



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# The Peak Advertising and Marketing Program

Nick  
Sadek

| Sotheby's  
INTERNATIONAL REALTY

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ADVERTISING  
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# National & Global Exposure The Peak

SKY Advertising is excited to present to Nick Sadek Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to The Peak.

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 Lake Tahoe.

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

LET'S DO  
GREAT THINGS TOGETHER

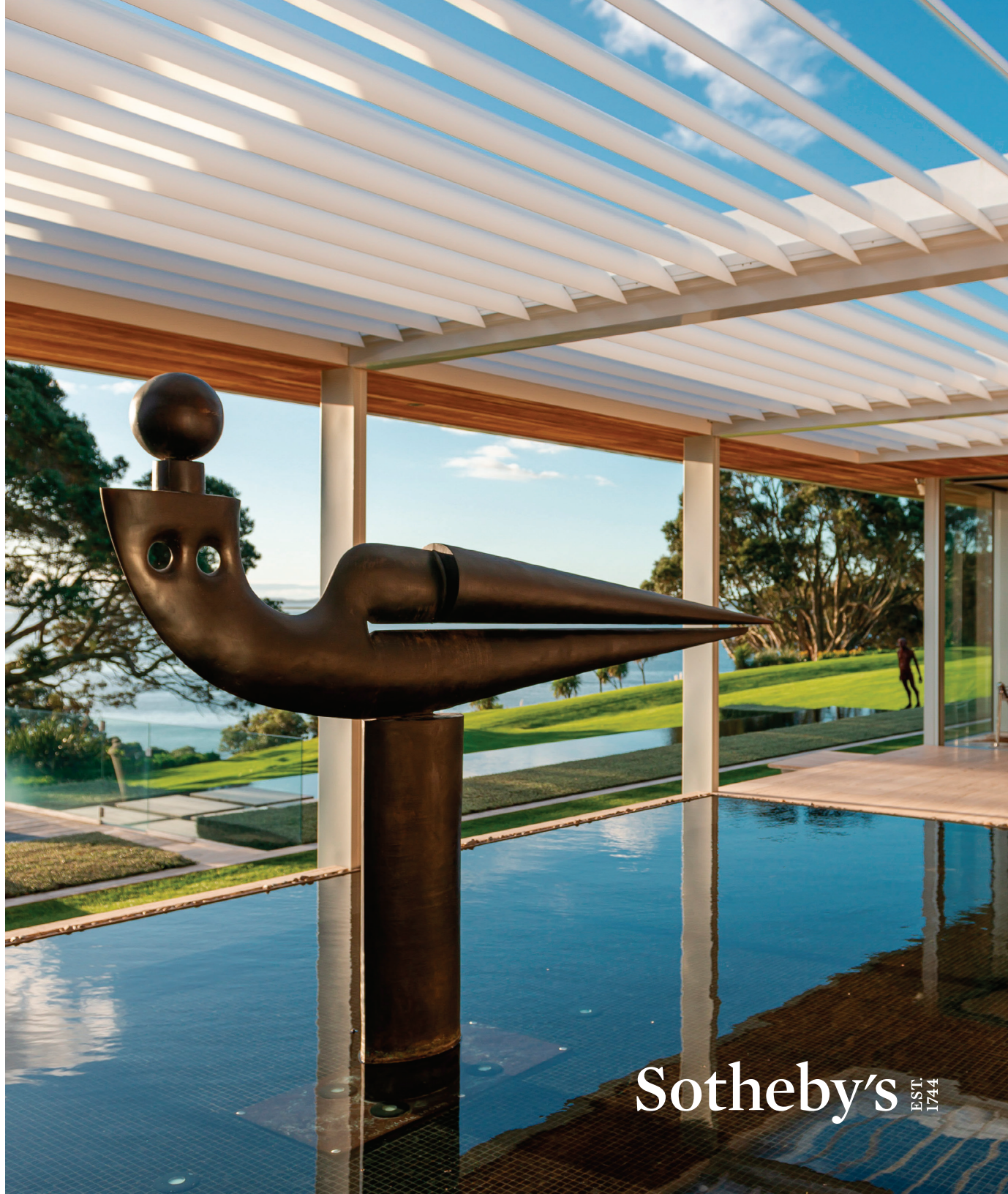
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Sotheby's  
Auction House  
Offerings



Sotheby's EST. 1744



# SOTHEBY'S MAGAZINE

- 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**



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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](#)



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

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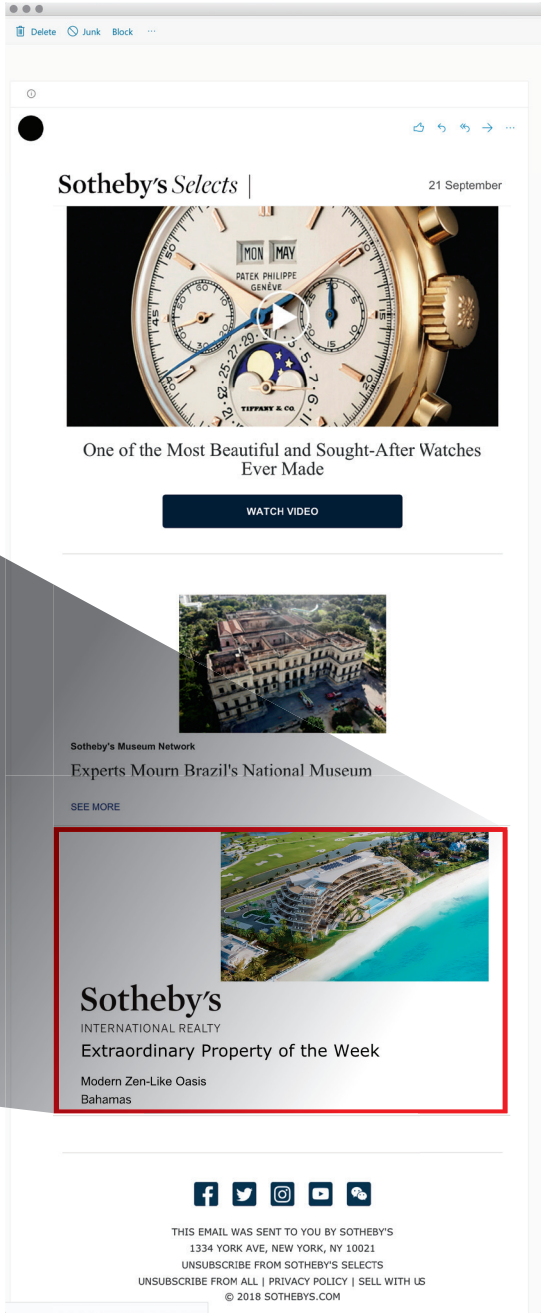


**Sotheby's**  
INTERNATIONAL REALTY  
Extraordinary Property of the Week

Modern Zen-Like Oasis  
Bahamas

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

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# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



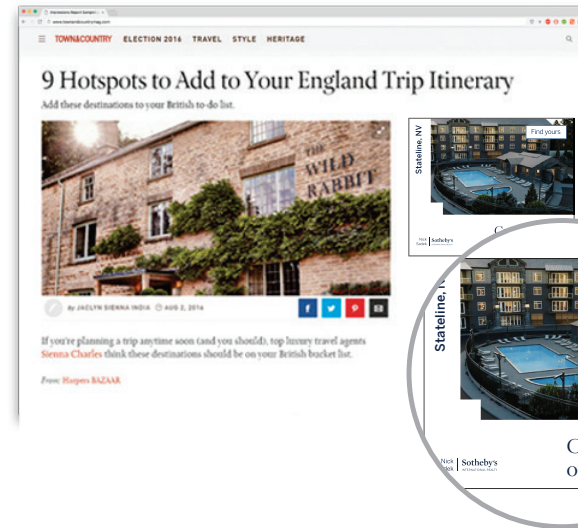
# Impressions Campaign

**CUSTOMIZABLE.**  
**AFFORDABLE.**  
**MEASURABLE.**

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

**Impress locally. Impress globally.**



## CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **The Peak**
- Flight Dates: **April 2025 - September 2025**
- Impressions: **3,000,000**
- Clicks through to the website of your choice.

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



# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**





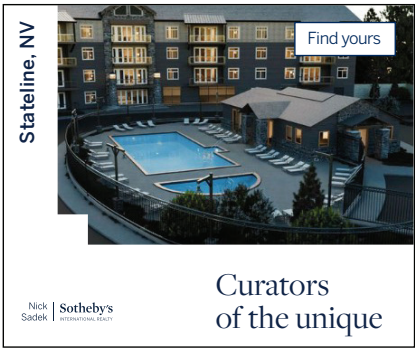
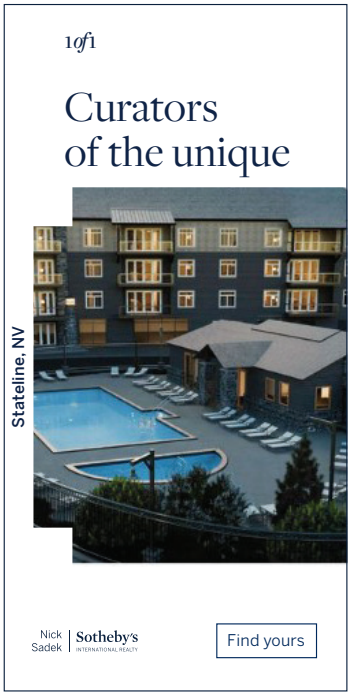
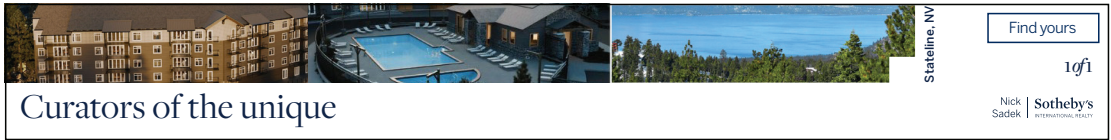
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

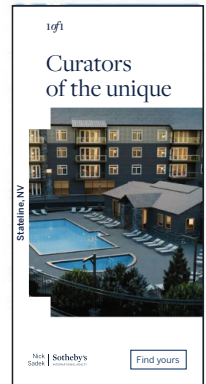
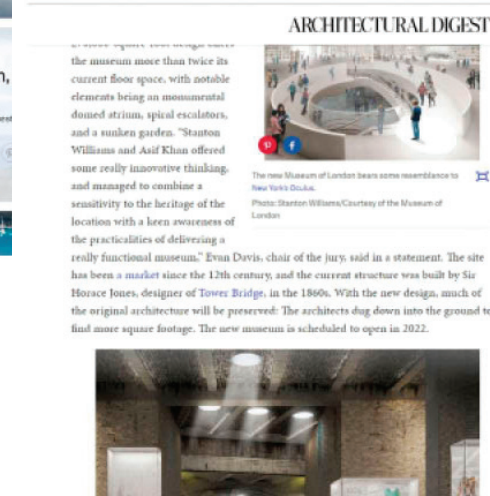
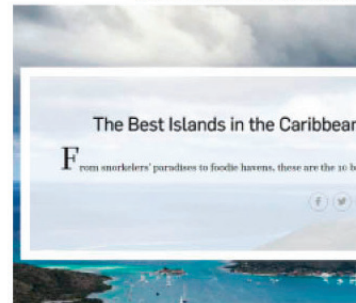
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

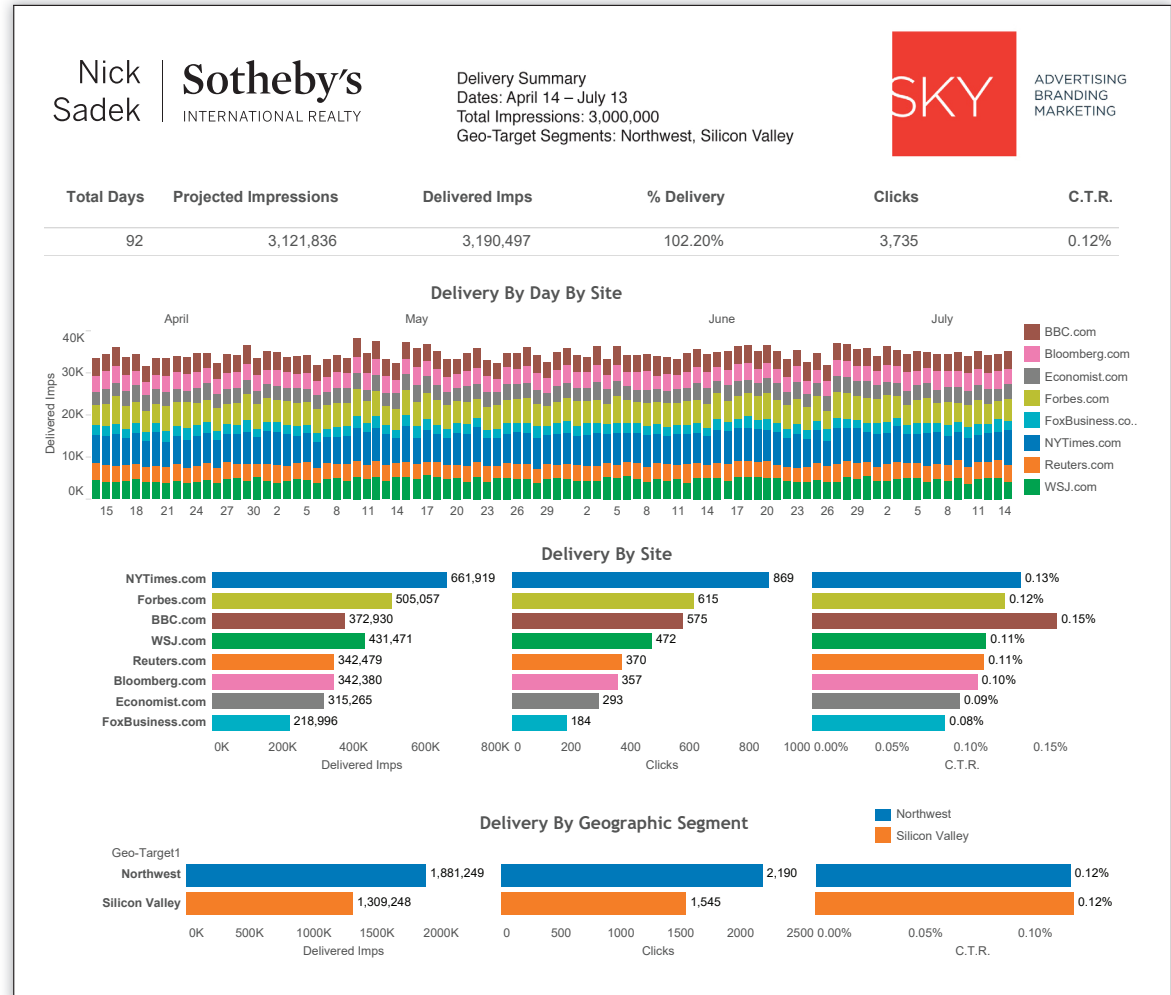


# Comprehensive Reporting For Your Customized Campaign

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

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

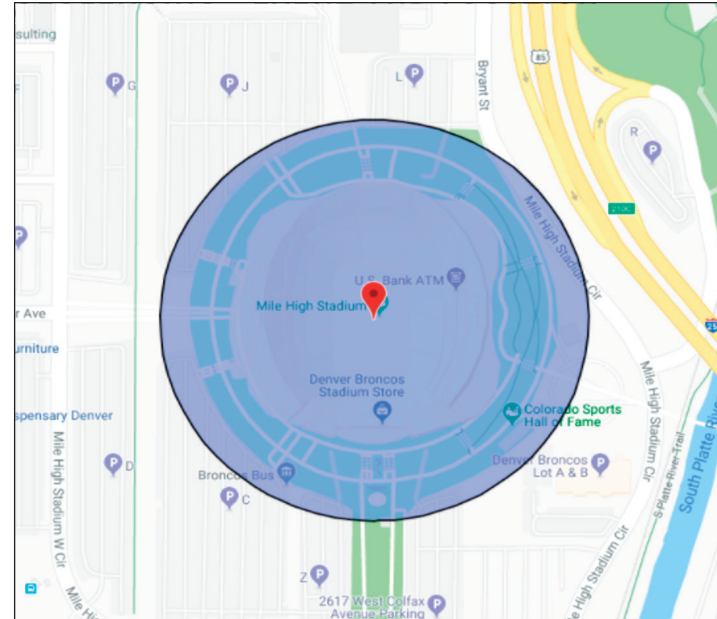
## IMPRESSIONS PROGRAM SAMPLE REPORT



# Digital Event Targeting

## GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



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

### PRICING

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

# 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.

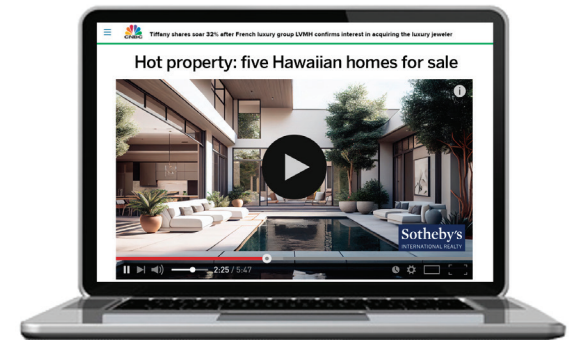


## YouTube Video Pre-Roll Ads

### 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**



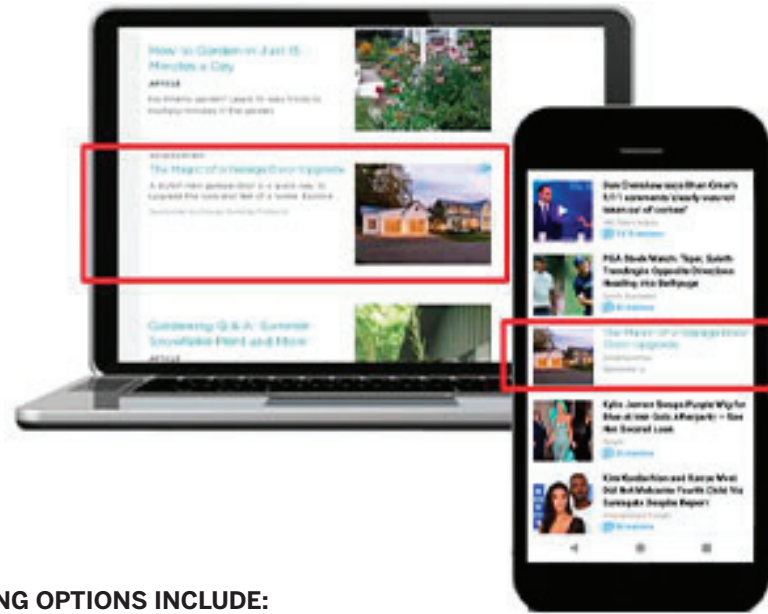
# Comprehensive Digital

## NATIVE DISPLAY

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

## HIGHER ENGAGEMENT:

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



## TARGETING OPTIONS INCLUDE:

- **Behavioral** – thousands of targeting categories including demographics, on-line and off-line behaviors, and interests. Keywords – target a list of up to 500 keywords related to your business, and show Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.

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

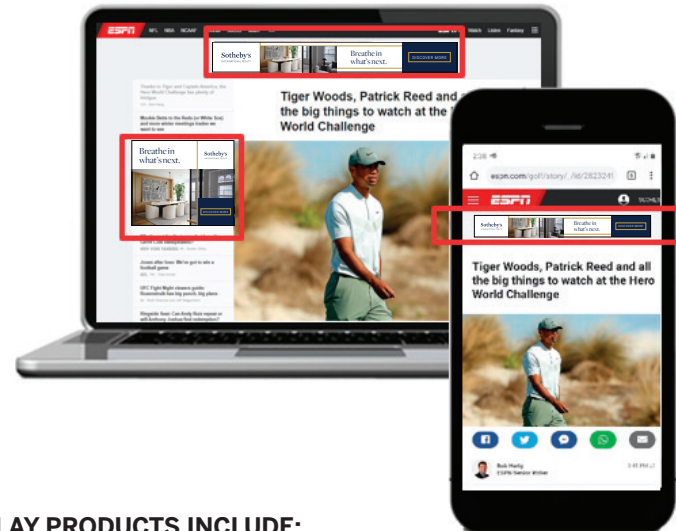
Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

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

# Comprehensive Digital

## DISPLAY

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



### TARGETED DISPLAY PRODUCTS INCLUDE:

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

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

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

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

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

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

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

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

Cross Platform Targeting available from Mobile Conquesting.

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

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

# Comprehensive Digital

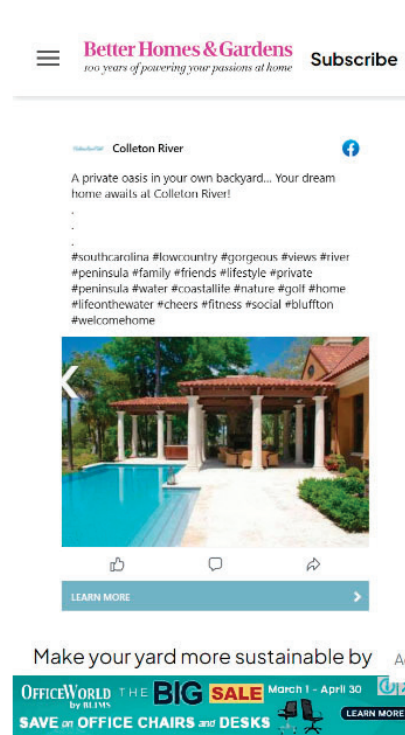
## SOCIAL MIRROR ADS

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

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

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

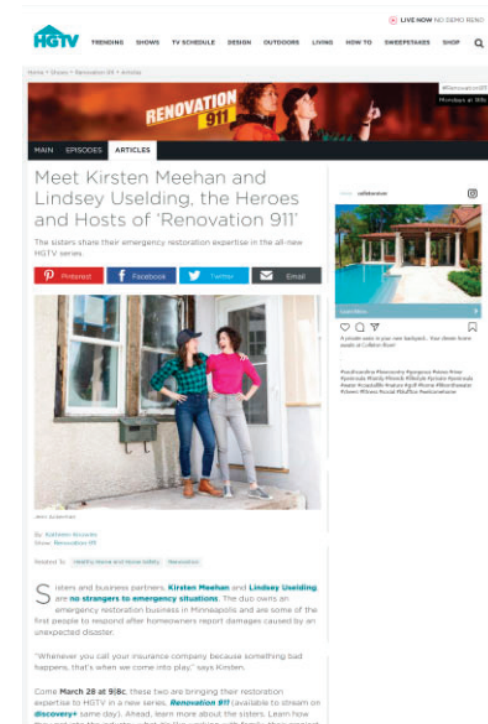
Ads can be display, video, OTT across connected TVs or carousel.



## TARGETING ABILITIES:

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

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





# Google AdWords

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

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

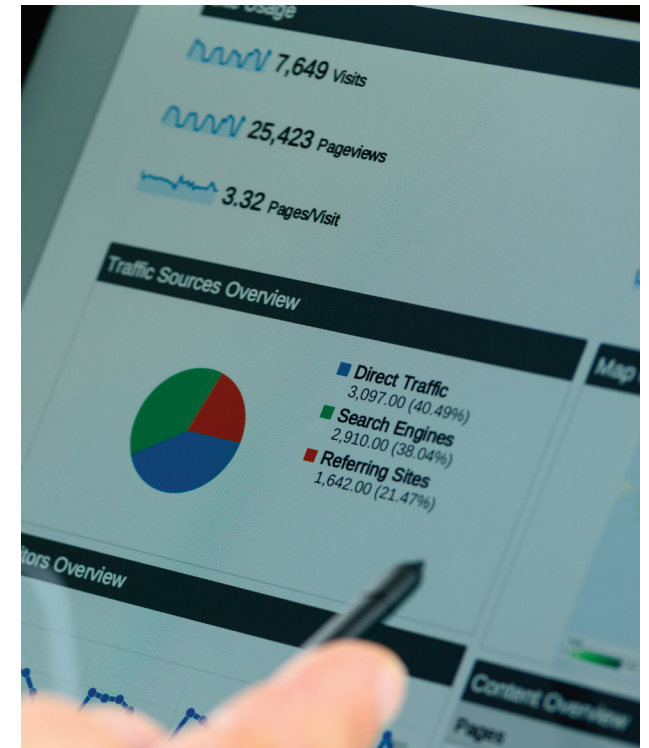


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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



# Google AdWords

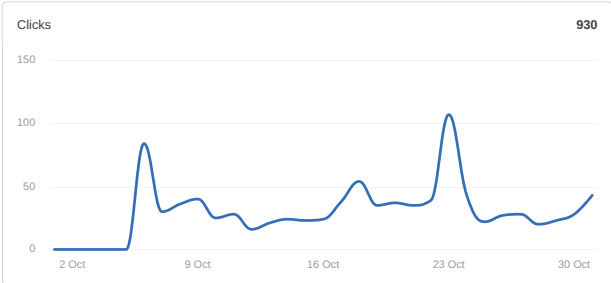
## CLIENT DASHBOARD

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



### Nick Sadek SIR

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

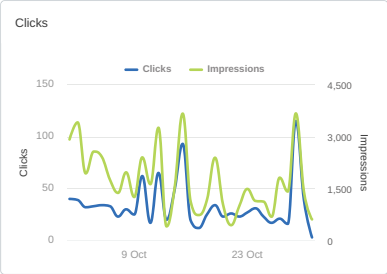
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



Nick Sadek SIR

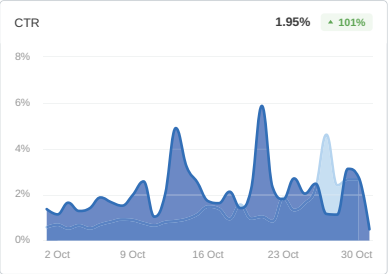
October KPI's

Clicks




CTR

1.95% ▲ 101%



Google Ads Phone Calls

12 ▲ 71%



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$0.94

Cities and Regions

Showing 50 of 540 Rows

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

Keywords

Showing 23 of 23 Rows

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

# Dwell Real Estate

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

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

## Dwell Audience Real Estate Metrics

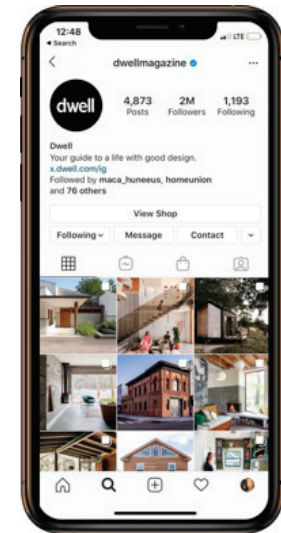
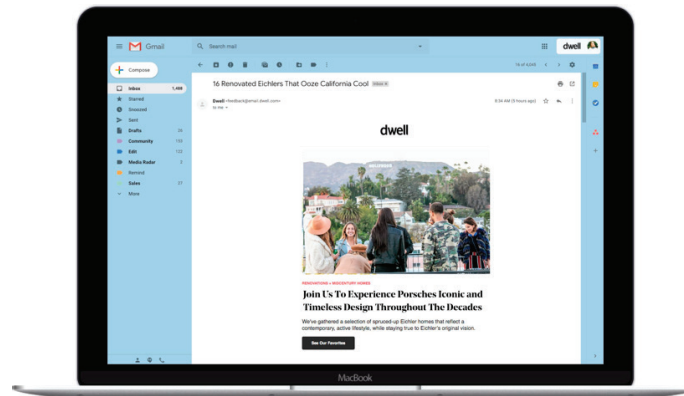
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

## CUSTOM REAL ESTATE ARTICLE.

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

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

PRICE: \$6,000



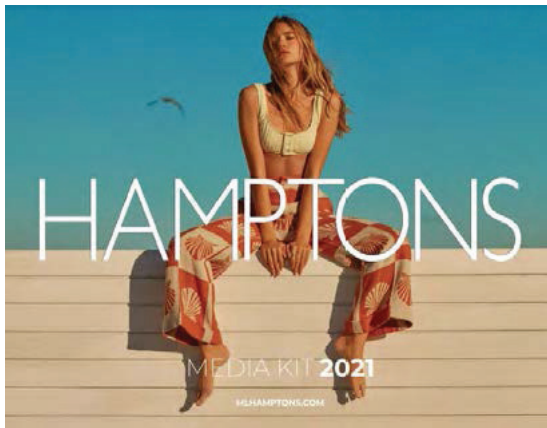
# Modern Luxury

## AT MODERN LUXURY, CONNECTION AND COMMUNITY DEFINE WHO WE ARE

Reaching an audience of more than 16 million, modern luxury is the nation's largest luxury media company offering leading brands access to the most affluent audiences in the most prominent cities across the u.s.

Through the power of the modern luxury media ecosystem including 85+ brands across 22 markets luxury brands can connect with their audiences in the places and ways that matter the most.

- Audience: **13 Million**
- Markets: **22**



# Modern Luxury

## NATIONAL PACKAGE #1

- 12 Full Pages
- 4 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article (Advertorial)



### PLUS CHOICE OF 5 MEMBERSHIP POINTS:

#### 1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
- All Sizes
- Standard Boosted Instagram
- Out-of-Feed post

#### 2 POINTS (EACH)

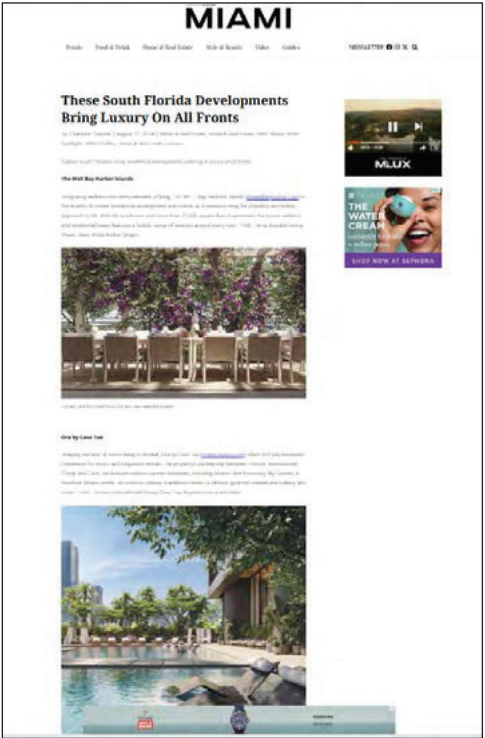
- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

#### 3 POINTS (EACH)

- Full Page
- Standard Boosted Instagram
- In-Feed Post
- Influencer Package
- Print Marketing Card

MONTHLY COMMITMENT: \$8,500 PER MONTH FOR 6 MONTHS  
TOTAL INVESTMENT: \$60,000

FULL RETAIL VALUE: \$115,000  
YOU SAVE \$55,000 WITH THIS PACKAGE





- 9 Full Pages
- 2 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article



**1 POINT (EACH)**

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
- All Sizes
- Standard Boosted Instagram
- Out-of-Feed post


- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

- Full Page
- Standard Boosted Instagram
- In-Feed Post
- Influencer Package
- Print Marketing Card

MODERN LUXURY SPOTLIGHT

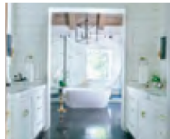
### SUSTAINABLE STYLE

PVG is revolutionizing The Casual Leather Collection which consists of an sophisticated modular sofa collection. The PVG brand while addressing functional and organizational necessities for any lifestyle. From travel, Casual, plant based, PVG free, and heavy metal free organic material, this collection takes an eco-conscious focus with emphasis on adaptability and a universal design approach.pvg.com



# TOP

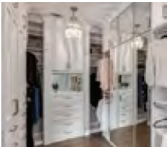
## LIVE THE GOOD LIFE



### THE HOTTEST PRODUCTS, EXCLUSIVE EVENTS AND SPECIAL OPPORTUNITIES FROM OUR PARTNERS.


#### 2 BEST CUSTOM CLOSETS IN ATLANTA

Experience the quality craftsmanship, and extraordinary service that is the hallmark of Creative Closets. Treating your organizational needs evolve over time, we design and build elegant solutions for maximum flexibility for where you want it. Discover the ease, value, and peace of mind our clients appreciate every day. Please call or visit our factory showroom to begin your journey today! creativeclosetsmore.com, 404.256.7387



#### 3 DISCOVER REYNOLDS LAKE OCEANEE

Just east of Atlanta, Reynolds Lake Okeene is a private waterfront community where families from around the country wine, dine, relax, pursue and friendship flourish. With no championship golf courses, 11 restaurants, a waterfront boat club, the scenic Sandy Creek Sporting Grounds and a range of acclaimed amenities, the vibrant recreation is a favorite choice for families looking to relax, recharge or even just stretch course and meet.reynoldslakeoceane.com, 800.850.5250




#### 4 COME HOME TO A DREAM

Create an exquisite interior design with ease at Construction Resources' award-winning Decorator Design Campus. Find high-quality products including countertops, appliances, lighting, shower doors and mirrors, tile and flooring and more from the top brands in the industry. Showcase your authority and discover the immense opportunity that awaits as Construction Resources' Showcase by The Chicago Photo Lab (@chicagophotolab) visits by @luxeconstructionresourcesconstructionresources.com, 404.774.3152

#### 5 MEET COPIER AT C+H INTERIORS

Copier collection is a juxtaposition of Copier's handcrafted and contemporary form. Its delicate handblown crystal cylindrical pieces are used with clear laser lines. Light emits only from connection points and the accents are rigorously hidden to soften the overall effect. With components arranged in series and joined by polished champagne-finished connectors, Copier's central linear form creates a quiet visual rhythm. Copier has limitless possible configurations for any bespoke project. contact@copier.com, info@copierinteriors.com, 762.755.9554 / Product Links: www.hawkinsart.com/product/collection/copier-horizontal-wall-lights



**GET IT NOW: DOWNLOAD THE ATLANTIAN APP TO SHOP RIGHT OFF THE PAGE AVAILABLE ON THE iTunes App Store.**

# Modern Luxury

## NATIONAL PACKAGE #3

- 6 Full Pages
- 1 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article



## EVENTS

Custom events available

PRICE: \$30,000 TO \$40,000.

## PLUS CHOICE OF 5 MEMBERSHIP POINTS:

### 1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
- Standard Boosted Instagram
- Out-of-Feed post

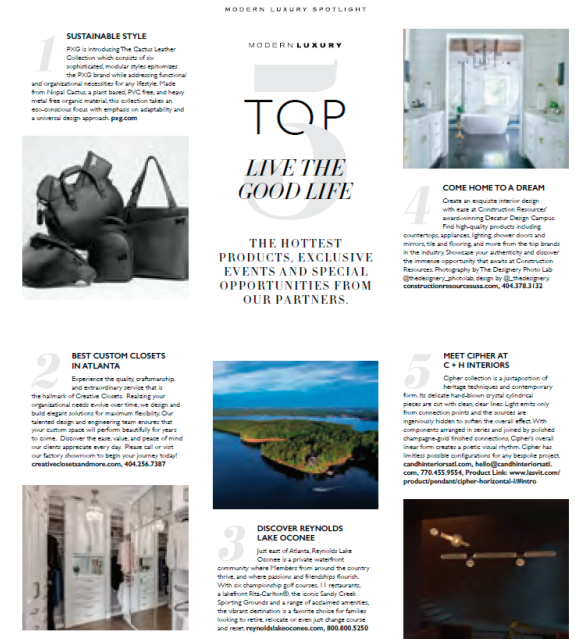
### 2 POINTS (EACH)

- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

### 3 POINTS (EACH)

- Full Page
- Standard Boosted Instagram
- In-Feed Post
- Influencer Package

TOTAL COST: \$30,000



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# Nob Hill Gazette

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

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

## E-NEWSLETTER

### ON THE MARKET

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

PRICE: \$500 PER LISTING

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



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

PACKAGE 1: \$62,500  
PACKAGE 2: \$37,500  
PACKAGE 3: \$25,000

- 3 Geo Fenced Dedicated Emails to 50,000
- 3 On the Market Properties



# 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.

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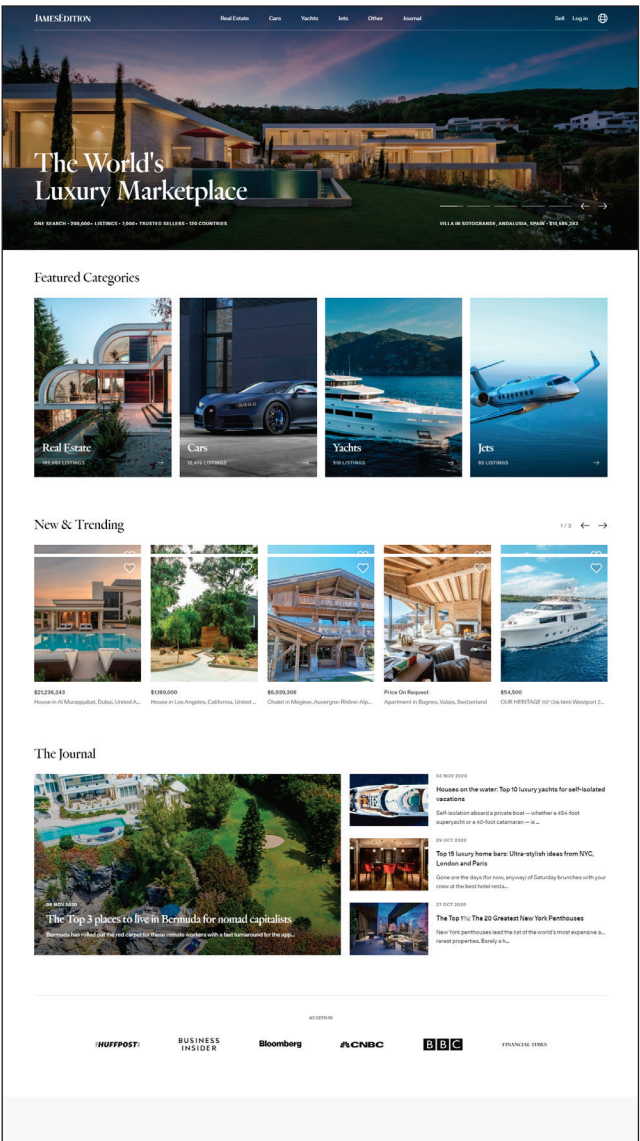
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

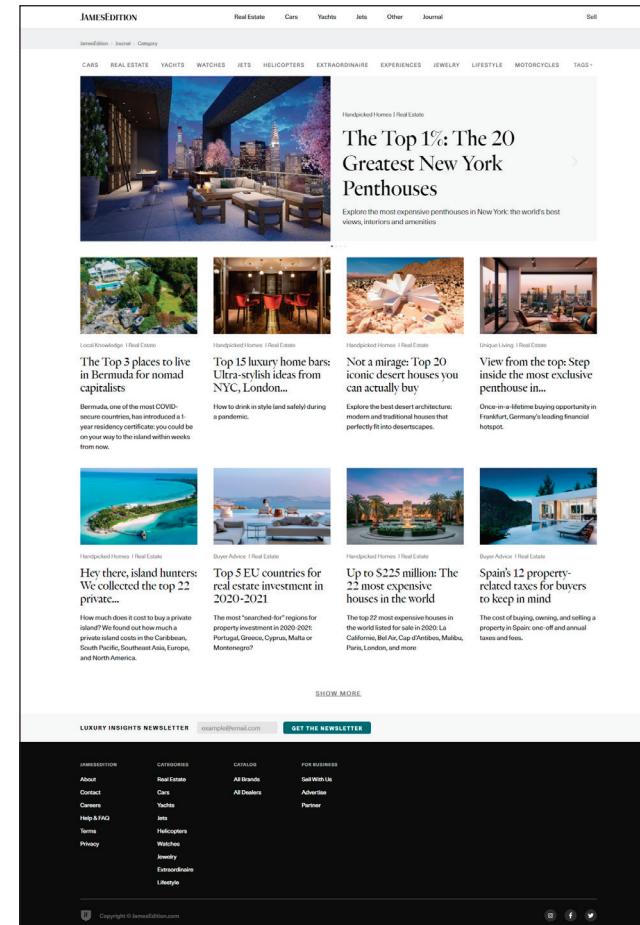
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

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



# jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

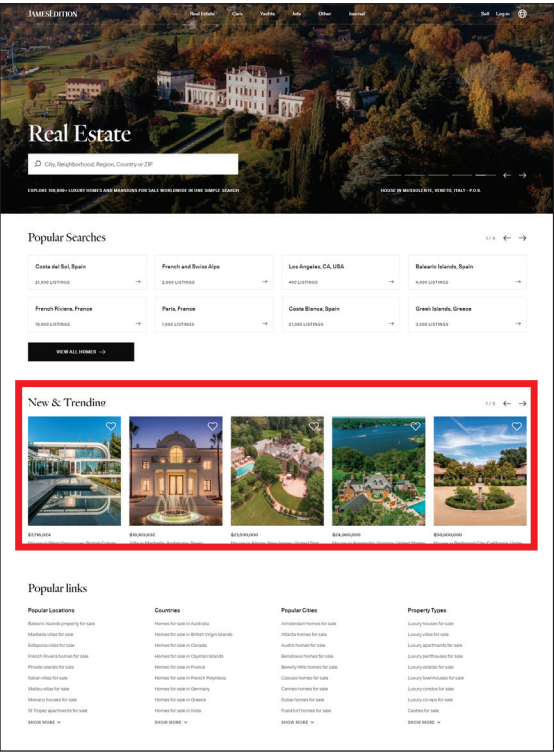
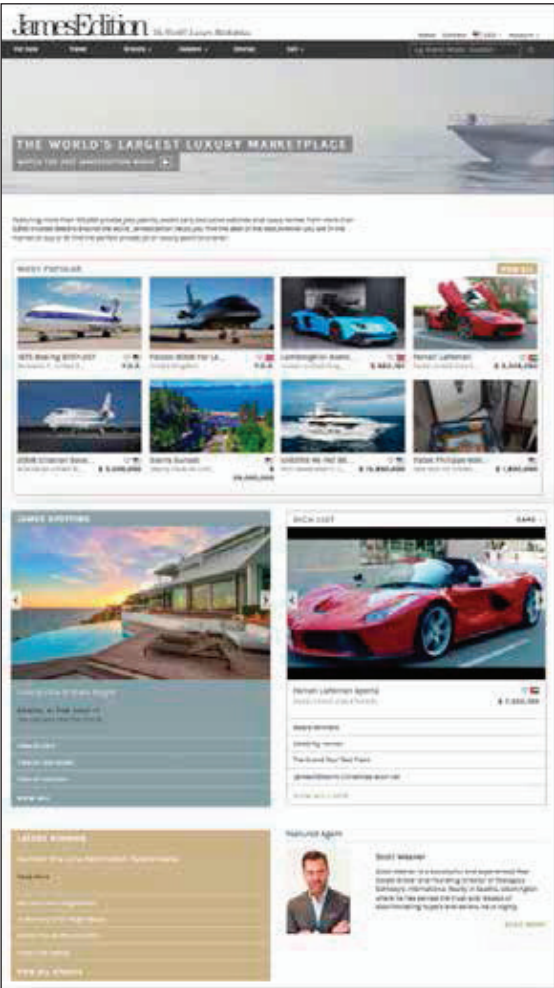
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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



12 MONTH GLOBAL DIGITAL CAMPAIGN

EMAIL

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

Subscriber Profile

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

12 month Web Feature

- 1 Million monthly page views
- 170K unique visitors

PRICE \$2,500/YEAR

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

TRACK REFORM  
Tailored coaching. Your car, your track and your schedule.  
TRACKREFORM.COM

Home Lifestyle Sports

### Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun

▲ Diamante Cabo San Lucas · October 23, 2017 · Sports



Diamante Cabo San Lucas (Diamante), a 1,500-acre private resort community on the Pacific coast in Cabo San Lucas, BCS, Mexico, has announced plans to build a new 18-hole, championship golf course to be designed by Tiger Woods and his company Tiger Woods Design (TWD).

The TWD designed course will be Diamante's second and will join the resort's award-winning championship golf course, Diamante Dunes, installed into course that opened in 2005. Construction on the new course, named "El Cardonal" began in September, and is expected to take approximately 18 months to complete.

Diamante, a private and fully integrated Master Planned Resort community located on the Pacific Coast, opened in 2000 to new residents. Present facilities include an exclusive and diverse golf club environment with world-class resort golf courses, residential villas, a private residence club and beach-front home sites.

"Diamante is a growing resort community that is already home to Golf Magazine's 10th ranked course in the world," said Diamante CEO Ken Jewell. "We believe a Tiger Woods Design course will be the perfect complement to Dunes Love Vrs Dunes Course and will embody the high standards that we have set at Diamante."

Diamante's "El Cardonal" course will look and play very differently from the Dunes Course and will help solidify Diamante's reputation as a world-class golf destination.

"While the Dunes course is reminiscent of a classic Scottish links course, this course is going to remind people of the old-style California courses," Woods said. "We will use the existing terraces that traverse the site and will plant bunkers to create deliberate strategic choices and curves off the tees."

TWD plans to integrate Diamante's rolling hills and spectacular views into the design of a very distinctive golf course. The bunkers will have a traditional look with natural, irregular contours.

"We will preserve the wide fairways. The variety of holes and strategic options will promote shot-making while still creating a very playable experience for golfers of all skill levels."

"I set up the golf strategy to make golfers think and make choices," said Woods. "Regardless of your handicap, there are going to be different ways to play every hole, angles of approach are going to be very important and will dictate the type of shots you should consider. I love this kind of golf."

The "El Cardonal" course is planned to measure more than 7,300 yards and will be contiguous to "The Resort at Diamante," which will be a fully functioning separate resort within the Diamante Community. The Resort encompasses 60 acres and will include a vacation Club with more than 200 residences.

The Resort will also incorporate a series of family-friendly recreational and social amenities including a 10-acre waterpark lagoon, a village complex with retail stores, restaurants, a 600-camp, arcade, water park, and a water-based activity center. There will also be a world-class Spa and Fitness Center with a lap pool, as well as a sports complex with facilities for tennis, training, basketball, soccer and other recreational uses.

"Our goal at Tiger Woods Design is to find locations to design unique and memorable golf courses," said Woods. "Diamante definitely needs that objective."

This is the fourth golf course deal signed by Tiger Woods Design since the firm's inception in 2006 and the second in Mexico. Other contracts include Puntacana in Puntacana, Mexico, The City at High Lanes in Asheville, North Carolina, and Al Roveya, located in Dubai, U.A.E.

"We are excited to work with Tiger Woods and his design team," said Jewell. "We bring a wealth of golf knowledge and experience, and we look forward to making a world-class golf course that integrates Diamante's unique style and characteristics."

Woods, who started TWD after 10 years playing professional golf, cites his best experiences gleaned from playing worldwide and on almost every continent. Woods noted that he is dedicated to applying his hands-on knowledge of the game to the Diamante site.

"We're really just two guys in Tiger's commitment to the project, and his passion to create a golf experience players of all levels can enjoy," said Jewell. "It doesn't hurt that Cabo San Lucas is the backdrop to Diamante, one of the world's most desired vacation spots, having a course designed by Tiger Woods will only add to the resort's allure."

The Diamante experience also features a Clubhouse, a Cartina and a practice facility with private fitting bays and a 18-hole. The 100,000-sq foot Diamante Dunes Clubhouse which includes 20 2-bedroom residences is set to open November 10, 2017.



SHARE ON: Facebook, Twitter, Email

ABOUT THE AUTHOR

Jetset Magazine  
Diamante Cabo San Lucas

RELATED POSTS





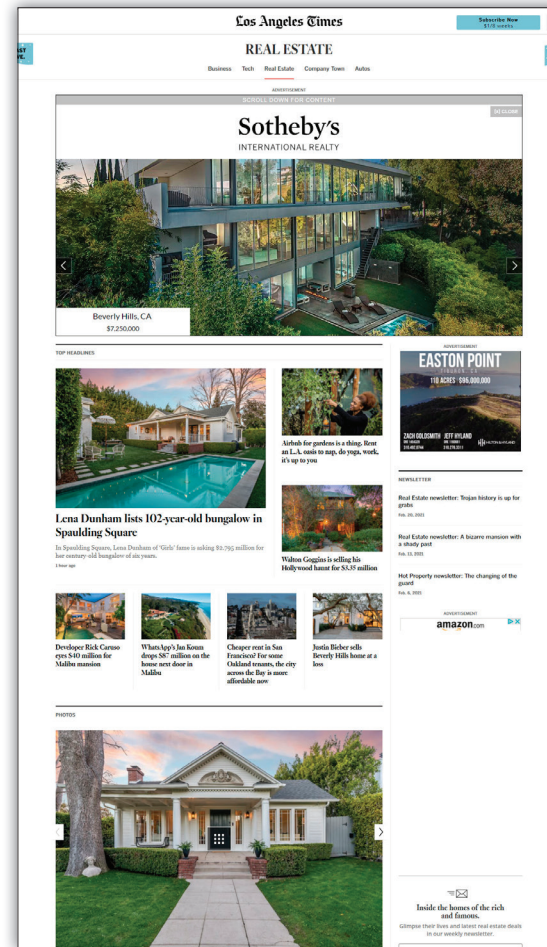
# LA Times

## 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**

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**PRICE: \$1,750/DEPLOYMENT**

# Los Angeles Times

# RobbReport.com

## REAL ESTATE ENEWSLETTER

### 60,000+ REAL ESTATE ENTHUSIASTS

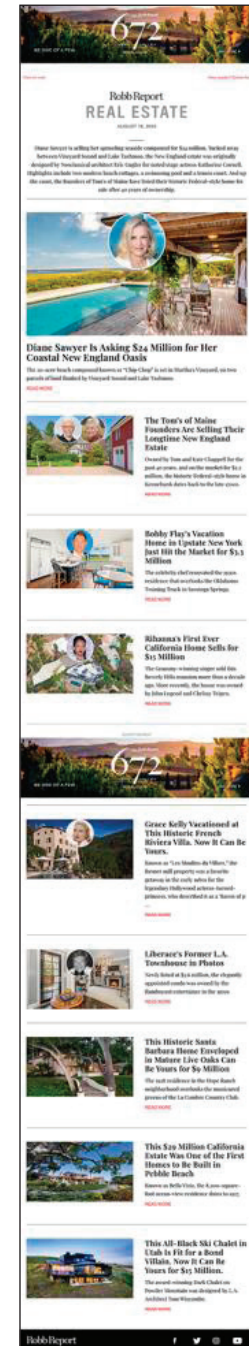
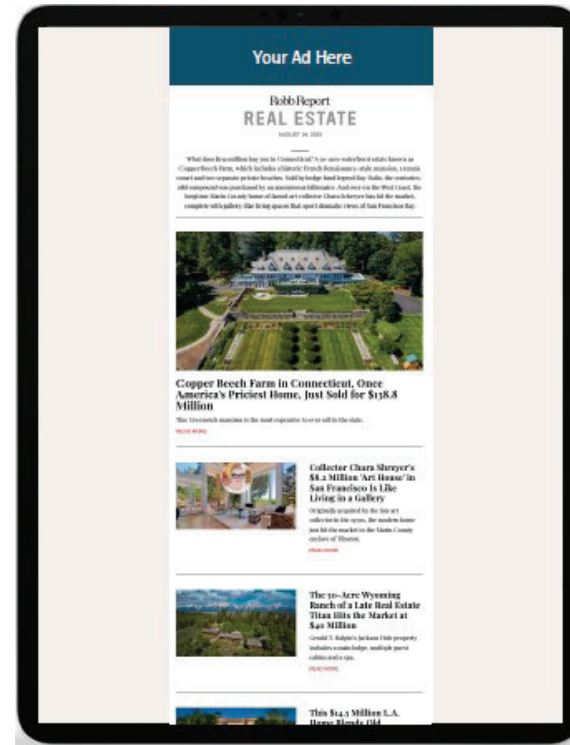
Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

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

NEWSLETTER: \$4,125/WEEK

3 Sends

PROPERTY LISTING: \$1,875/WEEK



DIGITAL

# RobbReport.com

**TRAVEL ENEWSLETTER**

- 115,000+ Subscribers

PRICE: \$7,000  
WEEKLY ON TUESDAYS

# 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

## FEATURED LISTING CAROUSEL

1 PROPERTY: \$1,350/MONTH

RR|R

RobbReport

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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

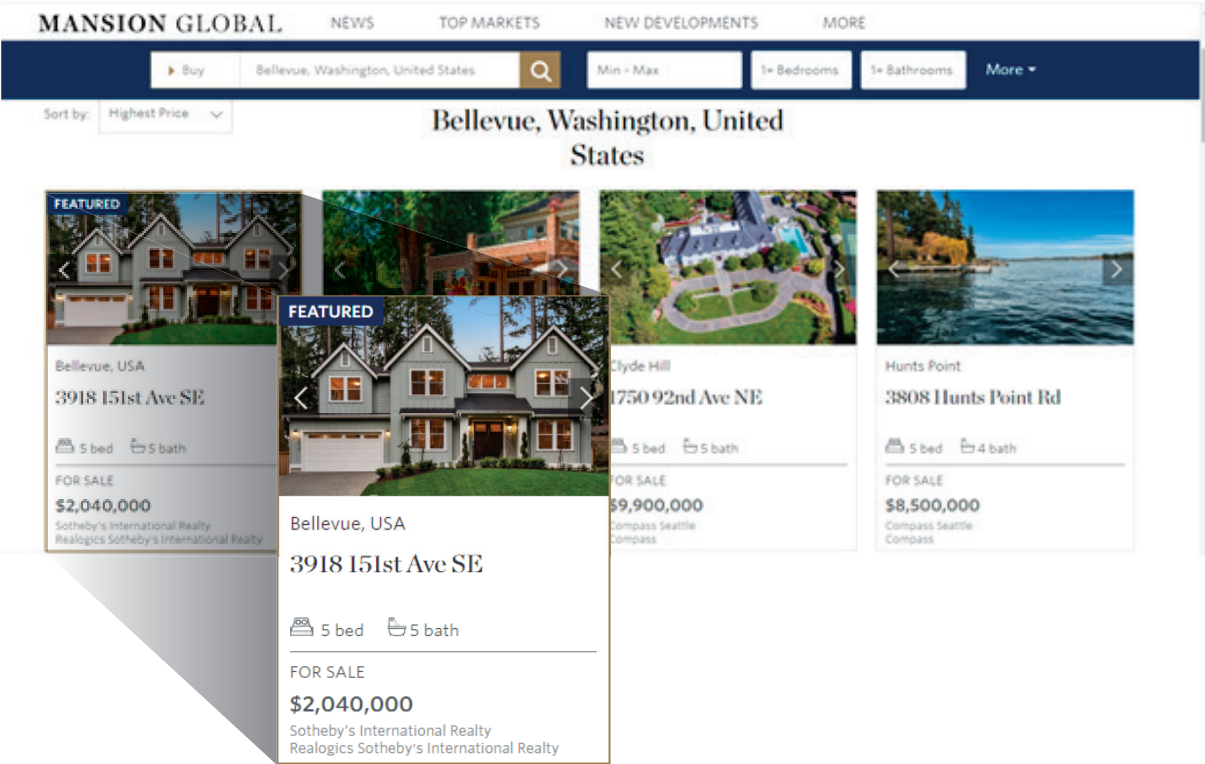
# The Wall Street Journal Online (WSJ.com)

## FEATURED PROPERTY UPGRADES

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

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

10 PROPERTIES: \$1,386  
Included with print placement





# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

### INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PRICE: \$1,000  
3 Month Minimum

Buy Luxury properties by location

San Francisco  
**706 Mission**  
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | [WEBSITE](#) [VIEW MEDIA](#)

SHARE [Twitter](#) [Facebook](#) [LinkedIn](#) [Save](#)

**DESCRIPTION**

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

[Read More](#)

**AMENITIES** [View Gallery](#)

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

[Show More](#)

**NEIGHBORHOOD**

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews [SHOP NOW](#)

# The Wall Street Journal Online (WSJ.com)

## 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. 3802 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 48 Bruden Park, Toronto, ON	\$10,000,000
3. 2228 North Avenue, Vancouver, BC	\$10,000,000
4. 1480 - 1011 Cantonment Street Toronto, ON	\$11,500,000
5. 3600 Park Crescent, Vancouver, BC	\$12,900,000
6. 1 Penn Blvd Pl, Suite 1000, BC	\$12,900,000
7. 4121 Ave. Marlene, Westmount, QC	\$12,900,000
8. 7524 151st Ave. Royal, Chateau-Richer, QC	\$12,900,000
9. 2000 Maple Lane, Toronto, ON	\$12,900,000
10. 400 Sandrine Road, Toronto, ON	\$12,900,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$740,000	1141	\$10,000,000
Vancouver	\$1,407,048	879	\$10,000,000
Calgary	\$667,400	122	\$20,000,000
Whisper	\$1,053,300	26	\$25,000,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	302	\$30,000,000
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 [iStockphoto](#) [AllChances](#)

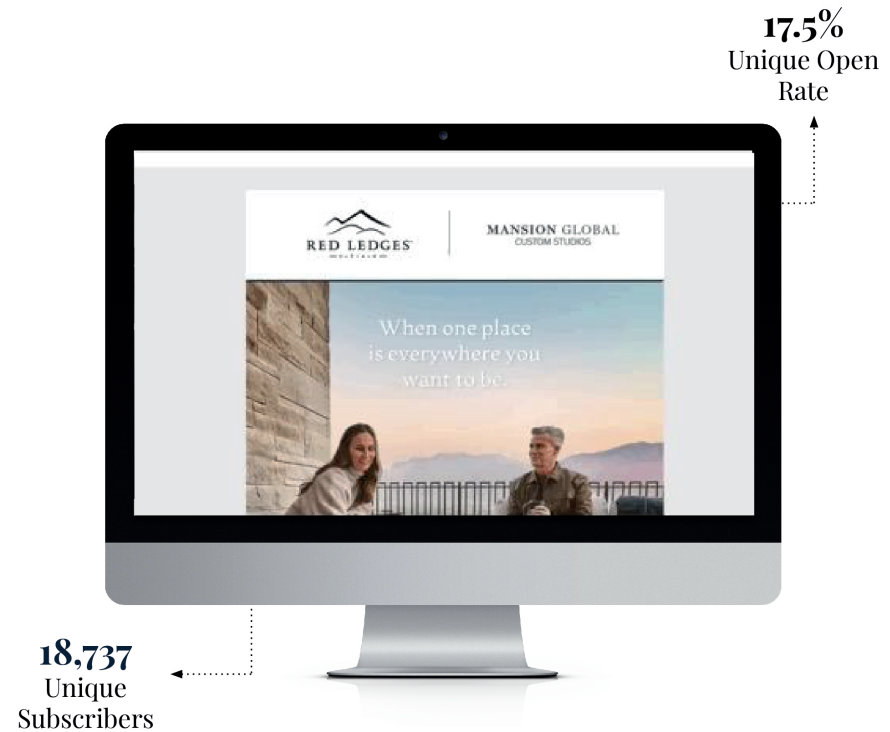
# The Wall Street Journal Online (WSJ.com)

## 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)

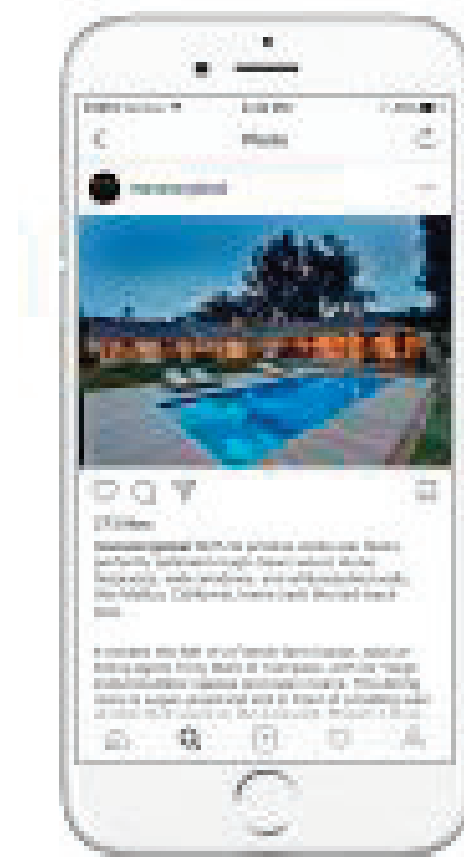
## @MANSIONGLOBAL INSTAGRAM

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**

MANSION GLOBAL INSTAGRAM: \$2,000

MANSION GLOBAL INSTAGRAM + BOOST: \$7,000





# Print Offerings



Sotheby's  
INTERNATIONAL REALTY





# 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

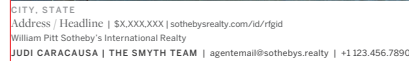




## IN THE FRIDAY MAIN NEWS SECTION

- 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**

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

[illegible]

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# 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  
616.282.0770  
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.

DANIELEGALE.COM/AGENT/DEBRA-RUSSELL






Sandbanks  
Exuma, The Bahamas



Jacqueline  
Lighthorn  
Estate Agent  
+1.242.389.2225  
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 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#02745003

5305 Carlsbad Boulevard  
5 BR | 8.0 BA | 30,039 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/TTHE44

Pacific | Sotheby's  
INTERNATIONAL REALTY

skyad.com | 50



# Elite Traveler

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

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

## ELITE TRAVELER AUDIENCE

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

FULL PAGE ONLINE SHOWCASE LISTING: \$9,800

FULL PAGE: \$8,550

LUXURY HOMES FEATURE: STARTING AT \$4,500





# Financial Times

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

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

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

Global



# Nob Hill Gazette - Peninsula & Silicon Valley

As the finest regional lifestyle brand, Nob Hill Gazette - Peninsula & Silicon Valley targets the most desirable local demographic. With a keen eye for engaging photography and editorial content aimed to inform, delight and inspire our readers, we truly capture the essence of the Bay Area lifestyle defined by its people, ideas, arts, activities, and issues of the day.

- Frequency: **12 times**
- Average Readership: **155,000**
- Year Established: **1993**
- Mean Home Value: **\$4,100,500**
- Circulation per Issue: **31,600**



## PACKAGE 1:

- 6 Full Page Ads
- 6 Geo Fenced Dedicated Emails to 50,000 with Each Ad
- Video Videographer Goes out to Stanly Ranch to Create a Video to Support Your Marketing Efforts and it Will Also be Uploaded to NHG Website (examples below)
- 2 Full Pages Ads to Be Turned Into Custom Content Custom Content Package Includes:
  - Printed in any Month of The Nob Hill Gazette
  - Sponsored Content Page in the Gazette Designed and Laid Out by NHG and Approved by Sky Advertising
- SEO Adapted- to Upload Custom Content to Our Website Redesigned by Our Team for Digital
- Instagram Post
- Social Media Posting
- 6 On the Market Properties
- Event Opportunity available (additional cost)

PRICE: \$62,500

## PACKAGE 2

- -4 Full page Ads
- 4 Geo Fenced Dedicated Emails to 50,000 with Each Ad
- 6 On the Market properties over the 6 months.
- 1 Full Page Ad to Be Turned Into Custom Content Custom

Content Package Includes:

- Printed in any Month of The Nob Hill Gazette
- Sponsored Content Page in the Gazette Designed and Laid Out by NHG and Approved by Sky Advertising
- SEO Adapted- to Upload Custom Content to Our Website Redesigned by Our Team for Digital
- Instagram Post
- Social Media Posting

\$37,500

## PACKAGE 3

- -3 Full Page Ads
- 3 Geo Fenced Dedicated Emails to 50,000
- 3 On the Market Properties

PRICE: \$25,000

# 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

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INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.  
SOTHEBYSREALTY.COM

MALIBU — CALIFORNIA

Represented by: Steve Linder | SOTHEBYSREALTY.COM

72 Post Road, Old Westbury, NY

Debra Russell  
Real Estate Salesperson  
516-332-0770  
516-332-0443

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 two-story house, 10 barns, a three-bedroom cottage, a hot tub, garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE, CO-AGENT | DEBRA RUSSELL

Sotheby's  
INTERNATIONAL REALTY

SOTHEBYSREALTY.COM

Open the door to what's next.

Harold Grant  
Real Estate Broker  
516-332-0770  
516-332-0443

The Rosewood Farm Estate  
Southampton, New York

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

Sotheby's  
INTERNATIONAL REALTY

SOTHEBYSREALTY.COM

Take a peek at what's next.

Scott V. Moore  
Real Estate Broker  
516-332-0770  
516-332-0443

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

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ. FT. | \$11,000,000  
S41MEC000000.COM

Sotheby's  
INTERNATIONAL REALTY

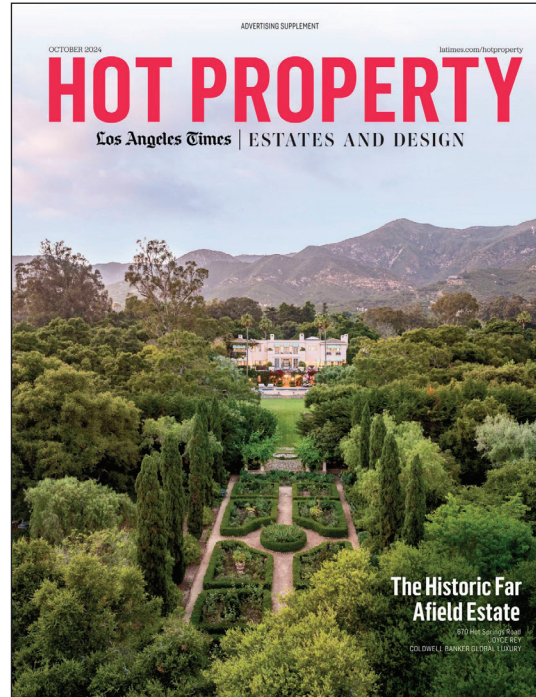


# Los Angeles Times Hot Property And Digital Lighthouse

## 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.

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- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
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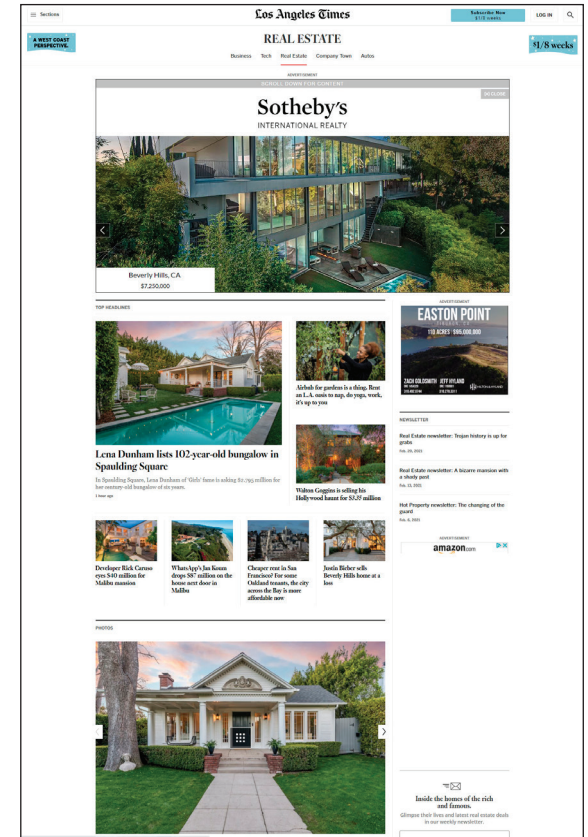
## LA TIMES DIGITAL LIGHTHOUSE

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





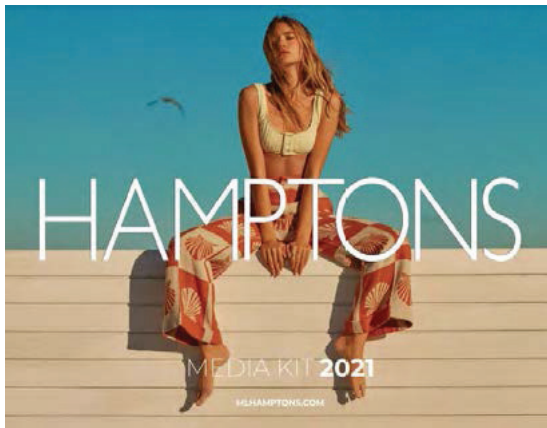
# Modern Luxury

## AT MODERN LUXURY, CONNECTION AND COMMUNITY DEFINE WHO WE ARE

Reaching an audience of more than 16 million, modern luxury is the nation's largest luxury media company offering leading brands access to the most affluent audiences in the most prominent cities across the u.s.

Through the power of the modern luxury media ecosystem including 85+ brands across 22 markets luxury brands can connect with their audiences in the places and ways that matter the most.

- Audience: **13 Million**
- Markets: **22**



# Modern Luxury

## NATIONAL PACKAGE #1

- 12 Full Pages
- 4 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article (Advertorial)



### PLUS CHOICE OF 5 MEMBERSHIP POINTS:

#### 1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
- All Sizes
- Standard Boosted Instagram
- Out-of-Feed post

#### 2 POINTS (EACH)

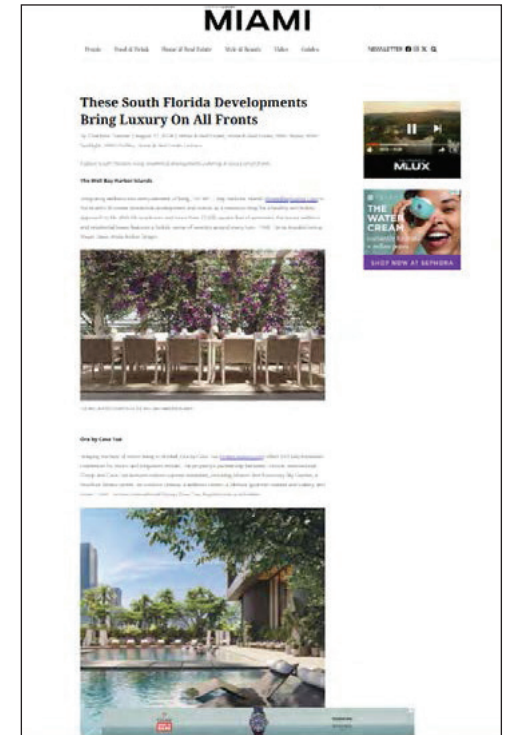
- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

#### 3 POINTS (EACH)

- Full Page
- Standard Boosted Instagram
- In-Feed Post
- Influencer Package
- Print Marketing Card

**MONTHLY COMMITMENT: \$8,500 PER MONTH FOR 6 MONTHS**  
**TOTAL INVESTMENT: \$60,000**

**FULL RETAIL VALUE: \$115,000**  
**YOU SAVE \$55,000 WITH THIS PACKAGE**



- 9 Full Pages
- 2 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article



**1 POINT (EACH)**

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
- All Sizes
- Standard Boosted Instagram
- Out-of-Feed post

- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

- Full Page
- Standard Boosted Instagram
- In-Feed Post
- Influencer Package
- Print Marketing Card

MODERN LUXURY SPOTLIGHT

SUSTAINABLE STYLE

PVG is introducing The Capital Leather Collection which consists of an sophisticated modular sofa, the upcoming PVG brand wall addressing functional and organizational necessities for the HNW/HF. From the Capital Carpet, a giant bed, PVC free, and heavy metal free organic material, this collection takes an eco-conscious focus with emphasis on adaptability and a universal design approach.[pvg.com](http://pvg.com)

MODERN LUXURY

# TOP

## LIVE THE GOOD LIFE

THE HOTTEST PRODUCTS, EXCLUSIVE EVENTS AND SPECIAL OPPORTUNITIES FROM OUR PARTNERS.

### 2 BEST CUSTOM CLOSETS IN ATLANTA

Experience the quality craftsmanship and extraordinary service that is the hallmark of Creative Closets. Treating your organizational needs over time, we design and build elegant solutions for maximum flexibility. Our tailored design and engineering team ensure that your custom closet will perform beautifully for years to come. Discover the ease, value and peace of mind our clients appreciate every day. Please call or visit our factory showroom to begin your journey today! [creativestandardclosets.com](http://creativestandardclosets.com), 404.256.7387

### 3 DISCOVER REYNOLDS LAKE OCEONE

Just east of Atlanta, Reynolds Lake Oconee is a private waterfront community where members from around the country retire, and where passions and friendships flourish. With an championship golf course, 11 restaurants, a state-of-the-art marina, the scenic Sand Creek Spring Grounds and a range of acclaimed amenities, the vibrant destination is a favorite choice for families looking to retire, relocate or even just change course and meet [reynoldslakeoconee.com](http://reynoldslakeoconee.com), 800.880.5256

### 4 COME HOME TO DREAM

Create an exquisite interior design with ease at Construction+Residential award-winning Designer Design Campus. Find high-quality products including countertops, appliances, lighting, shower doors and more, and flooring and move from the top brands in the industry. Discover your aesthetic and discover the creative possibilities that await at Construction Resources. Photography by The Designer Photo Lab ([thedesignerphoto.com](http://thedesignerphoto.com)) and [thedesignerphoto.com](http://thedesignerphoto.com)

### 5 MEET CIPHER AT C-H INTERIORS

Cipher collection is a juxtaposition of heritage technique and contemporary form. To delicate handwoven crystal cylindrical pieces are set with clear, clear line. Light enters only from connection points and the crystals are rigorously honed to offer the overall effect. With components arranged in series and joined by polished champagne-finished connections, Cipher's overall linear form creates a poetic visual rhythm. Cipher has limited piece configurations for any bespoke project. [cipherinteriors.com](http://cipherinteriors.com), [hello@cipherinteriors.com](mailto:hello@cipherinteriors.com), 770.455.1554, Product Lines: [www.basim.com/productlines/cipher-horizontal-lifters](http://www.basim.com/productlines/cipher-horizontal-lifters)

GET IT NOW: DOWNLOAD THE ATLANTIAN APP TO SHOP RIGHT OFF THE PAGE. AVAILABLE ON THE ITUNES APP STORE.

# Modern Luxury

## NATIONAL PACKAGE #3

- 6 Full Pages
- 1 Top 5
- 1 Standard Rich Media Display Banner
- 1 Branded Content Article



## EVENTS

Custom events available

PRICE: \$30,000 TO \$40,000.

## PLUS CHOICE OF 5 MEMBERSHIP POINTS:

### 1 POINT (EACH)

- Dedicated Email
- E-Newsletter/Advertorial
- Real Estate E-Newsletter
- Standard Rich Media Display Banner
- Standard Boosted Instagram
- Out-of-Feed post

### 2 POINTS (EACH)

- Dedicated Email Extension
- Luxury Mail
- Branded Content Article

### 3 POINTS (EACH)

- Full Page
- Standard Boosted Instagram
- In-Feed Post
- Influencer Package

TOTAL COST: \$30,000

#### SUSTAINABLE STYLE

PVG is introducing The Canvas Leather Collection which consists of an sophisticated, modular style. It promotes the PVG brand while addressing functional and organizational necessities for your lifestyle. Made from 100% Canvas, a plant-based, PVC-free, and heavy metal-free recycled material, this collection takes an eco-conscious focus with emphasis on adaptability and a universal design approach. [pvg.com](#)

#### MODERN LUXURY SPOTLIGHT

## TOP 5

### LIVE THE GOOD LIFE

THE HOTTEST PRODUCTS, EXCLUSIVE EVENTS AND SPECIAL OPPORTUNITIES FROM OUR PARTNERS.

#### COME HOME TO A DREAM

Create an exquisite interior design with ease at Construction Resources! First high-quality products including countertops, appliances, lighting, shower doors and mirrors, tile and flooring, and more from the top brands in the industry. Showcase your authenticity and discover the immense opportunity that exists at Construction Resources. Photography by The Dreigery Photo Lab (@dreigeryphoto). design by @j.dreigery constructionresourcesusa.com, 404.378.3132

#### BEST CUSTOM CLOSETS IN ATLANTA

Experience the quality craftsmanship and extraordinary service that is the hallmark of Creative Closets. Reaching your organizational needs online over time, we design and build elegant solutions for maximum flexibility. Our talented design and engineering team ensures that your custom space will perform beautifully for years to come. Discover the ease, value and peace of mind our clients appreciate every day. Please call or visit our factory showroom to begin your journey today! [creativeclosetsandmore.com, 404.256.7387](#)

#### MEET CIPHER AT C + H INTERIORS

Cipher collection is a juxtaposition of heritage techniques and contemporary form. Its delicate hand-blown crystal cylindrical pieces are set with clear, clear lines. Light enters only from connection points and the interior is vigorously hidden to reflect the overall effect. With components arranged in series and joined by polished champagne gold finished connections, Cipher's overall linear form creates a poetic visual rhythm. Cipher has limited production quantities for any legitimate project. [candhinteriors.com, hello@candhinteriors.com, 770.455.9554](#). Product Link: [www.candh.com/products/pendecipher-horizontal-18lino](#)

#### DISCOVER REYNOLDS LAKE OCOEE

Just east of Ocoee, Reynolds Lake Ocoee is a private waterfront community where members from around the country thrive, and where passions and friendships flourish. With its championship golf courses, 11 restaurants, a waterfront Ritz-Carlton, the iconic Sandy Creek, Sporting Grounds and a range of acclaimed amenities, the vibrant destination is a favorite choice for families looking to retire, relocate or even just change course and [www.reynoldslakeocoee.com, 800.800.5255](#)

GET IT NOW! DOWNLOAD THE ATLANTIAN APP TO SHOP RIGHT OFF THE PAGE. AVAILABLE ON THE ITUNES APP STORE.



# 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**

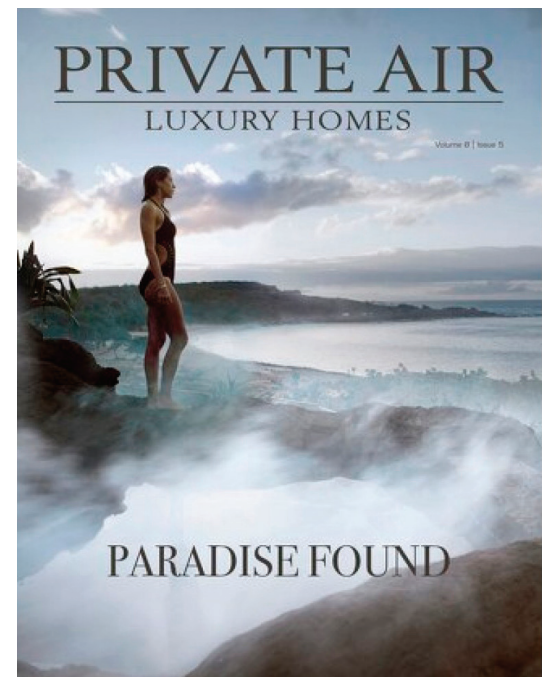
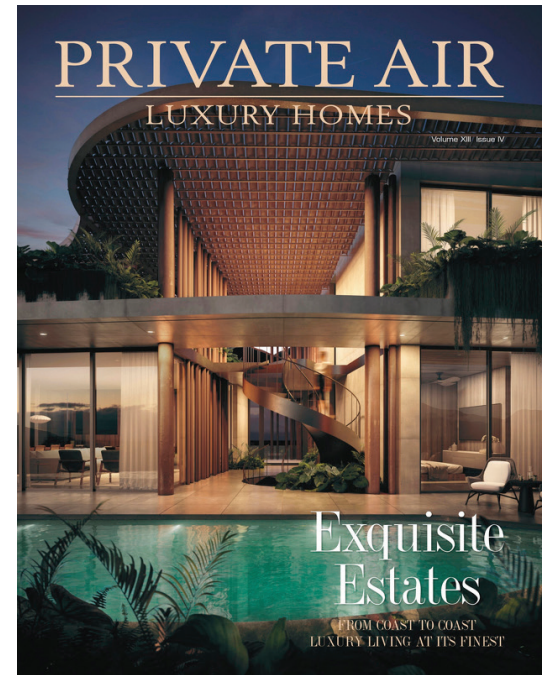
**includes social media & E-Newsletter**

**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**



# 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


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CONNECTICUT  
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\$4,800,000  
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DANIELEGALE.COM/AGENT/DEBRA-RUSSELL

 Sotheby's  
INTERNATIONAL REALTY



Sandbanks  
Exuma, The Bahamas



Jacqueline  
Lighthorn  
Sales Agent  
+1.242.399.2225  
20 Sandbanks Light House  
800Bahamas.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#02145503

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



Schedule,  
Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1										
Media	Ad Description	April	May	June	July	August	September	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		\$ 5,170.00	1,540,000	
Digital										
Million Impressions*										
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 9,750.00	3,000,000	
Million Impressions	Targeting - SF, Silicon Valley, Sacramento, LA, FL, AZ, TX, NY, HI									
Google Adwords										
Google Adwords	Digital PPC program	\$ 3,000.00	\$ 2,250.00	\$ 2,250.00	\$ 2,250.00	\$ 2,250.00	\$ 2,250.00	\$ 14,250.00		
Comprehensive Digital										
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	600,000	
Display	Digital Banner Program	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	900,000	
Native Display	Native Ad	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	900,000	
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	300,000	
Geofencing - Event and Location										
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 7,500.00	300,000	
Dwell.com										
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00					\$ 6,000.00	1,750,000	
Modern Luxury										
Modern Luxury	Custom Package 1									
Modern Luxury	Boosted Instagram				Instagram					
Modern Luxury	Enewsletter/Advertorial					Enews/Adv				
Modern Luxury	Display Banner						Banner	Package		
Modern Luxury	Real Estate Enewsletter				Enews					
Modern Luxury	Dedicated Email		Email							
Modern Luxury	Branded Content Article	Article								
Nob Hill Gazette										
Nob Hill Gazette	Custom Package 1									
OTM On the Market E-Newsletter	Property listing email	OTM	OTM	OTM	OTM	OTM	OTM			
Dedicated Emails	Geofenced Emails	Email	Email	Email	Email	Email	Email			
Onsite Video	Video onsite and on NHG Website	Video								
Custom Content	SEO Adapted Content							Package		
Instagram	Post				Post					
Social Media	Posting					Post				



# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

<b>JamesEdition</b>										
Main Home Page Rotating Gallery	Featured Banner					\$ 2,000.00		\$ 2,000.00		750,000
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
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article			\$ 5,500.00				\$ 5,500.00		292,000
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
Upgrade Listing Package								\$ -		
<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		Bonus		Bonus	\$ -		1,275,000
Custom Email	Custom Email	\$ 1,750.00		\$ 1,750.00				\$ 3,500.00		60,000
<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			\$ 8,250.00		120,000
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$ 1,875.00				\$ 1,875.00		6,000
Robbreport.com	Travel E-Newsletter						\$ 7,000.00	\$ 7,000.00		6,000
<b>WSJ.com</b>										
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00						\$ 2,150.00		164,000
Mansion Global Homepage Hero	Shared Banner		\$ 650.00	\$ 650.00	\$ 2,150.00	\$ 650.00	\$ 650.00	\$ 4,750.00		820,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000			\$1,000		\$ 2,000.00		
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00		\$ 3,680.00		\$ 7,360.00		34,000
Mansion Global Custom E-mail					\$ 6,000.00			\$ 6,000.00		17,000
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus	Bonus	Bonus	Bonus	\$ -		
Mansion Global Instagram	Mansion Global Instagram		\$ 2,000.00				\$ 2,000.00	\$ 4,000.00		152,400

# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print

<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	\$ 1,500.00	\$ 1,500.00		\$ 1,500.00	\$ 7,500.00		1,052,285
<b>The Los Angeles Times</b>										
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00		\$ 425.00		\$ 425.00	\$ 1,275.00		662,340
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00		\$ 660.00	\$ 660.00	\$ 2,640.00		1,536,000
The Los Angeles Times	Takeover - Inside Back Cover	\$ 1,500.00		\$ 1,500.00		\$ 1,500.00		\$ 4,500.00		1,152,000
<b>Modern Luxury</b>										
Custom Package								\$60,000	\$ 60,000.00	
Modern Luxury	Top 5 Editorial		Top 5	Top 5	Top 5	Top 5				140,000
Modern Luxury	Full Page - Silicon Valley		Full page	Full page	Full page	Full page				140,000
Modern Luxury	Full Page - San Francisco		Full page	Full page	Full page	Full page		Package		140,000
Modern Luxury	Full Page - Angelino		Full page		Full page					70,000
Modern Luxury	Full Page - Manhattan			Full page		Full page				70,000
<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	\$ 6,080.00		846,222
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00				\$ 750.00	\$ 2,250.00		495,000
The New York Times Takeover	Inside Back Cover		\$ 1,150.00				\$ 1,150.00	\$ 2,300.00		330,000
<b>Nob Hill Gazette</b>										
Custom Package						\$62,500		\$ 62,500.00		
Nob Hill Gazette	Custom Package	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page		\$ -	600,000
Nob Hill Gazette	Full Page		Content					\$ -		200,000
<b>Private Air Luxury Homes</b>										
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Estate Showcase Editorials)	\$ 1,550.00		\$ 1,550.00		\$ 1,550.00	\$ 4,650.00			195,000
<b>San Francisco &amp; Silicon Valley</b>										
San Francisco & Silicon Valley	Takeover - Full Page	\$ 725.00				\$ 725.00	\$ 1,450.00			73,000
San Francisco & Silicon Valley	Takeover - Inside Back Cover	\$ 1,125.00				\$ 1,125.00	\$ 2,250.00			73,000
<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		\$ 3,180.00			1,288,848
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade	\$ 3,180.00	\$ 3,180.00			\$ 3,180.00	\$ 9,540.00			1,933,272
<b>The Wall Street Journal</b>										
Mansion Global Experience Luxury	Weekend Property insert		\$ 1,985.00			\$ 1,985.00	\$ 3,970.00			200,000
<b>TOTAL</b>										
									\$ 337,140.00	29,169,478

TOTAL

\*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

Media	Ad Description	April	May	June	July	August	September	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		\$ 5,170.00	1,540,000
Digital									
Million Impressions*									
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 7,170.00	3,000,000
Million Impressions	Targeting - SF, Silicon Valley, Sacramento, LA, FL, AZ, TX, NY, HI								
Google Adwords									
Google Adwords	Digital PPC program	\$ 3,000.00	\$ 2,250.00	\$ 2,250.00	\$ 2,250.00	\$ 2,250.00	\$ 2,250.00	\$ 14,250.00	
Comprehensive Digital									
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	600,000
Display	Digital Banner Program	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	900,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00	300,000
Geofencing - Event and Location									
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 7,500.00	300,000
Dwell.com									
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00					\$ 6,000.00	1,750,000
Modern Luxury									
Modern Luxury	Custom Package 2								
Modern Luxury	Enewsletter/Advertorial					Enews/Adv			
Modern Luxury	Display Banner						Banner	Package	
Modern Luxury	Real Estate Enewsletter			Enews					
Modern Luxury	Dedicated Email		Email						
Modern Luxury	Branded Content Article	Article							
Nob Hill Gazette									
Nob Hill Gazette	Custom Package 2								
OTM On the Market E-Newsletter	Property listing email	OTM	OTM	OTM	OTM	OTM	OTM		
Dedicated Emails	Geofenced Emails		Email	Email		Email	Email		
Onsite Video	Video onsite and on NHG Website								
Custom Content	SEO Adapted Content				Content			Package	
Instagram	Post			Post					
Social Media	Posting					Post			

# Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

<b>JamesEdition</b>								
Main Home Page Rotating Gallery	Featured Banner				\$ 2,000.00		\$ 2,000.00	750,000
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
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article			\$ 5,500.00			\$ 5,500.00	292,000
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	Bonus		Bonus	\$ -	1,275,000
Custom Email	Custom Email	\$ 1,750.00		\$ 1,750.00			\$ 3,500.00	60,000
<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		\$ 8,250.00	120,000
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$ 1,875.00			\$ 1,875.00	6,000
<b>WSJ.com</b>								
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$ 2,150.00					\$ 2,150.00	164,000
Mansion Global Homepage Hero	Shared Banner		\$ 650.00	\$ 650.00	\$ 2,150.00	\$ 650.00	\$ 650.00	820,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000			\$1,000	\$ 2,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	\$ 7,360.00	34,000
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus	Bonus	Bonus	\$ -	
Mansion Global Instagram	Mansion Global Instagram		\$ 2,000.00				\$ 2,000.00	152,400



# Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print

<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	\$ 1,500.00	\$ 1,500.00			\$ 1,500.00	\$ 7,500.00	1,052,285
<b>The Los Angeles Times</b>										
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00		\$ 425.00			\$ 425.00	\$ 1,275.00	662,340
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00			\$ 660.00	\$ 660.00	\$ 2,640.00	1,536,000
The Los Angeles Times	Takeover - Inside Back Cover	\$ 1,500.00							\$ 1,500.00	384,000
<b>Modern Luxury</b>										
Custom Package 2								\$42,250	\$ 42,250.00	
Modern Luxury	Top 5 Editorial				Top 5		Top 5			140,000
Modern Luxury	Full Page - Silicon Valley		Full page		Full page		Full page			140,000
Modern Luxury	Full Page - San Francisco		Full page		Full page	Full page	Full page		Package	140,000
Modern Luxury	Full Page - Angelino		Full page							70,000
Modern Luxury	Full Page - Manhattan				Full page					70,000
<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	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
The New York Times Takeover	Inside Back Cover			\$ 1,150.00				\$ 1,150.00	\$ 2,300.00	330,000
<b>Nob Hill Gazette</b>										
Custom Package 2						\$37,500			\$ 37,500.00	
Nob Hill Gazette	Custom Package	Full Page	Full Page			Full Page		Full Page	\$ -	600,000
Nob Hill Gazette	Full Page				Content				\$ -	200,000
<b>Private Air Luxury Homes</b>										
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Estate Showcase Editorials)	\$ 1,550.00				\$ 1,550.00		\$ 1,550.00	\$ 4,650.00	195,000
<b>San Francisco &amp; Silicon Valley</b>										
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00					\$ 725.00	\$ 1,450.00	73,000
San Francisco & Silicon Valley	Takeover - Inside Back Cover		\$ 1,125.00						\$ 1,125.00	36,500
<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
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	\$ 3,970.00	200,000
TOTAL									\$ 259,575.00	27,441,978

\*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	August	September	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*											
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 7,170.00		3,000,000	
Million Impressions	Targeting - SF, Silicon Valley, Sacramento, LA, FL, AZ, TX, NY, HI										
Google Adwords											
Google Adwords	Digital PPC program	\$ 2,750.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00			
Comprehensive Digital											
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00		600,000	
Display	Digital Banner Program				\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00		450,000	
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00				\$ 6,000.00		150,000	
Geofencing - Event and Location											
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 7,500.00		300,000	
Dwell.com											
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00					\$ 6,000.00		1,750,000	
Modern Luxury											
Modern Luxury	Custom Package 3										
Modern Luxury	Display Banner						Banner				
Modern Luxury	Real Estate Enewsletter				Enews			Package			
Modern Luxury	Dedicated Email		Email								
Modern Luxury	Branded Content Article	Article									
Nob Hill Gazette											
Nob Hill Gazette	Custom Package 3										
OTM On the Market E-Newsletter	Property listing email	OTM		OTM		OTM					
Dedicated Emails	Geofenced Emails		Email		Email		Email	Package			
Onsite Video	Video onsite and on NHG Website										
JamesEdition											
Main Home Page Rotating Gallery	Featured Banner				\$ 2,000.00			\$ 2,000.00		750,000	
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	
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article			\$ 5,500.00				\$ 5,500.00		292,000	
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

JetSet Magazine																
JetSet Magazine	Annual Global Campaign			\$2,500				\$	2,500.00	2,140,000						
LA Times																
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus		Bonus		Bonus		\$	-	1,275,000						
Custom Email	Custom Email	\$	1,750.00	\$	1,750.00			\$	3,500.00	60,000						
Robbreport.com																
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						
WSJ.com																
Mansion Global Homepage Hero	Mansion Global Homepage Hero	\$	2,150.00					\$	2,150.00	164,000						
Mansion Global Homepage Hero	Shared Banner			\$	650.00	\$	650.00	\$	2,150.00	\$	650.00	\$	650.00	\$	4,750.00	820,000
Mansion Global New Development Profile	Profile page - 3 months minimum			\$	1,000					\$	1,000			\$	2,000.00	
Mansion Global e-Newletter	Daily Monday-Friday					\$	3,680.00			\$	3,680.00			\$	7,360.00	34,000
Property Upgrades	10 Featured Property Upgrades			Bonus		Bonus		Bonus		Bonus		Bonus		\$	-	
Mansion Global Instagram	Mansion Global Instagram	\$	2,000.00							\$	2,000.00			\$	2,000.00	76,200

# Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print

<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	\$ 1,500.00	\$ 1,500.00		\$ 1,500.00	\$ 7,500.00		1,052,285
<b>The Los Angeles Times</b>										
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00		\$ 425.00		\$ 425.00	\$ 1,275.00		662,340
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00		\$ 660.00	\$ 660.00	\$ 2,640.00		1,536,000
The Los Angeles Times	Takeover - Inside Back Cover	\$ 1,500.00						\$ 1,500.00		384,000
<b>Modern Luxury</b>										
Custom Package 3						\$30,000		\$ 30,000.00		
Modern Luxury	Top 5 Editorial				Top 5					140,000
Modern Luxury	Full Page - Silicon Valley			Full page		Full page			Package	140,000
Modern Luxury	Full Page - San Francisco			Full page						140,000
Modern Luxury	Full Page - Angelino			Full page						70,000
<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	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
The New York Times Takeover	Inside Back Cover			\$ 1,150.00			\$ 1,150.00	\$ 2,300.00		330,000
<b>Nob Hill Gazette</b>										
Custom Package 3						\$25,000		\$ 25,000.00		
Nob Hill Gazette	Custom Package		Full Page			Full Page		Full Page	\$ -	600,000
<b>Private Air Luxury Homes</b>										
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Estate Showcase Editorials)	\$ 1,550.00			\$ 1,550.00		\$ 1,550.00	\$ 4,650.00		195,000
<b>San Francisco &amp; Silicon Valley</b>										
San Francisco & Silicon Valley	Takeover - Full Page	\$ 725.00					\$ 725.00	\$ 1,450.00		73,000
San Francisco & Silicon Valley	Takeover - Inside Back Cover	\$ 1,125.00						\$ 1,125.00		36,500
<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
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	\$ 3,970.00		200,000
TOTAL									\$ 201,865.00	25,665,778

TOTAL

\*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

Media	Ad Description	April	May	June	July	August	September	Media Total	Reach
Sotheby's Auction House: Print									
Sotheby's Magazine	Quarter Page						\$ 1,315.00	\$ 1,315.00	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		\$ 600.00		\$ 2,400.00	300,000
Google Adwords									
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 2,000.00	
Comprehensive Digital									
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00				\$ 4,500.00	300,000
Geofencing - Event and Location									
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00					\$ 1,500.00	60,000
Nob Hill Gazette									
OTM On the Market E-Newsletter	Property listing email	\$ 500.00		\$ 500.00		\$ 500.00		\$ 1,500.00	19,500
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
Social Media	Listing Feature					\$ 1,800.00		\$ 1,800.00	148,000
JetSet Magazine									
JetSet Magazine	Annual Global Campaign				\$2,500			\$ 2,500.00	2,140,000
LA Times									
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus		Bonus		Bonus	\$ -	1,275,000
Custom Email	Custom Email	\$ 1,750.00		\$ 1,750.00				\$ 3,500.00	60,000
Robbreport.com									
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		\$ 3,750.00	12,000
WSJ.com									
Mansion Global Homepage Hero	Shared Banner	\$ 650.00		\$ 650.00		\$ 650.00	\$ 650.00	\$ 2,600.00	656,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000			\$1,000		\$ 2,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00				\$ 3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus	Bonus	Bonus	Bonus	\$ -	

# Proposed Schedule, Pricing & Reach 2025

PLAN 4 - CONTINUED

Print

<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	\$ 1,500.00	\$ 1,500.00		\$ 1,500.00	\$ 7,500.00		1,052,285
<b>The Los Angeles Times</b>										
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00		\$ 425.00		\$ 425.00	\$ 1,275.00		662,340
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00		\$ 660.00	\$ 660.00	\$ 2,640.00		1,536,000
<b>Modern Luxury</b>										
Modern Luxury	Full Page - Silicon Valley		\$ 4,250.00					\$ 4,250.00		140,000
Modern Luxury	Full Page - San Francisco			\$ 4,250.00				\$ 4,250.00		140,000
<b>The New York Times</b>										
The New York Times	Double Property Spot - Weekday/Saturday			\$ 1,520.00	\$ 1,520.00		\$ 1,520.00	\$ 4,560.00		1,269,333
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00	\$ 750.00			\$ 750.00	\$ 2,250.00		495,000
<b>Nob Hill Gazette</b>										
Nob Hill Gazette	Full Page		\$ 7,500.00					\$ 7,500.00		200,000
<b>Private Air Luxury Homes</b>										
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00					\$ 1,925.00		65,000
<b>San Francisco &amp; Silicon Valley</b>										
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00				\$ 725.00	\$ 1,450.00		73,000
<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	\$ 1,590.00	\$ 1,590.00	\$ 7,950.00		3,222,120
<b>The Wall Street Journal</b>										
Mansion Global Experience Luxury	Weekend Property insert		\$ 1,985.00				\$ 1,985.00	\$ 3,970.00		200,000
TOTAL									\$ 93,500.00	16,337,578

TOTAL

\*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 5

Plan 5										
Media	Ad Description	April	May	June	July	August	September	Media Total		Reach
Sotheby's Auction House: Print										
Sotheby's Magazine	Quarter Page						\$ 1,315.00	\$ 1,315.00		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	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00			\$ 2,000.00		
Geofencing - Event and Location										
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00					\$ 1,500.00		60,000
Nob Hill Gazette										
OTM On the Market E-Newsletter	Property listing email	\$ 500.00		\$ 500.00		\$ 500.00		\$ 1,500.00		19,500
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		Bonus		Bonus	\$ -		1,275,000
Robbreport.com										
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
WSJ.com										
Mansion Global Homepage Hero	Shared Banner	\$ 650.00		\$ 650.00		\$ 650.00	\$ 650.00	\$ 2,600.00		656,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000			\$1,000		\$ 2,000.00		
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00				\$ 3,680.00		17,000
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus	Bonus	Bonus	Bonus	\$ -		

# Proposed Schedule, Pricing & Reach 2025

PLAN 5 - CONTINUED

Print									
Financial Times									
Financial Times	Property Spot	\$	750.00	\$	750.00	\$	750.00	\$	2,250.00
The Los Angeles Times									
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$	425.00	\$	425.00	\$	425.00	\$	1,275.00
The Los Angeles Times	Takeover - Full Page	\$	660.00	\$	660.00	\$	660.00	\$	2,640.00
The New York Times									
The New York Times	Property Spot - Weekday/Saturday			\$	760.00	\$	760.00		1,520.00
The New York Times Takeover	Full Page w/ Digital promotion	\$	750.00	\$	750.00			\$	2,250.00
San Francisco & Silicon Valley									
San Francisco & Silicon Valley	Takeover - Full Page	\$	725.00					\$	1,450.00
The Wall Street Journal									
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$	795.00	\$	795.00	\$	795.00	\$	3,975.00
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert			\$	1,985.00			\$	3,970.00
TOTAL									
								\$	41,450.00
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy									
Pricing Subject to Change									