



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Teton Jewel Advertising and Marketing Program



Jackson
Hole

Sotheby's
INTERNATIONAL REALTY

Table of Contents

3 INTRO

4 DIGITAL

- 5 Land.com
- 6 Land Report
- 7 WSJ.com

8 PRINT

- 9 The Wall Street Journal
- 10 The New York Times Takeover
- 11 The Land Report
- 12 San Francisco & Silicon Valley Takeover

13 SCHEDULE, PRICING & REACH

- 14 2025



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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure 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 select 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

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

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

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

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

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 | 5

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:

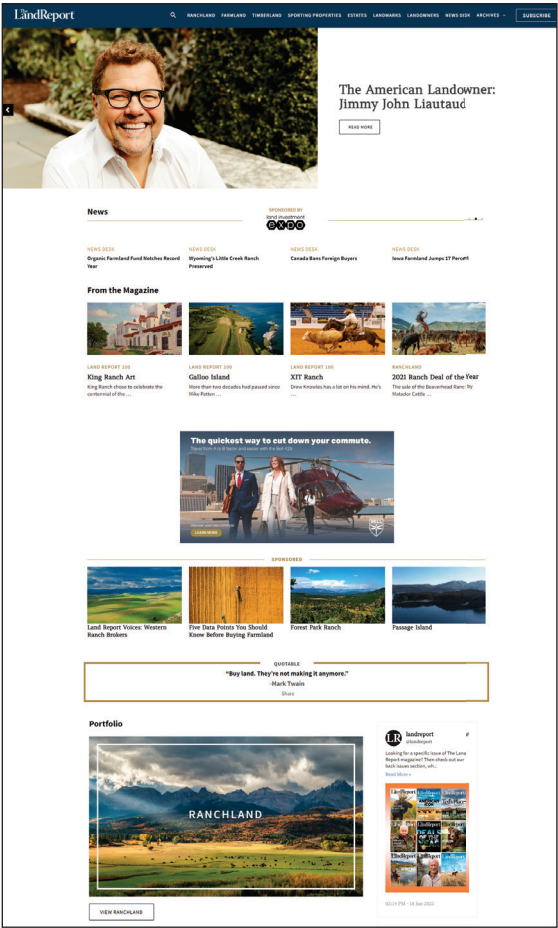
- Texas
 - California
 - Florida
 - Colorado
 - New York
- Illinois
 - Georgia
 - North Carolina
 - Pennsylvania
 - South Carolina

PUBLISHER'S PICKS NEWSLETTER PLACEMENT

SPECIAL PRICE \$1,250/EACH

CUSTOM CONTENT

PRICE: SPECIAL RATE \$4,250



The Wall Street Journal Online (WSJ.com)

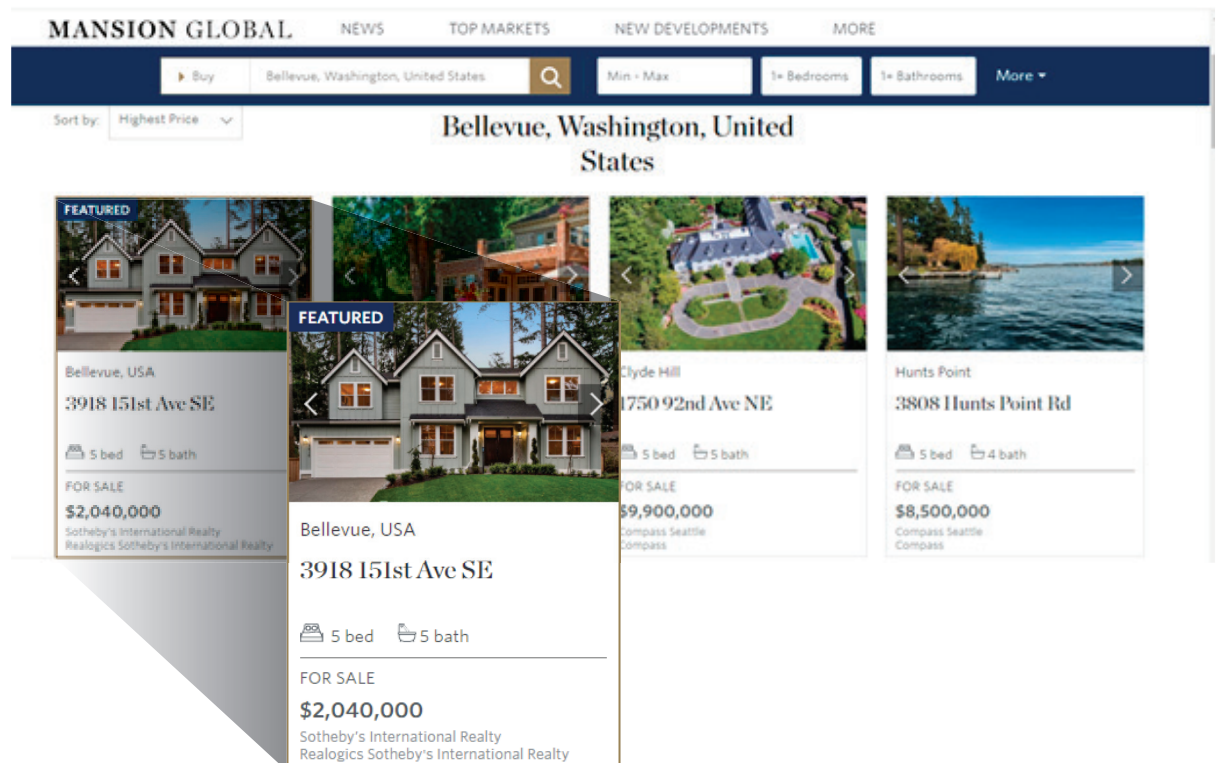
FEATURED PROPERTY UPGRADES

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



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.

HOUSES | MARKETS | PEOPLE | DESIGN | SALES

MANSION

THE WALL STREET JOURNAL

Looking Up
In North Carolina, a single-story house that's 11 feet tall **M2**



Friday, November 1, 2024

Going Once, Going Twice

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

By KENNETH CLARK and E.B. SCHOONER

 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 \$52.5 million, the triplex in the sought-after Tribeca neighborhood came with more than 2,000 square feet of terraces, a floating staircase and a private elevator. In auction, the roughly 3,500-square-foot property sold for \$5 million, less than half of what they had originally asked and little more than they paid for it two decades ago. "It was obviously a stupid mistake," Randy said of deciding to auction the home. More closely associated with private art or collectible auctions are the rise for luxury real estate, with auction houses reporting a dramatic spike in the number of high-net-worth estates seeking their services since 2020. And as doomsday in luxury home sales, auction companies are pivoting homeowners on their ability to market unique properties to a range of deep-pocketed buyers beyond local markets and to sell them within a precise time frame.

Randy and Robin Landrum didn't set a minimum, known as a reserve price, when they auctioned their Tribeca triplex. Because of the COVID-19 pandemic, the property was sold for less than half of its asking price.

Please turn to page A5

PRICE LISTED FOR \$12.2 MILLION

HIGHEST BID AT AUCTION \$5 MILLION

TRIBECA PENTHOUSE
New York City

Room for Prayer, Without Leaving Home

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

By SUSAN PERCIVAL

IN THE DALLAS SUBURBS, gleaming Indian lights on an oil lamp in front of a wooden structure housing idols in her kitchen. The newly renovated area is dedicated to prayer and is backed by gold-and-white tiles matching the gilded trim and the white quartz countertop. The 45-year-old dad, a practitioner of Hinduism, particularly in India, has long used pool rooms or areas in their homes, the second pools, sometimes called puja, refers to the Hindu word for worship. A puja room usually has an altar, made of or large, depicting Hindu gods and goddesses of Hindu gods. They are used for offering or ritual, prayer, worship and meditation, and are often for

decorated for special ceremonies during festivals such as Diwali, and Puja Chhatras, a common in Varanasi, India, a set of an eight-tiered design principles based on Indian traditions. As the population of Indian-Americans in the U.S. has grown, more interior designers, home builders and developers are specializing in accommodating the demand for pool rooms. The 10-year-old pool room decorator, materials are popular in the market. A former on Midway Kew-Forest, New York, country "House of the Year" award, about a five-acre Indian-American house, was named one of the top 100 in the United States. The Hindu-American family's pool room is currently filled with

More Hindu and developers are accommodating demand for pool rooms. Hindu-American families are also getting more interior-design inquiries after posting their pool room renovation projects on Instagram.

Please turn to page A4

Sotbey's
INTERNATIONAL REALTY

Nothing compares to what's next.

CITY: STATE:
Website or Address: \$5,000,000 | sotbeyreality.com/rlg/rlg
Company:
AGENT NAME: agentname@sotbeyreality.com | +1 212 456 7890

CITY: STATE:
Website or Address: \$5,000,000 | sotbeyreality.com/rlg/rlg
Company:
AGENT NAME: agentname@sotbeyreality.com | +1 212 456 7890

CITY: STATE:
Website or Address: \$5,000,000 | sotbeyreality.com/rlg/rlg
Company:
AGENT NAME: agentname@sotbeyreality.com | +1 212 456 7890

CITY: STATE:
Website or Address: \$5,000,000 | sotbeyreality.com/rlg/rlg
Company:
AGENT NAME: agentname@sotbeyreality.com | +1 212 456 7890

CITY: STATE:
Website or Address: \$5,000,000 | sotbeyreality.com/rlg/rlg
Company:
AGENT NAME: agentname@sotbeyreality.com | +1 212 456 7890

CITY: STATE:
Website or Address: \$5,000,000 | sotbeyreality.com/rlg/rlg
Company:
AGENT NAME: agentname@sotbeyreality.com | +1 212 456 7890

CITY: STATE:
Website or Address: \$5,000,000 | sotbeyreality.com/rlg/rlg
Company:
AGENT NAME: agentname@sotbeyreality.com | +1 212 456 7890

CITY: STATE:
Website or Address: \$5,000,000 | sotbeyreality.com/rlg/rlg
Company:
AGENT NAME: agentname@sotbeyreality.com | +1 212 456 7890

CITY: STATE:
Website or Address: \$5,000,000 | sotbeyreality.com/rlg/rlg
Company:
AGENT NAME: agentname@sotbeyreality.com | +1 212 456 7890

CITY: STATE:
Website or Address: \$5,000,000 | sotbeyreality.com/rlg/rlg
Company:
AGENT NAME: agentname@sotbeyreality.com | +1 212 456 7890

CITY: STATE:
Website or Address: \$5,000,000 | sotbeyreality.com/rlg/rlg
Company:
AGENT NAME: agentname@sotbeyreality.com | +1 212 456 7890

CITY: STATE:
Website or Address: \$5,000,000 | sotbeyreality.com/rlg/rlg
Company:
AGENT NAME: agentname@sotbeyreality.com | +1 212 456 7890

CITY: STATE:
Website or Address: \$5,000,000 | sotbeyreality.com/rlg/rlg
Company:
AGENT NAME: agentname@sotbeyreality.com | +1 212 456 7890

CITY: STATE:
Website or Address: \$5,000,000 | sotbeyreality.com/rlg/rlg
Company:
AGENT NAME: agentname@sotbeyreality.com | +1 212 456 7890

© 2018 Sotbey's International Realty. All Rights Reserved. Sotbey's International Realty is a registered trademark of Sotbey's International Realty. All other trademarks are the property of their respective owners.

SOTBEYSREALTY.COM

The New York Times Takeover

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

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

FULL PAGE, COLOR: \$750
INSIDE FRONT COVER, COLOR: \$1,150
INSIDE BACK COVER, COLOR: \$1,150
BACK COVER, COLOR: \$1,500
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 Salesperson
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 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
Sales Agent
+1 242 389 2225
260 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 is built into the water 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#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.



SOTHEBYSPREALTY.COM/ID/THE44

Pacific | Sotheby's
INTERNATIONAL REALTY

skyad.com | 10

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



SOthebysREALTY.COM

Open the door to what's next.

Harald Grant
Associate Broker
616.527.7722
harald.grant@sothebysrealty.com
sothebysrealty.com

Bruce Grant
Licensed Salesperson
616.640.7058
Bruce.Grant@SothebysRealty.com

The Rosewood Farm Estate
Southampton, New York

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

Sotheby's INTERNATIONAL REALTY

© 2020 Sotheby's International Realty, a Franchise Broker and Equal Housing Opportunity. All rights reserved. Sotheby's International Realty is a registered trademark and used with permission. Sotheby's International Realty is not affiliated with any other company. All other trademarks are the property of their respective owners. Sotheby's International Realty is not responsible for the content of any third party website. All other trademarks are the property of their respective owners. Sotheby's International Realty is not responsible for the content of any third party website.

SOthebysREALTY.COM

Take a peek at what's next.

Beate V. Moore
Associate Broker
616.527.7722
beate.moore@sothebysrealty.com
sothebysrealty.com

Vanessa Moore
Licensed Salesperson
617.775.8078
Vanessa.Moore@SothebysRealty.com

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

© 2020 Sotheby's International Realty, a Franchise Broker and Equal Housing Opportunity. All rights reserved. Sotheby's International Realty is a registered trademark and used with permission. Sotheby's International Realty is not affiliated with any other company. All other trademarks are the property of their respective owners. Sotheby's International Realty is not responsible for the content of any third party website. All other trademarks are the property of their respective owners. Sotheby's International Realty is not responsible for the content of any third party website.

San Francisco & Silicon Valley Takeover

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

FULL PAGE OCTOBER: \$725
INSIDE FRONT COVER: \$1,125
INSIDE BACK COVER: \$1,125
BACK COVER: \$1,475

Sotheby's
INTERNATIONAL REALTY

CONNECTICUT

GREENWICH




Move
beyond your
expectations.


Nothing compares.
SOTHEYREALTY.COM

Represented by Sarah Barker on pg. 13.

72 Post Road, Old Westbury, NY




Debra Russell
Real Estate Management
Gold Circle Of Excellence
616.282.5710
C. 505.862.5403




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




DANIELE.COM/AGENT/DEBRA-RUSSELL







Sandbanks
Exuma, The Bahamas



Jacqueline
Lighthorn
Sales Agent
+1.242.369.2225
26 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 directly into the ocean for water sports.







SIRBAHAMAS.COM/ID/X226.67

Bahamas | Sotheby's
INTERNATIONAL REALTY


5305 Carlsbad Boulevard, Carlsbad, CA 92008




Eric Santorini
Sales Agent
858.334.3977
eric@ericsantorini.com
DRE#01245503



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.



DANIELE.COM/ID/THE44



skyad.com | 12

Schedule,
Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Jackson Hole Sotheby's International Realty - Teton					
Plan 4-5-2025					
Digital					
Land.com					
Platinum Listings			\$ 750.00	\$ 750.00	
Signature Listings		\$480	\$480	\$ 960.00	
Land Report					
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	\$ -	
Print					
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	Double Property Spot w/ Digital Featured Property Upgrade		\$ 1,590.00	\$ 1,590.00	644,424
TOTAL				\$ 16,425.00	935,924
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy					
Pricing Subject to Change					