



ADVERTISING  
BRANDING  
MARKETING

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

---

SKYAD.COM

# Crespi Estate Advertising and Marketing Program

Briggs  
Freeman

| Sotheby's  
INTERNATIONAL REALTY

# Table of Contents

## 3 INTRO

## 4 SOTHEBY'S AUCTION HOUSE

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

## 8 DIGITAL

- 9 Impressions Campaign
- 14 Geofencing - Event and Location
- 15 Comprehensive Digital
- 17 Google AdWords
- 20 LinkedIn.com
- 21 Billionaire Magazine
- 22 Cottages & Garden
- 23 Crain's New York Business
- 24 duPont Registry
- 25 Elite Traveler
- 26 Nob Hill Gazette
- 27 JamesEdition.com
- 32 JetSet
- 33 LA Times
- 35 List Globally
- 36 Luxury Estate
- 37 RobbReport.com
- 39 Simply Abu Dhabi
- 40 WSJ.com
- 46 Boat International e-Newsletter

## 47 PRINT

- 48 The Wall Street Journal
- 50 The New York Times
- 51 The New York Times Takeover
- 52 Architectural Digest
- 53 duPont Registry
- 54 Elite Traveler
- 55 Financial Times
- 56 Los Angeles Times
- 58 Private Air Luxury Homes Magazine
- 59 Robb Report
- 60 San Francisco & Silicon Valley Takeover
- 61 Simply Abu Dhabi

## 62 SCHEDULE, PRICING & REACH

- 63 2025





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

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure Crespi Estate

SKY Advertising is excited to present to Briggs Freeman Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Crespi Estate.

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 Dallas, TX.

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

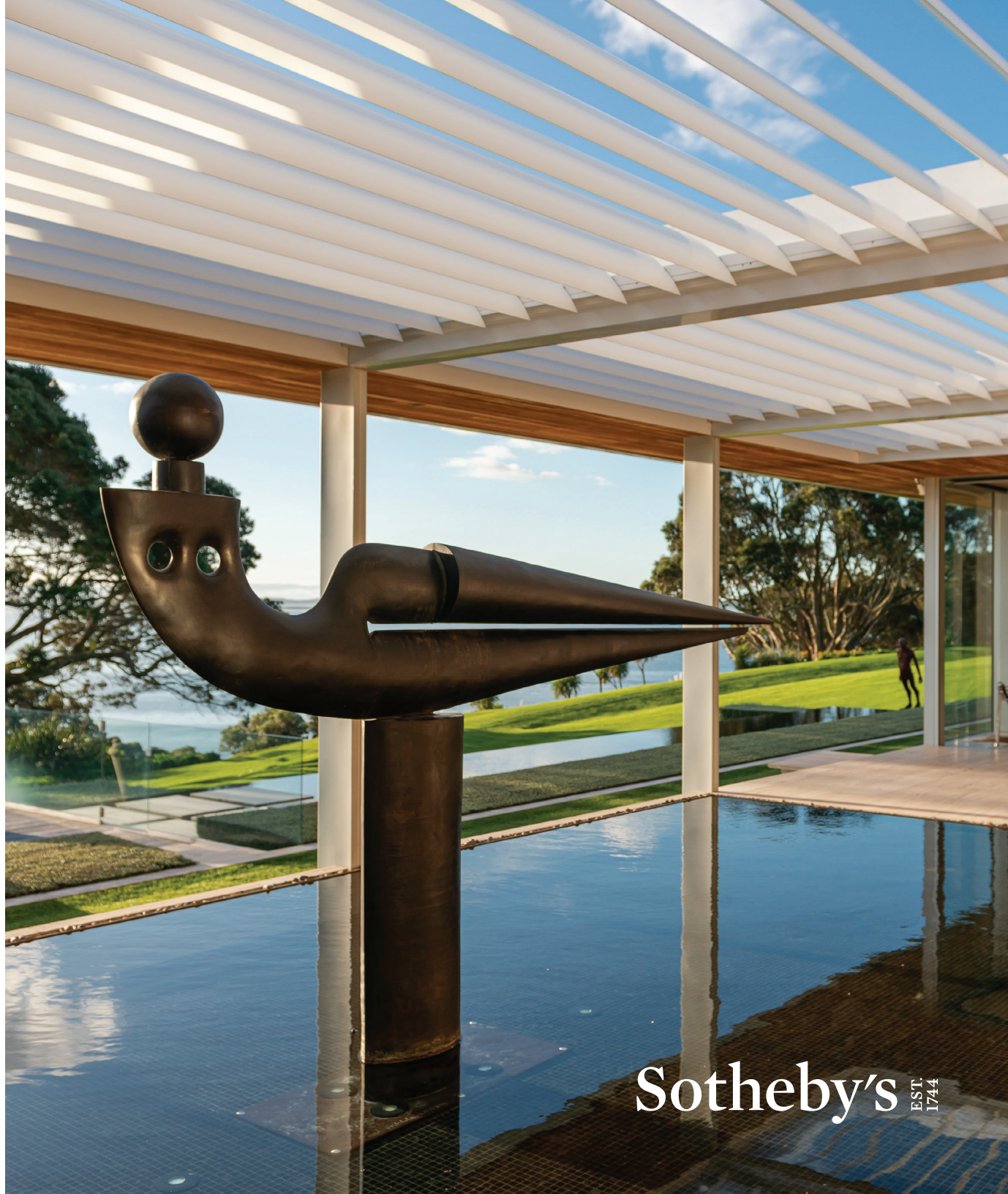
JANINE JONES  
*Executive Vice President*  
**212-677-2714**  
[janine@skyad.com](mailto:janine@skyad.com)

PAULA DAVIDSON  
*Senior Account Executive*  
**212-677-2671**  
[paula@skyad.com](mailto:paula@skyad.com)

SARA HELENI  
*Account Executive*  
**212-674-2402**  
[sara@skyad.com](mailto:sara@skyad.com)

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  
Call/Text: 512.452.1000  
Property #1: 100018  
Agent: Jennifer Smith  
Sotheby's International Realty  
Listing: 512.452.1000  
Email: jsmith@sothebysrealty.com  
\$50,000,000.00

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

100 Park Avenue, 10/16  
This residence in the city enjoys 2,000 sq. ft. of landscaped outdoor entertaining space featuring a pool, cabana, and lounge. The property is a true masterpiece of modern architecture.

Home

1 Central Park West 44F/50C  
With unparalleled breathtaking views, this 44th floor residence at Central Park West is a true masterpiece of modern architecture. The residence features a private elevator, a full kitchen, a large living area, and a master suite with a walk-in closet. The property is a true masterpiece of modern architecture.

New York, New York  
Call/Text: 212.452.1000  
Property #1: 100018  
Agent: Jennifer Smith  
Sotheby's International Realty  
Listing: 212.452.1000  
Email: jsmith@sothebysrealty.com  
\$50,000,000.00

100 Park Avenue, 10/16  
This residence in the city enjoys 2,000 sq. ft. of landscaped outdoor entertaining space featuring a pool, cabana, and lounge. The property is a true masterpiece of modern architecture.

New York, New York  
Call/Text: 212.452.1000  
Property #1: 100018  
Agent: Jennifer Smith  
Sotheby's International Realty  
Listing: 212.452.1000  
Email: jsmith@sothebysrealty.com  
\$50,000,000.00

100 Park Avenue, 10/16  
This residence in the city enjoys 2,000 sq. ft. of landscaped outdoor entertaining space featuring a pool, cabana, and lounge. The property is a true masterpiece of modern architecture.

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

[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](#)  
© 2018 SOTHEBYS.COM



# Digital Offerings



Briggs  
Freeman

Sotheby's  
INTERNATIONAL REALTY



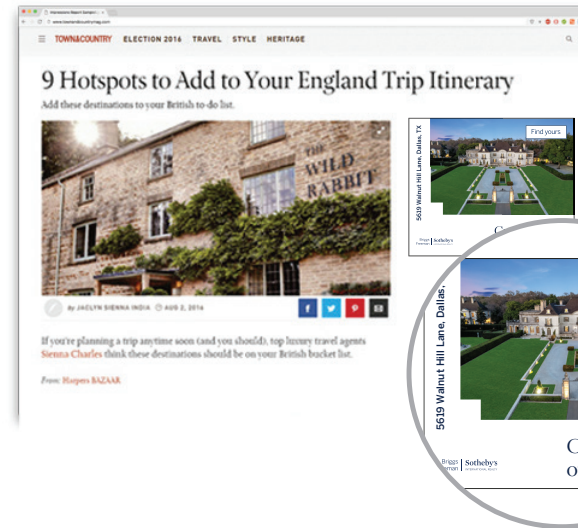
# Impressions Campaign

**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: **Crespi Estate**
- Flight Dates: **Two weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

# 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



5619 Walnut Hill Lane,  
Dallas, TX



Find yours

1of1

Curators of the unique

Briggs  
Freeman

Sotheby's  
INTERNATIONAL REALTY



5619 Walnut Hill Lane, Dallas, TX

Find yours

1of1

Curators of the unique

Briggs  
Freeman

Sotheby's  
INTERNATIONAL REALTY

1of1

Curators of the unique



5619 Walnut Hill Lane, Dallas, TX

Briggs  
Freeman

Sotheby's  
INTERNATIONAL REALTY

Find yours

5619 Walnut Hill Lane, Dallas, TX

Find yours

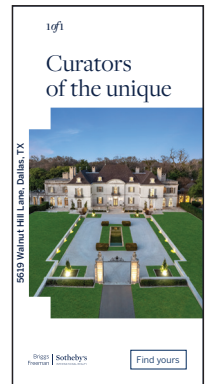
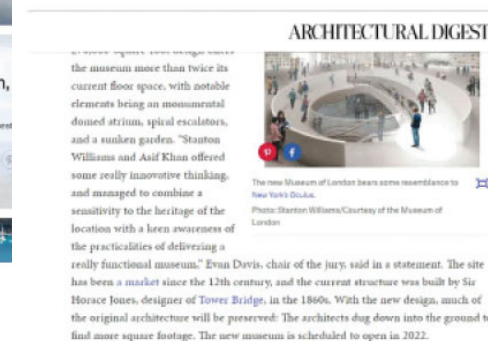
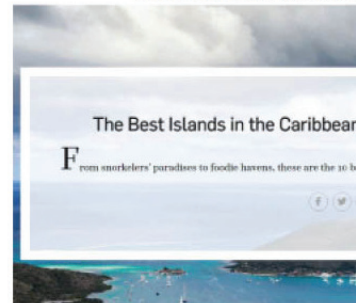
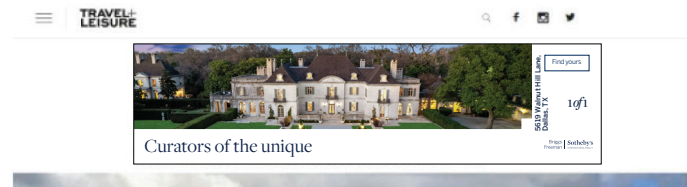
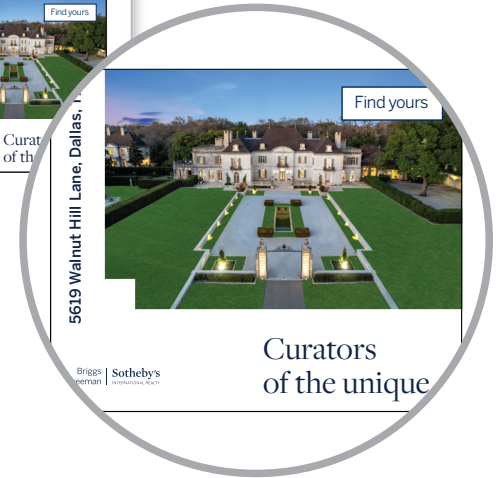


Curators of the unique

Briggs  
Freeman

Sotheby's  
INTERNATIONAL REALTY

# Sample Banners For Impressions Programs As They Appear On Sites

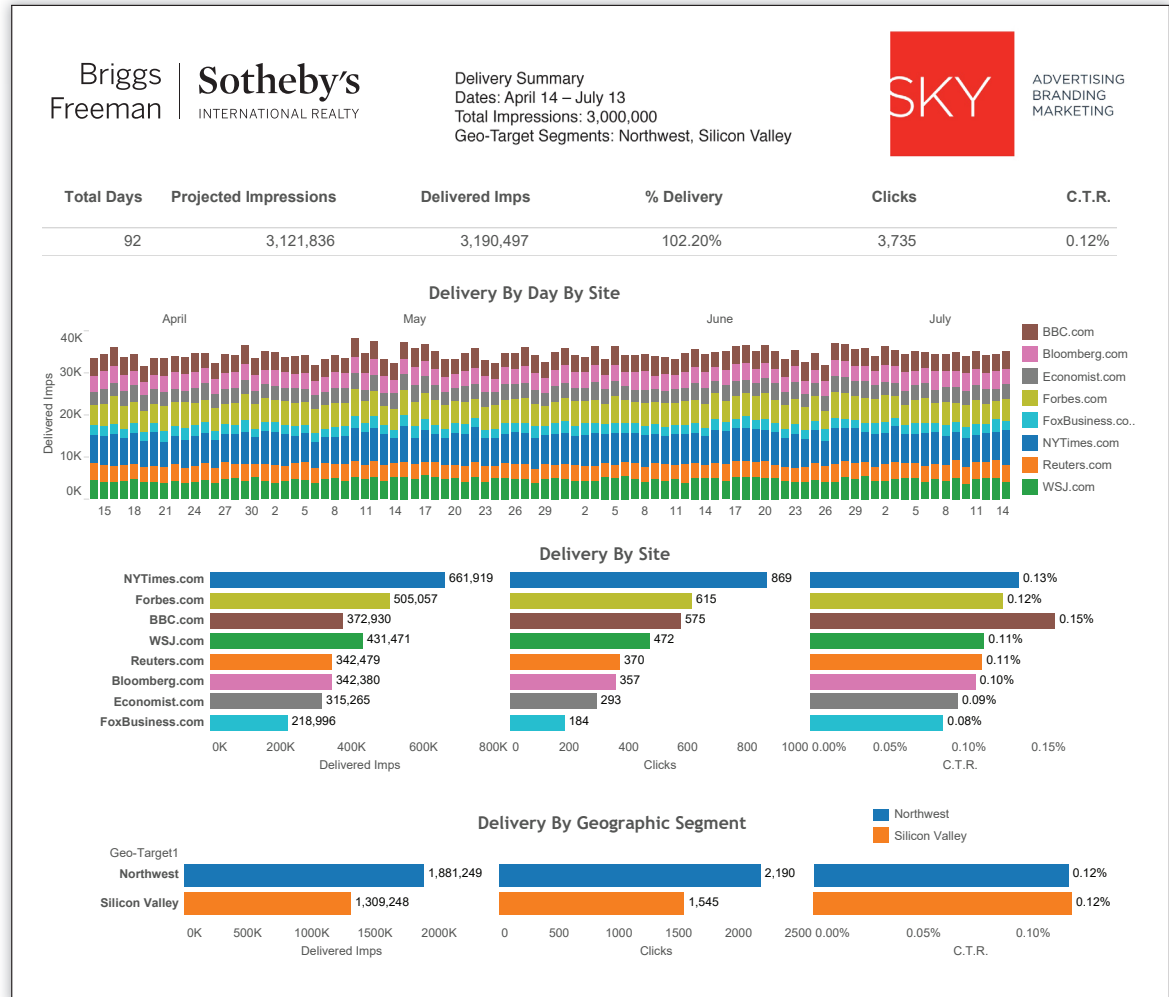


# Comprehensive Reporting For Your Customized Campaign

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

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

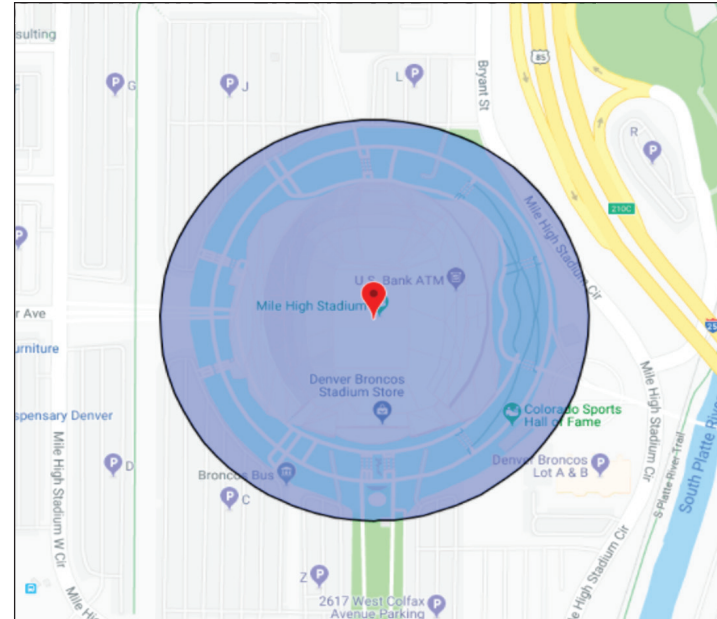
## IMPRESSIONS PROGRAM SAMPLE REPORT



# Digital Event Targeting

## GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



## GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

### PRICING

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

# 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.

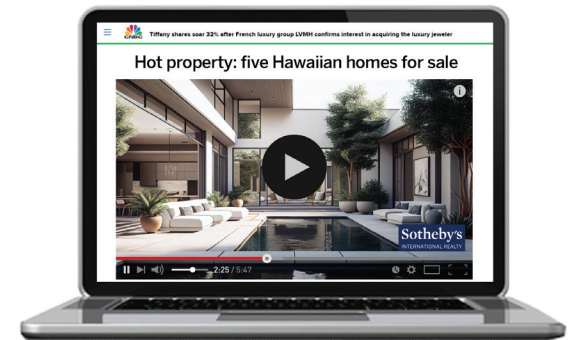


## YouTube Video Pre-Roll Ads

### 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

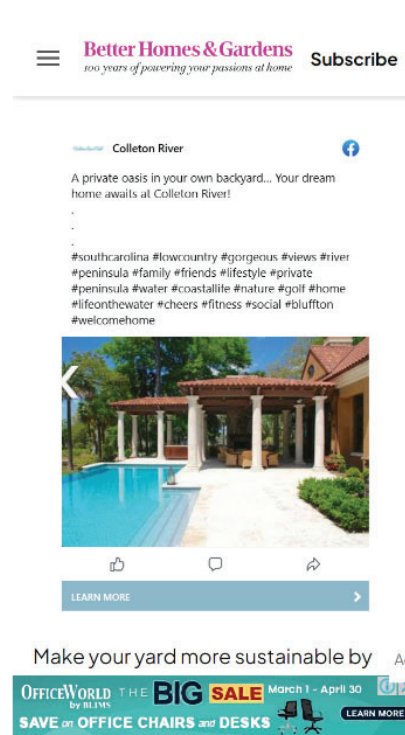
## SOCIAL MIRROR ADS

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.

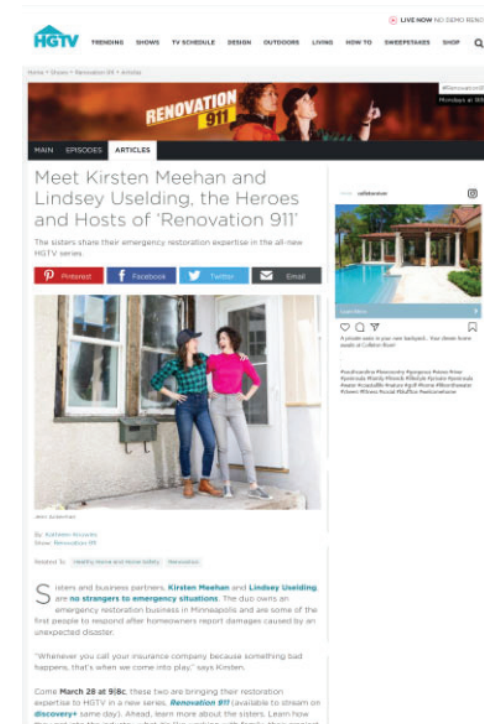
Ads can be display, video, OTT across connected TVs or carousel.



## 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.

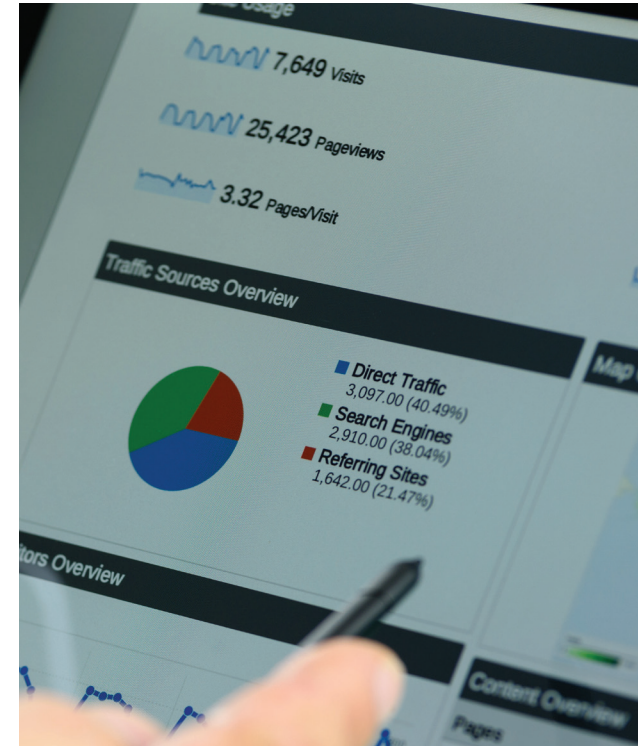


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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.



### SIR Briggs Freeman

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



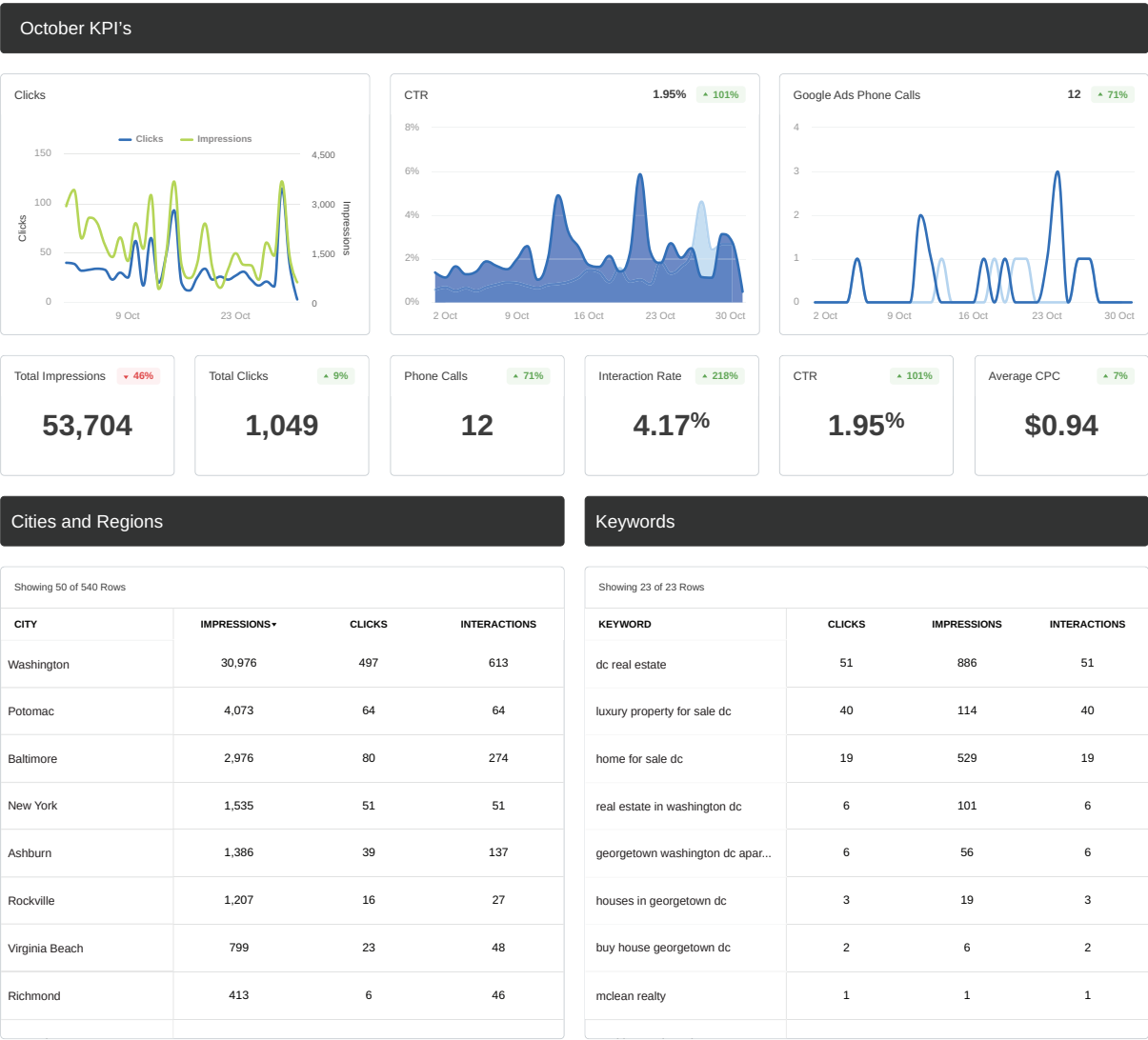
# Google AdWords

## 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.



## SIR Briggs Freeman



# LinkedIn.com

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.

---

PRICE: STARTING FROM \$2,000/MONTH



# 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

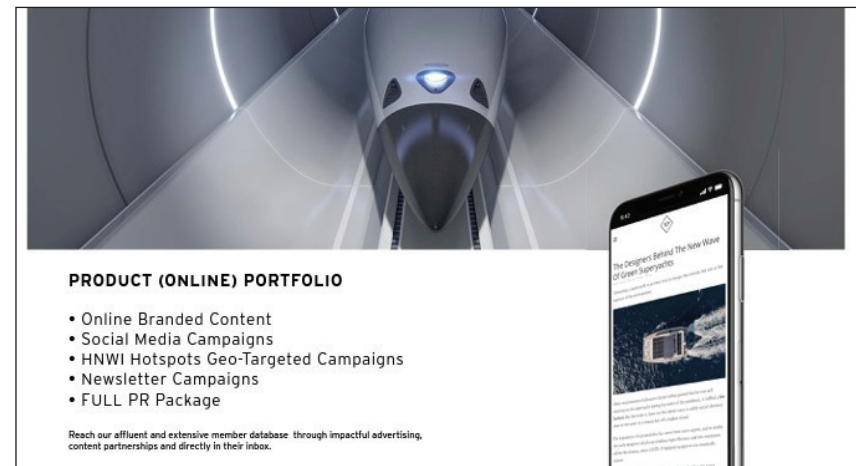
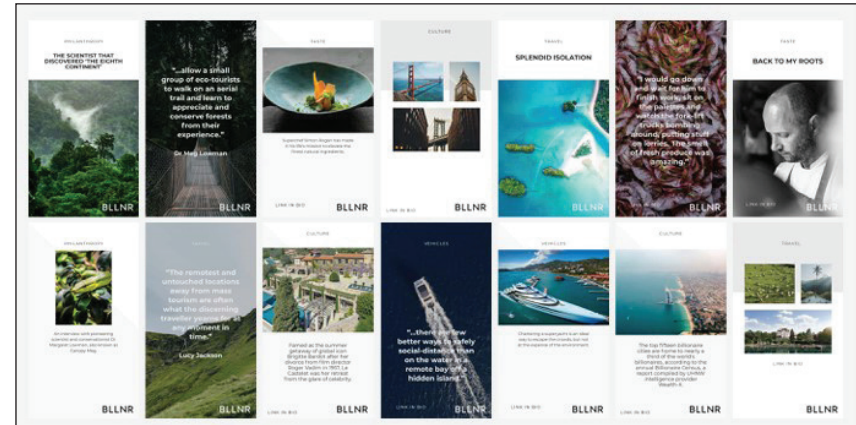
1x hyper-targeted social media campaign (4 weeks) - target UHNW's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

### CUSTOM CONTENT + ENEWSLETTER:

PRICE: \$4,500

### CUSTOM CONTENT + SOCIAL CAMPAIGN:

PRICE: \$6,000



# 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    | • Virginia      |
| • California  | • New Jersey    |
| • Connecticut | • Illinois      |
| • Florida     | • Massachusetts |
| • Texas       | • Pennsylvania  |

## SPOTLIGHT + PROPERTY OF NOTE

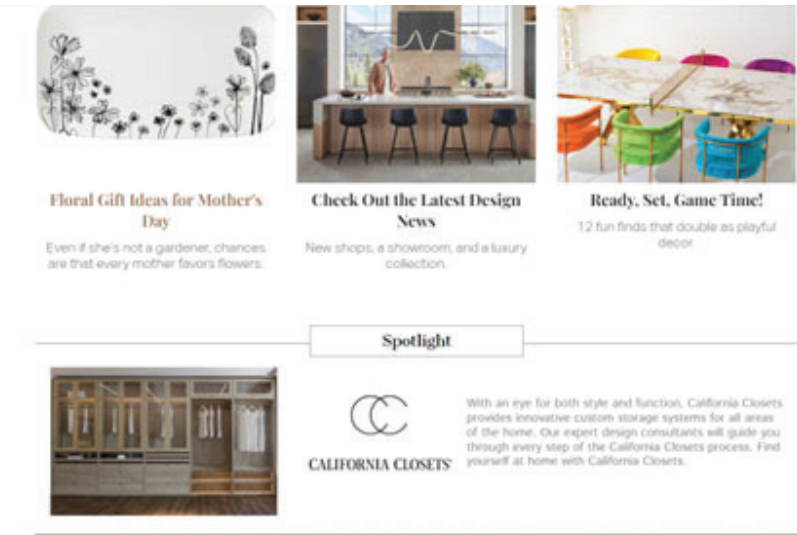
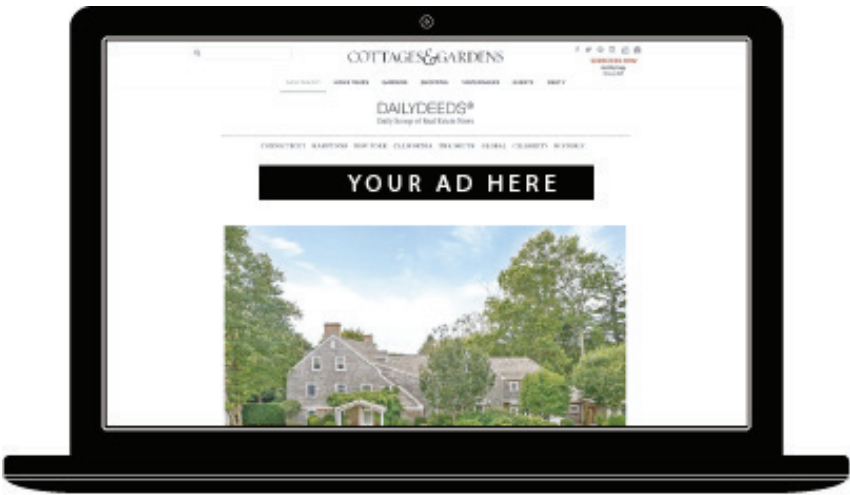
ROTATING GALLERY: \$2,950

## DAILY DEEDS

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

## INSTAPARTNERSHIP

POST AND STORIES TAKEOVER: \$1,950/30 DAYS



## C&G STORIES

CONTENT DEVELOPMENT: \$5,295

# Crain's New York Business

Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

## CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **78%** are Top Management Professionals
- **60%** are C-Suite Level Executives
- **41%** serve on a Corporate or Non-Profit Board
- **87%** influence Capital Expenditures, Leasing, or Purchasing

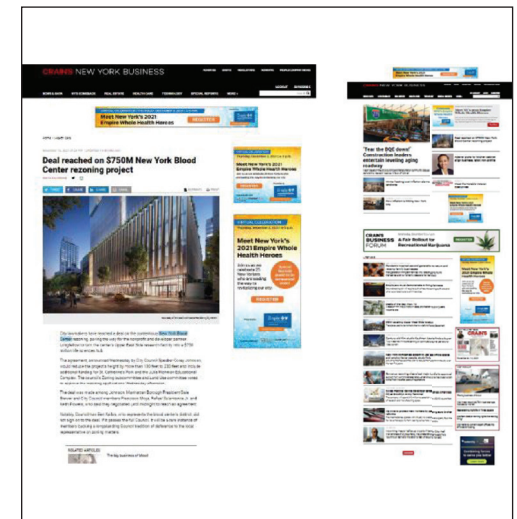
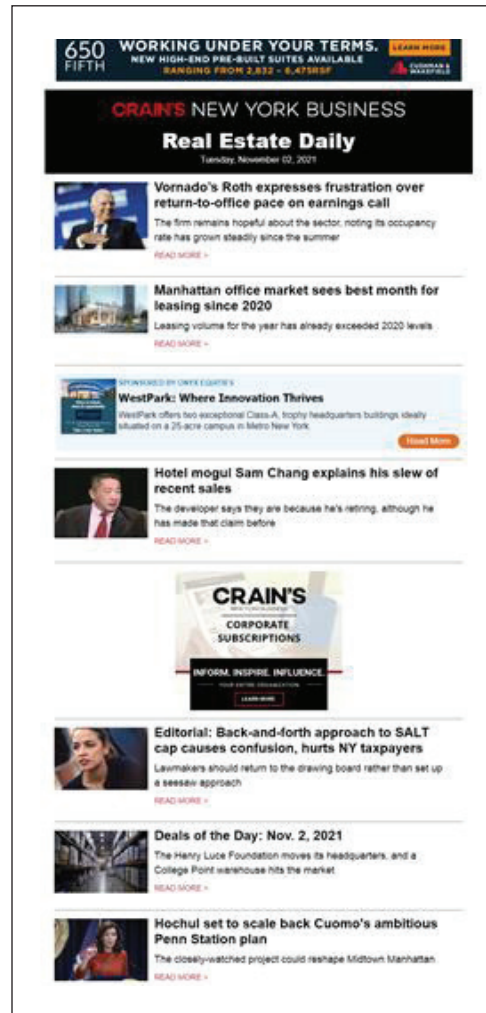
## REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: **15,000**
- Average Open Rate: **42%**
- **33% SOV + 25K ROS** display impressions
- Featured Placement Property Listing

PRICE: \$2,650 OR \$4,200

## LUXURY HOME SPOTLIGHT

PRICE: \$5,500





# duPont Registry

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

## ADDED VALUE

- Branded Content Post
- Newsletter Inclusion - 77,000 email subscribers
- Luxury Lifestyle Newsletter Inclusion - 2,500 email subscribers
- duPont REGISTRY Discovery Posting

BRANDED CONTENT POST: \$1,295

## Bonus Inclusion

## Daily Newsletter

## Luxury Lifestyle Newsletter

duPont  
REGISTRY **DAILY**



SPONSORED

### RM Sotheby's Arizona: 2005 Porsche Carrera GT



INDUSTRY REPORTS

### 2021 Was Rolls-Royce's Best Year Ever



SPONSORED

### When Was the Last Time You Did Something for the First Time?

duPont  
REGISTRY **DAILY**



SPONSORED

### RM Sotheby's Arizona: 2005 Porsche Carrera GT



INDUSTRY REPORTS

### 2021 Was Rolls-Royce's Best Year Ever



SPONSORED

### When Was the Last Time You Did Something for the First Time?



FOR SALE

### The Best 80's Cars You Can Buy Today



DEALER NEWS

### Maserati Westlake Vitesse Delivers One of the First MC20s in the U.S.



SPONSORED

### Discover the South's Best Lake & Golf Community at Reynolds Lake Escape

FOR SALE

### Check The Spec: A 2019 Porsche 911 GT3 RS With A \$140K Special With Customization Package



WATCHES

### Bell & Ross Releases The New Limited-Edition BR 03-92 Military Diver



WATCHES

### Discover Ulysse Nardin's New Limited-Edition Torpilleur Tourbillon

**TINT WORLD**  
Automotive Tinting & More

**FASTEST GROWING AUTO STYLING FRANCHISE!**

Start: \$10.0

- AUTOMOTIVE TINTING SERVICES
- HOME & BUSINESS TINTING
- RESIDENTIAL SERVICES

500 500 500

Call Today! 800.999.9999

Learn More

Exotic Car Sale		Lamborghini Car Sale	
Porsche Car Sale		McLaren Car Sale	
Other Exotic Car Sale		Exotic Car Sale	

## TOP LINKS

Exotic Car Sales  
Exotic Car  
Exotic Car Videos  
Exotic Cars For Sale

## COMPANY LINKS

Advertise  
Contact Us  
Sell Your Car



Copyright © 2021 duPont Publishing Inc. All rights reserved.

Want to always have you receive these emails?

Update your preferences    Unsubscribe from this list

# 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

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

**Half price with full page print purchase**

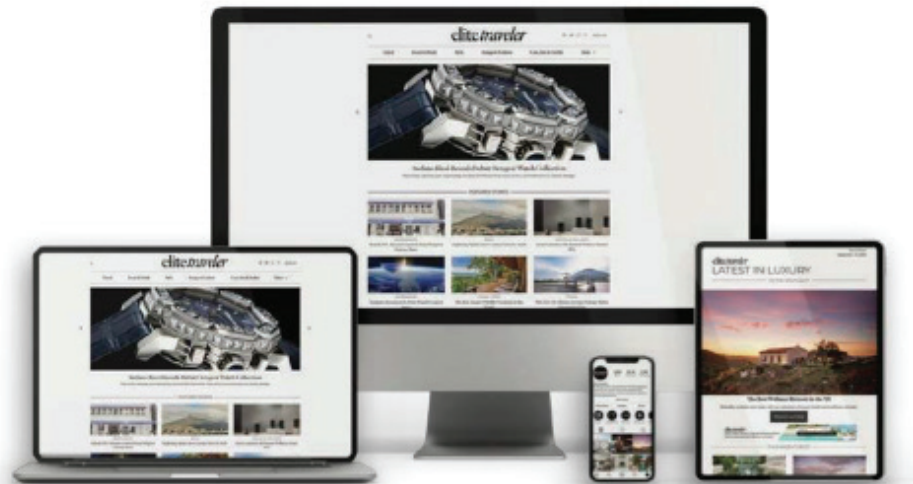
DEDICATED E-BLAST: \$6,000 PER WEEK

**Free with 2 page spread**

E-NEWSLETTER: \$2,500 PER WEEK

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

INSTAGRAM STORY: \$8,825 PER POST



# 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

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.

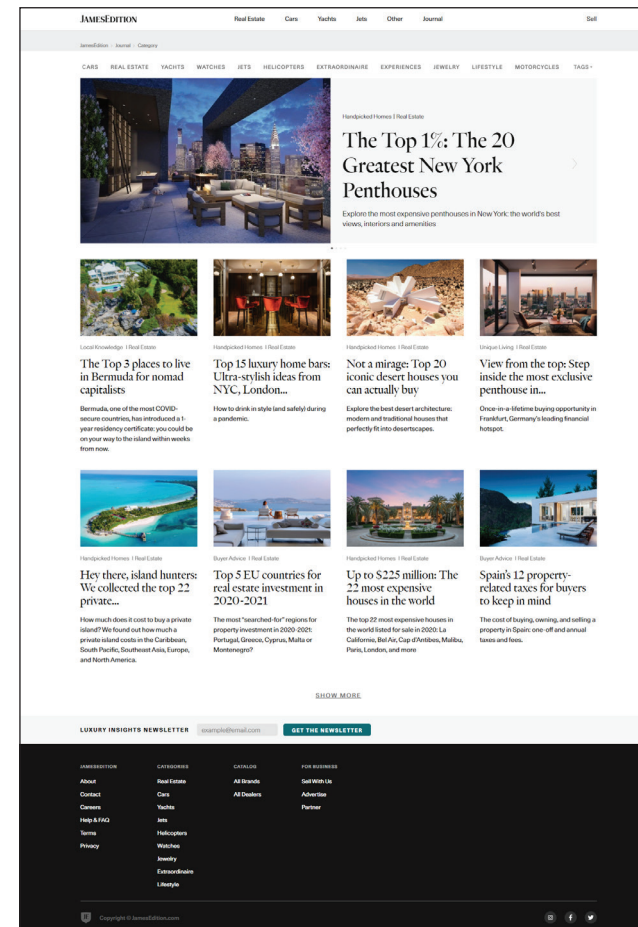
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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.

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





# jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

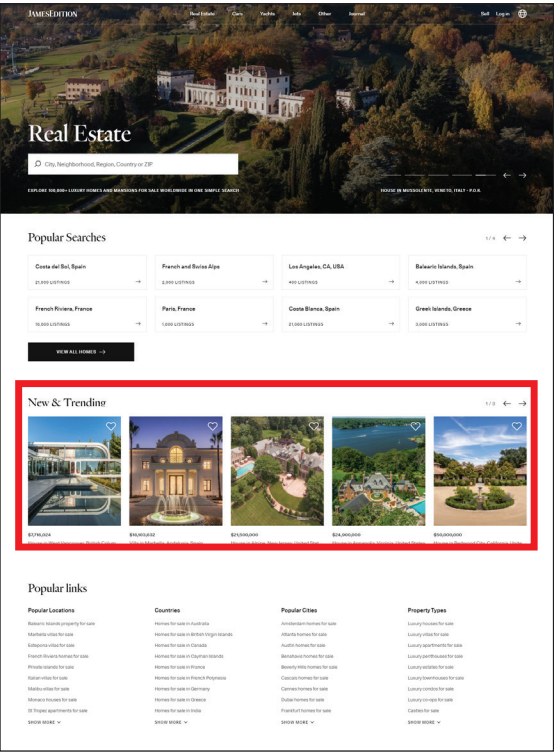
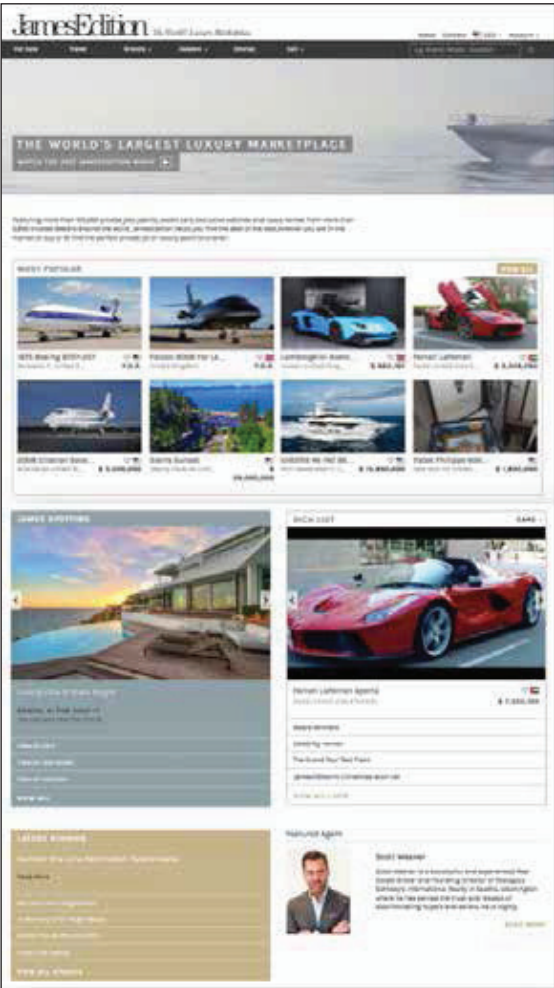
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# jamesedition.com

## SOCIAL MEDIA POST

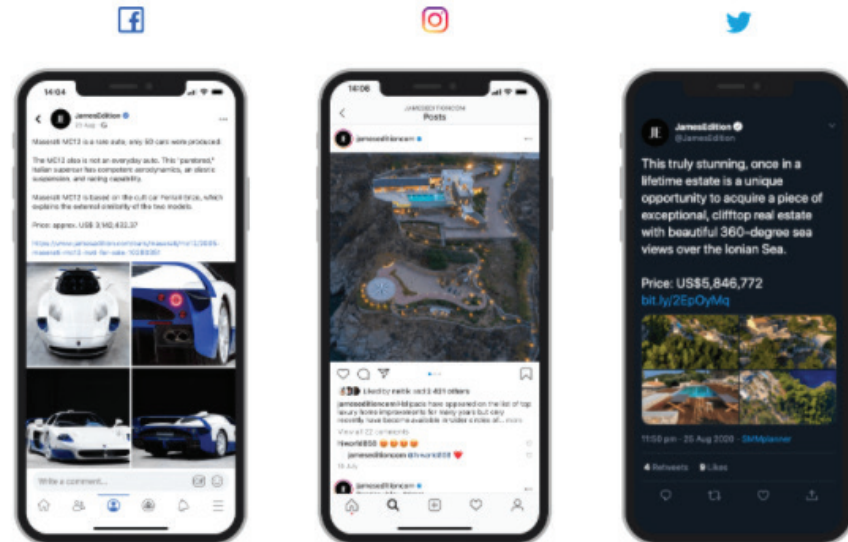
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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 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 | 32

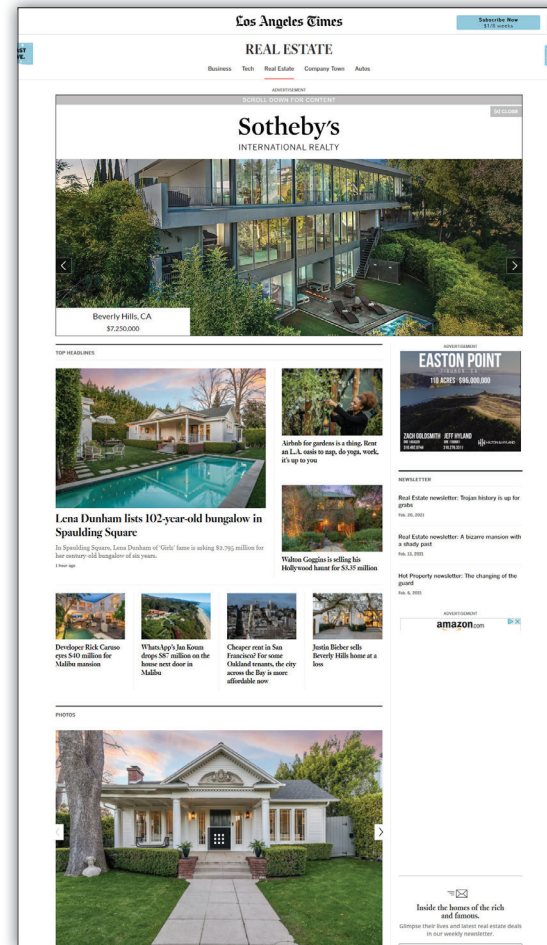
# LA Times

## 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.

PRICE: \$325/MONTH

**Maximum 30 featured properties  
Included with the Hot Property Print Placement**



# LA Times

## CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

---

PRICE: \$1,750/DEPLOYMENT

# Los Angeles Times



# List Globally

## ENHANCED LISTING

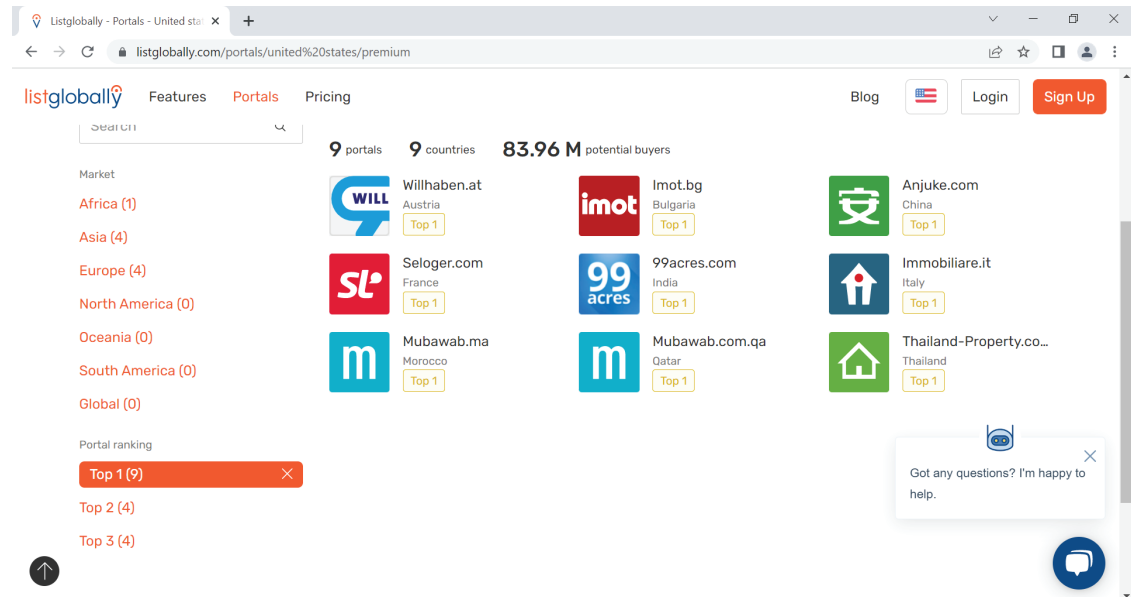
ListGlobally helps real estate professionals to promote their listings worldwide. Through a network of 100+ property portals in 60+ countries.

## 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

PRICE: \$ \$150/MONTH - 6 MONTH MINIMU



# 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



# RobbReport.com

## REAL ESTATE ENEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

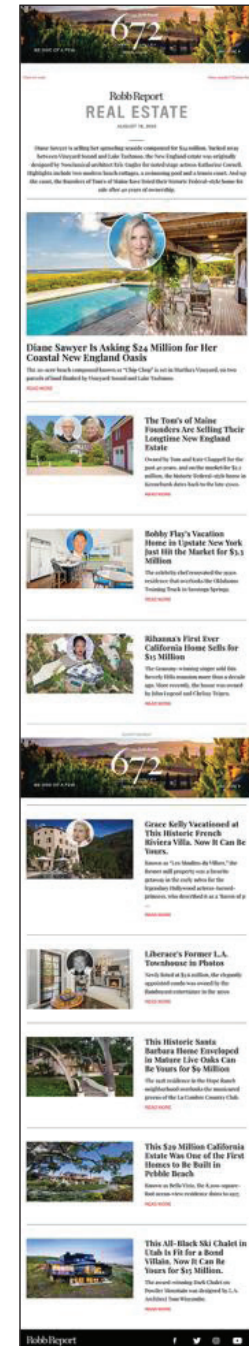
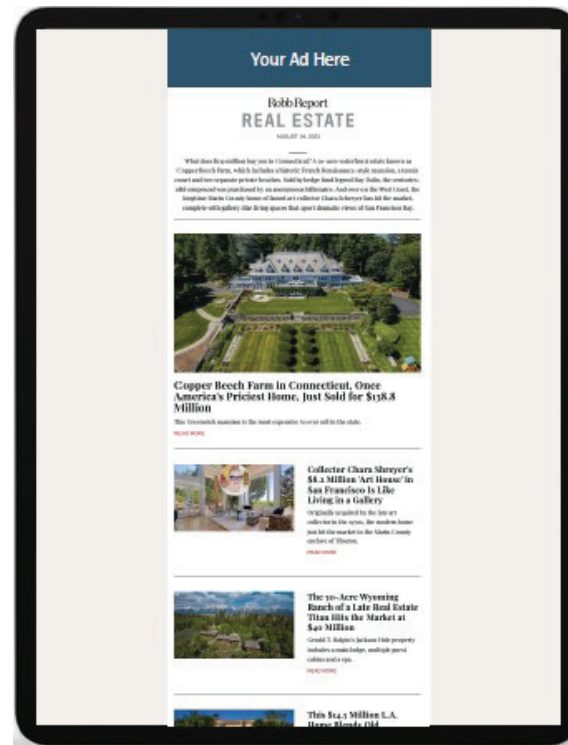
Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

- Open Rate – 18.5%
- Email is exclusive, Partner own both banner positions: (2) 970x250

NEWSLETTER: \$4,125/WEEK

3 Sends

PROPERTY LISTING: \$1,875/WEEK



# 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

RR|R

Robb Report

SUBSCRIBE

CARS

YACHTS

AVIATION

WATCHES

STYLE

HOME

FOOD & DRINK

TRAVEL

VIDEOS

THE VAULT

REAL ESTATE

FEATURED LISTING

Vie L'Ven Luxury Resort & Residences - The Rouge Suite

\$5,284,900

Search a location

ADVERTISEMENT

REAL ESTATE NEWS

NEW CONSTRUCTION

A Brand-New Manhattan Townhouse With A Pleated Terracotta Façade Lists for \$14.5 Million

The 4-story single-family home is part of THE 74, a boutique luxury condo building going up on the Upper East Side.

By Mark David

CELEBRITY HOMES

Sylvester Stallone Drops \$25 Million in Cash on a Ritzy Hamptons Estate

Purchased by the "Tulsa King" star for his daughters, the newly built home features almost 12,000 square feet of turnkey living space decked out with hand-picked designer furnishings.

By Wendy Bowman

ART & COLLECTIBLES

Sotheby's New York Lays Off 100 Staffers Amid Disappointing Auction Results

The auction house produced lower results than last year

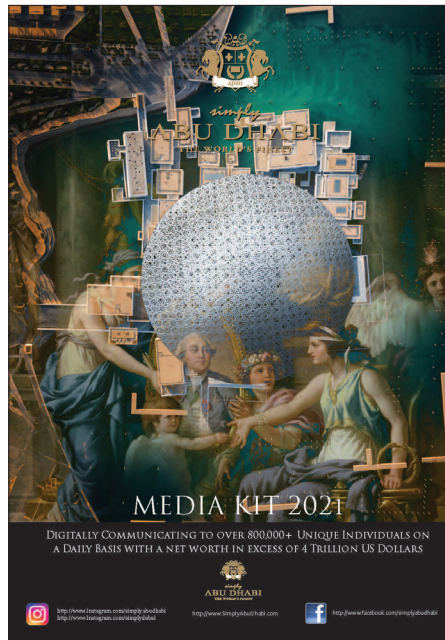
# Simply Abu Dhabi

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)

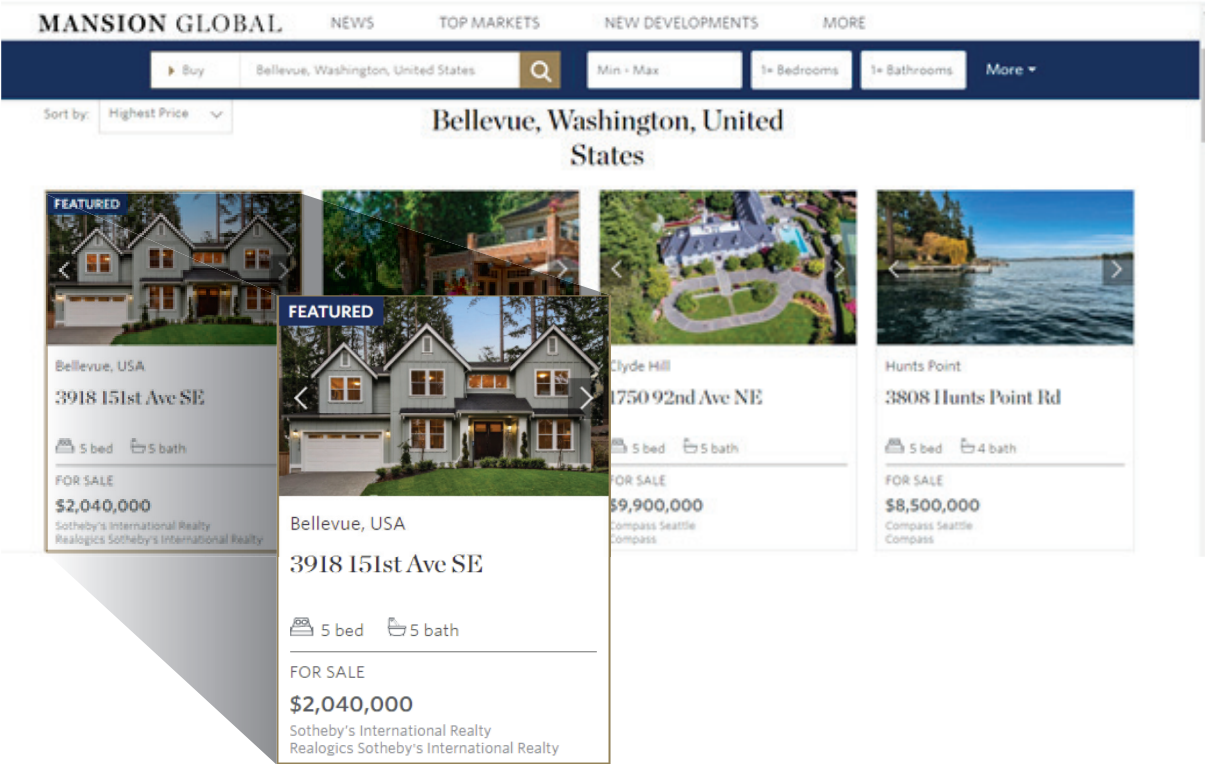
## FEATURED PROPERTY UPGRADES

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: \$1,200

Included with print placement



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

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

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

PRICE: \$2,150/MONTH OR \$2,650 W/VIDEO

SHARED BANNER: \$650/LISTING

Shared with 5 properties



# The Wall Street Journal Online (WSJ.com)

## MANSSION GLOBAL DAILY (M-F) ENEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **19,765** Opt in subscribers

PRICE: \$3,680

View in your browser

*Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.*



**Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?**  
A snapshot and look at where prices are going. [Read More](#)

**BY THE NUMBERS**

**The Most Expensive Homes for Sale in Canada**

ADDRESS	ASKING PRICE
1. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
2. 48 Brudenell Park, Toronto, ON	\$10,000,000
3. 1120 North Avenue, Vancouver, BC	\$10,000,000
4. 1400 - 1011 Cantonment Street Toronto, ON	\$11,500,000
5. 1000 Park Crescent, Vancouver, BC	\$10,000,000
6. 1. Fernhill Court, Bala, ON	\$10,000,000
7. 41 St. Patrick, Westmount, QC	\$10,000,000
8. 1120 North Avenue, Vancouver, BC	\$10,000,000
9. 1000 Park Crescent, Vancouver, BC	\$10,000,000
10. 400 Sandhill Road, Toronto, ON	\$10,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$1,912,125	1,141	\$10,000,000
Vancouver	\$1,407,048	879	\$10,000,000
Calgary	\$867,400	122	\$20,000,000
Winnipeg	\$1,053,300	26	\$25,000,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	882	\$10,000,000
Quebec	\$194,291	185	\$20,000,000
Westmount	\$1,376,900	22	\$20,000,000
Chateau-Richer	\$118,333	1	\$20,000,000

**TRENDING TODAY**

**Architectural Digest** @ArchDigest [Following](#)

We found the most iconic building in every state in America: [archdg.co/8hz6SKy](https://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

**#AloneTogether** **ad**

**Staying home saves lives.**

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

Powered by **LiveIntent** **AdChoices**

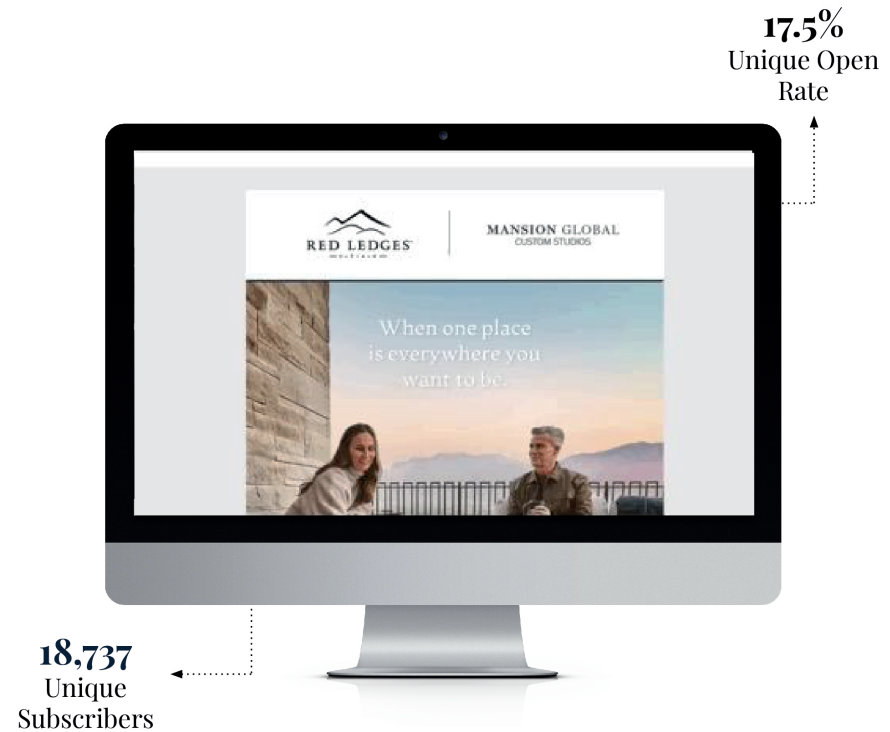
# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL CUSTOM E-NEWSLETTER

Take advantage of Mansion Global's Custom newsletter to showcase your brand as a luxury lifestyle and real estate leader to luxury connoisseurs and high-net-worth buyers around the world. From aspiration to action, Mansion Global's custom newsletter is the go-to read for the most powerful and affluent consumers, delivering all your newsworthy content directly to their inboxes- inspiring the luxury lifestyle & delivering results.

- **9,765** Unique Subscribers
- **29.9%** Unique Open Rate

PRICE: \$6,000 EXCLUSIVE EMAIL



# The Wall Street Journal Online (WSJ.com)

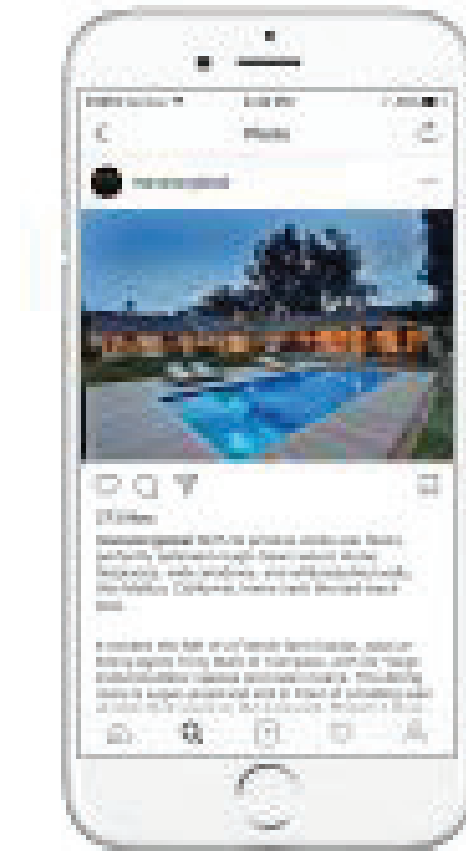
## @MANSIONGLOBAL INSTAGRAM

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

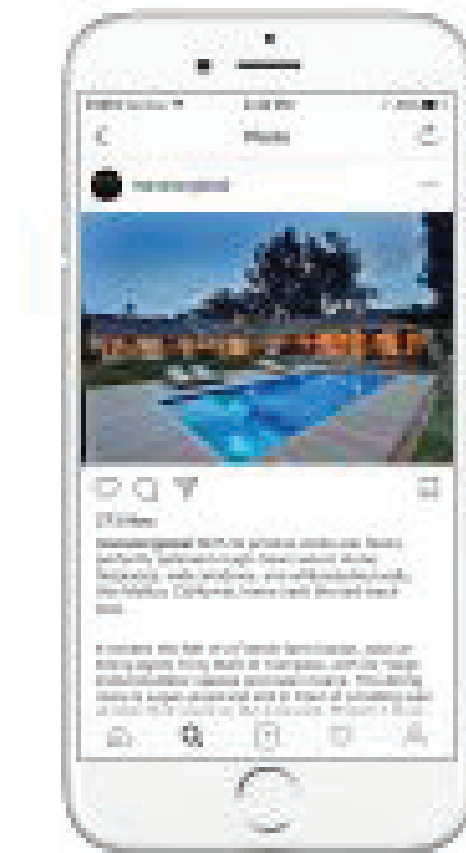




# The Wall Street Journal Online (WSJ.com)

@MANSIONGLOBAL INSTAGRAM  
+ BOOST

PRICE: \$7,000



# 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



# Print Offerings



Briggs  
Freeman | Sotheby's  
INTERNATIONAL REALTY



# The Wall Street Journal

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

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

PROPERTY SPOT: \$795

**DOUBLE PROPERTY SPOT: \$1,590**

QUADRUPLE PROPERTY SPOT: \$3,180

EIGHT PROPERTY SPOTS: \$6,360

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



**\$26 Million**  
Brazilian soccer star Neymar has bought land in Miami. **M2**

HOUSES | MARKETS | PEOPLE | REDDS | SALES

# MANSION

THE WALL STREET JOURNAL.

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

Friday, November 1, 2024

## Going Once, Going Twice

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

By KENNETH CLARK AND E.R. SCHOENFELT

Randy and Robin Landman had been trying to sell their Manhattan penthouse for over a year when they turned to the auction market this summer. First listed for \$52.2 million, their triplex in the sought-after Tribeca neighborhood came with more than 2,000 square feet of terrace, a floating staircase and a private elevator. In fact, the roughly 3,500-square-foot property sold for \$5 million, less than half of what they had originally asked and little more than they paid for it two decades ago. "It was obviously a stupid mistake," Randy said of deciding to auction the home.

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

Fueled by the trophy home prices they have experienced—or stuck on—a major sale that happened previously in their neighborhood or city, sellers who supposedly avoid their listing shows often have been forced to repeatedly cut their asking prices, placing them at page M5

Randy and Robin Landman didn't set a minimum, broomed as a reserve price, when they auctioned their Tribeca triplex with terrace with CINCINNATI

**PRIEST LISTED FOR \$12.2 MILLION**

**HIGHEST BID AT AUCTION \$5 MILLION**

**TRIBECA PENTHOUSE**  
New York City

## Room for Prayer, Without Leaving Home

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

By SUSAN PERCIVAL

**IN THE DALLAS SUBURBS,** Sanjeev Kumar lights an oil lamp in front of a wooden structure housing idols in her kitchen. The newly renovated area is dedicated to prayer and is backed by gold-colored trim and the white quartz countertop, the 45-year-old said.

Protections of Hinduism, particularly in India, have long designated pooja rooms or areas in their homes; the word pooja, sometimes spelled puja, refers to the Sanskrit word for worship. A pooja room usually has an altar, made for his superstitious kids and partners of Hindu gods. They are used for offerings and rituals, worship and meditation, and are often

decorated for special ceremonies during festivals such as Dussehra and Puja Navratri, a festival in Kerala. Chandra, a consultant in Varanasi, Uttar Pradesh, says that in an affluent-district principles based on Indian traditions.

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

Their previous projects included interiors or areas in their homes; the word pooja, sometimes spelled puja, refers to the Sanskrit word for worship. A pooja room usually has an altar, made for his superstitious kids and partners of Hindu gods. They are used for offerings and rituals, worship and meditation, and are often

U.S. middle-class and developers are accommodating demand for pooja rooms, Florida Sanjeev says she's getting more interior-design inquiries after posting her pooja-room renovation project on Instagram.

**Sotbeby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

CITY, STATE

Website or Address \$6,000,000 | [sotbebyrealealty.com/digital](http://sotbebyrealealty.com/digital)

Company

AGENT NAME [agentname@sotbebyrealealty.com](http://agentname@sotbebyrealealty.com) +1 212 456 7890

CITY, STATE

Website or Address \$6,000,000 | [sotbebyrealealty.com/digital](http://sotbebyrealealty.com/digital)

Company

AGENT NAME [agentname@sotbebyrealealty.com](http://agentname@sotbebyrealealty.com) +1 212 456 7890

CITY, STATE

Website or Address \$6,000,000 | [sotbebyrealealty.com/digital](http://sotbebyrealealty.com/digital)

Company

AGENT NAME [agentname@sotbebyrealealty.com](http://agentname@sotbebyrealealty.com) +1 212 456 7890

CITY, STATE

Website or Address \$6,000,000 | [sotbebyrealealty.com/digital](http://sotbebyrealealty.com/digital)

Company

AGENT NAME [agentname@sotbebyrealealty.com](http://agentname@sotbebyrealealty.com) +1 212 456 7890

CITY, STATE

Website or Address \$6,000,000 | [sotbebyrealealty.com/digital](http://sotbebyrealealty.com/digital)

Company

AGENT NAME [agentname@sotbebyrealealty.com](http://agentname@sotbebyrealealty.com) +1 212 456 7890

CITY, STATE

Website or Address \$6,000,000 | [sotbebyrealealty.com/digital](http://sotbebyrealealty.com/digital)

Company

AGENT NAME [agentname@sotbebyrealealty.com](http://agentname@sotbebyrealealty.com) +1 212 456 7890

CITY, STATE

Website or Address \$6,000,000 | [sotbebyrealealty.com/digital](http://sotbebyrealealty.com/digital)

Company

AGENT NAME [agentname@sotbebyrealealty.com](http://agentname@sotbebyrealealty.com) +1 212 456 7890

CITY, STATE

Website or Address \$6,000,000 | [sotbebyrealealty.com/digital](http://sotbebyrealealty.com/digital)

Company

AGENT NAME [agentname@sotbebyrealealty.com](http://agentname@sotbebyrealealty.com) +1 212 456 7890

CITY, STATE

Website or Address \$6,000,000 | [sotbebyrealealty.com/digital](http://sotbebyrealealty.com/digital)

Company

AGENT NAME [agentname@sotbebyrealealty.com](http://agentname@sotbebyrealealty.com) +1 212 456 7890

CITY, STATE

Website or Address \$6,000,000 | [sotbebyrealealty.com/digital](http://sotbebyrealealty.com/digital)

Company

AGENT NAME [agentname@sotbebyrealealty.com](http://agentname@sotbebyrealealty.com) +1 212 456 7890

CITY, STATE

Website or Address \$6,000,000 | [sotbebyrealealty.com/digital](http://sotbebyrealealty.com/digital)

Company

AGENT NAME [agentname@sotbebyrealealty.com](http://agentname@sotbebyrealealty.com) +1 212 456 7890

CITY, STATE

Website or Address \$6,000,000 | [sotbebyrealealty.com/digital](http://sotbebyrealealty.com/digital)

Company

AGENT NAME [agentname@sotbebyrealealty.com](http://agentname@sotbebyrealealty.com) +1 212 456 7890

CITY, STATE

Website or Address \$6,000,000 | [sotbebyrealealty.com/digital](http://sotbebyrealealty.com/digital)

Company

AGENT NAME [agentname@sotbebyrealealty.com](http://agentname@sotbebyrealealty.com) +1 212 456 7890

CITY, STATE

Website or Address \$6,000,000 | [sotbebyrealealty.com/digital](http://sotbebyrealealty.com/digital)

Company

AGENT NAME

# 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





**IN THE FRIDAY MAIN NEWS  
SECTION**

- 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**



"All the News  
That's Fit to Print"

# The New York Times

VOL. CLXXIII • No. 58,167

© 1978 The New York Times Company

NEW YORK, MONDAY, NOVEMBER 5, 1978

**Late Edition**  
Today's late edition, available only in New York City, contains news from Washington, New York, and the United States, plus the day's sports, and a special section on the 1978-79 season. Price 15¢.

\$1.00

## It's Not Heaven, It's Brooklyn.

The \$6,000 rooms in this new Park City Mansioning offered that alone, near-ideal conditions and a hot room. P. 7-12.

## Spending Millions in a Bid to Save Army of Lobbyists to Stay Washington

**By DAVID R. BROWN and ROBERT D. FRY**  
WASHINGTON, Nov. 5—The House of Representatives today voted to spend \$6 million to hire a private consulting firm to study the effectiveness of the House's current system of lobbying. The vote was 241-187, with 100 members of the House of Representatives voting in favor of the measure. The House of Representatives today voted to spend \$6 million to hire a private consulting firm to study the effectiveness of the House's current system of lobbying. The vote was 241-187, with 100 members of the House of Representatives voting in favor of the measure.

**By DAVID R. BROWN and ROBERT D. FRY**  
WASHINGTON, Nov. 5—The House of Representatives today voted to spend \$6 million to hire a private consulting firm to study the effectiveness of the House's current system of lobbying. The vote was 241-187, with 100 members of the House of Representatives voting in favor of the measure.

**By DAVID R. BROWN and ROBERT D. FRY**  
WASHINGTON, Nov. 5—The House of Representatives today voted to spend \$6 million to hire a private consulting firm to study the effectiveness of the House's current system of lobbying. The vote was 241-187, with 100 members of the House of Representatives voting in favor of the measure.

## Partisan Routs Of New Query On The Census

**By MICHAEL REIS**  
WASHINGTON, Nov. 5—The House of Representatives today voted to spend \$6 million to hire a private consulting firm to study the effectiveness of the House's current system of lobbying. The vote was 241-187, with 100 members of the House of Representatives voting in favor of the measure.

**By MICHAEL REIS**  
WASHINGTON, Nov. 5—The House of Representatives today voted to spend \$6 million to hire a private consulting firm to study the effectiveness of the House's current system of lobbying. The vote was 241-187, with 100 members of the House of Representatives voting in favor of the measure.

## Called to Serve, Utah Mayor Asked Another

**By DAVID R. BROWN and ROBERT D. FRY**  
WASHINGTON, Nov. 5—The House of Representatives today voted to spend \$6 million to hire a private consulting firm to study the effectiveness of the House's current system of lobbying. The vote was 241-187, with 100 members of the House of Representatives voting in favor of the measure.

## Web's Far Right Can Hear Itself As Trump Talls

**Choosing the Spread of One-Franchise**

**By DAVID R. BROWN and ROBERT D. FRY**  
WASHINGTON, Nov. 5—The House of Representatives today voted to spend \$6 million to hire a private consulting firm to study the effectiveness of the House's current system of lobbying. The vote was 241-187, with 100 members of the House of Representatives voting in favor of the measure.

## NEW ANATOMY Edge in Polls Might Not Top House Scales

**Outcome Hinges on a Handful of Trumps**

**By DAVID R. BROWN and ROBERT D. FRY**  
WASHINGTON, Nov. 5—The House of Representatives today voted to spend \$6 million to hire a private consulting firm to study the effectiveness of the House's current system of lobbying. The vote was 241-187, with 100 members of the House of Representatives voting in favor of the measure.

## Web's Far Right Can Hear Itself As Trump Talls

**Choosing the Spread of One-Franchise**

**By DAVID R. BROWN and ROBERT D. FRY**  
WASHINGTON, Nov. 5—The House of Representatives today voted to spend \$6 million to hire a private consulting firm to study the effectiveness of the House's current system of lobbying. The vote was 241-187, with 100 members of the House of Representatives voting in favor of the measure.

## NEW ANATOMY Edge in Polls Might Not Top House Scales

**Outcome Hinges on a Handful of Trumps**

**By DAVID R. BROWN and ROBERT D. FRY**  
WASHINGTON, Nov. 5—The House of Representatives today voted to spend \$6 million to hire a private consulting firm to study the effectiveness of the House's current system of lobbying. The vote was 241-187, with 100 members of the House of Representatives voting in favor of the measure.


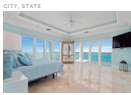












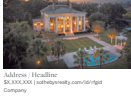






## Offering Little Fight, Republican Accuses Georgia Real of Hack

**By DAVID R. BROWN and ROBERT D. FRY**  
WASHINGTON, Nov. 5—The House of Representatives today voted to spend \$6 million to hire a private consulting firm to study the effectiveness of the House's current system of lobbying. The vote was 241-187, with 100 members of the House of Representatives voting in favor of the measure.

# Sotheby's

INTERNATIONAL REALTY

## Nothing compares to what's next.

 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>	 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>	 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>
 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>	 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>	 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>
 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>	 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>	 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>
 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>	 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>	 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>
 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>	 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>	 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>
 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>	 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>	 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>
 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>	 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>	 <p><b>CITY STATE</b></p> <p>Address: Headline \$0,XXX.XXX   sothebysrealty.com/t/r/gt/ Company: <b>AGENT NAME</b> agentname@sothebysrealty.com   +1 212.456.7890</p>

© 2023 Sotheby's International Realty Inc., a U.S. Equal Housing Opportunity Company. All rights reserved. Sotheby's International Realty is a registered trademark of Sotheby's International Realty Inc. The Sotheby's logo is a service mark of Sotheby's International Realty Inc. All other marks contained herein are the property of their respective owners.

SOTHEBYSREALTY.COM

# The New York Times Takeover

Promote your brand and properties in style with this 96 page tabloid insert devoted to Sotheby's International Realty and Delivered high-net worth zip codes. Generous, full-page ad space on heavy, bright white paper ensures an elegant presentation and shelf life.

- Circulation: **160,000**
- Distribution: **NYC Metro Area**

FULL PAGE, COLOR: \$750  
INSIDE FRONT COVER, COLOR: \$1,150  
INSIDE BACK COVER, COLOR: \$1,150  
BACK COVER, COLOR: \$1,500

Includes Digital promotion and Digital Flipbook

Sotheby's  
INTERNATIONAL REALTY



Move  
beyond your  
expectations.  
  
Nothing compares.  
SOTHEBYSREALTY.COM

CONNECTICUT  
GREENWICH

Represented by Sarah Baker on pg. 53.

72 Post Road, Old Westbury, NY



Debra Russell  
Real Estate Salesperson  
Gold Circle Of Excellence  
616.262.0710  
c. 505.862.5403



72 Post Road  
9 BR | 6 BA | 15.54 ACRES.  
\$4,800,000  
Based on 15.54 acres directly adjacent to the 235-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.





Sandbanks  
Exuma, The Bahamas



Jacqueline  
Lighthorn  
Estate Agent  
+1.242.369.2225  
260 Sandrine Lighthorn  
605@bahamas.com

Sandbanks | Exuma  
6 BR | 7.5 BA  
\$2,900,000  
Sandbanks is a truly spectacular 6 bedroom, 7 1/2 bath and 11 1/2 bath oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a sweeping pool deck and a classic infinity pool, which blends directly into the ocean for water sports.



SIRBAHAMAS.COM/ID/X226/67

Bahamas | Sotheby's  
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorini  
Sales Associate  
858.334.3977  
eric@ericsantorini.com  
DRE#02175003

5305 Carlsbad Boulevard  
5 BR | 8.0 BA | 20,039 SQ FT.  
\$25,000,000  
Situated atop a magical 1.5 acre oceanfront lot spanning two parcels with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand, this prestigious gated estate is truly unlike anything else.



SOTHEBYSREALTY.COM/ID/THE44

Pacific | Sotheby's  
INTERNATIONAL REALTY

skyad.com | 51



With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

**FULL PAGE, COLOR:**

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

ARCHITECTURAL DIGEST

THE INTERNATIONAL DESIGN AUTHORITY FEBRUARY 2015

AD

SHONDALAND!  
AT HOME IN  
LOS ANGELES WITH  
TV HITMAKER  
SHONDA RHIMES

CITY LIVING  
FAMILY STYLE  
IN MIAMI, NEW YORK,  
LONDON,  
AND STOCKHOLM



# duPont Registry

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

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

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

## PREMIUM PUBLISHING

### OVERVIEW

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

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

PRICE: \$3,000





# 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





# Los Angeles Times Takeover

The Los Angeles Times takeover is an exclusive, full-color Sotheby's International Realty outsert that is placed on top of the Los Angeles times on select Saturdays to coincide with the weekly Hot Properties section.

- 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**

FULL PAGE: \$660

INSIDE FRONT COVER: \$1,500

INSIDE BACK COVER: \$1,500

BACK COVER: \$1,600

Sotheby's  
INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.  
SOTHEBYREALTY.COM

MALIBU CALIFORNIA

Represented by: [Name] | SOTHEBYREALTY.COM

72 Post Road, Old Westbury, NY

Debra Russell  
Real Estate Salesperson  
Sotheby's International Realty  
+ 516.492.4710  
+ 516.492.4451

72 Post Road  
9 BR | 6 BA | 10.54 ACRES  
\$4,400,000

Secluded 10.54 acres directly adjacent to the 22-acre Old Westbury Gardens. This pristine estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom and a half-bath country house, 10 barns, a three-bedroom cottage, a large garage with large workshop and more. This property is a true gem waiting to be discovered.

DANIEL GALE, CO-AGENT / DEBRA RUSSELL

Sotheby's  
INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Open the door to what's next.

Harold Grant  
Executive Broker  
+ 516.492.4710  
+ 516.492.4451

The Rosewood Farm Estate  
Southampton, New York  
10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$10,950,000  
ROSEWOODFARMESTATE.COM

Sotheby's  
INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Take a peek at what's next.

Scott V. Moore  
Executive Broker  
+ 516.492.4710  
+ 516.492.4451

Water Mill South on Reserves, Pool & Tennis  
Water Mill, New York  
6 BEDROOMS | 6.5+ BATHS | 4,800 SQ. FT. | \$11,000,000  
S4DMEDCOURAD.COM

Sotheby's  
INTERNATIONAL REALTY

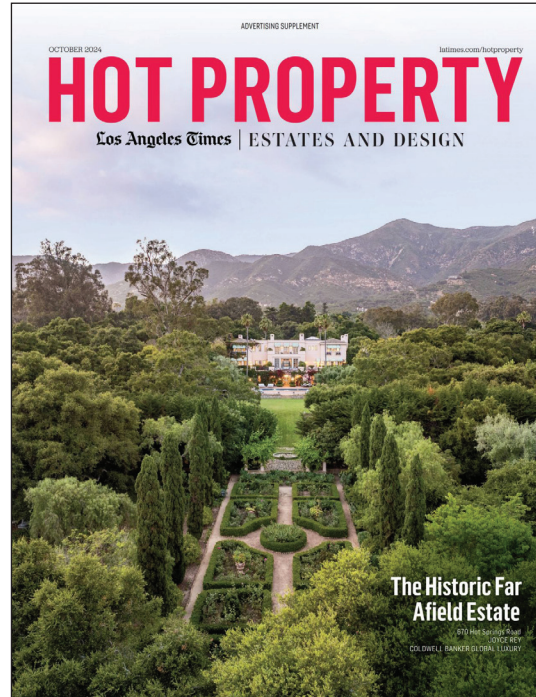


# Los Angeles Times Hot Property And Digital Lighthouse

## 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.
- **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.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



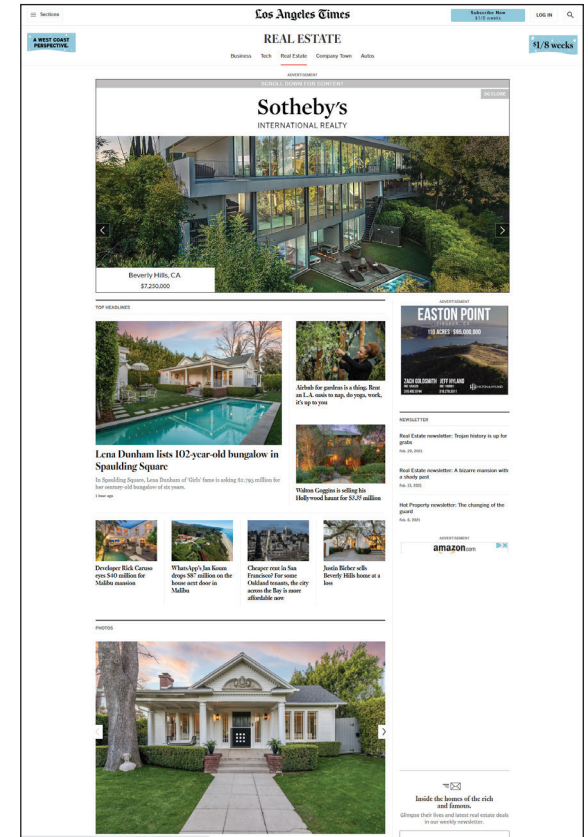
## LA TIMES DIGITAL LIGHTHOUSE

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**

PRICE: \$425

Full color with 30 day Lighthouse Placement





# 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**

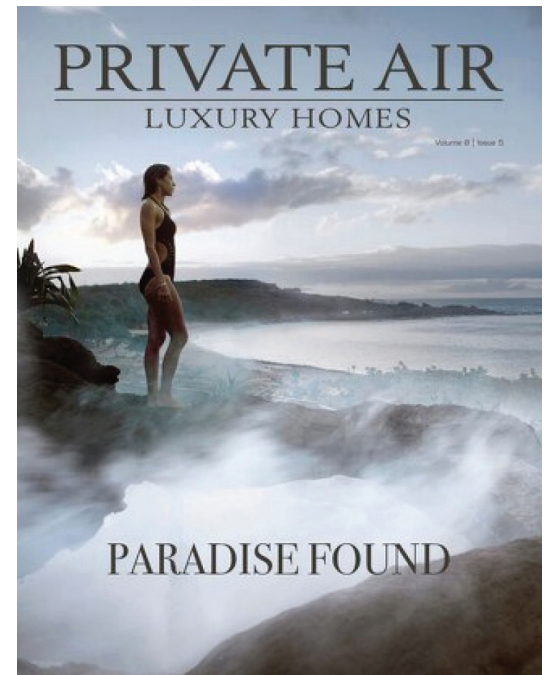
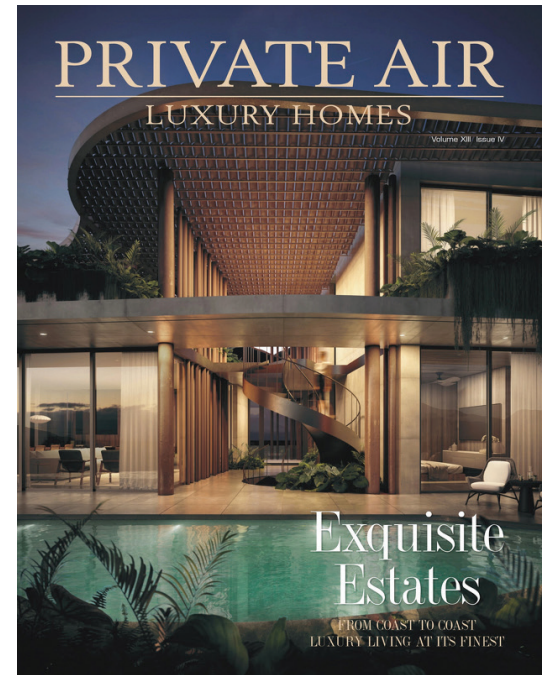
**includes social media & E-Newsletter**

**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**



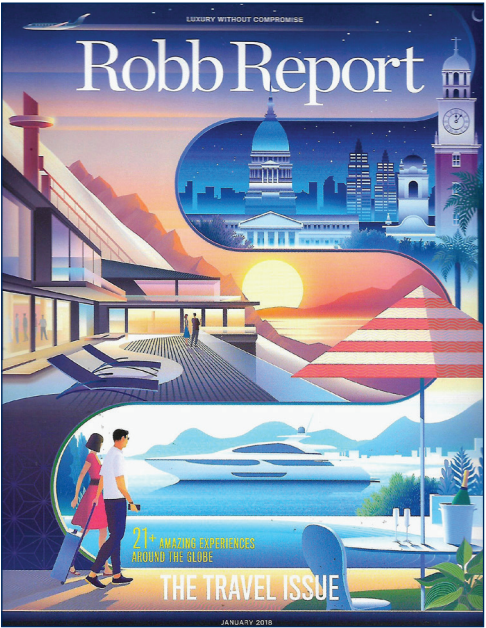
# Robb Report

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. 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: **101,000+**
- Audience: **324,000**
- Average Age: **43**
- Male / Female Ratio: **77/23**
- Average HHI: **\$548,000**
- Average HNW: **\$3.5M**

HALF PAGE, COLOR: \$6,000  
FULL PAGE COLOR: \$8,500

Global



NAPA VALLEY, CALIFORNIA

CampusEstateAndVineyards.com  
\$18,500,000  
St. Helena Brokerage  
**ARTHUR D. GOODRICH**  
arthur.goodrich@sothebys.realty +1 415.735.8779

SOthebysREALTY.COM

Open the door to what's next.

**Harald Grant**  
Associate Broker  
863.677.7224  
Harald.Grant@sothebys.realty  
Harald@HaraldGrant.com

**Bruce Grant**  
Luxury Concierge  
888.867.3236  
Bruce.Grant@Sothebys.Realty

The Rosewood Farm Estate  
Southampton, New York  
10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000  
ROSEWOODFARMESTATE.COM

**Sotheby's**  
INTERNATIONAL REALTY

**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

<p>NAPA VALLEY, CALIFORNIA</p> <p>CampusEstateAndVineyards.com \$18,500,000 St. Helena Brokerage <b>ARTHUR D. GOODRICH</b> arthur.goodrich@sothebys.realty +1 415.735.8779</p>	<p>VAN NUYS, CALIFORNIA</p> <p>6300 Orion Ave.com \$3,300,000 Van Nuys Sotheby's International Realty <b>STEVEN MULLINS</b> steven@stevenmullins.com +1 800.901.4667</p>	<p>SEBASTIAN, FLORIDA</p> <p>8900 44th Avenue \$3,450,000   sothebysrealty.com/rd/48662W ONE Sotheby's International Realty <b>CINDY O'DARE   MAZIE REGAN</b> mazie@stateredesigns.com +1 772.214.8708</p>
<p>VERO BEACH, FLORIDA</p> <p>905 Winding River Road \$1,250,000   sothebysrealty.com/rd/1309W ONE Sotheby's International Realty <b>KRISTIN DOBSON   CINDY O'DARE</b> krystin@stateredesigns.com +1 772.321.6541</p>	<p>WELAKA, FLORIDA</p> <p>603 Front Street \$1,400,000   sothebysrealty.com ONE Sotheby's International Realty <b>MAZIE REGAN</b> mazie@stateredesigns.com +1 772.214.8708</p>	<p>NEW YORK, NEW YORK</p> <p>13 East 79th Street \$12,000,000 East Side Manhattan Brokerage <b>AMANDA FIELD, JORDAN   NIKKI FIELD</b> amanda.jordan@sothebys.realty +1 212.606.7798</p>
<p>LINCOLN, NORTH CAROLINA</p> <p>1907 Flattop Cliffs Drive \$29,750,000   sothebysrealty.com/rd/LP2N4 Premier Sotheby's International Realty <b>MARILYN WRIGHT</b> marilyn.wright@premier.com +1 828.279.3680</p>	<p>BAINBRIDGE ISLAND, WASHINGTON</p> <p>BainbridgeLuxeliving.com \$6,480,000 Realistics Sotheby's International Realty <b>SHAYNE TURGEON</b> shayne@shayne.com +1 206.755.9657</p>	<p>OLD FORT BAY, THE BAHAMAS</p> <p>Krystal House \$25,000,000   amahammas.com/rd/40232 Bahamas Sotheby's International Realty <b>GEORGE DAMIANOS</b> george.damianos@bahamas.com +1 242.424.9669</p>

SOthebysREALTY.COM

# 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: \$725  
INSIDE FRONT COVER: \$1,125  
INSIDE BACK COVER: \$1,125  
BACK COVER: \$1,475

Sotheby's  
INTERNATIONAL REALTY



CONNECTICUT  
GREENWICH

Move beyond your expectations.  
Nothing compares.  
SOTHEBYREALTY.COM

Represented by Sarah Barker on pg. 53.

72 Post Road, Old Westbury, NY



Debra Russell  
Real Estate Management  
Gold Circle Of Excellence  
6. 625.282.5770  
C. 516.862.5403




72 Post Road  
9 BR | 6 BA | 15.54 ACRES.  
\$4,800,000  
Located on 15.54 acres directly adjacent to the 235-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two day garage with large workshop and more. The property is a true gem waiting to be discovered.



DANIELEGALE.COM/AGENT/DEBRA-RUSSELL






Sandbanks  
Exuma, The Bahamas

Jacqueline  
Lighthorn  
Sales Agent  
+1 242 389 2225  
20 Sandbanks Light House  
808@bahamas.com





Sandbanks | Exuma  
6 BR | 7.5 BA  
\$2,900,000  
Sandbanks is a truly spectacular 6 bedroom, 7 1/2 bath and 11 1/2 bath oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a sweeping pool deck and a classic infinity pool, which blends into the ocean for water sports.



SIRBAHAMAS.COM/ID/X226/67

Bahamas | Sotheby's  
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorini  
Sales Agent  
858.334.3977  
eric@ericsantorini.com  
DRE#01455003



5305 Carlsbad Boulevard  
5 BR | 8.0 BA | 20,039 SQ FT.  
\$25,000,000  
Situated atop a magical 1.5 acre oceanfront lot spanning two parcels with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand, this prestigious gated estate is truly unlike anything else.

SOTHEBYREALTY.COM/ID/THE44

Pacific | Sotheby's  
INTERNATIONAL REALTY

skyad.com | 60



# 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.

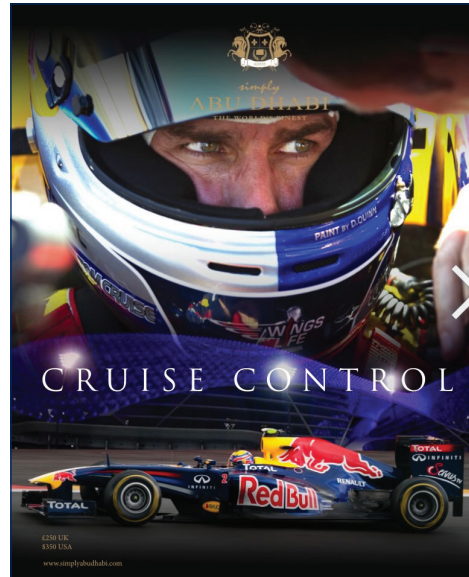
- **Global Distribution:** Ultra HNW audience in London, Paris, Milan, Monaco, Moscow, New York, Los Angeles, Singapore, Shanghai, Hong Kong, Mumbai & Delhi.
- **Prestigious Distribution Includes:** Royalty/Palaces/Private Royal Offices, Dignitaries & Politicians/Ministries, All Official Embassies in 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

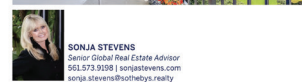
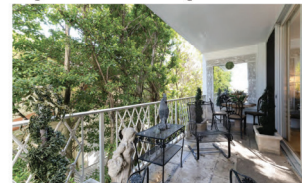
Print & Digital



## Nothing compares to what's next

### Exquisite Palm Beach Properties

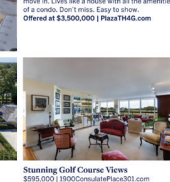
*Presented by Sonja Stevens*



**SONJA STEVENS**  
Senior Global Real Estate Advisor  
562.573.3058 | sonjastevens.com  
sonja.stevens@sothebys.realty

### Outstanding Properties

*Presented by Andrew Thomka-Gazdik*



**ANDREW THOMKA-GAZDIK**  
Senior Global Real Estate Advisor  
561.714.8055 | andrewthomka-gazdik.com  
andrew.thomka-gazdik@sothebys.realty

FOR MORE INFORMATION LOG ON TO ANDREWTHOMKA-GAZDIK.COM

PALM BEACH BROKERAGE | 340 ROYAL PONCIANA WAY, PALM BEACH, FL 33480 | 561.659.3555 | SOTHEBYSPALMBEACH.COM



# Schedule, Pricing & Reach



Briggs | Sotheby's  
Freeman | INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2025

## PLAN 1

Plan 1

Media	Ad Description	April	May	June	July	Media Total	Reach
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Full Page		\$ 5,260.00			\$ 5,260.00	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	770,000
<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>LinkedIn</b>							
LinkedIn	Digital Banner Campaign	\$ 200.00	\$ 2,000.00	\$ 2,000.00		\$ 4,200.00	300,000
<b>Comprehensive Digital</b>							
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	300,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	150,000
<b>Geofencing - Event and Location</b>							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	120,000
<b>Billionaire</b>							
Billionaire	Custom Content + E-Newsletter	\$ 4,500.00				\$ 4,500.00	50,000
<b>Cottages &amp; Garden</b>							
Instapartnership	Post and Stories takeover			\$ 1,950.00		\$ 1,950.00	64,300
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week		\$ 5,000.00			\$ 5,000.00	60,000
C&G Stories	Content development	\$ 5,295.00				\$ 5,295.00	11,510,000
<b>Crain's New York Business</b>							
Crain's New York Business	Daily E-Newsletter M-F	\$ 4,200.00				\$ 4,200.00	15,000
Crain's New York Business	Luxury Home Spotlight - custom e-blast		\$ 5,500.00				
<b>Dupont Registry</b>							
Brnded Content Post	Post and Stories takeover		\$ 1,295.00			\$ 1,295.00	
Daily Enewsletter	Enewsletter Inclusion		Bonus				77,000
Luxury Lifestyle Enewsletter	Enewsletter Inclusion		Bonus				2,500
<b>Elite Traveler</b>							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$ 2,500		\$ 2,500.00	100,000
Elite Dedicated E-blast	Dedicated E-blast	\$ 6,000.00				\$ 6,000.00	12,000
Elite Social Media Post - FB, Instagram & Twitter	Social Media Post - FB, Instagram & Twitter			\$ 8,825.00		\$ 8,825.00	105,500

# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

<b>Nob Hill Gazette</b>								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$	500.00	\$	500.00	\$	500.00	\$ 1,500.00
<b>JamesEdition</b>								
Main Home Page Rotating Gallery	Featured Banner					\$	2,000.00	\$ 2,000.00
New & Trending Real Estate Position	Featured Spot					\$	1,000.00	\$ 1,000.00
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$	5,500.00					\$ 5,500.00
Social Media	Listing Feature			\$	1,800.00			\$ 1,800.00
<b>JetSet Magazine</b>								
JetSet Magazine	Annual Global Campaign					\$	2,500.00	\$ 2,500.00
<b>LA Times</b>								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page							\$ -
Custom Email	Custom Email	\$	1,750.00					\$ 1,750.00
<b>ListGlobally</b>								
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$	2,000.00	\$	200.00	\$	200.00	\$ 2,400.00
<b>Luxury Estate</b>								
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months					\$	3,250.00	\$ 3,250.00
<b>Robbreport.com</b>								
Robbreport.com	Featured Listing Carousel - 1 Property	\$	1,350.00			\$	1,350.00	\$ 2,700.00
Robbreport.com	Real Estate Newsletter - 3 Sends			\$	4,125.00			\$ 4,125.00
Robbreport.com	Featured Listing in Real Estate E-Newsletter					\$	1,875.00	\$ 1,875.00
<b>Simply Abu Dhabi</b>								
Instagram Post	Instagram Post (2 Post Minimum)	\$	1,350.00	\$	1,350.00	\$	1,350.00	\$ 4,050.00
<b>WSJ.com</b>								
Mansion Global Homepage Hero	Shared Banner	\$	650.00	\$	650.00	\$	650.00	\$ 1,950.00
Mansion Global e-Newsletter	Daily Monday-Friday			\$	3,680.00			\$ 3,680.00
Mansion Global Custom E-mail						\$	6,000.00	\$ 6,000.00
Property Upgrades	10 Featured Property Upgrades							\$ -
Mansion Global Instagram	Mansion Global Instagram	\$	2,000.00					\$ 2,000.00
<b>Yachting E-Newsletter</b>								
Boat International	Boat International	\$	750.00	\$	750.00	\$	750.00	\$ 2,250.00

# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print

Conde Nast Magazines Regional Pages

Architectural Digest - Dallas/Fort Worth	Full Page				\$ 2,710.00	\$ 2,710.00	15,000
Architectural Digest - South Florida	Full Page				\$ 2,920.00	\$ 2,920.00	18,000
<b>Dupont Registry</b>							
Dupont Registry	Editorial Full Page			\$ 3,000.00		\$ 3,000.00	35,000
<b>Elite Traveler</b>							
Elite Traveler	Luxury Homes Feature			\$ 4,500.00		\$ 4,500.00	557,000
<b>Financial Times</b>							
Financial Times	Quadruple Property Spot	\$ 3,000.00				\$ 3,000.00	210,457
Financial Times	Double Property Spot		\$ 1,500.00			\$ 1,500.00	210,457
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00			\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page			\$ 660.00		\$ 660.00	384,000
<b>The New York Times</b>							
The New York Times	Double Property Spot - Weekday/Saturday				\$ 1,520.00	\$ 1,520.00	423,111
The New York Times	Quadruple Property Spot - Weekday/Saturday		\$ 3,040.00			\$ 3,040.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	495,000
<b>Private Air Luxury Homes</b>							
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00		\$ 1,925.00	\$ 3,850.00	130,000
<b>Robb Report</b>							
Robb Report	Full Page			\$ 8,500.00		\$ 8,500.00	107,000
<b>San Francisco &amp; Silicon Valley</b>							
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00			\$ 725.00	36,500
<b>Simply Abu Dhabi</b>							
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts				\$ 7,500.00	\$ 7,500.00	10,000
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade				\$ 1,590.00	\$ 1,590.00	644,424
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade	\$ 3,180.00	\$ 3,180.00			\$ 6,360.00	1,288,848
<b>The Wall Street Journal</b>							
Mansion Global Experience Luxury	Weekend Property insert		\$ 1,985.00			\$ 1,985.00	100,000

TOTAL \$ 181,025.00 24,553,288

\*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	April	May	June	July	Media Total	Reach	
<b>Sotheby's Auction House: Print</b>								
Sotheby's Magazine	Half Page		\$ 2,630.00			\$ 2,630.00	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	770,000	
<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>LinkedIn</b>								
LinkedIn	Digital Banner Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	300,000	
<b>Comprehensive Digital</b>								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000	
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	150,000	
<b>Geofencing - Event and Location</b>								
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	120,000	
<b>Billionaire</b>								
Billionaire	Custom Content + E-Newsletter	\$ 4,500.00				\$ 4,500.00	50,000	
<b>Cottages &amp; Garden</b>								
Instapartnership	Post and Stories takeover			\$ 1,950.00		\$ 1,950.00	64,300	
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>Crain's New York Business</b>								
Crain's New York Business	Luxury Home Spotlight - custom e-blast		\$ 5,500.00					
<b>Dupont Registry</b>								
Brnded Content Post	Post and Stories takeover		\$ 1,295.00			\$ 1,295.00		
Daily Enewsletter	Enewsletter Inclusion		Bonus				77,000	
Luxury Lifestyle Enewsletter	Enewsletter Inclusion		Bonus				2,500	
<b>Elite Traveler</b>								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000	
Elite Dedicated E-blast	Dedicated E-blast	\$ 6,000.00				\$ 6,000.00	12,000	
<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	

# Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

<b>JamesEdition</b>							
New & Trending Home Page Position	Featured Spot	\$ 1,200.00			\$ 1,200.00		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			\$ 1,800.00		\$ 1,800.00	148,000
<b>JetSet Magazine</b>							
JetSet Magazine	Annual Global Campaign		\$2,500			\$ 2,500.00	2,140,000
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus			\$ -	425,000
<b>ListGlobally</b>							
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$ 200.00	\$ 200.00	\$ 200.00		\$ 600.00	
<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 Carousel - 1 Property	\$ 1,350.00				\$ 1,350.00	6,000
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 4,125.00			\$ 4,125.00	60,000
Robbreport.com	Featured Listing in Real Estate E-Newsletter				\$ 1,875.00	\$ 1,875.00	6,000
<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		\$ -	
<b>Yachting E-Newsletter</b>							
Boat International	Boat International	\$ 750.00	\$ 750.00			\$ 1,500.00	51,200

# Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print

<b>Conde Nast Magazines Regional Pages</b>							
Architectural Digest - Dallas/Fort Worth	Full Page				\$ 2,710.00	\$ 2,710.00	15,000
<b>Dupont Registry</b>							
Dupont Registry	Editorial Full Page			\$ 3,000.00		\$ 3,000.00	35,000
<b>Elite Traveler</b>							
Elite Traveler	Luxury Homes Feature			\$ 4,500.00		\$ 4,500.00	557,000
<b>Financial Times</b>							
Financial Times	Double Property Spot	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	420,914
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00			\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page			\$ 660.00		\$ 660.00	384,000
<b>The New York Times</b>							
The New York Times	Double Property Spot - Weekday/Saturday			\$ 1,520.00	\$ 1,520.00	\$ 3,040.00	846,222
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	495,000
<b>Private Air Luxury Homes</b>							
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00		\$ 1,925.00	\$ 3,850.00	130,000
<b>Robb Report</b>							
Robb Report	Half Page			\$ 6,000.00		\$ 6,000.00	107,000
<b>San Francisco &amp; Silicon Valley</b>							
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00			\$ 725.00	36,500
<b>Simply Abu Dhabi</b>							
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts				\$ 7,500.00	\$ 7,500.00	10,000
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade		\$ 1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 4,770.00	1,933,272
<b>The Wall Street Journal</b>							
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00			\$ 980.00	100,000
TOTAL						\$ 121,800.00	12,617,888

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

# Proposed Schedule, Pricing & Reach 2025

PLAN 3

Plan 3							
Media	Ad Description	April	May	June	July	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Half Page		\$ 2,630.00			\$ 2,630.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00		\$ 2,585.00	770,000
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00		\$ 900.00		\$ 1,800.00	200,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
LinkedIn							
LinkedIn	Digital Banner Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	300,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
Billionaire							
Billionaire	Custom Content + E-Newsletter	\$ 4,500.00				\$ 4,500.00	50,000
Cottages & Garden							
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
Crain's New York Business							
Crain's New York Business	Luxury Home Spotlight - custom e-blast		\$ 5,500.00				
Dupont Registry							
Brnded Content Post	Post and Stories takeover		\$ 1,295.00			\$ 1,295.00	
Daily Enewsletter	Enewsletter Inclusion		Bonus				77,000
Luxury Lifestyle Enewsletter	Enewsletter Inclusion		Bonus				2,500
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00		\$ 500.00		\$ 1,000.00	13,000
JamesEdition							
New & Trending Home Page Position	Featured Spot	\$ 1,200.00				\$ 1,200.00	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			\$ 1,800.00		\$ 1,800.00	148,000



# Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

<b>JetSet Magazine</b>							
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00	2,140,000
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page			Bonus		\$ -	425,000
<b>ListGlobally</b>							
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$ 200.00	\$ 200.00	\$ 200.00		\$ 600.00	
<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 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	\$ 1,300.00	328,000
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00		\$ 3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades			Bonus	Bonus	\$ -	
<b>Yachting E-Newsletter</b>							
Boat International	Boat International	\$ 750.00	\$ 750.00			\$ 1,500.00	51,200

# Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print

**Conde Nast Magazines Regional Pages**

Architectural Digest - Dallas/Fort Worth	Full Page					\$ 2,710.00	\$ 2,710.00	15,000
--	-----------	--	--	--	--	-------------	-------------	--------

**Dupont Registry**

Dupont Registry	Editorial Full Page					\$ 3,000.00	\$ 3,000.00	35,000
-----------------	---------------------	--	--	--	--	-------------	-------------	--------

**Elite Traveler**

Elite Traveler	Luxury Homes Feature					\$ 4,500.00	\$ 4,500.00	557,000
----------------	----------------------	--	--	--	--	-------------	-------------	---------

**Financial Times**

Financial Times	Property Spot	\$ 750.00	\$ 750.00				\$ 1,500.00	420,914
-----------------	---------------	-----------	-----------	--	--	--	-------------	---------

**The Los Angeles Times**

The Los Angeles Times	Hot Property - listing + digital lighthouse			\$ 425.00			\$ 425.00	220,780
-----------------------	---	--	--	-----------	--	--	-----------	---------

The Los Angeles Times	Takeover - Full Page					\$ 660.00	\$ 660.00	384,000
-----------------------	----------------------	--	--	--	--	-----------	-----------	---------

**The New York Times**

The New York Times	Property Spot - Weekday/Saturday					\$ 760.00	\$ 760.00	\$ 1,520.00	846,222
--------------------	----------------------------------	--	--	--	--	-----------	-----------	-------------	---------

The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 750.00			\$ 2,250.00	495,000
-----------------------------	--------------------------------	-----------	-----------	-----------	--	--	-------------	---------

**Private Air Luxury Homes**

Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)					\$ 1,925.00	\$ 1,925.00	65,000
--------------------------	--	--	--	--	--	-------------	-------------	--------

**San Francisco & Silicon Valley**

San Francisco & Silicon Valley	Takeover - Full Page					\$ 725.00	\$ 725.00	36,500
--------------------------------	----------------------	--	--	--	--	-----------	-----------	--------

**Simply Abu Dhabi**

Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts						\$ 7,500.00	\$ 7,500.00	10,000
------------------	--	--	--	--	--	--	-------------	-------------	--------

**The Wall Street Journal**

The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade			\$ 795.00	\$ 795.00	\$ 795.00	\$ 2,385.00	1,933,272
------------------------------------	--	--	--	-----------	-----------	-----------	-------------	-----------

**The Wall Street Journal**

Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00			\$ 980.00	100,000
----------------------------------	-------------------------	--	--	-----------	--	--	-----------	---------

TOTAL							\$ 85,245.00	11,635,588
-------	--	--	--	--	--	--	--------------	------------

\*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 4

Plan 4							
Media	Ad Description	April	May	June	July	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Half Page		\$ 2,630.00			\$ 2,630.00	20,000
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00		\$ 900.00		\$ 1,800.00	200,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
LinkedIn							
LinkedIn	Digital Banner Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	300,000
Dupont Registry							
Brnded Content Post	Post and Stories takeover		\$ 1,295.00			\$ 1,295.00	
Daily Enewsletter	Enewsletter Inclusion		Bonus				77,000
Luxury Lifestyle Enewsletter	Enewsletter Inclusion		Bonus				2,500
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00		\$ 500.00		\$ 1,000.00	13,000
JamesEdition							
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus			\$ -	425,000

# Proposed Schedule, Pricing & Reach 2025

PLAN 4 - CONTINUED

ListGlobally								
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$	200.00	\$	200.00	\$	200.00	\$ 600.00
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$	1,100.00					\$ 1,100.00
Robbreport.com								
Robbreport.com	Featured Listing in Real Estate E-Newsletter					\$	1,875.00	\$ 1,875.00
Simply Abu Dhabi								6,000
Instagram Post	Instagram Post (2 Post Minimum)	\$	1,350.00	\$	1,350.00			\$ 2,700.00
WSJ.com								51,200
Mansion Global Homepage Hero	Shared Banner	\$	650.00					\$ 650.00
Mansion Global e-Newsletter	Daily Monday-Friday				\$	3,680.00		\$ 3,680.00
Property Upgrades	10 Featured Property Upgrades				Bonus	Bonus		\$ -
Yachting E-Newsletter								
Boat International	Boat International	\$	750.00	\$	750.00			\$ 1,500.00
								51,200



# Proposed Schedule, Pricing & Reach 2025

PLAN 4 - CONTINUED

Print

Dupont Registry															
Dupont Registry	Editorial Full Page					\$	3,000.00	\$	3,000.00	35,000					
Elite Traveler															
Elite Traveler	Luxury Homes Feature					\$	4,500.00	\$	4,500.00	557,000					
Financial Times															
Financial Times	Property Spot			\$	750.00	\$	750.00		\$	1,500.00	420,914				
The Los Angeles Times															
The Los Angeles Times	Hot Property - listing + digital lighthouse				\$	425.00			\$	425.00	220,780				
The Los Angeles Times	Takeover - Full Page					\$	660.00		\$	660.00	384,000				
The New York Times															
The New York Times	Property Spot - Weekday/Saturday					\$	760.00	\$	760.00	\$	1,520.00	846,222			
The New York Times Takeover	Full Page w/ Digital promotion			\$	750.00	\$	750.00	\$	750.00	\$	2,250.00	495,000			
Private Air Luxury Homes															
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)				\$	1,925.00			\$	1,925.00	65,000				
San Francisco & Silicon Valley															
San Francisco & Silicon Valley	Takeover - Full Page				\$	725.00			\$	725.00	36,500				
Simply Abu Dhabi															
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts							\$	7,500.00	\$	7,500.00	10,000			
The Wall Street Journal															
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade				\$	795.00	\$	795.00	\$	795.00	\$	2,385.00	1,933,272		
The Wall Street Journal															
Mansion Global Experience Luxury	Weekend Property insert				\$	980.00			\$	980.00		100,000			
TOTAL													\$	60,500.00	7,472,588

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