



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Olana Naples Advertising and Marketing Program

Premier | 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 Geofencing - Event and Location
- 16 LinkedIn.com
- 17 Billionaire Magazine
- 18 Cottages & Garden
- 19 Dezeen
- 20 duPont Registry
- 21 Elite Traveler
- 22 JamesEdition.com
- 27 JetSet
- 28 Le Figaro
- 29 Luxury Estate
- 30 RobbReport.com
- 32 Simply Abu Dhabi
- 36 Boat International e-Newsletter

37 PRINT

- 38 The Wall Street Journal
- 40 The New York Times
- 43 Boat International
- 44 Billionaire Magazine
- 45 Country Life
- 46 Chicago Tribune Takeover
- 47 duPont Registry
- 48 Elite Traveler
- 49 Financial Times
- 50 Propriétés Le Figaro
- 51 Private Air Luxury Homes Magazine
- 52 Robb Report
- 54 Simply Abu Dhabi

55 SCHEDULE, PRICING & REACH

- 56 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 Olana Naples

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

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 Naples.

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

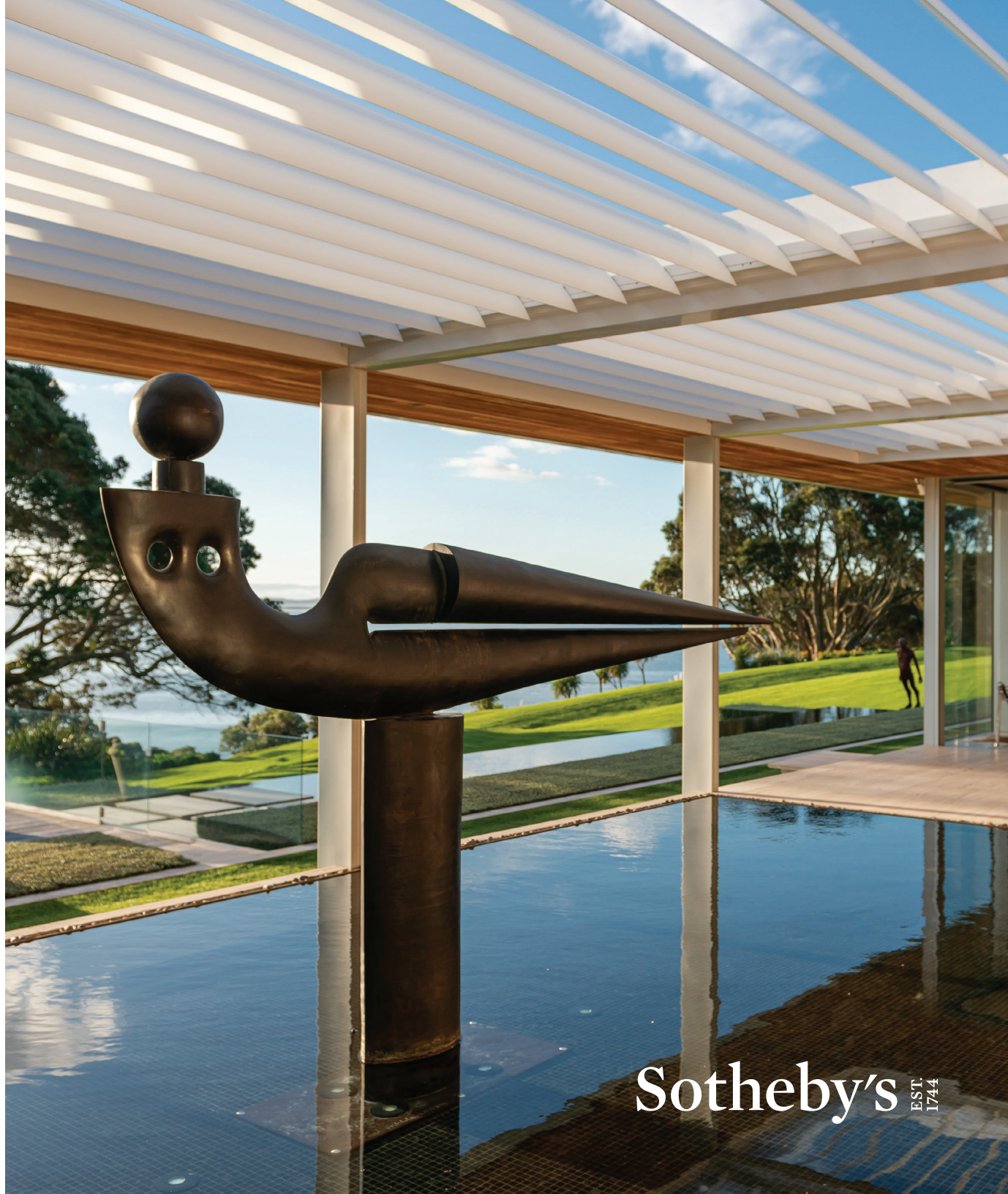
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

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**

ADVERTORIAL - 2 PAGE: \$10,500
ADVERTORIAL - 4 PAGE: \$18,800
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

Sao Paulo, Brazil
sothebysrealty.com/br/sao-paulo
Alto de Pinheiros
Sotheby's International Realty
Chase Mendel
chase.mendel@sothebysrealty.com

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

San Jose, Costa Rica
sothebysrealty.com/cr/san-jose
This unique home encompasses an entire block and surrounding area and city views. With a large area of around 100 sq. m. (10,764 sq. ft.) and two spacious bedrooms, this duplex is a gem.

Duplex Apartment in Park Hill
sothebysrealty.com/ke/1952085
This duplex apartment is a gem in the heart of the city. It features a large living area, a modern kitchen, and two bedrooms. The duplex is surrounded by lush greenery and has a private parking space.

Villa in Annapolis
sothebysrealty.com/us/annapolis
This villa is a masterpiece of modern architecture. It features a large living area, a modern kitchen, and two bedrooms. The villa is surrounded by lush greenery and has a private parking space.

Giza, Egypt
sothebysrealty.com/eg/giza
This property is a rare find in the heart of the city. It features a large living area, a modern kitchen, and two bedrooms. The property is surrounded by lush greenery and has a private parking space.

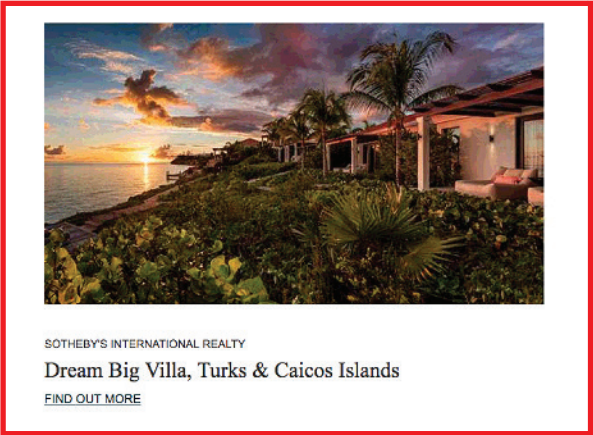
Duplex Apartment in Park Hill
sothebysrealty.com/ke/1952085
This duplex apartment is a gem in the heart of the city. It features a large living area, a modern kitchen, and two bedrooms. The duplex is surrounded by lush greenery and has a private parking space.

Kolkata, India
sothebysrealty.com/in/kolkata
This property is a rare find in the heart of the city. It features a large living area, a modern kitchen, and two bedrooms. The property is surrounded by lush greenery and has a private parking space.

SOTHEBY'S BESPOKE
EMAIL

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

PRICE: \$2,500/DEPLOYMENT




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



SOTHEBY'S SELECTS
E-NEWSLETTERS

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

PRICE: \$2,585/DEPLOYMENT




Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week

Modern Zen-Like Oasis
Bahamas

[SEE MORE](#)


Delete Junk Block ...

Sotheby's Selects | 21 September




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

[WATCH VIDEO](#)



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

[SEE MORE](#)



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week

Modern Zen-Like Oasis
Bahamas

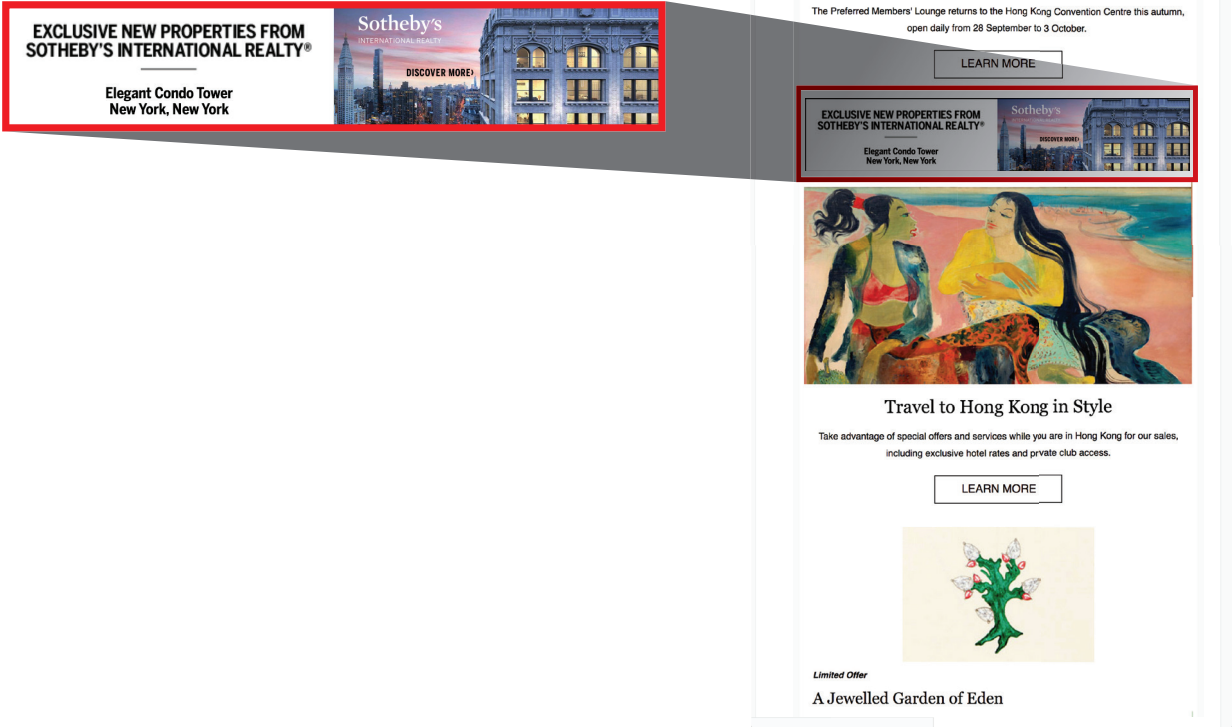
[f](#) [t](#) [i](#) [v](#) [m](#)

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



Sotheby's
INTERNATIONAL REALTY

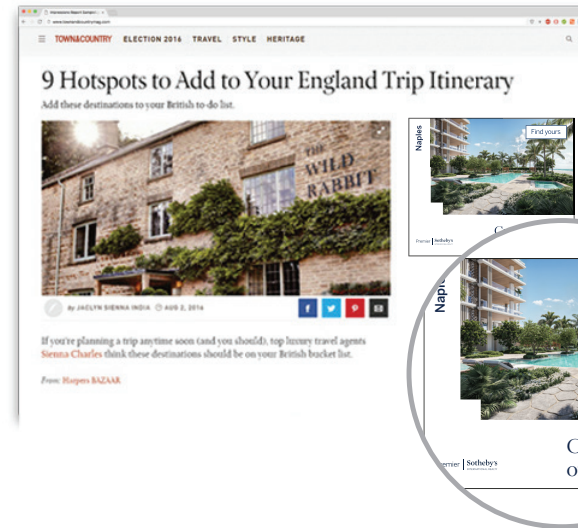
Impressions Campaign

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: **Olana Naples**
- Flight Dates: **Two Weeks**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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



Minimum Two Weeks commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes



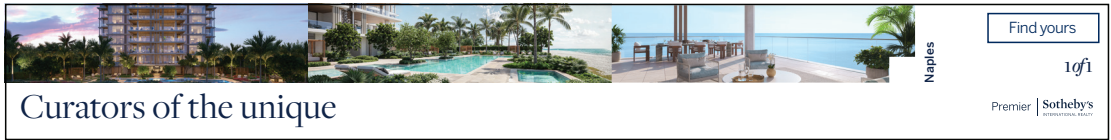
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

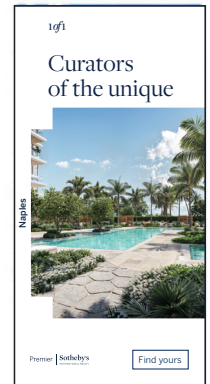
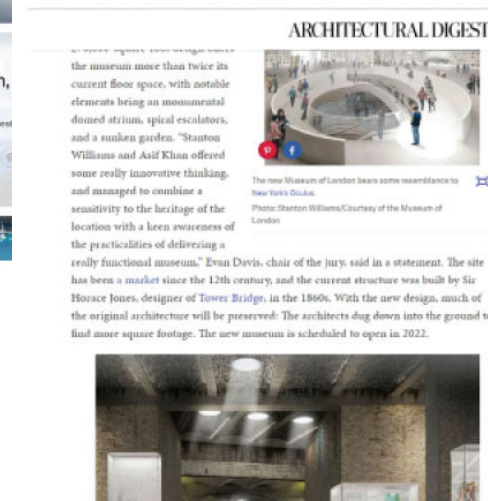
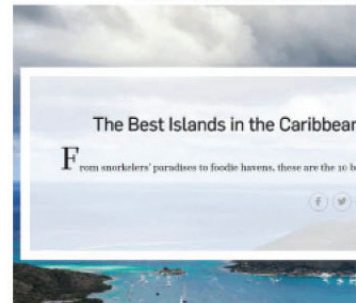
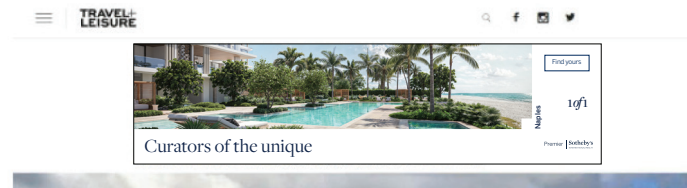
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

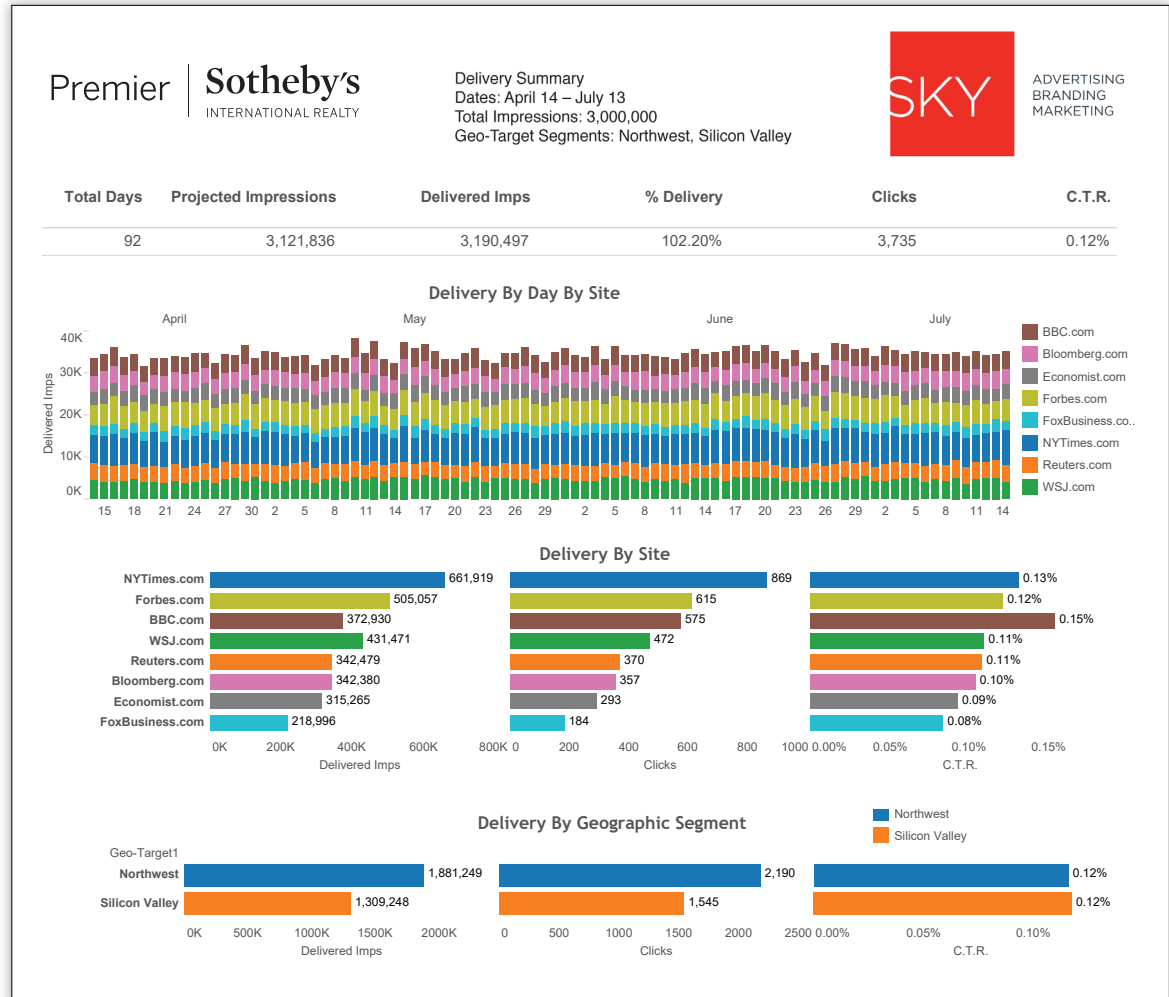


Comprehensive Reporting For Your Customized Campaign

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.

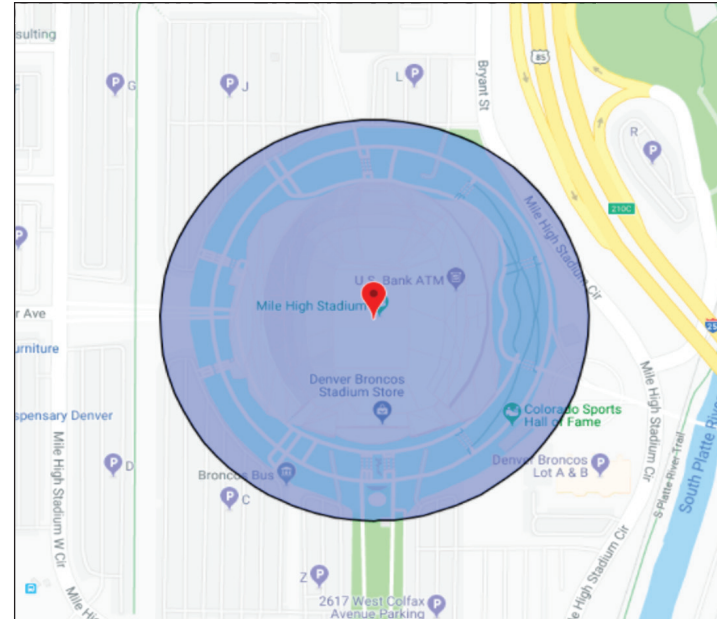
IMPRESSIONS PROGRAM SAMPLE REPORT



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**

LinkedIn.com

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.

STARTING FROM: \$2,000/MONTH



Billionaire Magazine

Billionaire is an award-winning luxury publication distributed to a curated list of Ultra High Net Worth (UHNW) readers, globally.

DIGITAL AUDIENCE

- **29% Millionaires**

Readership stats

- Total Print Readership – **32,000**
- Online Monthly Unique Audience – **129,000**
- Online Monthly Page Views – **244,000**
- Social Media Reach – **130,000**
- Newsletter Database – **25,000**

1x Online content piece - will sit on the site indefinitely and pick up organic views

1x Newsletter inclusion (25k subscribers) - drive content piece via newsletter

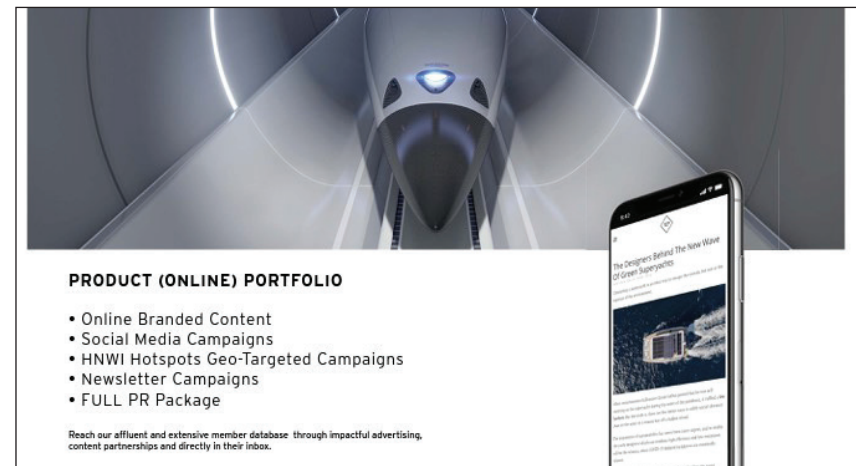
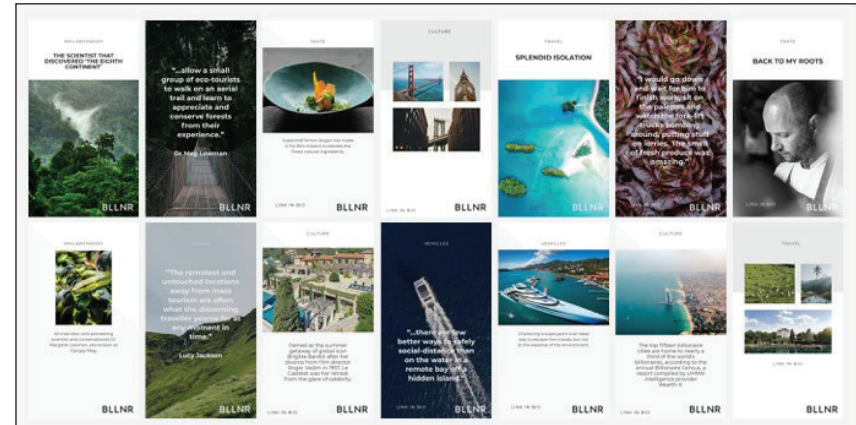
1x hyper-targeted social media campaign (4 weeks) - target UHNW's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

CUSTOM CONTENT + ENEWSLETTER:

PRICE: \$4,500

CUSTOM CONTENT + SOCIAL CAMPAIGN:

PRICE: \$6,000



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

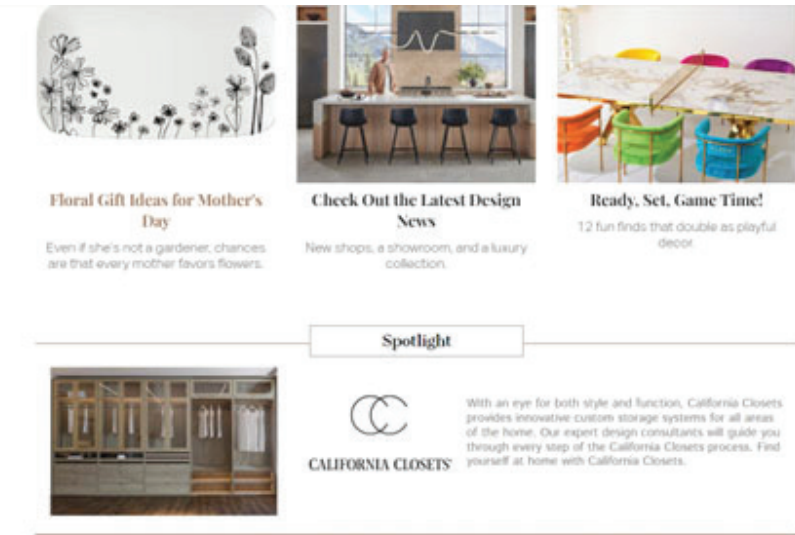
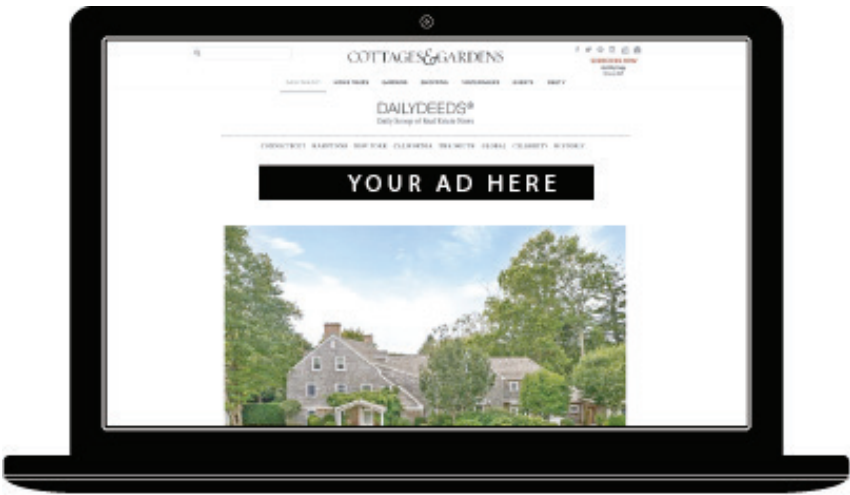
ROTATING GALLERY: \$2,950

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

Dezeen

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

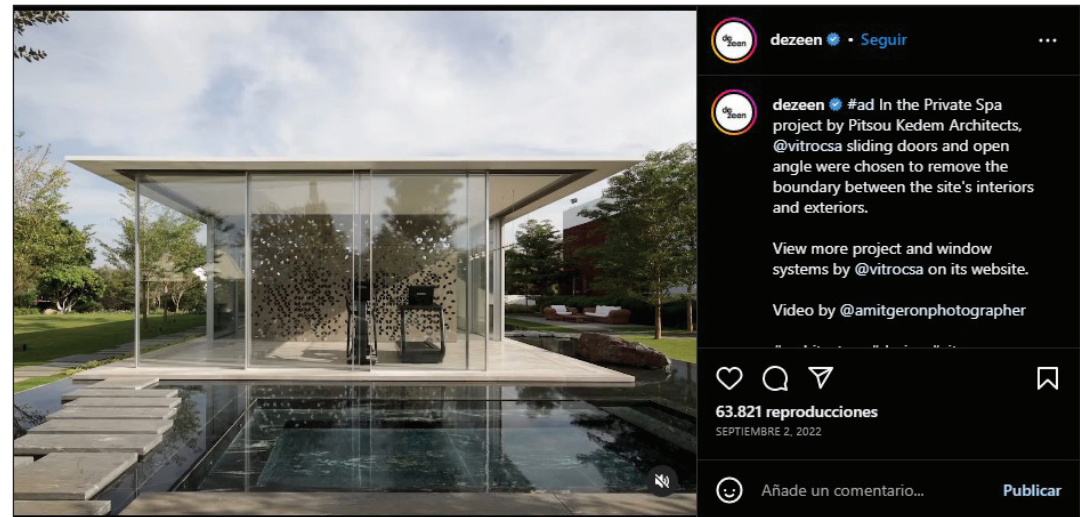
Dezeen's reach is global, with readers on every continent.

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



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.

ADDED VALUE

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

PRICE: \$1,295/POST

duPont
REGISTRY **DAILY**



SPONSORED

RM Sotheby's Arizona: 2005 Porsche Carrera GT



INDUSTRY REPORTS

2021 Was Rolls-Royce's Best Year Ever



SPONSORED

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

duPont
REGISTRY **DAILY**



RM Sotheby's Arizona: 2005 Porsche Carrera GT



INDUSTRY REPORTS

2021 Was Rolls-Royce's Best Year Ever



SPONSORED

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



FOR SALE

The Best 80's Cars You Can Buy Today



DEALER NEWS

Maserati Westlake Village Delivers One of the First MC20s in the U.S.



SPONSORED

Discover the South's Best Lake & Golf Community at Reynolds Lake Escape

FOR SALE

Check The Spec: A 2019 Porsche 911 GT3 RS With A \$140K Special With Customization Package



WATCHES

Bell & Ross Releases The New Limited-Edition BR 03-82 Military Diver

WATCHES

Discover Ulysses Nordie's New Limited-Edition Tortoise Tourbillon

TINT WORLD
Automotive Tinting & More

FASTEST GROWING AUTO STYLING FRANCHISE!

500 500 500

• AUTOMOTIVE TINTING SERVICES
• HOME & BUSINESS TINTING
• RESIDENTIAL SERVICES

Franchise & Business Opportunity
Call: 800-888-8888
www.tintworld.com

Learn More



TOP LINKS

Exotic Car Specs
Exotic Car
Latest Car Videos
Exotic Cars For Sale

COMPANY LINKS

Advertise
Contact Us
Sell Your Car



Copyright © 2021 duPont Publishing Inc. All rights reserved.

Want to always have your content there easily?
Update your preferences Unsubscribe from this list

Elite Traveler

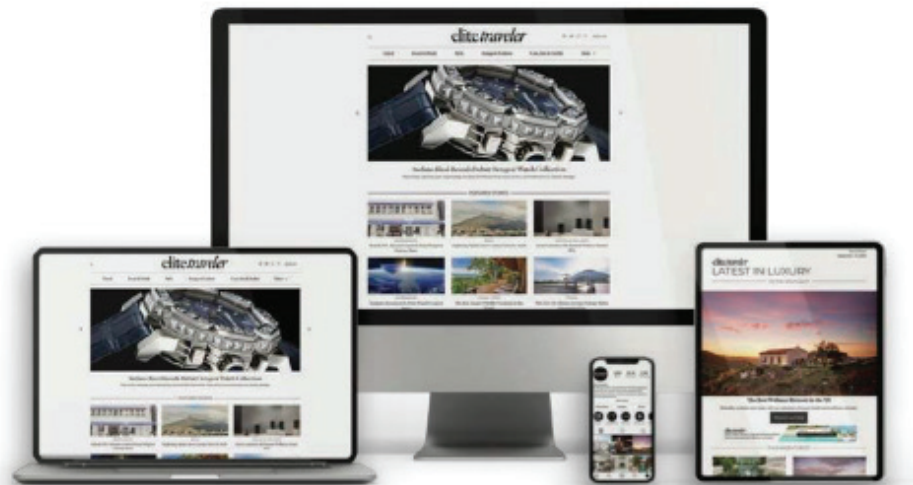
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

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

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

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

Half price with full page print purchase



jamesedition.com

E-NEWSLETTER

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

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

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

• 600,000+ subscribers.

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

Location Open Rates

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

Email Engagement

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

LISTING FEATURE: \$1,500

jamesedition.com

ROTATING GALLERY

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.

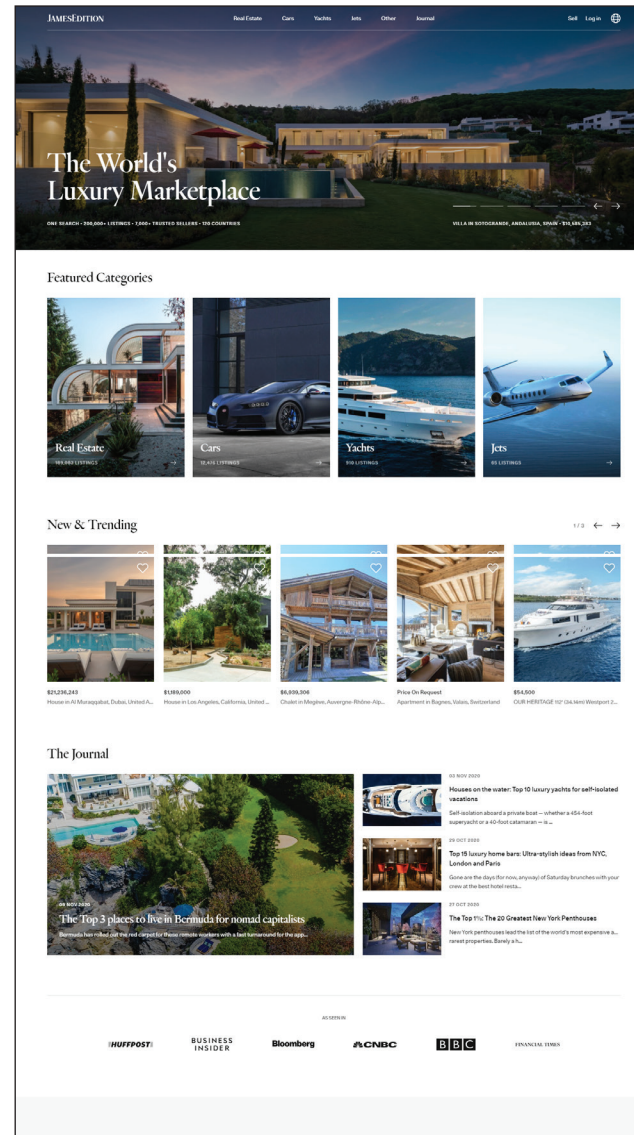
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

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.

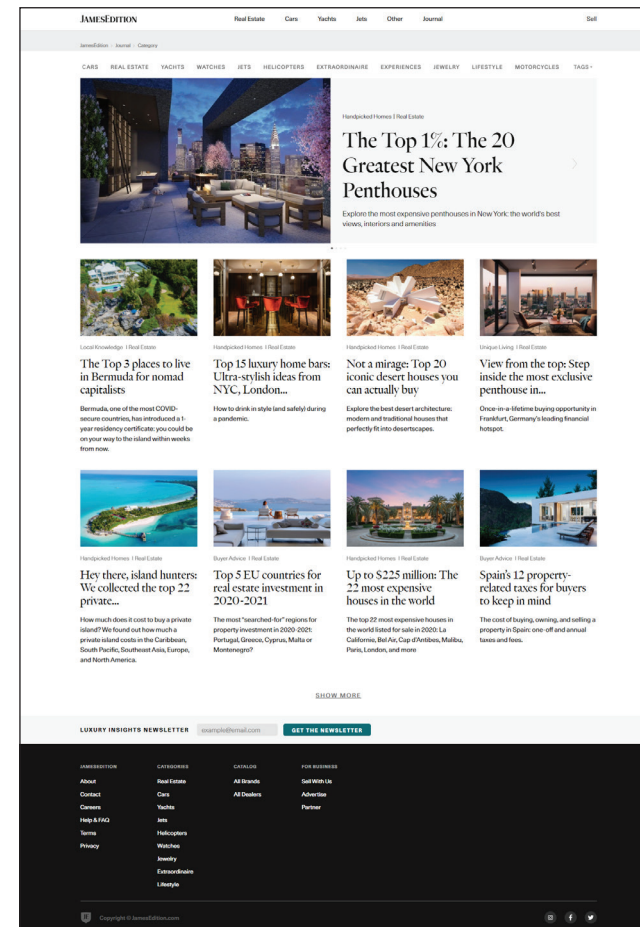
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

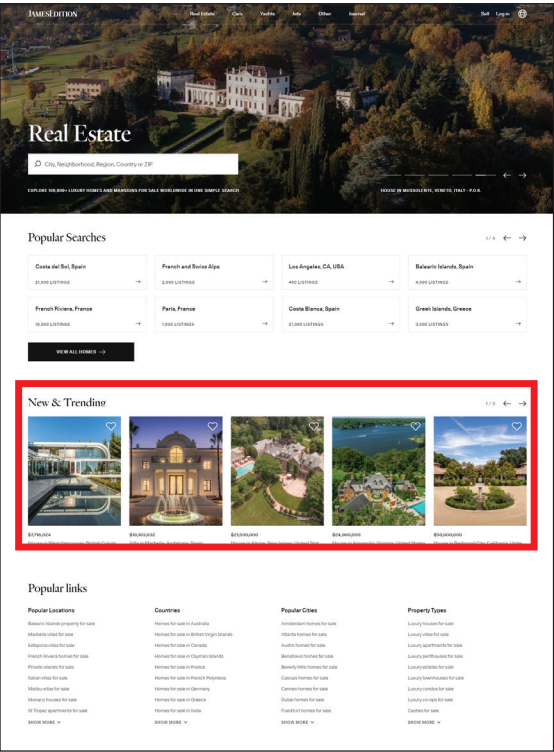
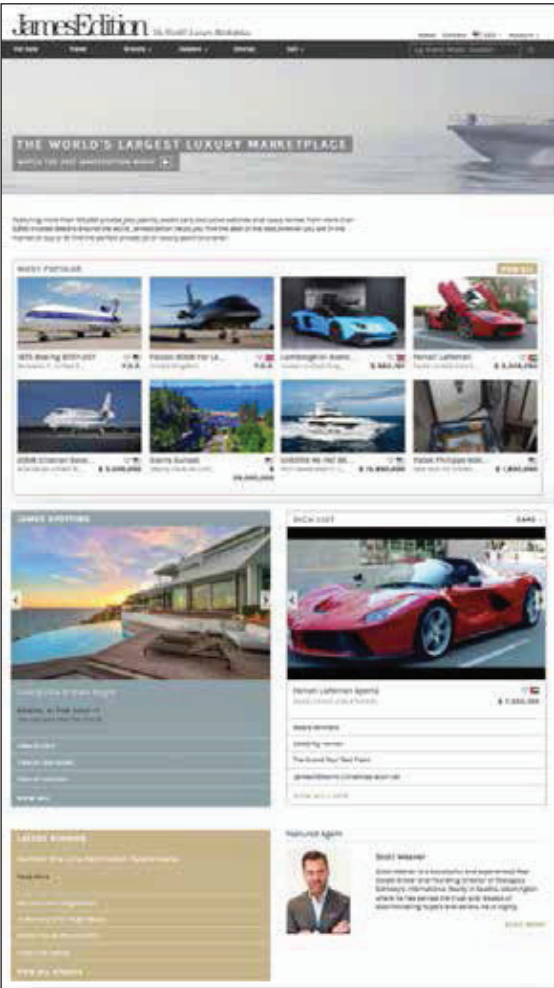
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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

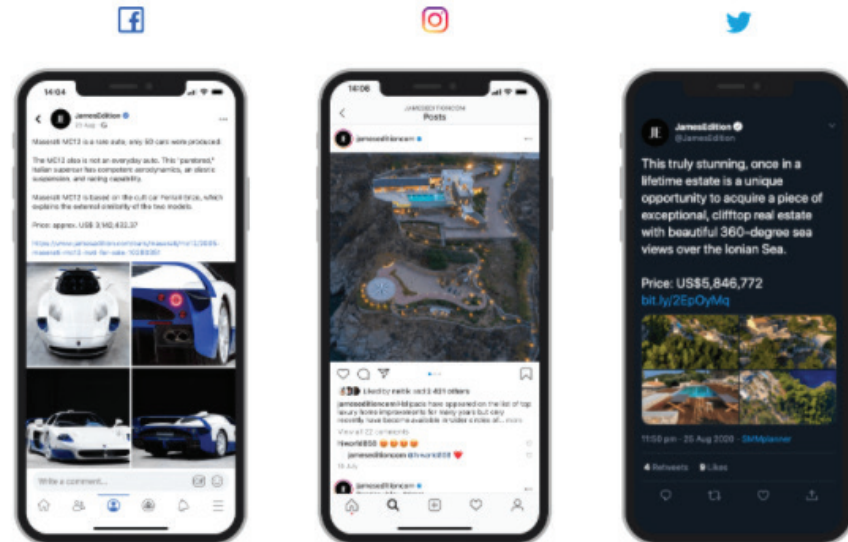
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

EMAIL

Subscriber Profile

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

- 1 Million monthly page views
- 170K unique visitors

2 shared email blasts plus 12 month web feature (\$10,000 value)

skyad.com | 27

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)

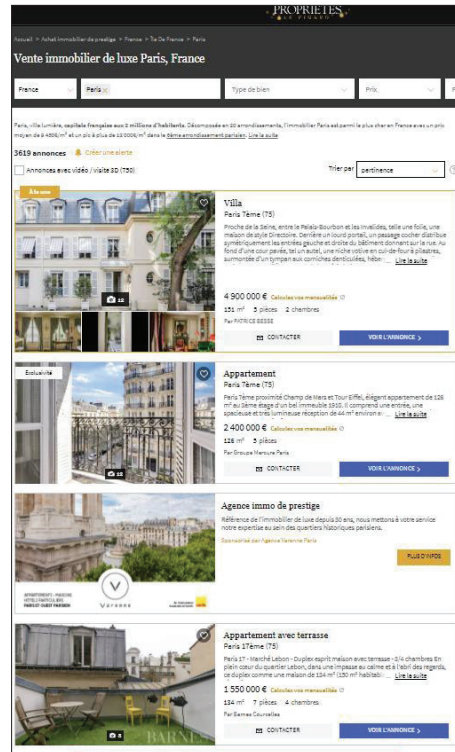
PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

- **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



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

\$8,000 FOR 1 YEAR



RobbReport.com

REAL ESTATE ENEWSLETTER

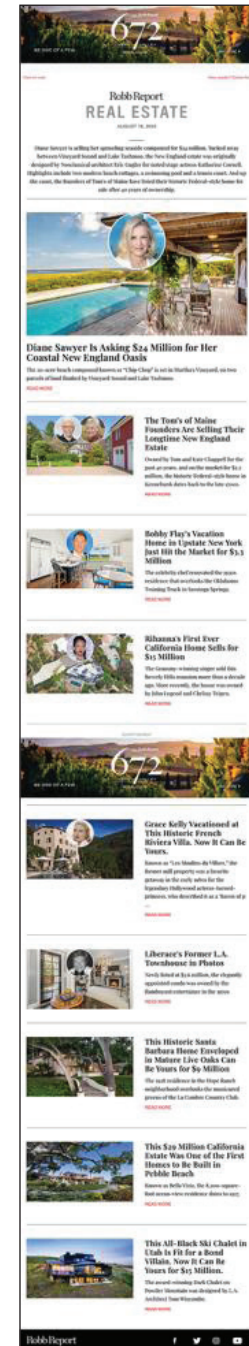
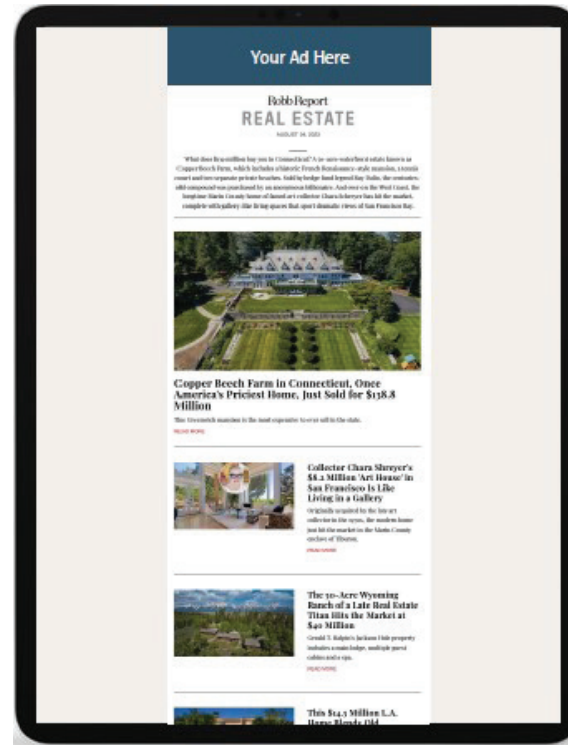
60,000+ REAL ESTATE ENTHUSIASTS

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

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

NEWSLETTER: \$5,000/WEEK

3 Sends



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

FEATURED LISTING

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

\$5,284,900

Search a location

ADVERTISEMENT

REAL ESTATE NEWS

NEW CONSTRUCTION

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

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

By Mark David

CELEBRITY HOMES

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

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

By Wendy Bowman

ART & COLLECTIBLES

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

The auction house produced lower results than last year

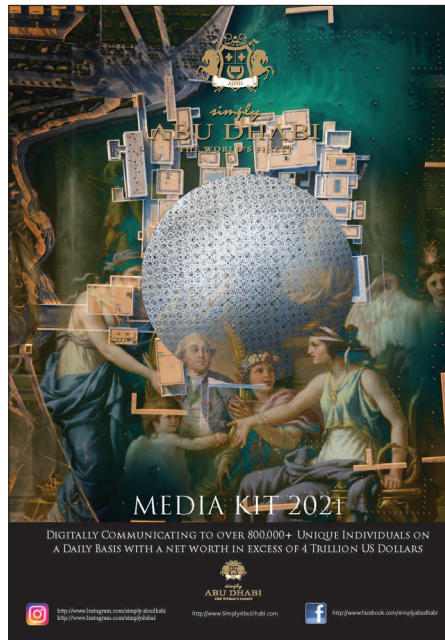
Simply Abu Dhabi

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

INSTAGRAM POST

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

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



PRICE: \$1,350 PER POST

2 Post Minimum

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



The Wall Street Journal Online (WSJ.com)

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

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



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

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
2. 48 Brudenell Park, Toronto, ON	\$10,000,000
3. 1120 North Avenue, Vancouver, BC	\$10,000,000
4. 1480 - 1011 Cantonment Street Toronto, ON	\$11,500,000
5. 1000 Park Crescent, Vancouver, BC	\$10,000,000
6. 1. Fernhill Court, Bala, ON	\$10,000,000
7. 41 St. Patrick, Westmount, QC	\$10,000,000
8. 1120 1112 Ave Royale, Chateau-Richer, QC	\$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	\$667,400	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
Westmount	\$1,376,900	22	\$20,000,000
Chateau-Richer	\$194,333	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 

Staying home saves lives.

For more info visit coronavirus.gov

Powered by  LiveIntent 

Boat International e-Newsletter

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

PRICE: \$750 NEWSLETTER



BOAT

No Images? Click here

BOAT BRIEFING

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

LATEST BROKERAGE NEWS

Benetti Harmony 111 listed for sale with Fraser

READ MORE

Benetti Rutil E now for sale with Northrop & Johnson and Denison

READ MORE

C2M price drop on Codecasa Regina d'Italia II with Edmiston & Company

READ MORE

\$1M price cut on 50 metre Trinity La Dea II with IYC

READ MORE

LATEST YACHT NEWS

New 60 metre Amels 200 motor yacht sold

READ MORE

Lürssen's 130 metre+ Project Lightning pictured on sea trials

READ MORE

Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus

READ MORE

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

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

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



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

MANSION

THE WALL STREET JOURNAL

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

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



Going Once, Going Twice

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



By Kenneth C. Clark and E.R. Sotomayor

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

Now closely associated with private art or collectibles, auctions are on the rise for luxury real estate, with auction houses reporting a dramatic spike in the number of high-net-worth sellers seeking their aid since 2020. And as a downturn in luxury home sales, auction companies are pitching homeowners on their ability to market unique properties in a range of deep-pocketed buyers beyond local markets and to sell them within a precise time frame.

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

Please turn to page M5



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



TRIBECA PENTHOUSE
New York City

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

Room for Prayer, Without Leaving Home

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

By Susan Powers

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

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


As the population of Indian-Americans in the U.S. has grown, more interior designers, home builders and developers are specializing in accommodating the demand for *pooja* rooms.

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

Please turn to page M6




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




Homes as unique as you

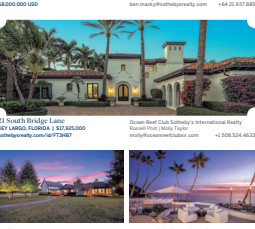
sotbysrealty.com



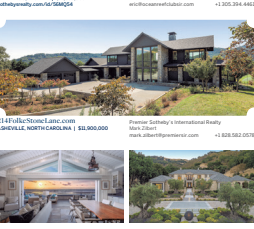
Chino's Point Lyford City
NASSAU, THE BAHAMAS | \$14,760,000 USD
info@sotbysrealty.com/OT7087




Chino's Point Lyford City
NASSAU, THE BAHAMAS | \$14,760,000 USD
info@sotbysrealty.com/OT7087



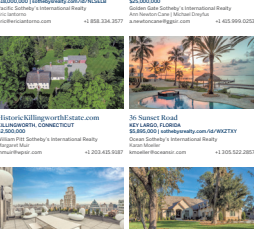
21 South Bridge Lane
NEW LONDON, CONNECTICUT | \$12,800,000
info@sotbysrealty.com/OT72407



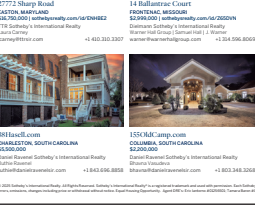
21 South Bridge Lane
NEW LONDON, CONNECTICUT | \$12,800,000
info@sotbysrealty.com/OT72407



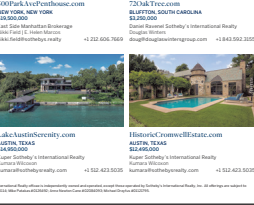
5301 Carlsbad Boulevard
CARLSBAD, CALIFORNIA | \$10,990,000
info@sotbysrealty.com/OT70848



5301 Carlsbad Boulevard
CARLSBAD, CALIFORNIA | \$10,990,000
info@sotbysrealty.com/OT70848



500 Park Ave
NEW YORK, NEW YORK | \$10,000,000
info@sotbysrealty.com/OT70848



500 Park Ave
NEW YORK, NEW YORK | \$10,000,000
info@sotbysrealty.com/OT70848

The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

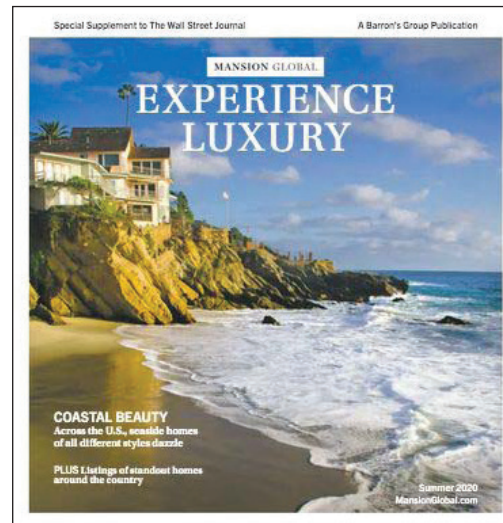
Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- Distribution: **100,000** Wall Street Journal print subscribers of the Weekend Journal
- Top zip codes in: **New York, Los Angeles, San Francisco, Chicago, Denver, Seattle, Phoenix, Boston, Dallas and Austin.**

FULL PAGE:

\$980/TEMPLATE

\$1,985/CUSTOM



The New York Times

IN THE FRIDAY MAIN NEWS SECTION

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

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

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

"All the News That's Fit to Print"


The New York Times

Today, nearly every state and state capital in the United States, including New York, are observing a day of mourning for the late President Donald Trump. The New York Times 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.

Today, nearly every state and state capital in the United States, including New York, are observing a day of mourning for the late President Donald Trump. The New York Times 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.

Today, nearly every state and state capital in the United States, including New York, are observing a day of mourning for the late President Donald Trump. The New York Times 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.


Today, nearly every state and state capital in the United States, including New York, are observing a day of mourning for the late President Donald Trump. The New York Times 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.




Discover the unique

sothebysrealty.com


Sotheby's INTERNATIONAL REALTY




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




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




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




75 Hunki Dorf Court, #W113
KEYSTONE, COLORADO
\$5,000,000 | sothebysrealty.com/id/676TK4J
LIV Sotheby's International Realty
Hank Wietheke | Doyle Richmond
doyle.richmond@sothebysrealty.com +1.970.390.9240




3005 45th Street NW
WASHINGTON, DISTRICT OF COLUMBIA
\$9,850,000 | sothebysrealty.com/id/NR5GFS
TTR Sotheby's International Realty
Mark Lowham
mlowham@ttrtsir.com +1.703.966.6949



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



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



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

The New York Times International Edition

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

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

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



Discover the unique

sothebysrealty.com

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

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

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

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

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


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

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

Equal Housing Opportunity

- 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

[illegible]

Sotheby's

INTERNATIONAL REALTY

1130 Park Avenue, P1E-A
New York, New York | \$6,000,000 | 1130ParkAvenue@PIA.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 | 850ParkAve@i.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
 Sotheby's International Realty, a leading name in luxury real estate, is pleased to announce the opening of Sotheby's International Realty's new office in New York City. Sotheby's International Realty is a leading name in luxury real estate, and is pleased to announce the opening of Sotheby's International Realty's new office in New York City.



**William
Pitt**

INTERNATIONAL REALTY



Idyllic Estate on Park-Like Grounds

637 Valley Road New Canaan, Connecticut

\$4,200,000

[sothebysrealty.com/cd/vZPQYr](#)

Experience the unparalleled 637 Valley Road estate—an majestic stone Georgian Colonial on 70+ idyllic acres along the Colchester River. This \$2,000 sq. ft. masterpiece features a chef's kitchen, stately library, en-suite bedrooms with night dressings, a billiard room, and a private guest wing. Outdoors, enjoy a pool, tennis and pickleball courts, a miniature golf, 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.





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

LM Homes Team at William Pitt Sotheby's International Realty
Janice, 937.593.6273 | Mercedes, 203.644.6372
[lm.homes@sothebysrealty.com](#)

© 2024 Sotheby's International Realty, LLC. Sotheby's International Realty is a registered trademark of its owner and licensor. Carl Sotheby's International Realty, LLC is a company owned and operated under the operating name Sotheby's International Realty, LLC. All trademarks are the property of their respective owners. Photos courtesy of agent and/or seller. Equal Housing Opportunity.

Boat International

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

US NATIONAL ISSUE:

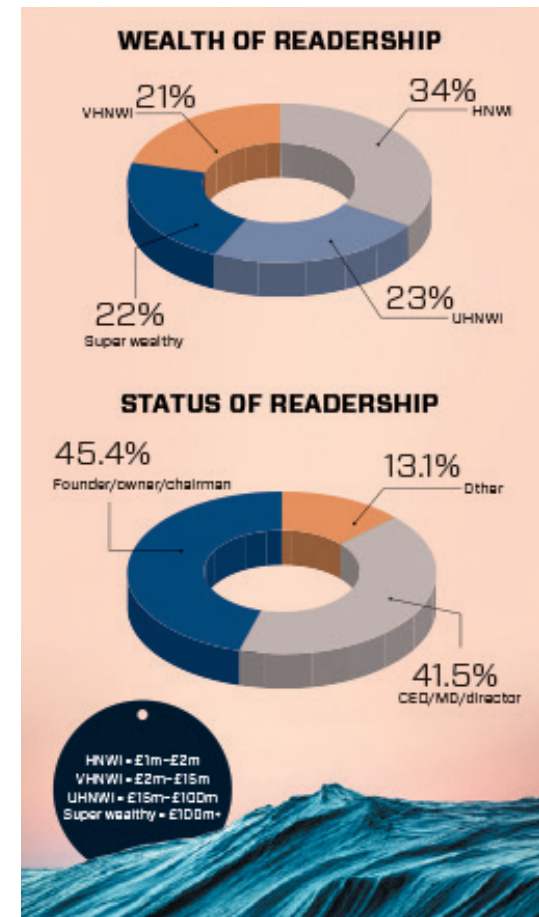
FULL PAGE: \$4,650

ULL PAGE + E-NEWSLETTER: \$5,100

INTERNATIONAL ISSUE

FULL PAGE: \$4,650

FULL PAGE + E-NEWSLETTER: \$5,100



Billionaire Magazine

Billionaire is a sophisticated, extremely high-end luxury publication curated for a controlled and selected subscriber list of UHNWIs globally. The core values of the publication consist of Philanthropy, Sustainability, The Finest Artists and Craftspeople, Investments, as well as exploring unique travel experiences and high-end luxury products globally for our readers. Billionaire provides indepth articles on meaningful projects, initiatives, and peer-to-peer conversations on UHNW-relevant issues.

- Circulation: **14,791**
 - **10,791** mailed to individuals that have a minimum net worth of **\$39 million**
 - **238** Royal Families receive the Magazine globally
 - **4,000** Copies are distributed exclusively to top fine Art Galleries, private Banks, Yacht Clubs, Polo clubs, private Jet Terminals all over the world
- Average Household Net Worth: **\$106,000,000**
- Total Print Readership: **33,000**
- Total Digital Magazine Readership: **11,800**
- Readers have an average net-worth of **\$97 million**
- **238** Royal Families receive the magazine globally

PRICE: FULL PAGE COLOR: \$8,125

Global



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

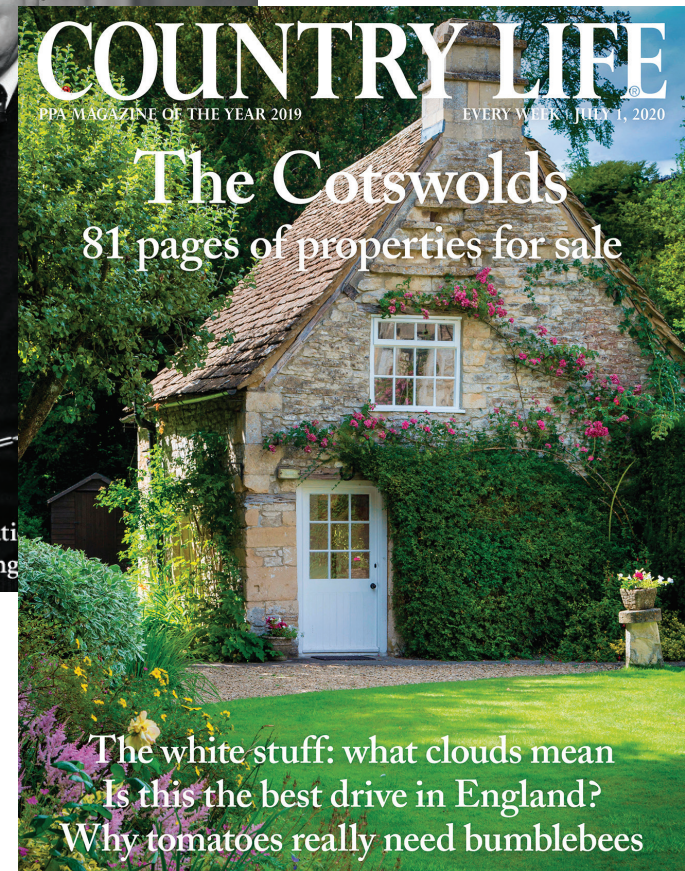
FULL PAGE: \$3,300

DOUBLE PAGE SPREAD: \$6,400

FULL PAGE ADVERTORIAL: \$4,500

DOUBLE PAGE ADVERTORIAL: \$8,900

International Properties Edition



Chicago Tribune Takeover

The Chicago Tribune engages readers with news, featured content, unmatched editorial, and advertising information via digital, print and e-Newspaper. Our daily and Sunday editions offer geographical targeted advertising opportunities for maximum visibility to hyper local.

Promote your brand and properties in style with this tabloid insert devoted to Sotheby's International Realty and delivered to high-net worth neighborhoods.

- Distribution: **Chicago Metro Area**
- Circulation: **150,000+**

FULL PAGE: \$725
INSIDE FRONT COVER: \$975
INSIDE BACK COVER: \$975
BACK COVER: \$1,300

Includes Digital Banner Promotion



A Masterpiece of Architectural Grace

7 Stuyvesant Road, Asheville, North Carolina

\$6,995,000
sothebysrealty.com/id/F675W4

Originally designed by renowned architect Richard Sharp Smith for Burrham S. Colburn and remodeled by Robert Griffin in the early 2000s, this English country manor sits on 4.6 manicured acres in Biltmore Forest, featuring seasonal gardens, serene water features, and panoramic golf course views. The 7 bedroom, 5.2 bath home features an open floor plan ideal for gatherings, showcasing fine materials and meticulous craftsmanship.

10 bedrooms
7 full, 2 half bathrooms
13,588 square feet

Marilyn Wright
Global Real Estate Advisor
628.279.3940
Marilyn.Wright@PremierSIR.com

Asheville Office | 10 Brook Street, Suite 130, Asheville, North Carolina | premiersothebysrealty.com

© 2023 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 advertising and sales are subject to the terms and conditions of the Sotheby's International Realty Franchise Agreement.

1 of 1

Curators

of the unique

Chicago, Illinois | Represented by Lisa Huber on page 5

Sotheby's
INTERNATIONAL REALTY

March 2023 | sothebysrealty.com

Sotheby's

INTERNATIONAL REALTY

225 Coral Lane
Palm Beach, Florida | \$11,800,000 | vanderkamsotheby.com

Experience Palm Beach Living located in the heart of Coral Gables. This attraction 5 bedrooms, 6.5 full baths, and 2 half bathroom home offers an idyllic escape just moments from the vibrant heart of Palm Beach. Located in the heart of Coral Gables, you will enjoy a quiet street with easy access to the best of Palm Beach.

13629 Treasure Coast Circle
North Palm Beach, Florida | \$9,900,000 | sothebysrealty.com

Experience the finest of Palm Beach living in this stunning 5 bedroom, 6.5 full bath, and 2 half bathroom home. This property is a true masterpiece of architecture and design, offering a unique and luxurious lifestyle in the heart of Palm Beach.

1401 Riva
Palm Beach, Florida | \$11,800,000 | sothebysrealty.com

Experience the finest of Palm Beach living in this stunning 5 bedroom, 6.5 full bath, and 2 half bathroom home. This property is a true masterpiece of architecture and design, offering a unique and luxurious lifestyle in the heart of Palm Beach.

Premier Sotheby's

INTERNATIONAL REALTY

1 of 1

Creators of Unique

Naples, Florida

Represented by Greg Nease 239.632.2187

Greg Nease
Global Real Estate Advisor
239.632.2187
Greg.Nease@PremierSIR.com

© 2023 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 advertising and sales are subject to the terms and conditions of the Sotheby's International Realty Franchise Agreement.

duPont Registry

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

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

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

PREMIUM PUBLISHING

OVERVIEW

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

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

EDITORIAL FULL PAGE: \$3,000



Elite Traveler

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

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

ELITE TRAVELER AUDIENCE

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

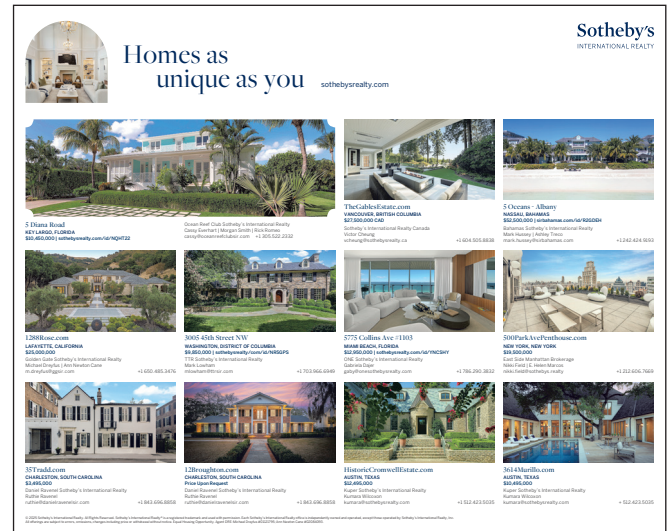
FULL PAGE: \$9,800

LUXURY HOMES FEATURE: STARTING AT \$4,500



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

Global



Propriétés Le Figaro

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

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

PRICE: \$2,500 FULL PAGE
\$3,000 FULL PAGE ADVERTORIAL

PROPRIÉTÉS

LE FIGARO

Le plus grand choix de BELLES MAISONS et de BEAUX APPARTEMENTS

BELLES MAISONS DE VACANCES

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

FRANCE & INTERNATIONAL
proprietes.lefigaro.fr

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

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

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

360 West 22nd Street, 17E
New York, New York | \$2,000,000
2 BD | 2 BA | 360West22ndStreet.com
Daniel Cantatore
917557-4578 | Daniel.Cantatore@SothebysRealty

2 River Terrace, 3F
New York, New York | \$2,290,000
1 BD | 1.5 BA | 2RiverTerraceNY.com
Barbara Ireland
917557-4231 | Barbara.Ireland@SothebysRealty

60 West 20th Street, 4D
New York, New York | \$1,200,000
LOFT | 1 BA | 60West20thStreet.com
Lisa Osherson | Ana Banerji
917436-9777 | Lisa.Osherson@SothebysRealty

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

A Grand Duplex on Park Avenue

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

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

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

Private Air Luxury Homes Magazine

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

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

DISTRIBUTION

65,000 private jet owners and guests

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

FULL PAGE: \$1,925

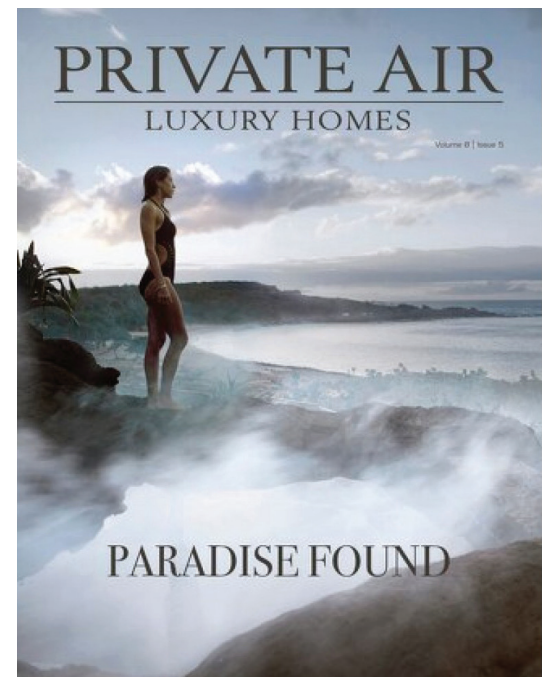
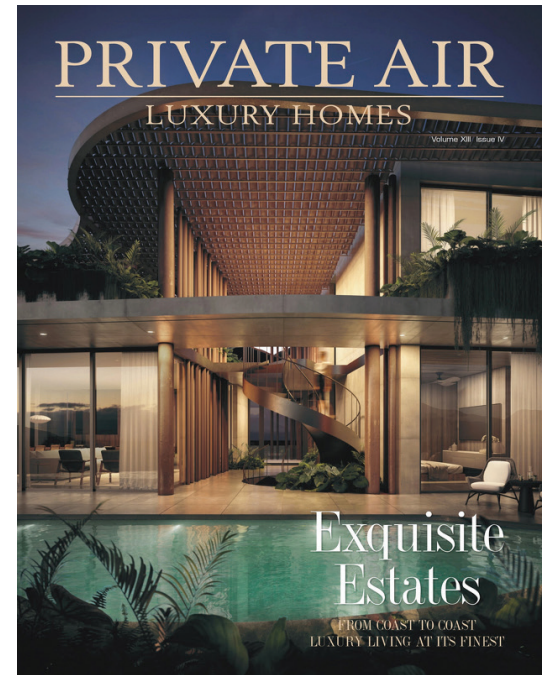
includes social media & E-Newsletter

FULL PAGE IN 3 ISSUES: \$1,550

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

FULL PAGE IN 6 ISSUES: \$1,450

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



Robb Report

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

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

FULL PAGE, COLOR: \$8,500

Global



785 Park Avenue, Apartment 17BC
New York, New York | \$8,950,000
2 BD | 3 BA | 785ParkAve17BC.com

563 Park Avenue, Apartment 5/6W
New York, New York | \$8,950,000
3 BD | 3.5 BA | 563ParkAve5-6W.com

30 East 71st Street, Apartment 8B
New York, New York | \$8,900,000
3 BD | 4.5 BA | 30E71stSt8B.com

4 East 72nd Street, Apartment 3/4B
New York, New York | \$8,750,000
3 BD | 4.5 BA | 4E72ndSt3-4B.com

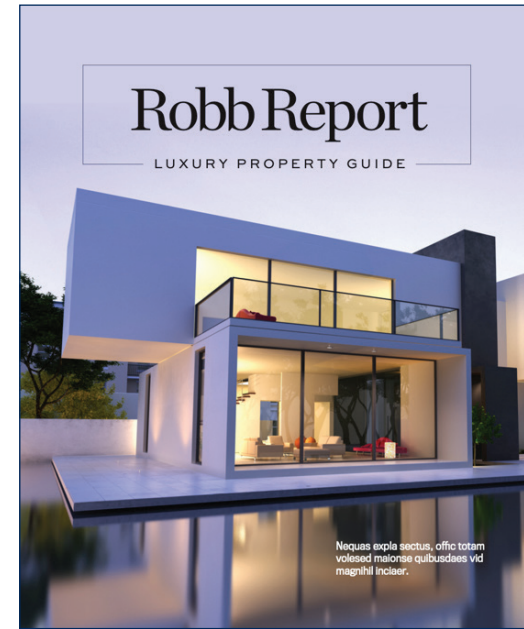
Serenia Boardman
Senior Global Real Estate Advisor, Associate Broker
212.606.7621 | serenaboardman.com
serenia.boardman@sothebysrealty.com

Sotheby's International Realty - East Side Manhattan Brokerage | 650 Madison Avenue, 2nd Floor, New York, New York 10022 | sothebysrealty.com/nyse

© 2018 Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty is a registered trademark and logo with copyright owned by Sotheby's International Realty, which is independently owned and operated, except where specifically indicated by Sotheby's International Realty, Inc. All other trademarks and logos are the property of their respective owners. Sotheby's International Realty, Inc. is a member of the Sotheby's International Realty network, which is a registered trademark and logo with copyright owned by Sotheby's International Realty, Inc. All other trademarks and logos are the property of their respective owners. Sotheby's International Realty, Inc. is a member of the Sotheby's International Realty network, which is a registered trademark and logo with copyright owned by Sotheby's International Realty, Inc. All other trademarks and logos are the property of their respective owners.

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

Global



Sotheby's
INTERNATIONAL REALTY

Elegance at 740 Park Avenue

740 Park Avenue, 6/7D | New York, New York

\$26,000,000
[740ParkAve-7D.com](#)

Considered by many to be among the finest examples of pre-war apartment house architecture, 740 Park Avenue is defined by stately proportions and unsurpassed elegance. Drawn by Isaac R. Corbell and Arthur Loomis Harmon in 1925, the plans for this coveted address remain a standard for gracefully functional design and serve still as inspiration for today's most sought-after buildings. Ideally located on East 74th Street and spanning over 7,000 square feet, this mansion-like residence is distinguished by its impressive scale, enduring elegance, sunlit interiors, and open and attractive outdoors.

**5 Bedrooms
5 Bathrooms, 2 Half Baths
7,348+ sq.ft**









Kathryn Steinberg
Senior Global Real Estate Advisor
Associate Broker | 212.606.7756
[kathryn.steinberg@sothebysrealty](#)

Serena Boardman
Senior Global Real Estate Advisor
Associate Broker | 212.606.7611
[serena.boardman@sothebysrealty](#)

Sotheby's International Realty, 123 Park Avenue, Sotheby's International Realty® is a registered trademark and used under license pursuant to CMAA (California Multiple Listing Service) Inc. Sotheby's International Realty® and its member companies are operated by Sotheby's International Realty LLC, an Equal Opportunity Employer. ©2014 Sotheby's International Realty LLC. All rights reserved.

Sotheby's International Realty® East Side Manhattan Brokerage | 150 Madison Avenue, 2nd Floor, New York, New York 10017 | [sothebysny.com/cmgps](#)

Simply Abu Dhabi

Simply Abu Dhabi is a luxury lifestyle publication that is only available by invitation to the highest echelon of society. Simply Abu Dhabi, primarily targets the elite and affluent globally. It showcases products and services available, from the most prestigious luxury brands around the globe, and it also provides detailed insight into a range of editorial subjects, including coveted destinations, wealth management, yachts, high-profile architecture, real estate, travel and more.

- **Global Distribution:** Ultra HNW audience in London, Paris, Milan, Monaco, Moscow, New York, Los Angeles, Singapore, Shanghai, Hong Kong, Mumbai & Delhi.
- **Prestigious Distribution Includes:** Royalty/Palaces/ Private Royal Offices, Dignitaries & Politicians/ Ministries, All Official Embassies in the UAE.
- **Private Residence Distribution Includes:** Abu Dhabi, Al Ain, Dubai: Emirates Hills, Downtown Area, The Lakes, The Palm, Jumeirah Beach Area.
- Circulation: **Print and Digital**
- Printed Copies per issue: **7,800**
- Digital: **500,000+** Subscribers
- Middle East/GCC Distribution: **5,800**
- Global Distribution: **2,000**
- Readership: **28,000**

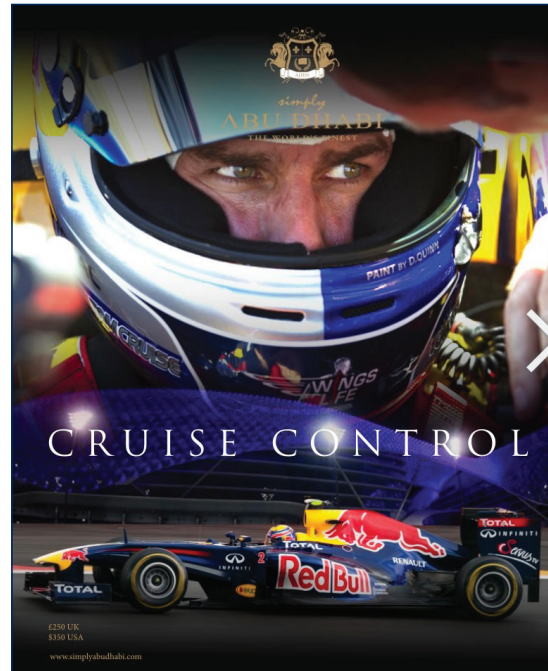
DOUBLE PAGE SPREAD

+ 2 INSTAGRAM POSTS: \$7,500

DOUBLE PAGE SPREAD, 4 PAGE EDITORIAL FEATURE

+ 2 INSTAGRAM POSTS: \$10,625

Print & Digital



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Media	Ad Description	May	June	July	August	September	October	November	December	January	Media Total	Reach	
Sotheby's Auction House: Print													
Sotheby's Magazine	Advertorial - 2 page					\$ 10,500.00					\$ 10,500.00	20,000	
Sotheby's Magazine	Full Page					\$ 5,260.00	\$ 5,260.00		\$ 5,260.00		\$ 15,780.00	60,000	
Sotheby's Auction House: Digital													
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00	\$ 2,585.00				\$ 2,585.00	\$ 2,585.00			\$ 10,340.00	3,080,000	
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter									\$ 3,000.00	\$ 3,000.00	7,500	
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				\$ 9,750.00	1,500,000	
Million Impressions	Targeting - Select locations												
LinkedIn													
LinkedIn	Digital Banner Campaign	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00				\$ 18,000.00	600,000	
Geofencing - Event and Location													
Geofencing - Event and Location	Target specific events and locations							\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	120,000	
Billionaire													
Billionaire	Custom Content + E-Newsletter		\$ 4,500.00					\$ 4,500.00			\$ 9,000.00	100,000	
Cottages & Garden													
Instapartnership	Post and Stories takeover							\$ 1,950.00			\$ 1,950.00	64,300	
Spotlight + Property of Note	Rotating Gallery								\$ 2,950.00		\$ 2,950.00		
Daily Deeds	E-Newsletter sent 4X per week	\$ 5,000.00		\$ 5,000.00				\$ 5,000.00			\$ 15,000.00	180,000	
C&G Stories	Content development		\$ 5,295.00								\$ 5,295.00	11,510,000	
Dezeen													
Instagram Grid Post		\$ 9,000.00									\$ 9,000.00	3,300,000	
Instagram Targeted Post							\$ 4,000.00				\$ 4,000.00		
DuPont Registry													
Post	Branded content		\$ 1,295.00					\$ 1,295.00			\$ 2,590.00		
Newsletter	Bonus		Bonus					Bonus			\$ -	77,000	
Luxury Lifestyle Newsletter	Bonus		Bonus					Bonus			\$ -	2,500	
Discovery Posting	Bonus		Bonus					Bonus			\$ -		
Elite Traveler													
Elite Online Real Estate Showcase	Online Real Estate Showcase					\$2,500					\$ 2,500.00	100,000	

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

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			
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00										\$ 1,000.00	750,000			
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$ 8,500.00										\$ 8,500.00	292,000			
E-Newsletter Featured Listing	E-Newsletter											\$ 1,500.00	\$ 1,500.00	192,000		
JetSet Magazine																
JetSet Magazine	Annual Global Campaign											\$2,500	\$ 2,500.00	2,140,000		
Le Figaro																
Headline Search	Featured City	\$ 795.00										\$ 795.00	\$ 1,590.00			
Luxury Estate																
Luxury Estate	Showcase Listing + Elite Listing Packages - 6 months											\$5,100	\$ 5,100.00			
Robbreport.com																
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00											\$ 1,350.00	6,000		
Robbreport.com	Real Estate Newsletter - 3 Sends											\$ 5,000.00	\$ 5,000.00	60,000		
Simply Abu Dhabi																
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,350.00		\$ 1,350.00				\$ 1,350.00		\$ 1,350.00			\$ 5,400.00	102,400		
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		\$ 4,550.00	1,148,000			
Mansion Global New Development Profile	Profile page - 3 months minimum											\$1,000	\$1,000	\$1,000	\$ 3,000.00	
Mansion Global e-Newsletter	Daily Monday-Friday											\$ 3,680.00	\$ 3,680.00	\$ 7,360.00	34,000	
Yachting E-Newsletter																
Boat International	Boat International	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 6,750.00	230,400			

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print									
Billionaire Magazine									
Billionaire Magazine	Full Page		\$ 8,125.00				\$ 8,125.00	\$ 16,250.00	29,582
Boat International									
US National issue	Full Page + E-Newsletter					\$ 5,100.00	\$ 5,100.00	\$ 10,200.00	51,200
International issue	Full Page + E-Newsletter		\$ 5,100.00				\$ 5,100.00	\$ 10,200.00	25,850
Chicago Tribune									
Chicago Tribune	Takeover - Back Cover		\$ 1,300.00			\$ 1,300.00		\$ 2,600.00	300,000
Country Life									
Country Life	Full Page					\$ 3,300.00		\$ 3,300.00	40,000
Dupont Registry									
Dupont Registry	Editorial Full Page		\$ 3,000.00				\$ 3,000.00	\$ 6,000.00	70,000
Elite Traveler									
Elite Traveler	Full Page Online Showcase Listing						\$ 9,800.00		
Elite Traveler	Luxury Homes Feature				\$ 4,500.00			\$ 4,500.00	557,000
Financial Times									
Financial Times	Quadruple Property Spot	\$ 3,000.00				\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	841,828
Financial Times	Double Spot		\$ 1,500.00	\$ 1,500.00				\$ 3,000.00	420,914
Le Figaro									
Full Page	Full Page			\$ 2,500.00				\$ 2,500.00	50,000
Full Page Advertorial	Full Page Advertorial						\$ 3,000.00	\$ 3,000.00	50,000
The New York Times									
The New York Times	Double Property Spot - Weekday/Saturday			\$ 1,520.00				\$ 1,520.00	423,111
The New York Times	Quadruple Property Spot - Weekday/Saturday		\$ 3,040.00			\$ 3,040.00	\$ 3,040.00	\$ 9,120.00	1,269,333
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00		\$ 750.00	\$ 750.00	\$ 750.00	\$ 3,750.00	825,000
The New York Times Takeover	Inside Back Cover		\$ 1,150.00		\$ 1,150.00	\$ 1,150.00	\$ 1,150.00	\$ 4,600.00	660,000
The New York Times Takeover	Back Cover				\$ 1,500.00		\$ 1,500.00	\$ 3,000.00	336,000
The New York Times International Edition									
The New York Times International Edition	Quadruple Property Spot				\$ 2,600.00		\$ 2,600.00	\$ 5,200.00	208,602
Private Air Luxury Homes									
Private Air Luxury Homes	Full Page in 3 Issues (includes social media, E-Newsletter & Exclusive Estate Showcase Editorials)		\$ 1,550.00		\$ 1,550.00		\$ 1,550.00	\$ 4,650.00	195,000
Robb Report									
Robb Report	Full Page		\$ 8,500.00			\$ 8,500.00		\$ 17,000.00	214,000
Robb Report	Robb Report Luxury Property Guide						\$ 7,000.00	\$ 7,000.00	107,000
Simply Abu Dhabi									
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts			\$ 7,500.00				\$ 7,500.00	10,000
Simply Abu Dhabi	Double Page Spread, 4-Page Editorial Feature + 2 Instagram Posts						\$ 10,625.00	\$ 10,625.00	10,000
The Wall Street Journal									
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade		\$ 1,590.00	\$ 1,590.00	\$ 1,590.00			\$ 4,770.00	1,933,272
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade					\$ 3,180.00		\$ 3,180.00	644,424
The Wall Street Journal - National	Eight Property Spot w/ Digital Featured Property Upgrade		\$ 6,360.00				\$ 6,360.00	\$ 6,360.00	1,933,272
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert		\$ 1,985.00			\$ 1,985.00		\$ 1,985.00	300,000
TOTAL									
								\$ 359,955.00	38,681,488

TOTAL
*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	October	November	December	January	Media Total	Reach
Sotheby's Auction House: Print												
Sotheby's Magazine	Advertorial - 2 page					\$ 10,500.00					\$ 10,500.00	2
Sotheby's Magazine	Full Page					\$ 5,260.00	\$ 5,260.00		\$ 5,260.00		\$ 15,780.00	6
Sotheby's Auction House: Digital												
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00	\$ 2,585.00				\$ 2,585.00	\$ 2,585.00			\$ 10,340.00	3,08
Sotheby's Preferred E-Newsletter	Sotheby's Preferred E-Newsletter									\$ 3,000.00	\$ 3,000.00	
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				\$ 9,750.00	1,50
Million Impressions	Targeting - Select locations											
LinkedIn												
LinkedIn	Digital Banner Campaign	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00				\$ 18,000.00	60
Geofencing - Event and Location												
Geofencing - Event and Location	Target specific events and locations							\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	12
Billionaire												
Billionaire	Custom Content + E-Newsletter		\$ 4,500.00					\$ 4,500.00			\$ 9,000.00	10
Cottages & Garden												
Daily Deeds	E-Newsletter sent 4X per week	\$ 5,000.00						\$ 5,000.00			\$ 10,000.00	12
C&G Stories	Content development		\$ 5,295.00								\$ 5,295.00	11,51
Dezeen												
Instagram Targeted Post			\$ 4,000.00								\$ 4,000.00	
DuPont Registry												
Post	Branded content		\$ 1,295.00					\$ 1,295.00			\$ 2,590.00	
Newsletter	Bonus							Bonus			\$ -	7
Luxury Lifestyle Newsletter	Bonus							Bonus			\$ -	
Discovery Posting	Bonus							Bonus			\$ -	
Elite Traveler												
Elite Online Real Estate Showcase	Online Real Estate Showcase					\$2,500					\$ 2,500.00	10
JamesEdition												
Main Home Page Rotating Gallery	Featured Banner							\$ 2,000.00			\$ 2,000.00	75
New & Trending Home Page Position	Featured Spot			\$ 1,200.00							\$ 1,200.00	75
New & Trending Real Estate Position	Featured Spot				\$ 1,000.00						\$ 1,000.00	75
Featured Article and E-Newsletter promotion	Newsletter First Feature & Journal Article		\$ 5,500.00								\$ 5,500.00	25
E-Newsletter Featured Listing	E-Newsletter						\$ 1,500.00				\$ 1,500.00	19
JetSet Magazine												
JetSet Magazine	Annual Global Campaign					\$2,500					\$ 2,500.00	2,14

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Le Figaro																
Headline Search	Featured City	\$	795.00					\$	795.00				\$	1,590.00		
Luxury Estate																
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months												\$	3,250.00		
Robbreport.com																
Robbreport.com	Featured Listing Carousel - 1 Property	\$	1,350.00										\$	1,350.00		
Robbreport.com	Real Estate Newsletter - 3 Sends							\$	5,000.00				\$	5,000.00	6	
Simply Abu Dhabi																
Instagram Post	Instagram Post (2 Post Minimum)	\$	1,350.00	\$	1,350.00			\$	1,350.00	\$	1,350.00		\$	5,400.00	10	
WSJ.com																
Mansion Global Homepage Hero	Shared Banner	\$	650.00	\$	650.00	\$	650.00	\$	650.00	\$	650.00	\$	650.00	\$	4,550.00	1,14
Mansion Global New Development Profile	Profile page - 3 months minimum			\$1,000				\$1,000				\$1,000	\$	3,000.00		
Mansion Global e-Newletter	Daily Monday-Friday			\$	3,680.00				\$	3,680.00			\$	7,360.00	3	
Yachting E-Newsletter																
Boat International	Boat International	\$	750.00	\$	750.00	\$	750.00	\$	750.00	\$	750.00	\$	750.00	\$	6,750.00	23

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print

Billionaire Magazine																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
----------------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

TOTAL

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy

Pricing Subject to Change

Proposed Schedule, Pricing & Reach 2025

PLAN 3

Media	Ad Description	May	June	July	August	September	Media Total	# Insertions	Reach	Reach
Sotheby's Auction House: Print										
Sotheby's Magazine	Advertorial - 2 page					\$ 10,500.00	\$ 10,500.00	1	20,000	20,000
Sotheby's Magazine	Half Page					\$ 2,630.00	\$ 2,630.00	1	20,000	20,000
Sotheby's Auction House: Digital										
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00	\$ 2,585.00				\$ 5,170.00	2	770,000	1,540,000
Digital										
LinkedIn										
LinkedIn	Digital Banner Campaign	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 15,000.00	5	100000	500,000
Cottages & Garden										
Daily Deeds	E-Newsletter sent 4X per week	\$ 5,000.00					\$ 5,000.00	1	60,000	60,000
C&G Stories	Content development		\$ 5,295.00				\$ 5,295.00	1	11,510,000	11,510,000
DuPont Registry										
Post	Branded content		\$ 1,295.00				\$ 1,295.00	1		
Newsletter	Bonus		Bonus				\$ -	1	77,000	77,000
Luxury Lifestyle Newsletter	Bonus		Bonus				\$ -	1	2,500	2,500
Discovery Posting	Bonus		Bonus				\$ -	0		
Elite Traveler										
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00	1	100,000	100,000
JamesEdition										
New & Trending Home Page Position	Featured Spot			\$ 1,200.00			\$ 1,200.00	1	750,000	750,000
New & Trending Real Estate Position	Featured Spot				\$ 1,000.00		\$ 1,000.00	1	750,000	750,000
Featured Article and E-Newsletter promotion	Newsletter First Feature & Journal Article		\$ 5,500.00				\$ 5,500.00	1	292,000	292,000
JetSet Magazine										
JetSet Magazine	Annual Global Campaign			\$2,500			\$ 2,500.00	1	2140000	2,140,000
Le Figaro										
Headline Search	Featured City	\$ 795.00					\$ 795.00	1		
Luxury Estate										
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00					\$ 1,100.00	1		
Robbreport.com										
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00					\$ 1,350.00	1	6,000	6,000
Robbreport.com	Real Estate Newsletter - 3 Sends					\$ 5,000.00	\$ 5,000.00	1	60,000	60,000
Simply Abu Dhabi										
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,350.00	\$ 1,350.00				\$ 2,700.00	2	25,600	51,200
WSJ.com										
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 3,250.00	5	164,000	820,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,000			\$1,000	\$ 2,000.00	2		
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00				\$ 3,680.00	1	17,000	17,000
Yachting E-Newsletter										
Boat International	Boat International	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 3,750.00	5	25,600	128,000

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print									
Billionaire Magazine									
Billionaire Magazine	Full Page		\$	8,125.00			\$	8,125.00	1 14,791
Boat International									
International issue	Full Page + E-Newsletter			\$	5,100.00		\$	5,100.00	1 12,925
Chicago Tribune									
Chicago Tribune	Takeover - Back Cover		\$	1,300.00			\$	1,300.00	1 150,000
Dupont Registry									
Dupont Registry	Editorial Full Page			\$	3,000.00		\$	3,000.00	1 35,000
Elite Traveler									
Elite Traveler	Luxury Homes Feature					\$	4,500.00	\$ 4,500.00	1 557,000
Financial Times									
Financial Times	Double Spot		\$	1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	3 210,457
Le Figaro									
Full Page	Full Page				\$	2,500.00		\$ 2,500.00	1 50,000
The New York Times									
The New York Times	Double Property Spot - Weekday/Saturday			\$	1,520.00	\$ 1,520.00		\$ 3,040.00	2 423,111
The New York Times Takeover	Full Page w/ Digital promotion		\$	750.00	\$ 750.00		\$	750.00	\$ 2,250.00 3 165,000
The New York Times Takeover	Inside Back Cover			\$	1,150.00		\$	1,150.00	\$ 2,300.00 2 165,000
The New York Times International Edition									
The New York Times International Edition	Double Property Spot						\$	1,300.00	\$ 1,300.00 1 104,301
Private Air Luxury Homes									
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)				\$	1,925.00		\$ 1,925.00	1 65,000
Robb Report									
Robb Report	Full Page		\$	8,500.00			\$	8,500.00	1 107,000
Simply Abu Dhabi									
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts				\$	7,500.00		\$ 7,500.00	1 10,000
The Wall Street Journal									
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade		\$	1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 6,360.00	4 644,424
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert				\$	1,985.00		\$ 1,985.00	1 100,000
TOTAL									
							\$	145,400.00	0 24,930,006

TOTAL
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Pricing Subject to Change