



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Farmer Road Estate Advertising and Marketing Program

ONE | Sotheby's
INTERNATIONAL REALTY

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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Farmer Road Estate

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

Your strategic blueprint is composed of three layers: direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale, strategic print media to cast a wide net, and digital products that are highly targeted to individuals looking for high-end living in Miami, FL.

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

**LET'S DO
GREAT THINGS TOGETHER**

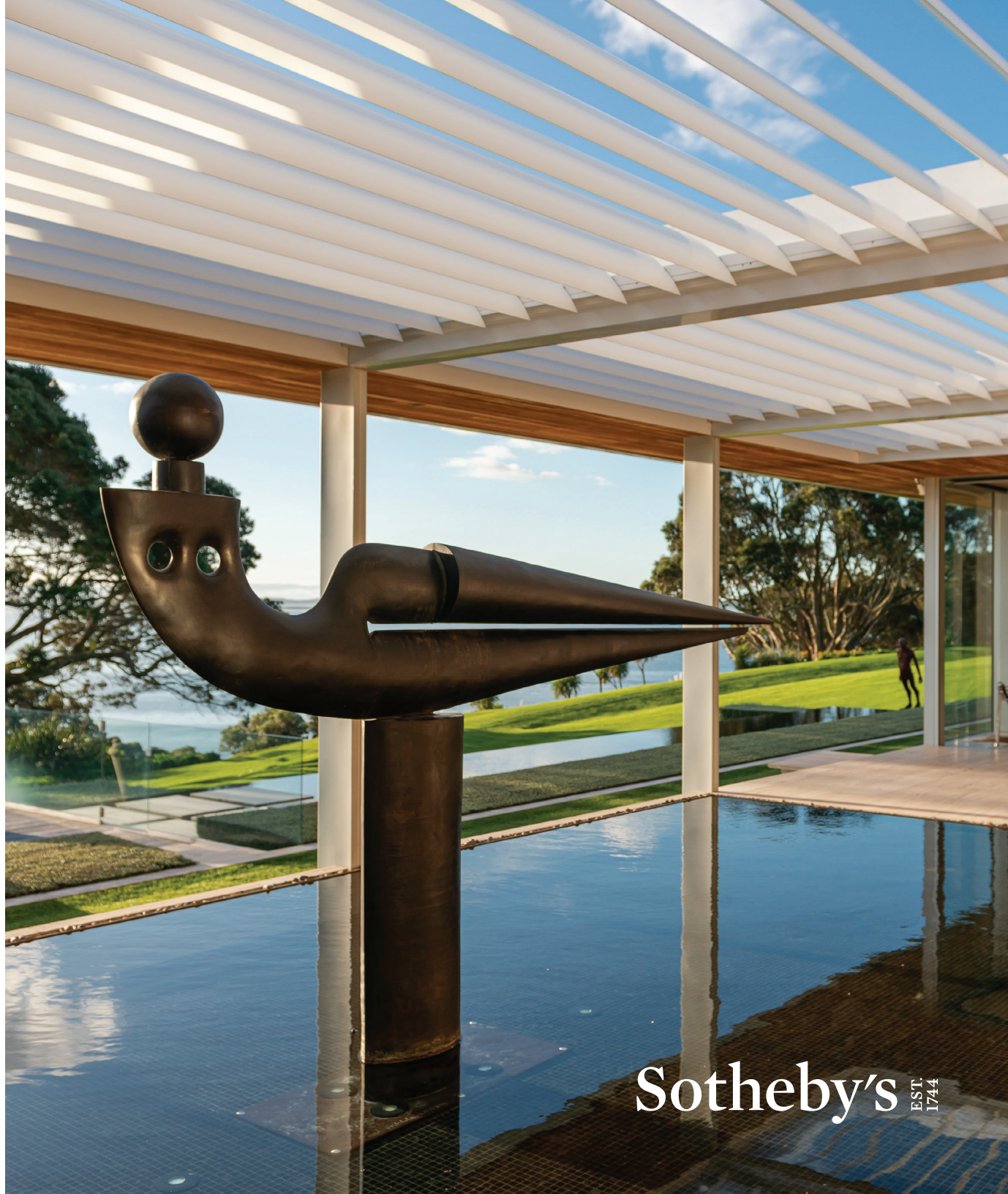
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chloe@skyad.com

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



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

Sotheby's
INTERNATIONAL REALTY

Sun Island, Georgia, United States
sothebyrealty.com/us/sun-island-5
Atlanta Fine Homes
Sotheby's International Realty
Chase Mann
chase.mann@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

Residence on Seidler Patel Marg
New Delhi, India
sothebyrealty.com/in/16814281

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 or as a residence.

Price Upon Request

Duplex Apartment on Park Road
Mumbai, India
sothebyrealty.com/in/16814282

This unique home encompasses an entire floor and parking area and city views. With a carpet area of around 150 sq. ft. (1,500 sq. ft.) and two spacious bedrooms, this duplex is a gemstone.

\$2,80,000 USD

Villa in Annapolis
Gurgaon, India
sothebyrealty.com/in/16814283

Set on a plot area of 1.1, 1,200 sq. ft. (1,200 sq. ft.), this fully furnished house features a modern design and an exclusive terrace with a garden. Features include two bedrooms and an outdoor pool.

\$2,40,000 USD

Duplex Apartment on Seidler Patel Marg
Mumbai, India
sothebyrealty.com/in/16814284

With high-end finishes and modern amenities, this property has two bedrooms, a parking lot, and an exclusive terrace. This duplex is located in a gated community with lush greenery.

\$2,25,000 USD

SOTHEBY'S BESPOKE
EMAIL

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

PRICE: \$2,500/DEPLOYMENT




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



SOTHEBY'S SELECTS
E-NEWSLETTERS

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

PRICE: \$2,585/DEPLOYMENT




Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week

Modern Zen-Like Oasis
Bahamas

[SEE MORE](#)


Delete Junk Block ...

Sotheby's Selects | 21 September




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

[WATCH VIDEO](#)



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

[SEE MORE](#)



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week

Modern Zen-Like Oasis
Bahamas

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

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



Sotheby's
INTERNATIONAL REALTY

Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

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

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

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Farmer Road Estate**
- Flight Dates: **Two Weeks**
- Impressions: **100,000**
- 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	



Minimum Two Weeks commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes



Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

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

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

BANNER PRODUCTION: \$350






Find yours

Miami, FL

1 of 1

ONE | Sotheby's
INTERNATIONAL REALTY

Curators of the unique



Find yours

Miami, FL

1 of 1

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Curators of the unique

1 of 1

Curators of the unique




Miami, FL

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Find yours

Miami, FL

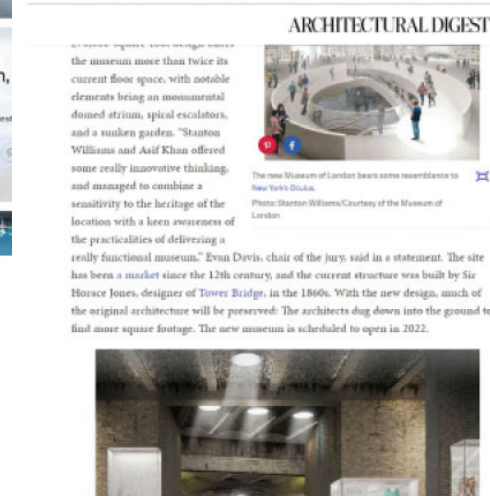
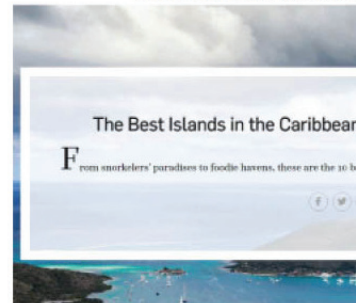
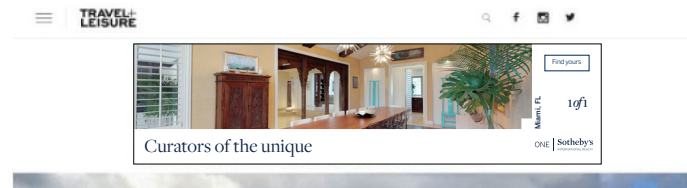
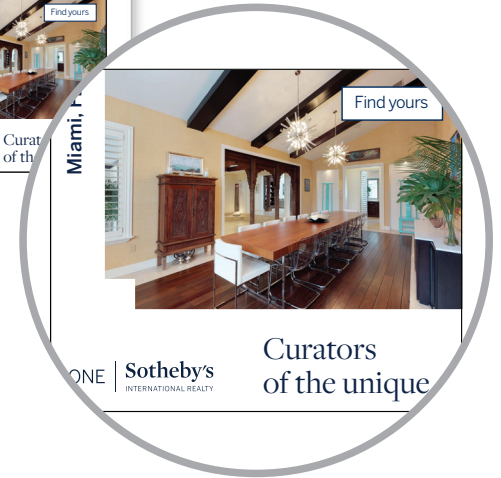
Find yours



ONE | Sotheby's
INTERNATIONAL REALTY

Curators of the unique

Sample Banners For Impressions Programs As They Appear On Sites

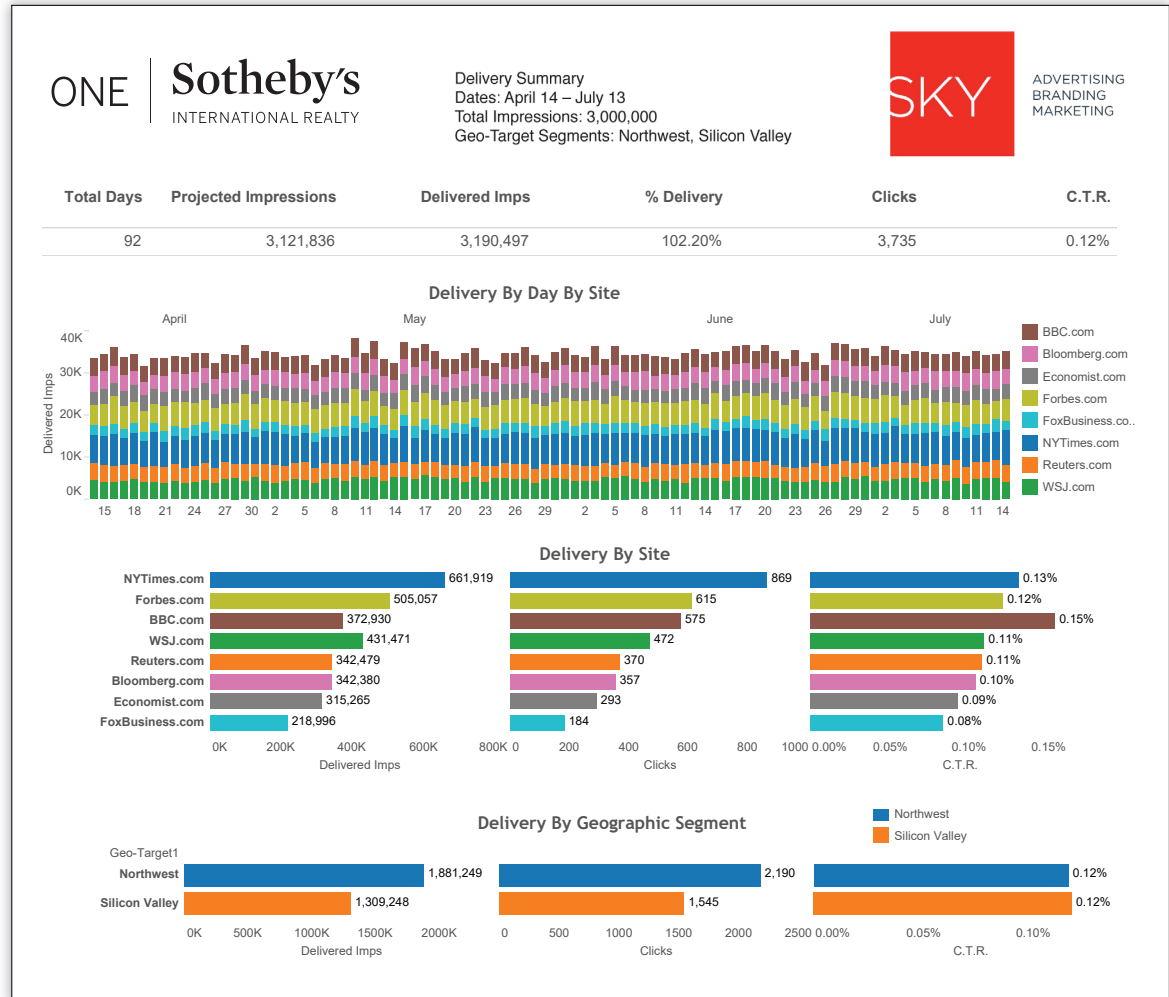


Comprehensive Reporting For Your Customized Campaign

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.

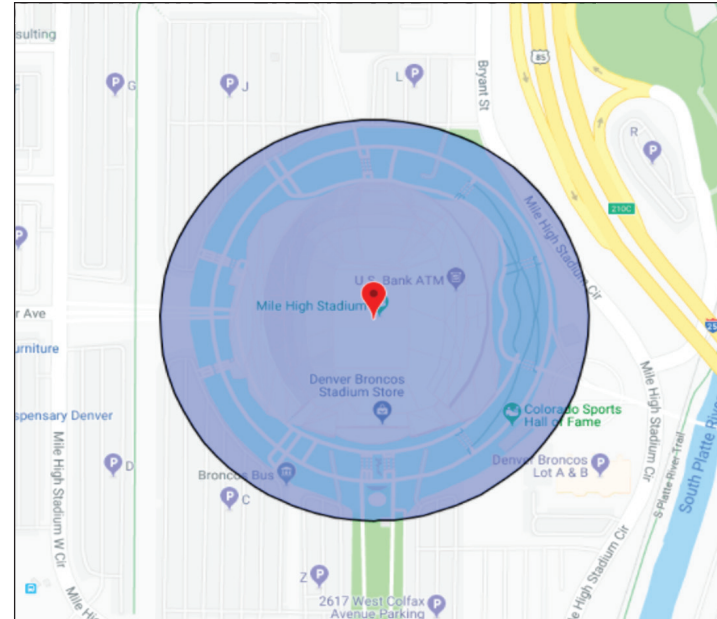
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

PRICING

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

Comprehensive Digital

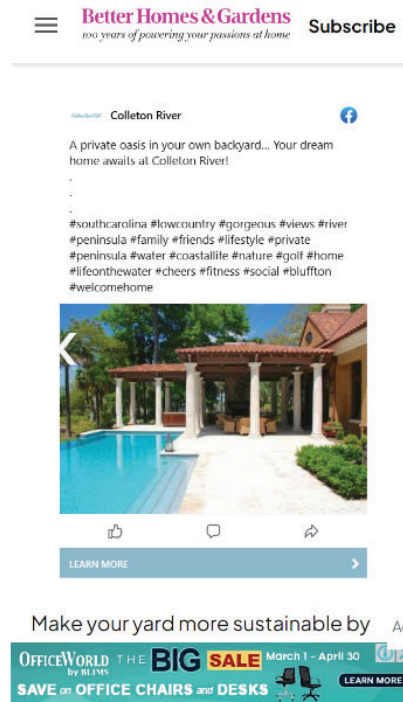
SOCIAL MIRROR ADS

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.

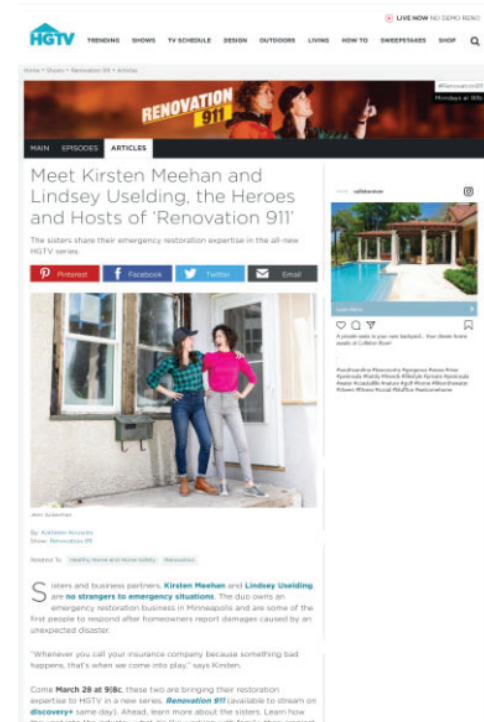
Ads can be display, video, OTT across connected TVs or carousel.



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.

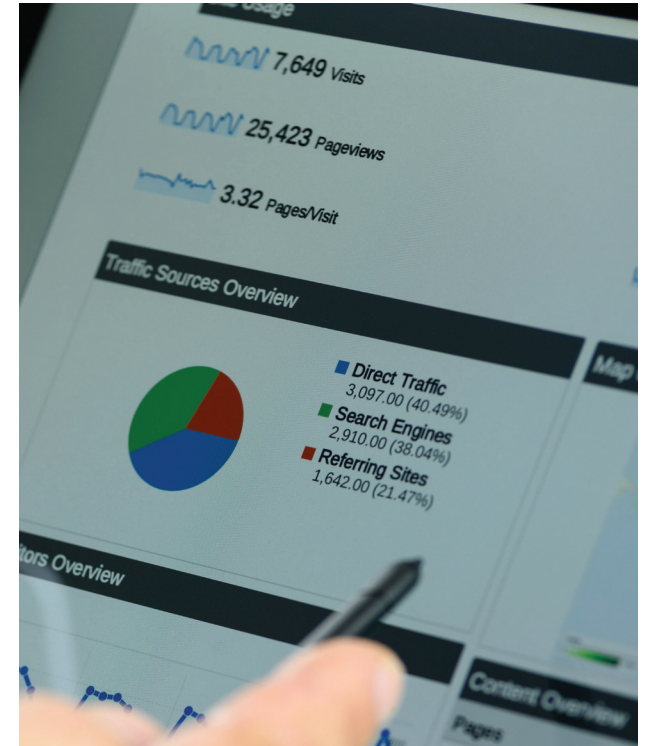


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

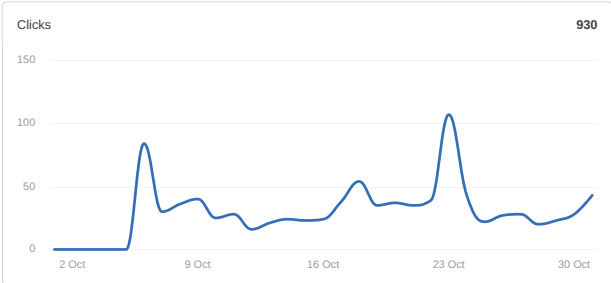
CLIENT DASHBOARD

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.



ONE 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.



ONE 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

Showing 50 of 540 Rows

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

Keywords

Showing 23 of 23 Rows

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

Elite Traveler

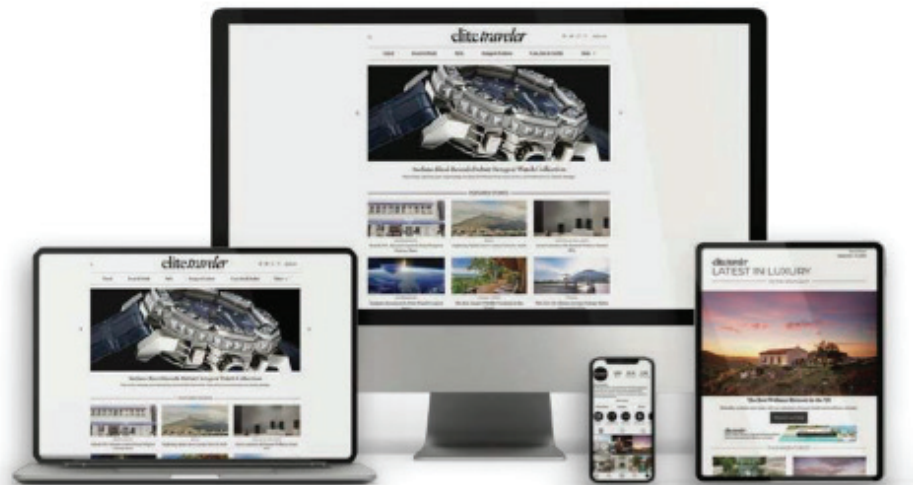
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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



jamesedition.com

E-NEWSLETTER

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

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

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

• 600,000+ subscribers.

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

Location Open Rates

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

Email Engagement

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

LISTING FEATURE: \$1,500

jamesedition.com

ROTATING GALLERY

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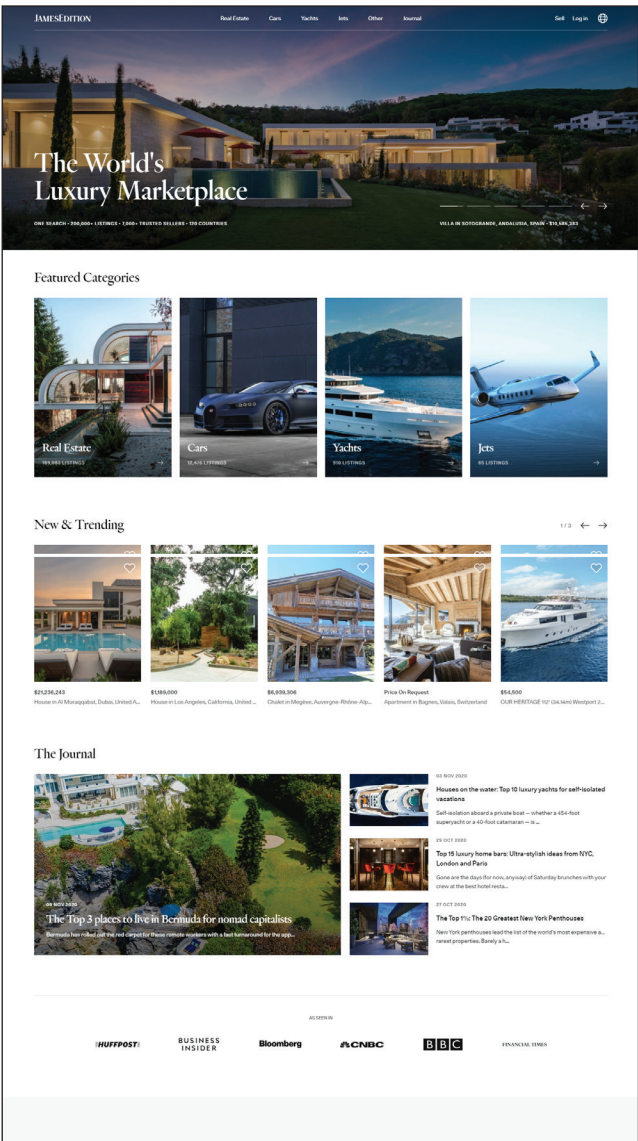
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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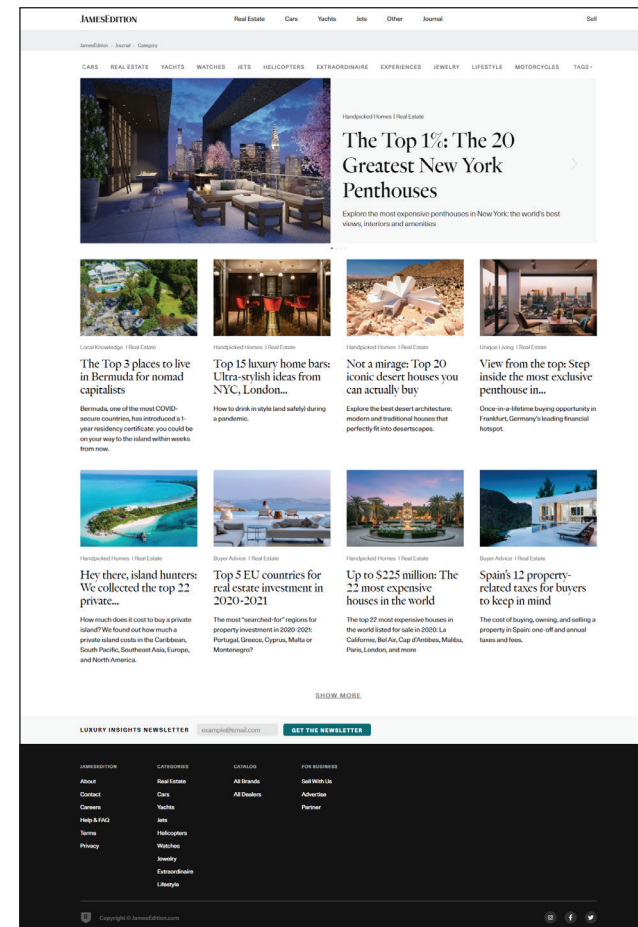
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

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

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



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

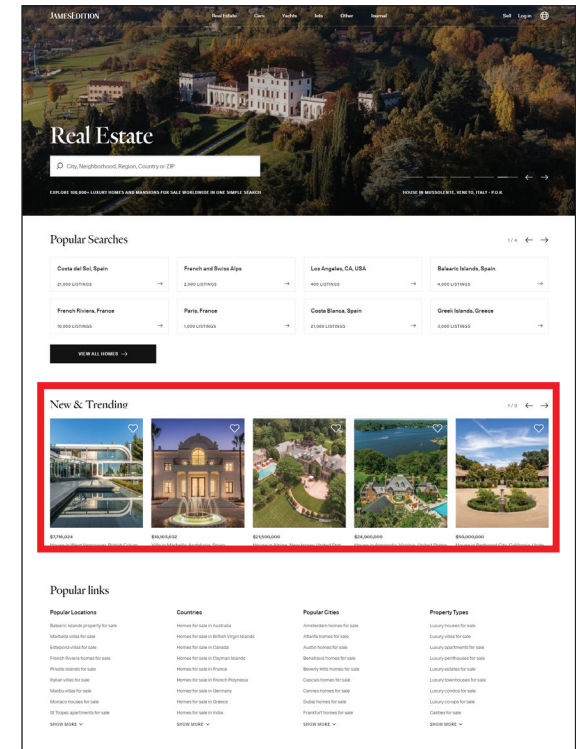
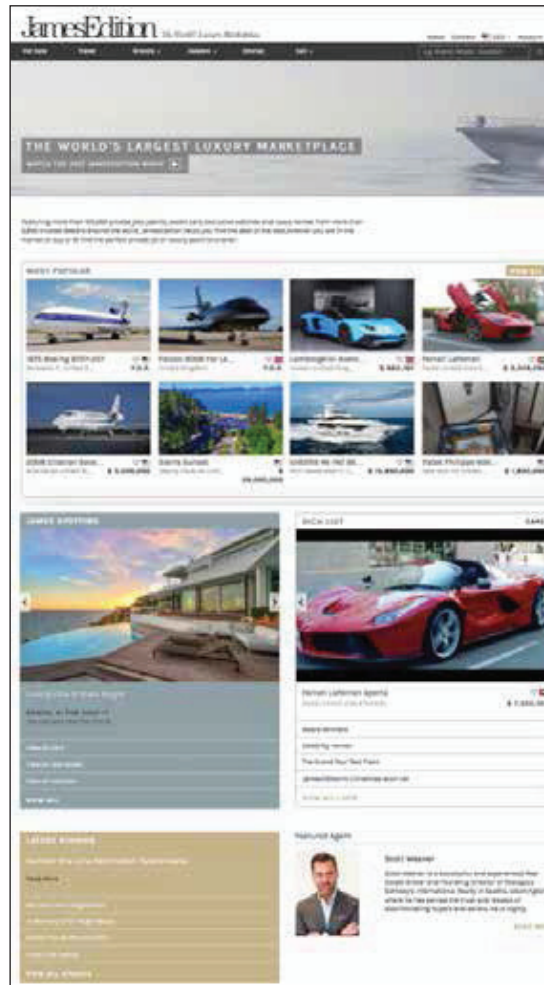
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

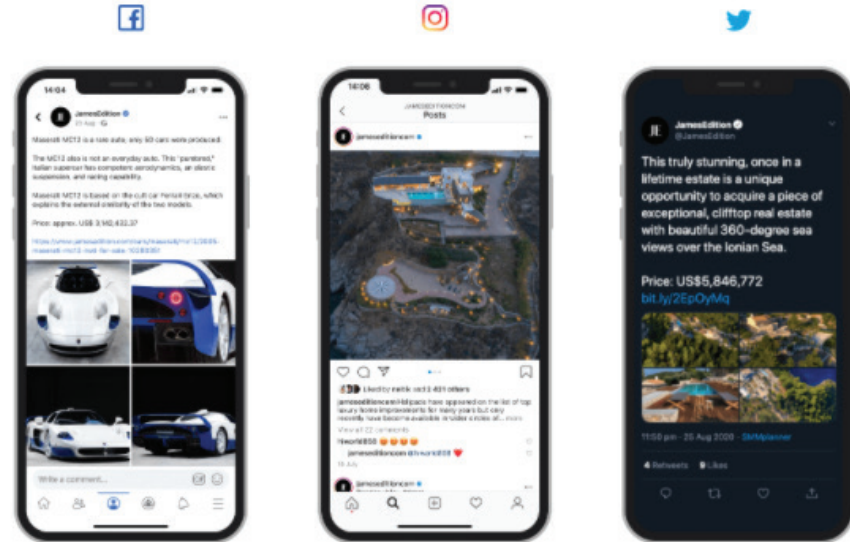
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

List Globally

ENHANCED LISTING

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

PREMIUM PUBLICATION ON LISTGLOBALLY

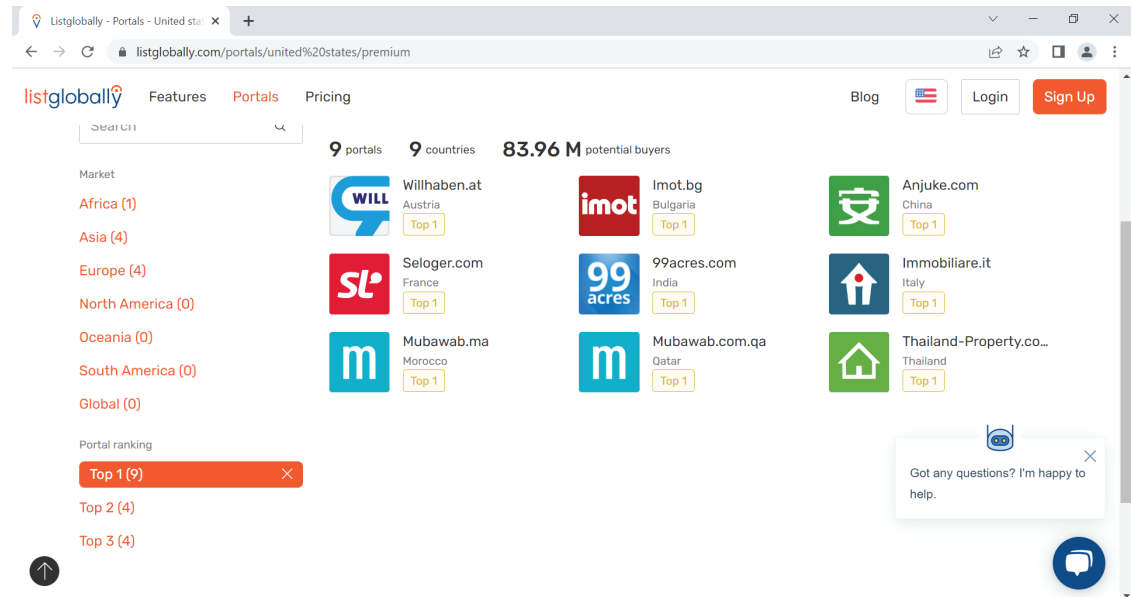
- All listings published across ListGlobally's full Premium Network.
- All listings elevated in their search placement on ListGlobally network property portals.
- Agents from the office will have their photos appear on their listings in search results.
- Agents will receive the moniker "Global Agent" on their listing in search results.
- Elite Promotion
- Elite promotion moves your listing to the top of search results in your market.
- Elite promotions provide 7-times the performance for featured listings.

\$200/MONTH

3 Month Minimum

\$150/MONTH

6 Month Minimum



RobbReport.com

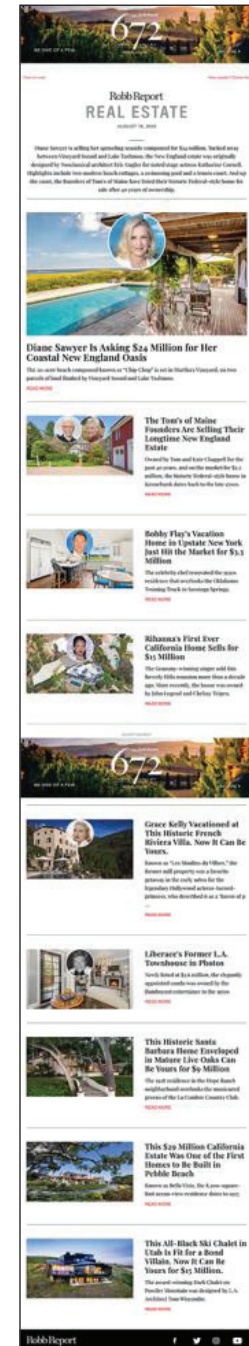
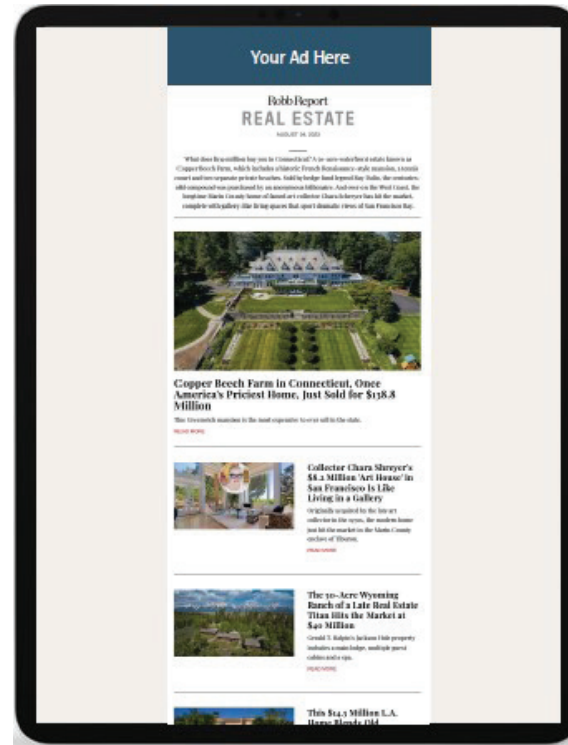
REAL ESTATE NEWSLETTER

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

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

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By Mark David

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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

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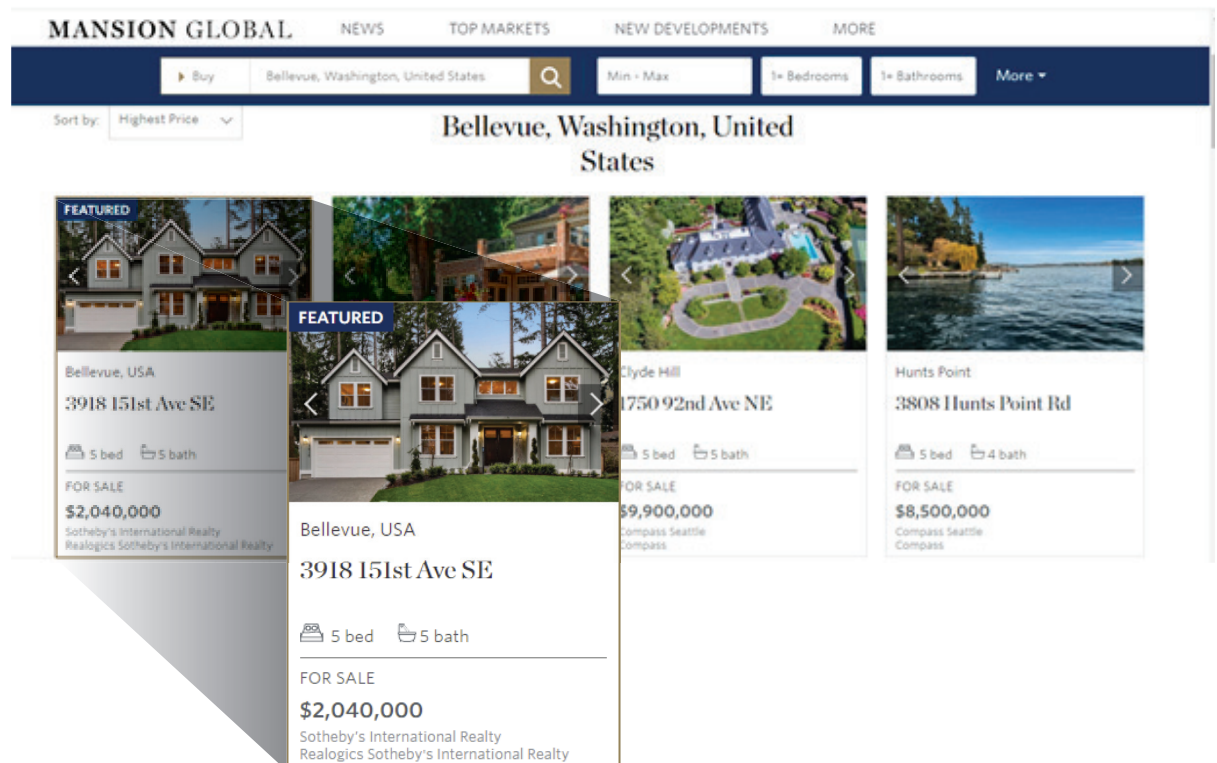
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MANSION

THE WALL STREET JOURNAL

Friday, November 1, 2024 | **M4**

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 services 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 trophy home 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 M5

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

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 ballroom lights on an old 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 tile 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, *murti* or its supporting idols and pictures of Hindu gods. They are used for solitary or communal prayer, worship and meditation, and are often decorated for special occasions during festivals such as *Vishnu*, 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 is also 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 M6

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.

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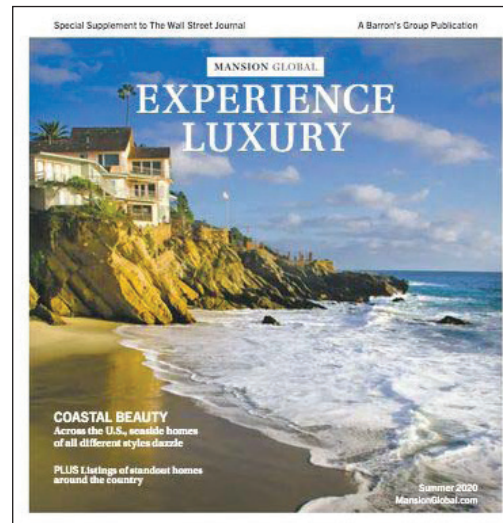
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- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

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

"All the News
That's Fit to Print"

The New York Times

VOL. CLXXIII, No. 58,167 © 1978 The New York Times Company NEW YORK, MONDAY, NOVEMBER 5, 1978 L5 Edition
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It's Not Heaven, It's Brooklyn.
The \$6,000 rooms in this new Park City Mountain equipped with shut-outs, state-of-the-art conditions and a hot room. Photo P.17-22.

Spending Millions in a Bid to Avoid Army of Lobbyists to Save Washington

IN BUCKING BUREAU AND SENATE'S FURY
The House and Senate have been so angry over the government's continued refusal to fund a proposed \$1.5-billion program to build a new transportation system in Washington, D.C., that the House has voted to force the issue. The House has passed a bill that would force the Department of Transportation to build the system, which would include a new transit system, a new highway system, and a new airport. The bill would also require the Department of Transportation to build the system, which would include a new transit system, a new highway system, and a new airport. The bill would also require the Department of Transportation to build the system, which would include a new transit system, a new highway system, and a new airport.

Opposed Forces Split Small Army of Lobbyists to Save Washington
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By David S. Broder
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Partisan Routs Of New Query On The Census

BY MICHAEL REIS
WASHINGTON, Nov. 5—The House and Senate have been so angry over the government's continued refusal to fund a proposed \$1.5-billion program to build a new transportation system in Washington, D.C., that the House has voted to force the issue. The House has passed a bill that would force the Department of Transportation to build the system, which would include a new transit system, a new highway system, and a new airport. The bill would also require the Department of Transportation to build the system, which would include a new transit system, a new highway system, and a new airport.

Web's Far Right Can Hear Itself As Trump Talls

Choosing the Spread of One-Franchise

By Kevin Brown and Bill Winston
On Wednesday, President Trump was on a radio show, talking about the economy and the future of the country. He was talking about the economy and the future of the country. He was talking about the economy and the future of the country. He was talking about the economy and the future of the country. He was talking about the economy and the future of the country.

News Analysis

Edge in Polls Might Not Top House Scales

By Neil Rabin
The House of Representatives is expected to pass a bill that would give the President the power to appoint and remove judges. The bill would give the President the power to appoint and remove judges. The bill would give the President the power to appoint and remove judges. The bill would give the President the power to appoint and remove judges.

Called to Serve, Utah Mayor Asked Another

By Alan Tanenhaus
SALT LAKE CITY, Utah—The city of Salt Lake City has asked Mayor Gordon Smith to serve on the city council. The city of Salt Lake City has asked Mayor Gordon Smith to serve on the city council. The city of Salt Lake City has asked Mayor Gordon Smith to serve on the city council.

By Alan Tanenhaus
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By Alan Tanenhaus
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Offering Little Fight, Republican Accuses Georgia Real of Hack

By William Fickert and Alan Rabin
ATLANTA, Nov. 5—The Georgia Republican Party has accused the Georgia Democratic Party of being a "hack" party. The Georgia Republican Party has accused the Georgia Democratic Party of being a "hack" party. The Georgia Republican Party has accused the Georgia Democratic Party of being a "hack" party.

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- 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

[illegible]

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1 of 1

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

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5 BED | 4.5 BATH | New York, New York

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Triple Mint Designer Duplex on Park Avenue






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Wendy Ariz
 Senior Global Real Estate Advisor
 Associate Broker | 917.361.5038
wendy.ariz@sothebysrealty.com

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

QUADRUPLE PROPERTY SPOT, COLOR: \$3,000
PROPERTY SPOT, COLOR: \$750

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PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FT Weekend

Seeing red Why is fall so much brighter than a British autumn? — GARDENS PAGE 10
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Anatomy of an eco-retrofit

Detractors say heat pumps are inefficient, costly and noisy. **Julia Riddell** begs to differ — a fossil fuel-free home and meeting climate targets are worth the hassle

1. **Unleashed** with her husband, 2020's best property agent in the UK, Julia Riddell is a home and garden expert.

2. **Root cause** Planting nature into a home's foundations — ARCHITECTURE PAGE 12
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The downsizing shake-up

The mood is changing. Speculation over Labour's tax policies is seeing more people considering selling homes. Will the reality push the hot, hot, **Amanda Lee**

1. **Downsizing** The mood is changing. Speculation over Labour's tax policies is seeing more people considering selling homes. Will the reality push the hot, hot, **Amanda Lee**

2. **Root cause** Planting nature into a home's foundations — ARCHITECTURE PAGE 12
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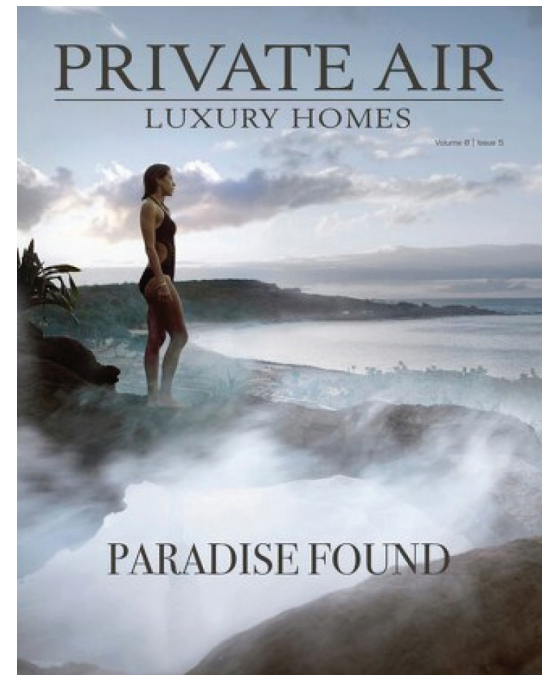
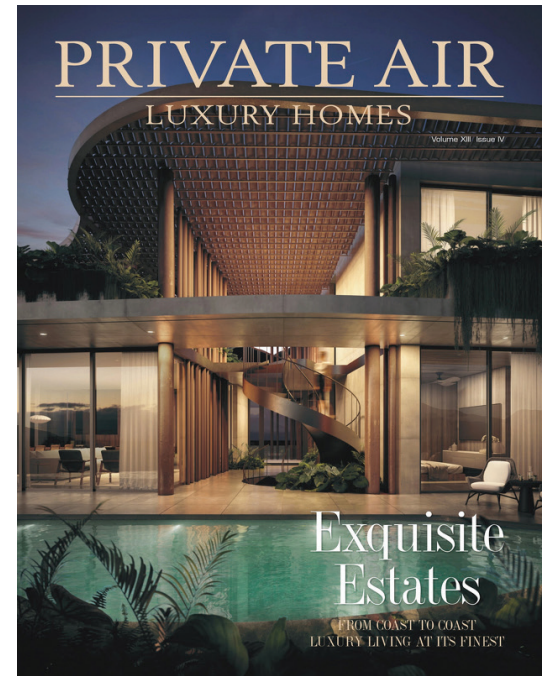
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Schedule,
Pricing & Reach



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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	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				\$ 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
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00					\$ 1,500.00	60,000
Elite Traveler								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00	100,000
JamesEdition								
New & Trending Home Page Position	Featured Spot		\$ 1,200.00				\$ 1,200.00	750,000
Featured Article and E-Newsletter promotion	Newsletter First Feature & Journal Article	\$ 5,500.00					\$ 5,500.00	292,000
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00			\$ 1,500.00	192,000
Social Media	Listing Feature				\$ 1,000.00		\$ 1,000.00	148,000
ListGlobally								
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$ 200.00	\$ 200.00	\$ 200.00			\$ 600.00	
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
WSJ.com								
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00				\$ 1,300.00	328,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus				\$ -	

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print											
Financial Times											
Financial Times	Property Spot	\$	750.00	\$	750.00		\$	1,500.00	420,914		
The New York Times											
The New York Times	Property Spot - Weekday/Saturday			\$	760.00	\$	760.00	\$	1,520.00	846,222	
The New York Times Takeover	Full Page w/ Digital promotion	\$	750.00	\$	750.00			\$	1,500.00	330,000	
The New York Times International Edition											
The New York Times International Edition	Property Spot						\$	650.00	\$	650.00	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	
The Wall Street Journal											
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$	795.00	\$	795.00			\$	1,590.00	1,288,848	
The Wall Street Journal											
Mansion Global Experience Luxury	Weekend Property insert					\$	980.00		\$	980.00	100,000
TOTAL								\$	41,490.00	6,327,285	
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy											
Pricing Subject to Change											