



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

The Quartier Advertising and Marketing Program



Sotheby's
INTERNATIONAL REALTY

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ADVERTISING
BRANDING
MARKETING

National & Global Exposure The Quartier

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

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 New Canaan, CT.

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

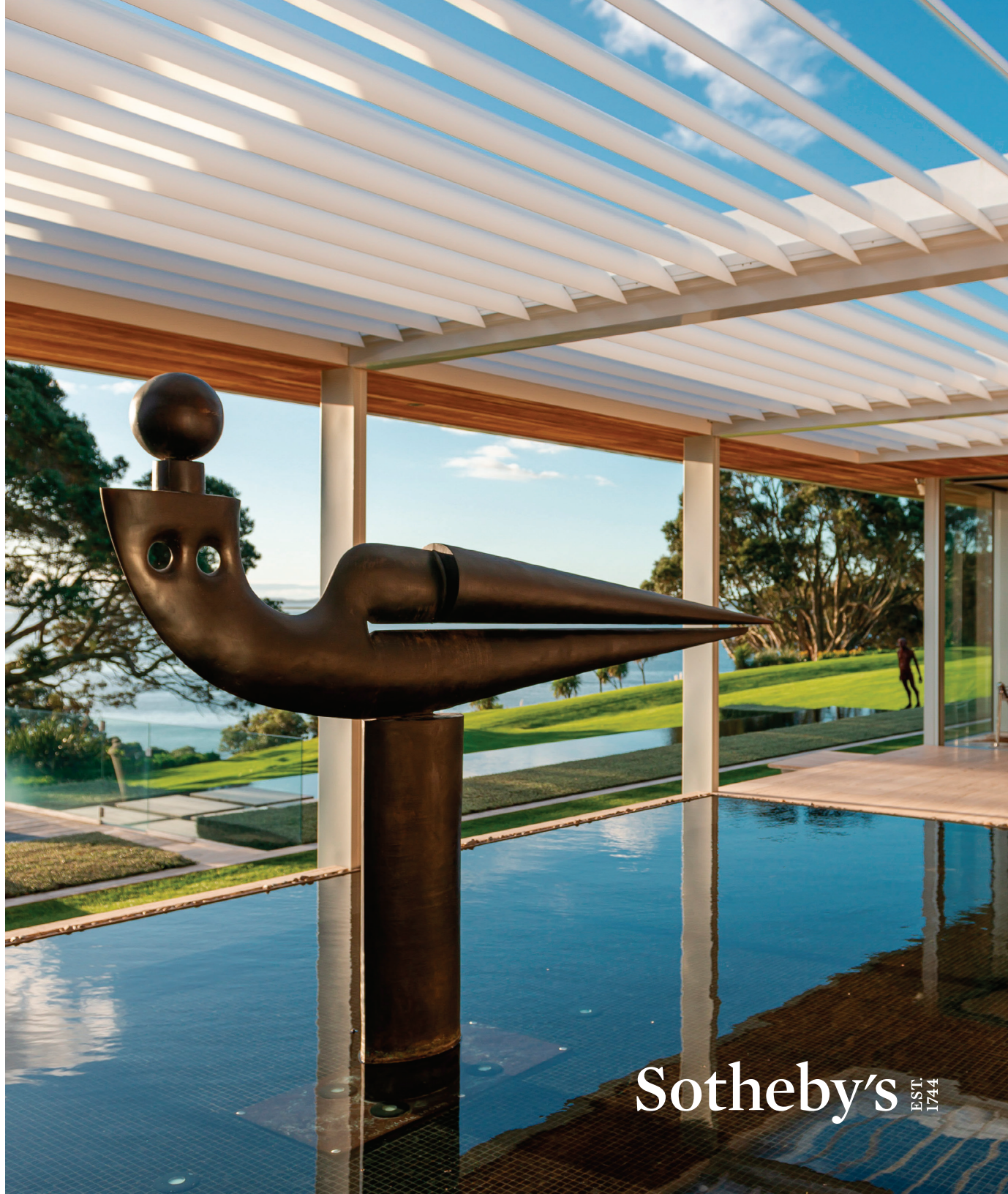
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

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**

QUARTER PAGE: \$1,315

Global



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

Sotheby's
INTERNATIONAL REALTY

San Island, Georgia, United States
sothebyrealty.com/san-island-3
Atlanta Fine Homes
Sotheby's International Realty
Chase Mann
chase.mann@sothebyrealty.com

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

Residence on Seaside Pointe Way
New Delhi, India
sothebyrealty.com/in/6814281

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/552285

This unique home encompasses an entire floor and parking area and city views. With a carpet area of around 550 sq. ft. (5,500 sq. ft.) and two spacious bedrooms, this duplex is a gem.

\$3,80,000 USD

Villa in Annapolis
Giza, India
sothebyrealty.com/in/6178127

2.5 car garage lot of 11,025 sq. ft. (1,225 sq. ft.), this fully furnished house is a perfect blend of modern luxury and traditional Indian architecture. Features five bedrooms and an outdoor pool.

\$2,48,554 USD

Duplex Apartment on Seaside Road
Kolkata, India
sothebyrealty.com/in/6178127

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

\$2,23,844 USD

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 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](#) [y](#) [v](#)

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

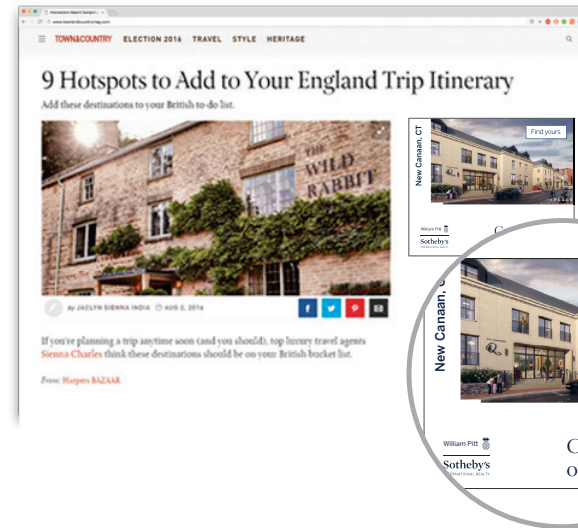
Impressions Campaign

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: **The Quartier**
- Flight Dates: **July 2025 - June 2026**
- Impressions: **6,000,000**
- Clicks through to the website of your choice.

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



Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes



Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

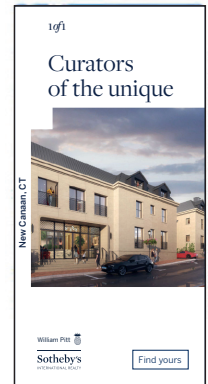
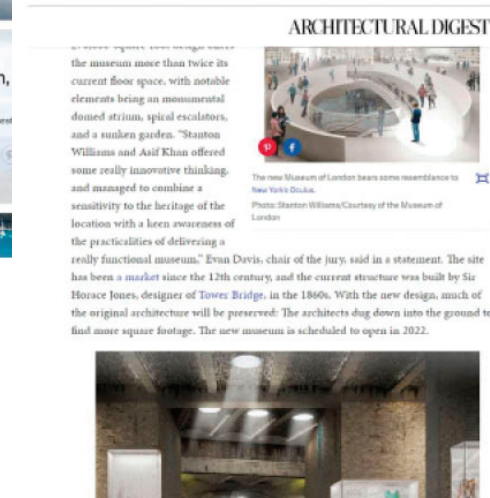
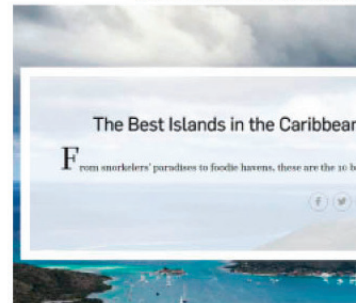
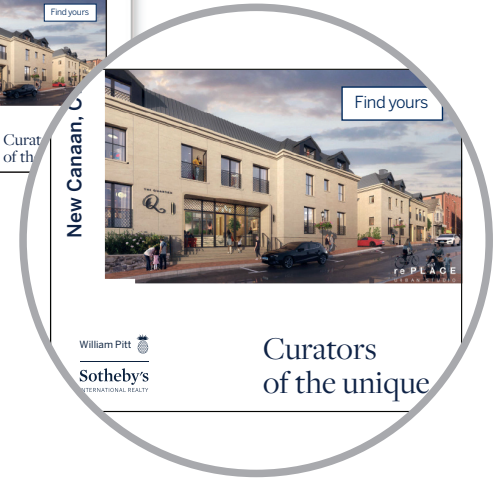
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

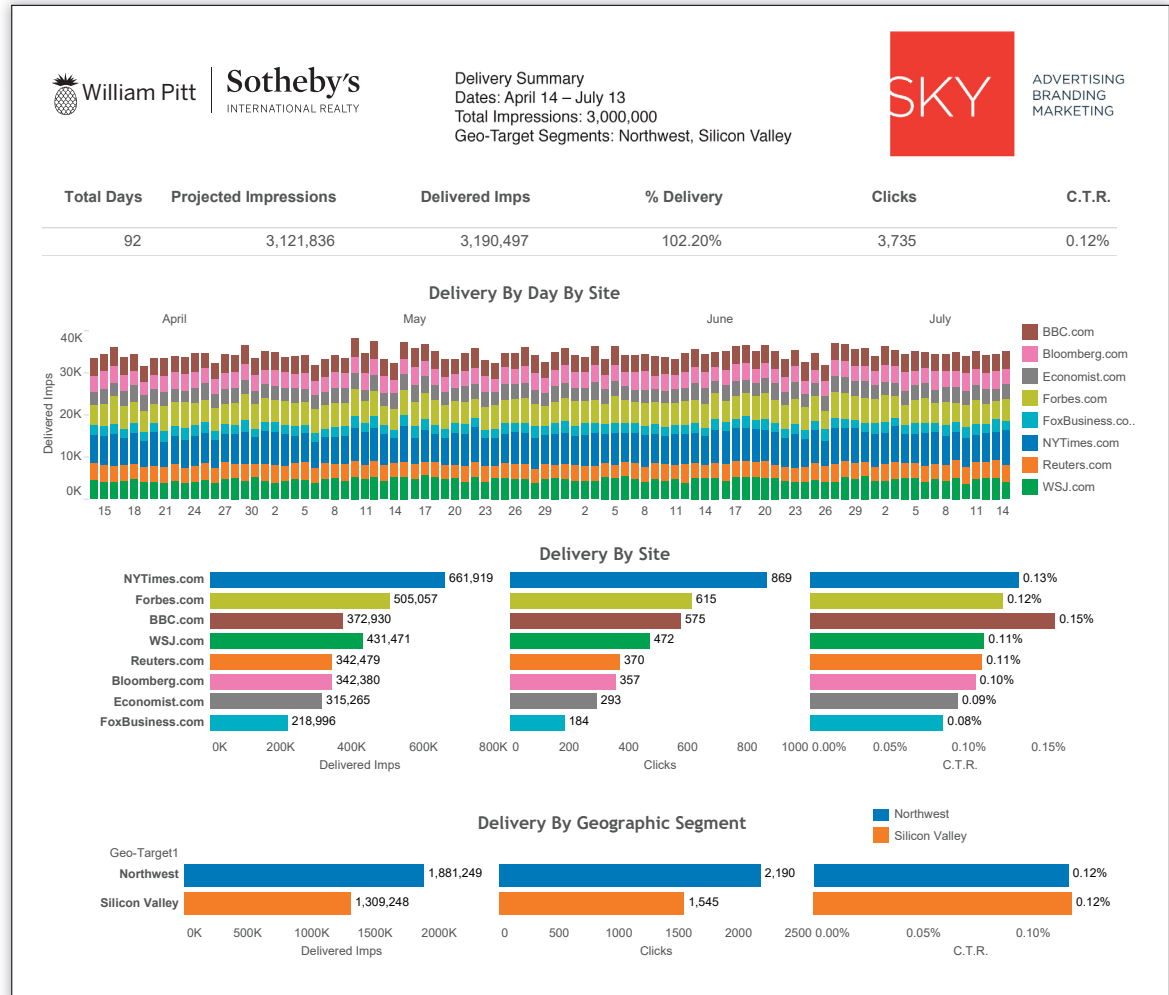


Comprehensive Reporting For Your Customized Campaign

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

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

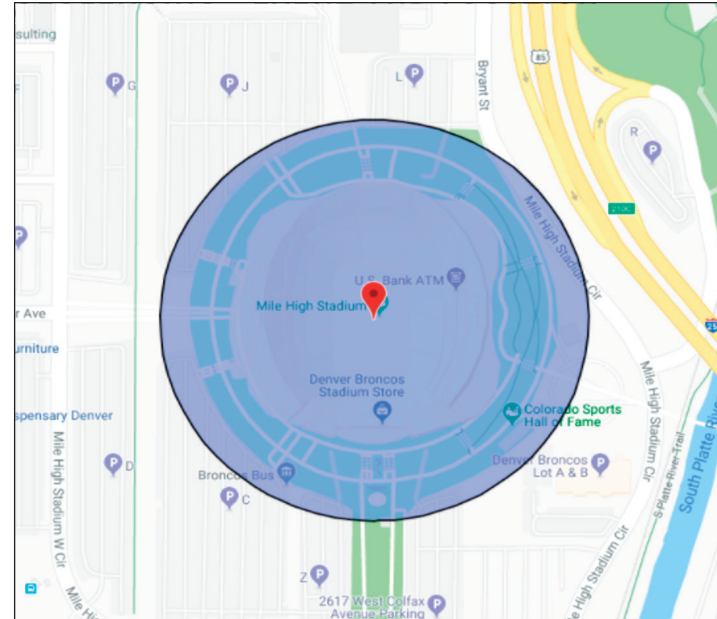
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

PRICING

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

Comprehensive Digital

OTT/VIDEO PREROLL

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

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

HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

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

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

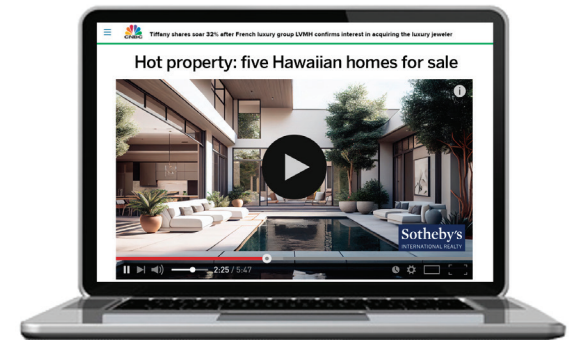


YouTube Video Pre-Roll Ads

WHY OTT?

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

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



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

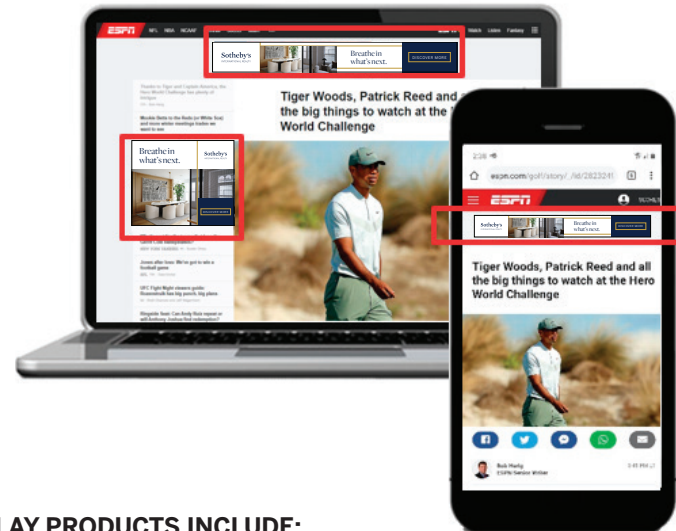
And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

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

Comprehensive Digital

DISPLAY

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



TARGETED DISPLAY PRODUCTS INCLUDE:

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

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

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

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

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

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

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

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

Cross Platform Targeting available from Mobile Conquesting.

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

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

Comprehensive Digital

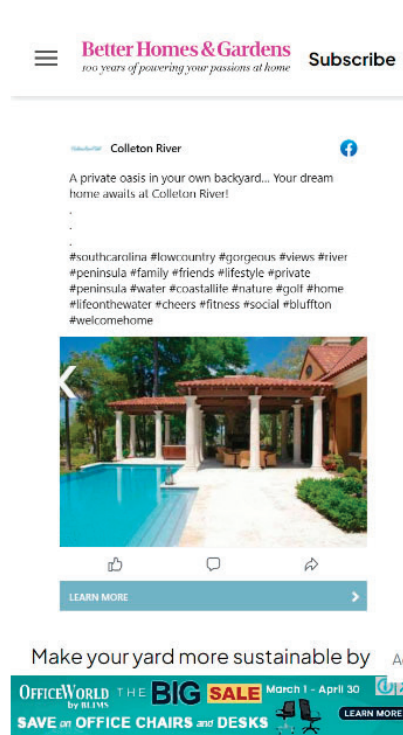
SOCIAL MIRROR ADS

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

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

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

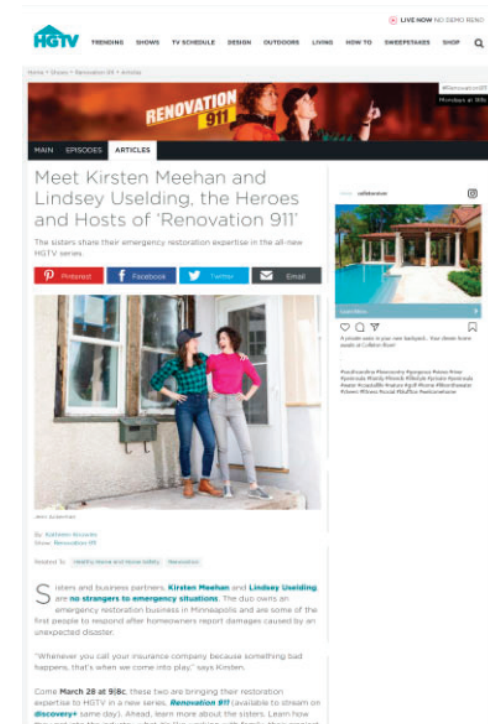
Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

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

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



Comprehensive Digital

ONLINE AUDIO ADS

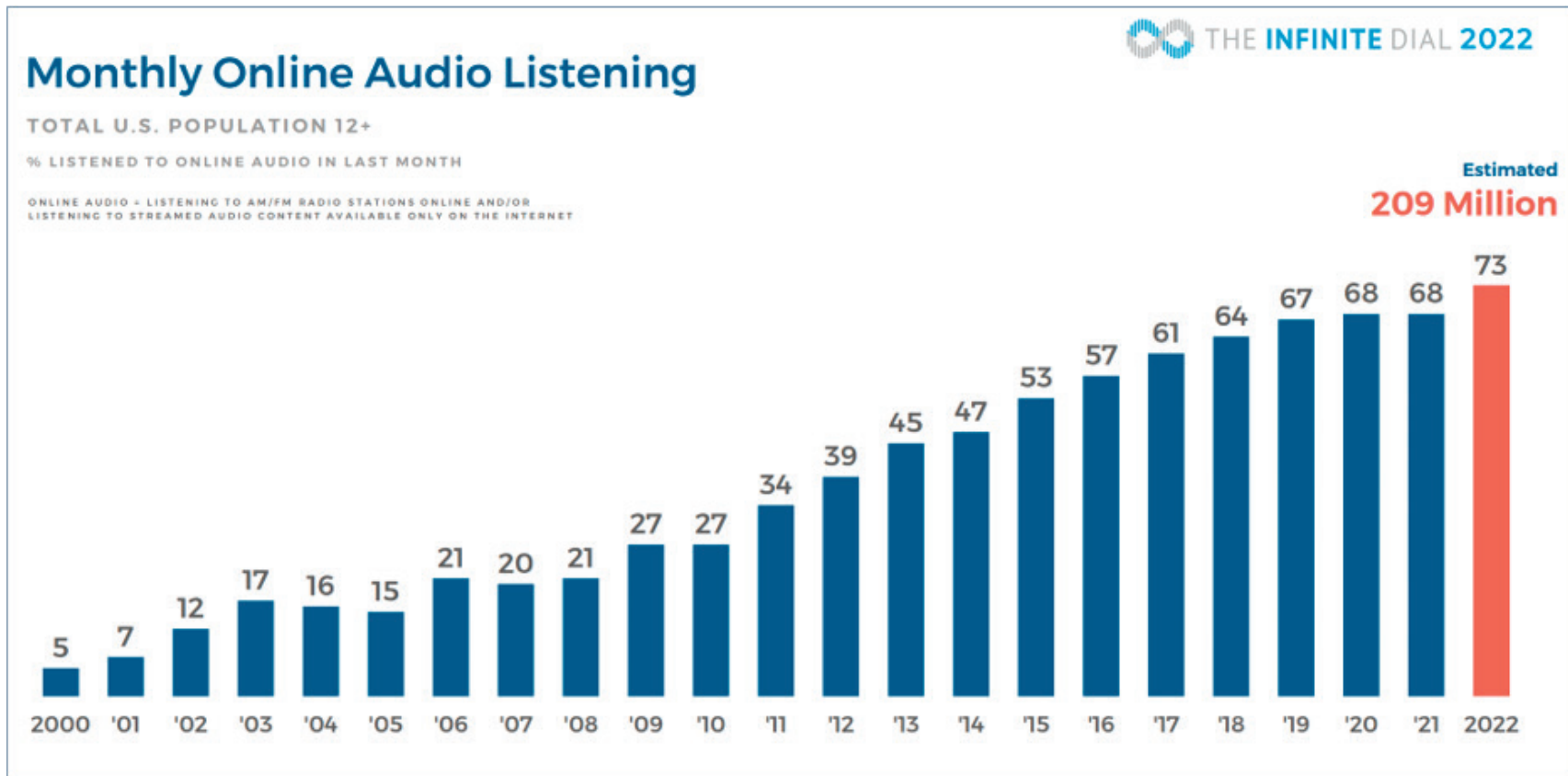
Audio ads served to targeted online listeners who are consuming audio content across all types of devices including Smart Speakers.

- Your 15-30 second audio ad plays in online content such as music, podcasts, and sporting events that users listen to on their devices.
- On some platforms your audio ad will be served along with a companion display ad at no additional cost.
- Your online audio ads run across major streaming services.

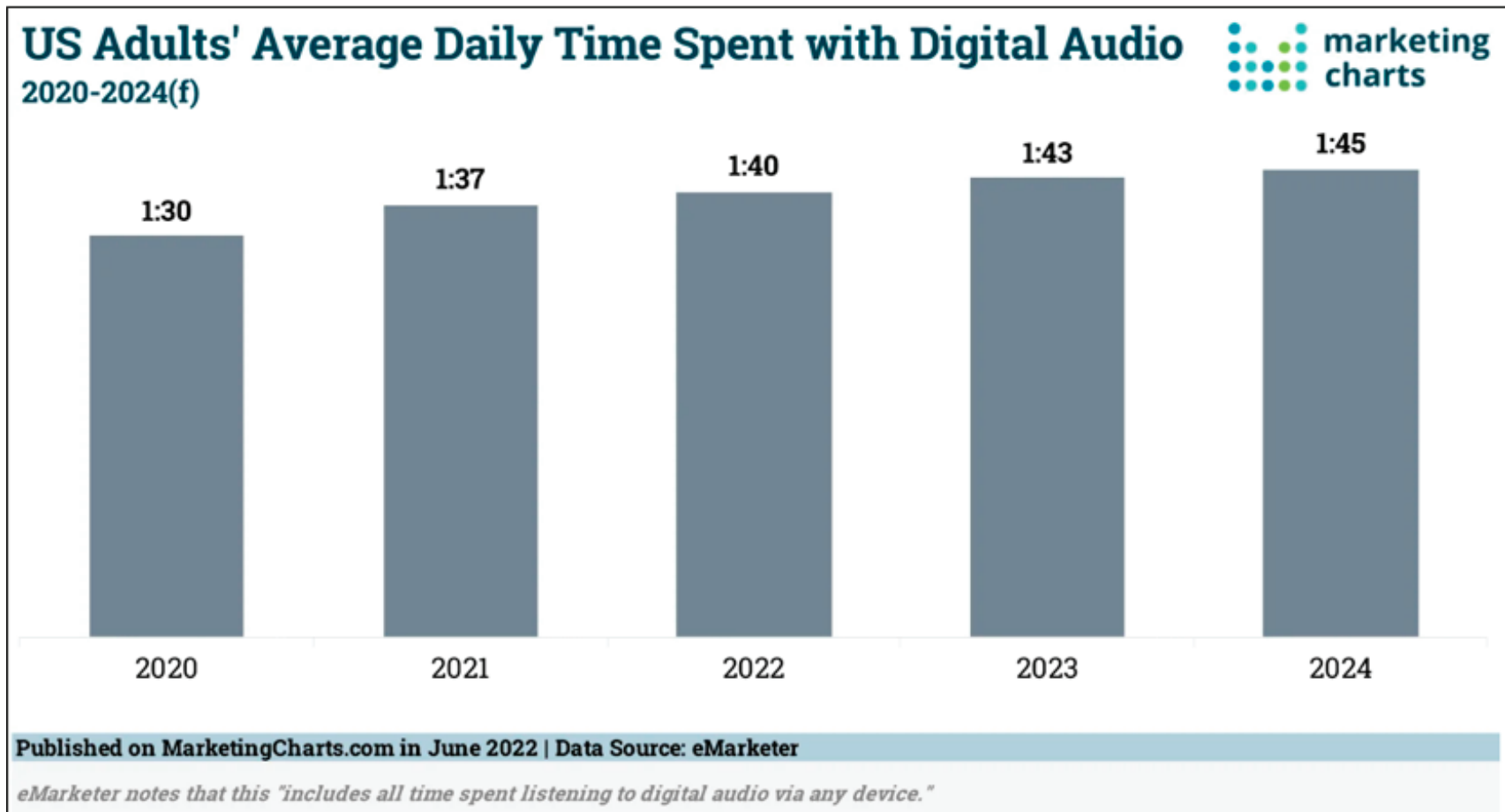
PRICE: FROM \$1,500/MONTH
30,000 Impressions



73% of the U.S. population listened to Online Audio in the last month.



The average listener spends 1 hour and 40 minutes a day with Online Audio.



Source: [https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20\(1%3A27\)](https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20(1%3A27))

Google AdWords

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

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

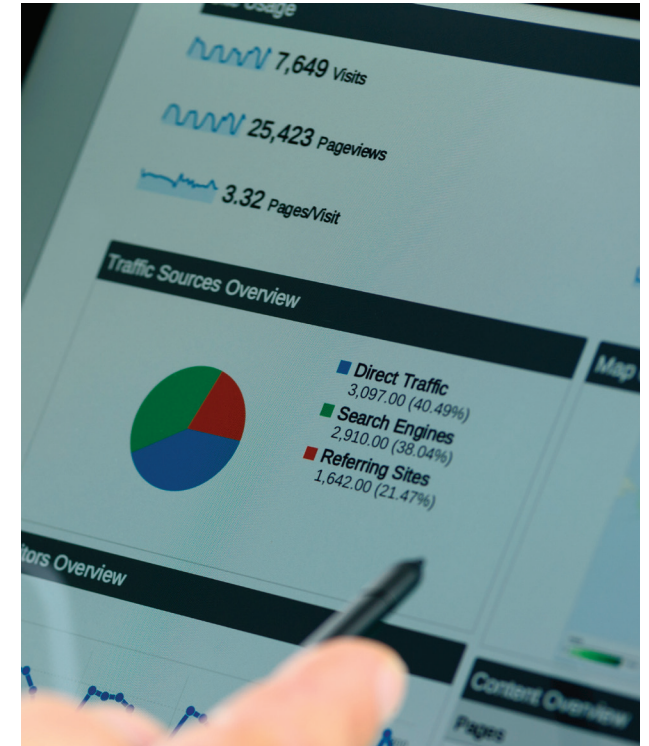


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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



Google AdWords

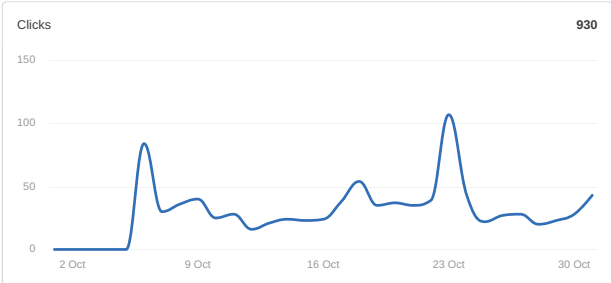
CLIENT DASHBOARD

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



SIR William Pitt

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

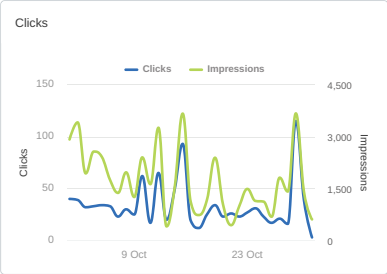
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



SIR William Pitt

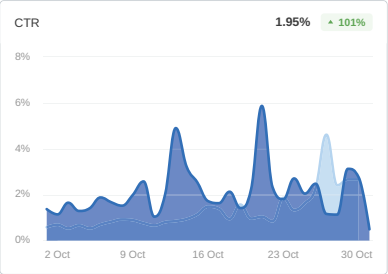
October KPI's

Clicks




CTR

1.95% ▲ 101%



Google Ads Phone Calls

12 ▲ 71%



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$0.94

Cities and Regions

Showing 50 of 540 Rows

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

Keywords

Showing 23 of 23 Rows

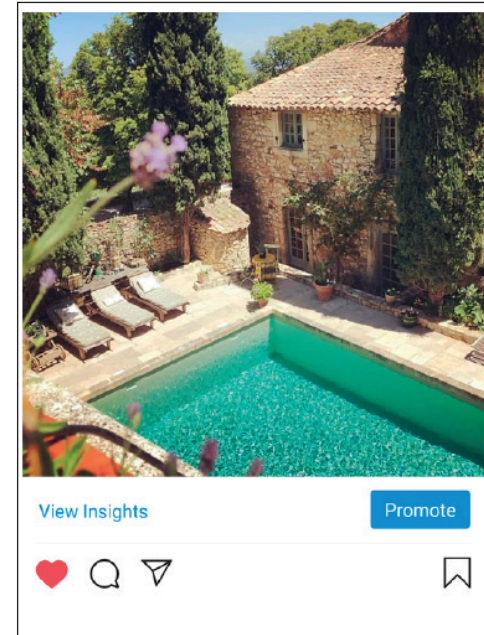
KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean reality	1	1	1

Conde Nast UK

INSTAGRAM @CONDENASTPROPERTY

Ready to jump into action on instagram, @condenastproperty is the fastest growing account at Conde Nast Britain and consistently comes in at No 1 each week on growth and engagement. @condenastproperty has grown organically in 3 years and now has 263K followers.

INSTAGRAM POST: \$ 2,750



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

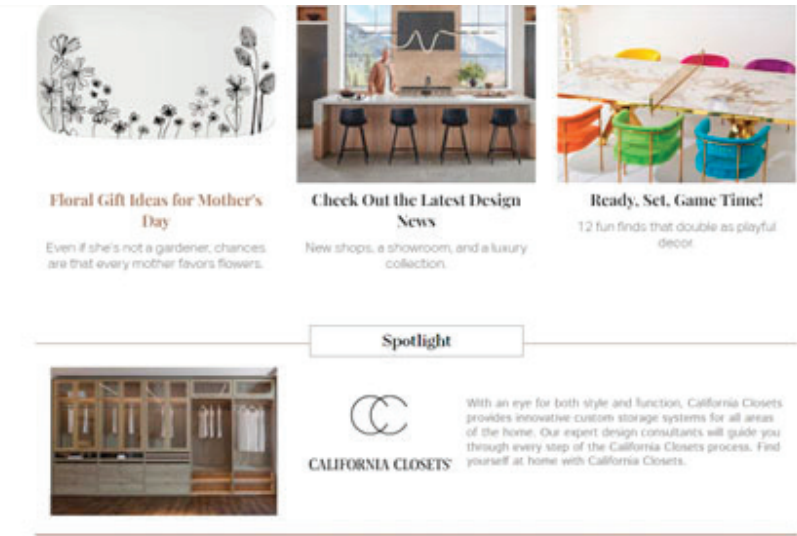
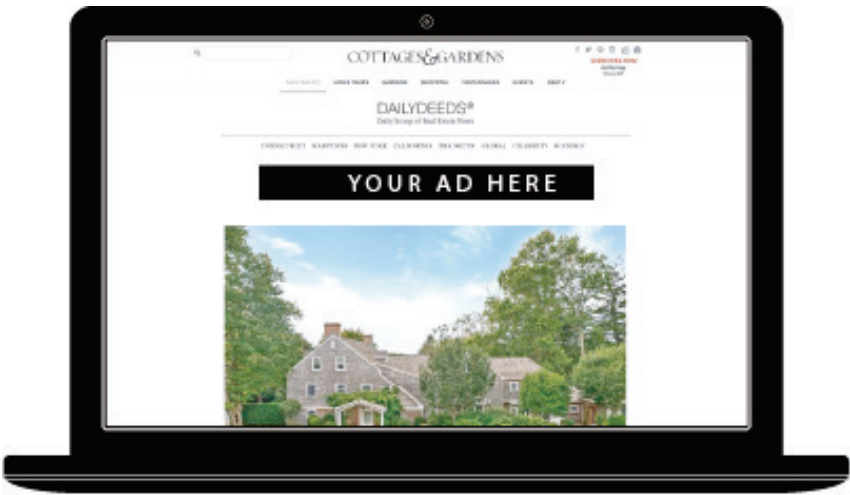
ROTATING GALLERY: \$2,950

DAILY DEEDS

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

INSTAPARTNERSHIP

POST AND STORIES TAKEOVER: \$1,950/30 DAYS



C&G STORIES

CONTENT DEVELOPMENT: \$5,295

Country Life

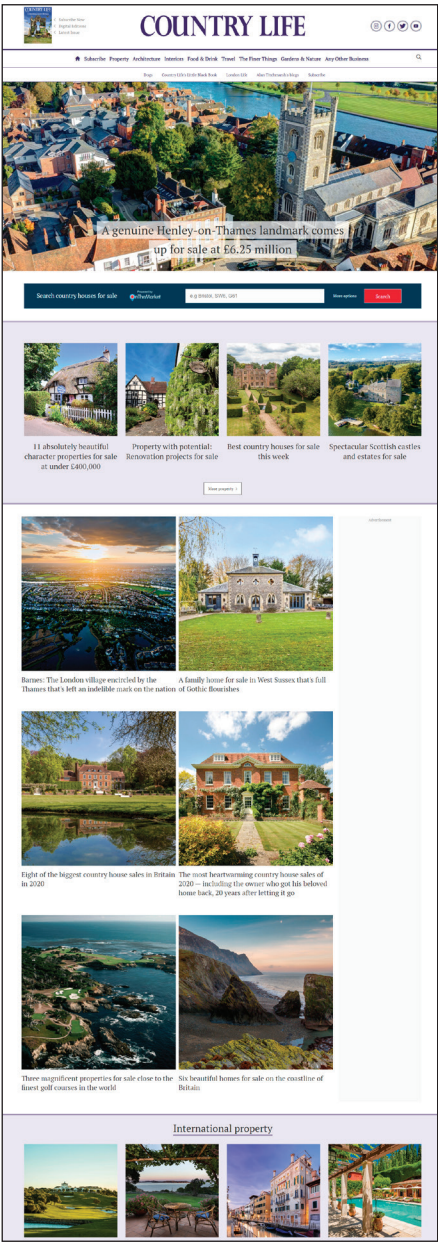
Country Life is the world’s most celebrated magazine of the British way of life, its countryside, properties, and gardens

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

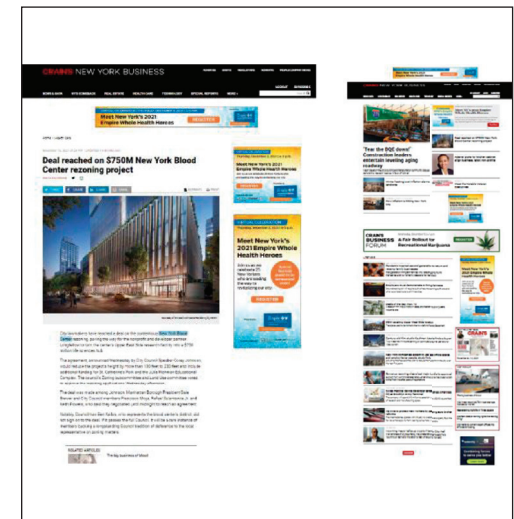
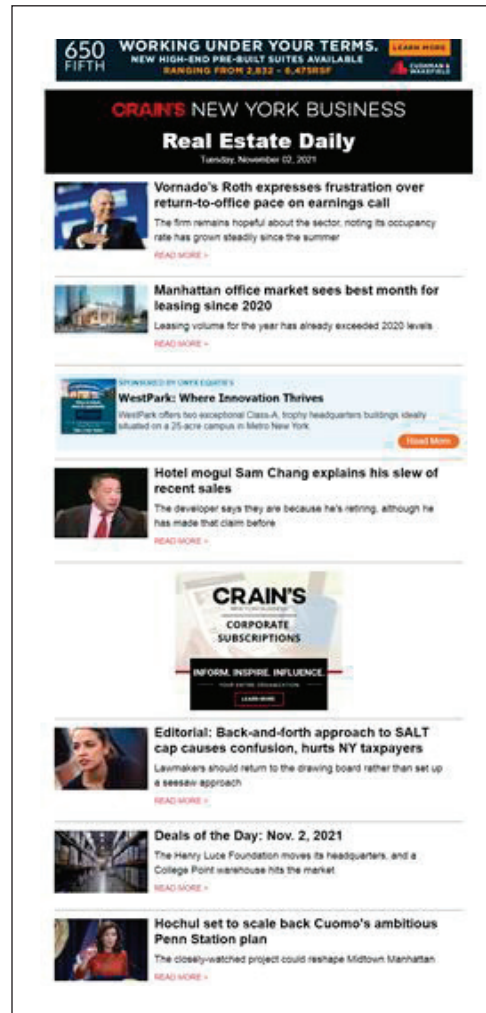
REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: **15,000**
- Average Open Rate: **42%**
- **33% SOV + 25K ROS** display impressions
- Featured Placement Property Listing

PRICE: \$4,200

LUXURY HOME SPOTLIGHT

PRICE: \$5,500



Dwell Real Estate

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

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

Dwell Audience Real Estate Metrics

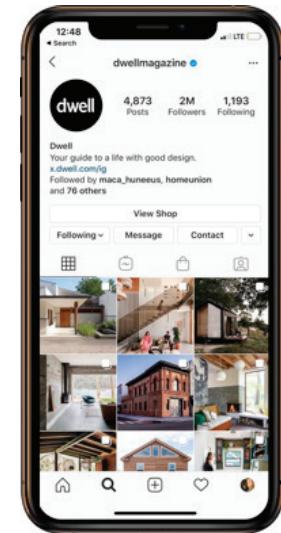
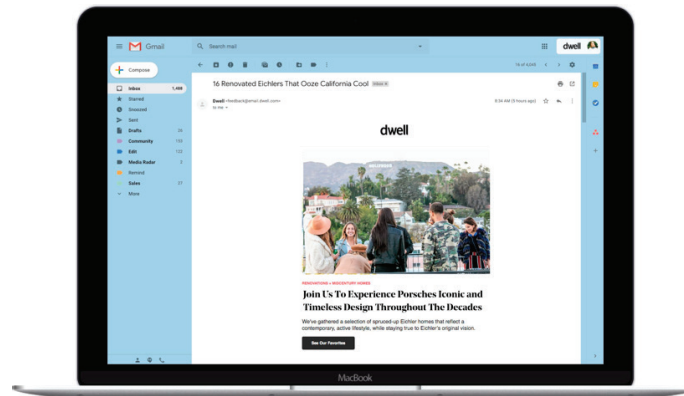
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

CUSTOM REAL ESTATE ARTICLE.

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

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

PRICE: \$6,000

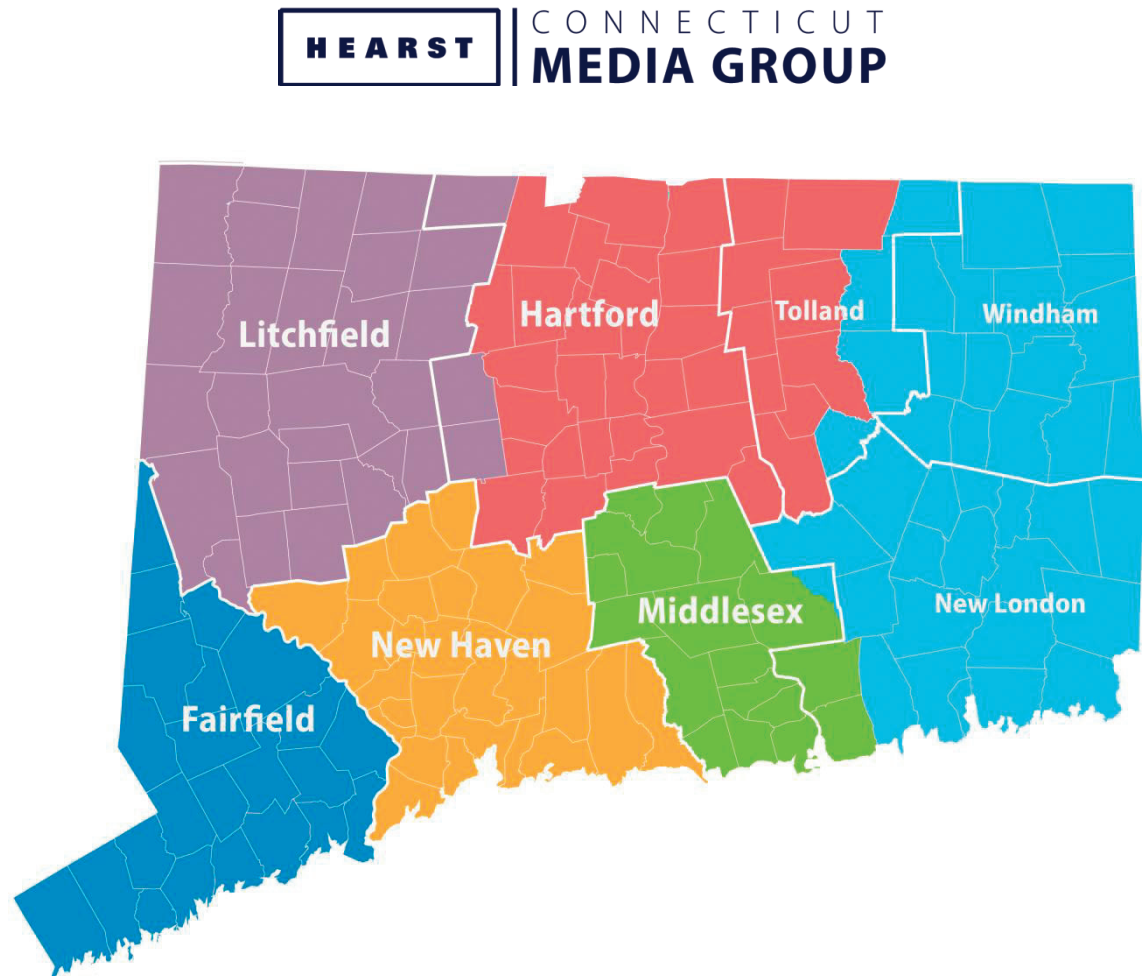


Greenwich Time - Hearst Connecticut Media Group

Hearst Connecticut Media Group is the state's leading news organization, encompassing nine daily newspapers—including the New Haven Register, Connecticut Post, Greenwich Time, Stamford Advocate, and The Norwalk Hour—and 21 weekly publications that provide hyper-local coverage across Fairfield, New Haven, Litchfield, Middlesex, and Hartford counties.

Greenwich Time is a daily local newspaper that offers comprehensive coverage of local news, sports, business, politics, education, and more, both in print and online.

- Package TBD



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.

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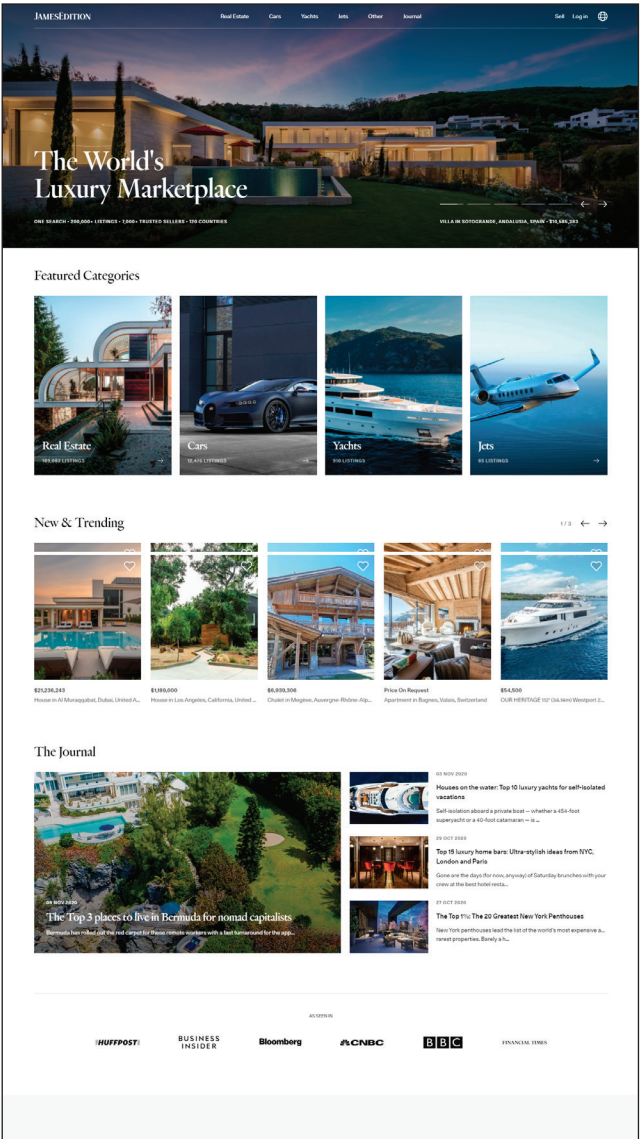
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

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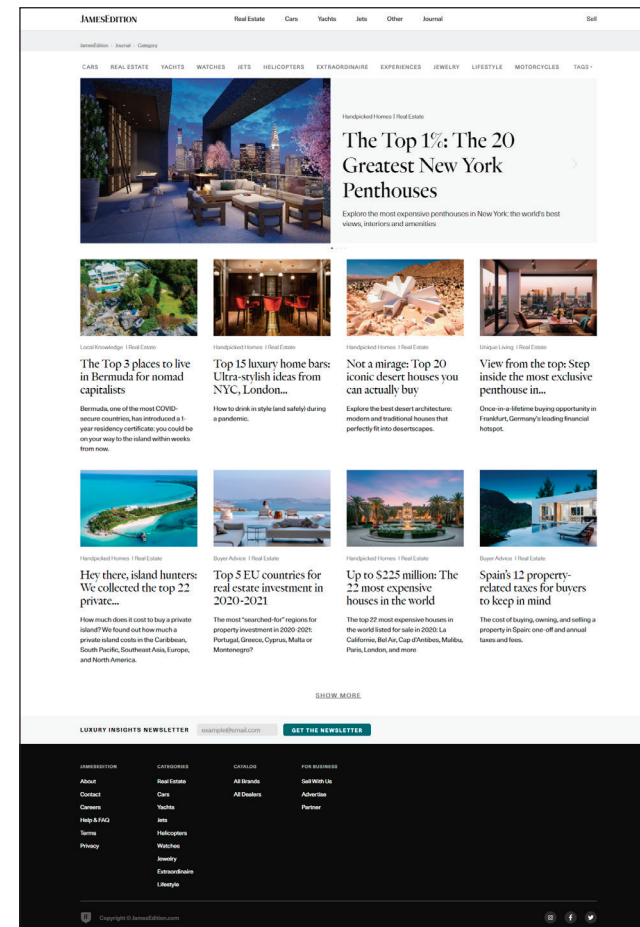
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

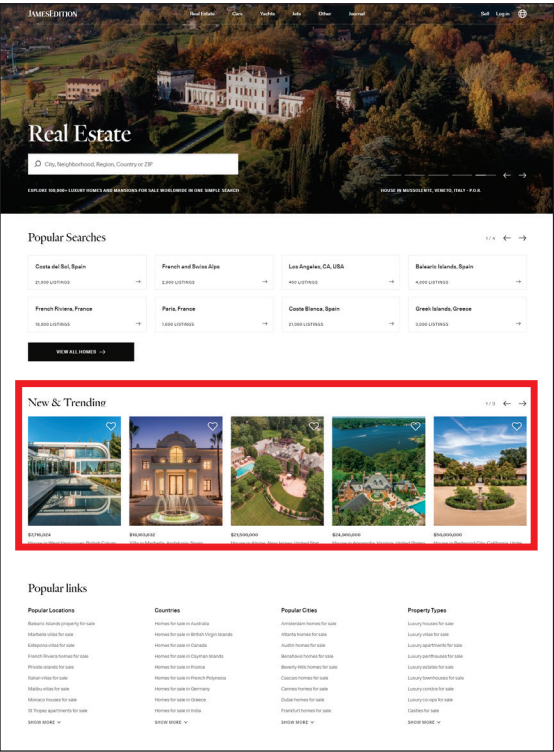
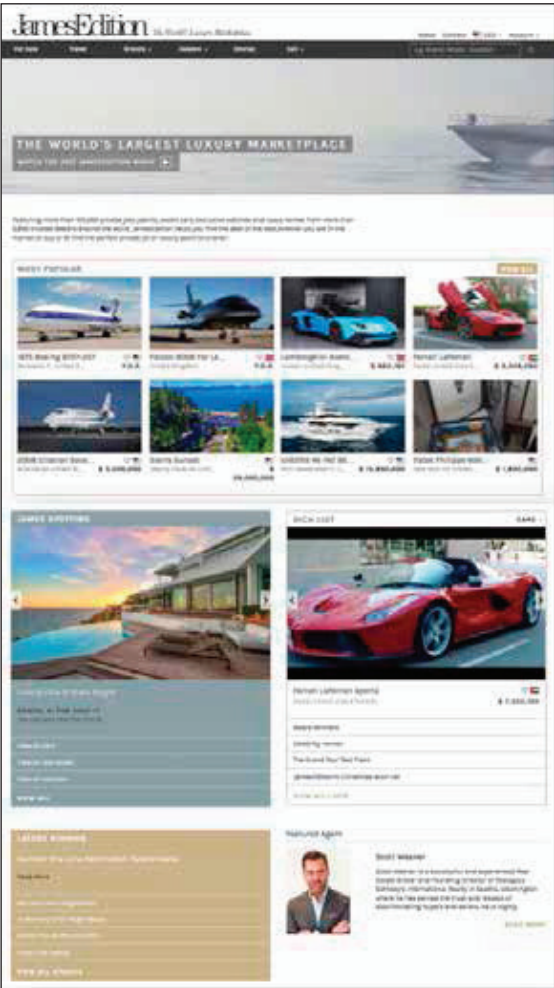
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

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

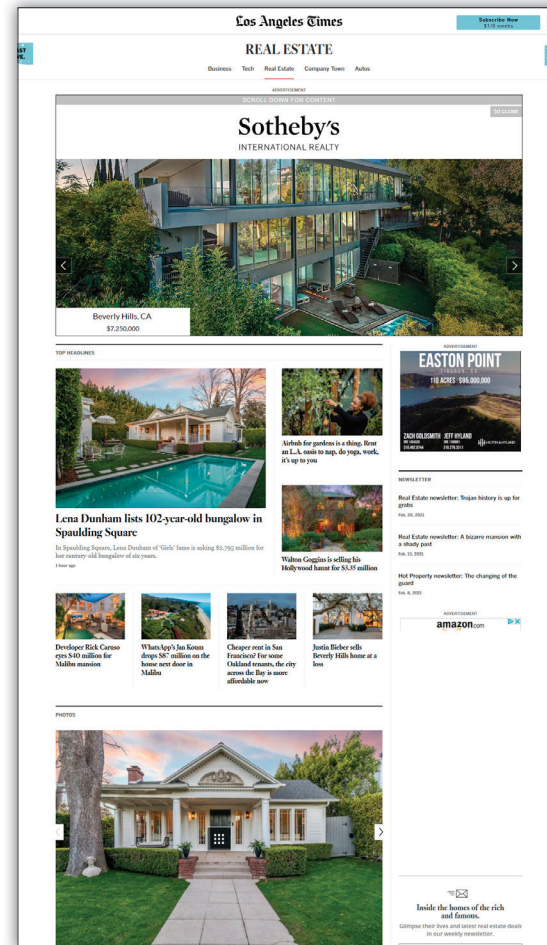
LA Times

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**



Bedford & New Canaan Magazine

Bedford & New Canaan Magazine is a Regional/Local Lifestyle Magazine that is distributed in Westchester and Fairfield counties. It publishes six times a year and is distributed to the most affluent households in the area (properties valued at \$2M+) with an average household income exceeding \$700K.

Circulation is 25,000 directly shipped to homes and up to 6,000 additional copies at high-end locations.

EBLAST: \$3,650

MONTHLY CALENDAR INCLUSION: \$1,250

INSTAGRAM STORY: \$650

INSTAGRAM 4 POSTS: \$750

INSTAGRAM REEL: \$1,875

PACKAGE 1:

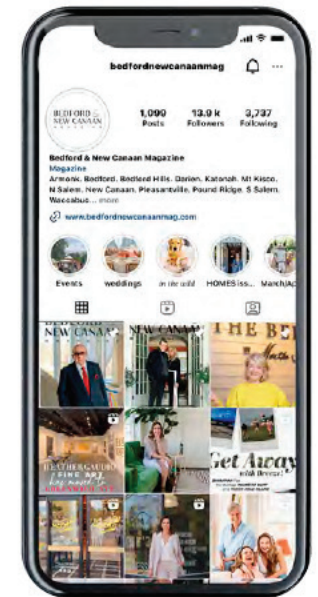
PRICE: \$36,500

- **Two page spreads + IG**
- Impactful two page spreads with premium placement in all 6 issues (July/Aug 25, Sept/Oct 25, Nov/Dec 25, Jan/Feb 26, March/April 26, May/June 26) plus 2 professionally produced IG reels at the timing of your choosing to Bedford/New Canaan IG audience of over 18k

PACKAGE 2:

PRICE: \$55,000

- **Two page spreads + editorial**
- Everything included in package 2 PLUS a feature editorial (6+ pages) on the development (with full client review) published in print and online.
- AND an e-blast to Bedford/New Canaan 12k local email subscribers.



NYTimes.com

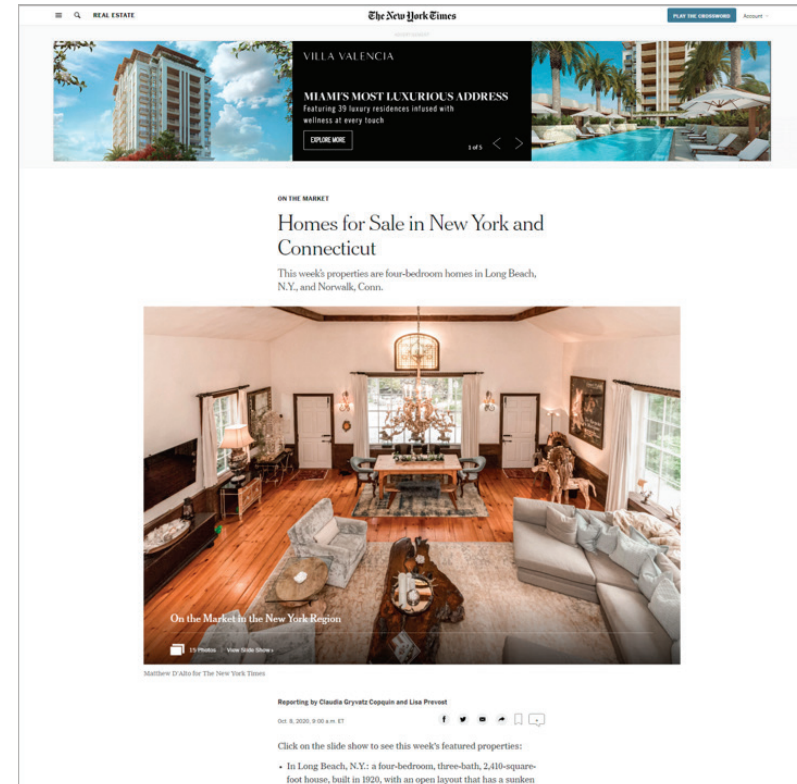
FLEX FRAME BANNER SLIDESHOW

String together a story with Slideshows. Seamless, fast-loading, and engaging, the Slideshow enables brands to showcase multiple looks or complementary products through a series of sequential images.

- National and International Geo-targeting
- Demographic and Behavioral Targeting
- 120K-165K Impressions per campaign

PRICE: \$3,750/MONTH

***Minimum 3 month purchase**



NYTimes.com

FEATURED PROPERTY MODULE

Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.


- Average CTR is between 0.36-0.55%

PRICE: \$3,000/2 WEEKS

4X Minimum Purchase

FEATURED PROPERTIES

ADVERTISEMENT



Una

Residences

BRICKELL WATERFRONT

From \$2 million

175 SE 25th Rd. Miami, FL

2-5 BR | 2-6.5 BA | Luxury
Condos

Una Residences

info@unaresidences.com

The Real Deal

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

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

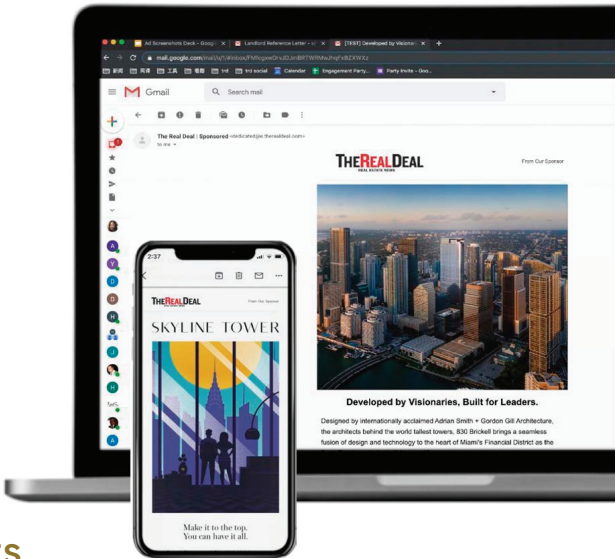
A Targeted Digital Reach Source

Site Stats:

- Unique visitors: **2M+**
- Total visitors: **3M+**
- Page views: **10M+**
- Mobile visits: **60%**

Demographics:

- Male/Female Ratio: **60% / 40%**
- Ages 25-54: **70%**



DEDICATED EBLASTS

The Real Deal provides cutting-edge news on the real estate industry in New York City and beyond. According to a recent Quantcast ranking, the Real Deal has the #1 wealthiest audience in the U.S. and falls in the top 25 on their list of websites with the most educated readers

OPPORTUNITY DETAILS:

- Choice of regions as follows:

EMAIL CAMPAIGN	SENDS	OPENS	OPEN RATE	CLICKS	CTR
National Dedicated Benchmarks	140,000	21,253	15.18%	323	1.52%
NY Dedicated Benchmarks	40,000	6,212	15.53%	215	3.46%
SF Dedicated Benchmarks	34,000	5,645	16.60%	178	3.15%
LA Dedicated Benchmarks	26,000	3,814	14.67%	101	2.65%
CH Dedicated Benchmarks	23,000	1,907	8.29%	70	3.67%

NATIONAL \$10,000
NEW YORK \$8,250
SOUTH FLORIDA \$5,300
LOS ANGELES \$4,725
SAN FRANCISCO \$3,550

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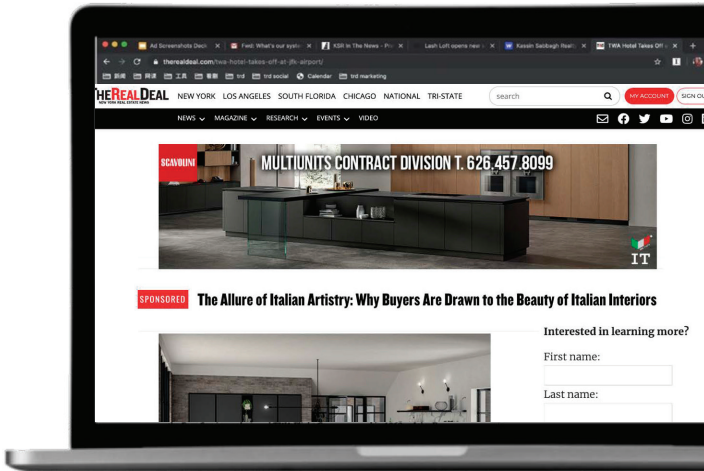
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SPONSORED & CUSTOM CONTENT

Sotheby’s International Realty can solidify their positioning and brand story, TRD repost existing content inclusive of articles, videos and more on TheRealDeal.com

SPONSORED CONTENT DETAILS:

- Content article provided and posted on TheRealDeal.com
- Content promoted on homepage for 1 week
- Content promoted in daily newsletters (2x)
- and via social media (2x)
- Content remains live on TheRealDeal.com
- Benchmarks: 3,000 + Pageviews & 2:03 Avg. Time Spent.

Custom content can be created with TRD Studio in collaboration with Sky upon request – additional fees may apply.

COST: FROM \$15,625 PER POST

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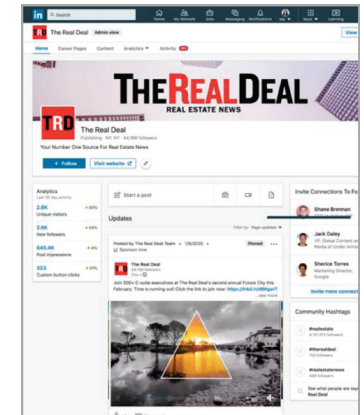
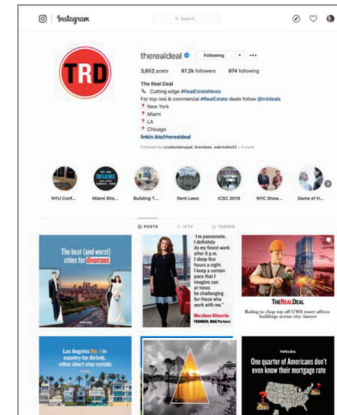
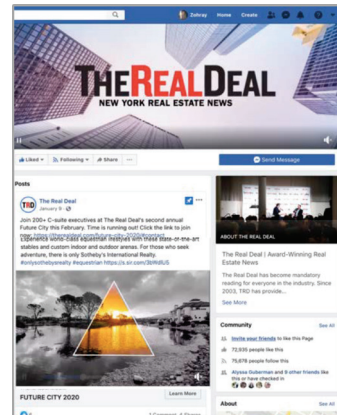
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SOCIAL PROMOTION

OPPORTUNITIES INCLUDE:

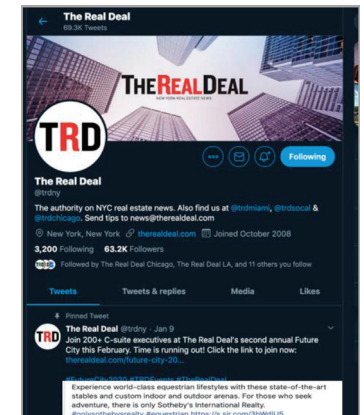
- Instagram stories
- Sponsored social posts
- Posts & stories directly targeted to Sotheby's International Realty desired audience

Facebook: **125K+**

Instagram: **439K+**

X: **88K+**

LinkedIn: **153K**



SOCIAL POST FACEBOOK: \$1,250

SOCIAL POST INSTAGRAM: \$1,250

The Wall Street Journal Online (WSJ.com)

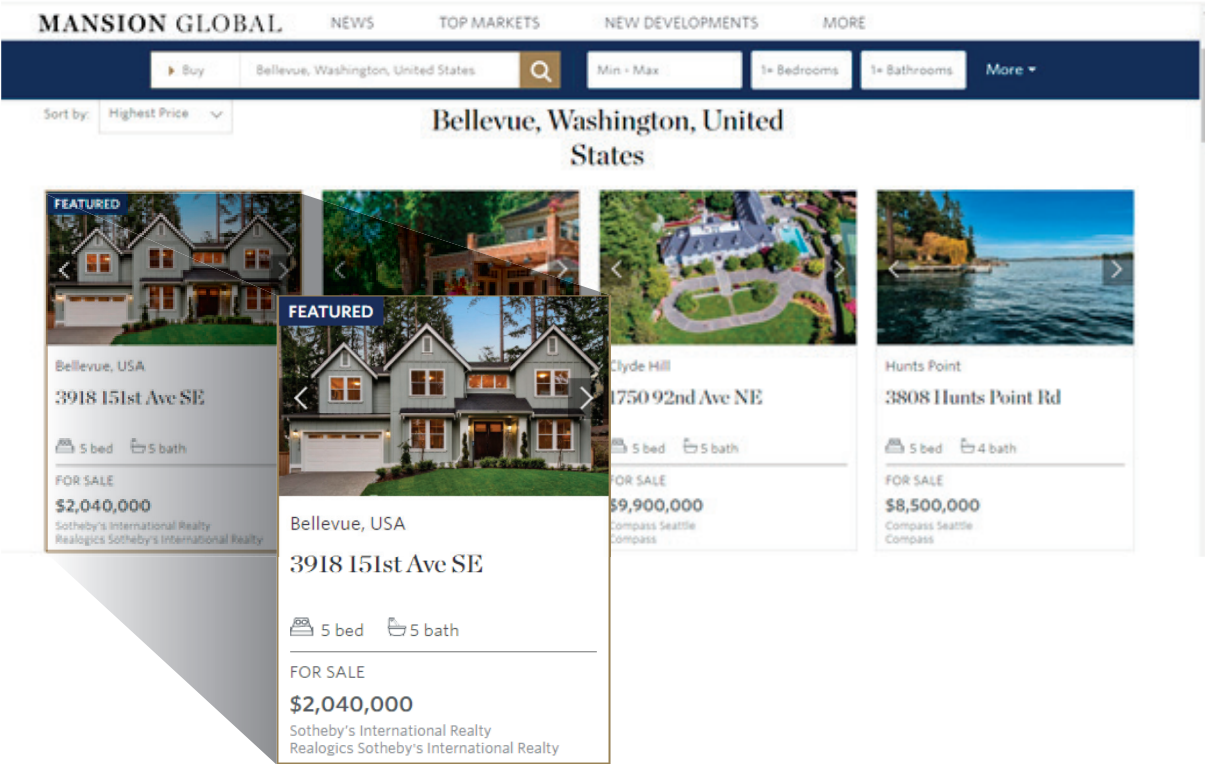
FEATURED PROPERTY UPGRADES

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

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

10 PROPERTIES: \$1,386

Included with print placement



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

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

INCLUDES

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

PRICE: \$1,000
3 Month Minimum

Buy Luxury properties by location

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

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

DESCRIPTION

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

[Read More](#)

AMENITIES [View Gallery](#)

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

[Show More](#)

NEIGHBORHOOD

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews [SHOP NOW](#)

The Wall Street Journal Online (WSJ.com)

MANSSION GLOBAL DAILY (M-F) ENEWSLETTER

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

PRICE: \$3,680

View in your browser

Manission 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 Bridge Park, Toronto, ON	\$10,000,000
3. 1100 North Avenue, Vancouver, BC	\$10,000,000
4. 1400 - 1011 Cantonment Street Toronto, ON	\$11,500,000
5. 1000 Park Crescent, Vancouver, BC	\$10,000,000
6. 1. 1000 Park Crescent, Vancouver, BC	\$10,000,000
7. 41 St. Patrick, Westmount, QC	\$10,000,000
8. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
9. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
10. 400 Sandhill Road, Toronto, ON	\$10,000,000

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	\$607,400	122	\$20,000,000
Whisper	\$1,053,300	26	\$25,000,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	302	\$30,000,000
Quebec	\$194,291	185	\$20,000,000
Westmount	\$1,376,900	22	\$20,000,000
Chateau-Richer	\$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](#) [AllChances](#)

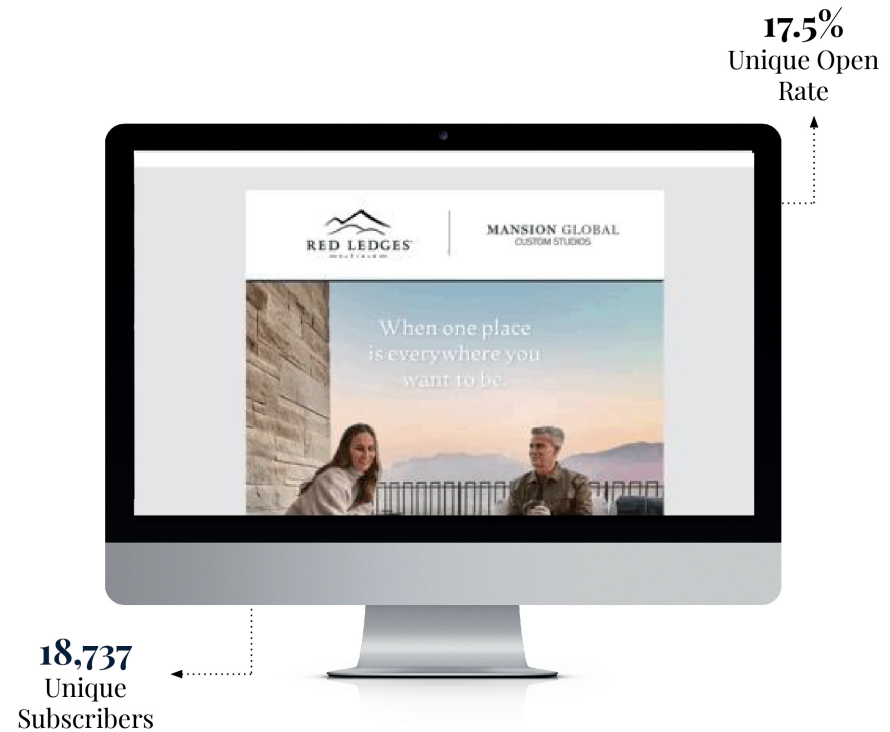
The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL CUSTOM E-NEWSLETTER

Take advantage of Mansion Global's Custom newsletter to showcase your brand as a luxury lifestyle and real estate leader to luxury connoisseurs and high-net-worth buyers around the world. From aspiration to action, Mansion Global's custom newsletter is the go-to read for the most powerful and affluent consumers, delivering all your newsworthy content directly to their inboxes- inspiring the luxury lifestyle & delivering results.

- **9,765** Unique Subscribers
- **29.9%** Unique Open Rate

PRICE: \$6,000 EXCLUSIVE EMAIL



The Wall Street Journal Online (WSJ.com)

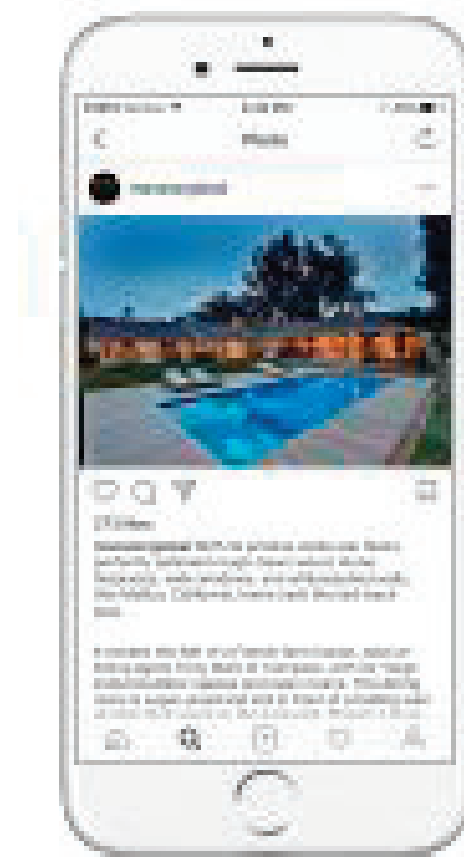
@MANSIONGLOBAL INSTAGRAM

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

- Followers: **76.2K**

INSTAGRAM: \$2,000

INSTAGRAM + BOOST: \$7,000



Westchester Magazine

Westchester County lifestyle magazine has a monthly readership of over 238,000 and a digital audience exceeding 250,000. The publication is primarily distributed via single-copy and home delivery but is also available on newsstands within the region.

Readership comprises the county's most educated and affluent, with an average home value of \$1.7 million and an average net worth of \$2.2 million.

PARTNER ARTICLE DIGITAL: \$4,250

EDITORIAL ENEWSLETTERS

DEDICATED EMAIL: \$1,950

CO-BRANDED SOCIAL MEDIA 14 DAYS: \$1,875

PACKAGE:

- 3 Full pages - Premium placement
- 1 Spread - Premium placement
- Best of Westchester Party Bronze Sponsorship
- Wine & Food Festival Grand Tasting Village Bronze Sponsorship
- One Partner content Article on Westchestremagazine.com
- 4 months ROS banners - 50,000 impressions per month

PRICE: \$35,000



Zillow

BOOST

Boost is a premier marketing solution designed to maximize exposure and engagement for luxury communities. Boost PT with retargeting on Facebook and Instagram stands out as the most effective strategy for reaching high-intent buyers.

To position The Quartier competitively, the recommended budget range would be, strategically allocated as follows:

- \$4,375 to Boost PT – Maximizing Facebook and Instagram social exposure
- \$1,875 to Boost Redfin – Expanding reach to a broader audience
- \$1,875 to Boost Luxury – Targeting high-net-worth buyers

TARGETING STRATEGY

Focus on reaching buyers, with targeting at multiple levels:

- DMA or County Level: Ensuring broad yet precise market reach.
- Zip Code Targeting
- Primary Focus Areas: New York Metro and beyond

FLEXIBLE TERMS & OPTIMIZED STRATEGY

- Begin with a 3- or 6-month term, transitioning to month-to-month flexibility afterward.
- Adjust spend and targeting as needed to optimize performance.



CREATIVE & PLACEMENT PREVIEW

Ads will be strategically positioned-

- Sponsored Placement: Prime positioning on Zillow, appearing in the second tile with a direct link to a custom landing page.
- Premium Visibility: Featured across Zillow, Trulia, Facebook, and Instagram, prioritizing Zillow/Trulia at a 2:1 ratio over social media.
- High-Impact Branding: Leverage Zillow's prestige and reach to generate awareness, engagement, and conversions.


Print Offerings



Sotheby's
INTERNATIONAL REALTY


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

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




Homes as unique as you


sothebysrealty.com




**17772 Sharp Road
MILLIKEN, MONTANA**
\$1,000,000
Call Sotheby's International Realty
Karyn Murphy at +1 403.331.3337




**101101101
CONCORD, NORTH CAROLINA**
Special Buyer Sotheby's International Realty
Kathleen Starnes at +1 843.656.8858




**1351 Mt. Airy.com
COLUMBIA, SOUTH CAROLINA**
Columbia Sotheby's International Realty
Sharon Chastain at +1 803.436.3303




**Lake Austin Serenity.com
AUSTIN, TEXAS**
Katie Sotheby's International Realty
Katie Sotheby Realty at +1 512.423.3335




**Home of the Century.com
AUSTIN, TEXAS**
Katie Sotheby's International Realty
Katie Sotheby Realty at +1 512.423.3335




**Home of the Century.com
AUSTIN, TEXAS**
Katie Sotheby's International Realty
Katie Sotheby Realty at +1 512.423.3335




**7 The Point, New Zealand
NEW ZEALAND**
\$8,000,000 USD
New Zealand Sotheby's International Realty
Ian McFarlane at +64 21 537 8578




**21 South Bridge Lane
NEW ZEALAND**
\$1,000,000 USD
Call Sotheby's International Realty
Kathleen Starnes at +1 843.656.8858




**5105 Carlsbad Boulevard
CARLSBAD, CALIFORNIA**
\$2,500,000
Call Sotheby's International Realty
Erica Hunsicker at +1 858.324.3337



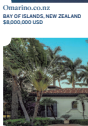
**20501 Evans Street
LOS ANGELES, CALIFORNIA**
\$5,000,000
Call Sotheby's International Realty
Erica Hunsicker at +1 858.324.3337




**12808 Rose
LOS ANGELES, CALIFORNIA**
\$5,000,000
Call Sotheby's International Realty
Erica Hunsicker at +1 858.324.3337




**26 Summit Road
NEW ZEALAND**
\$1,000,000
Call Sotheby's International Realty
Kathleen Starnes at +1 843.656.8858




**21 South Bridge Lane
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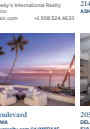
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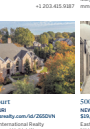
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21 South Bridge

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 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
EIGHT PROPERTY SPOT, COLOR: \$6,080

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Sotheby's
INTERNATIONAL REALTY

Discover the unique

sothebysrealty.com

Omarino.co.nz
PRICE UPON REQUEST
New Zealand Sotheby's International Realty
Ben Mackay
ben.mackay@sothebysrealty.com +64 219.37885

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

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

300Bull-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

Scafair – Harbour Island
ELUTHERA, THE BAHAMAS
\$15,950,000 | sirbahamas.com/id/61421
Bahamas Sotheby's International Realty
Colleen Carey
colleen.carey@sirbahamas.com +1.242.818.6038

75 Hunki Dori Court, #W113
KESTONE, COLORADO
\$5,000,000 | sothebysrealty.com/id/QBKT4J
LIV Sotheby's International Realty
Hank Wietheke | Doyle Richmond
doyle.richmond@sothebysrealty.com +1.970.390.9240


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

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

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

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

Sotheby's
INTERNATIONAL REALTY

April 2025 | sothebysrealty.com

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 delivers perfection offering all the benefits and grandeur of townhouse living along with the convenience and services of a distinguished, luxury Park Avenue cooperative. Featuring 17'10" to 19'10" floor 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, Anne Hempleton, has it all.



Triple Mint Designer Duplex on Park Avenue

Wendy Arry
Senior Global Real Estate Advisor
Associate Broker | 917.361.9038
wendy@nysirsothebyrealty

Sotheby's International Realty® East Side Manhattan Brokerage: 1650 Madison Avenue, 2nd Floor, New York, New York 10022 | www.sirsothebyrealestate.com/nyc/midtown



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Sotheby's
INTERNATIONAL REALTY


1130 Park Avenue, PH-A
New York, New York | \$9,600,000 J132P@ParkHousePH.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.

850 Park Avenue, 6S
New York, New York | \$4,700,000 BNP@ParkHouse.com

This highly desirable, one-of-a-kind home delivers perfection with the ultimate features in luxury: incredible views, grand proportions and prime location.



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

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**William
Pitt**

REAL ESTATE
REalty



Idyllic Estate on Park-Like Grounds

637 Valley Road New Canaan, Connecticut

\$4,200,000
sothebysrealty.com/cd/v2PCQY

Experience the unparalleled 3700 Valley Road estate—a majestic stone Georgian Colonial on 10.4 idyllic acres along the Silvermine River. This \$2,000,000+ masterpiece features a chef's kitchen, stately library, ensuite bedrooms with eight fireplaces, a billiards room, and a private game wing. Outdoors, enjoy a pool, tennis and polo/ski courts, bluestone patios, and a fire pit. The updated 2010 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







Janine Fisher
Licensed Real Estate Salesperson
203.858.0749
janine.horne@sothebysrealty.com



LM Home Team at William Pitt Sotheby's International Realty
Laurie: 937.505.6273 | Marnie: 203.444.6372
lmhometeam@sothebysrealty.com

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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%**

FULL PAGE, COLOR
MANHATTAN: \$2,510
WESTCHESTER/FAIRFIELD: \$2,340
SOUTH FLORIDA: \$2,920



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%**

HALF PAGE: \$2,000

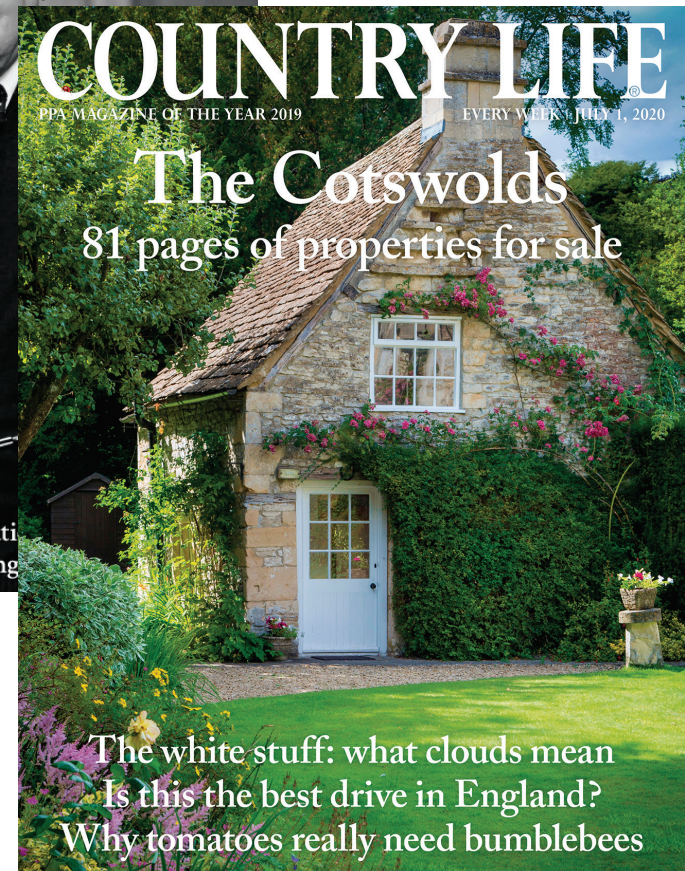
FULL PAGE: \$3,300

DOUBLE PAGE SPREAD: \$6,400

FULL PAGE ADVERTORIAL: \$4,500

DOUBLE PAGE ADVERTORIAL: \$8,900

International Properties Edition



Dwell

MODERN MARKET

Dwell is the marketplace to living with good design. A trusted authority for 20 years, connecting consumers and design professionals with inspiration, products, and the tools they need to achieve their goals. Published six times a year, each issue of Dwell Magazine includes exclusive stories on the most innovative leaders in architecture and design, presenting modern homes that encapsulate the concept of good design

- Circulation: **215,000**
- Total Reach: **917,000**
- **60%** Female/ **40%** Male
- Average Age: **48**
- Average HHI: **\$227,000**
- Source: **Google Analytics, Quantcast, and Sprout Social 2019**

SMALL AD: \$800

MEDIUM VERTICAL AD: \$1.300

MEDIUM HORIZONTAL AD: \$1.875

LARGE AD: \$2.500

FULL PAGE: \$4.375



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

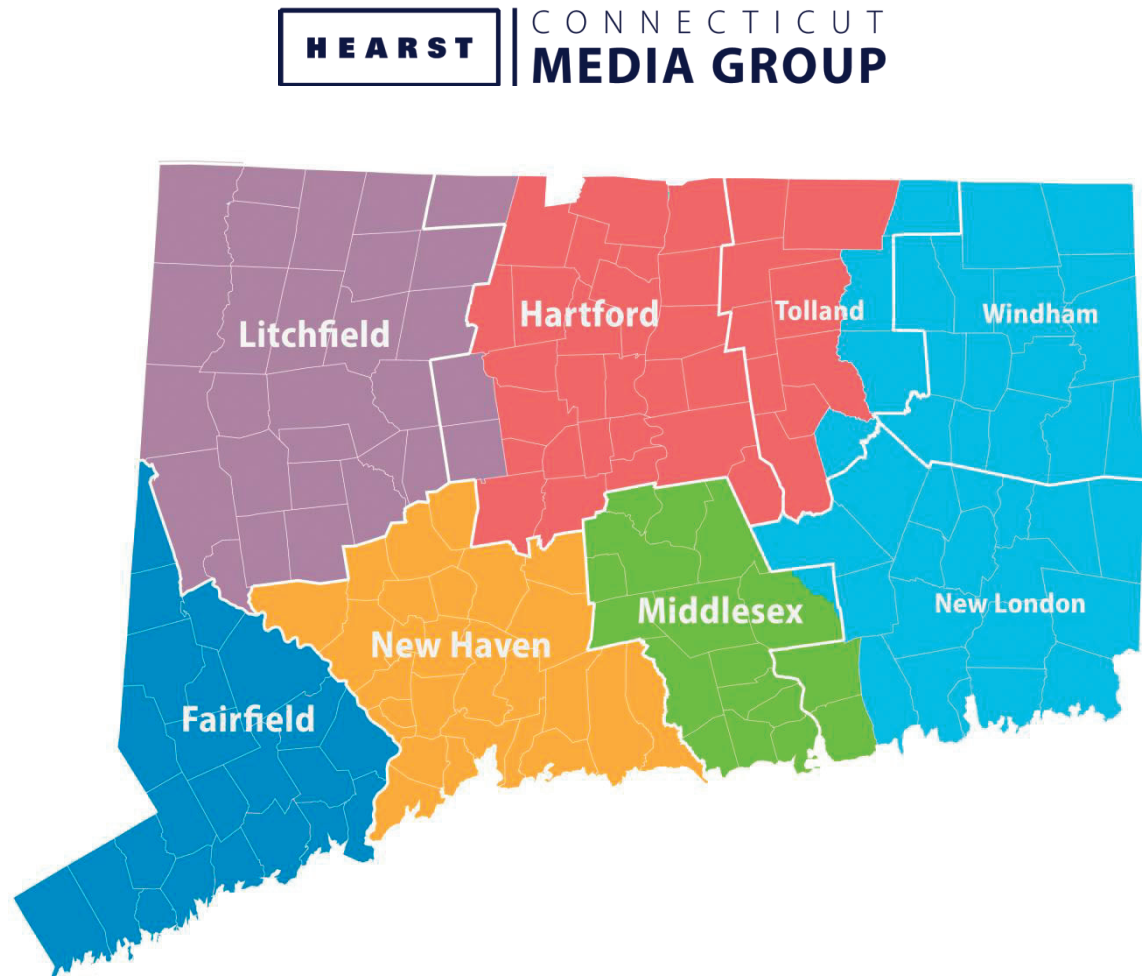
Global

Greenwich Time - Hearst Connecticut Media Group

Hearst Connecticut Media Group is the state's leading news organization, encompassing nine daily newspapers—including the New Haven Register, Connecticut Post, Greenwich Time, Stamford Advocate, and The Norwalk Hour—and 21 weekly publications that provide hyper-local coverage across Fairfield, New Haven, Litchfield, Middlesex, and Hartford counties.

Greenwich Time is a daily local newspaper that offers comprehensive coverage of local news, sports, business, politics, education, and more, both in print and online.

- Package Pricing: TBD



- 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

Zen-like Setting in Santa Fe

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

Adrienne DeGuerre
 Associate Broker, Licensed #23563
 505.351.8093
adrienne.deguerre@sothebysrealty.com

Sotheby's International Realty - Santa Fe Brokerage | (31) Washington Avenue, Santa Fe, New Mexico | 505.988.9368 | sothebysrealty.com

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Vista Sotheby's
Realty International, Inc.

Vista Playa Estate

7306 Vista Del Mar Ln, Playa del Rey, CA

\$17500,000

sothebysrealty.com/161028909

A grand master estate with unparalleled views, the Vista Playa Estate is a true masterpiece of luxury and design for the discerning sophisticated leading-edge property professional and investor. This custom built Playa Del Mar estate offers unparalleled 270 degree ocean views spanning multiple blocks, all within the immediate 10 to 15 minute drive. Contact me today to schedule an exclusive showing of this one of a kind property.

7 Bedrooms
10 Bathrooms
10,887+ sq.ft

Vincent Sarhan
Sales Associate CNE #01254957
310.555.0048
vincent.sarhan@sotheby.com

Vincent Sarhan is a Sotheby's Realty, 1005 L Columbia Ave, Redwood Beach, CA 90276 agent.

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Sotheby's
International Realty

The Residences at Stanly Ranch

Auberge Resorts Collection

Private Residences Starting at \$2.95M
StanlyRanchFips.com

The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for a luxury lifestyle. Each suite is a fully furnished private residence with a chef's kitchen, Auberge's unparalleled service. Residents may enjoy access to luxury spa treatments, including their own private, spa and fitness center, swimming pool, and Auberge Resorts Collection's world-class, bespoke hospitality.

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

Matt Elgertson
CREA 02000702
707.538.8600
ourstanlyranchfips.com

Sotheby's International Realty® Realty® Private Residences | 200 Frank, Commercial Napa, CA

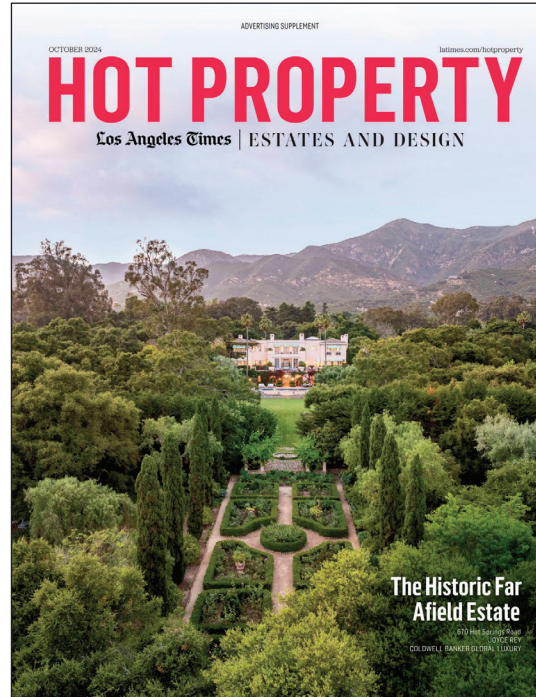
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Los Angeles Times Hot Property And Digital Lighthouse

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**



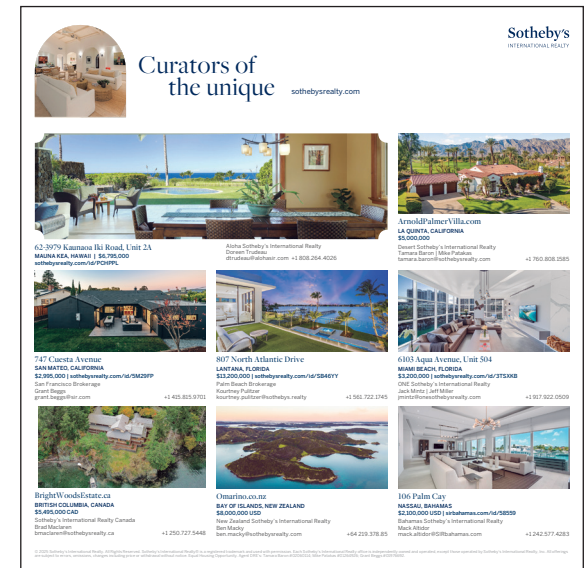
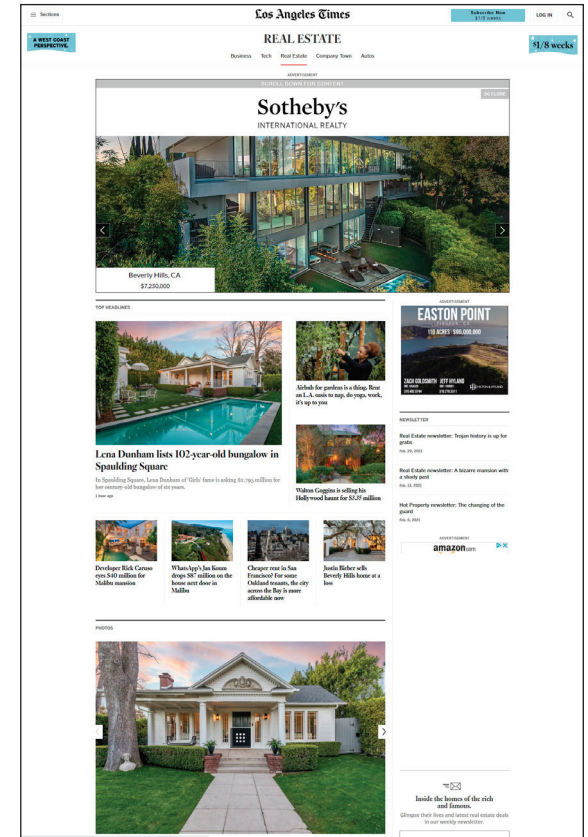
LA TIMES DIGITAL LIGHTHOUSE

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



Bedford & New Canaan Magazine

Bedford & New Canaan Magazine is a Regional/Local Lifestyle Magazine that is distributed in Westchester and Fairfield counties. It publishes six times a year and is distributed to the most affluent households in the area (properties valued at \$2M+) with an average household income exceeding \$700K.

Circulation is 25,000 directly shipped to homes and up to 6,000 additional copies at high-end locations.

PRICING: BASED ON AD SIZE AND FREQUENCY

PACKAGE 1:

PRICE: \$36,500

- **Two page spreads + IG**
- Impactful two page spreads with premium placement in all 6 issues (July/Aug 25, Sept/Oct 25, Nov/Dec 25, Jan/Feb 26, March/April 26, May/June 26) plus 2 professionally produced IG reels at the timing of your choosing to Bedford/New Canaan IG audience of over 18k



PACKAGE 2:

PRICE: \$55,000

- **Two page spreads + editorial**
- Everything included in package 2 PLUS a feature editorial (6+ pages) on the development (with full client review) published in print and online.
- AND an e-blast to Bedford/New Canaan 12k local email subscribers.

The Real Deal

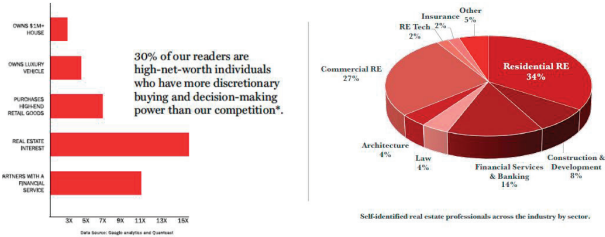
For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

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

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

A Targeted Digital Reach Source

TRD READERS ARE DECISION MAKERS



WITHIN THE RE INDUSTRY

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

Distribution:

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

PRINT MARKETING

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

Opportunity details:

- **National – Monthly**

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

Based on 8 Insertions

STRATEGIC PRINT OPTIONS



NATIONAL

Circulation:

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



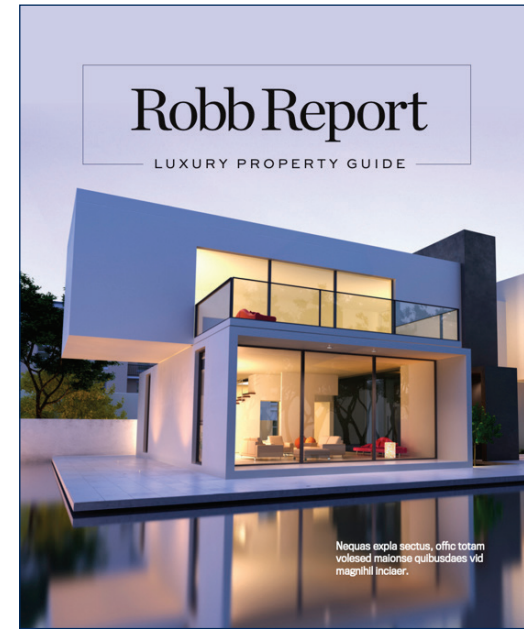
DATA BOOK

Circulation:

- 50,000 annual

- **\$555K** average HHI
- **\$1,8MM** highest total real estate value

Global









Joel Scheinman
Global Real Estate Advisor
981.587.4894
joel.scheinman@sothebysrealty.com







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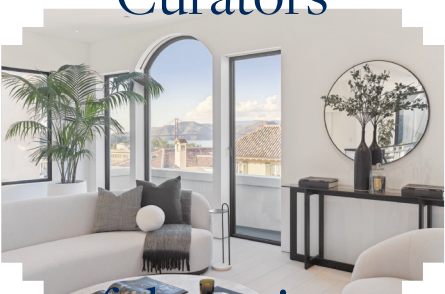
San Francisco & Silicon Valley Takeover

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 | sothebysf.com

Sotheby's
INTERNATIONAL REALTY



1272 Cantata Court
Palo Alto, California | \$4,495,000 | 1272cantata.com
4 Bedrooms | 5 Full Baths | 3,404 sq. ft. of living space on 1.384 acre lot | Beautifully landscaped grounds



4077 Los Altos Drive
Palo Alto, California | \$2,695,000
3 Bedrooms | 2 Full, 1 Half Baths | 4077losaltosdrive.com


64 Spanish Bay Circle
Palo Alto, California | \$4,495,000
4 Bedrooms | 4 Full, 1 Half Baths | 64spanishbay.com

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Omarino



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Price Upon Request
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Ben Mackay
Sales Associate
+642011880
ben.mackay@sothebyrealty.com

New Zealand Sotheby's International Realty North | 108 Hardmore Road, Tairāhema, Auckland, New Zealand | sothebynz.com

Sotheby's
INTERNATIONAL REALTY

The Residences at Stanly Ranch

Auberge Resorts Collection

Private Residences Starting at \$2.95M
StanlyRanchNapa.com

The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for a luxury lifestyle. Each Stanly 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.

Set under an hour to San Francisco, at the gateway to Napa Valley, enjoy the sophisticated Wine Country lifestyle focused on connection to the landscape, world-class wineries and restaurants, and community-driven amenities.

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



Mark Ellingson
DRE# 0208272
707.224.8000
mark@stanlyranchnapa.com

Sotheby's International Realty Stanly Ranch Residences | 200 Stanly Crescent, Napa, CA

Westchester Magazine

Westchester County lifestyle magazine has a monthly readership of over 238,000 and a digital audience exceeding 250,000. The publication is primarily distributed via single-copy and home delivery but is also available on newsstands within the region.

Readership comprises the county's most educated and affluent, with an average home value of \$1.7 million and an average net worth of \$2.2 million.

PRICING: BASED ON AD SIZE AND FREQUENCY

PACKAGE:

- 3 Full pages - Premium placement
- 1 Spread - Premium placement
- Best of Westchester Party Bronze Sponsorship
- Wine & Food Festival Grand Tasting Village Bronze Sponsorship
- One Partner content Article on Westchestremagazine.com
- 4 months ROS banners - 50,000 impressions per month

PRICE: \$35,000



Out Of Home



Sotheby's
INTERNATIONAL REALTY

Out Of Home

LUXURY SHOPPING AREAS

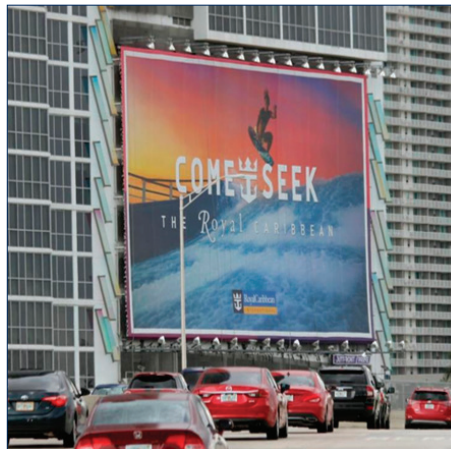
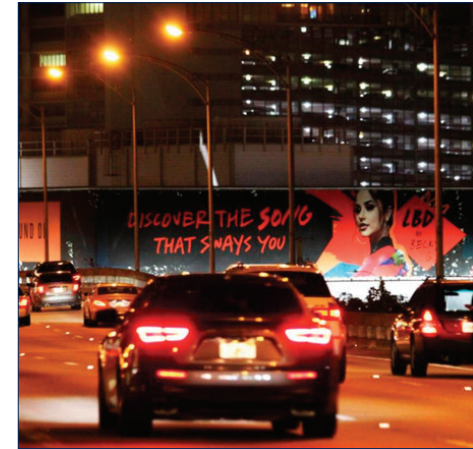
High end shopping malls continue to attract shoppers and they have many digital advertising displays usually at a very reasonable cost. An effective and continuous way to reach the target market.

BILLBOARDS

Billboards are a great vehicle to bring awareness to a large number of people who are traveling near the area.

AIRPORTS AND TRANSIT

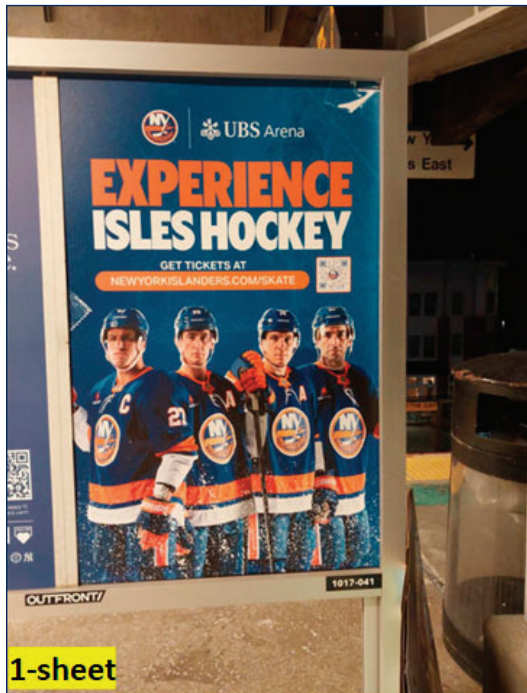
Airports offer a wide variety of advertising platforms and the regional airports and other transit hubs can be good options to reach your audience.



Metro North Railroad New Haven Line

RAIL PLATFORM POSTERS

Break riders away from their surroundings in the hectic commuter environment. Situated on the commuter rail platforms and walkways, vibrant and detailed Platform Posters target key demographics — educated and affluent audiences.



Metro North Railroad New Haven Line

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Metro North Railroad New Haven Line

KIOSKS

These highly visible Platform Kiosks keep your message front and center in highly trafficked boarding and waiting areas.

Platform Kiosks demand attention in an otherwise hectic commuter environment.



Metro North Railroad New Haven Line

LIVECARDS

Impact affluent commuters with Rail Livecards. Get your brand in front of this hard-to-reach audience which spends an average of 45 minutes on the train multiple times a week.

The Livecard network includes full motion or static, synchronized content.



Metro North Railroad New Haven Line

INTERIOR RAIL CARDS

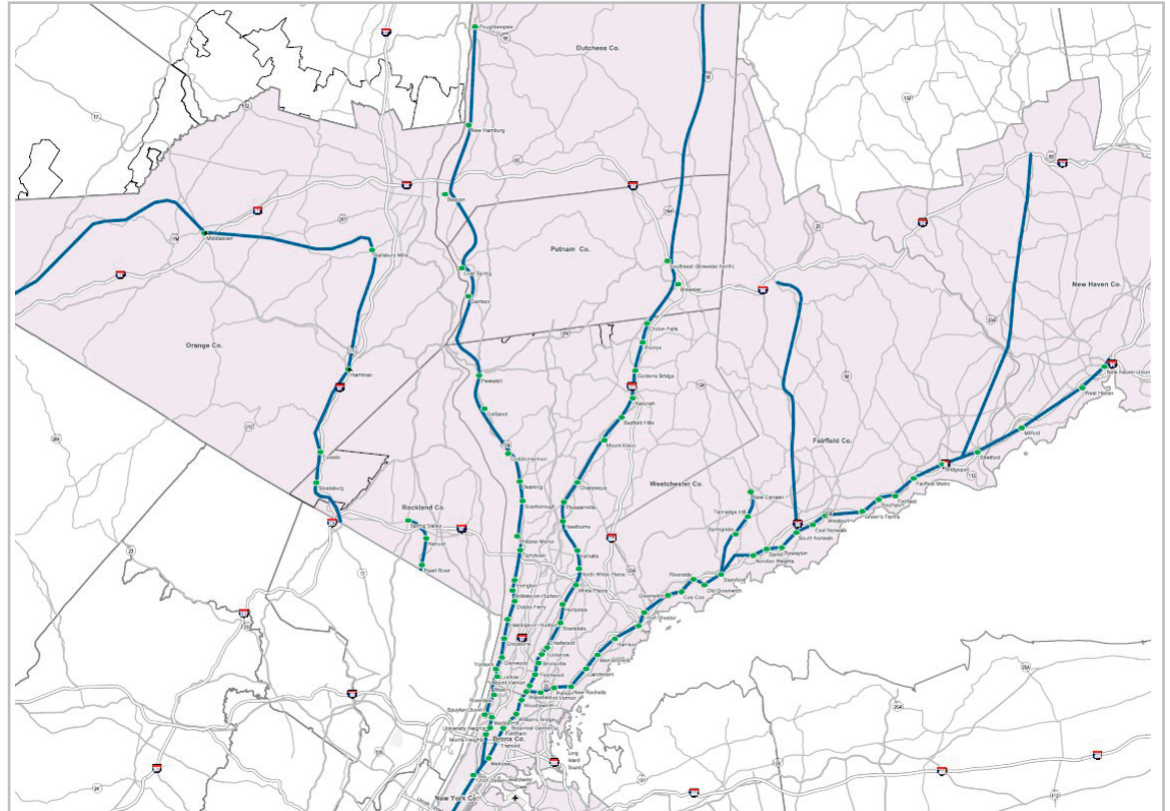
Commuter rail connects suburban dwellers with the business districts 2 times a day, multiple days a week, allowing opportunities for your message to be seen.

With hard-to-miss placement, high reach and frequency, Interior Rail Cards help your message standout.



Metro North Railroad New Haven Line

**NEW YORK: METRO NORTH PLATFORM
KIOSKS**



Metro North Railroad New Haven Line

NEW YORK CITY & METRO NORTH
COUNTIES: METRO NORTH POSTED
STATIONS



Metro North Railroad New Haven Line

PLACEMENT	TYPE	4 WEEK PRICE*
Metro North 1-Sheet	23 Units	\$7,150.00
Metro North 1-Sheet	1 Unit	\$775
Metro North 2-Sheet	23 Units	\$9,300
Metro North 2-Sheet	1 Unit	\$970
Metro North 3-Sheet	23 Units	\$8,600
Metro North 3-Sheet	1 unit	\$1,170
New Haven Line	Metro North - Live Cards	\$54,000
New Haven Line	Metro North - Interior Car Cards	\$27,000
Metro North Kiosks	Per Unit	\$800

*Production not included

Schedule,
Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Media	Ad Description	July	August	September	October	November	December	January	February	March	April	May	June	Media Total	Reach
Sotheby's Auction House: Print															
Sotheby's Magazine	Quarter Page			\$ 1,315.00			\$ 1,315.00			\$ 1,315.00				\$ 3,945.00	60,000
Sotheby's Auction House: Digital															
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00					\$ 2,585.00					\$ 5,170.00	1,540,000
Digital															
Million Impressions*															
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 19,500.00	6,000,000
Million Impressions	Targeting - NY Metro, CT,Boston, Philadelphia, Washington DC, FL,CA, UK														
Google Adwords															
Google Adwords	Digital PPC program	\$ 2,750.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 24,750.00	
Comprehensive Digital															
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 18,000.00	1,200,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 21,000.00	1,800,000
OTT & Video Pre-roll Combo	Internet Connected Device ads									\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 10,000.00	200,000
Online Audio Ads	15-30 seconds audio content	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 24,000.00	360,000
Geofencing - Event and Location															
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 18,000.00	720,000
Conde Nast UK															
Conde Nast UK	Instagram Post			\$ 2,750.00				\$ 2,750.00						\$ 5,500.00	400,000
Cottages & Garden															
Instapartnership	Post and Stories takeover												\$ 1,950.00	\$ 1,950.00	64,300
Spotlight + Property of Note	Rotating Gallery													\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week			\$ 5,000.00					\$ 5,000.00		\$ 2,950.00			\$ 10,000.00	120,000
C&G Stories	Content development					\$ 5,295.00								\$ 5,295.00	11,510,000
Country Life															
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00				\$ 2,250.00								\$ 4,500.00	50,000
Crain's New York Business															
Crain's New York Business	Daily E-Newsletter M-F				\$ 4,200.00									\$ 8,400.00	30,000
Crain's New York Business	Luxury Home Spotlight - custom e-blast			\$ 5,500.00					\$ 5,500.00		\$ 4,200.00				
Dwell.com															
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB			\$ 6,000.00										\$ 6,000.00	1,750,000
Greenwich Time - Hearst CT Media Group															
Greenwich Time - Hearst CT Media Group	Custom Package							TBD						TBD	
Nob Hill Gazette															
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00			\$ 500.00			\$ 500.00			\$ 500.00			\$ 2,000.00	26,000
JamesEdition															
New & Trending Real Estate Position	Featured Spot				\$ 1,000.00									\$ 1,000.00	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
LA Times															
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus		Bonus	Bonus		Bonus		Bonus			Bonus		\$ -	2,550,000
Bedford & New Canaan Magazine															
Package 2	Custom print and digital package							\$55,000						\$ 55,000.00	
NYTimes.com															
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00			\$ 3,000.00			\$ 3,000.00			\$ 3,000.00			\$ 12,000.00	222,412

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Real Deal																			
Real Deal	E-blast - New York																		
Real Deal	Sponsored and Custom Content																		
Real Deal	Social Post Facebook																		
Real Deal	Social Post Instagram																		
WSJ.com																			
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 7,800.00		1,968,000	
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000				\$1,000				\$1,000			\$1,000		\$ 4,000.00		0	
Mansion Global e-Newletter	Daily Monday-Friday	\$ 3,680.00							\$ 3,680.00							\$ 7,360.00		34,000	
Mansion Global Custom E-mail																\$ 12,000.00		0	
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus		\$ 6,000.00	Bonus	Bonus	Bonus	Bonus	Bonus		\$ 6,000.00	Bonus	Bonus	\$ -			
Mansion Global Instagram	Mansion Global Instagram			\$ 2,000.00								\$ 2,000.00				\$ 4,000.00		152,400	
Westchester Magazine																			
Westchester Magazine	Custom Package															\$ 35,000.00		25,600	
Zillow																			
Zillow	Boost Package	\$ 8,125.00	\$ 8,125.00	\$ 8,125.00	\$ 8,125.00	\$ 8,125.00	\$ 8,125.00	\$ 8,125.00	\$ 8,125.00	\$ 8,125.00	\$ 8,125.00	\$ 8,125.00	\$ 8,125.00	\$ 8,125.00	\$ 8,125.00	\$ 97,500.00		307,200	
Zillow																\$ -		0	

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print															
Conde Nast Magazines															
Architectural Digest - Manhattan	Full Page														39,000
Architectural Digest - Westchester/Fairfield	Full Page														24,000
Architectural Digest - South Florida	Full Page														45,000
Country Life															
Country Life	Full Page														80,000
Dwell															
Dwell	Modern Market - Full Page														618,000
Financial Times															
Financial Times	Quadruple Property Spot	\$ 1,500.00													2,104,570
Greenwich Time - Hearst CT Media Group															
Greenwich Time - Hearst CT Media Group	Custom Package														
The Los Angeles Times															
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00													1,324,680
The Los Angeles Times	Takeover - Full Page		\$ 660.00												2,304,000
New Canaan & Bedford Magazine															
New Canaan & Bedford Magazine	Custom Package														
The New York Times															
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00													2,961,777
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00													2,961,777
The New York Times	Quadruple Property Spot - Weekday/Saturday		\$ 3,040.00												1,269,333
The New York Times Takeover	Full Page w/ Digital promotion			\$ 750.00											495,000
The New York Times Takeover	Inside Back Cover			\$ 1,150.00											495,000
The New York Times Takeover	Back Cover														672,000
The Real Deal															
The Real Deal	Full Page														648,000
Robb Report															
Robb Report	Robb Report Luxury Property Guide														107,000
San Francisco & Silicon Valley															
San Francisco & Silicon Valley	Takeover - Full Page														109,500
The Wall Street Journal															
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade	\$ 3,180.00	\$ 3,180.00												7,088,664
The Wall Street Journal															
Mansion Global Experience Luxury	Weekend Property insert	\$1,985.00													400,000
Westchester Magazine															
Westchester Magazine	Custom Package														
Out of Home															
Transit - Metro North	New Haven Line Trains and Platforms \$150-\$300K suggested Budget														
TOTAL															
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy															
Pricing Subject to Change															