



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Fray Jorge Advertising and Marketing Program

Chile | **Sotheby's**
INTERNATIONAL REALTY

Table of Contents

3 INTRO

4 SOTHEBY'S AUCTION HOUSE

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

9 DIGITAL

- 10 Impressions Campaign
- 15 Comprehensive Digital
- 17 Dwell Real Estate
- 18 Dezeen
- 19 Elite Traveler
- 20 JamesEdition.com
- 25 Le Figaro
- 26 List Globally
- 27 Luxury Estate
- 28 RobbReport.com
- 30 WSJ.com

32 PRINT

- 33 The Wall Street Journal
- 34 The New York Times
- 35 The New York Times International Edition
- 36 The New York Times Takeover
- 37 duPont Registry
- 38 Elite Traveler
- 39 Financial Times
- 40 Private Air Luxury Homes Magazine

41 SCHEDULE, PRICING & REACH

- 42 2025



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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Fray Jorge

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

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 Santiago, Chile.

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

LET'S DO
GREAT THINGS TOGETHER

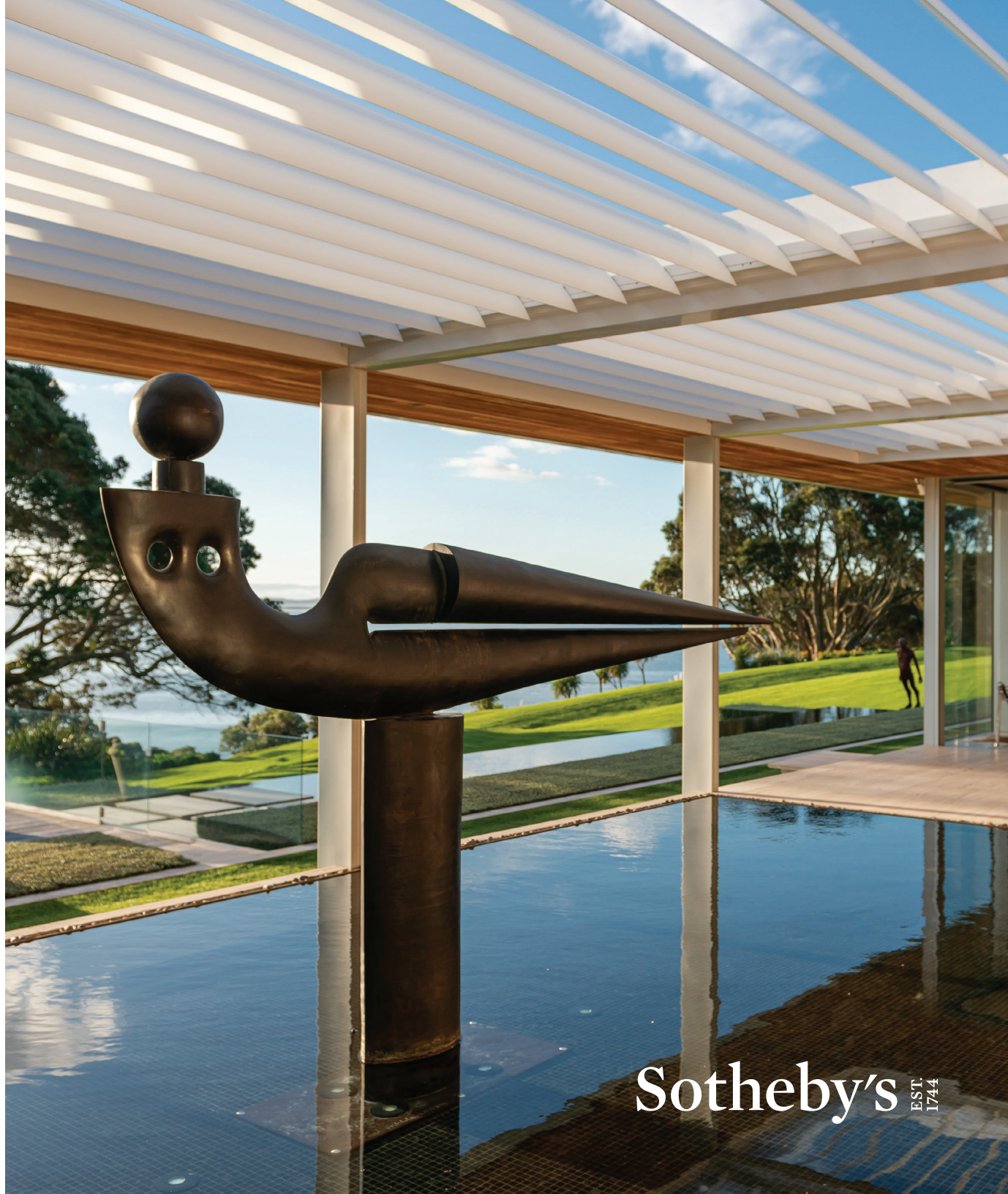
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

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

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

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

Sotheby's
Auction House
Offerings



Sotheby's EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

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



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

Sotheby's
INTERNATIONAL REALTY

San Jose, Georgia, United States
sothebyrealty.com/us/16180003
Atlanta Five Homes
Sotheby's International Realty
Chase Mann
chase.mann@sothebyrealty.com

Co-listed with
Sotheby's International Realty
Susan Schmitt and Ben Howard
susan.schmitt@sothebyrealty.com
ben.howard@sothebyrealty.com
\$400,000,000 USD

Residence on Sankar Patel Marg
New Delhi, India
sothebyrealty.com/us/16181421

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/us/16180285

This unique home encompasses an entire floor and parking area and city views. With a carpet area of around 500 sq. ft. (4,500 sq. ft.) and two spacious bedrooms, this duplex is a gemstone.

\$3,800,000 USD

Villa in Annapolis
Gurgaon, India
sothebyrealty.com/us/16181817

5.5 car park area of 11,000 sq. ft. (1,200 sq. ft.), this fully furnished house features a modern kitchen, a large living area, a master bedroom and an exclusive terrace. Features five bedrooms and an outdoor pool.

\$2,480,000 USD

Duplex Apartment on Sankar Patel Marg
Mumbai, India
sothebyrealty.com/us/16181817

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

\$2,232,000 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](#)


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

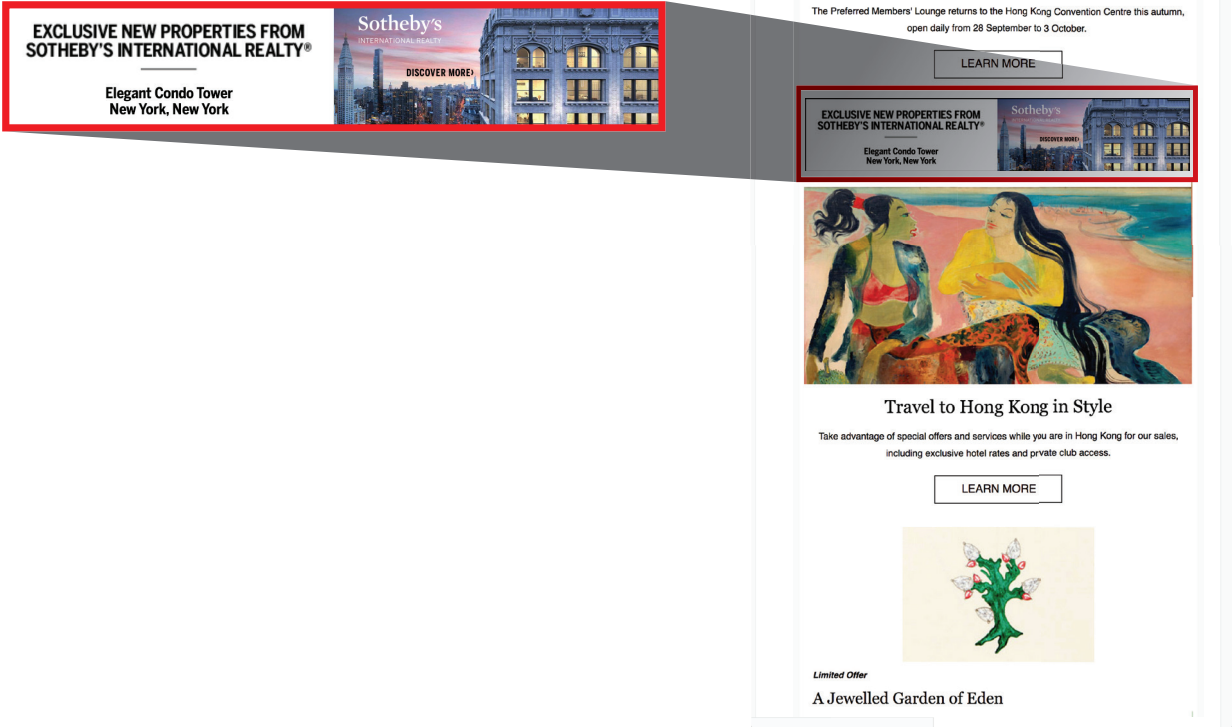
[f](#) [t](#) [i](#) [v](#) [m](#)

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](#)
© 2018 SOTHEBYS.COM

SOTHEBY'S PREFERRED
E-NEWSLETTERS

- 11x Year
- Highlights auction dates and invitations
- 4,500 top Sotheby's clients (Preferred)
- 43.7% open rate

PRICE: \$3,000



Digital Offerings



Chile | Sotheby's
INTERNATIONAL REALTY

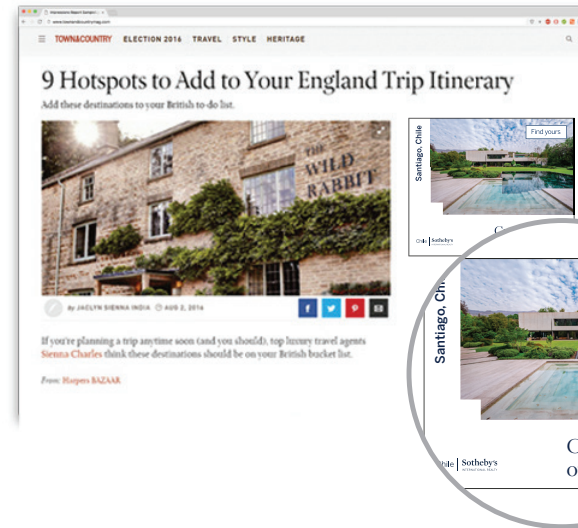
Impressions Campaign

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: **Fray Jorge**
- Flight Dates: **May 2025 - July 2025**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes



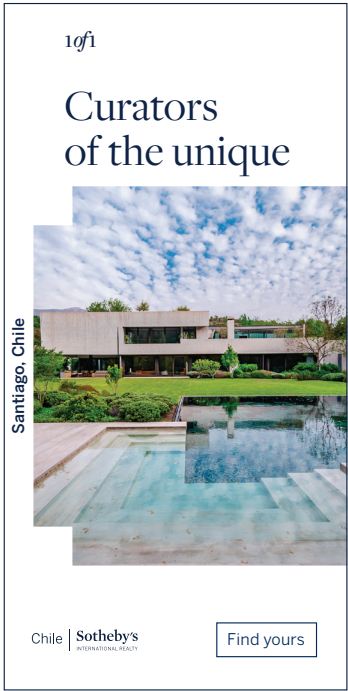
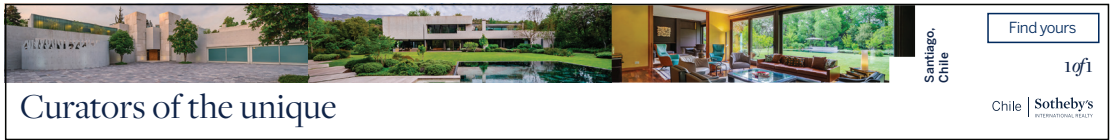
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

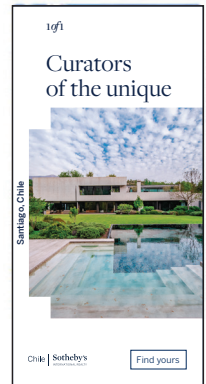
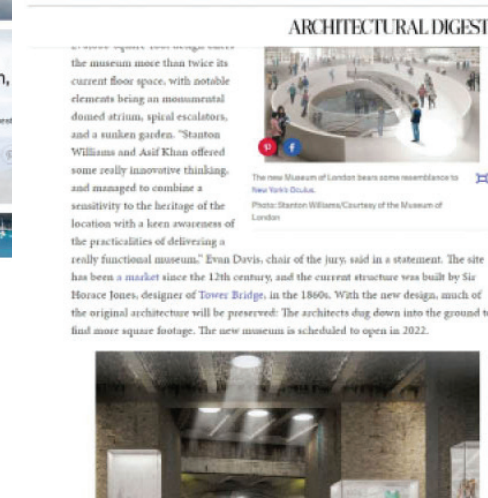
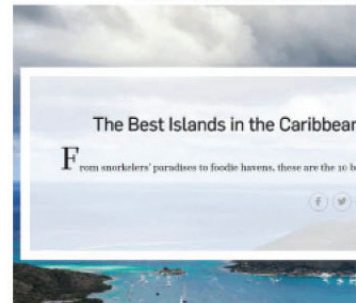
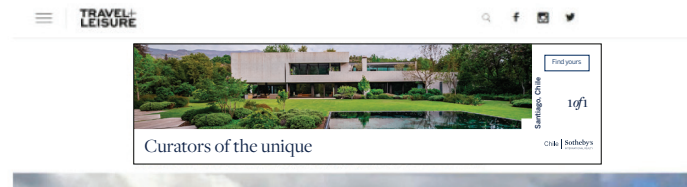
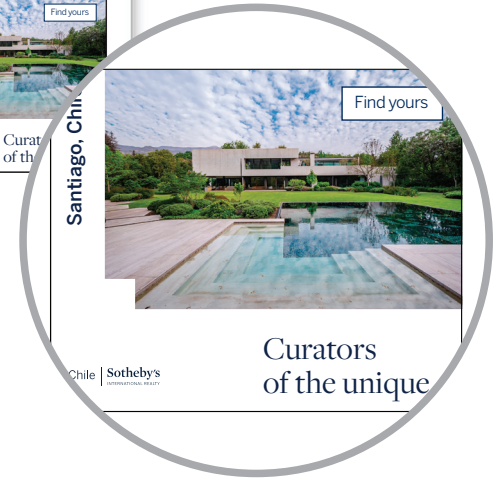
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

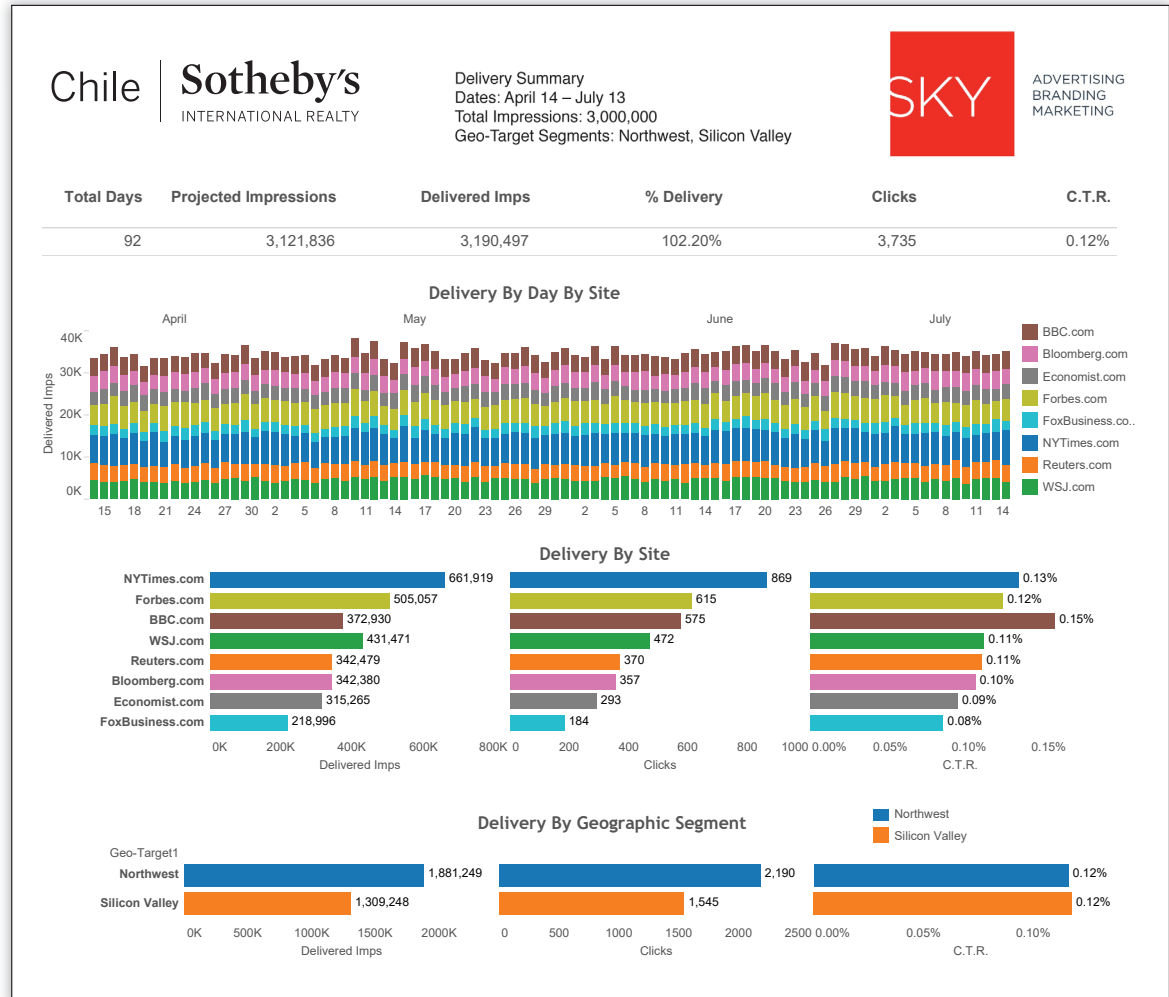


Comprehensive Reporting For Your Customized Campaign

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

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

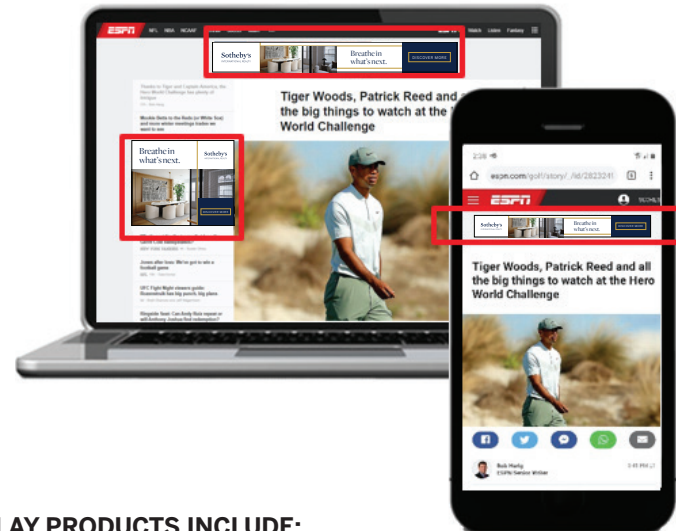
IMPRESSIONS PROGRAM SAMPLE REPORT



Comprehensive Digital

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

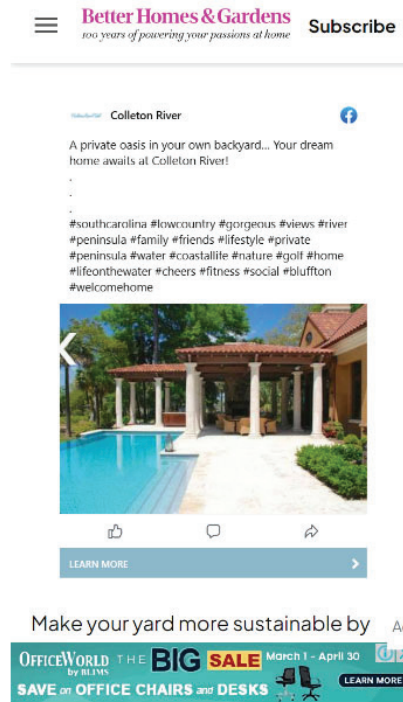
SOCIAL MIRROR ADS

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.

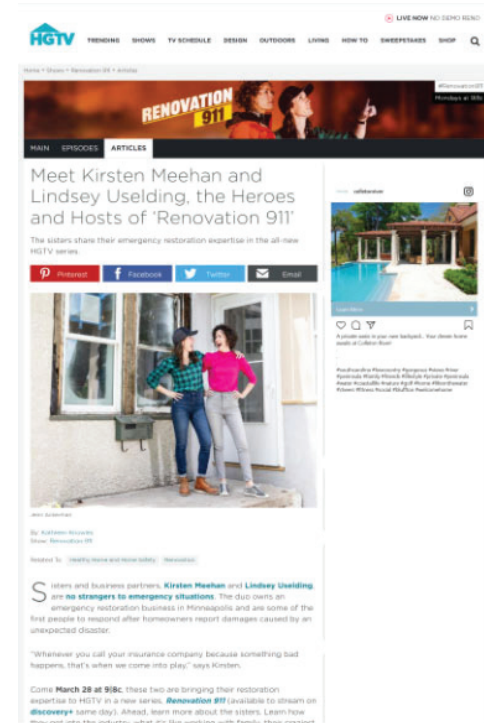
Ads can be display, video, OTT across connected TVs or carousel.



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



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

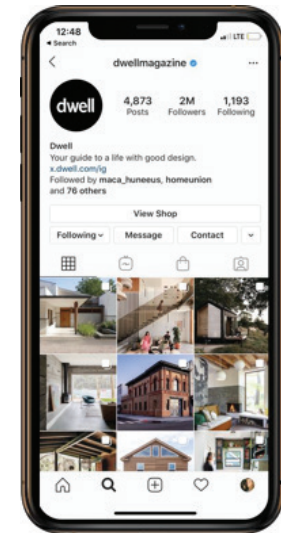
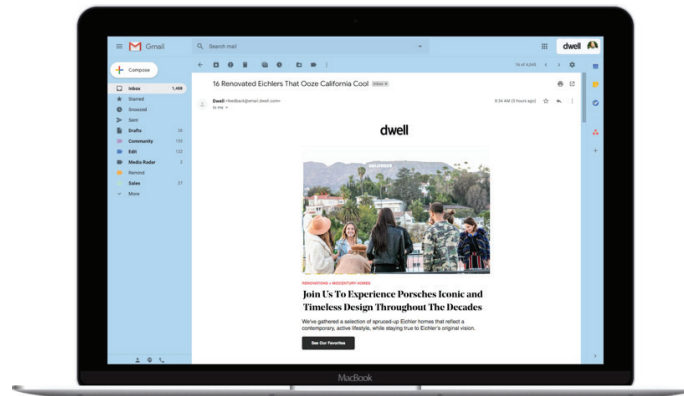
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

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



Dezeen

Dezeen is a popular and influential architecture, interiors and design magazine, with three million monthly readers and seven million social media followers.

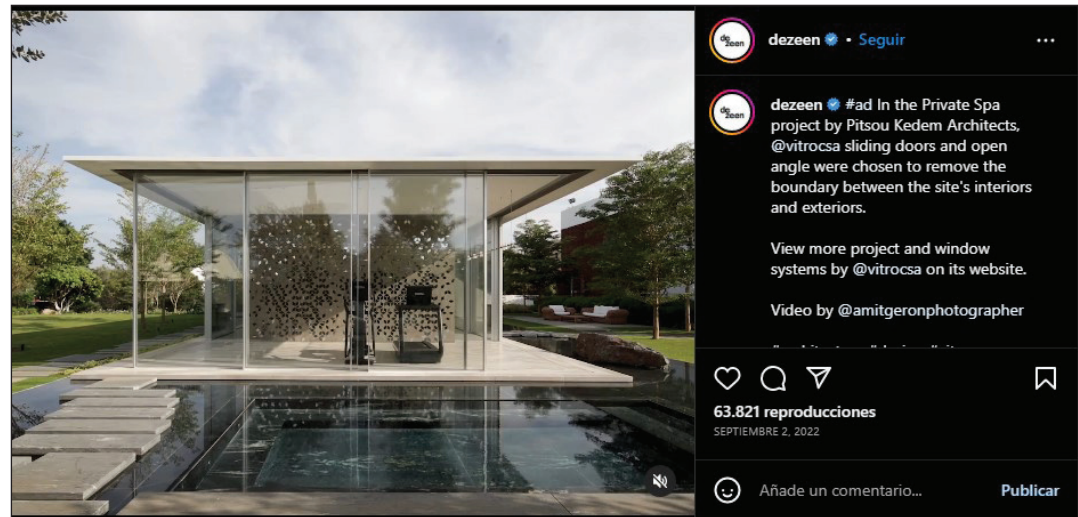
Dezeen's reach is global, with readers on every continent.

Their biggest audience is in the USA, followed by the UK, India, Canada, Australia, and Germany.

SOCIAL MEDIA POST

INSTAGRAM GRID POST: \$9,000

INSTAGRAM TARGETED POST: \$4,000



Elite Traveler

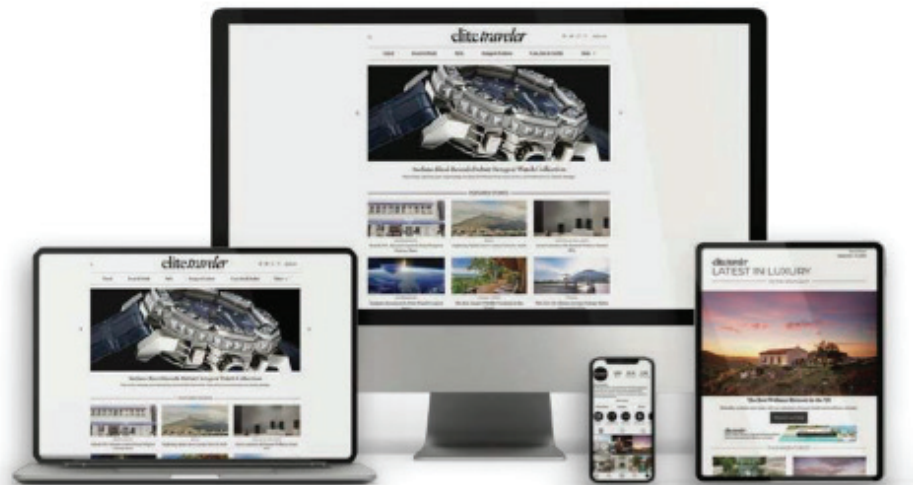
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

The screenshot displays the JamesEdition.com homepage. At the top, there's a navigation bar with links for 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. Below this is a large banner image of a yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. A section titled 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3600 trusted dealers around the world...' is followed by a grid of featured listings. These include a Ferrari 488 GTB, a Chevrolet Corvette, a Stunning Villa, a Ram 2500, a No109 - Luxury penthouse, an Audi S1, a McLaren 650S, and a Ferrari California. Below this is a 'JAMES SPOTTING' section with a photo of a duplex. To the right is a 'RICH LIST' section featuring a yacht and a 'DOUBLE DOWN' article. Further down is a 'LATEST STORIES' section with a photo of an orange sports car and several article teasers about luxury garages, Hong Kong neighborhoods, the Bahamas, and Algarve, Portugal. A 'Featured Agent' section for Nick Swinburne is also present.

This screenshot shows the 'Find luxury Real Estate and Homes for sale' page on JamesEdition.com. It features a search bar with 'VIEW ALL HOMES' and a 'Search' button. Below the search bar is a large image of a modern interior with the text 'THE PENTHOUSES AT GOLDEN PEAK \$ 21,900,000'. To the right, there's a section titled 'Nothing compares.' with a 'ST. KITTS & NEVIS' tag. Below this is a 'Featured luxury properties' section with a grid of property listings, each with a photo and details like '5 Bedrooms - Penthouse', 'Stunning Sherwood...', 'Enviably Estate By...', and 'Modern Apartment...'. At the bottom, there's a 'News about luxury real estate' section with several article teasers, including 'Most exclusive neighborhoods of Hong Kong', 'The Bahamas: Inside the most exclusive gated communities', 'Trending: Golf property in the "Golden Triangle" area of Algarve, Portugal', and 'Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring'.

jamesedition.com

ROTATING GALLERY

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

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

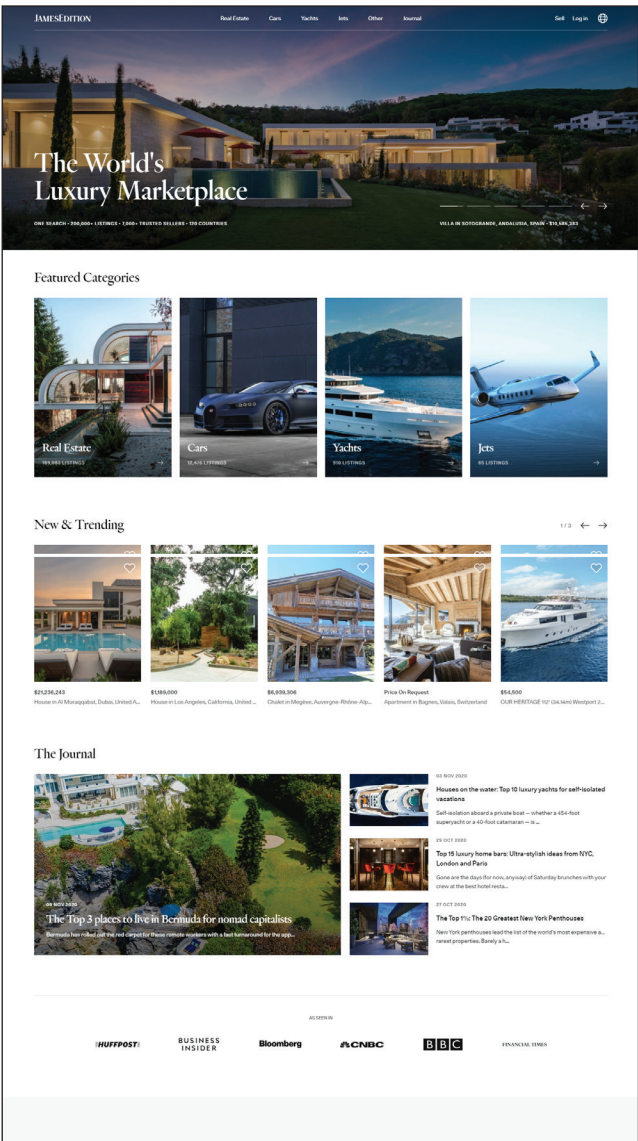
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

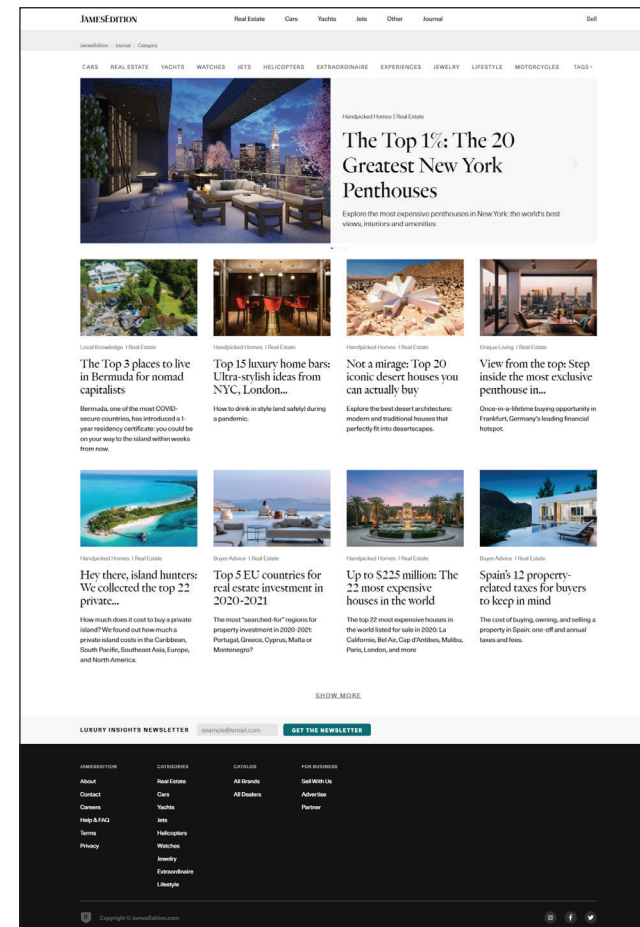
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

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



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

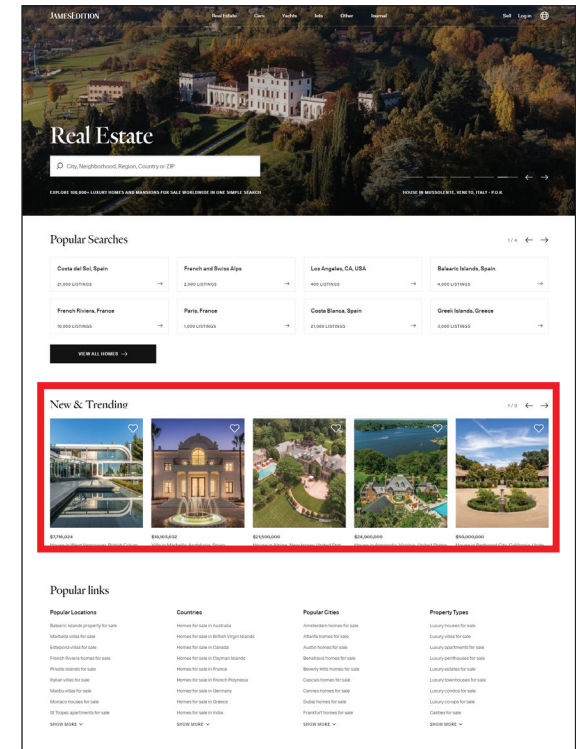
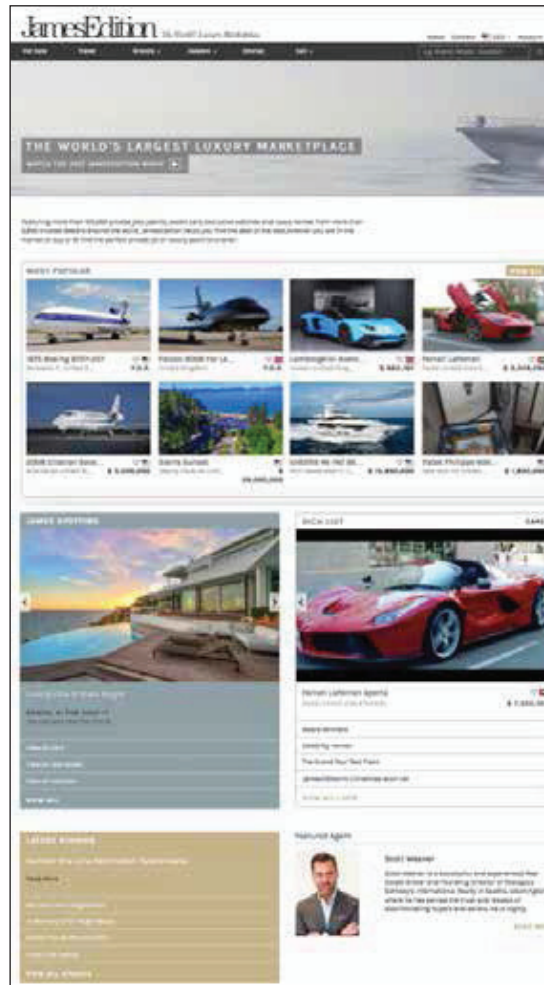
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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

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

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

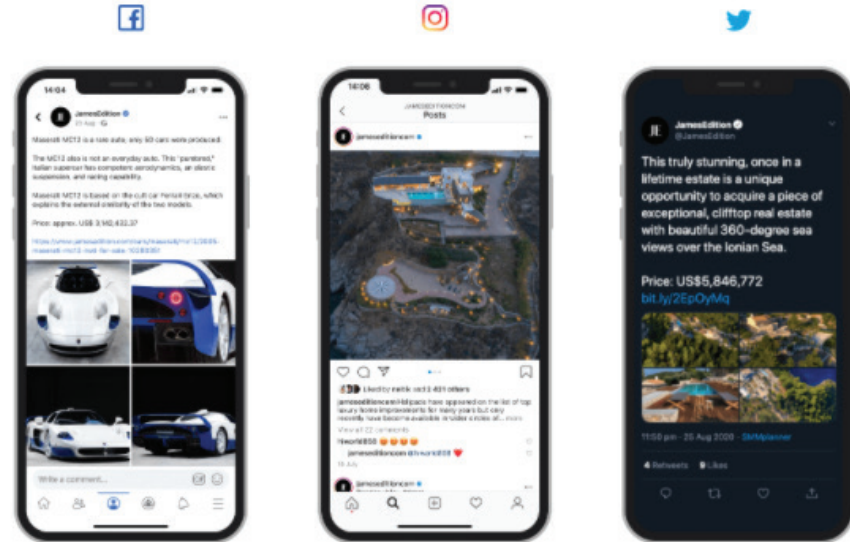
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

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

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

- **158,000** Instagram Followers
- **36,000** Facebook Page Likes
- **136,000** TikTok Followers
- **1.5** Million Accounts Reached on Instagram / month
- **2.3M** Total Organic Likes on TikTok
- **37.5** Million Views on #JamesEdition on TikTok



PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$800

PHOTO PLUS

- 1-5 featured listings
- 1-10 photos & text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000

VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

Le Figaro

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

PROPRIÉTÉS LE FIGARO.COM – FRANCE

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

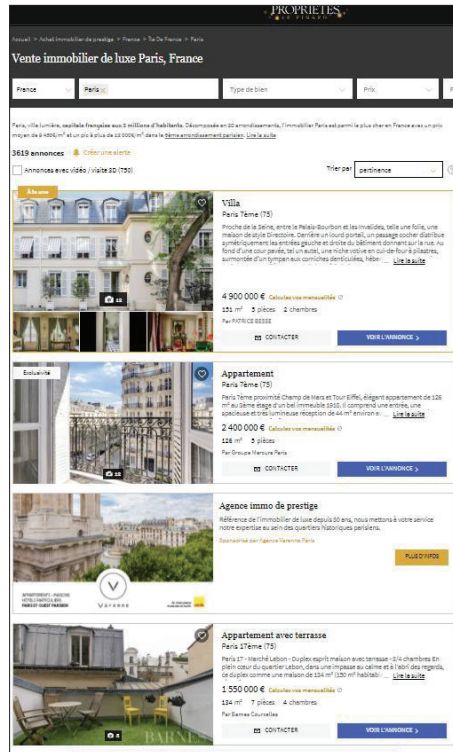
PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

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

HEADLINE SEARCH

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

FEATURED CITY: \$795/CITY/MONTH



List Globally

ENHANCED LISTING

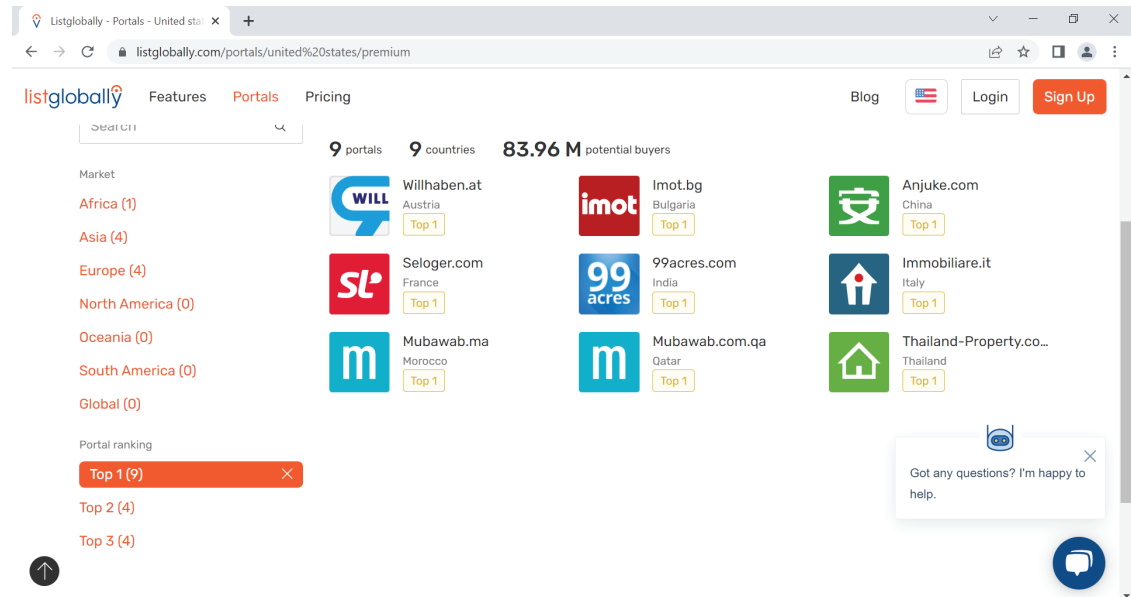
ListGlobally helps real estate professionals to promote their listings worldwide. Through a network of 100+ property portals in 60+ countries.

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.

PRICE: \$200/MONTH - 3 MONTH MINIMUM

PRICE: \$150/MONTH - 6 MONTH MINIMUM



Luxury Estate

LUXURY ESTATE

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

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

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

SHOWCASE LISTING + ELITE LISTING PACKAGES PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



RobbReport.com

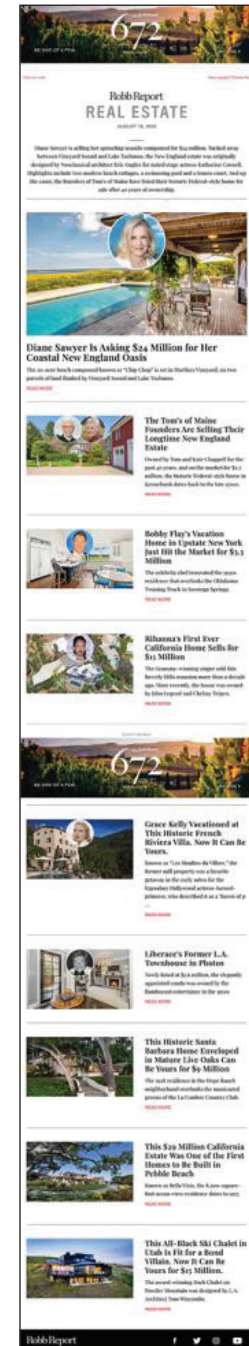
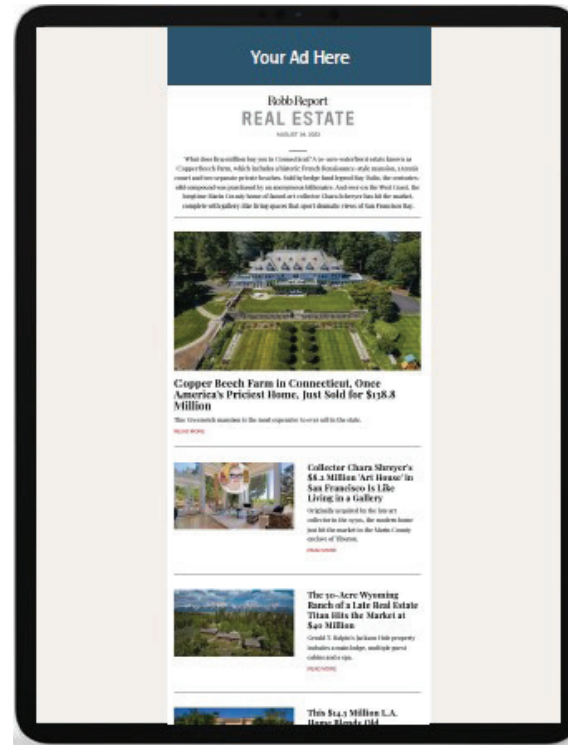
REAL ESTATE NEWSLETTER

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

RR|R

Robb Report

SUBSCRIBE

CARS

YACHTS

AVIATION

WATCHES

STYLE

HOME


FOOD & DRINK

TRAVEL

VIDEOS

THE VAULT


REAL ESTATE



Search a location

ADVERTISEMENT

REAL ESTATE NEWS




NEW CONSTRUCTION

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

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

By Mark David




CELEBRITY HOMES

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

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

By Wendy Bowman



ART & COLLECTIBLES

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

The auction house produced lower results than last year

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



The Wall Street Journal Online (WSJ.com)

MANSSION GLOBAL DAILY (M-F) ENEWSLETTER

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

PRICE: \$3,680

View in your browser

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



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

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 1000 101st St, Oakville, ON	\$10,000,000
2. 48 Brimley Ave., Toronto, ON	\$10,000,000
3. 1100 101st St, Oakville, ON	\$10,000,000
4. 1000 101st St, Oakville, ON	\$10,000,000
5. 1000 101st St, Oakville, ON	\$10,000,000
6. 1000 101st St, Oakville, ON	\$10,000,000
7. 1000 101st St, Oakville, ON	\$10,000,000
8. 1000 101st St, Oakville, ON	\$10,000,000
9. 1000 101st St, Oakville, ON	\$10,000,000
10. 1000 101st St, Oakville, ON	\$10,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$1,912,125	1,141	\$10,000,000
Vancouver	\$1,487,048	879	\$10,000,000
Calgary	\$867,400	122	\$20,000,000
Whisper	\$1,053,300	26	\$25,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$10,000,000
Toronto	\$868,817	882	\$10,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$194,291	185	\$20,000,000
Montreal	\$1,376,900	22	\$20,000,000
Chateau-Richer	\$194,333	1	\$20,000,000

TRENDING TODAY

Architectural Digest @ArchDigest

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



3:26 AM - 25 May 2018

#AloneTogether

Staying home saves lives.

For more info visit coronavirus.gov

Powered by [LiveIntent](#) AllChromes

Print Offerings



Chile | Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

QUARTER PAGE: \$4,675
QUARTER PAGE: \$3,535
4x7 Buy 6 get 3 free

PROPERTY SPOT: \$795
DOUBLE PROPERTY SPOT: \$1,590
QUADRUPLE PROPERTY SPOT: \$3,180
EIGHT PROPERTY SPOTS: \$6,360

Includes Bonus 30 Day Digital -
Featured Property Upgrade



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

MANSION

THE WALL STREET JOURNAL

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

HOUSES | MARKETS | PEOPLE | REPAIRS | SALES

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 Claus and E.R. Scowcroft

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 rapid decline," Randy said of deciding to auction the home.

More 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 property house prices they saw on television, or stuck on a major ask that happened previously in their neighborhood or if the seller who supposedly priced their luxury homes often has 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 penthouse with Concepta.

Please turn to page M5



TRIBECA PENTHOUSE
New York City

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

Room for Prayer, Without Leaving Home

Hindu owners drive 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 lockers. The newly renovated area is dedicated to prayer and is backed by gold and white tile matching the gilded trim and the white quartz counter top, the 41-year-old said.

Practitioners 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, usually or table supporting idols and pictures of Hindu gods. They are used for solitary or communal prayer, worship and meditation, and are often decorated for special occasions during festivals such as Diwali, said Pooja Chhabra, a consultant in Tulsa, Okla., a sort 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 has become popular on social media. A feature on Mindy Kaling's hit Netflix comedy "Never Have I Ever," about a first-generation Indian-American teenager, went so far as to show a *pooja* room in 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.




Homes as unique as you

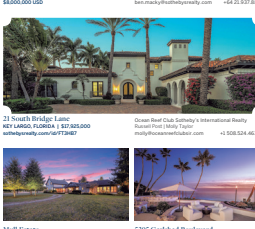
sothebysrealty.com



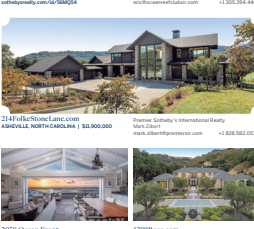
Chino's Point Lyford City
NASSAU, THE BAHAMAS | \$14,760,000 USD
info@sothebysrealty.com/CT0087



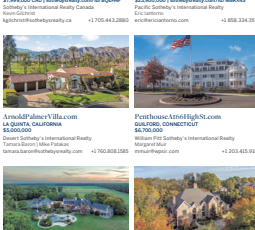
Chino's Point Lyford City
NASSAU, THE BAHAMAS | \$14,760,000 USD
info@sothebysrealty.com/CT0087



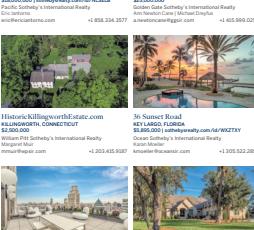
21 South Bridge Lane
NEW LONDON, CONNECTICUT | \$12,800,000
info@sothebysrealty.com/CT0087



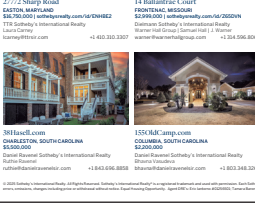
21 South Bridge Lane
NEW LONDON, CONNECTICUT | \$12,800,000
info@sothebysrealty.com/CT0087



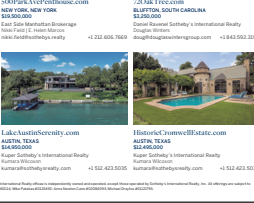
21 South Bridge Lane
NEW LONDON, CONNECTICUT | \$12,800,000
info@sothebysrealty.com/CT0087



21 South Bridge Lane
NEW LONDON, CONNECTICUT | \$12,800,000
info@sothebysrealty.com/CT0087



21 South Bridge Lane
NEW LONDON, CONNECTICUT | \$12,800,000
info@sothebysrealty.com/CT0087



21 South Bridge Lane
NEW LONDON, CONNECTICUT | \$12,800,000
info@sothebysrealty.com/CT0087

PROPERTY SPOT, COLOR: \$760
DOUBLE PROPERTY SPOT, COLOR: \$1,520
QUADRUPLE PROPERTY SPOT, COLOR: \$3,040
EIGHT PROPERTY SPOT, COLOR: \$6,080

The New York Times International Edition

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

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

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

Global

SMOGGY CITIES
LONDON LESSONS
FOR INDIA'S AIR
PAGE 18 | SCIENCE

ZADIE SMITH
THE WRITER ON
THE JOY OF DANCE
PAGE 24 | CULTURE

A PIONEER OF KINETIC ART
JULIO LE PARC FINDS NEW
AUDIENCES IN THE U.S.
PAGE 14 | CULTURE

The New York Times

INTERNATIONAL EDITION | WEDNESDAY, NOVEMBER 14, 2018

Berlusconi, and a lesson for America

By Stephen Scalet
Contributing Writer

IT TAKES A LONG TIME to read the New York Times International Edition, but it is worth the wait. The paper is a masterpiece of journalism, offering a comprehensive and sophisticated view of the world. It is a must-read for anyone who wants to stay informed about global events and trends.

Conflicts arise when president is also tycoon

By [Name]
Contributing Writer

Regulators who oversee Trump's many businesses will be appointed by him.

Vast, pristine and endangered

By [Name]
Contributing Writer

Remotely located in the heart of the Amazon, a vast, pristine and endangered landscape is threatened by deforestation.



Discover the unique

sothebysrealty.com



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



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



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



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



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



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


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

Equal Housing Opportunity

skyad.com | 35

- 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 1720 to 20 foot ceilings, stunning hardwood floors and through the wall air conditioning are additional features throughout this extraordinary home. Simply stated, this incredible home, designed by renowned interior decorator, 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@nycsothebysrealty

Sotheby's International Realty® East Side Manhattan Brokerage | 850 Madison Avenue, 2nd Floor, New York, New York 10022 | www.sothebysrealty.com/nycny

© 2018 Sotheby's International Realty, LLC. All rights reserved. Sotheby's International Realty, the Sotheby's International Realty logo, and the Sotheby's International Realty tagline are trademarks of Sotheby's International Realty, LLC. All other marks are the property of their respective owners. Sotheby's International Realty, the Sotheby's International Realty logo, and the Sotheby's International Realty tagline are registered trademarks of Sotheby's International Realty, LLC.

Sotheby's
INTERNATIONAL REALTY

1150 Park Avenue, P11-A
New York, New York | \$6,050,000 | 1150ParkAvenue@SIR.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 | \$4,750,000 | 850ParkAve@SIR.com

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

850 Park Avenue, 6S
New York, New York | \$4,750,000 | 850ParkAve@SIR.com

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

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

Sotheby's International Realty - East Side Manhattan Brokerage | 600 Madison Avenue, 2nd Floor, New York, New York 10022 | sothebysrealty.com/ny

© 2022 Sotheby's International Realty, a wholly owned subsidiary of Sotheby's, is an equal opportunity and equal housing lender. Sotheby's International Realty is a registered trademark of Sotheby's International Realty, a wholly owned subsidiary of Sotheby's. Sotheby's International Realty is a registered trademark of Sotheby's International Realty, a wholly owned subsidiary of Sotheby's. Sotheby's International Realty is a registered trademark of Sotheby's International Realty, a wholly owned subsidiary of Sotheby's. Sotheby's International Realty is a registered trademark of Sotheby's International Realty, a wholly owned subsidiary of Sotheby's.


**WILLIAM
PITT** | **SOTHEBY'S
REALTY**



Idyllic Estate on Park-Like Grounds

637 Valley Road New Canaan, Connecticut

\$4,200,000
[sothebysrealty.com/cd/v2PCQY](#)

Experience the unparalleled 370-acre estate—on majestic stone Georgian Colonial on 104 stately acres along the Silvermine River. This \$2,000 sq. ft. 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 poloball courts, bluestone patios, and a fire pit. The updated 2018 guest house offers a cozy retreat. Just minutes from town, the Train, and the Long Island Sound, this exceptional estate blends luxury, privacy, and convenience—an opportunity not to be missed!

6 Bedrooms

7.3 Bathrooms

12,071+ sq.ft.







Julianne Fisher
Licensed Real Estate Salesperson
203.858.0749
[julianne.fisher@sothebysrealty.com](#)



LM Homes Team at William Pitt Sotheby's International Realty®
Laurie: 937.505.6273 | Marnie: 203.644.6372
[lmhomes@sothebysrealty.com](#)



© 2022 Sotheby's International Realty, Inc. ("Sotheby's International Realty") is a registered trademark and service mark owned by Sotheby's International Realty, Inc. All other trademarks are the property of their respective owners. Sotheby's International Realty is not affiliated with, nor does it endorse, any particular real estate agent or company. Each Sotheby's International Realty office is independently owned and operated under license from Sotheby's International Realty, Inc.

duPont Registry

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

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

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

PREMIUM PUBLISHING

OVERVIEW

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

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

EDITORIAL FULL PAGE

PRICE: \$3,000



Elite Traveler

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

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

ELITE TRAVELER AUDIENCE

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

LUXURY HOMES FEATURE
PRICE: STARTING AT \$4,500



Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

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

QUADRUPLE PROPERTY SPOT, COLOR: \$3,000
DOUBLE PROPERTY SPOT, COLOR: \$1,500
PROPERTY SPOT, COLOR: \$750

Global



Private Air Luxury Homes Magazine

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

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

DISTRIBUTION

65,000 private jet owners and guests

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

FULL PAGE: \$1,925

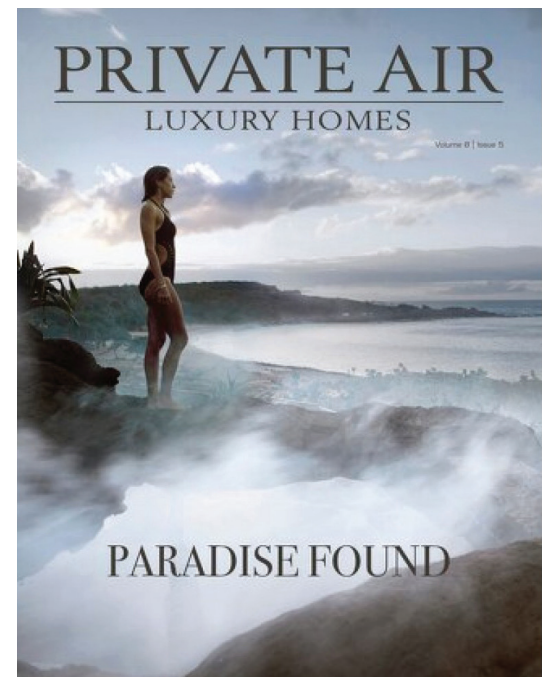
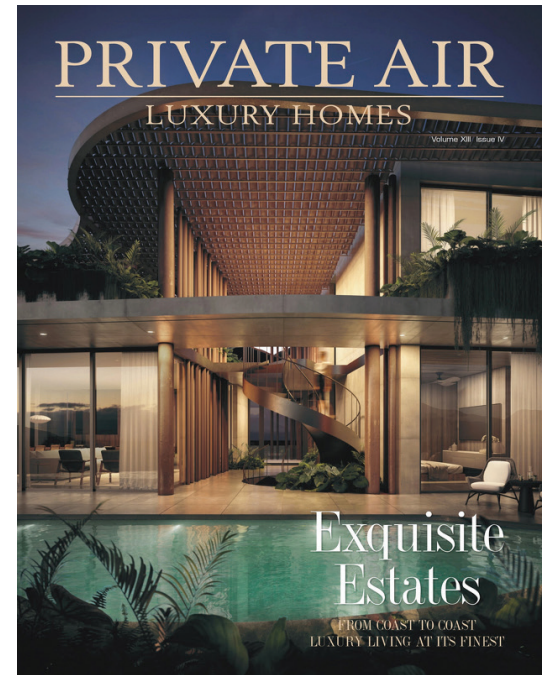
includes social media & E-Newsletter

FULL PAGE IN 3 ISSUES: \$1,550

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

FULL PAGE IN 6 ISSUES: \$1,450

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



Schedule, Pricing & Reach



Chile | Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1									
Media	Ad Description	May	June	July	August	September	Media Total		Reach
Sotheby's Auction House: Print									
Sotheby's Magazine	Half Page					\$ 2,630.00	\$ 2,630.00		20,000
Sotheby's Auction House: Digital									
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00					\$ 2,585.00		770,000
Digital									
Million Impressions*									
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00		750,000
Million Impressions	Targeting - International								
Comprehensive Digital									
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00		300,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00		450,000
Dezeen									
Instagram Targeted Post			\$ 4,000.00				\$ 4,000.00		
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
Elite Traveler									
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$ 2,500			\$ 2,500.00		100,000
JamesEdition									
Main Home Page Rotating Gallery	Featured Banner			\$ 2,000.00			\$ 2,000.00		750,000
New & Trending Home Page Position	Featured Spot	\$ 1,200.00					\$ 1,200.00		750,000
Featured Article and E-Newsletter promotion	Newsletter First Feature & Journal Article		\$ 5,500.00				\$ 5,500.00		500,000
E-Newsletter Featured Listing	E-Newsletter				\$ 1,500.00		\$ 1,500.00		500,000
Social Media	Listing Feature	\$ 1,800.00					\$ 1,800.00		148,000
Le Figaro									
Headline Search	Featured City	\$ 795.00					\$ 795.00		
ListGlobally									
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$ 200.00	\$ 200.00	\$ 200.00			\$ 600.00		
Luxury Estate									
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$ 3,250				\$ 3,250.00		
Robbreport.com									
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00					\$ 1,350.00		6,000
Robbreport.com	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	\$ 650.00			\$ 1,950.00		492,000
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00				\$ 3,680.00		17,000

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print					
Dupont Registry					
Dupont Registry	Editorial Full Page		\$	3,000.00	
Elite Traveler					
Elite Traveler	Luxury Homes Feature		\$	4,500.00	\$ 4,500.00
Financial Times					
Financial Times	Property Spot	\$	750.00	\$ 750.00	\$ 1,500.00
The New York Times					
The New York Times	Double Property Spot - Weekday/Saturday		\$	1,520.00	\$ 1,520.00
The New York Times Takeover	Full Page w/ Digital promotion	\$	750.00	\$ 750.00	\$ 1,500.00
The New York Times International Edition					
The New York Times International Edition	Double Property Spot		\$	1,300.00	\$ 1,300.00
Private Air Luxury Homes					
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$	1,925.00	\$ 1,925.00
The Wall Street Journal					
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$	1,590.00	\$ 1,590.00	\$ 3,180.00
TOTAL					
				\$ 71,225.00	10,498,174
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy					
Pricing Subject to Change					

Proposed Schedule, Pricing & Reach 2025

PLAN 2

Plan 2									
Media	Ad Description	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*									
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00	750,000	
Million Impressions	Targeting - International								
Comprehensive Digital									
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	300,000	
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	
Elite Traveler									
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00	100,000	
JamesEdition									
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00					\$ 1,000.00	750,000	
Featured Article and E-Newsletter promotion	Newsletter First Feature & Journal Article		\$ 5,500.00				\$ 5,500.00	500,000	
Social Media	Listing Feature	\$ 1,800.00					\$ 1,800.00	148,000	
Le Figaro									
Headline Search	Featured City	\$ 795.00					\$ 795.00		
ListGlobally									
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$ 200.00	\$ 200.00	\$ 200.00			\$ 600.00		
Luxury Estate									
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00					\$ 1,100.00		
Robbreport.com									
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	
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00				\$ 3,680.00	17,000	

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print						
Elite Traveler						
Elite Traveler	Luxury Homes Feature			\$ 4,500.00	\$ 4,500.00	557,000
Financial Times						
Financial Times	Property Spot	\$ 750.00	\$ 750.00		\$ 1,500.00	420,914
The New York Times						
The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00		\$ 1,520.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00		\$ 1,500.00	330,000
The New York Times International Edition						
The New York Times International Edition	Double Property Spot			\$ 1,300.00	\$ 1,300.00	104,301
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00	\$ 1,925.00	65,000
The Wall Street Journal						
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00		\$ 3,180.00	1,288,848
TOTAL					\$ 53,560.00	8,628,174
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy						
Pricing Subject to Change						

Proposed Schedule, Pricing & Reach 2025

PLAN 3

Plan 3									
Media	Ad Description	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
Comprehensive Digital									
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00		300,000
Elite Traveler									
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00		100,000
JamesEdition									
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00					\$ 1,000.00		750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00				\$ 1,500.00		500,000
Le Figaro									
Headline Search	Featured City	\$ 795.00					\$ 795.00		
ListGlobally									
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$ 200.00	\$ 200.00	\$ 200.00			\$ 600.00		
Luxury Estate									
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00					\$ 1,100.00		
Robbreport.com									
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

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print						
Financial Times						
Financial Times	Property Spot	\$	750.00	\$	1,500.00	420,914
The New York Times						
The New York Times	Double Property Spot - Weekday/Saturday			\$	1,520.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$	750.00	\$	750.00	330,000
The New York Times International Edition						
The New York Times International Edition	Double Property Spot			\$	1,300.00	104,301
The Wall Street Journal						
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$	1,590.00	\$	1,590.00	1,288,848
TOTAL				\$	29,870.00	5,541,174
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy						
Pricing Subject to Change						