



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Teton Jewel Advertising and Marketing Program



Jackson  
Hole

Sotheby's  
INTERNATIONAL REALTY

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

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure Teton Jewel

SKY Advertising is excited to present to Jackson Hole Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Teton Jewel.

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 premium ranch acreage in Idaho.

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

LET'S DO  
GREAT THINGS TOGETHER

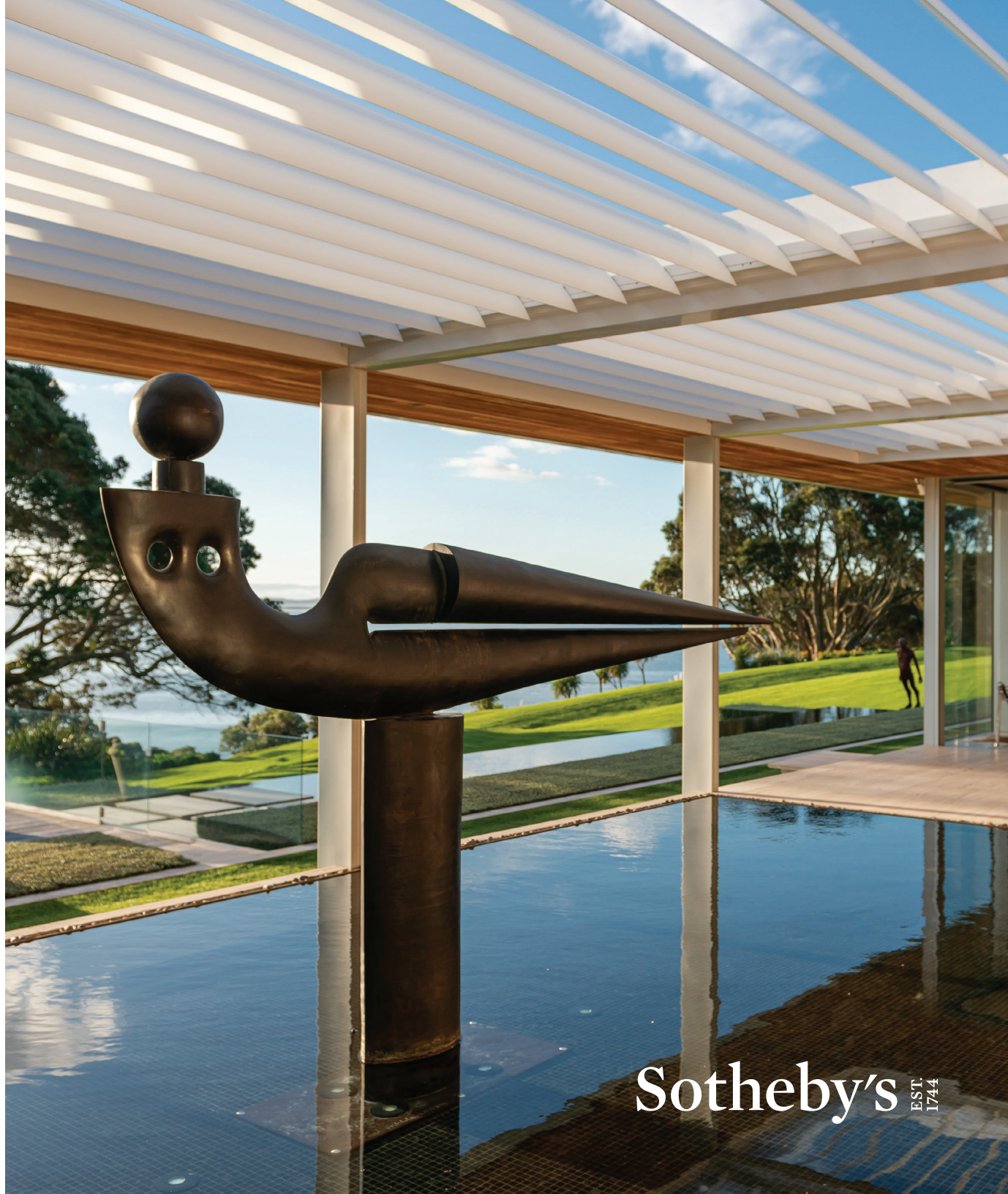
JANINE JONES  
*Executive Vice President*  
**212-677-2714**  
[janine@skyad.com](mailto:janine@skyad.com)

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

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

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

Sotheby's  
Auction House  
Offerings



Sotheby's EST. 1744



# Sotheby's Auction Magazine

## SOTHEBY'S MAGAZINE

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

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

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



Sotheby's  
INTERNATIONAL REALTY

Austin, Texas  
Call/Text: 512.452.1000  
Property #1: 1230123  
Agent: Jennifer Smith  
Sotheby's International Realty  
Listing #123456789  
\$50,000,000.00

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



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Home

1 Central Park West 44F/50C  
With unparalleled breathtaking views, this 44th floor penthouse offers a rare opportunity to own a piece of Central Park. This 4,400 sq. ft. residence features a master suite with a private terrace, a gourmet kitchen with top-of-the-line appliances, and a large living area with floor-to-ceiling windows. The building is a landmark of modern architecture and is surrounded by world-class dining and shopping. Don't miss this opportunity to own a piece of Central Park. Call/Text: 212.666.7777 or 212.666.7777. \$50,000,000.00



555 Park Avenue, 15/16  
This residence is the city's largest 2,000 sq. ft. apartment with a private terrace. The apartment is located in the heart of Midtown Manhattan and is surrounded by world-class dining and shopping. Don't miss this opportunity to own a piece of Midtown Manhattan. Call/Text: 212.666.7777 or 212.666.7777. \$27,000,000.00



Four Seasons Private Residences  
This apartment is 1,112 sq. ft. It is a rare opportunity to own a piece of the Four Seasons Private Residences. The apartment is located in the heart of Midtown Manhattan and is surrounded by world-class dining and shopping. Don't miss this opportunity to own a piece of Midtown Manhattan. Call/Text: 212.666.7777 or 212.666.7777. \$13,000,000.00



SOTHEBY'S BESPOKE  
EMAIL

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

PRICE: \$2,500/DEPLOYMENT




SOTHEBY'S INTERNATIONAL REALTY  
**Dream Big Villa, Turks & Caicos Islands**  
[FIND OUT MORE](#)



SOTHEBY'S SELECTS  
E-NEWSLETTERS

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

PRICE: \$2,585/DEPLOYMENT



**Sotheby's**  
INTERNATIONAL REALTY


Extraordinary Property of the Week

Modern Zen-Like Oasis  
Bahamas

[SEE MORE](#)


Delete Junk Block

Sotheby's Selects | 21 September



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


[WATCH VIDEO](#)



Sotheby's Museum Network

Experts Mourn Brazil's National Museum






[SEE MORE](#)



**Sotheby's**  
INTERNATIONAL REALTY

Extraordinary Property of the Week

Modern Zen-Like Oasis  
Bahamas



THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S  
1334 YORK AVE, NEW YORK, NY 10021  
UNSUBSCRIBE FROM SOTHEBY'S SELECTS  
UNSUBSCRIBE FROM ALL | [PRIVACY POLICY](#) | [SELL WITH US](#)  
© 2018 SOTHEBYS.COM



# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



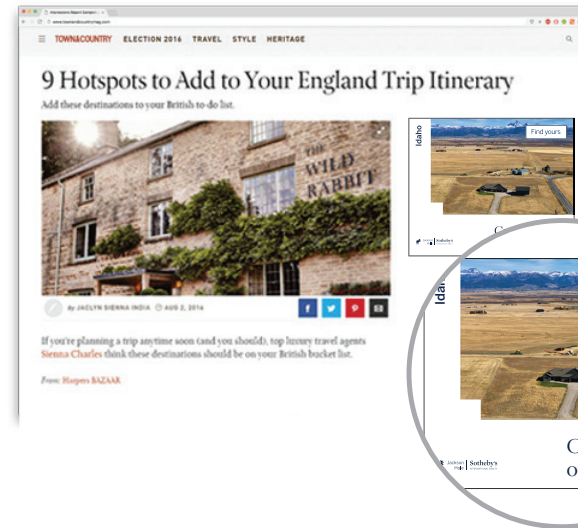
# Impressions Campaign

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

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

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

**Impress locally. Impress globally.**



## CAMPAIGN OVERVIEW AND BUDGET

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

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



Minimum Two Weeks commitment

# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**





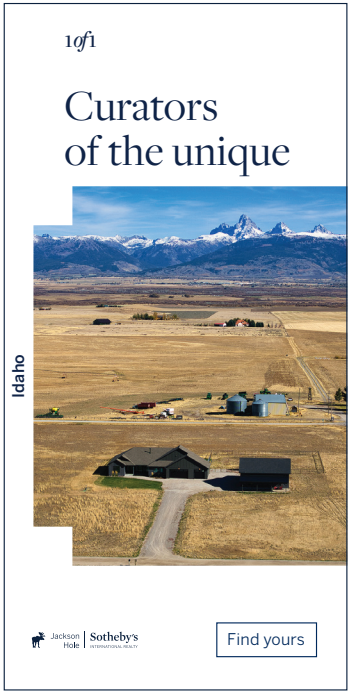
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

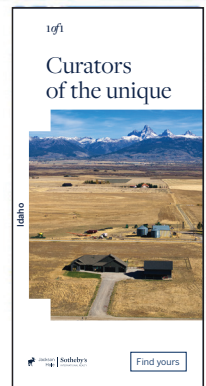
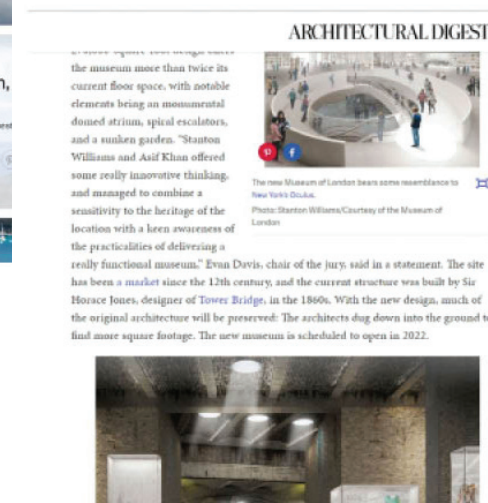
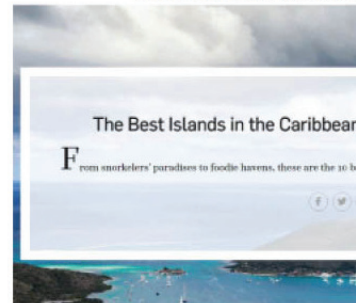
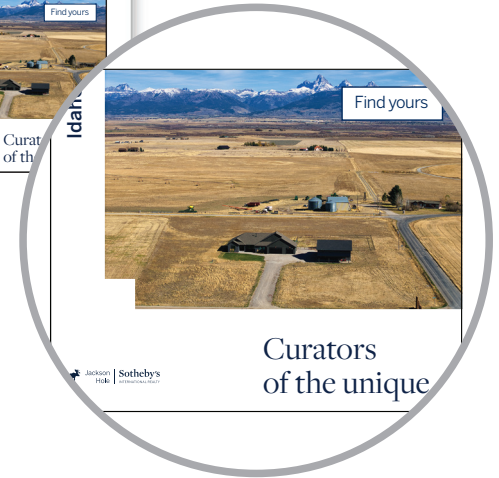
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

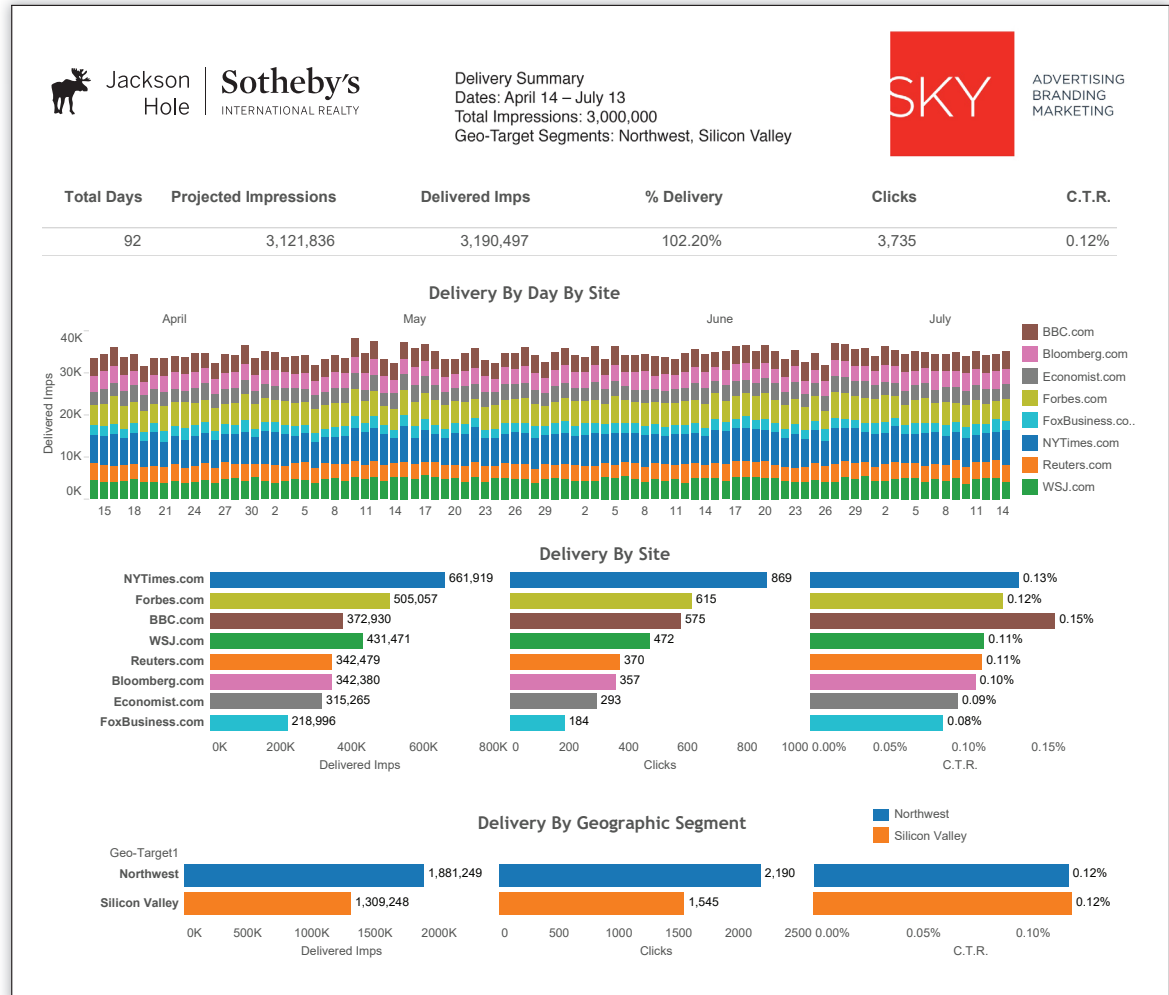


# Comprehensive Reporting For Your Customized Campaign

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.

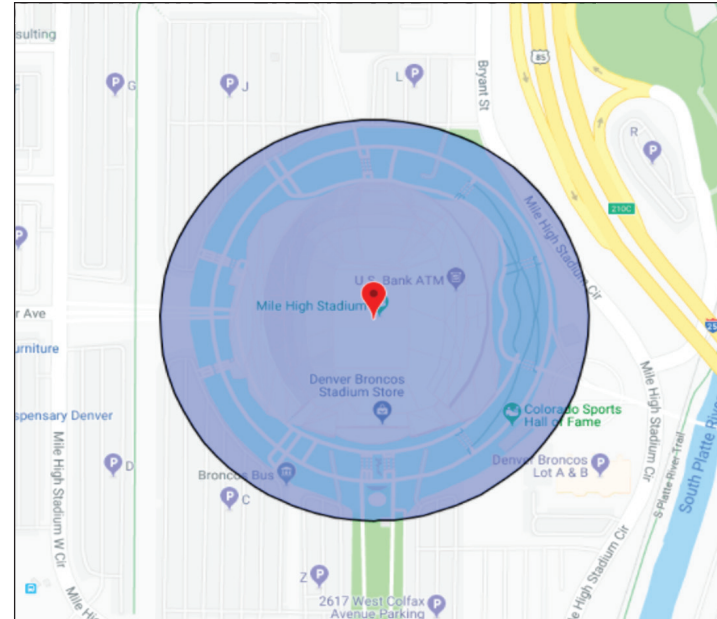
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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

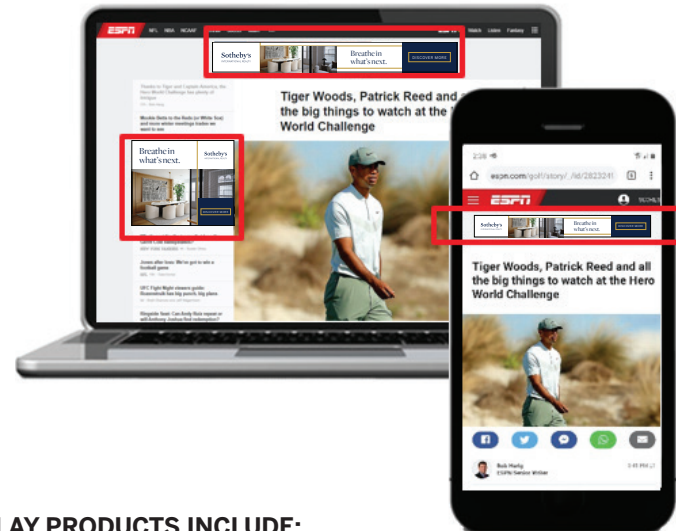
### PRICING

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

# Comprehensive Digital

## 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

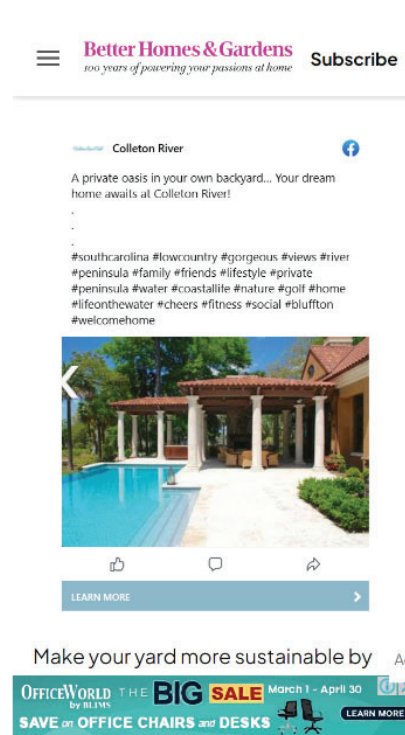
## SOCIAL MIRROR ADS

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.

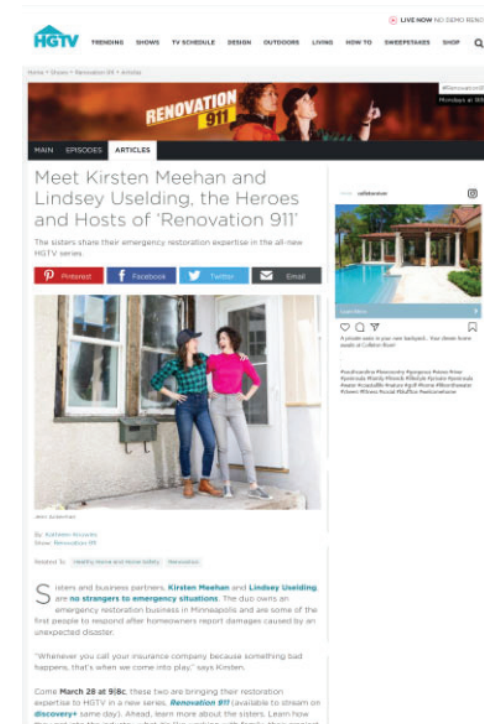
Ads can be display, video, OTT across connected TVs or carousel.



## 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.

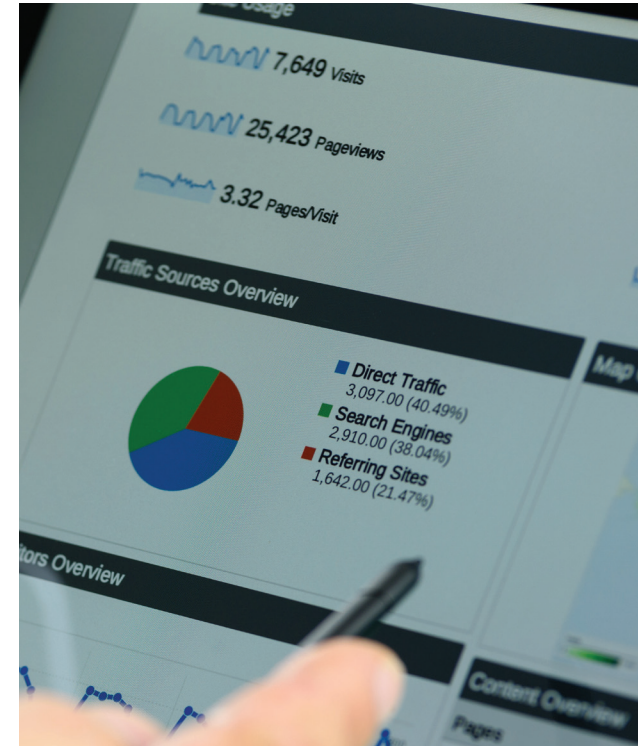


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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.



## SIR Jackson Hole

Google Ads Impressions

85,229

Google Ads Clicks

930

Google Ads CTR

1.09%

Google Ads Phone Calls

9

Average Cost-Per-Click

\$1.52

Google Ads Interaction R...

1.14%



Showing 9 of 9 Rows

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

Showing 50 of 89 Rows

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

Cities

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



# Google AdWords

## MONTHLY REPORTING

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



## SIR Jackson Hole

October KPI's

Clicks

Total Impressions ▼ 46%  
**53,704**

CTR

Total Clicks ▲ 9%  
**1,049**

Google Ads Phone Calls

Phone Calls ▲ 71%  
**12**

Interaction Rate

Interaction Rate ▲ 218%  
**4.17%**

CTR

CTR ▲ 101%  
**1.95%**

Average CPC

Average CPC ▲ 7%  
**\$0.94**

Cities and Regions

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

# duPont Registry

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

## ADDED VALUE

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

POST: \$1,295/POST

## BONUS

WEEKLY NEWSLETTER

LUXURY LIFESTYLE NEWSLETTER

POSTING

**duPont  
REGISTRY DAILY**

**SPONSORED**

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

**INDUSTRY REPORTS**

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

**SPONSORED**

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

**duPont  
REGISTRY DAILY**

**SPONSORED**

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

**INDUSTRY REPORTS**

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

**SPONSORED**

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

**FOR SALE**

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

**DEALER NEWS**

**Maserati Westlake Vignale Delivers One of the First MC20s in the U.S.**

**FOR SALE**

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

**WATCHES**

**Bell & Ross Releases The New Limited-Edition BR 03-92 Military Oliver**

**WATCHES**

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

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# Nob Hill Gazette

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

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

## E-NEWSLETTER

### ON THE MARKET

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

PRICE: \$500 PER LISTING

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



# jamesedition.com

## E-NEWSLETTER

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

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

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

### • 600,000+ subscribers.

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

### Location Open Rates

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

### Email Engagement

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

LISTING FEATURE: \$1,500



# jamesedition.com

## ROTATING GALLERY

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

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

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## 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.

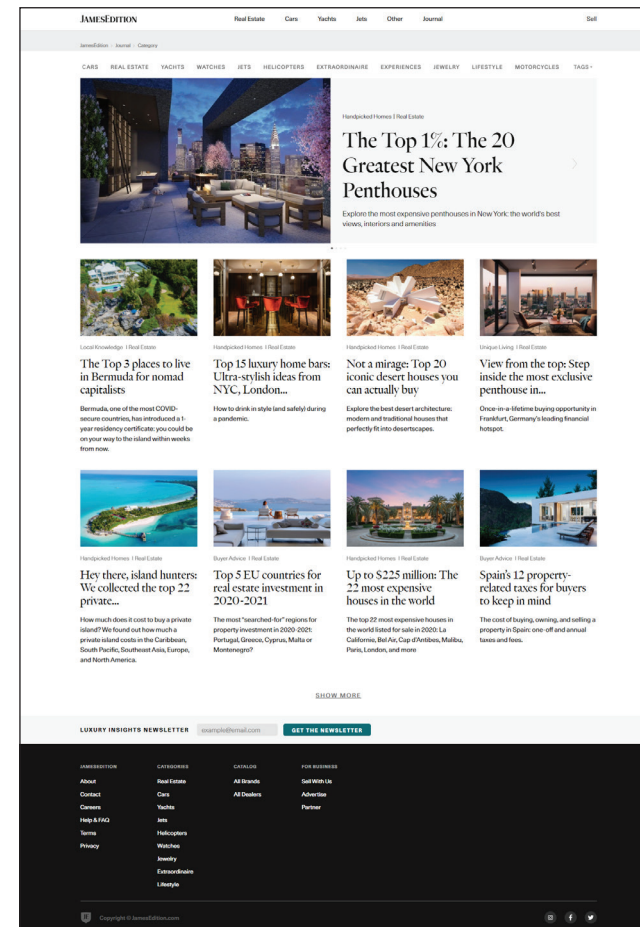
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

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

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



# jamesedition.com

## NEW & TRENDING

### FEATURED LUXURY POSITION

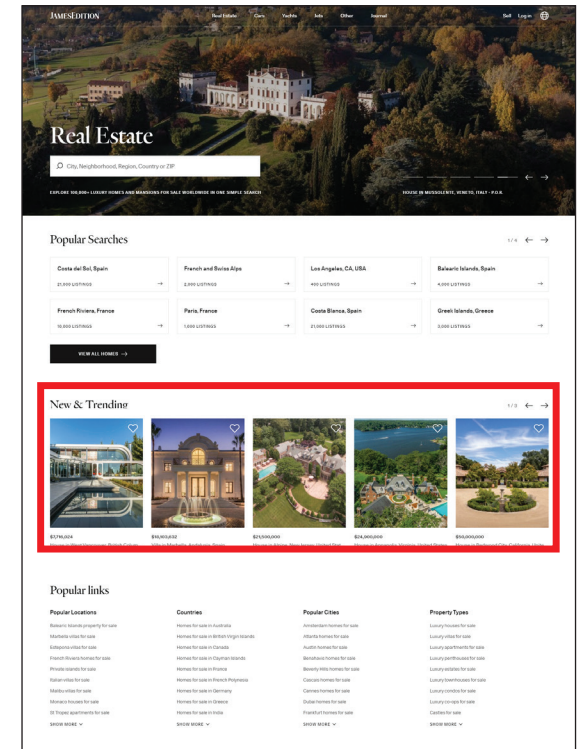
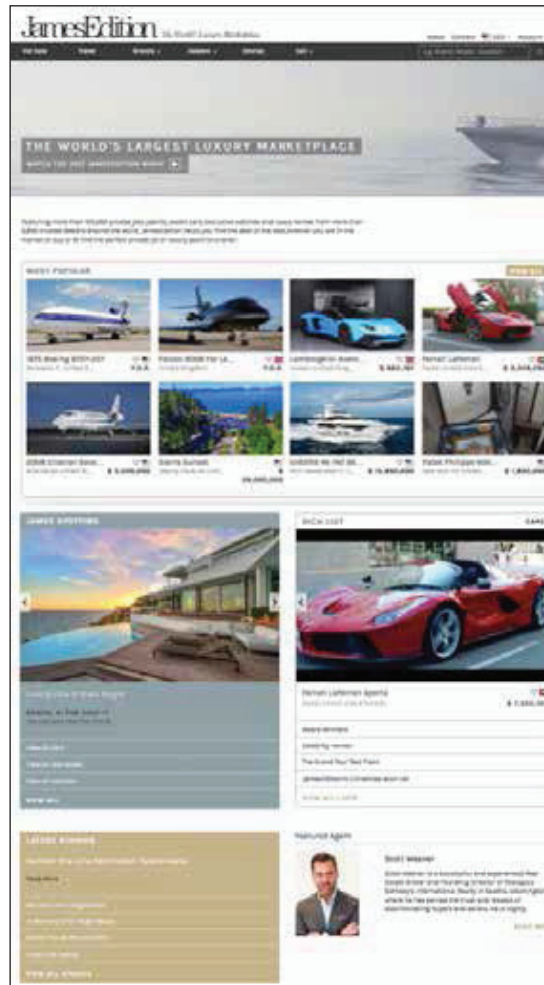
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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

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

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# jamesedition.com

## SOCIAL MEDIA POST

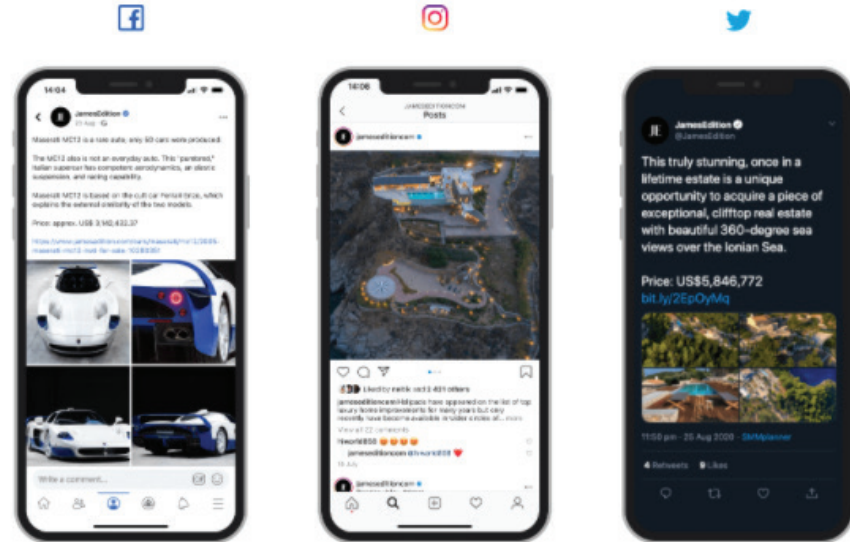
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- **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



# Land.com

The Land.com Network is the largest online marketplace for discovering, buying and selling rural real estate.

## LANDS OF AMERICA

Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

## LAND AND FARM

A top-tier rural property marketplace, Land And Farm receives more than 2 million visits and 16 million page views monthly.

## LAND WATCH

LandWatch is an online leader in rural properties and land for sale, including home sites for vacation, recreation or investment.



Land & Farm

🔍

Waterbury, CT

×

Enter a City, County, State, or ID

Search

Save Search

Active Filters

Remove

Connecticut X

City: Waterbury X

Price

\$0 - \$49,999

6

\$50,000 - \$99,999

1

\$100,000 - \$249,999

5

\$250,000 - \$499,999

5

\$500,000 - \$749,999

2

\$750,000 - \$999,999

3

Custom Price

Min

—

Max

Add

Parcel Size

0 - 10 Acres

17

11 - 50 Acres

3

51 - 100 Acres

1

Custom Size (Acres)

Min

—

Max

Add

Waterbury, CT Land for Sale - Page 1 of 1

Sort ▾

\$130,000 • 8.43 Acres

Waterbury, CT, 06701, New Haven County

Uncover an overlooked opportunity poised on a quiet cul-de-sac-an expansive eight-acre residential lot with access to public utilities. Conveniently located just off Route 8 these...

Kadesha Thomas-Burgan

William Pitt Sotheby's Int'l

Contact

\$59,000 • 0.09 Acres

36 Crown Street, Waterbury, CT, 06704, New Haven County

Peter Raider

Real Broker NY LLC

Contact

\$41,900 • 1.84 Acres

40 Decicco Road, Waterbury, CT, 06705, New Haven County

\$475,000 • 8.43 Acres

3 beds • 2 baths • 1,398 sqft

Tbd Chester Avenue, Waterbury, CT, 06701, New Haven County

## SIGNATURE LISTINGS

10Xs more Exposure

\$175 SINGLE LISTING – 30 DAYS  
\$480 THREE LISTINGS  
PRICE \$1,680 TWELVE LISTINGS

## PLATINUM FEATURED PROPERTY

PRICE: \$750/30 DAYS  
Featured on all 3 Land.com sites

skyad.com | 27

# Land Report

TheLandReport.com is the official Web site for The Land Report Magazine and serves as a daily guidebook for American landowners, featuring a database full of credible and relevant stories gathered daily from media outlets around the country. The daily headlines are a must-read for landowners who want to stay up-to-date on topics that matter most to them.

- Net Worth: **\$9.3M**
- Household Income: **\$9.2M**

Top In-Bound Markets:

- Texas
  - California
  - Florida
  - Colorado
  - New York
- Illinois
  - Georgia
  - North Carolina
  - Pennsylvania
  - South Carolina

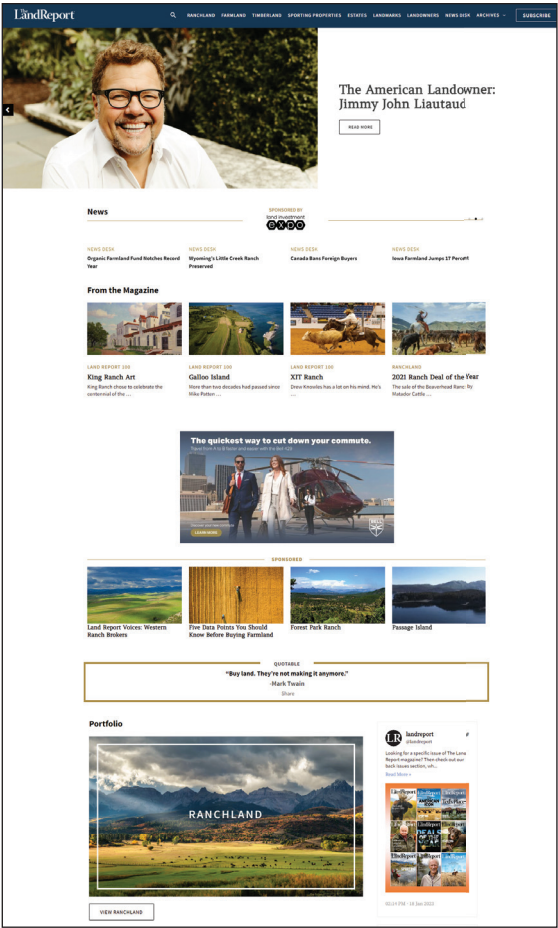
SOCIAL MEDIA POSTS

Banners

SPECIAL PRICE: \$600/EACH

PUBLISHER’S PICKS PREMIER PLACEMENT

SPECIAL PRICE \$1,250/EACH



CUSTOM CONTENT

PRICE: SPECIAL RATE \$4,250

# The Wall Street Journal Online (WSJ.com)

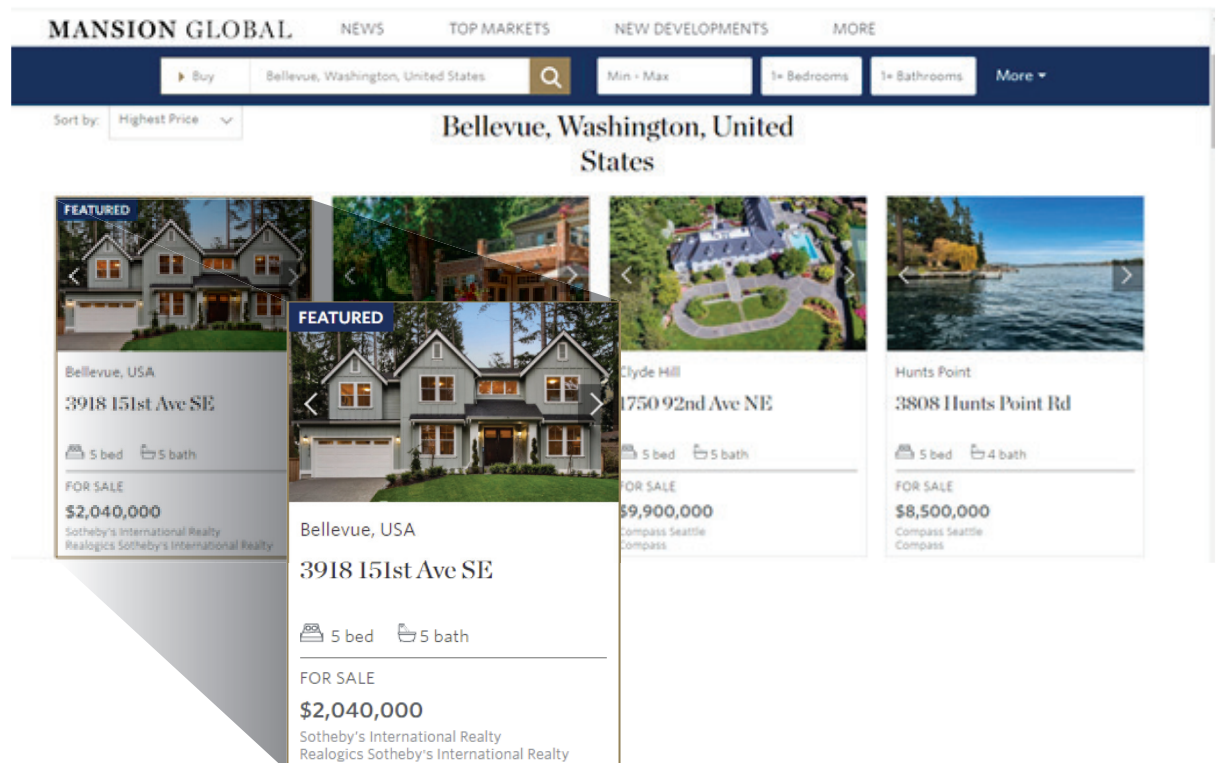
## FEATURED PROPERTY UPGRADES

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





# Print Offerings



Sotheby's  
INTERNATIONAL REALTY



# The Wall Street Journal

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

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

PROPERTY SPOT: \$795

DOUBLE PROPERTY SPOT: \$1,590

QUADRUPLE PROPERTY SPOT: \$3,180

**EIGHT PROPERTY SPOTS: \$6,360**

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



**\$26 Million**  
Brazilian soccer star Neymar has bought land in Miami. **M3**

HOUSES | MARKETS | PEOPLE | REBELS | SALES

# MANSION

THE WALL STREET JOURNAL

**Looking Up**  
In North Carolina, a single-story house that's 37 feet tall. **M7**

Friday, November 1, 2024

## Going Once, Going Twice

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

By KATHERINE CLARK and E.R. SOUTHWORTH



 Randy and Robin Landrum had been trying to sell their Manhattan penthouse for over a year when they turned to the auction market this summer. First listed for \$12.2 million, the triplex in the sought-after Tribeca neighborhood came with more than 2,000 square feet of terrace, a floating staircase and a private elevator.

In the auction, the roughly 2,500-square-foot property sold for \$5 million, less than half of what they had originally asked and little more than they paid for it two decades ago. "It was obviously a stupid mistake," Randy said, with a shrug.

Many closely associated with privacy art or collectibles, auctions are on the rise for luxury real estate, with auction houses reporting a dramatic spike in the number of high-net-worth clients seeking their services since 2020. And as a doomsday in luxury home sales, auction companies are attracting homeowners on short notice to avoid longer periods in limbo in a sea of deep-pocketed buyers beyond local markets and to avoid the stigma of a price-cutting frame.

Emboldened by the trophy home prices they see on television, or stuck in a major city that has languished previously in their neighborhood or city, sellers who have been forced to repeatedly cut their asking prices,



Randy and Robin Landrum didn't set a minimum, known as a reserve price, when they auctioned their Tribeca triplex penthouse with terrace.

Photo courtesy of Sotheby's



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

**FIRST LISTED FOR**  
**\$12.2 MILLION**

TRIBECA RENOVATE  
New York City

## Room for Prayer, Without Leaving Home

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

By SUSAN PERCIVAL

**IN THE DALLAS SUBURBS**, Instagram-kitchen lights are on display in front of a wooden structure housing idols in her kitchen. The newly renovated area is dedicated to prayer and is backed by gold-filled trim and the white quartz countertop. The 47-year-old said, "Practitioners of Hinduism, particularly in India, have created pooja rooms or areas in their homes, the sacred space, sometimes called puja, refers to the Sanskrit word for worship. A puja room usually has an altar, mandala or a table supporting idols and pictures of Hindu gods. They are used for religious or ceremonial purposes, worship and meditation, and are often

decorated for special ceremonies during festivals such as Dussehra and Pongal. Chandra, a consultant in Texas, Dallas, is a set of architectural design principles based on Indian traditions.

As the population of Indian-Americans in the U.S. has grown, homeowners and designers are specializing in accommodating the spiritual needs of their clients. These rooms, which are often called pooja rooms, are popular on social media. A former art collector, Chandra's husband, a Hindu, is a devotee of Hinduism. He has a pooja room in his home in Dallas. Chandra's husband, a Hindu, is a devotee of Hinduism. He has a pooja room in his home in Dallas.

More U.S. builders and developers are accommodating demand for poppa rooms. Remko Sarrafian says his "getting more interior-design inquiries after posting his poppa room renovation projects on Instagram."



Photo courtesy of Sotheby's

**Sotbeby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

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Company

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# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

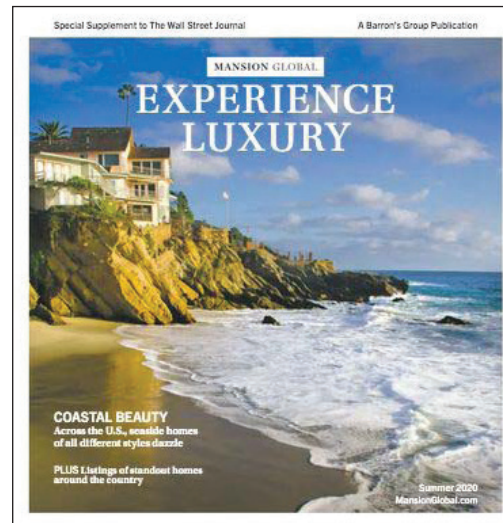
Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- Distribution: **100,000** Wall Street Journal print subscribers of the Weekend Journal
- Top zip codes in: **New York, Los Angeles, San Francisco, Chicago, Denver, Seattle, Phoenix, Boston, Dallas and Austin.**

FULL PAGE:

\$980/TEMPLATE

\$1,985/CUSTOM





# The New York Times 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  
DOUBLE PROPERTY SPOT, COLOR: \$1,500

**Includes Digital promotion and Digital Flipbook**

Sotheby's  
INTERNATIONAL REALTY



Move  
beyond your  
expectations.  
  
Nothing compares.  
SOTHEBYSPREALTY.COM

CONNECTICUT  
GREENWICH  
Represented by Sarah Baker on pg. 53.

72 Post Road, Old Westbury, NY




Debra Russell  
Real Estate Management  
Gold Circle Of Excellence  
616.282.2770  
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 day garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIELEGALE.COM/AGENT/DEBRA-RUSSELL






Sandbanks  
Exuma, The Bahamas



Jacqueline  
Lighthorn  
Estate Agent  
+1 242 389 2225  
26 Sandbanks Lighthorn  
808@bahamas.com




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


SIRBAHAMAS.COM/ID/X226.67

Bahamas | Sotheby's  
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5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorini  
Sales Associate  
858.334.3977  
eric@ericsantorini.com  
DRE#01745003



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.

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Pacific | Sotheby's  
INTERNATIONAL REALTY

skyad.com | 34



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

## PREMIUM PUBLISHING

## OVERVIEW

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

EDITORIAL FULL PAGE  
PRICE: \$3,000



# 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  
PROPERTY SPOT, COLOR: \$750

Global



# The Land Report

The Land Report magazine provides nationwide news, information and insight into 40,000 of America's most affluent current and potential home buyers & landowners. The Land Report profiles passionate landowners, high net-worth home & estate owners, identifies unique home-buying and land investment opportunities, explains ways to improve and conserve land, provides legislation updates, and highlights outdoor gear and equipment.

- Distribution: **40,000+ Print & Digital**
- Average HHI: **\$9.2M**
- Average NW: **\$89.3M**
- Gender Skew: **82% Male, 18% Female**

FULL PAGE: \$4,900



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

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

Sotheby's INTERNATIONAL REALTY



# 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**

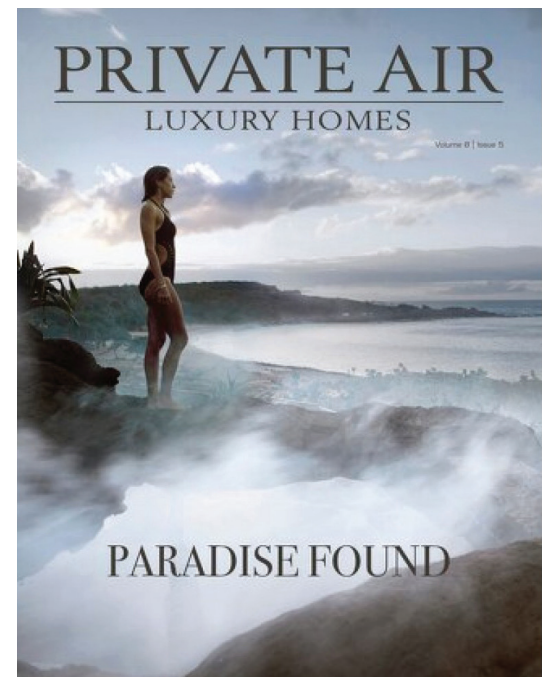
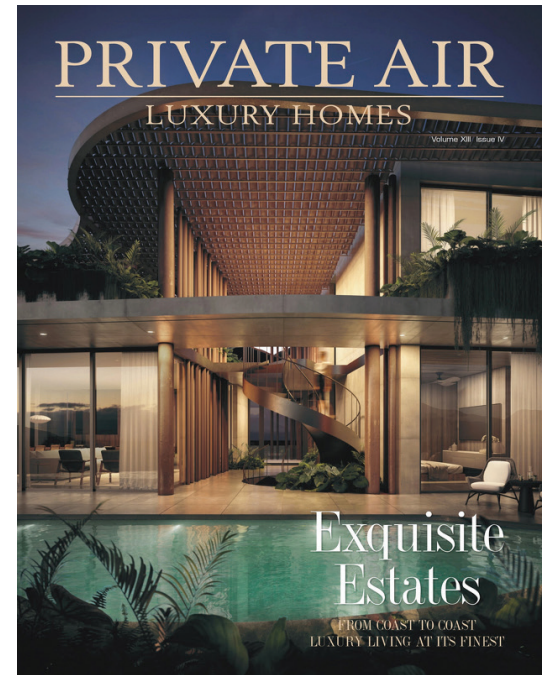
**includes social media & E-Newsletter**

**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**



# The Real Deal

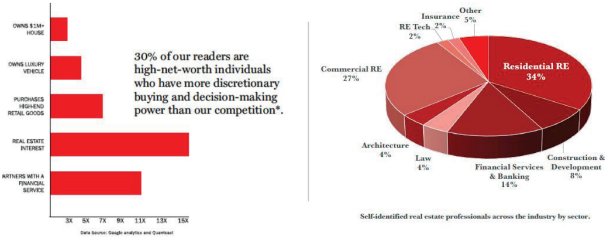
For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

- Circulation: **45,000**
- Readership: **150,000** monthly readers
- Audience HHI: **500K**
- Audience Age: **34-55**
- Male / Female: **55% / 45%**

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell's)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

A Targeted Digital Reach Source

## TRD READERS ARE DECISION MAKERS



## WITHIN THE RE INDUSTRY

- 20,000 copies distributed to Realtor associations
- 5,000 copies distributed in airline & VIP lounges

### Distribution:

- **2,500** copies sent to architectural firms, developers, financial institutions, constructions companies, law firms, title companies, and interior design firms
- **2,000** copies distributed to Residential + Commercial
- **1,600** Newstand copies

## PRINT MARKETING

Reach your core audience with editorially and strategically aligned full-page print ads within the issues of your choice.

### Opportunity details:

- **National – Monthly**

PRICE: \$5,000 FULL PAGE  
PRICE: \$9,500 2 PAGE SPREAD

Based on 8 Insertions

## STRATEGIC PRINT OPTIONS



### NATIONAL

#### Circulation:

- 40,000/month
- 480,000/annual



### DATA BOOK

#### Circulation:

- 50,000 annual



# 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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Located on 15.54 acres directly adjacent to the 235-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIELE.COM/AGENT/DEBRA-RUSSELL






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Exuma, The Bahamas



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Lighthorn  
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20 Sandbanks Light House  
808Bahamas.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.

SIBBAHAMAS.COM/ID/X226/67

Bahamas | Sotheby's  
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5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorini  
Sales Agent  
858.334.3977  
eric@ericsantorini.com  
DRE#02455003



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.

SOTHEYREALTY.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	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	100,000	
Google Adwords										
Google Adwords	Digital PPC program		\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00		
Comprehensive Digital										
Display	Digital Banner Program			\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	450,000	
Geofencing - Event and Location										
Geofencing - Event and Location	Target specific events and locations			\$ 1,500.00				\$ 1,500.00	60,000	
duPont Registry										
Brnded Content Post	Post and Stories takeover			\$ 1,295.00				\$ 1,295.00		
Daily Enewsletter	Enewsletter Inclusion			Bonus				\$ -	77,000	
Luxury Lifestyle Enewsletter	Enewsletter Inclusion			Bonus				\$ -	2,500	
Nob Hill Gazette										
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter		\$ 500.00	\$ 500.00	\$ 500.00			\$ 1,500.00	19,500	
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	
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article		\$ 5,500.00					\$ 5,500.00	292,000	
Land.com										
Platinum Listings				\$ 750.00				\$ 750.00		
Signature Listings			\$480			\$480		\$ 960.00		
Land Report										
Social Media Posts	Banners		\$ 600.00	\$ 600.00	\$ 600.00			\$ 1,800.00	180,000	
Publisher's Picks Premier Placement			\$ 1,250.00	\$ 1,250.00				\$ 2,500.00	50,000	
Custom Content				\$ 4,250.00				\$ 4,250.00		
WSJ.com										
Mansion Global Homepage Hero	Shared Banner		\$ 650.00		\$ 650.00			\$ 1,300.00	328,000	
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus	Bonus			\$ -		

# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print							
Dupont Registry							
Dupont Registry	Editorial Full Page		\$	3,000.00		\$	3,000.00
							35,000
Financial Times							
Financial Times	Quadruple Property Spot	\$	750.00	\$	1,500.00	\$	750.00
						\$	3,000.00
							631,371
Land Report							
Land Report	Full Page		\$	4,900.00		\$	4,900.00
							40,000
The New York Times							
The New York Times Takeover	Full Page w/ Digital promotion		\$	750.00		\$	750.00
							165,000
Private Air Luxury Homes							
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$	1,925.00	\$	1,925.00
							65,000
The Real Deal							
The Real Deal	Full Page	\$	5,000.00			\$	5,000.00
							324,000
San Francisco & Silicon Valley							
San Francisco & Silicon Valley	Takeover - Full Page	\$	725.00			\$	725.00
							36,500
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$	795.00			\$	795.00
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							
Mansion Global Experience Luxury	Weekend Property insert		\$	980.00		\$	980.00
							100,000
TOTAL							\$ 61,410.00
							7,179,143
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy							
Pricing Subject to Change							

# Proposed Schedule, Pricing & Reach 2025

PLAN 2

Plan 2										
Media	Ad Description	April	May	June	July	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	100,000	
Google Adwords										
Google Adwords	Digital PPC program		\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00		
Comprehensive Digital										
Display	Digital Banner Program			\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	450,000	
duPont Registry										
Brnded Content Post	Post and Stories takeover			\$ 1,295.00				\$ 1,295.00		
Daily Enewsletter	Enewsletter Inclusion			Bonus				\$ -	77,000	
Luxury Lifestyle Enewsletter	Enewsletter Inclusion			Bonus				\$ -	2,500	
Nob Hill Gazette										
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter		\$ 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	
Land.com										
Platinum Listings				\$ 750.00				\$ 750.00		
Signature Listings			\$480			\$480		\$ 960.00		
Land Report										
Social Media Posts	Banners		\$ 600.00	\$ 600.00	\$ 600.00			\$ 1,800.00	180,000	
Publisher's Picks Enewsletter	Enewsletter and top fold of website 30 days		\$ 1,250.00	\$ 1,250.00				\$ 2,500.00	50,000	
Custom Content				\$ 4,250.00				\$ 4,250.00		
WSJ.com										
Mansion Global Homepage Hero	Shared Banner		\$ 650.00		\$ 650.00			\$ 1,300.00	328,000	
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus	Bonus			\$ -		



# Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

<b>Print</b>						
<b>Dupont Registry</b>						
Dupont Registry	Editorial Full Page		\$ 3,000.00		\$ 3,000.00	35,000
<b>Financial Times</b>						
Financial Times	Quadruple Property Spot	\$ 750.00	\$ 1,500.00	\$ 750.00	\$ 3,000.00	631,371
<b>Land Report</b>						
Land Report	Full Page		\$ 4,900.00		\$ 4,900.00	40,000
<b>The New York Times</b>						
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00		\$ 750.00	165,000
<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>The Real Deal</b>						
The Real Deal	Full Page	\$ 5,000.00			\$ 5,000.00	324,000
<b>San Francisco &amp; Silicon Valley</b>						
San Francisco & Silicon Valley	Takeover - Full Page	\$ 725.00			\$ 725.00	36,500
<b>The Wall Street Journal</b>						
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00		\$ 795.00	\$ 1,590.00	1,288,848
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade		\$ 1,590.00		\$ 1,590.00	644,424
<b>The Wall Street Journal</b>						
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00		\$ 980.00	100,000
TOTAL					\$ 52,915.00	6,269,143

\*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: 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	100,000
Google Adwords									
Google Adwords	Digital PPC program		\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00	
duPont Registry									
Brnded Content Post	Post and Stories takeover			\$ 1,295.00				\$ 1,295.00	
Daily Enewsletter	Enewsletter Inclusion			Bonus				\$ -	77,000
Luxury Lifestyle Enewsletter	Enewsletter Inclusion			Bonus				\$ -	2,500
Nob Hill Gazette									
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter			\$ 500.00	\$ 500.00			\$ 1,000.00	13,000
JamesEdition									
New & Trending Real Estate Position	Featured Spot				\$ 1,000.00			\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00				\$ 1,500.00	192,000
Land.com									
Platinum Listings				\$ 750.00				\$ 750.00	
Signature Listings			\$480			\$480		\$ 960.00	
Land Report									
Social Media Posts	Banners		\$ 600.00	\$ 600.00	\$ 600.00			\$ 1,800.00	180,000
Publisher's Picks Enewsletter	Enewsletter and top fold of website 30 days		\$ 1,250.00	\$ 1,250.00				\$ 2,500.00	50,000
Custom Content				\$ 4,250.00				\$ 4,250.00	
WSJ.com									
Property Upgrades	10 Featured Property Upgrades			Bonus	Bonus			\$ -	

# Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print					
Financial Times					
Financial Times	Quadruple Property Spot	\$ 750.00	\$ 750.00	\$ 1,500.00	420,914
Land Report					
Land Report	Full Page	\$ 4,900.00		\$ 4,900.00	40,000
The New York Times					
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00	165,000
San Francisco & Silicon Valley					
San Francisco & Silicon Valley	Takeover - Full Page	\$ 725.00		\$ 725.00	36,500
The Wall Street Journal					
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 1,590.00	1,288,848
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert	\$ 980.00		\$ 980.00	100,000
TOTAL				\$ 32,285.00	4,185,762
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy					
Pricing Subject to Change					



# Proposed Schedule, Pricing & Reach 2025

PLAN 4

Plan 4										
Media	Ad Description	April	May	June	July	August	September	Media Total		Reach
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		100,000
Google Adwords										
Google Adwords	Digital PPC program		\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00		
Land.com										
Platinum Listings				\$ 750.00				\$ 750.00		
Signature Listings			\$480			\$480		\$ 960.00		
Land Report										
Social Media Posts	Banners		\$ 600.00	\$ 600.00	\$ 600.00			\$ 1,800.00		180,000
Publisher's Picks Enewsletter	Enewsletter and top fold of website 30 days		\$ 1,250.00	\$ 1,250.00				\$ 2,500.00		50,000
Custom Content				\$ 4,250.00				\$ 4,250.00		
WSJ.com										
Property Upgrades	10 Featured Property Upgrades			Bonus	Bonus			\$ -		

# Proposed Schedule, Pricing & Reach 2025

PLAN 4 - CONTINUED

Print					
Financial Times					
Financial Times	Quadruple Property Spot	\$	750.00	\$	750.00
				\$	1,500.00
Land Report					
Land Report	Full Page	\$	4,900.00	\$	4,900.00
The New York Times					
The New York Times Takeover	Full Page w/ Digital promotion	\$	750.00	\$	750.00
San Francisco & Silicon Valley					
San Francisco & Silicon Valley	Takeover - Full Page	\$	725.00	\$	725.00
The Wall Street Journal					
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$	795.00	\$	795.00
				\$	1,590.00
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert	\$	980.00	\$	980.00
TOTAL					
				\$	27,490.00
					3,151,262

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