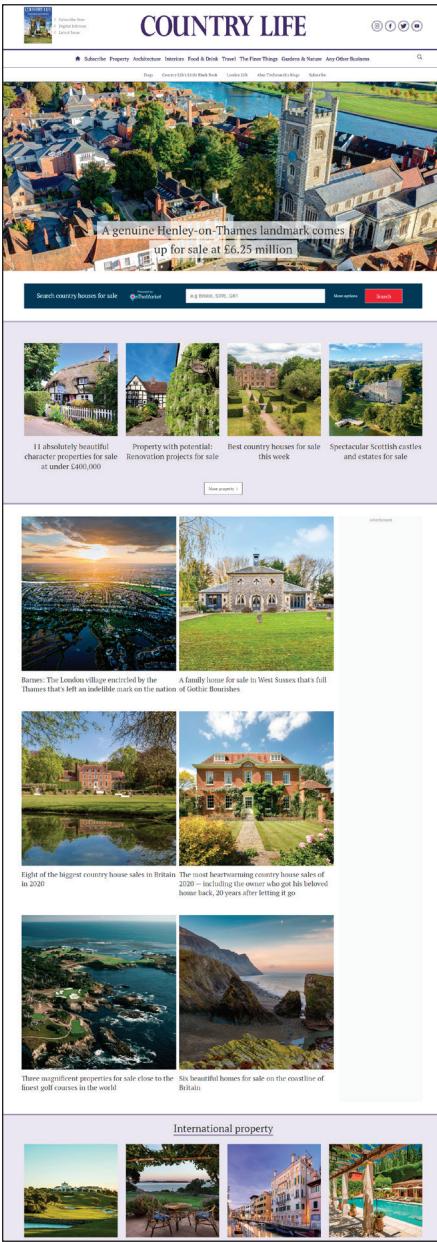
## STANDARD CLICK AMPLIFIED SOCIAL POST

PRICE: \$5,150

## SOCIAL

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

VIDEO/IMAGE SOCIAL POST: \$3,665



# Country Life

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

## Three core audience pillars:

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

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

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

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

## WEEKLY E-NEWSLETTER

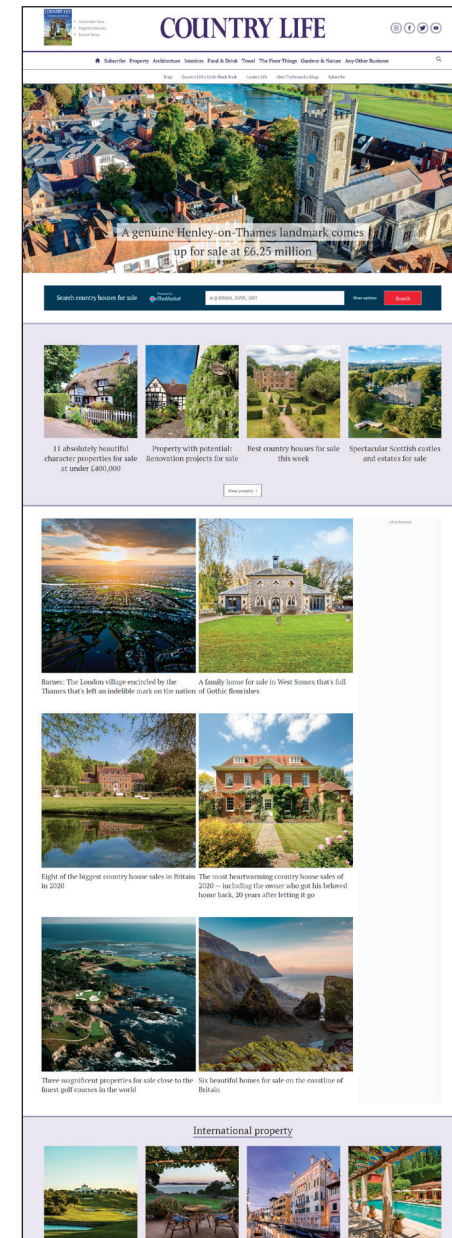
Published Wednesdays & Saturdays

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

PRICE: \$1,950

## E-NEWSLETTER DEDICATED SEND

PRICE: \$2,250



# Dezeen

Dezeen is a popular and influential architecture, interiors and design magazine, with three million monthly readers and seven million social media followers.

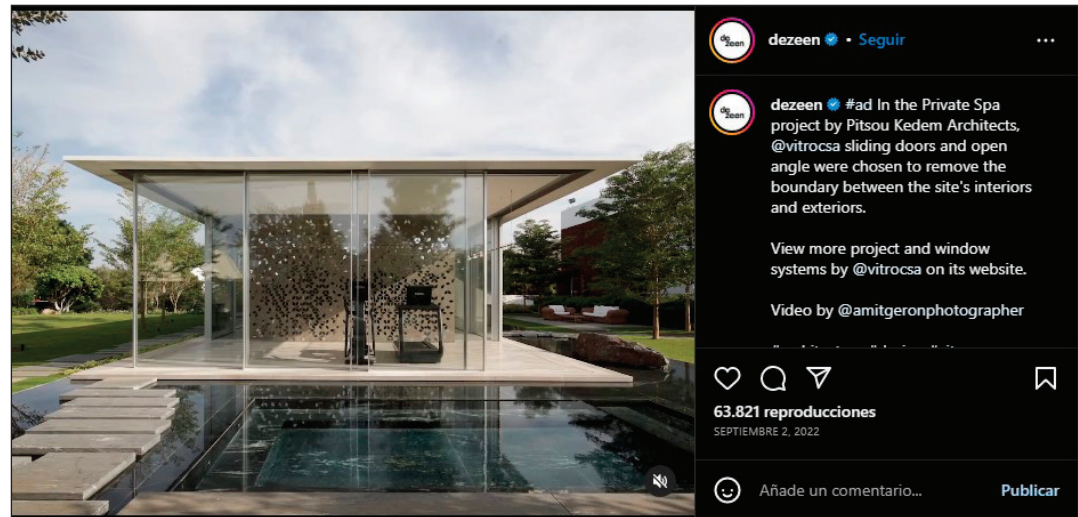
Dezeen's reach is global, with readers on every continent.

Their biggest audience is in the USA, followed by the UK, India, Canada, Australia, and Germany.

## SOCIAL MEDIA POST

INSTAGRAM GRID POST: \$9,000

INSTAGRAM TARGETED POST: \$4,000





# Elite Traveler

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

## E-MAIL MARKETING

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

### Elite Traveler audience

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

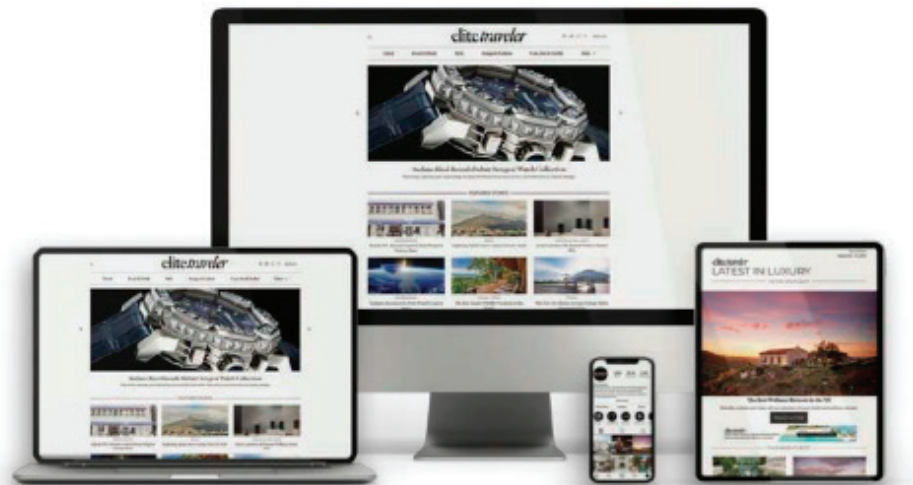
ONLINE REAL ESTATE SHOWCASE: \$2,500 PER ARTICLE FOR ONE YEAR

E-NEWSLETTER: \$2,500 PER WEEK

DEDICATED E-BLAST: \$6,000 PER WEEK

SOCIAL MEDIA POST - FB, INSTAGRAM & TWITTER: \$8,825 PER POST

INSTAGRAM STORY: \$8,825 PER POST



# 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

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.

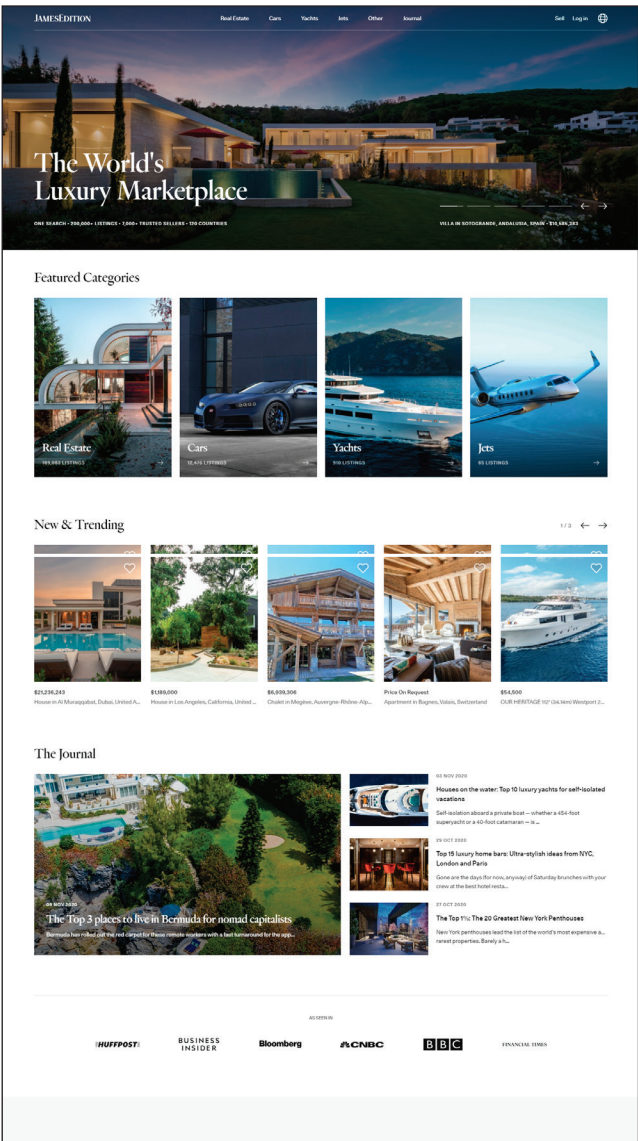
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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.

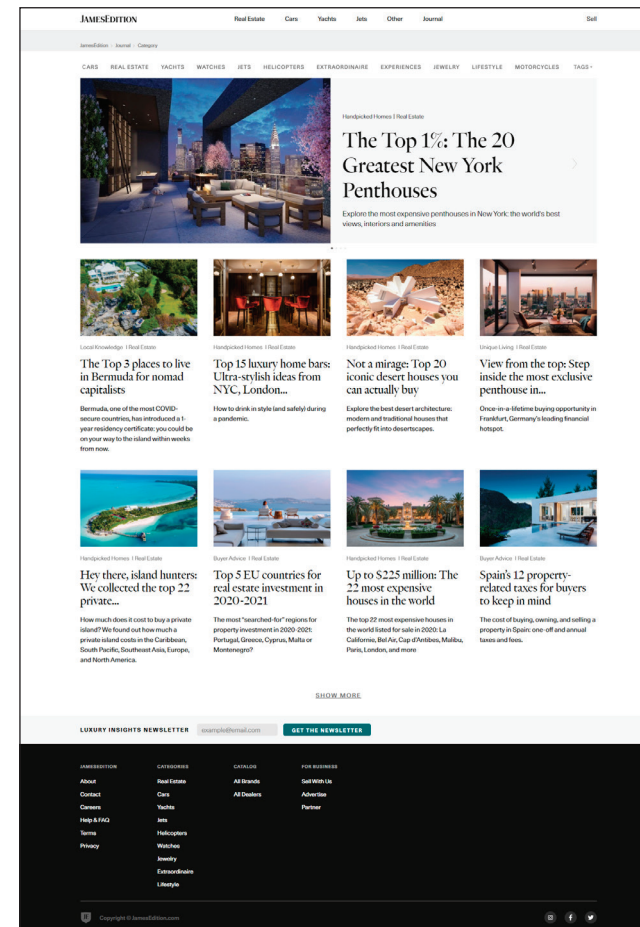
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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 & ARTICLE: \$8,500**  
**\$5,500 NEWSLETTER FIRST FEATURE & ARTICLE**  
**\$3,300 NEWSLETTER TRENDING & ARTICLE**





# jamesedition.com

## AGENT INTERVIEWS

### INCREASED VISIBILITY

Agents gain exposure through features in our Journal, showcasing their expertise to a global audience.

### TARGETED MARKETING

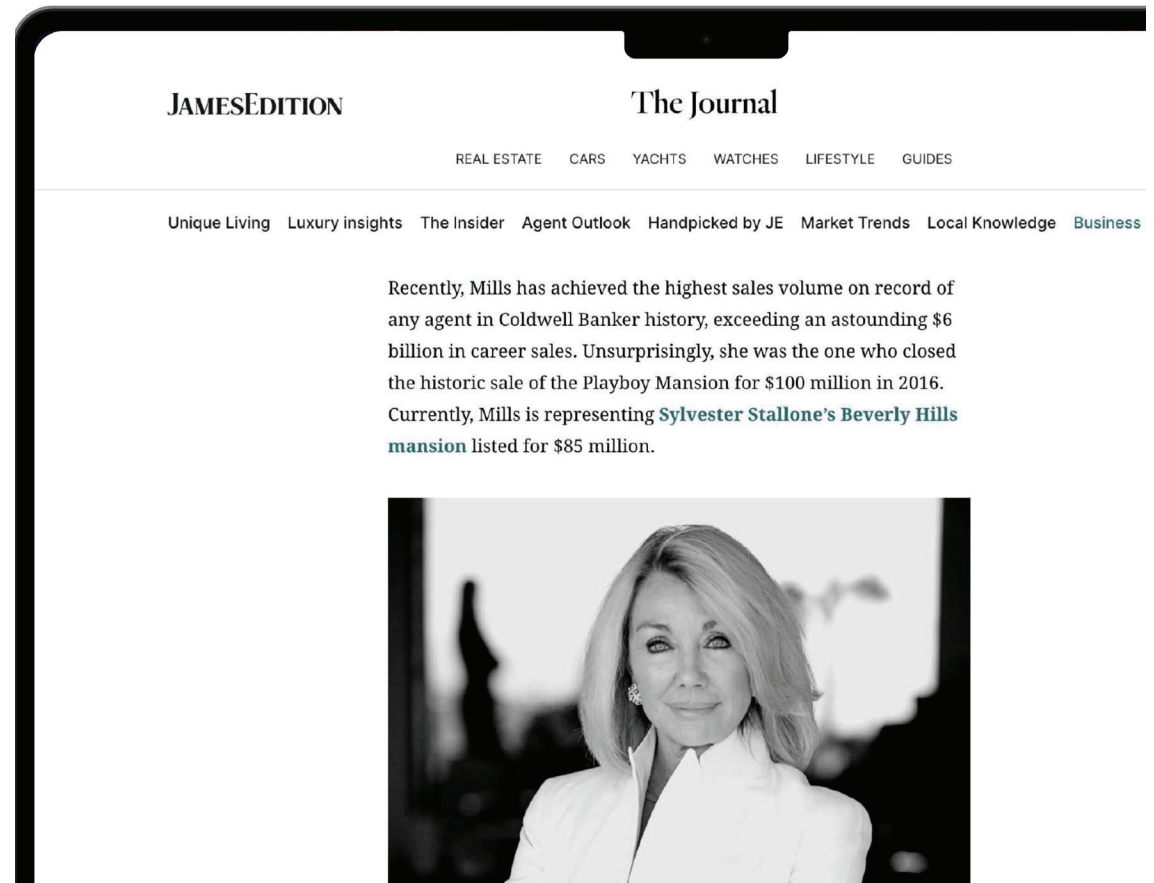
Interview content is shared in our highengagement newsletter, reaching thousands of potential clients and industry professionals.

### BRAND BUILDING

An opportunity to share expertise and insights within the luxury real estate market.

JOURNAL FEATURE AND FIRST FEATURE  
ENEWSLETTER: \$6,000

JOURNAL FEATURE AND TRENDING FEATURE  
ENEWSLETTER: \$3,800



# jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

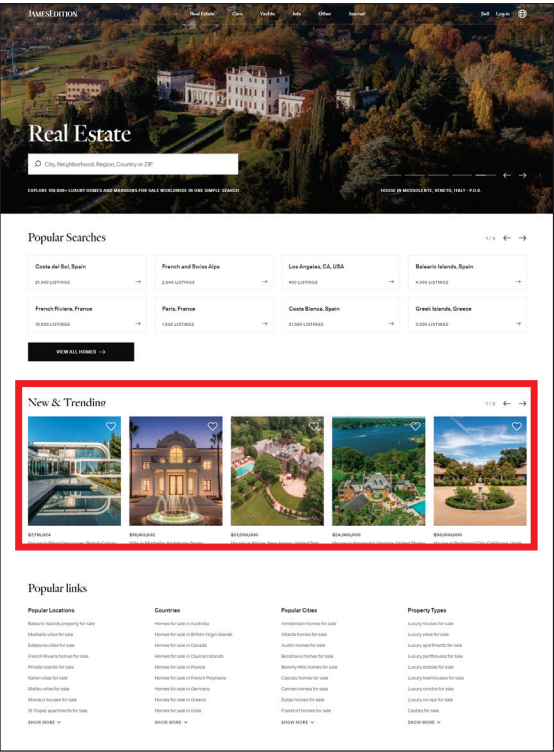
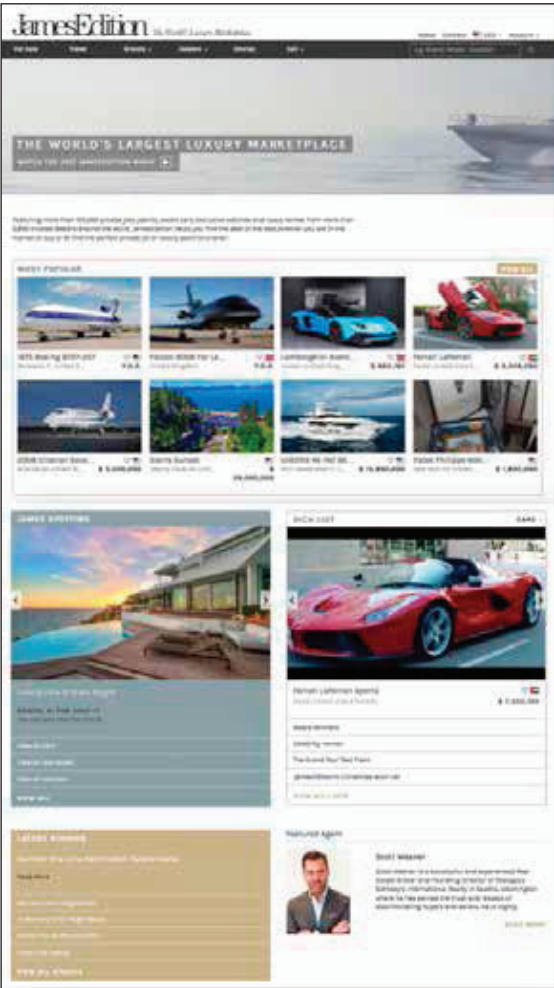
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

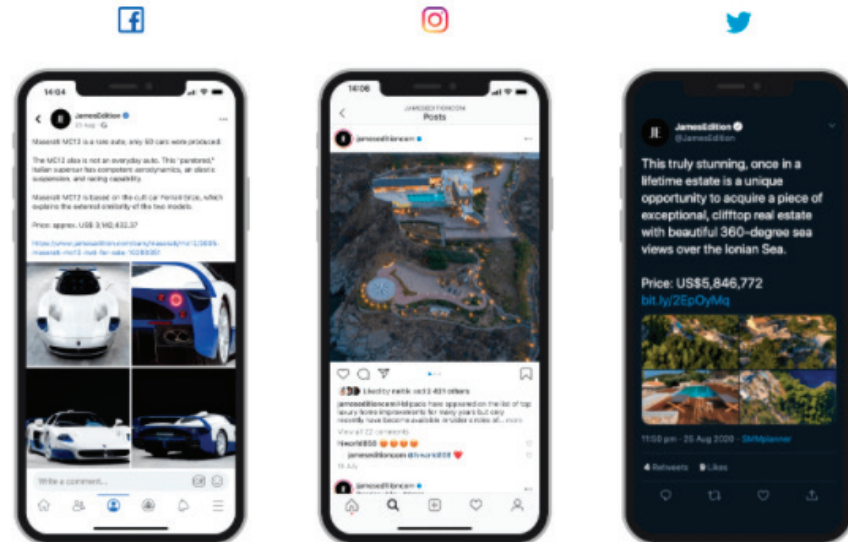
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The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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

## EMAIL

## Subscriber Profile

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

- 1 Million monthly page views
- 170K unique visitors

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

skyad.com | 30

# 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

## ANNUAL AGENT PAGE & FIVE 30 DAY LISTINGS

### CHINA PRO 5 + AGENT PAGE

A web page devoted to your office/agents to entice Chinese consumers to inquire for assistance in buying their next property. Active for 12 months. Includes five 30 day property listings to use within a year.

PRICE:  
\$750/YEAR  
\$300/EACH ADDITIONAL LISTING



# 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



DIGITAL

juwai.com

DISPLAY BANNER ADS - LUXE  
CHANNEL

BANNERS: \$750/MONTH





DIGITAL

juwai.com

SUPER LEADERBOARD

LEADERBOARD: \$300/MONTH



# Le Figaro

The finest selection of properties to buy and to rent, in France and abroad.

## PROPRIÉTÉS LE FIGARO.COM – FRANCE

- **2.1 million** sessions per month
- International audience: **22%**  
(Top 5 audience: US, UK, Belgium, Switzerland, Germany)

## PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

- **180,000** sessions per month  
(top 5 audience: US, UK, France, Canada, Australia)

## HEADLINE SEARCH

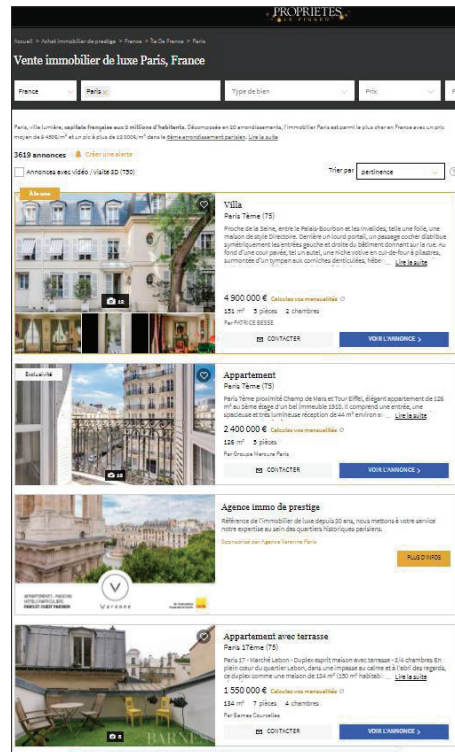
Position your property at the very top of the results page.

FEATURED CITY: \$795/CITY/MONTH

## NATIVE AD

Premium display format increases visibility among search results. These placements are also able to appear to users with specific search criteria – castles, manors, etc.

NATIVE PLACEMENT BY CITY: \$500/CITY/MONTH



## RETARGETING ON SOCIAL NETWORKS

600 CLICKS GUARANTEED: \$895

## WEB ADVERTORIAL + AD CAMPAIGN

ARTICLE, SPONSORED SOCIAL POSTS, EMAIL, NATIVE CAMPAIGN: \$4,850

# 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

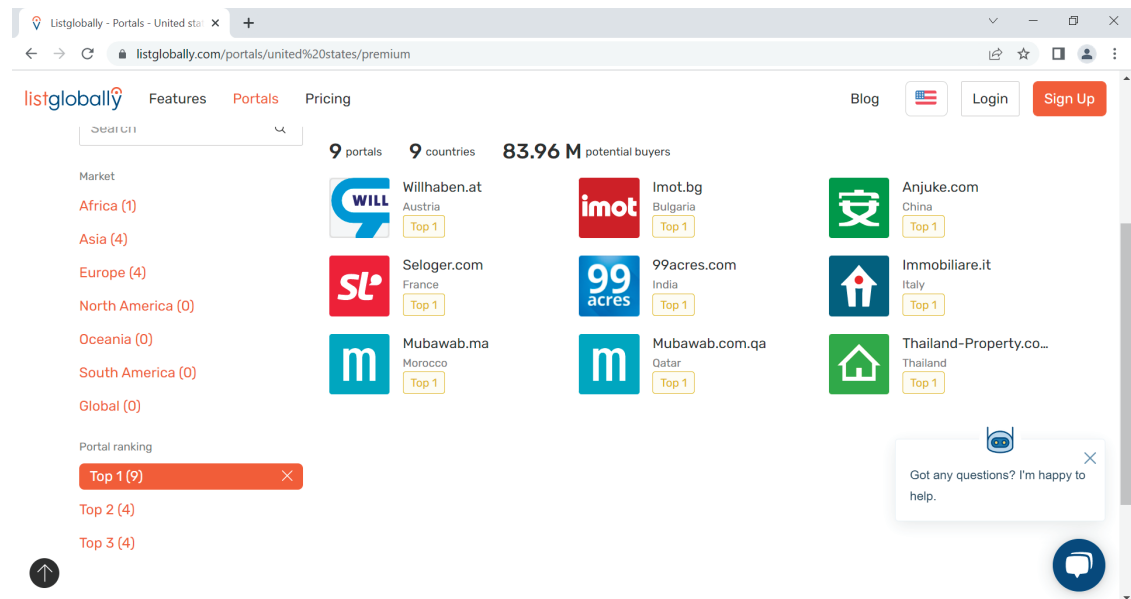
### PRICE:

\$200/MONTH

**3 Month Minimum**

\$150/MONTH

**6 Month Minimum**



# Luxury Estate

## LUXURY ESTATE

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

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

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

### SHOWCASE LISTING + ELITE LISTING PACKAGES PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS

\$8,000 FOR 1 YEAR



# Nikkei Business Publications

Nikkei Business Publications Inc. (NikkeiBP) is one of the largest magazine publishing group and content provider in Japan. They publish the no. 1 business magazine, Nikkei Business and among other B2B and consumer magazines such as lifestyle, computer, electronics, and trade as well. They have a database collection of all their website members, magazine readers, magazine subscribers, visitors to seminar/ trade shows (organized by NikkeiBP). They are either business executives, corporate level managers, doctors, IT decision makers or engineers – all with high level income.

## EMAIL MARKETING:

NikkeiBP offers **active targeting mail** service (similar to email list rental service). An email newsletter blast to target specific audience with interest in REAL ESTATE.

PRICE: \$3,750



MEDIA	SEGMENTATION	UNIT RATE (USD)	QUANTITY	MINIMUM ORDER
Active Targeting Mail	Segment A: Age, Gender, Region, Fields of Interest (Real Estate)	\$0.40	7,500	\$3,750
	Segment A x Segment B: Age, Gender, Region, Fields of Interest (Real Estate), Industry, Department, Job Title, # of Employees, Annual Income	\$1.25	3,000	\$3,750



# 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

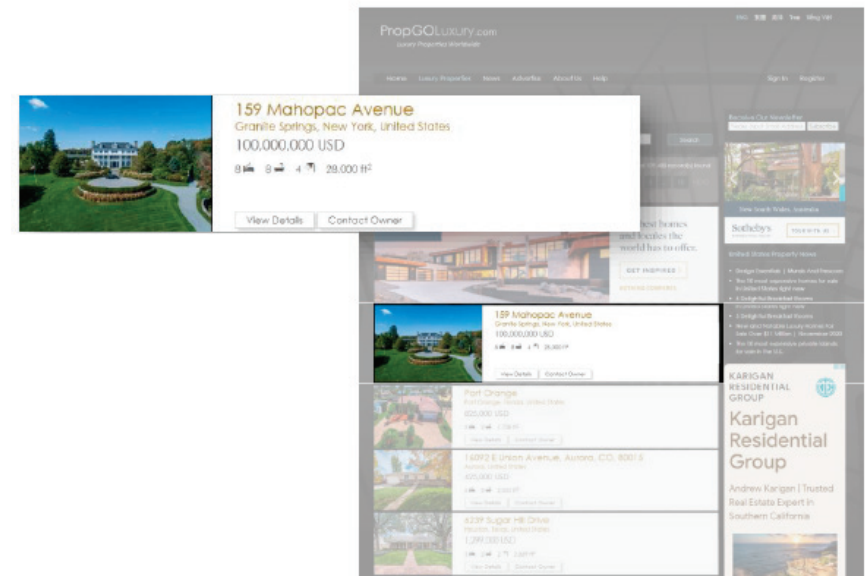
- English Average HHI: \$250,000 USD
- English Average HHNW: \$2.8M USD
- Chinese Average HHI: 6.4MM
- Chinese Average HHNW: \$4.575M USD

## 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



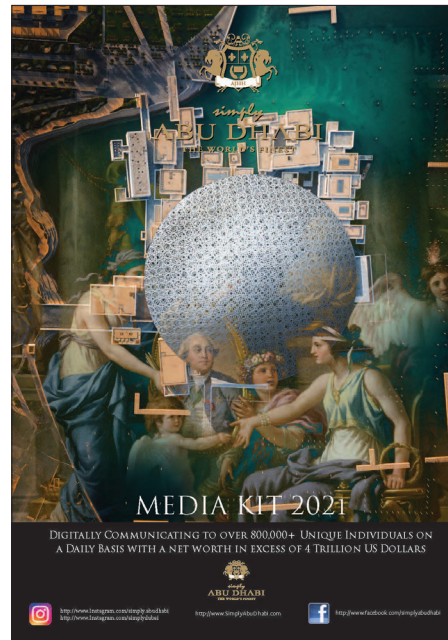
# Simply Abu Dhabi

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

# Asia Tatler

The all-encompassing luxury-lifestyle platform and digital brand extension of the prestigious Asia Tatler magazines produces exclusive online content and provides daily updates on the latest events, important lifestyle trends, high-end fashion and fine dining in each market. Multi-media packages are presented in an exclusive curated space for luxury brands and accessible via mobile, tablet or desktop, and include:

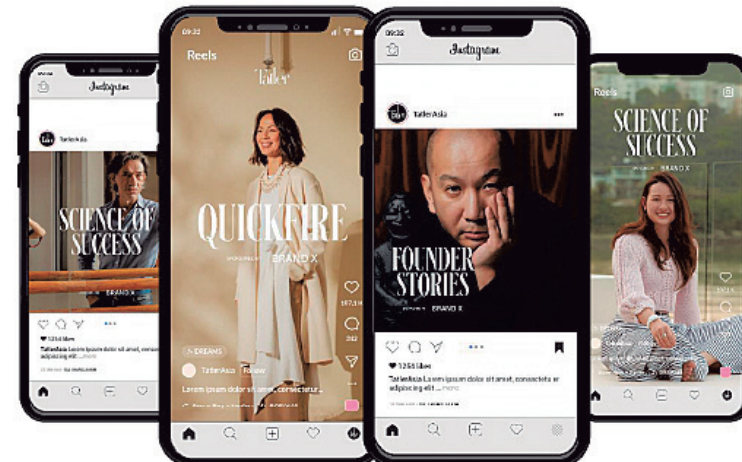
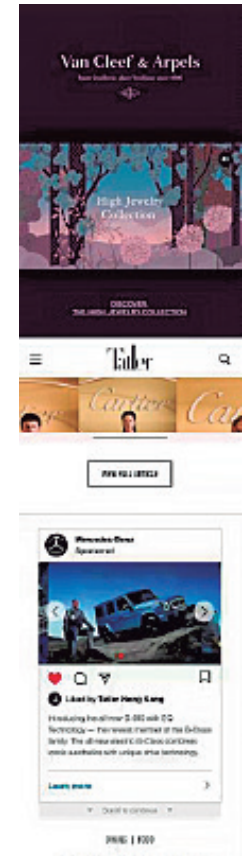
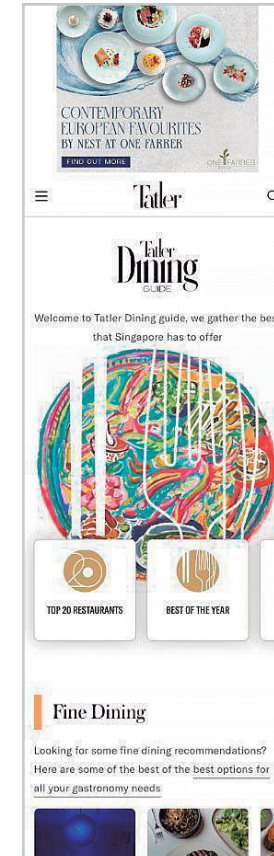
- Targeted display advertising
- Email marketing
- Advertorials
- Social Media

## TATLER SOCIAL MEDIA

- **1.3M** social media followers across Asia
- Male/Female Skew: **38% / 62%**
- Age Distribution: **39% 18-34, 51% 35-54, 10% 55+**

E-NEWSLETTER: \$7,650 PER REGION  
 INSTAGRAM STORY: \$2,575/POST  
 DISPLAY AD: \$4,200 PER REGION  
 ADVERTORIAL LINK: \$2,950 PER REGION  
 ADVERTORIAL PAGE: \$3,200 PER REGION

# ASIA TATLER





# Boat International e-Newsletter

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

PRICE: \$750 NEWSLETTER



BOAT

No Images? Click here

BOAT BRIEFING

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

LATEST BROKERAGE NEWS

Benetti Harmony III listed for sale with Fraser

READ MORE

Benetti Rutil E now for sale with Northrop & Johnson and Denison

READ MORE

C2M price drop on Codecasa Regina d'Italia II with Edmiston & Company

READ MORE

\$1M price cut on 50 metre Trinity La Dea II with IYC

READ MORE

LATEST YACHT NEWS

New 60 metre Amels 200 motor yacht sold

READ MORE

Lürssen's 130 metre+ Project Lightning pictured on sea trials

READ MORE

Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus

READ MORE

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

# Yellowtrace

Yellowtrace is an influential and award-winning online design publication with a loyal following amongst the local and global design community, and those passionate about design in all its forms. The site is updated daily, Monday through Friday, with carefully curated, cutting-edge, and highly researched content in the areas of Interior Design, Architecture, Art, Photography, Travel & Design Culture.

Yellowtrace readers are the opinion leaders, influencers and “crème de la crème” of the architecture and design world. They are educated, affluent, well-traveled, creative professionals, passionate about the best in design. They are time poor and have extremely high standards—and they trust YT daily with their precious time across multiple channels.

## DEDICATED E-NEWSLETTER

- **+60K** Email Database
- **38,400** Subscribers (high-quality)
- **49%** AUS + NZ subscribers  
(followed by USA 17% & UK 7.3%)

## Super high performance email stats

- **59%** Unique Open Rate  
(2.6 x industry average @ 22.15%)
- **4.5%** Clicks Per Unique Opens

PRICE: \$2,600 PER SEND

## SOCIAL MEDIA POST

### Instagram

- **+572K** Instagram followers

### 90-day averages:

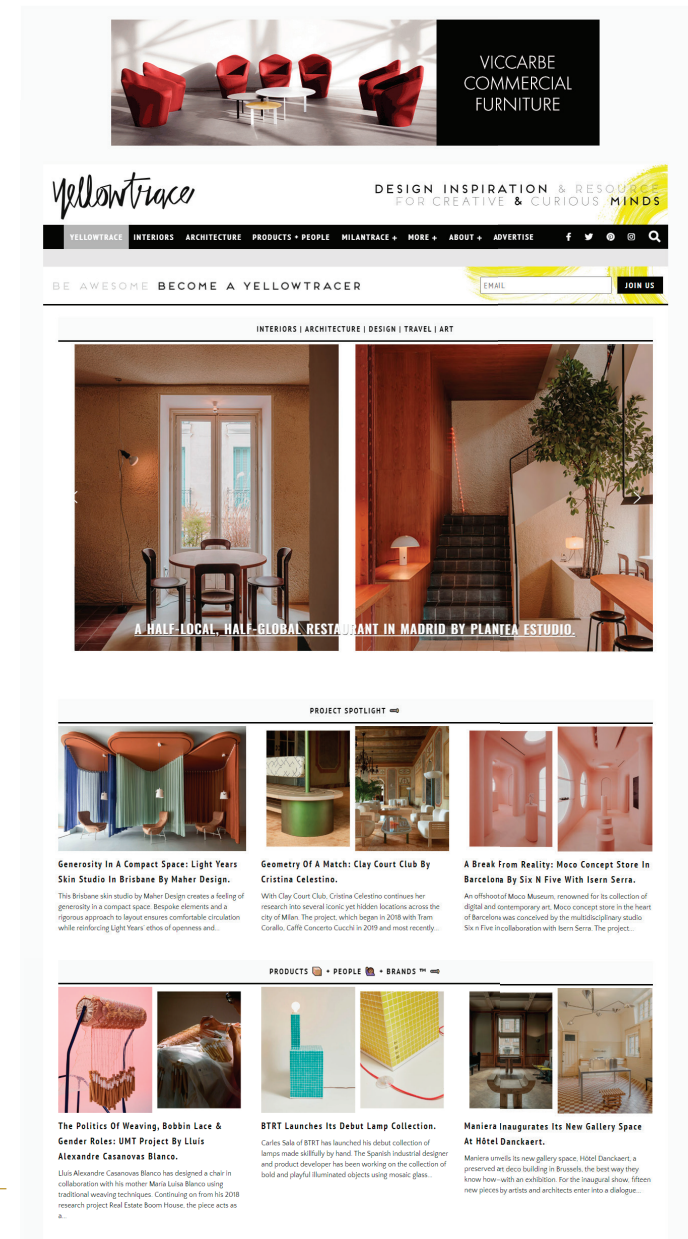
- **1.5M** accounts reached
- **10.5M** impressions
- **125K** engagement

### Facebook

- **+69K** Facebook followers

INSTAGRAM POST: \$2,750

1 IG POST + 1 IG STORY: \$3,450





# Print Offerings



Sotheby's  
INTERNATIONAL REALTY



# 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**

QUADRUPLE PROPERTY SPOT: \$2,600  
DOUBLE PROPERTY SPOT: \$1,300  
PROPERTY SPOT: \$650  
**Global**



**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares  
to what's next.



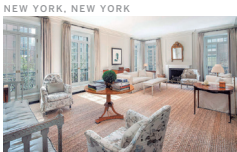
LYFORD CAY, THE BAHAMAS  
Canal House  
Price Upon Request  
SIRbahamas.com/id/DL4XDR  
Bahamas Sotheby's International Realty  
**NICK DAMIANOS**  
nick.damianos@sirbahamas.com  
+1 242.376.1841



GREENWICH, CONNECTICUT  
**CopperBeechFarmCT.com**  
\$150,000,000  
Greenwich Brokerage  
**LESLIE MCELWREATH | JOSEPH BARBIERI**  
leslie.mcelwreath@sothebys.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**  
katiecudedback@danielgale.com +1 516.238.9919



NEW YORK, NEW YORK  
**840 Park Ave.**  
\$11,500,000  
East Side Manhattan Brokerage  
**JEANNE H. BUCKNAM | NIKKI FIELD**  
jeanne.bucknam@sothebys.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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# Billionaire Magazine

Billionaire is a sophisticated, extremely high-end luxury publication curated for a controlled and selected subscriber list of UHNWIs globally. The core values of the publication consist of Philanthropy, Sustainability, The Finest Artists and Craftspeople, Investments, as well as exploring unique travel experiences and high-end luxury products globally for our readers. Billionaire provides indepth articles on meaningful projects, initiatives, and peer-to-peer conversations on UHNW-relevant issues.

- Circulation: **14,791**
  - **10,791** mailed to individuals that have a minimum net worth of **\$39 million**
  - **238** Royal Families receive the Magazine globally
  - **4,000** Copies are distributed exclusively to top fine Art Galleries, private Banks, Yacht Clubs, Polo clubs, private Jet Terminals all over the world
- Average Household Net Worth: **\$106,000,000**
- Total Print Readership: **33,000**
- Total Digital Magazine Readership: **11,800**
- Readers have an average net-worth of **\$97 million**
- **238** Royal Families receive the magazine globally

FULL PAGE COLOR: \$8,125

Global



# Boat International

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

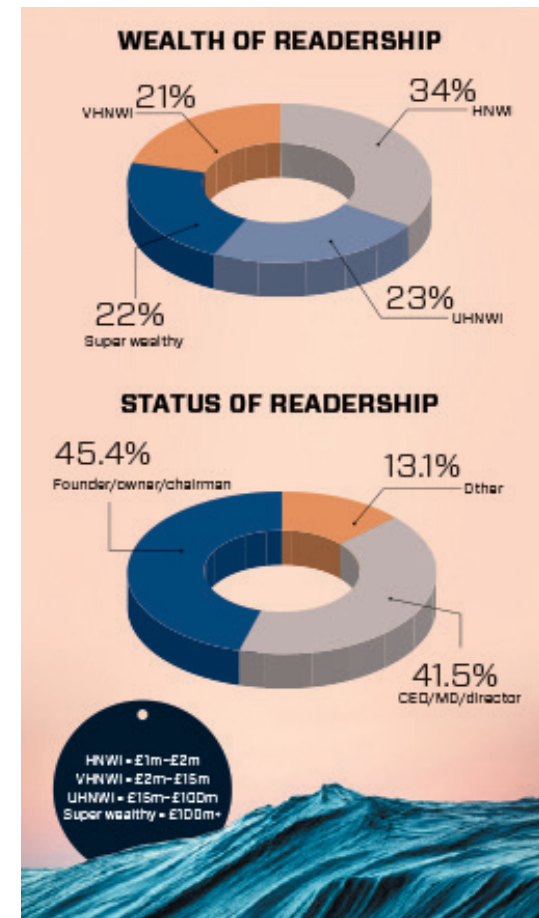
The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- International: **12,843**
- Average Net Worth: **\$35.9 million**

FULL PAGE: \$4,650

FULL PAGE + E-NEWSLETTER: \$5,100

International or US Edition





# Conde Nast UK

Vogue, House and Garden, Tatler, and GQ have a unique readership of affluent, upmarket individuals for whom luxury living is a high priority.

- Readership: 1,559,000
- Average Age: 41
- Circulation: 205,080

## DISTRIBUTION

London, Avon, Bedfordshire, Berkshire, Buckinghamshire, Dorset, Essex, Gloucestershire, Hampshire, Hereford & Worcestershire, Hertfordshire, Isle of Wight, Kent, Oxfordshire, Somerset, Suffolk, Surrey, Sussex.

## INTERNATIONAL DISTRIBUTION

Dubai, Singapore, Malaysia, Hong Kong, and China.

PROPERTY LISTING 4 MAGAZINES + INSTAGRAM  
\$9,000/FULL PAGE



# 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

DOUBLE PAGE SPREAD: \$6,400

FULL PAGE ADVERTORIAL: \$4,500

DOUBLE PAGE ADVERTORIAL: \$8,900





# Elite Traveler

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

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

## ELITE TRAVELER AUDIENCE

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

FULL PAGE ONLINE SHOWCASE LISTING: \$9,800

FULL PAGE: \$8,550

LUXURY HOMES FEATURE: STARTING AT \$4,500



# 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: \$3,000

DOUBLE PROPERTY SPOT: \$1,500

PROPERTY SPOT: \$750

QUARTER PAGE: \$4,800

HALF PAGE: \$9,500

FULL PAGE: \$18,850

**Global**





# Propriétés Le Figaro

Propriétés Le Figaro is the finest selection of luxury properties to buy and to rent in France and around the world- in print and online. Propriétés Le Figaro embodies the essence of the French way of life, with a property magazine published bi-monthly. Your properties will be seen by the wealthiest people in France, executives of CAC 40 companies, and executives from the Top Management network. In addition to print, there is an online edition and mobile app.

- Readers: **1.4 million**
- Web Visitors: **93,000 per month**
- Page Views: **890,000 per month**
- Distribution: **U.S.A. 32%, U.K. 19%, France 12%, Canada 3%, Australia 3%**

PRICE: \$2,500 FULL PAGE  
\$3,000 FULL PAGE ADVERTORIAL

# PROPRIÉTÉS

LE FIGARO

Le plus grand choix de BELLES MAISONS et de BEAUX APPARTEMENTS

**BELLES MAISONS DE VACANCES**

Résidence secondaire ou semi-principale, location de luxe, les tendances, les opportunités... région par région.

9795 1841 - Juin 2022 - 10€  
FRANCE & INTERNATIONAL  
proprietes.lefigaro.fr

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Open the door to what's next.

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haraldgrant@sothebysrealty.com

**Bruce Grant**  
Licensed Salesperson  
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Bruce.Grant@SothebysRealty.com

The Rosewood Farm Estate  
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000  
ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

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Take a peek at what's next.

**Beate V. Moore**  
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**Vanessa Moore**  
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Water Mill South on Reserve, Pool & Tennis  
Water Mill, New York

6 BEDROOMS | 6.5+ BATHS | 4,900SQ FT. | \$11,000,000  
542MECROWD.COM

Sotheby's INTERNATIONAL REALTY

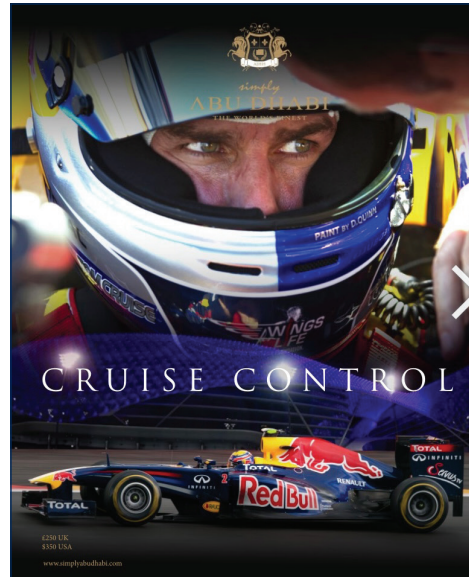
# Simply Abu Dhabi

Simply Abu Dhabi is a luxury lifestyle publication that is only available by invitation to the highest echelon of society. Simply Abu Dhabi, primarily targets the elite and affluent globally. It showcases products and services available, from the most prestigious luxury brands around the globe, and it also provides detailed insight into a range of editorial subjects, including coveted destinations, wealth management, yachts, high-profile architecture, real estate, travel and more.

- **Global Distribution:** Ultra HNW audience in London, Paris, Milan, Monaco, Moscow, New York, Los Angeles, Singapore, Shanghai, Hong Kong, Mumbai & Delhi.
- **Prestigious Distribution Includes:** Royalty/Palaces/Private Royal Offices, Dignitaries & Politicians/Ministries, All Official Embassies in the UAE.
- **Private Residence Distribution Includes:** Abu Dhabi, Al Ain, Dubai: Emirates Hills, Downtown Area, The Lakes, The Palm, Jumeirah Beach Area.
- Circulation: **Print and Digital**
- Printed Copies per issue: **7,800**
- Digital: **500,000+** Subscribers
- Middle East/GCC Distribution: **5,800**
- Global Distribution: **2,000**
- Readership: **28,000**

DOUBLE PAGE SPREAD + 2 INSTAGRAM POSTS: \$7,500

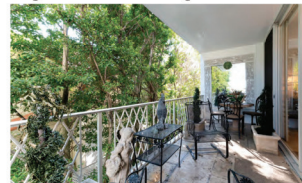
DOUBLE PAGE SPREAD, 4-PAGE EDITORIAL FEATURE + 2 INSTAGRAM POSTS: \$10,625



## Nothing compares to what's next

### Exquisite Palm Beach Properties

*Presented by Sonja Stevens*



**ELIOT HOUSE**  
In Town boutique building, steps from Worth Avenue world-class shopping and restaurants. 2 bedrooms, 2 bath, with very private terrace. Full-service building with pool. West end of street are the Town Yard docks, bridge path, steps to Worth Avenue and two minute walk to The Society of The Four Arts. Perfect Location!  
Offered at \$2,500,000 | EliotHouse28.com



**RAPALLO - WEST PALM BEACH**  
Beautifully appointed 2 bedrooms, 2 bath, updated kitchen and baths, with great balcony! Water views from all rooms, plantation shutters throughout, gym, function room with kitchen, library, storage, bike storage, full time door man. Management on site. Steps from Palm Beach and World Class shopping.  
Offered at \$3,340,000 | Rapallo803.com



**SONJA STEVENS**  
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### Outstanding Properties

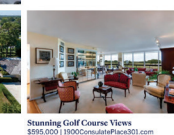
*Presented by Andrew Thomka-Gazdik*



**The Plaza of The Palm Beaches T114G**  
Stunning duplex townhouse with water views. Three bedrooms, three and half bathrooms. Extraordinary garden terrace perfect for entertaining. Located kitchen and baths and ready to move in. Lives like a house with all the amenities of a condo. Don't miss. Easy to show.  
Offered at \$3,500,000 | PlazaT114G.com



**2999 South Ocean Blvd**  
A stunning two-acre direct oceanfront estate with 200 feet of ocean frontage. Over 11,000 total sq ft. Offered at \$350,000/Month.  
2999SouthOcean.com



**Charming Home On Cal de Sire**  
\$995,000 | 34FordCourt.com

**Stunning Golf Course Views**  
\$995,000 | 1900CrescentPlace301.com



**ANDREW THOMKA-GAZDIK**  
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FOR MORE INFORMATION LOG ON TO ANDREWTHOMKA-GAZDIK.COM

PALM BEACH BROKERAGE | 340 RAYMOND POINCIANA WAY, PALM BEACH, FL 33480 | 561.659.3555 | SOTHEBYSPALMBEACH.COM/PALMBEACH



# London Daily Telegraph

The Daily Telegraph is the UK's leading quality daily newspaper. Its readers are amongst the wealthiest in the UK and for whom property is just one category of luxury products which they consume. As the only daily broadsheet general interest newspaper, advertisers benefit from twice the dwell time than on smaller format pages. The Property pages are part of the "Money" section which attracts vast numbers of home-buyers, home sellers.

- Saturday Circulation: **401,000**







QUARTER PAGE: \$6,325

NASSAU, THE BAHAMAS



Cable Beach: Bayroc Penthouse 6  
\$2,090,000 | [sirbahamas.com/id/H5FVY4](http://sirbahamas.com/id/H5FVY4)  
Bahamas Sotheby's International Realty  
**SAMIRA COLEBY**  
[samira.coleby@sirbahamas.com](mailto:samira.coleby@sirbahamas.com) +1 242.376.6248

Sotheby's INTERNATIONAL REALTY Nothing compares to what's next.

<p>NASSAU, THE BAHAMAS</p>  <p>Cable Beach: Bayroc Penthouse 6 \$2,090,000   <a href="http://sirbahamas.com/id/H5FVY4">sirbahamas.com/id/H5FVY4</a> Bahamas Sotheby's International Realty <b>SAMIRA COLEBY</b> <a href="mailto:samira.coleby@sirbahamas.com">samira.coleby@sirbahamas.com</a> +1 242.376.6248</p>	<p>PARADISE VALLEY, ARIZONA</p>  <p>4129 East Sandy Mountain Road \$6,500,000   <a href="http://sothebysrealty.com/id/402056">sothebysrealty.com/id/402056</a> Russ Lyon Sotheby's International Realty <b>FRANK AZZAM</b> <a href="mailto:frank.azzam@si.com">frank.azzam@si.com</a> +1 480.266.0240</p>
<p>NAPA, CALIFORNIA</p>  <p>2324 Atlas Peak \$8,500,000 Wine Country - St. Helena Brokerage <b>ARTHUR GOODRICH</b> <a href="mailto:arthur.goodrich@sothebysrealty.com">arthur.goodrich@sothebysrealty.com</a> +1 415.739.8775</p>	<p>CALISTOGA, CALIFORNIA</p>  <p>KnightsValley Modern \$3,495,000 Wine Country - Sonoma Brokerage <b>BOB PENNYPACKER   ERIC ZIEDRICH</b> <a href="mailto:bob.penny@sothebysrealty.com">bob.penny@sothebysrealty.com</a> +1 707.739.6032</p>
<p>LOUISVILLE, KENTUCKY</p>  <p>37501 JypenRiverRoad \$7,600,000 Landmark Sotheby's International Realty <b>BASS + BRINGARDNER</b> <a href="mailto:bass@sothebysrealty.com">bass@sothebysrealty.com</a> +1 502.548.0332</p>	<p>MANTEO, NORTH CAROLINA</p>  <p>31 Ballant Point \$2,950,000   <a href="http://sothebysrealty.com/id/E58BPW">sothebysrealty.com/id/E58BPW</a> Landmark Sotheby's International Realty <b>HEATHER MCLEY</b> <a href="mailto:heather@sothebysrealty.com">heather@sothebysrealty.com</a> +1 252.302.3409</p>

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## Schoolgirl to superstar in 73 days

How Emma Raducanu made sporting history

7 page US Open and world sport

# The Daily Telegraph

BRITAIN'S BEST QUALITY NEWSPAPER

**INSIDE**

**John Lodon**  
The Sex Pistols have ceased to exist

**Mary Churchill's diaries**  
My love for Papa is almost a religion

**Character homes**  
Discover the most viewed properties on Rightmove

**Gold rush**  
Is Cornwall sitting on a mining fortune?

**NEWS BRIEFS**

**Comment** (R) 20

**Business** (B) 20

**Weather** (W) 20

**Council tax rise to pay for social care**

**Duke of York served with sex assault lawsuit**

**Tech giants hinder terror fight, says Met chief**

**Face masks will be back if virus cases surge in autumn**

skyad.com | 55

# Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY



# Pricing & Reach

## 2025

Media	Ad Description	Price
<b>Sotheby's Auction House: Digital</b>		
Sotheby's Bespoke Emails		\$2,500
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$2,585
<b>Digital</b>		
<b>Million Impressions*</b>		
Million Impressions	Digital Banner Program	\$1,195/250K; \$1,625/500K, \$2,450/1 million
Million Impressions	Targeting - International Sites and Locations	
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$900/Two weeks
<b>Google Adwords</b>		
Google Adwords	Digital PPC program	\$750 Campaign set up; Starting at \$850/month
<b>Comprehensive Digital</b>		
Social Mirror Ads	Mirroring Social Post	From \$1,500/month -100,000 impressions
OTT & Video Pre-roll Combo	Internet Connected Device ads	From \$1,500/month 50,000 impressions
<b>Billionaire</b>		
Billionaire	Custom Content + Social Campaign	\$6,000.00
Billionaire	Custom Content + E-Newsletter	\$4,500.00
<b>Conde Nast UK</b>		
Conde Nast UK	Instagram Post	\$2,750.00
<b>Country Life</b>		
Country Life	Weekly E-Newsletter	\$1,950
Country Life	E-Newsletter Dedicated Send	\$2,250
Country Life	Video/Image Social Post	\$3,665
Country Life	Standard Click Amplified Social Post	\$5,150
Country Life	International Property Listing	\$400/Listing; \$2,500 Unlimited listings
<b>Dezeen</b>		
Instagram Grid Post		\$9,000
Instagram Targeted Post		\$4,000
<b>Elite Traveler</b>		
Elite Online Real Estate Showcase	Online Real Estate Showcase	\$2,500 per article for one year
EliteE-Newsletter	E-Newsletter	\$2,500 per week
Elite Dedicated E-blast	Dedicated E-blast	\$6,000 per week
Elite Social Media Post - FB, Instagram & Twitter	Social Media Post - FB, Instagram & Twitter	\$8,825 per post
Elite Instagram Story	Instagram Story	\$8,825 per post

# Pricing & Reach

## 2025

CONTINUED

### JamesEdition

Main Home Page Rotating Gallery	Featured Banner	\$2,000/month
Real Estate Rotating Gallery	Featured Banner	\$1,600/month
New & Trending Home Page Position	Featured Spot	\$1,200
New & Trending Real Estate Position	Featured Spot	\$1,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$8,500
Featured Article and E-Newsletter promotion	Newsletter First Feature & Journal Article	\$5,500
Featured Article and E-Newsletter promotion	Newsletter Trending & Journal Article	\$3,300
Agent Interview and E-Newsletter promotion	Newsletter First Feature & Agent Interview	\$6,000
Agent Interview and E-Newsletter promotion	Newsletter Trending & Agent Interview	\$3,800
E-Newsletter Featured Listing	E-Newsletter	\$1,500
Social Media	Listing Feature	Photo \$800, Photo Plus \$1,000, Video \$1,800

### JetSet Magazine

JetSet Magazine	Annual Global Campaign	\$2,500/year
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### Juwai.com

Hot Property Upgrade	Hot property upgrade - 30 days	\$425.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months	\$425.00
Annual Agent Page & 5 30 day listings	Annual Agent Page with five 30 day listings	\$750/year \$300/each additional listing
Display Banner Ads - Luxe Channel	Banners	\$750/month
Super Leaderboard	Leaderboard	\$300/month
Creative Editorial & Social Media Posting	Article and posts	\$1,600 per Article and Posting

### Prop Go Luxury

Featured Listing & Regional Showcase	Regional Featured Listing + Large Banner	\$750/month
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### Le Figaro

Headline Search	Featured City	\$795/City/Month
Native Ad	Native placement by City	\$500/City/Month
Retargeting on Social Networks	600 Clicks Guaranteed	\$895
Web Advertorial + Ad Campaign	Article, Sponsored Social Posts, email, native campaign	\$4,850

### ListGlobally

Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$200/Month - 3 Month Minimum, \$150/Month - 6 Month Minimum
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# Pricing & Reach

## 2025

CONTINUED

### Luxury Estate

Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$1,100
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months	\$3,250
Luxury Estate	Showcase Listing + Elite Listing Packages - 6 months	\$5,100
Luxury Estate	Showcase Listing + Elite Listing Packages- 1 Year	\$8,000

### Nikkei Active Targeting Email

Nikkei Active Targeting Email	Email	\$3,750.00
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### Simply Abu Dhabi

Instagram Post	Instagram Post (2 Post Minimum)	\$1,350 per post
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### Tatler Asia

E-Newsletter	E-Newsletter	\$7,650 per region
Instagram Story	Instagram Story	\$2,575/post
Display Ad	Display Ad	\$4,200 per region
Advertorial Link	Advertorial Link	\$2,950 per region
Advertorial Page	Advertorial Page	\$3,200 per region

### Yachting E-Newsletter

Boat International	Boat International	\$750.00
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### Yellowtrace

Instagram Post	Instagram Post	\$2,750
Bundle Option	1 IG Post + 1 IG Story	\$3,450
Dedicated Newsletter Listing	Listing type placement in the Weekly Newsletter- NEW offering for S \$2,600 per send	

# Pricing & Reach

## 2025

## CONTINUED

**Print****Billionaire Magazine**

Billionaire Magazine	Full Page	\$8,125.00
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**Boat International**

International issue	Full Page	\$4,650.00
International issue	Full Page + E-Newsletter	\$5,100.00

**Conde Nast UK**

Conde Nast UK	Property listing 4 Magazines + Instagram	\$9,000/Full Page
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**Country Life**

Country Life	Half Page	\$2,000
Country Life	Full Page	\$3,300
Country Life	Double Page Spread	\$6,400
Country Life	Full Page Advertorial	\$4,500
Country Life	Double Page Advertorial	\$8,900

**Elite Traveler**

Elite Traveler	Full Page Online Showcase Listing	\$9,800
Elite Traveler	Full Page	\$8,550
Elite Traveler	Luxury Homes Feature	Starting at \$4,500

**Financial Times**

Financial Times	Quadruple Property Spot	\$3,000.00
Financial Times	Double Property Spot	\$1,500.00
Financial Times	Property Spot	\$750.00
Financial Times	Quarter Page	\$4,800.00
Financial Times	Half Page	\$9,500.00
Financial Times	Full Page	\$18,850.00

**London Daily Telegraph**

London Daily Telegraph	Quarter Page	\$6,325.00
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**Le Figaro**

Full Page	Full Page	\$2,500
Full Page Advertorial	Full Page Advertorial	\$3,000

**The New York Times International Edition**

The New York Times International Edition	Quadruple Property Spot	\$2,600.00
The New York Times International Edition	Double Property Spot	\$1,300.00
The New York Times International Edition	Property Spot	\$650.00



# Pricing & Reach

## 2025

CONTINUED

Simply Abu Dhabi		
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts	\$7,500.00
Simply Abu Dhabi	Double Page Spread, 4-Page Editorial Feature + 2 Instagram Posts	\$10,625.00

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