



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

180 Ash Street Advertising and Marketing Program

Gibson | Sotheby's
INTERNATIONAL REALTY

Table of Contents

3 INTRO

4 SOTHEBY'S AUCTION HOUSE

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

8 DIGITAL

- 9 Impressions Campaign
- 14 Comprehensive Digital
- 16 Google AdWords
- 19 Cottages & Garden
- 20 Country Life
- 21 Crain's New York Business
- 22 duPont Registry
- 23 Elite Traveler
- 24 Nob Hill Gazette
- 25 JamesEdition.com
- 30 Juwai.com
- 32 LA Times
- 33 Le Figaro
- 34 Luxury Estate
- 35 PropGoLuxury.com
- 36 RobbReport.com
- 38 Simply Abu Dhabi
- 39 The Wall Street Journal

42 PRINT

- 43 The Wall Street Journal
- 45 The New York Times
- 47 The New York Times Takeover
- 48 Architectural Digest
- 49 Country Life
- 50 duPont Registry
- 51 Elite Traveler
- 52 Financial Times
- 53 Propriétés Le Figaro
- 54 Los Angeles Times
- 56 Private Air Luxury Homes Magazine
- 57 Robb Report
- 58 San Francisco & Silicon Valley Takeover

59 SCHEDULE, PRICING & REACH

- 60 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 180 Ash Street

SKY Advertising is excited to present to Gibson Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 180 Ash Street.

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 Weston, MA.

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

LET'S DO
GREAT THINGS TOGETHER

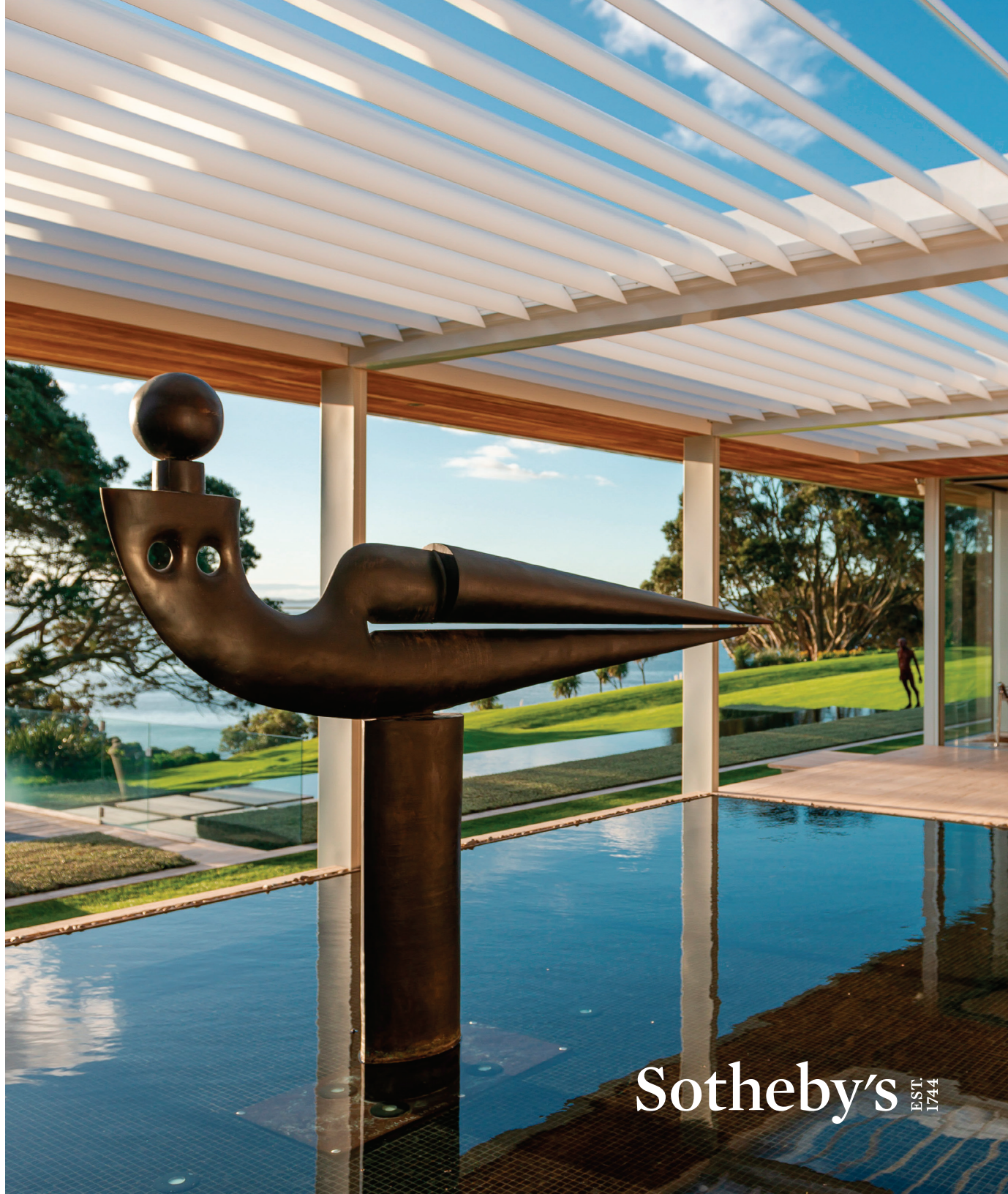
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

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

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

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

Sotheby's
Auction House
Offerings



Sotheby's EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

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



Sotheby's
INTERNATIONAL REALTY

Sun Island, Georgia, United States
sothebyrealty.com/64/584003
Atlanta Fine Homes
Sotheby's International Realty
Chase Mann
chmann@sothebyrealty.com

Co-listed with
Sotheby's International Realty
Susan Schell and Ben Howard
susan.schell@sothebyrealty.com
ben.howard@sothebyrealty.com
\$4,500,000 USD

Find your one.
Explore our exclusive collection of inspiring homes.

Residence on Saddle Point Way
New Delhi, India
sothebyrealty.com/64/5814281
This home for sale spans 4.1, 1,200 sq. ft. approximately 1,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an ideal location for investment.

Residence on Saddle Point Way
New Delhi, India
sothebyrealty.com/64/5814281
This home for sale spans 4.1, 1,200 sq. ft. approximately 1,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an ideal location for investment.

Residence on Saddle Point Way
New Delhi, India
sothebyrealty.com/64/5814281
This home for sale spans 4.1, 1,200 sq. ft. approximately 1,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an ideal location for investment.

Residence on Saddle Point Way
New Delhi, India
sothebyrealty.com/64/5814281
This home for sale spans 4.1, 1,200 sq. ft. approximately 1,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an ideal location for investment.

Residence on Saddle Point Way
New Delhi, India
sothebyrealty.com/64/5814281
This home for sale spans 4.1, 1,200 sq. ft. approximately 1,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an ideal location for investment.

Residence on Saddle Point Way
New Delhi, India
sothebyrealty.com/64/5814281
This home for sale spans 4.1, 1,200 sq. ft. approximately 1,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an ideal location for investment.

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

[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

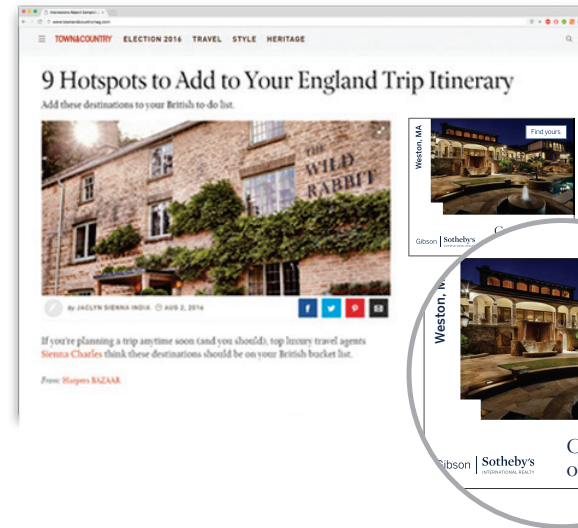
Impressions Campaign

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: **180 Ash Street**
- Flight Dates: **May 2025 - July 2025**
- Impressions: **750,000**
- 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






Find yours

Weston, MA

1 of 1

Curators of the unique

Gibson | Sotheby's INTERNATIONAL REALTY



Find yours

Weston, MA


1 of 1

Curators of the unique

Gibson | Sotheby's INTERNATIONAL REALTY

1 of 1

Curators of the unique



Weston, MA

Gibson | Sotheby's INTERNATIONAL REALTY

Find yours

Weston, MA

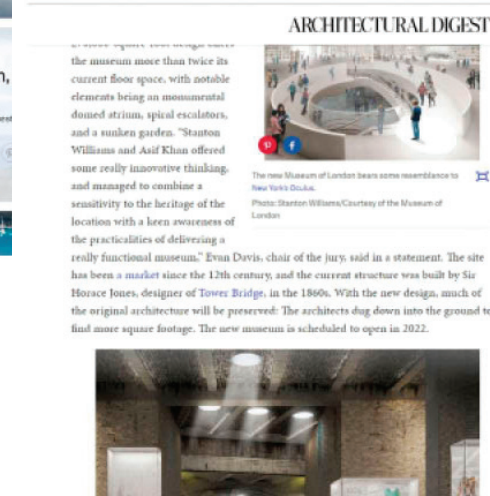
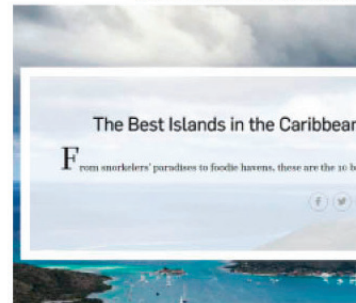
Find yours



Gibson | Sotheby's INTERNATIONAL REALTY

Curators of the unique

Sample Banners For Impressions Programs As They Appear On Sites

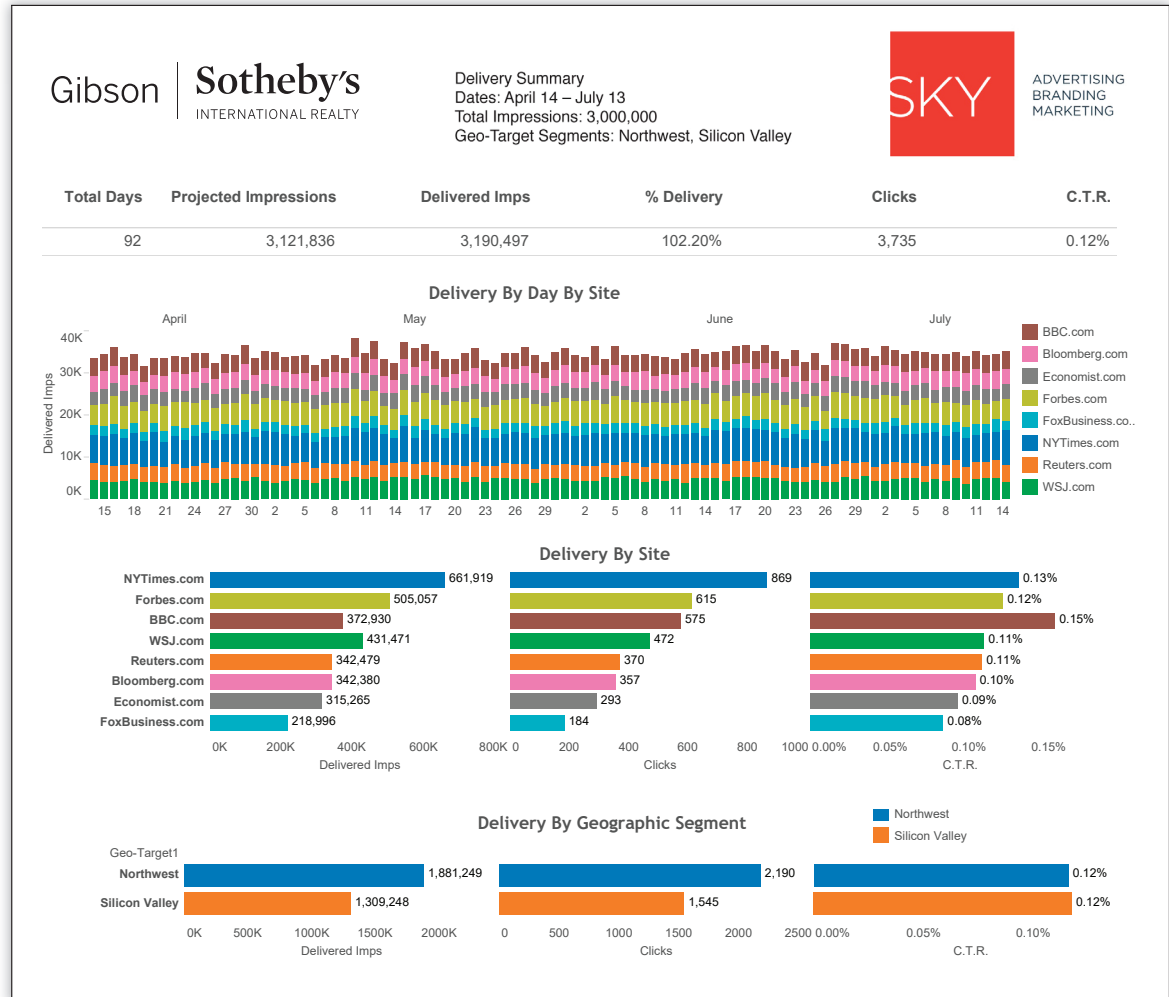


Comprehensive Reporting For Your Customized Campaign

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



Comprehensive Digital

OTT/VIDEO PREROLL

OTT or Over The Top is video programming transmitted via the Internet, not on traditional cable or broadcast. It reaches any type of internet connected device including Roku, Connected TV/SmartTVs, Fire TV Sticks, XBOX, PlayStation, Apple TV, Chromecast, and more.

Our OTT gets you to thousands of publishers and streaming exchanges on stations like: Sling TV, FuboTV, PlutoTV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

OTT can extend the reach of a business that is currently doing broadcast TV or cable because OTT reaches audiences that have cut the cord to cable (cord-cutters), or those that have never had cable (cord-nevers) and you are able to reach a more targeted audience with OTT.

eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.

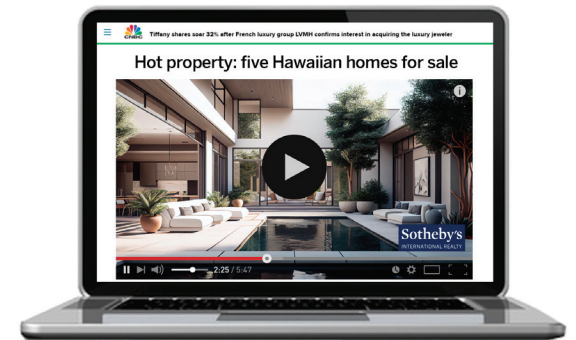


YouTube Video Pre-Roll Ads

WHY OTT?

Our OTT runs on Set Top Boxes, Game Consoles, and Smart TVs like Fire TV Sticks, XBOX, PlayStation, 4K FireTV, SmartTV, AppleTV, ChromeCast, Roku, and more. 100% of our impressions are served on Connected TVs.

We have direct inventory on hundreds of Apps and Providers. These cover a variety of content such as News, Sports, Entertainment, Lifestyle, Gaming, Health, Technology, and many more, depending on the targeting categories selected for your campaign. We have over 100,000 targeting categories to choose from and we can also use Artificial Intelligence to find the optimal audience. We have direct deals with large publishers and devices like Samsung TV, DIRECTV, NHL, Fox, local news stations,



Disney/ABC, AMC Networks, NBC Universal, National Geography, A+E Networks, Bloomberg, Discovery, the CW, and MLB to serve ads through direct connections. We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

PRICE: FROM \$1,500/MONTH
50,000 Impressions

Comprehensive Digital

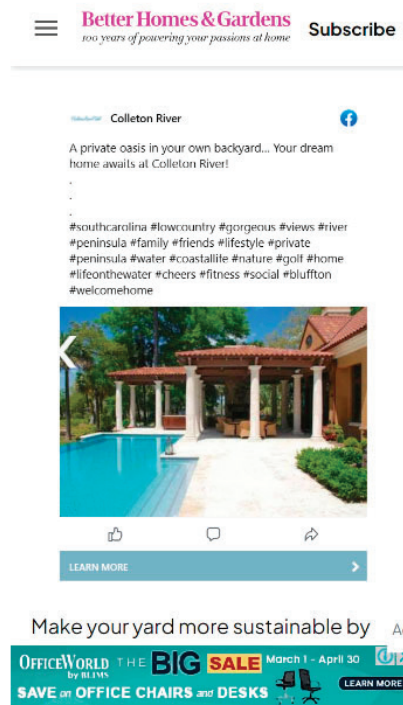
SOCIAL MIRROR ADS

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

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

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

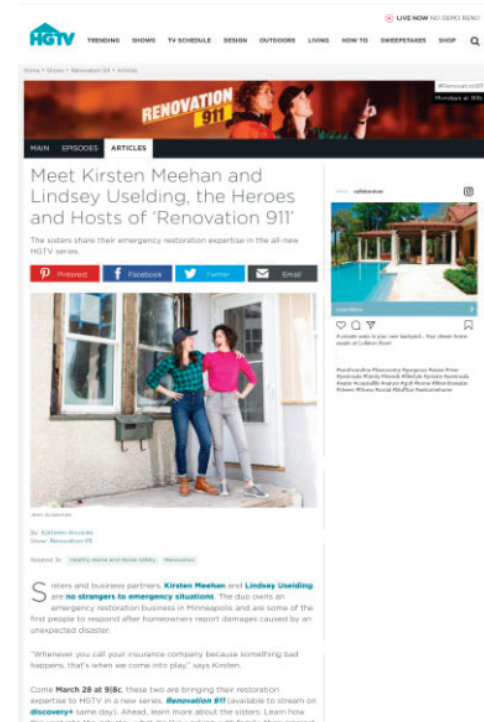
Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

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

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



Google AdWords

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

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

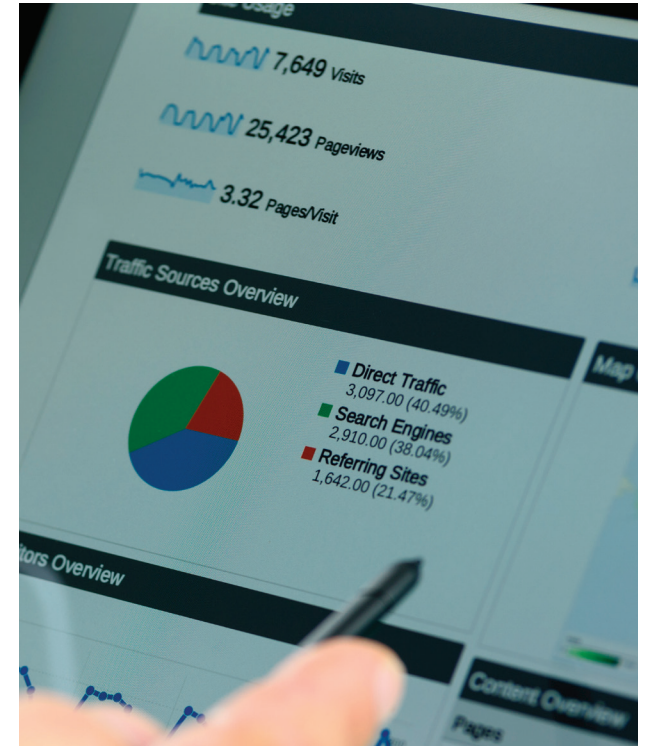


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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



Google AdWords

CLIENT DASHBOARD

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



Gibson 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
SKY - SMART	459	\$312.71	\$39.09	74,095
SKY - PMAX	290	\$359.88	\$179.94	8,209
SKY - General	75	\$278.65	\$0.00	1,432
SKY - Boulder	53	\$293.25	\$293.25	1,145
SKY - Trademark	38	\$134.26	\$134.26	259
SKY - Niwot	11	\$33.94	\$0.00	69
SKY - Longmont	4	\$19.24	\$0.00	16
SKY - Golden	0	\$0.00	\$0.00	3
SKY - Superior	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.



Gibson SIR

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

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

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

Cottages & Garden

Delivering the finest luxury design and architecture content to residents of America's most affluent communities.

- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

TOP 10 MARKETS

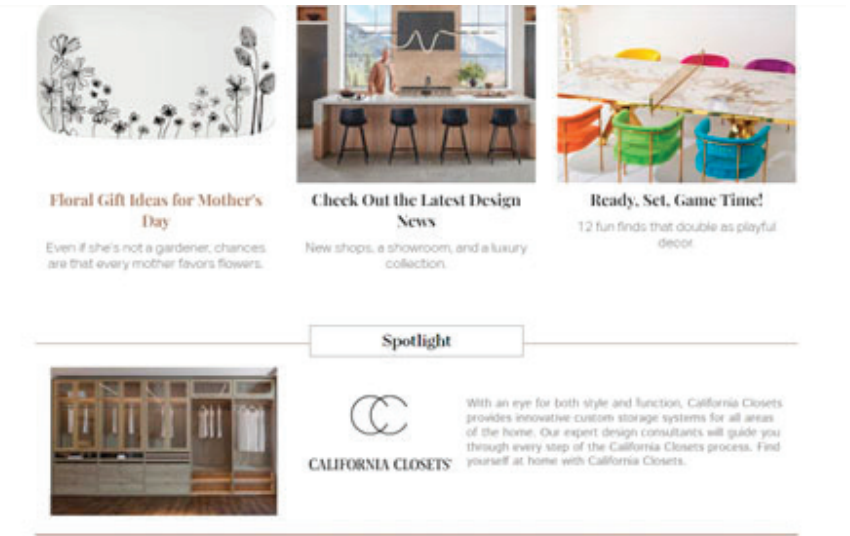
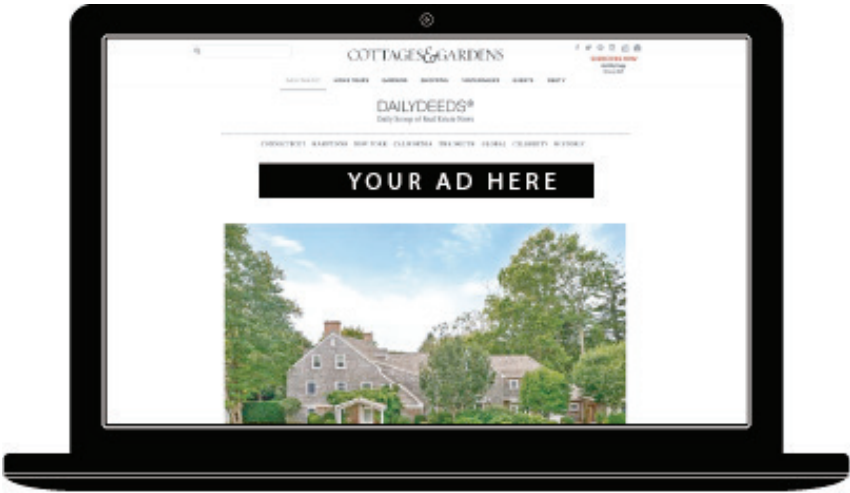
- | | |
|---------------|-----------------|
| • New York | • Virginia |
| • California | • New Jersey |
| • Connecticut | • Illinois |
| • Florida | • Massachusetts |
| • Texas | • Pennsylvania |

SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950

DAILY DEEDS

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



Country Life

Country Life is the world's most celebrated magazine of the British way of life, its countryside, properties, and gardens

Three core audience pillars:

Traditional country champions – wealthy empty nesters enjoying their retirement in the countryside.

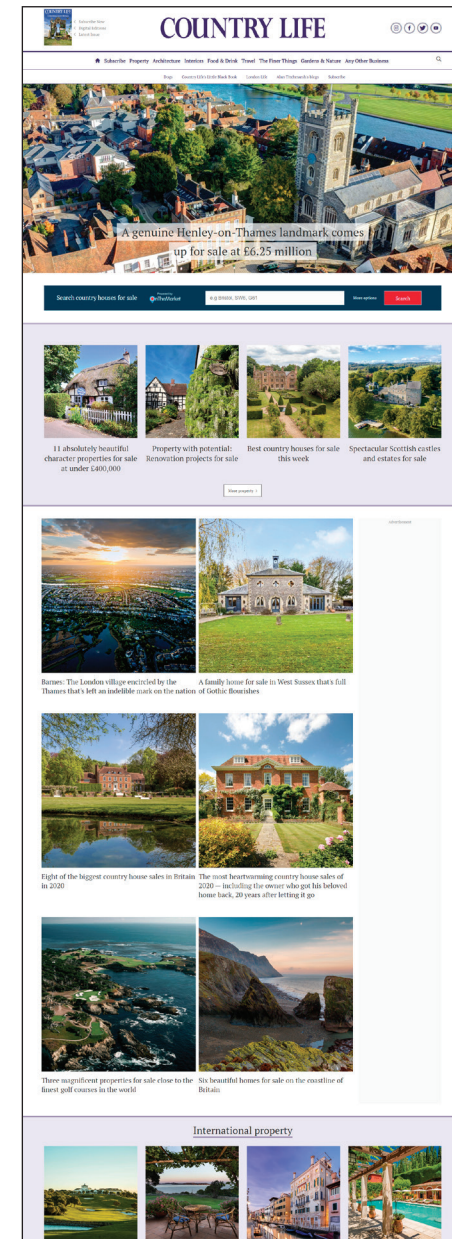
Custodians of the land – country dwellers with a deep emotional connection to the countryside.

Discerning Country – a quietly refined group, the most affluent, and willing to spend on the brands that reflect their discerning taste.

- 1.68M Global page views per month
- 352K Social Followers
- 81% Targeted HNWI Audience

E-NEWSLETTER DEDICATED SEND

PRICE: \$2,250



Crain's New York Business

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

CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

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

LUXURY HOME SPOTLIGHT

PRICE: \$5,500

ADDED VALUE

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

**BONUS
DAILY NEWSLETTER
LUXURY LIFESTYLE NEWSLETTER
POSTING**

duPont
REGISTRY

DAILY

A sleek, silver sports car is parked on a paved driveway in front of a large, light-colored house with multiple garage doors. The car's interior features colorful racing seats. The scene is set during the day with trees and foliage visible in the background.

SPONSORED

RM Sotheby's Arizona: 2005 Porsche Carrera GT

A dark-colored luxury sedan is shown from a side profile, driving on a road at night. The headlights are on, and the car's design is highlighted by the ambient light.

A vintage-style biplane is parked on a grassy field or airfield. Two people are standing near the tail of the aircraft, looking towards the horizon where the sun is setting or rising over a body of water.

INDUSTRY REPORTS

2021 Was Rolls-Royce's Best Year Ever

SPONSORED

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

[illegible]

Elite Traveler

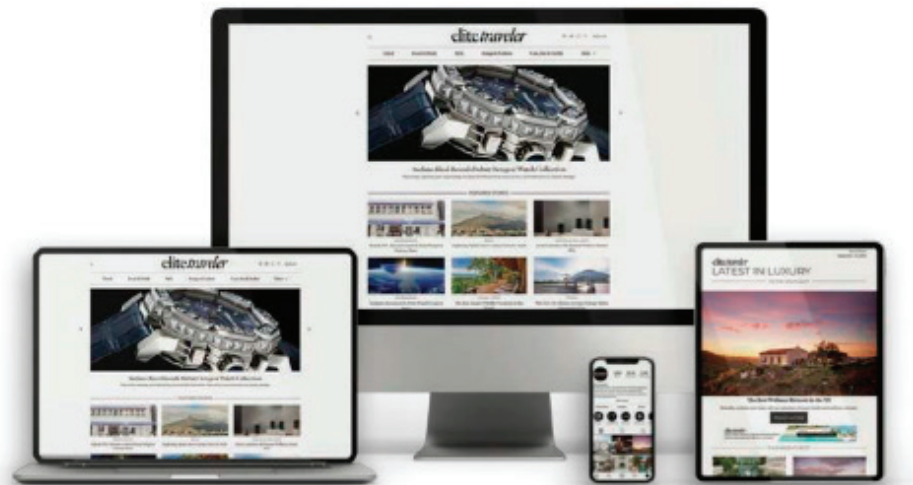
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9M**
- Average Net Worth **\$32M**
- **318,661** Unique Browsers

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

Half price with full page print purchase



Nob Hill Gazette

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

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

E-NEWSLETTER

ON THE MARKET

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

PRICE: \$500 PER LISTING

San Francisco, Peninsula, and Silicon Valley



jamesedition.com

E-NEWSLETTER

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

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

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

• 600,000+ subscribers.

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

Location Open Rates

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

Email Engagement

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

LISTING FEATURE: \$1,500

jamesedition.com

ROTATING GALLERY

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

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

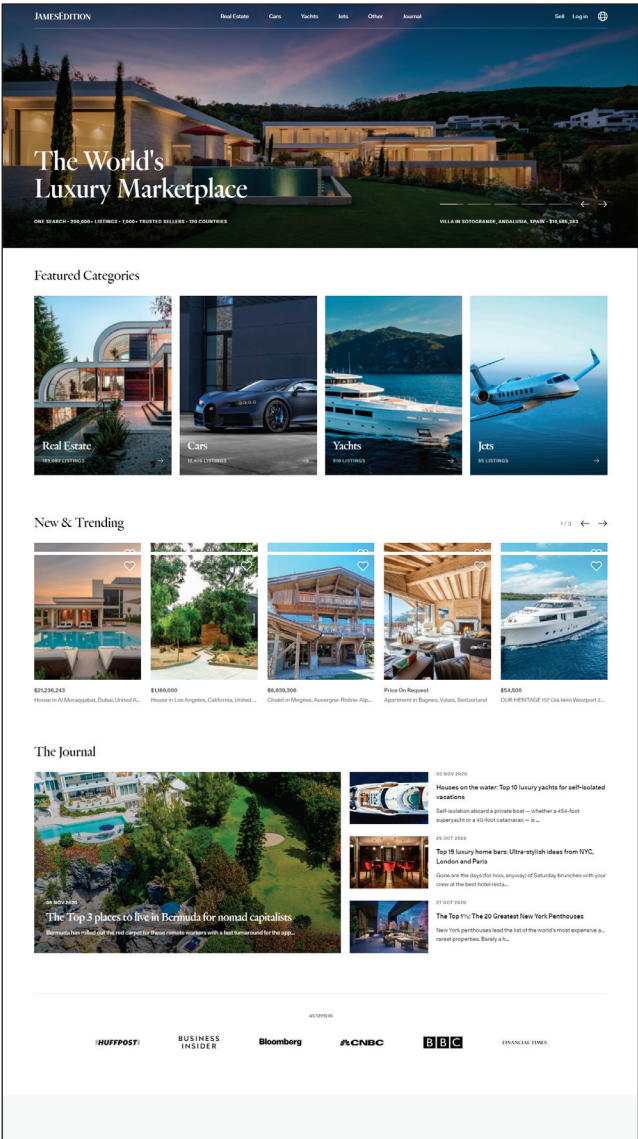
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

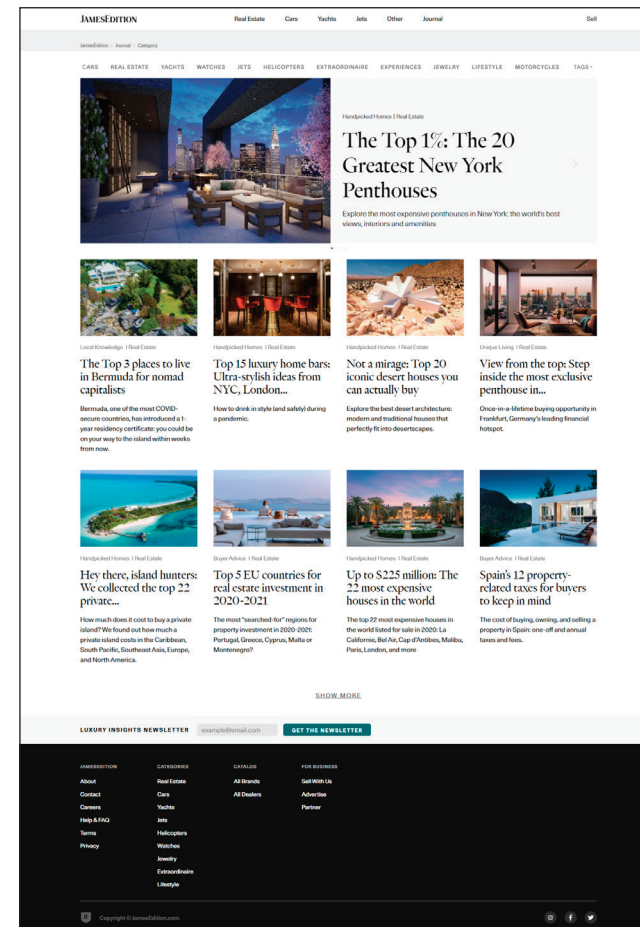
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

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



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

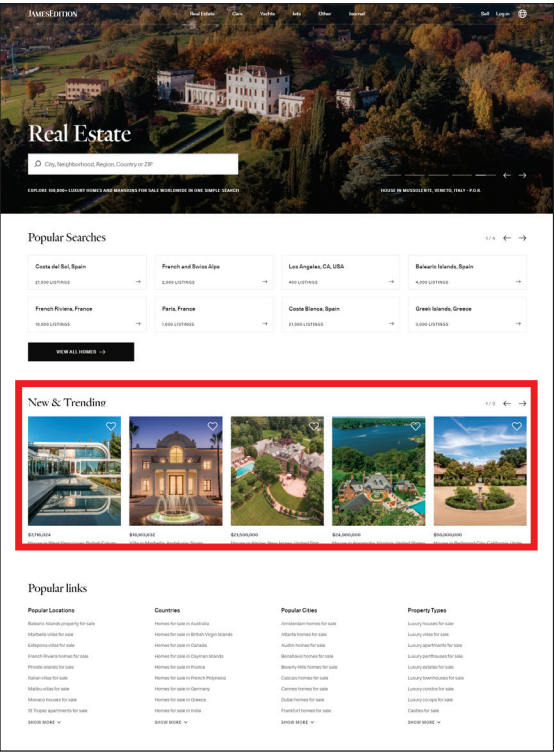
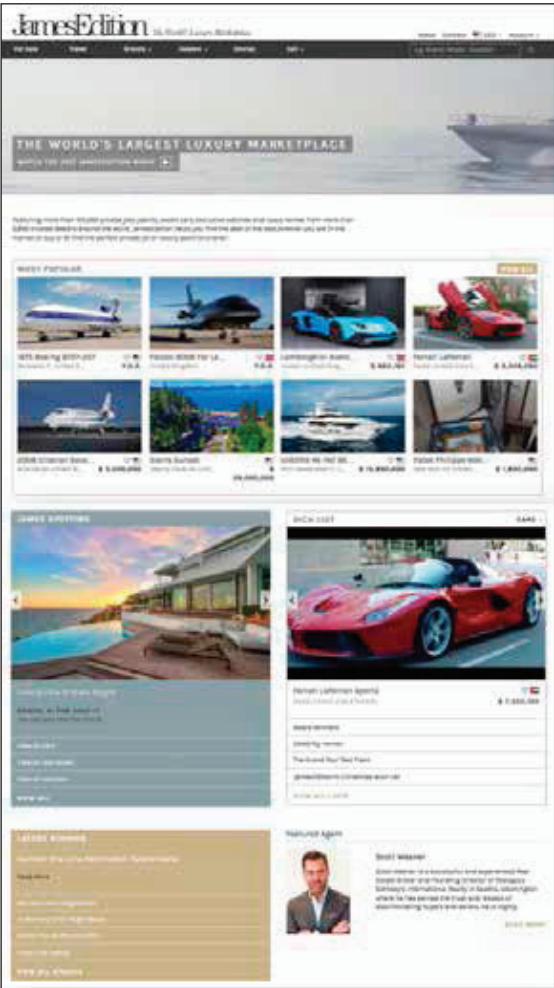
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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

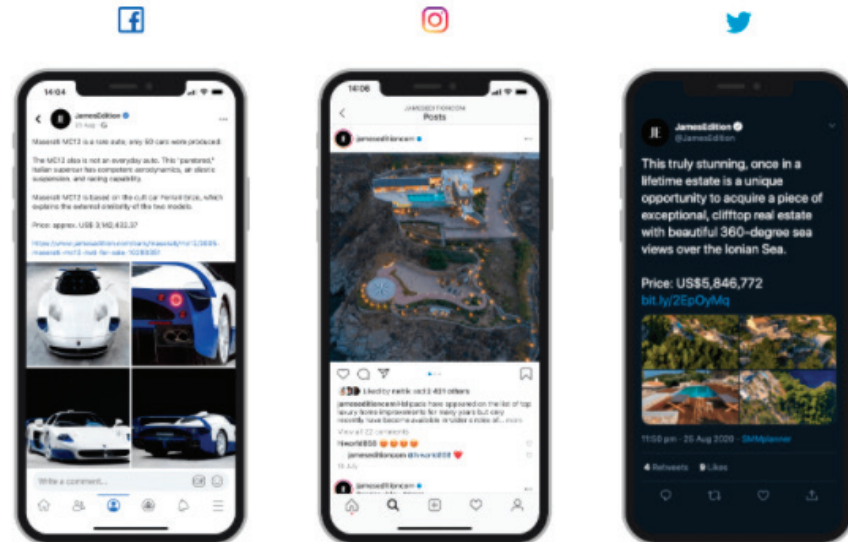
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

juwai.com

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 6 million property listings spanning 111 countries.



HOT PROPERTY UPGRADE

With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

PRICING SPECIAL: \$425 FOR 30 DAYS.

Usually \$725

Global

FEATURED PLACEMENT PROPERTY LISTING

- Juwai Luxe Channel
- Connects you to UHNW (Ultra High Net Worth) Chinese consumers.

PRICE: \$425 FOR 6 MONTHS

For properties \$2M+

Global

juwai.com

CREATIVE EDITORIAL & SOCIAL MEDIA POSTING

Professionally crafted content written in close conjunction with your marketing team.

Appears on the Juwai Home Page, and relevant country pages

Boosted on Juwai Social Media Accounts including Wechat and Weibo

PRICE: \$1,600 PER ARTICLE AND POSTING



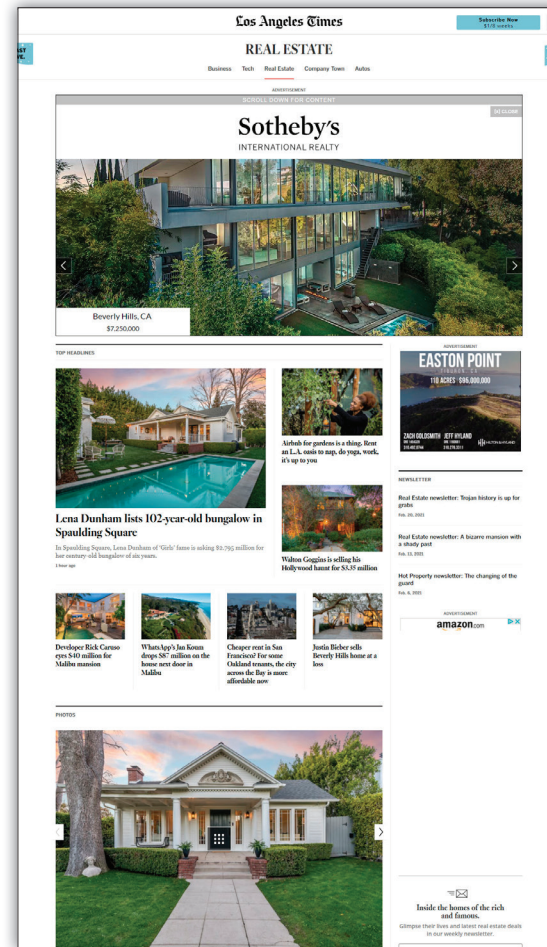
LA Times

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**



Le Figaro

The finest selection of properties to buy and to rent, in France and abroad.

PROPRIÉTÉS LE FIGARO.COM – FRANCE

- **2.1 million** sessions per month
- International audience: **22%**
(Top 5 audience: US, UK, Belgium, Switzerland, Germany)

PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

- **180,000** sessions per month
(top 5 audience: US, UK, France, Canada, Australia)

HEADLINE SEARCH

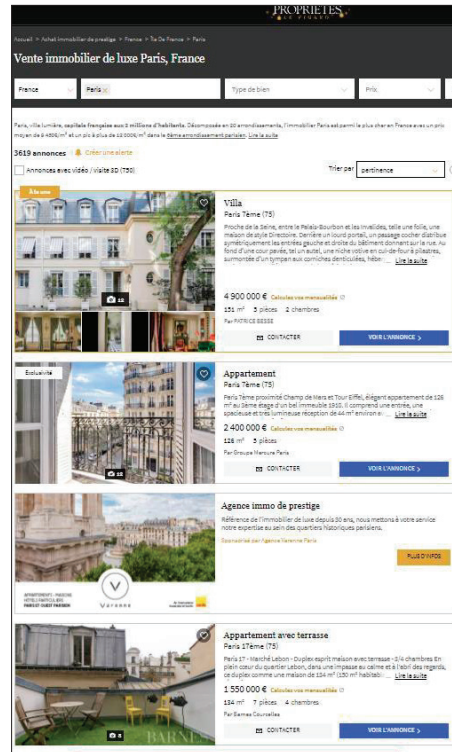
Position your property at the very top of the results page.

FEATURED CITY: \$795/CITY/MONTH

NATIVE AD

Premium display format increases visibility among search results. These placements are also able to appear to users with specific search criteria – castles, manors, etc.

NATIVE PLACEMENT BY CITY: \$500/CITY/MONTH



Luxury Estate

LUXURY ESTATE

Luxury Estate is the leading international portal for the luxury real estate market.

With its website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- **1,900,000** visitors per month
- **18,000,000** page views per month
- **3,000,000** euro average buyer inquiry

SHOWCASE LISTING + ELITE LISTING PACKAGES PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



PropGoLuxury.com

PropGoLuxury is the leading global luxury real estate site serving affluent English and Chinese audiences that allows users to search for luxury homes based on Price and location. It offers the most effective way to reach luxury property buyers, including China's large and rapidly growing international property buyer demographic.

PropGoLuxury offers a powerful distribution network providing maximum exposure to elite property consumers. The partner network reaches an aggregate audience of 20M luxury property consumers each month.

CIRCULATION AND DEMOGRAPHICS

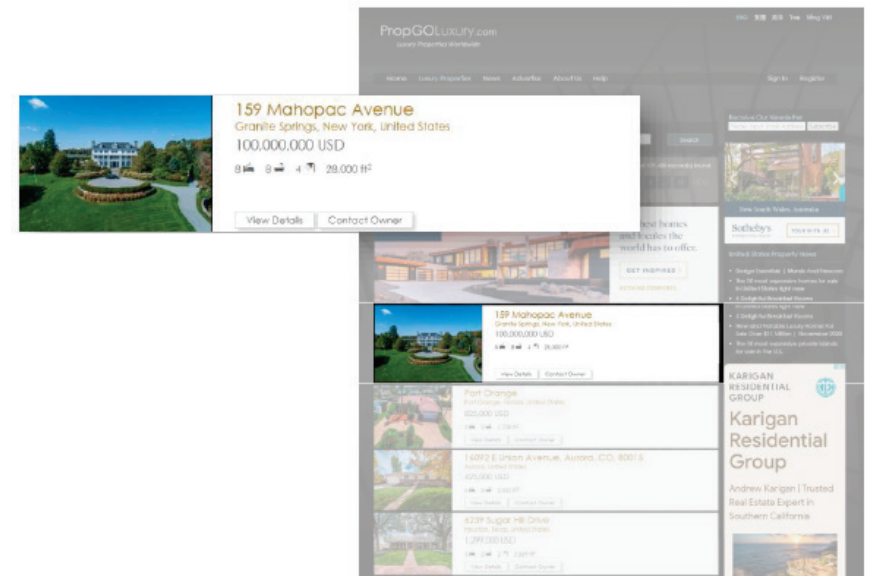
- English Average HHI: \$250,000 USD
- English Average HHNW: \$2.8M USD
- Chinese Average HHI: 6.4MM
- Chinese Average HHNW: \$4.575M USD

FEATURED LISTING & REGIONAL SHOWCASE

Display your property prominently in search area listings and a supersized banner on the regional home page.

- Generate up to 12x more leads than standard listings

PRICE: \$750



RobbReport.com

REAL ESTATE ENEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

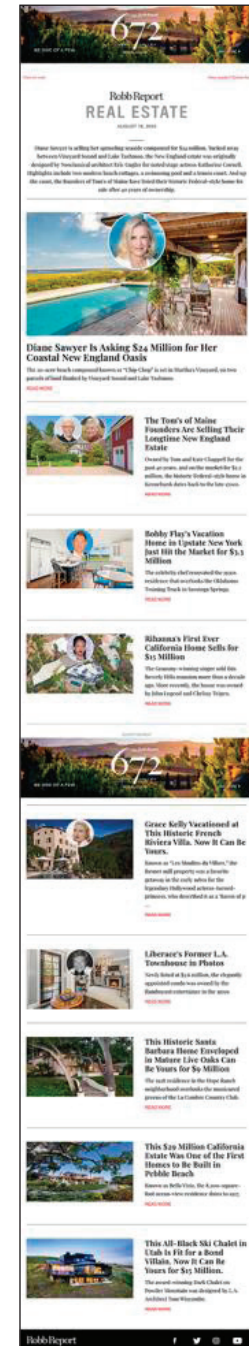
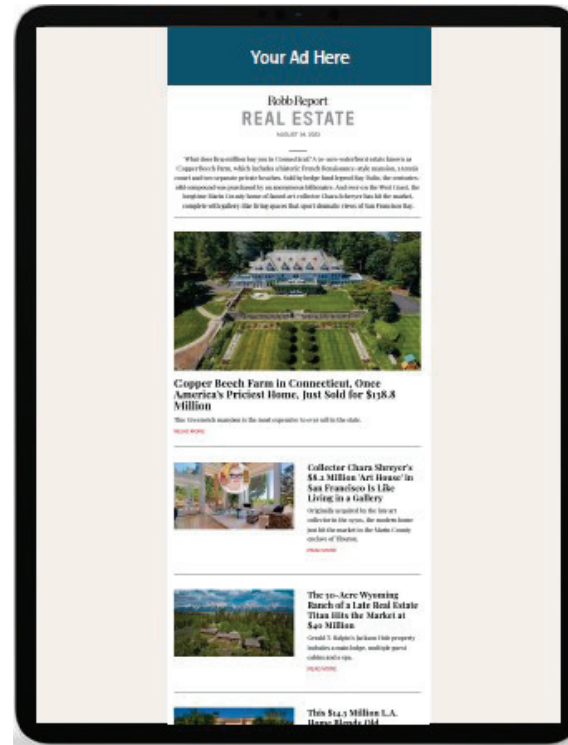
Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

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

NEWSLETTER: \$5,000/WEEK

3 Sends

PROPERTY LISTING: \$1,875/WEEK



RobbReport.com

FEATURED LISTING CAROUSEL

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Circulation: 107,000+
- Average Age: 43
- Male / Female Ratio: 77% / 23%
- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

PRICE: \$1,350 PER MONTH

RR|R

RobbReport

SUBSCRIBE

CARS

YACHTS

AVIATION

WATCHES

STYLE

HOME

FOOD & DRINK

TRAVEL

VIDEOS

THE VAULT

REAL ESTATE

FEATURED LISTING

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

\$5,284,900

Search a location

ADVERTISEMENT

REAL ESTATE NEWS

NEW CONSTRUCTION

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

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

By Mark David

CELEBRITY HOMES

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

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

By Wendy Bowman

ART & COLLECTIBLES

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

The auction house produced lower results than last year

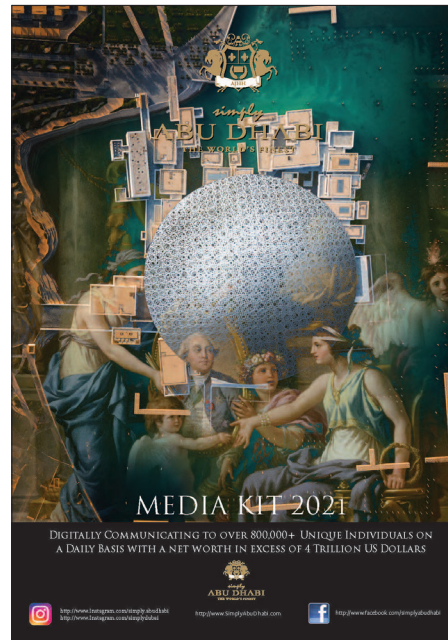
Simply Abu Dhabi

Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

INSTAGRAM POST

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally

- A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.
- Conservative estimates would easily value our 7,800 'By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.
- Instagram: We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following: 95,000 followers on @AmazingAbuDhabi 101,000 followers on @SimplyDubai



PRICE: \$1,350 PER POST

2 Post Minimum

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



The Wall Street Journal Online (WSJ.com)

MANSSION GLOBAL DAILY (M-F) ENEWSLETTER

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

PRICE: \$3,680

View in your browser

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



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

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
2. 48 Brudenell Park, Toronto, ON	\$10,000,000
3. 1120 North Avenue, Vancouver, BC	\$10,000,000
4. 1480 - 1011 Cantonment Street Toronto, ON	\$11,500,000
5. 3600 Park Crescent, Vancouver, BC	\$12,900,000
6. 1 Penn Blvd, Suite 1000, Suite 1000, BC	\$12,900,000
7. 412 St. Patrick, Vancouver, BC	\$12,900,000
8. 1512 1512 Ave Royale, Chateau-Richer, QC	\$12,900,000
9. 2000 Maple, Toronto, ON	\$12,900,000
10. 400 Sandhill 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	932	\$35,000,000
Quebec	\$194,291	185	\$20,000,000
Westmount	\$1,376,900	22	\$20,000,000
Chateau-Richer	\$116,333	1	\$20,000,000

TRENDING TODAY

Architectural Digest @ArchDigest [Following](#)

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether [ad](#)

Staying home saves lives.

For more info visit coronavirus.gov

Powered by [iStockphoto](#) [AllChapters](#)

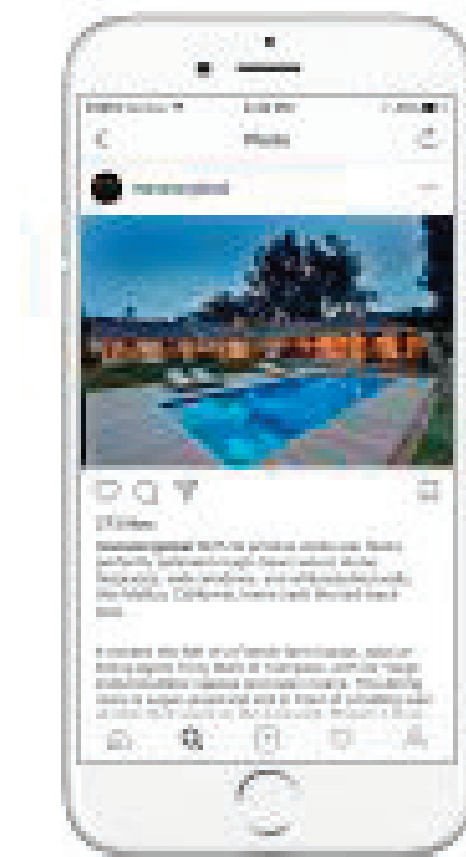
The Wall Street Journal Online (WSJ.com)

@MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

PRICE: \$2,000



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**



\$96 Million
Brazilian soccer star Neymar has bought land in Miami. **M3**

MANSION

THE WALL STREET JOURNAL

Friday, November 1, 2024 | **M3**

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

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 C. Clark and E.R. Sussman

Randy and Robin Landman had been trying to sell their Manhattan penthouse for over a year when they turned to the auction market this summer. First listed for \$12.2 million, the roughly 3,300-square-foot property sold for \$5 million, less than half of what they had originally asked and little more than they paid for it a few decades ago. "It was obviously a weird market," Randy said of deciding to auction the home.

Now closely associated with private 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 sellers seeking their aid since 2020. And as a downturn in luxury home sales, auction companies are pitching homeowners on their ability to market unique properties in a range of deep-pocketed buyers beyond local markets and to sell them within a precise time frame.

Intimidated by the property house prices they see on television, or stuck on a major ask that bogs down previously in their neighborhood or city, sellers who aggressively priced their luxury homes often have been forced to repeatedly cut their asking price.

Please turn to page B5



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



TRIBECA PENTHOUSE
New York City

FIRST LISTED FOR \$12.2 MILLION
HIGHEST BID \$5 MILLION

Room for Prayer, Without Leaving Home

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

By Susan Powers

IN THE DALLAS SUBURBS, sun-dappled butterfly lights on an oil lamp in front of a wooden structure housing idols in two niches. The newly renovated area is dedicated to prayer and is backed by gold and white tiles matching the gilded trim and the white quartz counterpane, the 41-year-old said.

Proclaimers of Hinduism, particularly in India, have long created pooja rooms or areas in their homes; the word *pooja*, sometimes spelled *puja*, refers to the Sanskrit word for worship. A *pooja* room usually has an altar, mandala or table supporting idols and pictures of Hindu gods. They are used for solitary or communal prayer, worship and meditation, and are often decorated for special ceremonies during festivals such as Diwali, said Pankaj Chhabra, a consultant in Texas. Hindu, a set of architectural-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 *pooja* rooms.

Do-it-yourself *pooja* room decoration hints are popular on social media. A feature on Mindy Kaling's hit Netflix comedy "Never Have I Ever," about a first-generation Indian-American teenager, was scenes of prayer in front of the Vishnu family's *pooja* area—an armchair filled with pictures of Hindu gods.

Please turn to page B5




More U.S. builders and developers are accommodating demand for *pooja* rooms. Brenda Scharf says she's getting more interior-design inquiries after posting her *pooja*-room renovation projects on Instagram.




Homes as unique as you

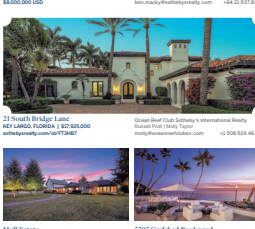
sothebysrealty.com



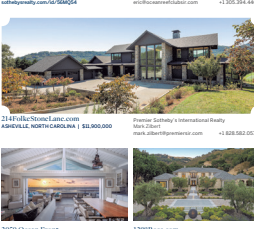
Chino's Point Lyford City
NASSAU, THE BAHAMAS | \$14,760,000 USD
info@sothebysrealty.com/CT0787



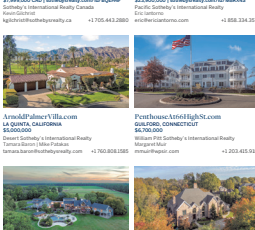
Chino's Point Lyford City
NASSAU, THE BAHAMAS | \$14,760,000 USD
info@sothebysrealty.com/CT0787



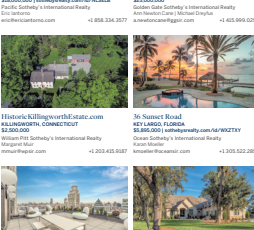
21 South Bridge Lane
NEW LONDON, CONNECTICUT | \$12,500,000
info@sothebysrealty.com/CT2487



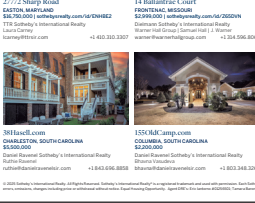
21 South Bridge Lane
NEW LONDON, CONNECTICUT | \$12,500,000
info@sothebysrealty.com/CT2487



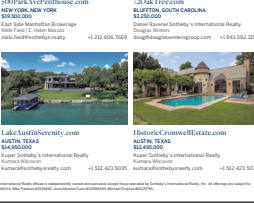
5301 Carlsbad Boulevard
CARLSBAD, CALIFORNIA
\$1,995,000 USD | info@sothebysrealty.com/CA0164
info@sothebysrealty.com/CA0164




5301 Carlsbad Boulevard
CARLSBAD, CALIFORNIA
\$1,995,000 USD | info@sothebysrealty.com/CA0164
info@sothebysrealty.com/CA0164




2772 Sharp Road
KATONAH, ILLINOIS
\$4,750,000 USD | info@sothebysrealty.com/IL0482
info@sothebysrealty.com/IL0482



2772 Sharp Road
KATONAH, ILLINOIS
\$4,750,000 USD | info@sothebysrealty.com/IL0482
info@sothebysrealty.com/IL0482



5814 East 10th Avenue
DENVER, COLORADO
\$1,995,000 USD | info@sothebysrealty.com/CO0164
info@sothebysrealty.com/CO0164



5814 East 10th Avenue
DENVER, COLORADO
\$1,995,000 USD | info@sothebysrealty.com/CO0164
info@sothebysrealty.com/CO0164

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

IN THE FRIDAY MAIN NEWS SECTION

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

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

"All the News That's Fit to Print"

VOL. CLXVIII ... No. 58,137 ... 40¢ per copy The New York Times Company NEW YORK, MONDAY, NOVEMBER 5, 2018 \$3.00

The New York Times

Web's Far Right Can Hear Itself As Trump Talks
Chewing the Spread of Once-Fringe Views

Edgy in Polls Might Not Tip House Scales

Outcasts Hang on a Handful of Towns


It's Not Heaven, It's Brooklyn.
The 10,000 runners in this year's New York City Marathon enjoyed blue skies, near-ideal conditions and a fast course. Pages F3-D2.

Spending Millions in a Bid to Avoid Sanctions
by ANDREW ROSEN and KENNETH R. FOLGER
The Trump administration is spending millions of dollars to avoid international sanctions on Russia, according to a report by The New York Times. The report says that the administration is spending millions of dollars to avoid sanctions on Russia, which could be imposed if the administration is found to have interfered in the 2016 election.

Partisan Roots Of New Query On the Census
by MICHAEL MORRIS
The Census Bureau is conducting a new survey to determine the number of people who are not registered to vote. The survey is being conducted by the Census Bureau, which is a part of the Department of Commerce.


Called to Serve, Utah Mayor Always Answered
by JEFF TUCKER
Utah Mayor Mark L. Cook has been called to serve in the Utah National Guard. Cook has been called to serve in the Utah National Guard, which is a part of the United States Army.

Offering Little Proof, Republican Accuses Georgia Rival of 'Hack'
by RICHARD HANSEN
Republican Governor Brian Kemp has accused his rival, Democrat Governor Nathan Deal, of being a "hack." Kemp has accused Deal of being a "hack," which is a common insult in politics.




Discover the unique sothebysrealty.com


Sotheby's INTERNATIONAL REALTY




Omarino.co.nz
BAY OF ISLANDS, NEW ZEALAND
Price Upon Request
New Zealand Sotheby's International Realty
Ben Macky
ben.macky@sothebysrealty.com +64 219 37885




Seafair - Harbour Island
KEYLUTHERA, THE BAHAMAS
\$15,950,000 | [sirbahamas.com/id/61421](https://sothebysrealty.com/id/61421)
Bahamas Sotheby's International Realty
Colleen Carey
colleen.carey@sothebysrealty.com +1.242.818.6038




10244 E Hualapai Drive
SCOTTSDALE, ARIZONA
\$14,000,000 | sothebysrealty.com/id/6830744
Russ Lyon Sotheby's International Realty
Frank Aazami
frank.aazami@sir.com +1.480.266.0240




75 Hunki Dorf Court, #W113
KEYSTONE, COLORADO
\$5,000,000 | sothebysrealty.com/id/BG7K4J
LIV Sotheby's International Realty
Hank Wiethe | Doyle Richmond
doyle.richmond@sothebysrealty.com +1.970.390.9240




3005 45th Street NW
WASHINGTON, DISTRICT OF COLUMBIA
\$9,850,000 | sothebysrealty.com/id/NR5GPS
TTR Sotheby's International Realty
Mark Lowham
mlowham@ttrsir.com +1.703.966.6949



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



300 Bull-704.com
SAVANNAH, GEORGIA
\$4,600,000
Daniel Ravenel Sotheby's International Realty
Lucy Hitch | Monica McGoldrick
lucy.hitch@sothebysrealty.com +1.912.667.7407



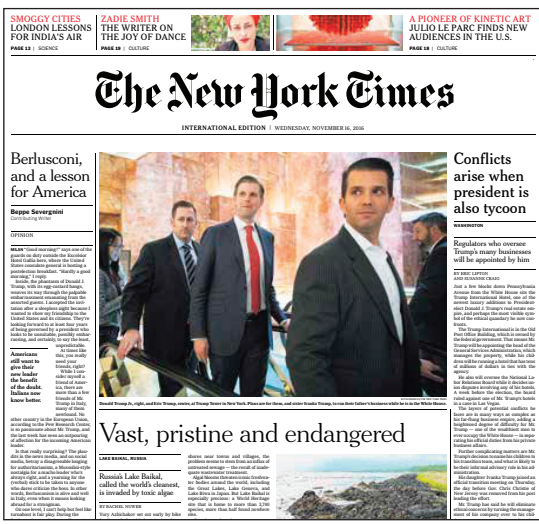
46 White Pine Canyon Road
PARK CITY, UTAH
\$18,275,000 | sothebysrealty.com/id/QWGXH8
Summit Sotheby's International Realty
Michael LaPay | Miriam Noel
michael.lapay@sothebysrealty.com +1.435.640.5700

The New York Times International Edition

The New York Times International Edition is a sophisticated and comprehensive daily report for opinion leaders and decision makers around the world. The mission of the New York Times International Edition is to enhance the global community by creating, collecting and distributing high-quality news and entertainment. Its readers have levels of income and investment that can hardly be described as average; much like the newspaper they enjoy reading, these levels reflect their highly mobile and affluent status. New York Times International Edition readers are people whose tastes tend toward the deluxe, leading active and upscale lifestyles.

- Circulation: **214,775**
- Geographic distribution: **Europe, Asia, Pacific, Middle East, N. Africa, Americas**
- Readership: **421,373**
- Male / Female ratio: **76% / 24%**
- Average household income: **\$367,700**
- Median age: **55**

QUADRUPLE PROPERTY SPOT: \$2,600
DOUBLE PROPERTY SPOT: \$1,300
PROPERTY SPOT: \$650
Global



Discover the unique

sothebysrealty.com

Harbour Drive
LYFORD CAY, THE BAHAMAS
\$28,000,000 USD | [sirbahamas.com/id/87551](#)
Bahamas Sotheby's International Realty
George Damianos
[george.damianos@sirbahamas.com](#) +1 242.362.4211

White Nights Two
SAN SALVADOR, THE BAHAMAS
\$2,350,000 USD | [sirbahamas.com/id/57472](#)
Bahamas Sotheby's International Realty
Sarah Cherny
[sarah.cherny@sirbahamas.com](#) +1 242.322.2305

The Gables Estate
BRITISH COLUMBIA, CANADA
\$27,500,000 CAD
Sotheby's International Realty Canada
Victor Cheung
[vcheung@sothebysrealty.ca](#) +1 604.505.8838

5226 E Desert Vista Rd
PARADISE VALLEY, ARIZONA
\$9,995,000 | [sothebysrealty.com/id/MBNNR2](#)
Russ Lyon Sotheby's International Realty
Frank Azzami
[frank.azzami@sir.com](#) +1 480.266.0240

201 Trophy Bull Road
GALLATIN GATEWAY, MONTANA
\$3,490,000 | [sothebysrealty.com/id/XNY328](#)
Big Sky Sotheby's International Realty
Tory Cyr
[tory@bigskysir.com](#) +1 406.577.6337

212 Fifth Ave 17A
NEW YORK, NEW YORK
\$24,500,000
East Side Manhattan Brokerage
Matthew J. Perceval | Mara Flash Blum | Nikki Field
[matt.perceval@sothebysrealty.com](#) +1 212.606.7790

© 2025 Sotheby's International Realty. All Rights Reserved. Sotheby's International Realty® is a registered trademark and used with permission. Each Sotheby's International Realty office is independently owned and operated, except those operated by Sotheby's International Realty, Inc. All offerings are subject to errors, omissions, changes including price or withdrawal without notice.

Equal Housing Opportunity

The New York Times Takeover

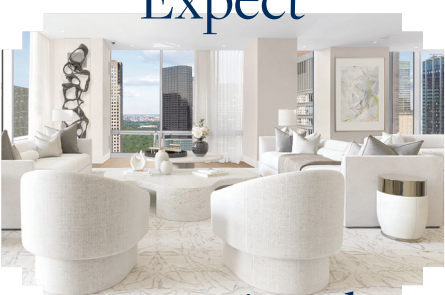
Promote your brand and properties in style with this 96 page tabloid insert devoted to Sotheby's International Realty and Delivered high-net worth zip codes. Generous, full-page ad space on heavy, bright white paper ensures an elegant presentation and shelf life.

- 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

1 of 1



Expect
exceptional

New York, New York | Represented by Danielle Rivoir and Kevin Brown on page 31


April 2025 | sothebysrealty.com



Sotheby's
INTERNATIONAL REALTY

925 Park Avenue,
5/6C
5 BED | 4.5 BATH | New York, New York
\$8,400,000
925ParkAve5-6C.com



This rarely available 5 bedroom, 4.5 bath duplex defines perfection offering all the benefits and grandeur of townhouse living along with the convenience and services of a distinguished, luxury Park Avenue cooperative. Featuring 9'2 1/2 to 10' foot ceilings, stunning hardwood floors and through the wall air conditioning are additional features throughout this extraordinary home. Simply stated, this incredible home, designed by renowned interior decorator, Anna Hampton, has it all.

Triple Mint Designer
Duplex on Park Avenue



Wendy Arns
Senior Global Real Estate Advisor
Associate Broker | 917.361.5038
wendy.arns@sothebysrealty.com



Sotheby's International Realty - East Side Manhattan Brokerage | 100 Madison Avenue, 2nd Floor, New York, New York 10022 | sothebysrealty.com/hgc



Sotheby's
INTERNATIONAL REALTY


1130 Park Avenue, PH-A
New York, New York | \$9,700,000 | 1130ParkAvenuePH.com

This masterfully renovated 3 bedroom, 3.5 bath penthouse residence showcases views of Park Avenue, the East River, Central Park, and the Manhattan skyline.






806 Park Avenue, 6S
New York, New York | \$4,700,000 | 806ParkAve6S.com

This highly desirable view of a tidal home defines perfection with the ultimate features in luxury living: incredible views, grand proportions and prime location.



Wendy Arns
Senior Global Real Estate Advisor
Associate Broker | 917.361.5038
wendy.arns@sothebysrealty.com

Sotheby's International Realty - East Side Manhattan Brokerage | 100 Madison Avenue, 2nd Floor, New York, New York 10022 | sothebysrealty.com/hgc




William Pitt | Sotheby's
INTERNATIONAL REALTY


Idyllic Estate on
Park-Like Grounds
637 Valley Road New Canaan, Connecticut
\$4,200,000
sothebysrealty.com/idV2PQCY

Experience the unparalleled 637 Valley Road estate—a majestic stone Georgian Colonial on 7.4± acres along the Glenside River. This 12,000 sq. ft. masterpiece features a chef's kitchen, stately library, en-suite bedrooms with night dressers, a billiards room, and a private guest wing. Outdoors, enjoy a pool, tennis and pickleball courts, limestone patio, and a fire pit. The appointed 2018 guest house offers a cozy retreat. Just minutes from town, the train, and the Long Island Sound, this exceptional estate blends luxury, privacy, and convenience—an opportunity not to be missed!

6 Bedrooms
7.3 Bathrooms
12,071± sq.ft



Juliana Fisher
Licensed Real Estate Salesperson
203.858.0749
jfisher@sothebysrealty.com



LM Homes Team at William Pitt Sotheby's
International Realty
Liane: 917.903.6275 | Mercedes: 203.644.6372
lhomes@sothebysrealty.com

William Pitt Sotheby's International Realty | 199 Post Road East, Westport, Connecticut | sothebysrealty.com

skyad.com | 47

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

FULL PAGE, COLOR:

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

ARCHITECTURAL DIGEST

THE INTERNATIONAL DESIGN AUTHORITY FEBRUARY 2015

AD

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

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



Country Life

Launched in 1897, Country Life Magazine is one of Britain's best known and respected magazine that has, for 120 years, celebrated the greatest British architecture, property, interior design and gardens.

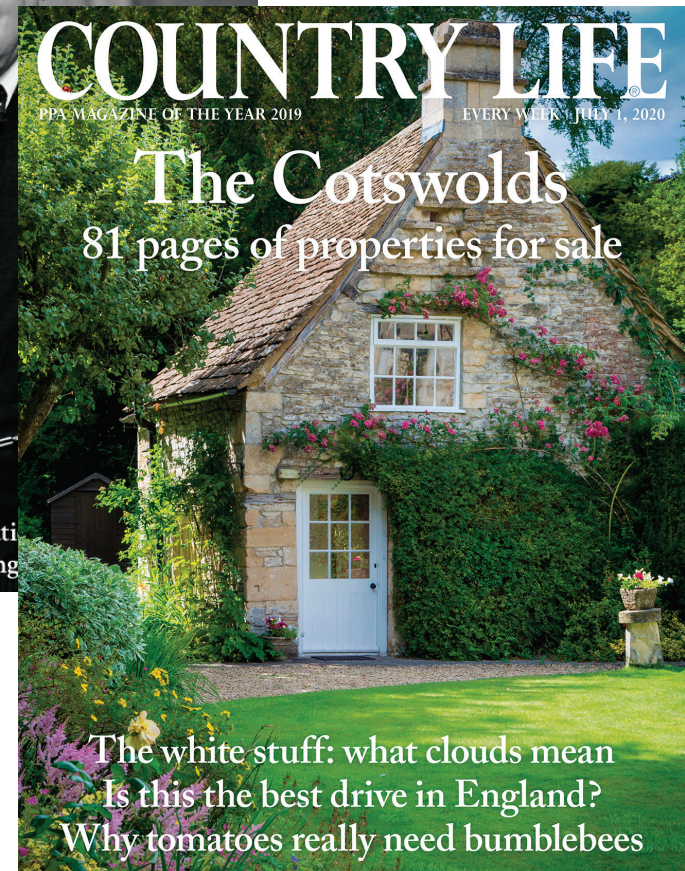
Country Life International offers beautiful advertising pages showcasing the latest properties for sale. Not only this, its dedicated editorial team provides opinion and thought-provoking content and stunning photography that is critical to anyone seriously interested in realising their dream of living in a beautiful home abroad. Its content is fresh and relevant, ensuring readers return to the magazine time and time again. Buyers can find the best new villas and luxury houses for sale in Europe, North America, the Caribbean and beyond.

- Circulation: **41,000**
- Male/Female: **50/50**
- Average Age: **55**
- HNW Audience: **85%**

FULL PAGE: \$3,300

DOUBLE PAGE SPREAD: \$6,400

International Properties Edition



duPont Registry

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

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

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

PREMIUM PUBLISHING

OVERVIEW

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

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

EDITORIAL FULL PAGE: \$3,000



Elite Traveler

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

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

ELITE TRAVELER AUDIENCE

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

LUXURY HOMES FEATURE: STARTING AT \$4,500



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

Global

[illegible]

Propriétés Le Figaro

Propriétés Le Figaro is the finest selection of luxury properties to buy and to rent in France and around the world- in print and online. Propriétés Le Figaro embodies the essence of the French way of life, with a property magazine published bi-monthly. Your properties will be seen by the wealthiest people in France, executives of CAC 40 companies, and executives from the Top Management network. In addition to print, there is an online edition and mobile app.

- Readers: **1.4 million**
- Web Visitors: **93,000 per month**
- Page Views: **890,000 per month**
- Distribution: **U.S.A. 32%, U.K. 19%, France 12%, Canada 3%, Australia 3%**

FULL PAGE: \$2,500

FULL PAGE ADVERTORIAL: \$3,000

PROPRIÉTÉS LE FIGARO

Le plus grand choix de BELLES MAISONS et de BEAUX APPARTEMENTS

**BELLES
MAISONS
DE VACANCES**

Résidence secondaire ou semi-principale, location de luxe, les tendances, les opportunités... région par région.

9795-1881 - Juin 2022 - 10€
FRANCE & INTERNATIONAL
proprietes.lefigaro.fr

35 Sutton Place, 3C
New York, New York | \$8,200,000
3BD | 4.5 BA | 35SuttonPlace.com
Ana Baranj
917292-7882 | Ana.Baranj@SothebysRealty

16 West 40th Street, 20C
New York, New York | \$2,095,999
2 BD | 2.5 BA | TheJaysNYC.com
Mara Rush Blum | Andrew Harris
917557-7955 | MaraBlum@SothebysRealty

105 Fifth Avenue, 7A
New York, New York | \$2,360,000
2 BD | 2 BA | 105FifthAve.com
Jeremy V. Stein | Jennifer Hanson
917854-4401 | Jeremy.Stein@SothebysRealty

360 West 22nd Street, 17E
New York, New York | \$2,000,000
2 BD | 2 BA | 360West22ndStreet.com
Daniel Cantatore
917551-8578 | Daniel.Cantatore@SothebysRealty

2 River Terrace, 3F
New York, New York | \$2,290,000
1 BD | 1.5 BA | 2RiverTerraceNY.com
Barbara Ireland
917551-8211 | Barbara.Ireland@SothebysRealty

60 West 20th Street, 4D
New York, New York | \$2,250,000
LOFT | 1 BA | 60West20thStreet.com
Lisa Osherson | Ana Baranj
917616-9777 | Lisa.Osherson@SothebysRealty

Sotheby's International Realty - Downtown Manhattan Brokerage | 140 Fifth Avenue, 4th Floor, New York, New York | sothebysrealty.com/nyc

A Grand Duplex on Park Avenue

515 Park Avenue 36/37 | New York, New York
\$22,000,000
515ParkAve36-37.com

Serena Boardman
Senior Global Real Estate Advisor, Associate Broker
212.556.7611 | serenaboardman.com
serena.boardman@sothebysrealty

Sotheby's International Realty - East Side Manhattan Brokerage | 610 Madison Avenue, 2nd Floor, New York, New York 10022 | sothebysrealty.com/ny

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

1 of 1

Unique homes, uniquely for you




Beverly Hills, California | Represented by Eric Lavey

Sotheby's
INTERNATIONAL REALTY

March 2025 | sothebysrealty.com

Sotheby's
INTERNATIONAL REALTY

Zen-like Setting in Santa Fe



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

Adrienne DeGuere
Associate Broker License # 41563
955.352.8053
adrienne.duguere@sothebysrealty.com

Sotheby's International Realty - Santa Fe Brokerage | 231 Washington Avenue, Santa Fe, New Mexico | 505.888.8088 | sothebysrealty.com

Sotheby's
INTERNATIONAL REALTY



223 Coral Lane
Palm Beach, Florida | \$55,690,000 coral@palmbeach.com

Seize Palm Beach Living nestled in the peaceful enclave of Coral Lane, this attractive 5 bedroom, 6 full bathroom, and 2 full bathroom home offers an idyllic escape just moments from the vibrant heart of Palm Beach. Located a few blocks north of Main Street's shopping and dining, you will enjoy a quiet street with easy access to the heart of the town.



13629 Treasure Cove Circle
North Palm Beach, Florida | \$9,300,000 waterfronttreasure.com

Three beautiful 1/2 acre single homes, Three Dock, One Building, 4 Bedrooms Family Compound! Secure and secure enclave in a lush tropical setting ideally located along the North Palm Beach spectacular waterway. Units also sold separately.

JB Edwards
Global Real Estate Advisor, Associate Broker
954.375.6441 | jbedwards@sotheby.com
james.edwards@sothebysrealty.com

Sotheby's International Realty - Palm Beach Brokerage | 340 Royal Poinciana Way, Suite 1050, North Palm Beach, Florida | sothebysrealty.com

Sotheby's
INTERNATIONAL REALTY

The Residences at Stanley Ranch

Auberge Resorts Collection

Private Residences Starting at \$2.99M
StanleyRanchNapa.com

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

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



Matt Eltinger
DRE# 01026272
707.224.8000
matt@stanleyranchnapa.com

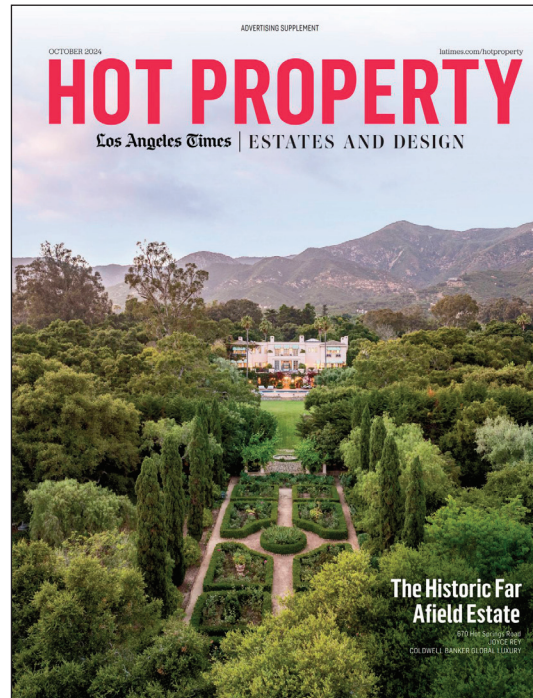
Sotheby's International Realty - Stanley Ranch Residences | 200 Stanley Compound, Napa, CA

Los Angeles Times Hot Property And Digital Lighthouse

**LOS ANGELES TIMES
HOT PROPERTY**

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



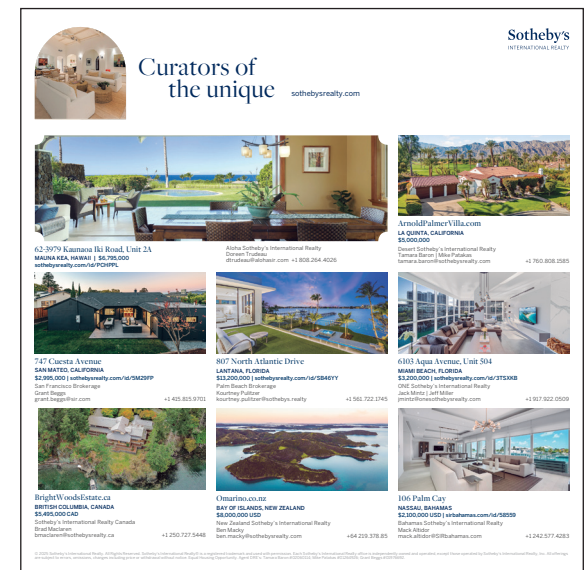
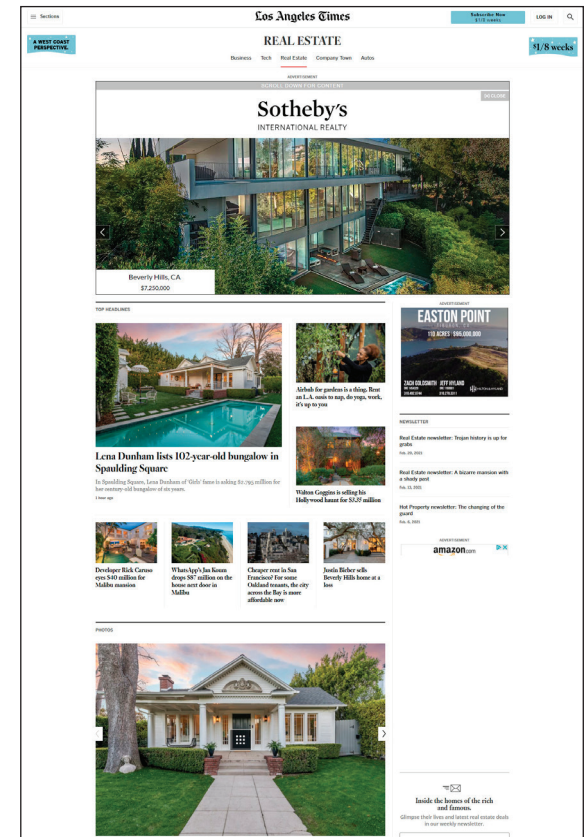
LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

Full color with 30 day Lighthouse Placement



Private Air Luxury Homes Magazine

Private Air Luxury Homes Magazine is published exclusively for the world's most discerning travelers. Distributed through Private Jet Terminals throughout the world, our readers include C-Level executives, royalty, heads of state, celebrities, captains of industry, and private aircraft owners; all of whom expect the highest standards of excellence.

The readers of Private Air Luxury Homes Magazine are some of the world's wealthiest individuals. They come from all over the globe and typically have a collection of homes, an extensive portfolio, a sophisticated interest in arts and culture, as well as a passion for luxury products and travel. This world-class publication caters to their wants with a unique perspective and a genuine grasp of what interests its reader - the world's most exclusive real estate, investments, fine art, and collectibles.

DISTRIBUTION

65,000 private jet owners and guests

Readers encompass professional athletes, A-list celebrities, Fortune 500 executives, politicians, and entrepreneurs

FULL PAGE: \$1,925

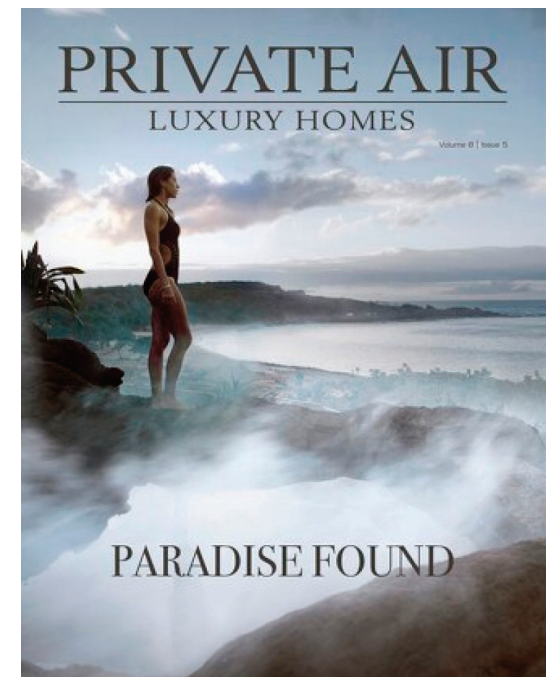
includes social media & E-Newsletter

FULL PAGE IN 3 ISSUES: \$1,550

**includes social media, E-Newsletter
& Exclusive Estate Showcase Editorials**

FULL PAGE IN 6 ISSUES: \$1,450

**includes social media & E-Newsletter
& Exclusive Estate Showcase Editorials**



Robb Report

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Circulation: **101,000+**
- Audience: **324,000**
- Average Age: **43**
- Male / Female Ratio: **77/23**
- Average HHI: **\$548,000**
- Average HNW: **\$3.5M**

HALF PAGE: \$6,000

FULL PAGE: \$8,500

Global



SOTHEBYSDREALETY.COM

Open the door to what's next.

Harald Grant
Associate Broker
SOTHEBY'S REAL ESTATE
Harald Grant@SothebysRealty
TheHaraldGrant.com

Bruce Grant
Luxury & Customization
SOTHEBY'S REAL ESTATE
Bruce Grant@SothebysRealty

The Rosewood Farm Estate
Southampton, New York

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

© 2018 Sotheby's International Realty, Inc. All Rights Reserved. Sotheby's International Realty® is a registered trademark and a service mark of Sotheby's International Realty, Inc. Sotheby's International Realty, Inc. is an Equal Housing Opportunity and Affirmative Action Employer. Equal Housing Opportunity.

Sotheby's
INTERNATIONAL REALTY

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

1 of 1

Curators

of the unique

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



Sotheby's

INTERNATIONAL REALTY

March 2025 | sothebysfvalley.com

Sotheby's

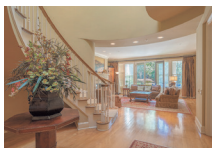

INTERNATIONAL REALTY



1272 Castana Court

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

4 Bedrooms | 5 Full Baths | 3,540 sq. ft. of living space on 1.384 acre lot | Indoor heated pool with wet bar | Beautifully landscaped grounds



4077 Los Altos Drive


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

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

64 Spanish Bay Circle

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

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






No Corning
Sales Associate License #01993955
necorning@sothebyrealty.com
831.241.4458

Carmel Ranchos Brokerage | 375 Via Nueva Marie Ste 300, Carmel, CA | Corning@sothebyrealty.com

© 2025 Sotheby's International Realty. All rights reserved. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, which is a registered service mark and trademark of Sotheby's International Realty, which is a registered service mark and trademark of Sotheby's International Realty. All other trademarks are the property of their respective owners.

Desert | Sotheby's

INTERNATIONAL REALTY




Mid-Century
Modern Masterpiece

49723 Avenida Montero, La Quinta, California

\$4,300,000
sothebyrealty.com/ds/138792

This contemporary desert masterpiece blends modern luxury with vintage-inspired living. Set on a double lot overlooking the fourth fairway of The La Quinta Country Club golf course, this nearly 5,000 square foot retreat features five en suite bedrooms, six bathrooms and breathtaking mountain views. Built in 1970 the home has been transformed with state-of-the-art upgrades and sleek designer finishes. Expansive sliders create seamless indoor-outdoor flow, leading to a private courtyard with saltwater pool and spa.

5 Bedrooms
6 Bathrooms
4,792± sq.ft






Robert Andrew Miller
Global Real Estate Advisor | DRE# 02247534
762.906.1233
robert@robertandrewmiller.com

Desert Sotheby's International Realty | 76065 Main Street, Suite 305, La Quinta, California | desert@sothebyrealty.com

© 2025 Sotheby's International Realty. All rights reserved. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, which is a registered service mark and trademark of Sotheby's International Realty. All other trademarks are the property of their respective owners.

Kuper | Sotheby's

INTERNATIONAL REALTY



Waterfront Lakeshore Elegance

Lake Austin | Austin, Texas | \$26,990,000

4504waterlago.com

Sheth&Blanco




Clarksville | Austin, Texas | Price Upon Request

shethandblanco.com

Panoramic Downtown Views

West Lake Hills | Austin, Texas | \$27,500,000

3505wcothlow.com



Custom Architectural Masterpiece

West Lake Hills | Austin, Texas | \$12,000,000

2020cromwellmountain.com

Cromwell Hill Estate


Old Enfield | Austin, TX | \$12,495,000

hedoncromwellestate.com

Rollingwood Spanish Colonial

Rollingwood | Austin, Texas | \$8,495,000

2020cromwell.com



Kurnar Wilsson
#1 Sotheby's International Realty Agent Worldwide
922.423.9100
kurnar@sothebyrealty.com

Kuper Sotheby's International Realty

© 2025 Sotheby's International Realty. All rights reserved. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, which is a registered service mark and trademark of Sotheby's International Realty. All other trademarks are the property of their respective owners.

skyad.com | 58

Schedule,
Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Media	Ad Description	May	June	July	August	September	Media Total	Reach
Sotheby's Auction House: Print								
Sotheby's Magazine	Full Page					\$ 5,260.00	\$ 5,260.00	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			\$ 3,585.00	750,000
Million Impressions	Targeting - Select US and International locations							
Google Adwords								
Google Adwords	Digital PPC program	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00			\$ 4,500.00	
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	300,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00			\$ 6,000.00	150,000
Cottages & Garden								
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00					\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week		\$ 3,000.00				\$ 3,000.00	60,000
Country Life								
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00					\$ 2,250.00	25,000
Crain's New York Business								
Crain's New York Business	Luxury Home Spotlight - custom e-blast		\$ 5,500.00					
Dupont Registry								
Brnded Content Post	Post and Stories takeover	\$ 1,295.00					\$ 1,295.00	
Daily Enewsletter	Enewsletter Inclusion	Bonus					\$ -	77,000
Luxury Lifestyle Enewsletter	Enewsletter Inclusion	Bonus					\$ -	2,500
Elite Traveler								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00	100,000
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 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		\$ 8,500.00				\$ 8,500.00	292,000
Social Media	Listing Feature				\$ 1,800.00		\$ 1,800.00	148,000

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Juwai.com							
Hot Property Upgrade	Hot property upgrade - 30 days	\$	425.00		\$	425.00	2,300,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425	\$	425.00	2,300,000
Creative Editorial & Social Media Posting	Article and posts	\$	1,600.00		\$	1,600.00	2,300,000
Prop Go Luxury							
Featured Listing & Regional Showcase	Regional Featured Listing + Large Banner	\$	750.00				
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus		\$	-	425,000
Le Figaro							
Headline Search	Featured City	\$	795.00	\$	795.00	\$	1,590.00
Native Ad	Native placement by City		\$	500.00		\$	500.00
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250		\$	3,250.00	
Robbreport.com							
Robbreport.com	Featured Listing Carousel - 1 Property	\$	1,350.00		\$	1,350.00	6,000
Robbreport.com	Real Estate Newsletter - 3 Sends		\$	5,000.00		\$	5,000.00
Robbreport.com	Featured Listing in Real Estate E-Newsletter				\$	1,875.00	6,000
Simply Abu Dhabi							
Instagram Post	Instagram Post (2 Post Minimum)	\$	1,350.00	\$	1,350.00	\$	2,700.00
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$	650.00	\$	650.00	\$	1,300.00
Mansion Global e-Newsletter	Daily Monday-Friday		\$	3,680.00		\$	3,680.00
Mansion Global Instagram	Mansion Global Instagram			\$	2,000.00	\$	2,000.00

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print

Conde Nast Magazines Regional Pages						
Architectural Digest - Boston Metro	Full Page			\$ 2,510.00	\$ 2,510.00	13,000
Country Life						
Country Life	Full Page	\$ 3,300.00		\$ 3,300.00		40,000
Dupont Registry						
Dupont Registry	Editorial Full Page	\$ 3,000.00				
Elite Traveler						
Elite Traveler	Luxury Homes Feature			\$ 4,500.00	\$ 4,500.00	557,000
Financial Times						
Financial Times	Quadruple Property Spot	\$ 3,000.00		\$ 3,000.00		210,457
Financial Times	Double Property Spot		\$ 1,500.00	\$ 1,500.00		210,457
The Los Angeles Times						
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00		\$ 425.00		220,780
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00		384,000
Le Figaro						
Full Page Advertorial	Full Page Advertorial		\$ 3,000.00	\$ 3,000.00		50,000
The New York Times						
The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00	\$ 1,520.00		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 International Edition						
The New York Times International Edition	Double Property Spot			\$ 1,300.00	\$ 1,300.00	104,301
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00	\$ 1,925.00		65,000
Robb Report						
Robb Report	Full Page		\$ 8,500.00	\$ 8,500.00		107,000
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	\$ 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		644,424
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert	\$ 1,985.00		\$ 1,985.00		100,000
TOTAL				\$ 122,580.00		17,033,278

*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	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*								
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00				\$ 1,800.00	200,000
Google Adwords								
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00	
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	300,000
Cottages & Garden								
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00					\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week		\$ 3,000.00				\$ 3,000.00	60,000
Country Life								
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00					\$ 2,250.00	25,000
Crain's New York Business								
Crain's New York Business	Luxury Home Spotlight - custom e-blast		\$ 5,500.00					
Dupont Registry								
Brnded Content Post	Post and Stories takeover	\$ 1,295.00					\$ 1,295.00	
Daily Enewsletter	Enewsletter Inclusion	Bonus					\$ -	77,000
Luxury Lifestyle Enewsletter	Enewsletter Inclusion	Bonus					\$ -	2,500
Elite Traveler								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00	100,000
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00			\$ 1,500.00	19,500
JamesEdition								
New & Trending Home Page Position	Featured Spot			\$ 1,200.00			\$ 1,200.00	750,000
Featured Article and E-Newsletter promotion	First Feature & Journal Article		\$ 5,500.00				\$ 5,500.00	292,000
Social Media	Listing Feature				\$ 1,800.00		\$ 1,800.00	148,000
Juwai.com								
Hot Property Upgrade	Hot property upgrade - 30 days		\$ 425.00				\$ 425.00	2,300,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425			\$ 425.00	2,300,000
Creative Editorial & Social Media Posting	Article and posts	\$ 1,600.00					\$ 1,600.00	2,300,000
Prop Go Luxury								
Featured Listing & Regional Showcase	Regional Featured Listing + Large Banner	\$ 750.00						

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

LA Times						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus		\$	-	425,000
Le Figaro						
Headline Search	Featured City	\$	795.00	\$	795.00	\$ 1,590.00
Native Ad	Native placement by City		\$ 500.00			\$ 500.00
Luxury Estate						
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month				\$	-
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250		\$	3,250.00
Robbreport.com						
Robbreport.com	Featured Listing Carousel - 1 Property	\$	1,350.00		\$	1,350.00
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 5,000.00		\$	5,000.00
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$ 1,875.00	\$	1,875.00
Simply Abu Dhabi						
Instagram Post	Instagram Post (2 Post Minimum)	\$	1,350.00	\$	1,350.00	\$ 2,700.00
WSJ.com						
Mansion Global Homepage Hero	Shared Banner	\$	650.00	\$	650.00	\$ 1,300.00
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00		\$	3,680.00

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print

Dupont Registry						
Dupont Registry	Editorial Full Page		\$ 3,000.00			
Elite Traveler						
Elite Traveler	Luxury Homes Feature			\$ 4,500.00	\$ 4,500.00	557,000
Financial Times						
Financial Times	Double Property Spot	\$ 1,500.00			\$ 1,500.00	210,457
Financial Times	Property Spot		\$ 750.00		\$ 750.00	210,457
The Los Angeles Times						
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00			\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page		\$ 660.00		\$ 660.00	384,000
Le Figaro						
Full Page	Full Page		\$ 2,500.00		\$ 2,500.00	50,000
The New York Times						
The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00		\$ 1,520.00	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 International Edition						
The New York Times International Edition	Double Property Spot			\$ 1,300.00	\$ 1,300.00	104,301
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00		\$ 1,925.00	65,000
San Francisco & Silicon Valley						
San Francisco & Silicon Valley	Takeover - Full Page	\$ 725.00			\$ 725.00	36,500
The Wall Street Journal						
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	644,424
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert	\$ 1,985.00			\$ 1,985.00	100,000

TOTAL \$ 86,905.00 15,347,078

*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

Media	Ad Description	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*								
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00				\$ 1,800.00	200,000
Google Adwords								
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00	
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	300,000
Cottages & Garden								
Daily Deeds	E-Newsletter sent 4X per week		\$ 3,000.00				\$ 3,000.00	60,000
Country Life								
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00					\$ 2,250.00	25,000
Dupont Registry								
Brnded Content Post	Post and Stories takeover	\$ 1,295.00					\$ 1,295.00	
Daily Enewsletter	Enewletter Inclusion	Bonus					\$ -	77,000
Luxury Lifestyle Enewsletter	Enewletter Inclusion	Bonus					\$ -	2,500
Elite Traveler								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00	100,000
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00			\$ 1,500.00	19,500
JamesEdition								
New & Trending Home Page Position	Featured Spot			\$ 1,200.00			\$ 1,200.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00				\$ 1,500.00	192,000
Social Media	Listing Feature				\$ 1,000.00		\$ 1,000.00	148,000
Juwai.com								
Hot Property Upgrade	Hot property upgrade - 30 days		\$ 425.00				\$ 425.00	2,300,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425			\$ 425.00	2,300,000
Creative Editorial & Social Media Posting	Article and posts	\$ 1,600.00					\$ 1,600.00	2,300,000
LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus					\$ -	425,000

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Le Figaro						
Headline Search	Featured City	\$	795.00	\$	795.00	\$ 1,590.00
Luxury Estate						
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$	1,100.00			\$ 1,100.00
Robbreport.com						
Robbreport.com	Featured Listing Carousel - 1 Property	\$	1,350.00			\$ 1,350.00
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$	1,875.00	\$ 1,875.00
Simply Abu Dhabi						
Instagram Post	Instagram Post (2 Post Minimum)	\$	1,350.00	\$	1,350.00	\$ 2,700.00
WSJ.com						
Mansion Global Homepage Hero	Shared Banner	\$	650.00	\$	650.00	\$ 1,300.00
Mansion Global e-Newsletter	Daily Monday-Friday			\$	3,680.00	\$ 3,680.00

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print

Financial Times

Financial Times	Double Property Spot	\$ 1,500.00		\$ 1,500.00	210,457
Financial Times	Property Spot		\$ 750.00	\$ 750.00	210,457

The Los Angeles Times

The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00		\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00	384,000

The New York Times

The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00	\$ 1,520.00	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 International Edition

The New York Times International Edition	Double Property Spot			\$ 1,300.00 \$ 1,300.00	104,301
--	----------------------	--	--	-------------------------	---------

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	\$ 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	644,424

The Wall Street Journal

Mansion Global Experience Luxury	Weekend Property insert	\$ 1,985.00		\$ 1,985.00	100,000
----------------------------------	-------------------------	-------------	--	-------------	---------

TOTAL

\$ 62,580.00 14,515,078

*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	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								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	300,000
Cottages & Garden								
Daily Deeds	E-Newsletter sent 4X per week		\$ 3,000.00				\$ 3,000.00	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
Elite Traveler								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00	100,000
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00			\$ 1,500.00	19,500
JamesEdition								
New & Trending Home Page Position	Featured Spot			\$ 1,200.00			\$ 1,200.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00				\$ 1,500.00	192,000
Social Media	Listing Feature				\$ 1,000.00		\$ 1,000.00	148,000
Juwai.com								
Hot Property Upgrade	Hot property upgrade - 30 days		\$ 425.00				\$ 425.00	2,300,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425			\$ 425.00	2,300,000
Creative Editorial & Social Media Posting	Article and posts	\$ 1,600.00					\$ 1,600.00	2,300,000
LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus					\$ -	425,000

Proposed Schedule, Pricing & Reach 2025

PLAN 4 - CONTINUED

Le Figaro						
Headline Search	Featured City	\$ 795.00	\$ 795.00	\$ 1,590.00		
Luxury Estate						
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00		\$ 1,100.00		
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	
Simply Abu Dhabi						
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,350.00	\$ 1,350.00	\$ 2,700.00	51,200	
WSJ.com						
Mansion Global Homepage Hero	Shared Banner	\$ 650.00		\$ 650.00	164,000	
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00	\$ 3,680.00	17,000	

Proposed Schedule, Pricing & Reach 2025

PLAN 4 - CONTINUED

Print									
Financial Times									
Financial Times	Property Spot	\$	750.00	\$	750.00	\$	1,500.00	420,914	
The Los Angeles Times									
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$	425.00			\$	425.00	220,780	
The Los Angeles Times	Takeover - Full Page			\$	660.00	\$	660.00	384,000	
The New York Times									
The New York Times	Property Spot - Weekday/Saturday			\$	760.00	\$	760.00	423,111	
The New York Times Takeover	Full Page w/ Digital promotion	\$	750.00	\$	750.00	\$	750.00	495,000	
The New York Times International Edition									
The New York Times International Edition	Property Spot					\$	650.00	104,301	
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	1,288,848	
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade			\$	1,590.00	\$	1,590.00	644,424	
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert			\$	980.00	\$	980.00	100,000	
TOTAL							\$	51,120.00	14,226,078
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy									
Pricing Subject to Change									