



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# THE ONE at Bellini Advertising and Marketing Program

ONE | Sotheby's  
INTERNATIONAL REALTY

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

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure THE ONE at Bellini

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

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 Aventura, FL.

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

LET'S DO  
GREAT THINGS TOGETHER

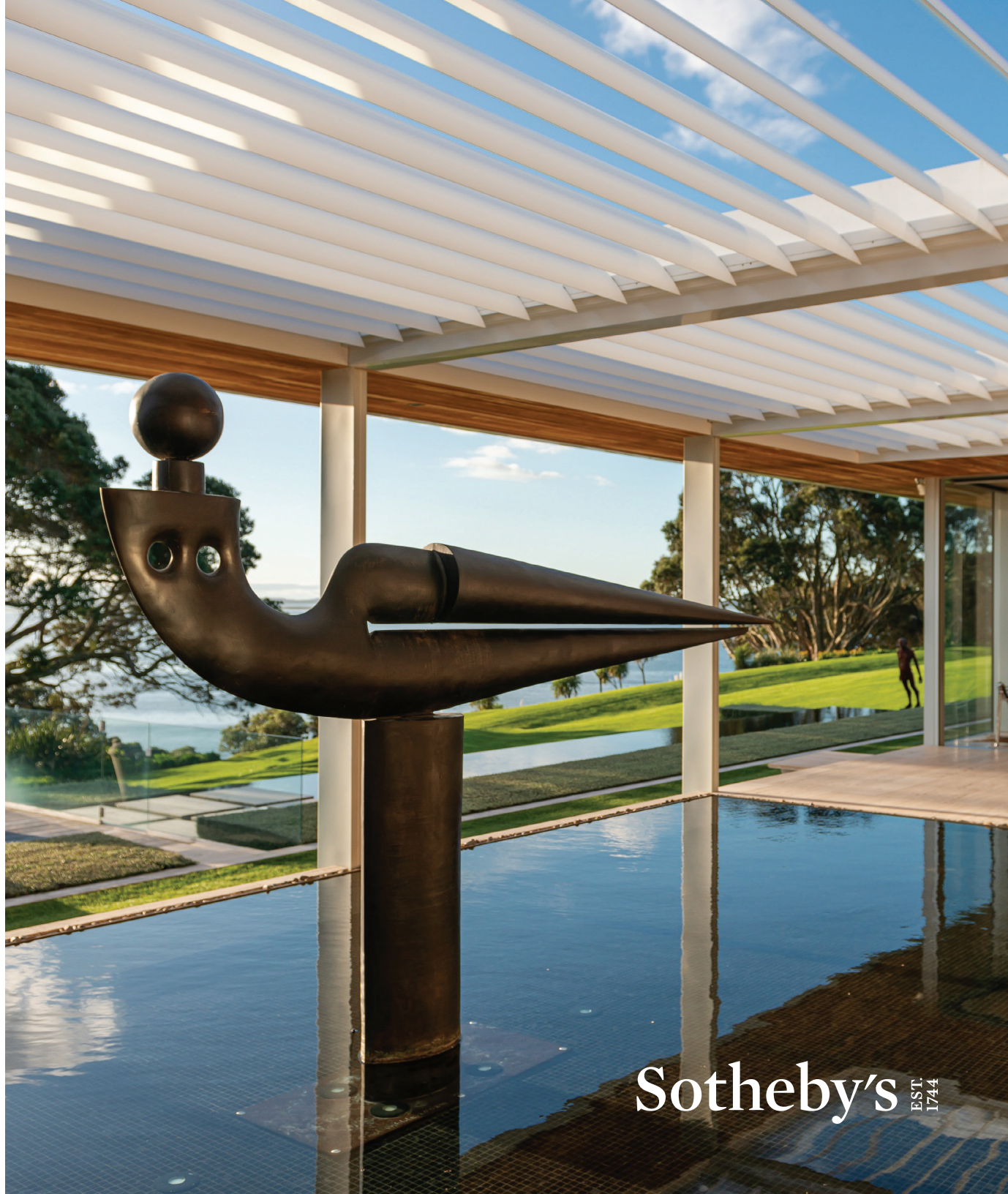
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*Account Executive*  
**212-677-2557**  
[chloe@skyad.com](mailto:chloe@skyad.com)

Sotheby's  
Auction House  
Offerings



Sotheby's EST. 1744



# Sotheby's Auction Magazine

## SOTHEBY'S MAGAZINE

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

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

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



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

**Sotheby's**  
INTERNATIONAL REALTY

San Isabel, Georgia, United States  
sothebysrealty.com/US/ISABEL  
Atlanta Fine Homes  
Sotheby's International Realty  
Chase Mann  
chmann@sothebysrealty.com

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

**Residence on Seidler Patel Marg**  
New Delhi, India  
sothebysrealty.com/IN/SEIDLER  
This home for sale, priced at \$1,200,000, is approximately 2,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an ideal location for those who want to live in a modern, secure, and well-maintained area.

**Duplex Apartment on Park Road**  
Mumbai, India  
sothebysrealty.com/IN/PARK  
This unique home encompasses an entire floor and parking area and city views. With a carpet area of around 150 sq. ft. (1,500 sq. ft.) and two spacious bedrooms, this duplex is a gem.

**Villa in Assagao**  
Goa, India  
sothebysrealty.com/IN/ASSAGAO  
This is a 1000 sq. ft. villa, built on a 1.25 acre plot, with fully furnished interior, swimming pool, and modern amenities. Features include a private pool, a large garden, and an exclusive beach access.

**Duplex Apartment on Seidler Patel Marg**  
Mumbai, India  
sothebysrealty.com/IN/SEIDLER  
This duplex is located in a prime location, offering a perfect blend of modern living and traditional Indian architecture. It features a large garden, a swimming pool, and a private beach access.

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



# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



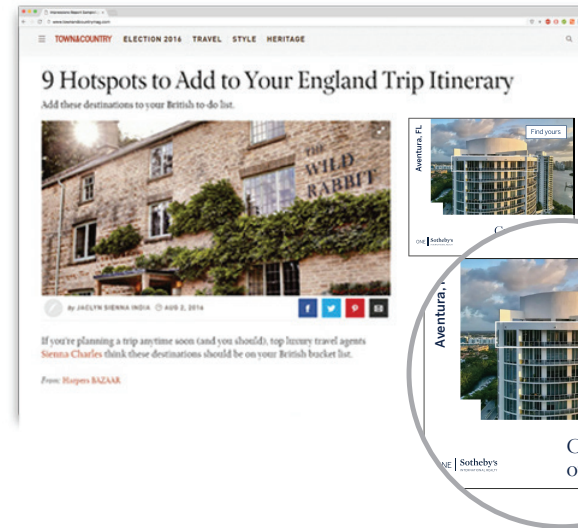
# Impressions Campaign

**CUSTOMIZABLE.**  
**AFFORDABLE.**  
**MEASURABLE.**

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

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

**Impress locally. Impress globally.**



## CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **THE ONE at Bellini**
- Flight Dates: **Two Weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

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



# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**





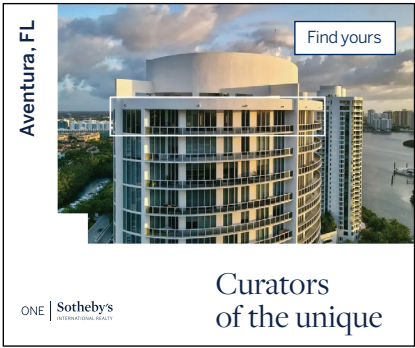
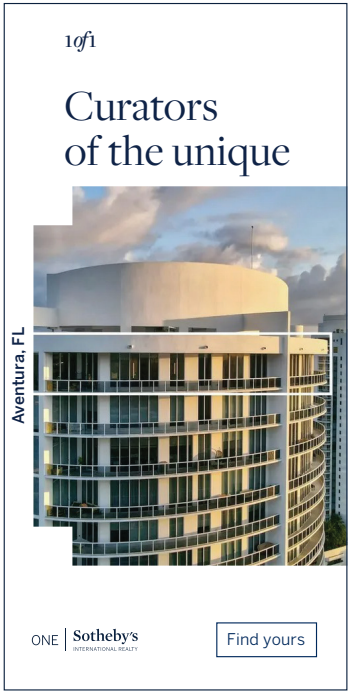
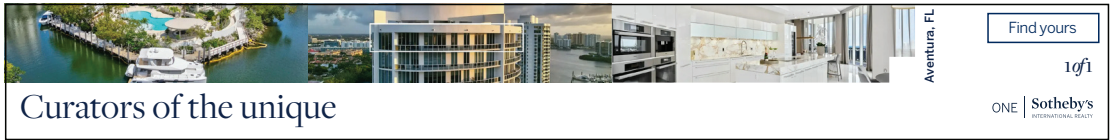
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

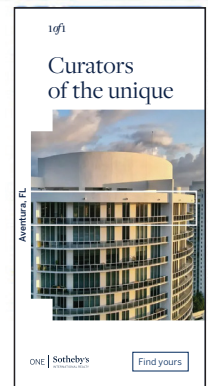
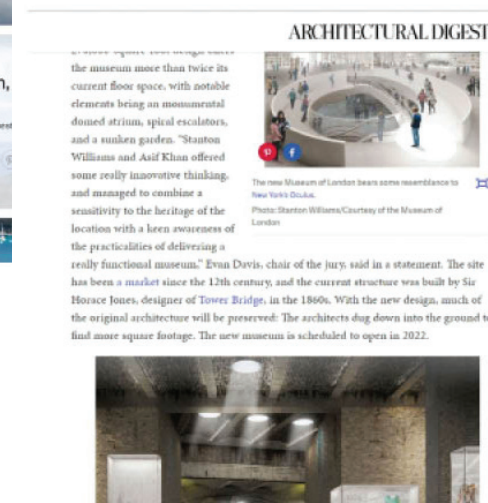
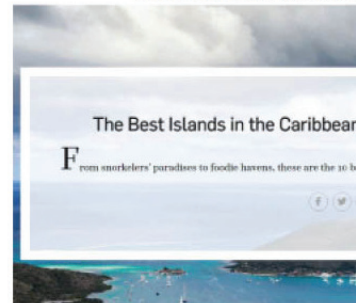
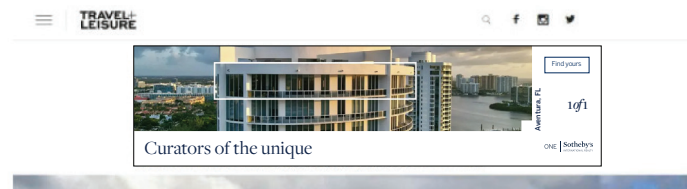
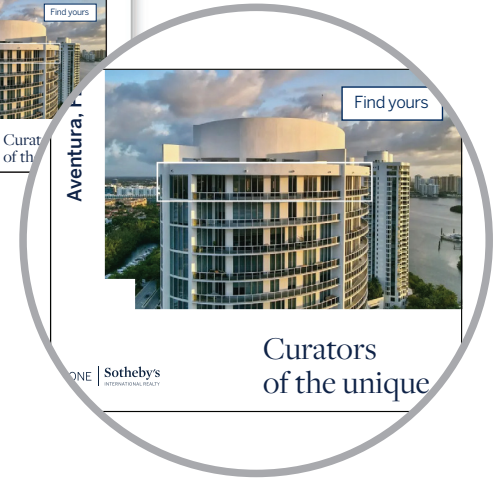
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

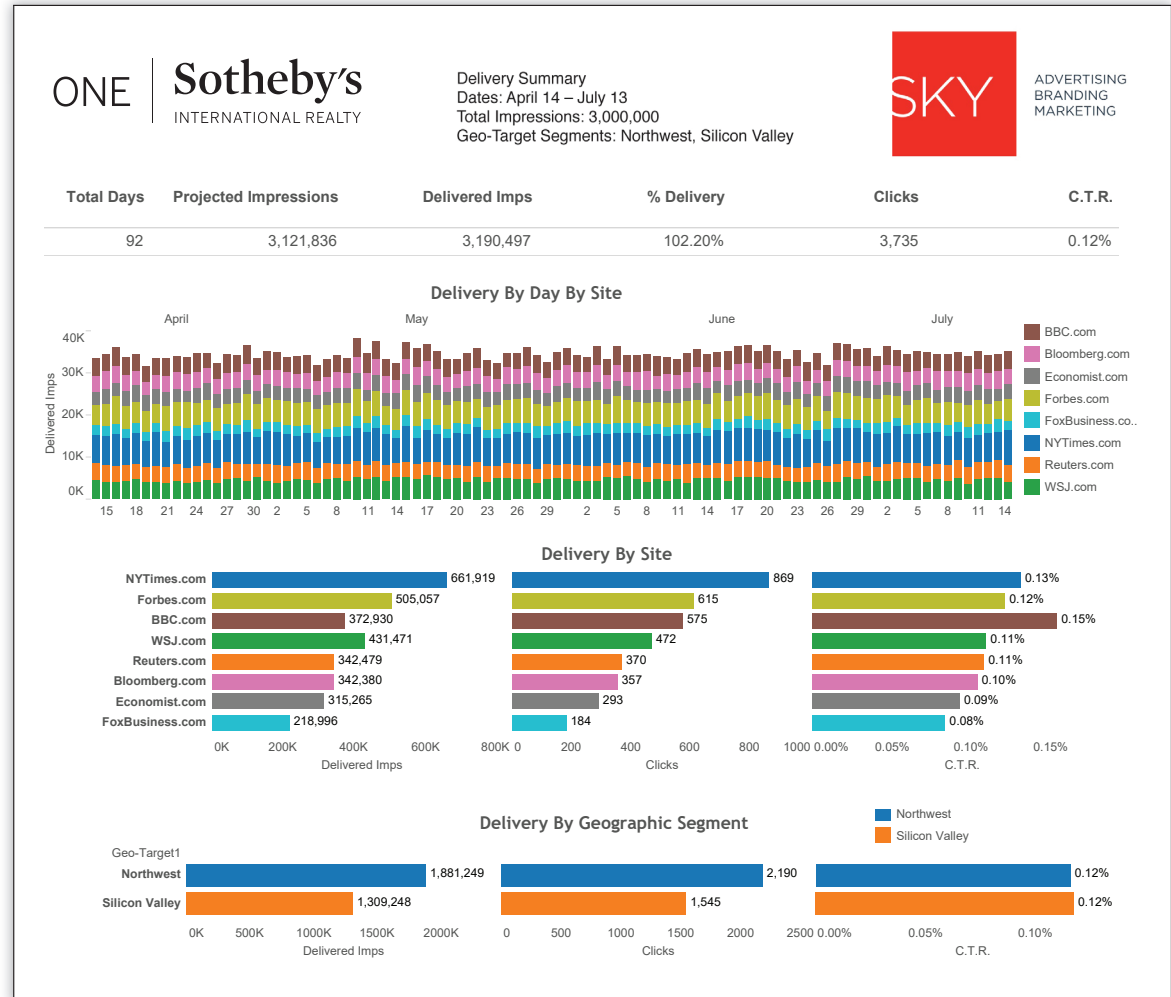


# Comprehensive Reporting For Your Customized Campaign

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

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

## IMPRESSIONS PROGRAM SAMPLE REPORT



# Comprehensive Digital

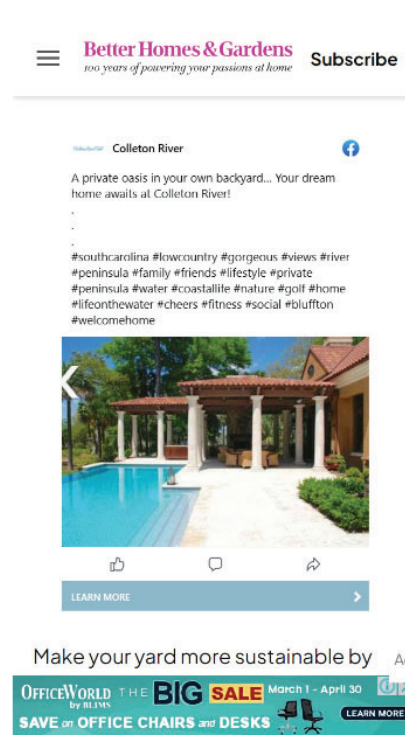
## SOCIAL MIRROR ADS

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

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

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

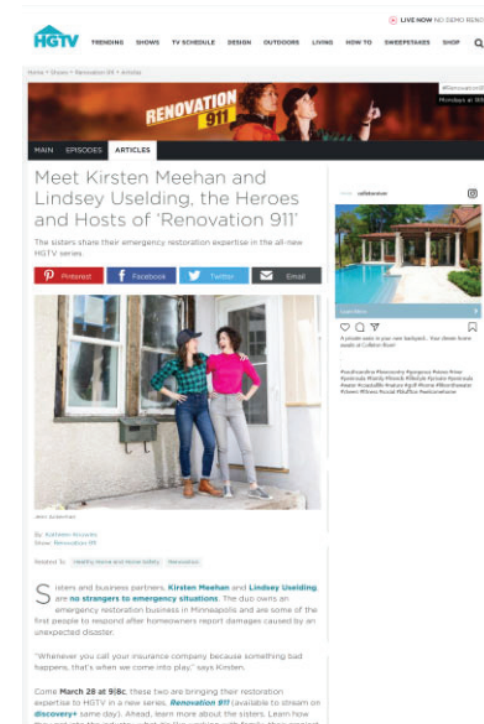
Ads can be display, video, OTT across connected TVs or carousel.



## TARGETING ABILITIES:

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

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





# Google AdWords

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

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

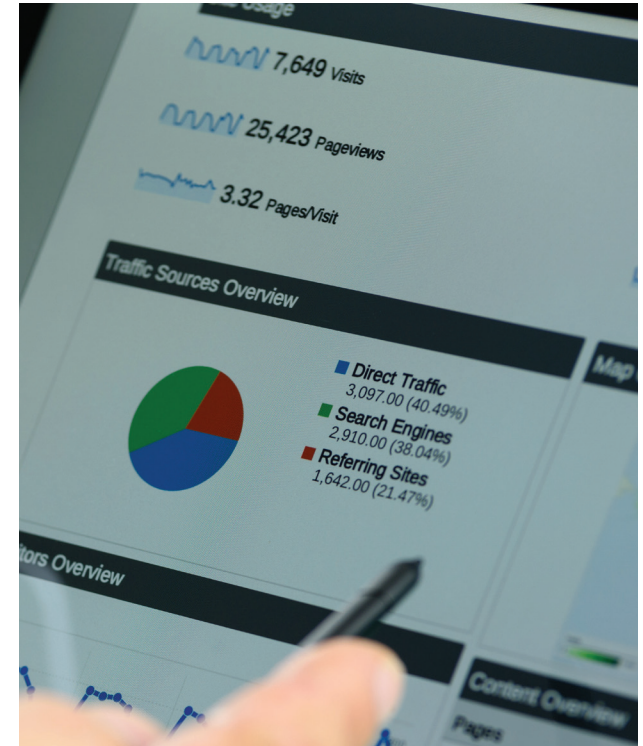


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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



# Google AdWords

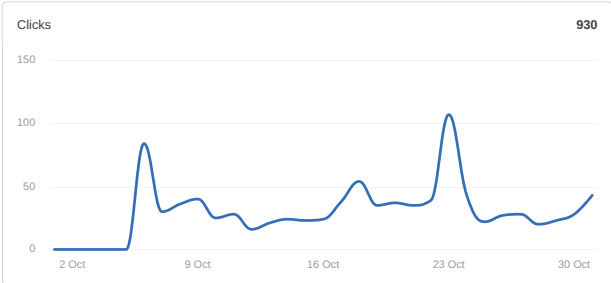
## CLIENT DASHBOARD

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



### SIR ONE

Google Ads Impressions	Google Ads Clicks	Google Ads CTR	Google Ads Phone Calls	Average Cost-Per-Click	Google Ads Interaction R...
85,229	930	1.09%	9	\$1.52	1.14%



Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
<a href="#">SKY - SMART</a>	459	\$312.71	\$39.09	74,095
<a href="#">SKY - PMAX</a>	290	\$359.88	\$179.94	8,209
<a href="#">SKY - General</a>	75	\$278.65	\$0.00	1,432
<a href="#">SKY - Boulder</a>	53	\$293.25	\$293.25	1,145
<a href="#">SKY - Trademark</a>	38	\$134.26	\$134.26	259
<a href="#">SKY - Niwot</a>	11	\$33.94	\$0.00	69
<a href="#">SKY - Longmont</a>	4	\$19.24	\$0.00	16
<a href="#">SKY - Golden</a>	0	\$0.00	\$0.00	3
<a href="#">SKY - Superior</a>	0	\$0.00	\$0.00	1

Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"home for sale boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

# Google AdWords

## MONTHLY REPORTING

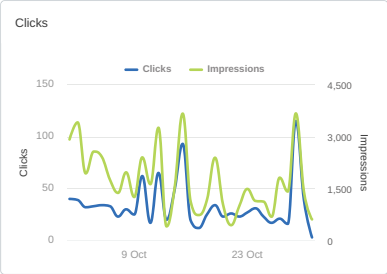
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



### SIR ONE

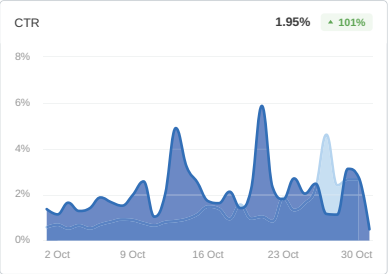
October KPI's

Clicks




CTR

1.95% ▲ 101%



Google Ads Phone Calls

12 ▲ 71%



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$0.94

Cities and Regions

Showing 50 of 540 Rows

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

Keywords

Showing 23 of 23 Rows

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

# Cottages & Garden

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

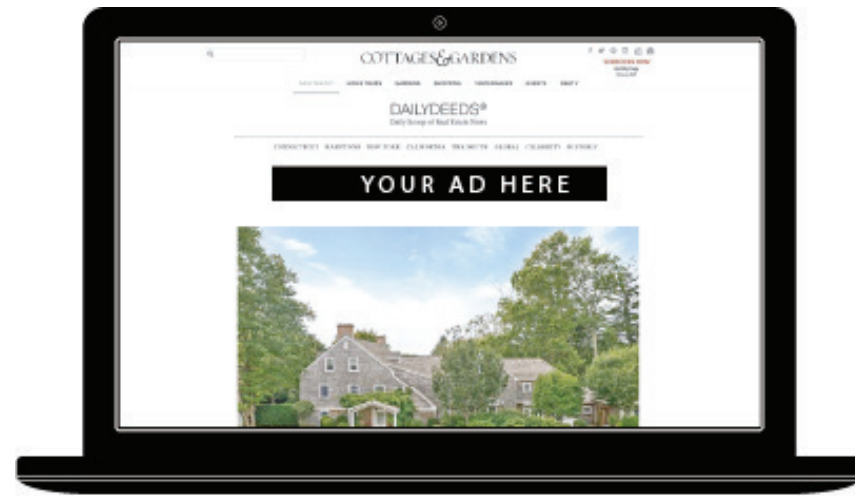
- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

## TOP 10 MARKETS

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

## DAILY DEEDS

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



### Floral Gift Ideas for Mother's Day

Even if she's not a gardener, chances are that every mother favors flowers.



### Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



### Ready, Set, Game Time!

12 fun finds that double as playful decor.

## Spotlight



CALIFORNIA CLOSETS

With an eye for both style and function, California Closets provides innovative custom storage systems for all areas of the home. Our expert design consultants will guide you through every step of the California Closets process. Find yourself at home with California Closets.



# Nob Hill Gazette

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

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

## E-NEWSLETTER

### ON THE MARKET

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

PRICE: \$500 PER LISTING

**San Francisco, Peninsula, and Silicon Valley**



# jamesedition.com

## E-NEWSLETTER

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

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

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

### • 600,000+ subscribers.

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

### Location Open Rates

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

### Email Engagement

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

LISTING FEATURE: \$1,500

The screenshot displays the JamesEdition.com homepage. At the top, there's a navigation bar with links for 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. Below this is a large banner image of a yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. A section titled 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3400 trusted dealers around the world...' is followed by a grid of featured listings. These include a Ferrari 488 GTB, a Chevrolet Corvette, a Stunning Villa, and a Ram 2500. Below this is a 'JAMES SPOTTING' section with a photo of a duplex and a 'RICH LIST' section featuring a yacht. There's also a 'LATEST STORIES' section with an image of an orange sports car. The bottom of the page has a 'Featured Agent' section for Nick Swinburne.

This screenshot shows another view of the JamesEdition.com homepage. It features a similar navigation bar and a large banner image of a yacht. A prominent section titled 'Find luxury Real Estate and Homes for sale' includes a search bar and a brief description of the platform's offerings. Below this is a 'Featured luxury properties' section with a grid of property listings, each with a photo and key details like '5 Bedrooms - Pent...', 'Stunning Sherwood...', 'Enviably Estate By...', and 'Modern Apartment...'. A 'News about luxury real estate' section follows, with articles such as 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. The bottom of the page contains a footer with 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

# jamesedition.com

## ROTATING GALLERY

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

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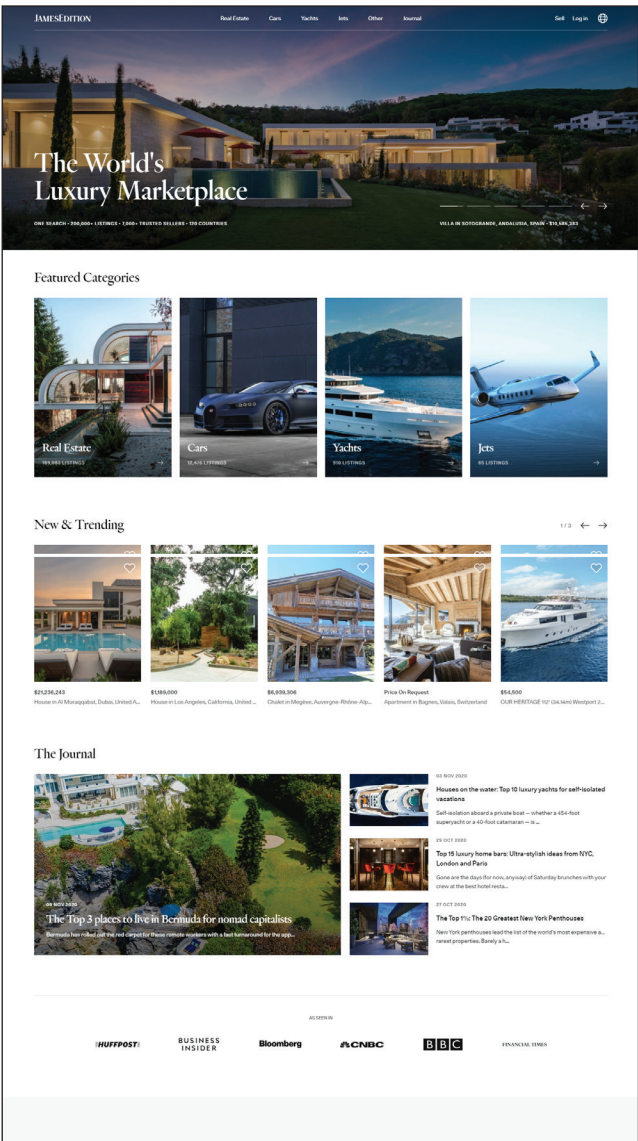
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600





# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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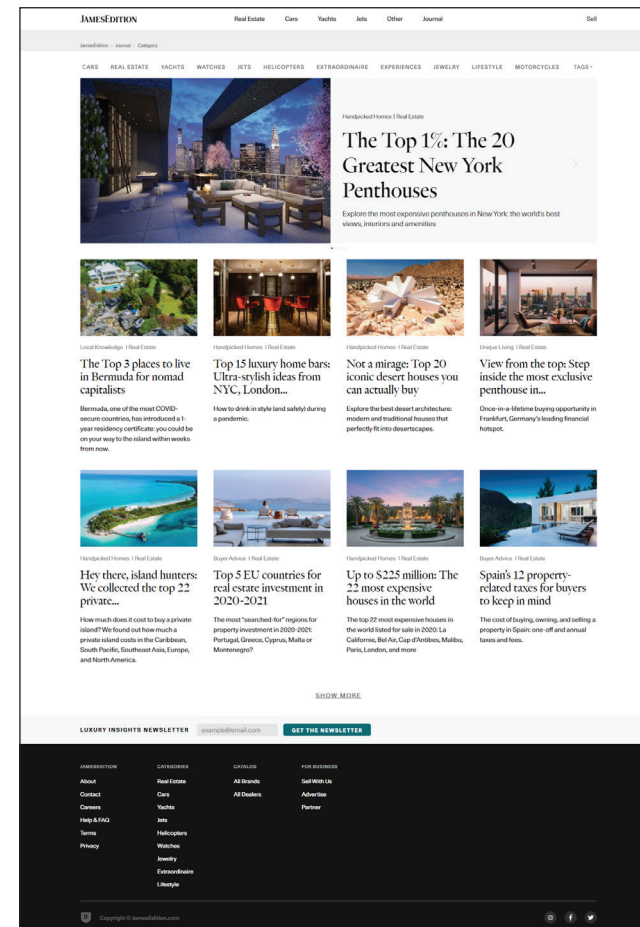
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

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

**\$5,500 NEWSLETTER FIRST FEATURE & ARTICLE**  
**\$3,300 NEWSLETTER TRENDING & ARTICLE**



# jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

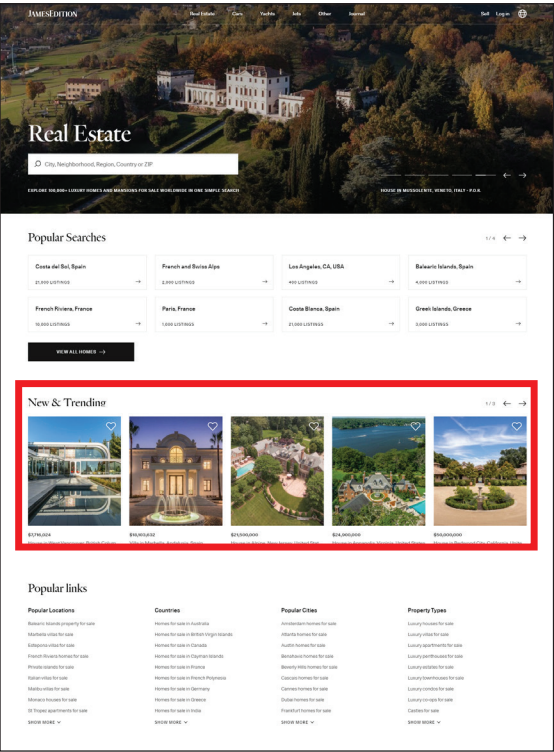
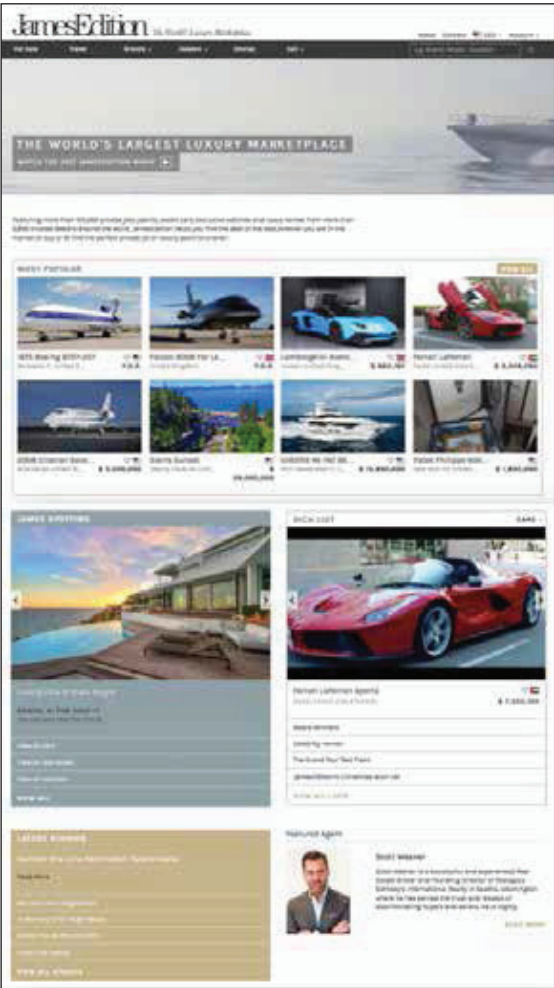
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION  
FEATURED SPOT: \$1,200

REAL ESTATE POSITION  
FEATURED SPOT: \$1,000



# jamesedition.com

## SOCIAL MEDIA POST

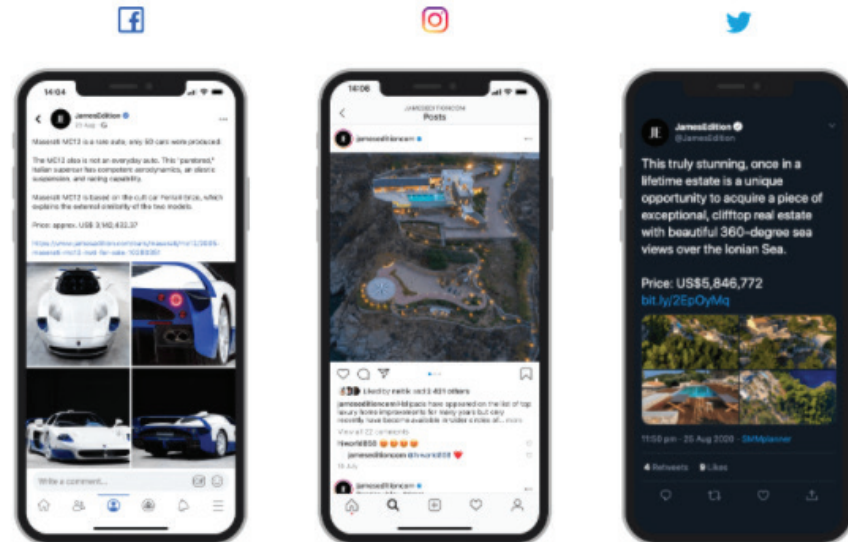
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The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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## 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

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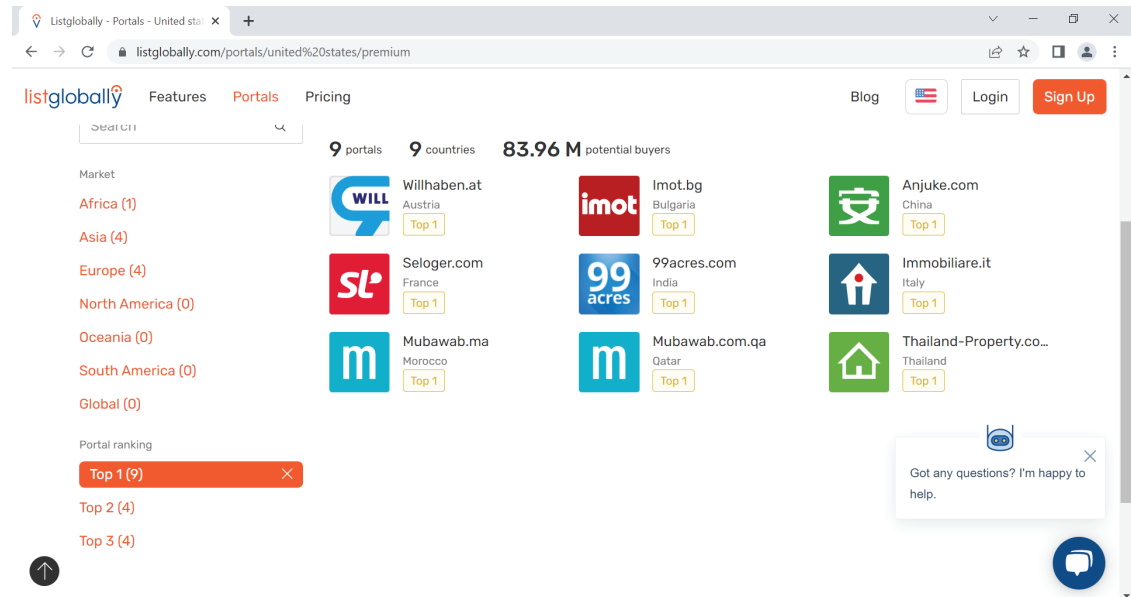
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\$200/MONTH 3 MONTH MINIMUM

\$150/MONTH 6 MONTH MINIMUM



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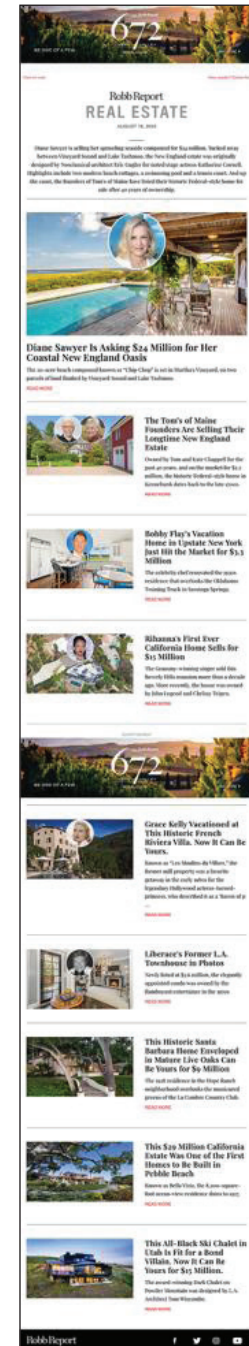
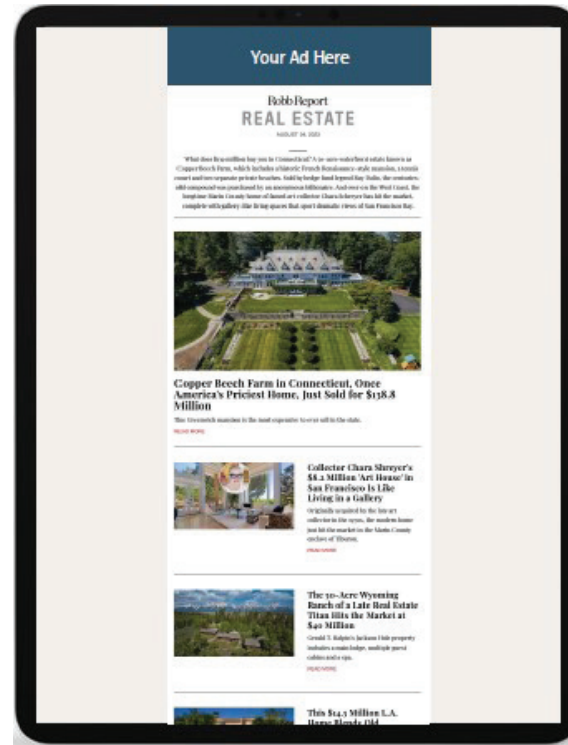
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- Open Rate – 18.5%
- Email is exclusive, Partner own both banner positions: (2) 970x250

PROPERTY LISTING: \$1,875/WEEK





# RobbReport.com

## FEATURED LISTING CAROUSEL

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

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

PRICE: \$1,350 PER MONTH

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REAL ESTATE NEWS

NEW CONSTRUCTION

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

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

By Mark David

CELEBRITY HOMES

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

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

By Wendy Bowman

ART & COLLECTIBLES

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

The auction house produced lower results than last year

# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

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

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- **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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



# 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



BOAT

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# 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

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 | **M1**

**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. Steinmetz**

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 two decades ago. "It was obviously a rapid decline," Randy said of deciding to auction the home.

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

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

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 Concierge.



**TRIBECA PENTHOUSE**  
New York City

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

### Room for Prayer, Without Leaving Home

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

**By Susan Powers**

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

Practitioners of Hinduism, particularly in India, have long created pooja rooms or areas in their homes; the word *pooja*, sometimes spelled *puja*, refers to the Sanskrit word for worship. A pooja room usually has an altar, mandala or table supporting idols and pictures of Hindu gods. They are used for solitary or communal prayer, worship and meditation, and are often decorated for special ceremonies during festivals such as Diwali, said Pooja 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 decorations, however, 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 Hindu-American family's pooja area—an armchair filled with pictures of Hindu gods.

Please turn to page M6




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




## Homes as unique as you

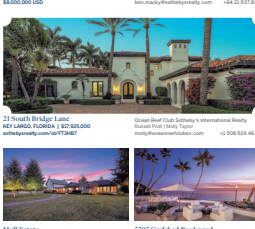
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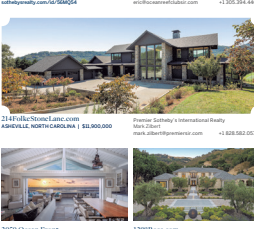
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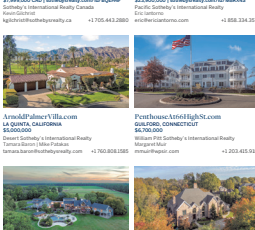
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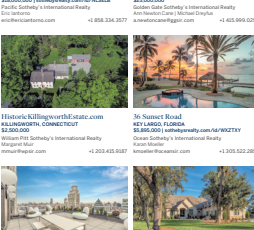
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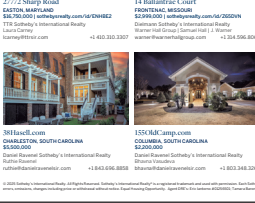
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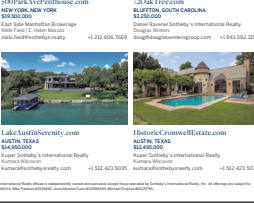
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# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

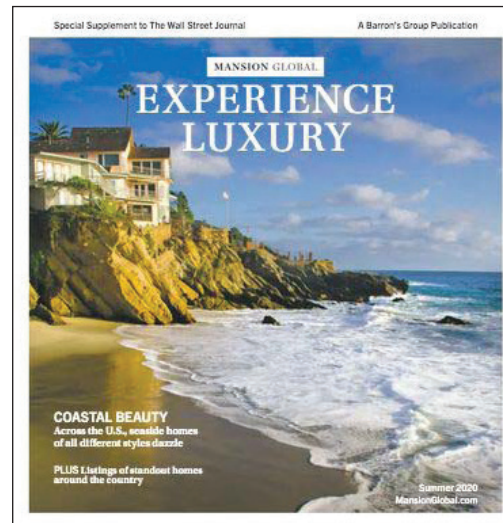
Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- 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:

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

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

Global

SMOGGY CITIES  
LONDON LESSONS  
FOR INDIA'S AIR  
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ZADIE SMITH  
THE WRITER ON  
THE JOY OF DANCE  
PAGE 28 | CULTURE

A PIONEER OF KINETIC ART  
JULIO LE PARC FINDS NEW  
AUDIENCES IN THE U.S.  
PAGE 38 | CULTURE

# The New York Times

INTERNATIONAL EDITION | WEDNESDAY, NOVEMBER 16, 2016

## Berlusconi, and a lesson for America

By **Roberto Saviano**  
Contributing Writer

ROME — "Good evening," says one of the men in the dark suits who are waiting for me in the lobby of the hotel where I am staying. He is a young man, with dark hair and a friendly smile. He is the son of a politician, and he is here to meet me. He is the son of a politician, and he is here to meet me. He is the son of a politician, and he is here to meet me.

## Conflicts arise when president is also tycoon

By **Roberto Saviano**  
Contributing Writer

ROME — "Good evening," says one of the men in the dark suits who are waiting for me in the lobby of the hotel where I am staying. He is a young man, with dark hair and a friendly smile. He is the son of a politician, and he is here to meet me. He is the son of a politician, and he is here to meet me. He is the son of a politician, and he is here to meet me.

## Vast, pristine and endangered

By **Roberto Saviano**  
Contributing Writer

ROME — "Good evening," says one of the men in the dark suits who are waiting for me in the lobby of the hotel where I am staying. He is a young man, with dark hair and a friendly smile. He is the son of a politician, and he is here to meet me. He is the son of a politician, and he is here to meet me. He is the son of a politician, and he is here to meet me.



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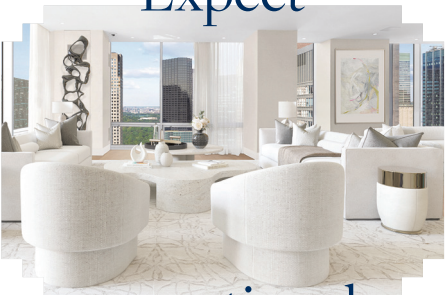
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- Circulation: **160,000**
- Distribution: **NYC Metro Area**

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

  
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5/6C  
5 BED | 4.5 BATH | New York, New York  
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925ParkAve5-6C.com



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

Triple Mint Designer  
Duplex on Park Avenue



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1130 Park Avenue, PH-A  
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This masterfully renovated 3 bedroom, 3.5 bath penthouse residence showcases views of Park Avenue, the East River, Central Park, and the Manhattan skyline.






806 Park Avenue, 6S  
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\$4,200,000  
sothebysrealty.com/idV2PQCY

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

6 Bedrooms  
7.3 Bathrooms  
12,071± sq.ft



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



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

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

skyad.com | 35

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

**FULL PAGE, COLOR:**

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

ARCHITECTURAL DIGEST

THE INTERNATIONAL DESIGN AUTHORITY FEBRUARY 2015

AD

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

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





# Country Life

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

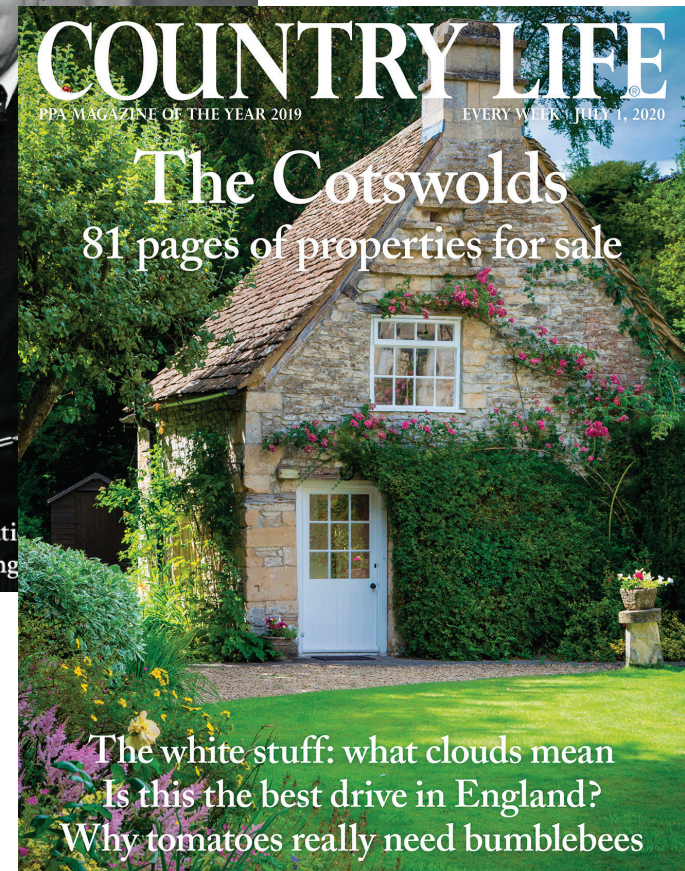
Country Life International offers beautiful advertising pages showcasing the latest properties for sale. Not only this, its dedicated editorial team provides opinion and thought-provoking content and stunning photography that is critical to anyone seriously interested in realising their dream of living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

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

HALF PAGE: \$2,000

FULL PAGE: \$3,300

International Properties Edition



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

## Global

# Los Angeles Times Takeover

The Los Angeles Times takeover is an exclusive, full-color Sotheby's International Realty outsert that is placed on top of the Los Angeles times on select Saturdays to coincide with the weekly Hot Properties section.

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.
- Full Page color ad using Sotheby's International Realty Design Vault template
- Western Los Angeles coverage
- Saturday Print Circulation: **56,000**
- Saturday e-edition subscribers: **164,780**

FULL PAGE: \$660  
INSIDE FRONT COVER: \$1,500  
INSIDE BACK COVER: \$1,500  
BACK COVER: \$1,600

1 of 1

Unique homes,  
  
uniquely for you


Beverly Hills, California | Represented by Eric Lavey

  
INTERNATIONAL REALTY


March 2025 | sothebysrealty.com

INTERNATIONAL REALTY

Zen-like Setting in Santa Fe




1284 Camino De Cruz Blanca, Santa Fe, New Mexico  
Beautifully appointed and meticulously maintained masterpiece with gated access on 2.57 acres in an art collector's dream. Covered foothills location yet minutes to downtown.  
\$3,500,000  
sothebysrealty.com/sf/28P2EN




Adrienne DuQuarre  
American Branch Licensed # 43553  
505.310.8053  
adrienne.duquarre@sothebysrealty.com

Sotheby's International Realty | Santa Fe Brokerage | 231 Washington Avenue, Santa Fe, New Mexico | 505.968.8588 | sothebysrealty.com

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Vista Playa Estate




7306 Vista Del Mar Ln, Playa del Rey, CA  
\$1,750,000  
sothebysrealty.com/sf/2QW5N

A grand coastal estate with an unmatched view—the Vista Playa Estate is a true masterpiece of luxury and design for the discerning elite. This rare property offers a unique and unforgettable experience. The estate features a large, open-plan living area with a high ceiling and a large fireplace. The kitchen is a chef's dream with a large island and a large sink. The master bedroom is a true retreat with a large bed and a large closet. The estate is a true masterpiece of luxury and design for the discerning elite. Contact me today to schedule an exclusive viewing of this rare and extraordinary property.

7 Bedrooms  
10 Bathrooms  
10,887± sq.ft







Vincent Carban  
Santa Monica Licensed # 154997  
310.596.0346  
vincent.carban@vistaplaya.com

With Sotheby's International Realty | 1005 S. Catalina Ave, Redwood Beach, CA | sothebysrealty.com

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The Residences at Stanly Ranch




Auberge Resorts Collection  
Private Residences: Starting at \$2,100K  
StanlyRanch.com

The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for luxury living. Each Stanly Ranch residence promises a true retreat with a private chef, a private butler, and a private concierge. Residents enjoy access to a full range of amenities, including a private golf course, spa and fitness center, swimming pool, and Auberge Resorts Collection's world-class, bespoke hospitality.

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





Matt Ellegren  
DMC # 10224072  
707.234.4800  
matt@stanlyranch.com

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

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# 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**

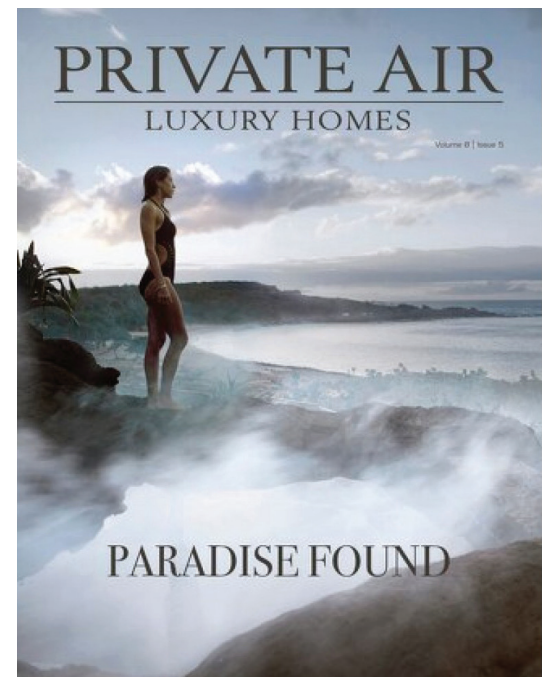
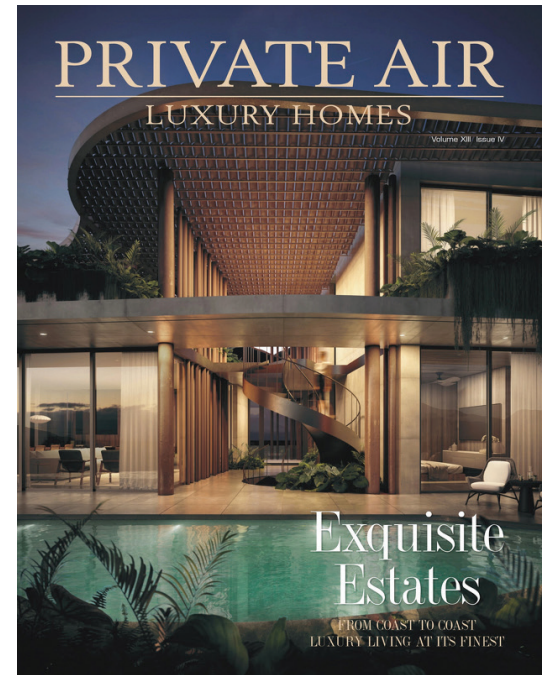
**includes social media & E-Newsletter**

**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**



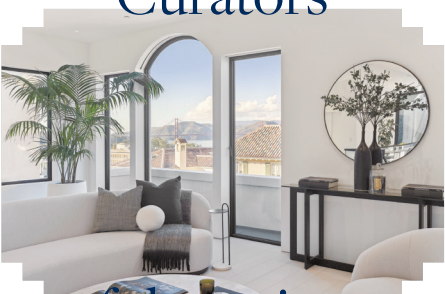
# San Francisco & Silicon Valley Takeover

Exclusive insert in the New York Times distributed to 36,500 households in the San Francisco and Silicon Valley metro.

FULL PAGE OCTOBER: \$725  
INSIDE FRONT COVER: \$1,125  
INSIDE BACK COVER: \$1,125  
BACK COVER: \$1,475

1 of 1

# Curators





## of the unique

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



**Sotheby's**  
INTERNATIONAL REALTY

March 2025 | sothebysfvalley.com

**Sotheby's**  
INTERNATIONAL REALTY



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



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


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

No Coating  
Sales Associate License #01099355  
sothebyssanfrancisco.com  
833.241.4458

Carmel Ranches Brokerage | 3775 Via Nova Marie Ste 300, Carmel, CA | Caring@Sothebys.com

New Zealand | **Sotheby's**  
INTERNATIONAL REALTY

# Omarino



Manawaera Road, Parekura Bay, Bay of Islands, Far North, Northland

Price Upon Request  
sothebysnz.com.au/dp/97733P

Ben Mackay  
Sales Associate  
+6420191880  
ben.mackay@sothebyrealty.com

New Zealand Sotheby's International Realty North | 108 Hordern Road, Tairāhema, Auckland, New Zealand | sothebysnz.com.au

**Sotheby's**  
INTERNATIONAL REALTY



## The Residences at Stanly Ranch

Auberge Resorts Collection

Private Residences Starting at \$2.95M  
StanlyRanchNapa.com

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

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

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

Mark Ellingson  
DRE# 0208572  
707.224.8000  
mark@stanlyranchnapa.com

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



# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1									
Media	Ad Description	May	June	July	August	September	Media Total		Reach
Sotheby's Auction House: Print									
Sotheby's Magazine	Quarter Page					\$ 1,315.00	\$ 1,315.00		35,000
Sotheby's Auction House: Digital									
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00					\$ 2,585.00		770,000
Digital									
Million Impressions*									
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00					\$ 900.00		100,000
Google Adwords									
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00		
Comprehensive Digital									
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00		300,000
Cottages & Garden									
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00					\$ 3,000.00		60,000
Nob Hill Gazette									
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00					\$ 500.00		6,500
JamesEdition									
Real Estate Rotating Gallery	Featured Banner			\$ 1,600.00			\$ 1,600.00		750,000
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00					\$ 1,000.00		750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00				\$ 1,500.00		192,000
ListGlobally									
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$ 200.00	\$ 200.00	\$ 200.00			\$ 600.00		
Robbreport.com									
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00					\$ 1,350.00		6,000
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$ 1,875.00			\$ 1,875.00		6,000
WSJ.com									
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00			\$ 1,950.00		492,000
Yachting E-Newsletter									
Boat International	Boat International	\$ 750.00	\$ 750.00				\$ 1,500.00		51,200

# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print

Conde Nast Magazines

Architectural Digest - South Florida	Full Page		\$ 2,920.00	\$ 2,920.00	15,000
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Country Life

Country Life	Full Page	\$ 3,300.00		\$ 3,300.00	40,000
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Financial Times

Financial Times	Double Property Spot	\$ 1,500.00		\$ 1,500.00	210,457
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The Los Angeles Times

The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00	384,000
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The New York Times

The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00		\$ 1,520.00	423,111
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The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00	165,000
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The New York Times International Edition

The New York Times International Edition	Double Property Spot		\$ 1,300.00	\$ 1,300.00	104,301
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Private Air Luxury Homes

Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00		\$ 1,925.00	65,000
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San Francisco & Silicon Valley

San Francisco & Silicon Valley	Takeover - Full Page - October		\$ 725.00	\$ 725.00	36,500
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The Wall Street Journal

The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00	\$ 3,180.00	1,288,848
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The Wall Street Journal

Mansion Global Experience Luxury	Weekend Property insert	\$ 980.00		\$ 980.00	100,000
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TOTAL

\$ 46,235.00 6,350,917

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

Pricing Subject to Change



# Proposed Schedule, Pricing & Reach 2025

PLAN 2

Plan 2									
Media	Ad Description	May	June	July	August	September	Media Total		Reach
Sotheby's Auction House: Print									
Sotheby's Magazine	Quarter Page					\$ 1,315.00	\$ 1,315.00		35,000
Sotheby's Auction House: Digital									
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00					\$ 2,585.00		770,000
Digital									
Million Impressions*									
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00					\$ 900.00		100,000
Google Adwords									
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00		
Cottages & Garden									
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00					\$ 3,000.00		60,000
Nob Hill Gazette									
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00					\$ 500.00		6,500
JamesEdition									
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00					\$ 1,000.00		750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00				\$ 1,500.00		192,000
ListGlobally									
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$ 200.00	\$ 200.00	\$ 200.00			\$ 600.00		
Robbreport.com									
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$ 1,875.00			\$ 1,875.00		6,000
WSJ.com									
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00			\$ 1,950.00		492,000
Yachting E-Newsletter									
Boat International	Boat International	\$ 750.00	\$ 750.00				\$ 1,500.00		51,200

# Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

**Print**

Country Life								
Country Life	Half Page		\$	2,000.00	\$	2,000.00	40,000	
Financial Times								
Financial Times	Double Property Spot		\$	1,500.00	\$	1,500.00	210,457	
The Los Angeles Times								
The Los Angeles Times	Takeover - Full Page		\$	660.00	\$	660.00	384,000	
The New York Times								
The New York Times	Double Property Spot - Weekday/Saturday		\$	1,520.00	\$	1,520.00	423,111	
The New York Times Takeover	Full Page w/ Digital promotion		\$	750.00	\$	750.00	165,000	
The New York Times International Edition								
The New York Times International Edition	Double Property Spot				\$	1,300.00	\$ 1,300.00	104,301
Private Air Luxury Homes								
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$	1,925.00	\$	1,925.00	65,000	
San Francisco & Silicon Valley								
San Francisco & Silicon Valley	Takeover - Full Page - October				\$	725.00	\$ 725.00	36,500
The Wall Street Journal								
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade		\$	795.00	\$	795.00	644,424	
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade		\$	1,590.00	\$	1,590.00	644,424	
The Wall Street Journal								
Mansion Global Experience Luxury	Weekend Property insert		\$	980.00	\$	980.00	100,000	

TOTAL				\$	33,770.00	5,279,917
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\*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy  
Pricing Subject to Change

# Proposed Schedule, Pricing & Reach 2025

PLAN 3

Plan 3									
Media	Ad Description	May	June	July	August	September	Media Total	Reach	
Sotheby's Auction House: Digital									
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00					\$ 2,585.00	770,000	
Digital									
Million Impressions*									
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00					\$ 900.00	100,000	
Google Adwords									
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00		
Nob Hill Gazette									
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00					\$ 500.00	6,500	
JamesEdition									
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00					\$ 1,000.00	750,000	
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00				\$ 1,500.00	192,000	
ListGlobally									
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$ 200.00	\$ 200.00	\$ 200.00			\$ 600.00		
Robbreport.com									
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$ 1,875.00			\$ 1,875.00	6,000	
WSJ.com									
Mansion Global Homepage Hero	Shared Banner	\$ 650.00		\$ 650.00			\$ 1,300.00	328,000	
Yachting E-Newsletter									
Boat International	Boat International	\$ 750.00	\$ 750.00				\$ 1,500.00	51,200	



# Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print					
Financial Times					
Financial Times	Property Spot	\$	750.00	\$	750.00
The Los Angeles Times					
The Los Angeles Times	Takeover - Full Page	\$	660.00	\$	660.00
The New York Times					
The New York Times	Property Spot - Weekday/Saturday	\$	760.00	\$	760.00
The New York Times Takeover	Full Page w/ Digital promotion	\$	750.00	\$	750.00
The New York Times International Edition					
The New York Times International Edition	Property Spot			\$	650.00
Private Air Luxury Homes					
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$	1,925.00	\$	1,925.00
San Francisco & Silicon Valley					
San Francisco & Silicon Valley	Takeover - Full Page - October			\$	725.00
The Wall Street Journal					
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$	795.00	\$	795.00
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert	\$	980.00	\$	980.00
TOTAL				\$	23,850.00

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