



ADVERTISING
BRANDING
MARKETING

NEW YORK
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212-677-2500

SKYAD.COM

Kukuiula Custom Home Advertising and Marketing Program

Aloha | 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 Kukuiula Custom Home

SKY Advertising is excited to present to Aloha Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Kukuiula Custom Home.

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 Koloa, HI.

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

**LET'S DO
GREAT THINGS TOGETHER**

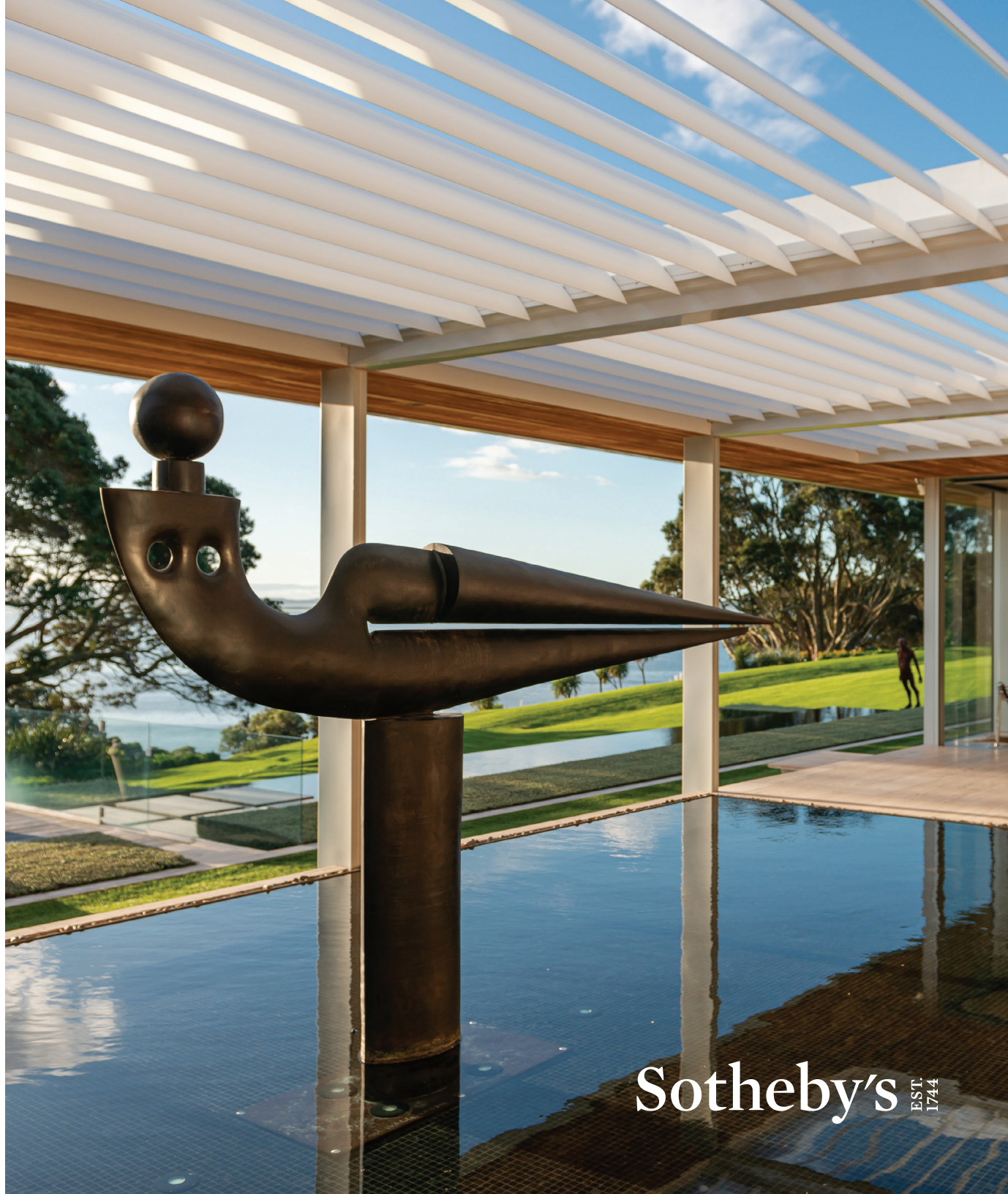
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

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

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

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

Sotheby's Auction House Offerings



Sotheby's EST. 1744

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
HALF PAGE
QUARTER PAGE
Global



Sotheby's
INTERNATIONAL REALTY

Austin, Texas

Callaghan/Smith/Smith
Property #1: 1230128
Agent/Listing Office
Sotheby's International Realty
Listing Office: 214.266.7702
Listing Office: 214.266.7702
Listing Office: 214.266.7702

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

Home

1 Central Park West 44F/50C

With unparalleled breathtaking views, this 44th floor apartment is a masterpiece of modern living. Every room is meticulously designed with the finest materials and finishes. The apartment features a large open-plan living and dining area, a gourmet kitchen with top-of-the-line appliances, and a master bedroom with a walk-in closet and a private bathroom. The apartment is also located in a prime location with easy access to all the amenities of Central Park West.

555 Park Avenue, 15/16

This residence is the epitome of luxury living. It features a large open-plan living and dining area, a gourmet kitchen with top-of-the-line appliances, and a master bedroom with a walk-in closet and a private bathroom. The apartment is also located in a prime location with easy access to all the amenities of 555 Park Avenue.

New York, New York

Sotheby's International Realty
East Side Manhattan Brokerage
Listing Office: 212.606.7702
Listing Office: 212.606.7702
Listing Office: 212.606.7702

Four Seasons Private Residences


This apartment is the epitome of luxury living. It features a large open-plan living and dining area, a gourmet kitchen with top-of-the-line appliances, and a master bedroom with a walk-in closet and a private bathroom. The apartment is also located in a prime location with easy access to all the amenities of Four Seasons Private Residences.

New York, New York

Sotheby's International Realty
East Side Manhattan Brokerage
Listing Office: 212.606.7702
Listing Office: 212.606.7702
Listing Office: 212.606.7702

SOTHEBY'S SELECTS
E-NEWSLETTERS


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



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

[f](#) [t](#) [i](#) [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](#)
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Digital Offerings

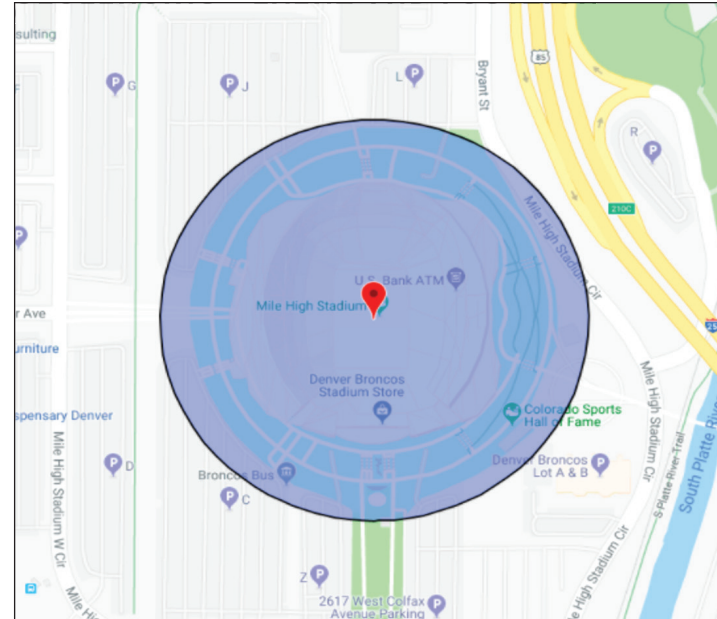


Sotheby's
INTERNATIONAL REALTY

Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

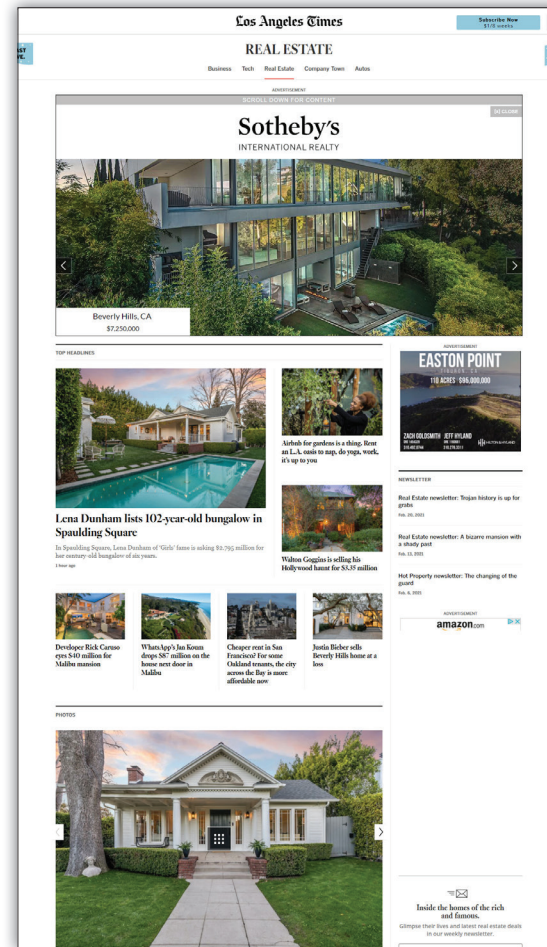
- Up to 3 Geo-fences
- 60,000 impressions

LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

Promote your property with a large banner placement on the top of the LATimes.com Real Estate, Home Page, Real Estate Content pages and ROS.

Maximum 30 featured properties
Included with the Hot Property Print Placement



RobbReport.com

REAL ESTATE ENEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

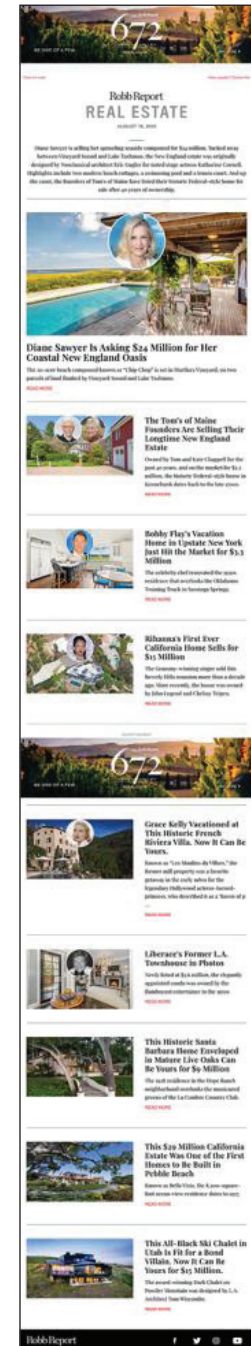
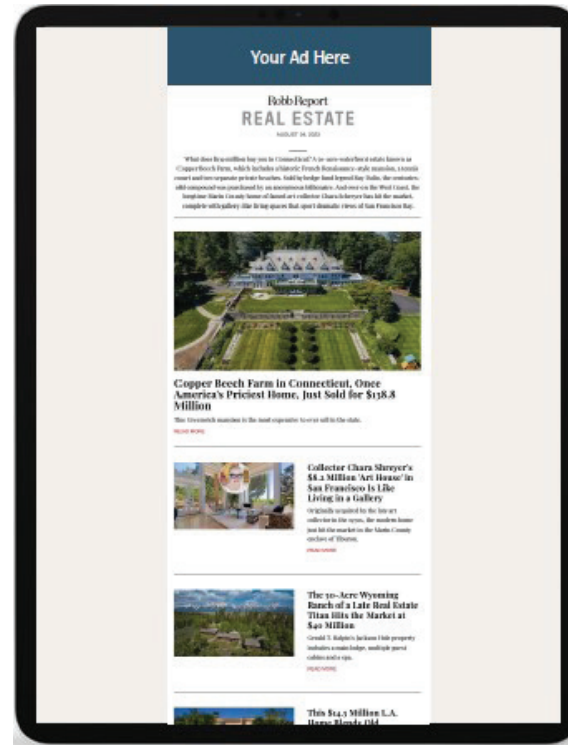
Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

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

NEWSLETTER:

3 Sends

PROPERTY LISTING



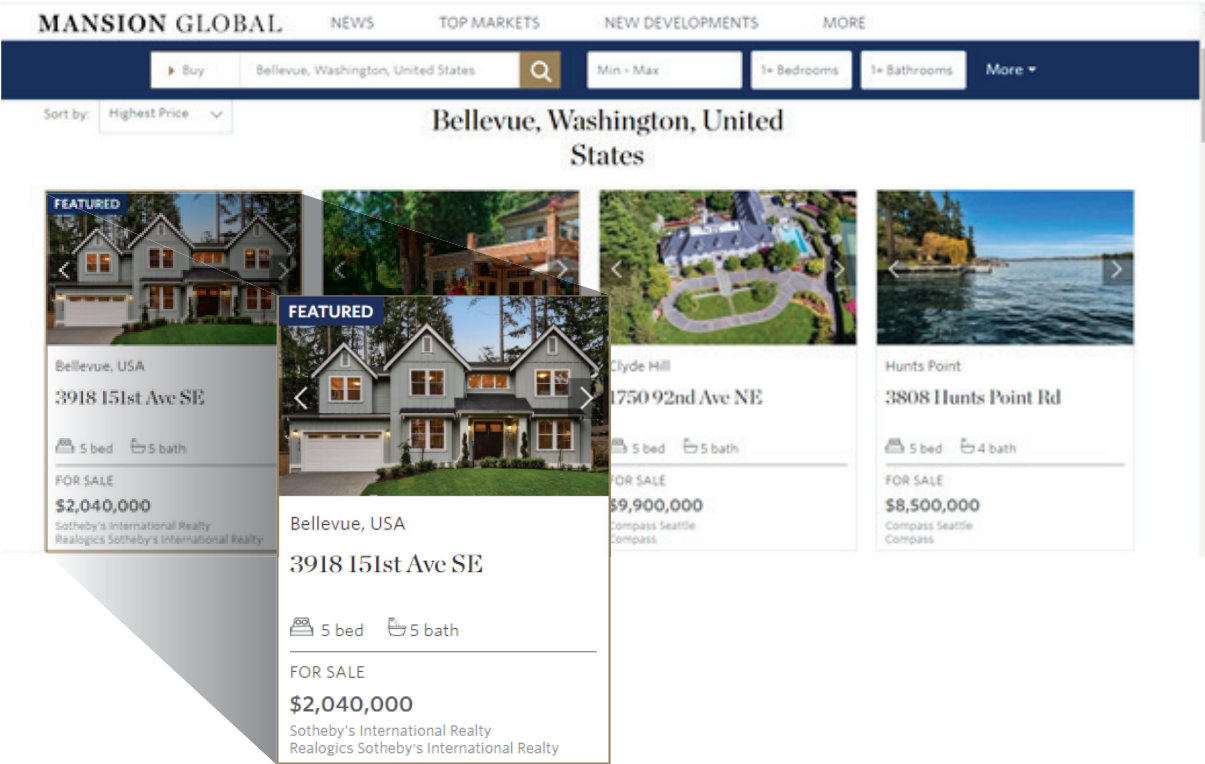
The Wall Street Journal Online (WSJ.com)

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.

Included with print placement



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer.

- **164,000** Unique Visitors
- **1.75%** Click-Through Rate
- **2.5%** Share of Voice
- Can rotate up to **5** properties
- Approximate Total Annual Impressions: **300,000**
- 2024 Overall Average CTR: **4.24%**
- Share of Voice: **2.5%** (1 Slot) - STATIC

SHARED BANNER:

Shared with 5 properties



Print Offerings



Sotheby's
INTERNATIONAL REALTY

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

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

[illegible]

The 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:
DOUBLE PROPERTY SPOT:



Discover
the unique sothebysrealty.com



Omarino.co.nz
BAY OF ISLANDS, NEW ZEALAND
Price Upon Request
 New Zealand Sotheby's International Realty
 Ben Macky
 ben.macky@sothebysrealty.com +64 219.37885



Seafair - Harbour Island
ELEUTHERA, THE BAHAMAS
\$15,950,000 | sirbahamas.com/id/61421
 Bahamas Sotheby's International Realty
 Colleen Carey
colleen.carey@sirbahamas.com +1.242.818.6038



10244 E Hualapai Drive
SCOTTSDALE, ARIZONA
\$14,000,000 | sothebysrealty.com/id/6830744
Russ Lyon Sotheby's International Realty
Frank Aazami
frank.aazami@sir.com +1 480.266.0240



75 Hunki Dori Court, #W113
KEYSTONE, COLORADO
\$5,000,000 | sothebsrealty.com/id/BGTK4J
 LIV Sotheby's International Realty
 Hank Wiethake | Doyle Richmond
doyle.richmond@sothebysrealty.com +1 970.390.9240



3005 45th Street NW
WASHINGTON, DISTRICT OF COLUMBIA
\$9,850,000 | sothebysrealty.com/id/NR5GPS
 TTR Sotheby's International Realty
 Mark Lowham
 mlowham@ttrsir.com +1 703.966.6949



1350 27th Street NW
WASHINGTON, DISTRICT OF COLUMBIA
\$3,950,000 | sothebysrealty.com/id/QHPFDG
TTR Sotheby's International Realty
Jeff Lockard | Andrew Smith
lockardsmith@ttrsir.com +1.202.246.4433



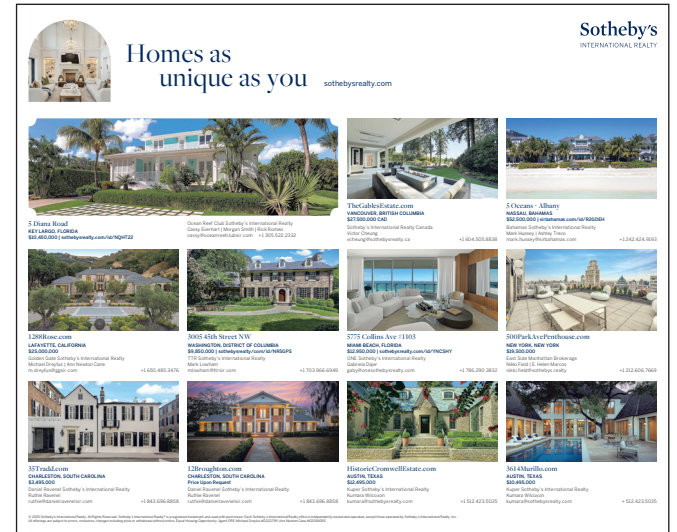
300Bull-704.com
SAVANNAH, GEORGIA
\$4,600,000
 Daniel Ravenel Sotheby's International Realty
 Lucy Hitch | Monica McGoldrick
 lucy.hitch@sothebysrealty.com +1 912.667.7407



46 White Pine Canyon Road
PARK CITY, UTAH
\$18,275,000 | sothebysrealty.com/id/QWGXH8
 Summit Sotheby's International Realty
 Michael LaPay | Miriam Noel
 michael.lapay@sothebysrealty.com +1.435.640.5700

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



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

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

1 of 1

Unique homes,




uniquely for you

Beverly Hills, California | Represented by Eric Lavey


Sotheby's
INTERNATIONAL REALTY

March 2025 | sothebysrealty.com

Zen-like Setting in Santa Fe



1284 Camino De Cruz Blanca, Santa Fe, New Mexico
 Beautifully appointed and meticulously maintained pool house with guest house on 2.87 acres is an art collector's dream. Crowded fourth location just minutes to downtown.
 \$3,300,000
sothebysrealty.com/sf/28PESN



Adrienne DeGuerre
 Associate Broker, License# 42363
 505.351.8093
adrienne.deguerre@sothebysrealty.com

Sotheby's International Realty - Santa Fe Brokerage | (31) Washington Avenue, Santa Fe, New Mexico | 505.988.9368 | sothebysrealty.com

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Vista Sotheby's
International Realty

Vista Playa Estate

7306 Vista Del Mar Ln, Playa del Rey, CA

\$17500,000

sothebysrealty.com/161028939

A grand master estate with a private chef's kitchen, the Vista Playa Estate is a true masterpiece of luxury and design for the discerning sophisticated leading family, privacy, sophisticated and comfort. This custom built Playa Del Mar estate offers unparalleled 220 square meter views overlooking beautiful beach, all within the grounds for the same old beach. Contact me today to schedule an exclusive showing of this one of a kind property.

7 Bedrooms
10 Bathrooms
10,887+ sq.ft

Vincent Sarhan
Sales Associate CNE #01254957
202.556.0048
vincent.sarhan@sothebyrealty.com

Vincent Sarhan is a Sotheby's International Realty (SIR) Gold Medal Award Recipient in Beach, CA (United States)

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Sotheby's
International Realty

The Residences at Stanly Ranch

Auberge Resorts Collection

Private Residences Starting at \$2.95M
StanlyRanch.com

The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for a luxury lifestyle. Each suite is a fully furnished private residence with a chef's kitchen, Auberge's unparalleled service. Residents may enjoy access to luxury spa treatments, including their own private, spa and fitness center, swimming pool, and Auberge Resorts Collection's world-class, bespoke hospitality.

Move-in Ready Five-Star Resort Living in Napa Valley

Matt Elgertson
CREA 02000702
707.253.8600
matt@stanlyranch.com

Sotheby's International Realty® Napa Valley Private Residences | 200 Davis, Diamond, Napa, CA

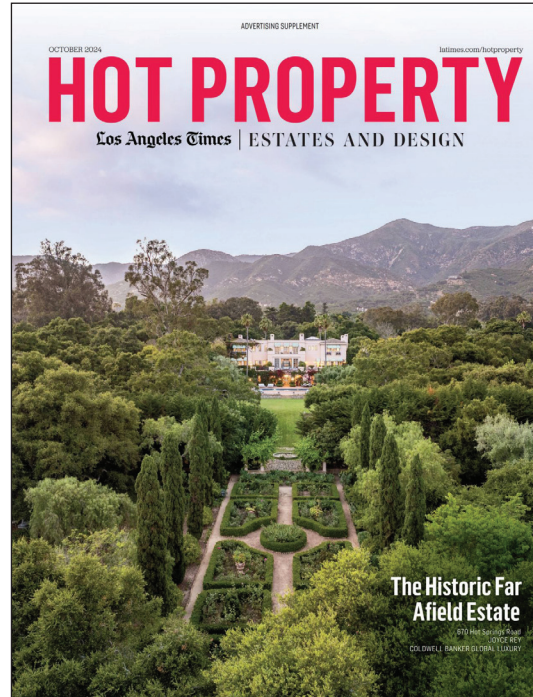
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Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
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- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**

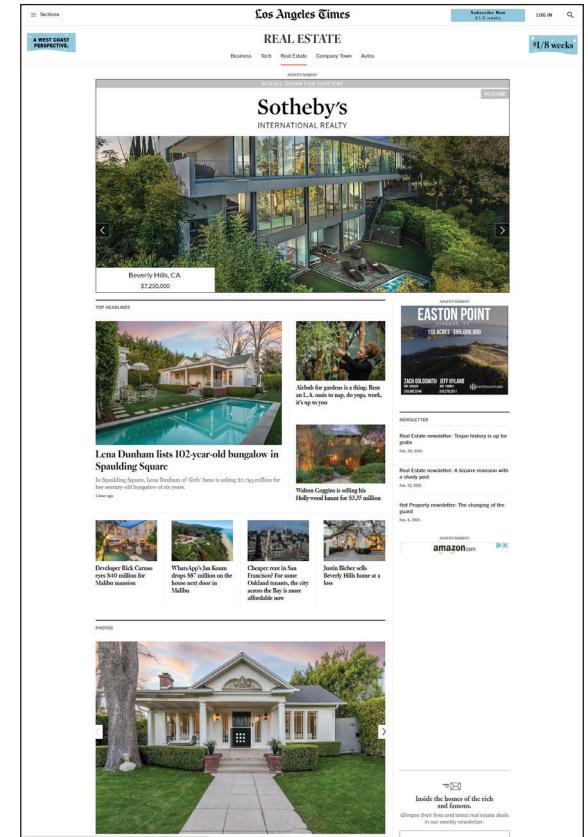


LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

Full color with 30 day Lighthouse Placement



San Francisco & Silicon Valley Takeover

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

FULL PAGE OCTOBER
INSIDE FRONT COVER
INSIDE BACK COVER
BACK COVER

10f1

Curators

of the unique

San Francisco, California | Represented by The Warrin Team on page 7

Sotheby's

INTERNATIONAL REALTY

March 2025 | sothebysfvalley.com

Sotheby's

INTERNATIONAL REALTY

1272 Cantata Court

Public Beach, California | \$4,495,000 | 1272cantata.com

4 Bedrooms | 5 Full Baths | 3,404 sq. ft. of living space on 1.384 acre lot | Indoor heated pool with wet bar | Beautifully landscaped grounds

4077 Los Altos Drive

Public Beach, California | \$2,695,000

3 Bedrooms | 2 Full, 1 Half Baths | 4077LosAltosDrive.com

64 Spanish Bay Circle

Public Beach, California | \$4,495,000

4 Bedrooms | 4 Full, 1 Half Baths | 64spanishbay.com

No Coating

Sales Associate License #01099355

sothebyinternational.com

831.241.4458

Carmel Ranches Brokerage | 3775 Via Nova Marie Ste 300, Carmel, CA | Caring@Sotheby.com

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New Zealand

Sotheby's

INTERNATIONAL REALTY

Omarino

Manawaera Road, Parekura Bay, Bay of Islands, Far North, Northland

Price Upon Request

sothebysfvalley.com/dp/87733P

Ben Mackay

Sales Associate

+6420191880

ben.mackay@sothebyrealty.com

New Zealand Sotheby's International Realty North | 108 Hardsmere Road, Tairāhema, Auckland, New Zealand | sothebysfvalley.com

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Sotheby's

INTERNATIONAL REALTY

The Residences
at Stanly Ranch

Auberge Resorts Collection

Private Residences Starting at \$2.95M

StanlyRanchNapa.com

The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for a luxury lifestyle. Each Stanly Ranch residence promises a one-of-a-kind retreat with Auberge's unparalleled service. Residents may enjoy access to luxury resort amenities, including farm-to-table dining, spa and fitness center, swimming pools, and Auberge Resorts Collection's world-class, bespoke hospitality.

Set under an hour to San Francisco, at the gateway to Napa Valley, enjoy the sophisticated Wine Country lifestyle focused on connection to the landscape, world-class wineries and restaurants, and community-driven amenities.

Move-in Ready
Five-Star Resort Living
in Napa Valley

Maui Ellington

ORCA #0208272

707.224.8000

maui@stanlyranchnapa.com

Sotheby's International Realty Stanly Ranch Residences | 200 Stanly Orchard, Napa, CA

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Schedule & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule & Reach 2025

Plan Revised 4-24-2025 V4

Media	Ad Description	July	August	September	Reach
Sotheby's Auction House: Print					
Sotheby's Magazine -6431	Half Page			Half Page	20,000
Sotheby's Auction House: Digital					
Sotheby's Selects E-Newsletter -6432	Sotheby's Selects E-Newsletter	Newsletter			770,000
Digital					
Geofencing - Event and Location					
Geofencing - Event and Location - 6409	Target specific events and locations	Geofence	Geofence	Geofence	180,000
LATimes.com					
Lighthouse - 6425/6417	Hot Property - exclusive digital lighthouse	Lighthouse			425,000
Robbreport.com					
Robbreport.com -6411	Real Estate Newsletter - 3 Sends	Newsletter			60,000
Robbreport.com - 6412	Featured Listing in Real Estate E-Newsletter		Listing		6,000
WSJ.com					
Mansion Global Homepage Hero - 6435/6433,6434	Shared Banner	Banner	Banner		328,000
Property Upgrades	30 day Featured Property Upgrades	Upgrad	Upgrade	Upgrade	

Proposed Schedule & Reach 2025

CONTINUED

Print				
Financial Times				
Financial Times- 6428/6415, 6416	Double Property Spot	Double Spot	Double Spot	420,914
The Los Angeles Times				
The Los Angeles Times - 6425/6417	Hot Property - listing + digital lighthouse	Listing		220,780
The Los Angeles Times -6427/6426	Takeover - Full Page		Full Page	384,000
The New York Times				
The New York Times - 6429/6422,6423	Double Property Spot - Weekday/Saturday	Double Spot	Double Spot	846,222
San Francisco & Silicon Valley				
San Francisco & Silicon Valley -6441/XXXX	Takeover - Full Page October 12		Full Page	36,500
The Wall Street Journal - 6424				
The Wall Street Journal - National - 6424/6421	Property Spot w/ Digital Featured Property Upgrade		Listing	644,424
The Wall Street Journal - National - 6424 /6419, 2420	Double Property Spot w/ Digital Featured Property Upgrade	Double Spot	Double Spot	1,288,848
The Wall Street Journal				
Mansion Global Experience Luxury - 6413	Weekend Property insert		Full Page	100,000
TOTAL				5,730,688
Pricing Subject to Change				