



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Turnberry Ocean Club 2603 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 Turnberry Ocean Club 2603

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 Turnberry Ocean Club 2603.

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 Sunny Isles, 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**

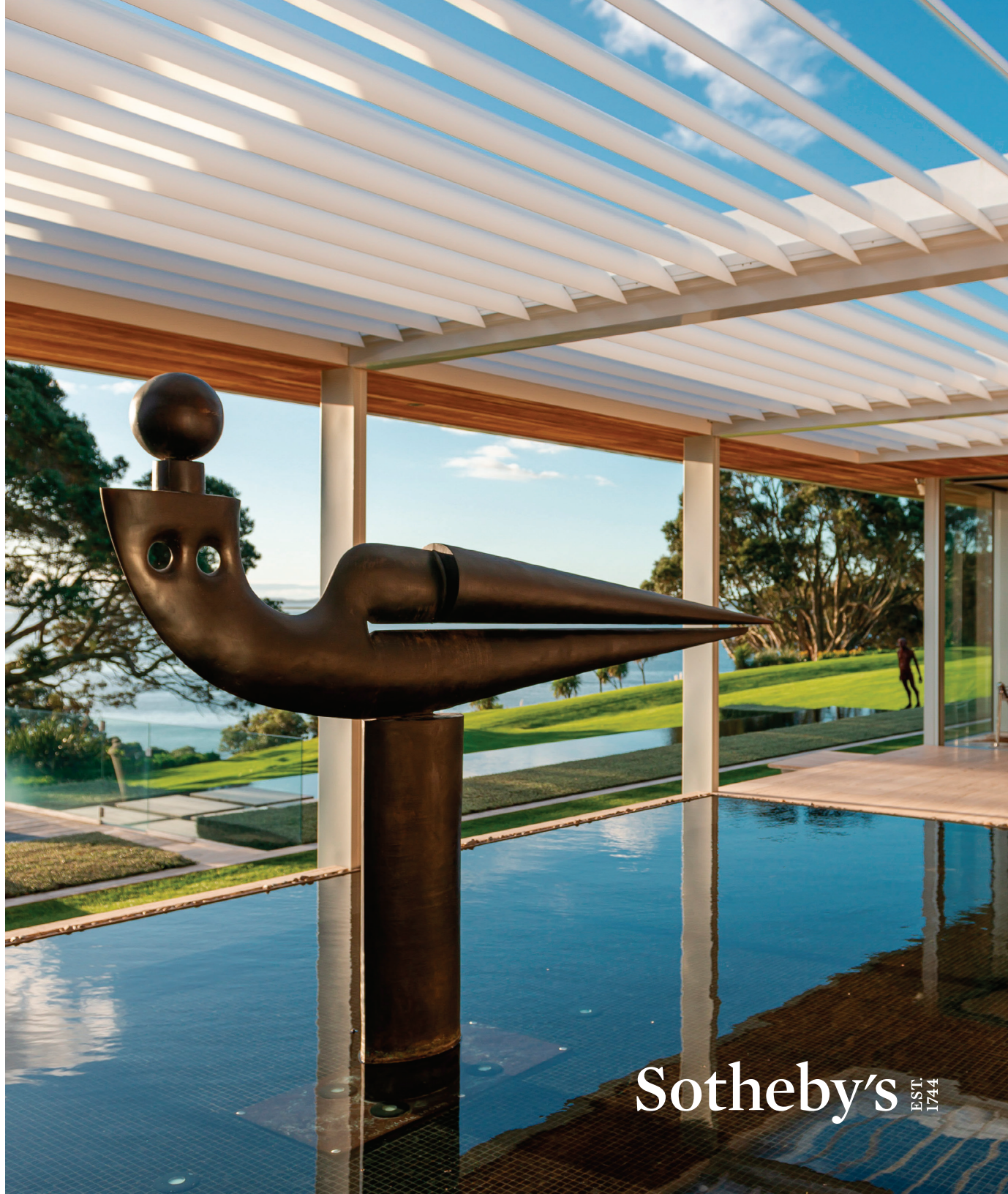
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

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

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

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

Sotheby's Auction House Offerings



Sotheby's EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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


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

[illegible]

SOTHEBY'S SELECTS
E-NEWSLETTERS

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

PRICE: \$2,585/DEPLOYMENT




Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week

Modern Zen-Like Oasis
Bahamas

[SEE MORE](#)


Delete Junk Block ...

Sotheby's Selects | 21 September




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

[WATCH VIDEO](#)



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

[SEE MORE](#)



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week

Modern Zen-Like Oasis
Bahamas

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

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



Sotheby's
INTERNATIONAL REALTY

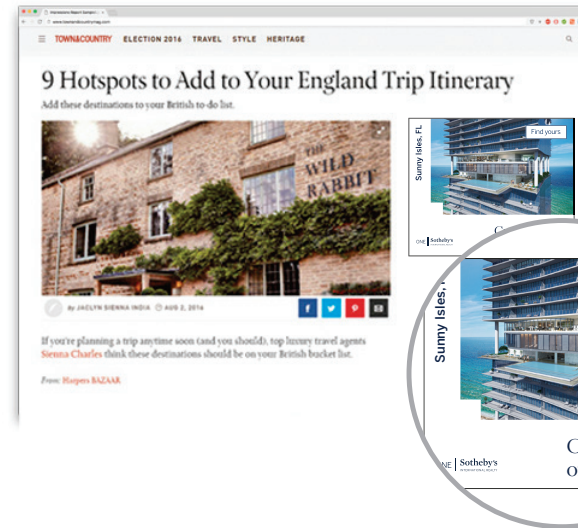
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

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

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

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Turnberry Ocean Club 2603**
- Flight Dates: **Two Weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

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



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



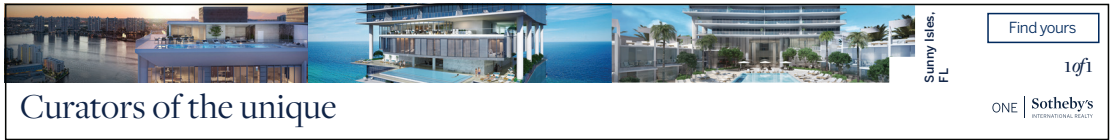
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

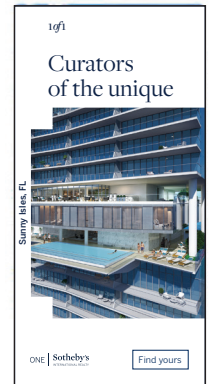
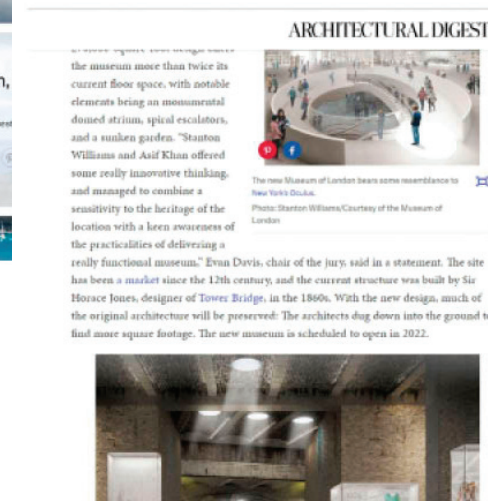
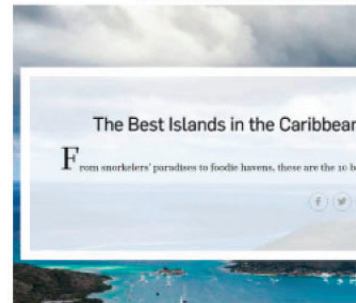
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

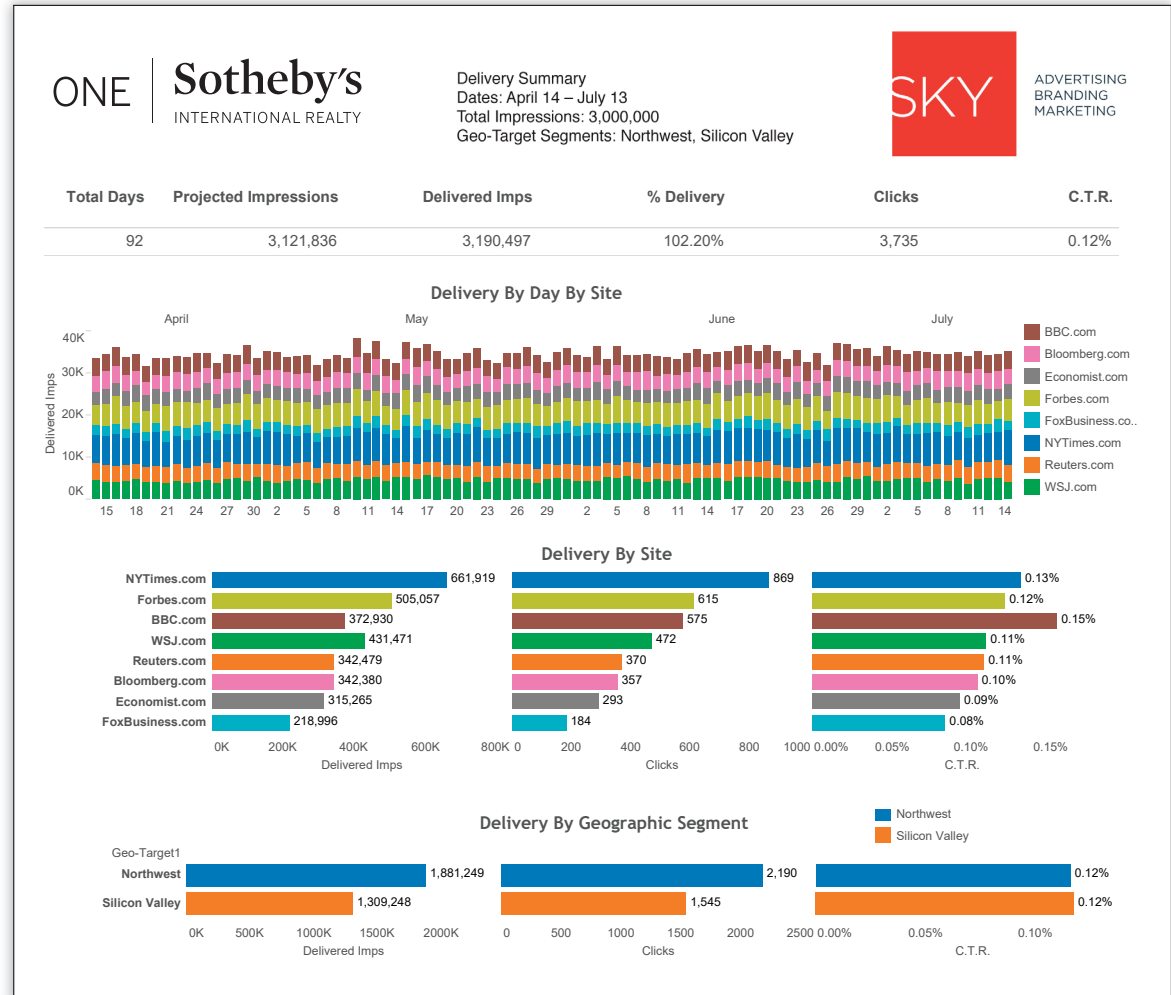


Comprehensive Reporting For Your Customized Campaign

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.

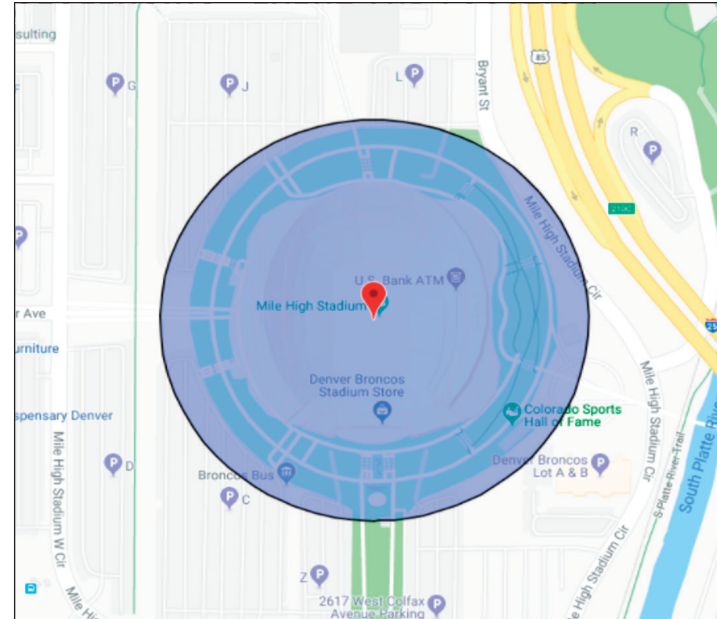
IMPRESSIONS PROGRAM SAMPLE REPORT



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**

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.

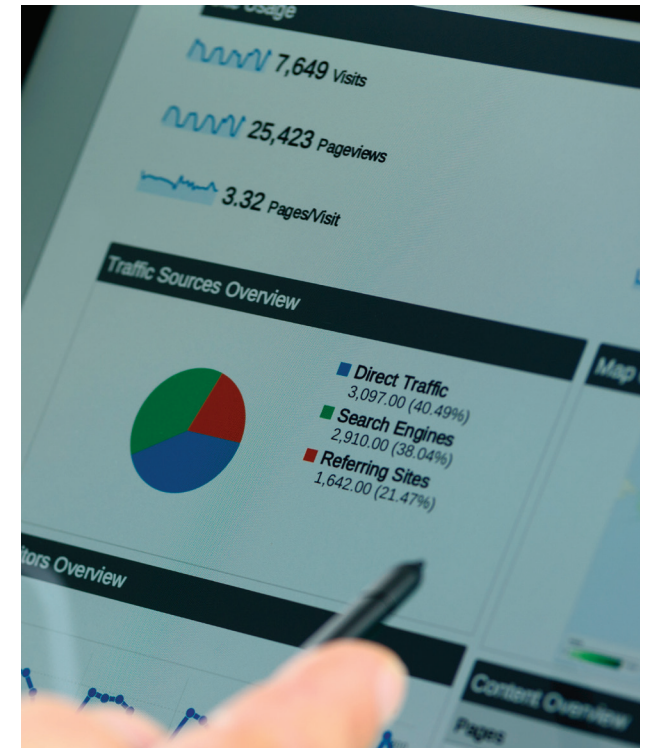


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

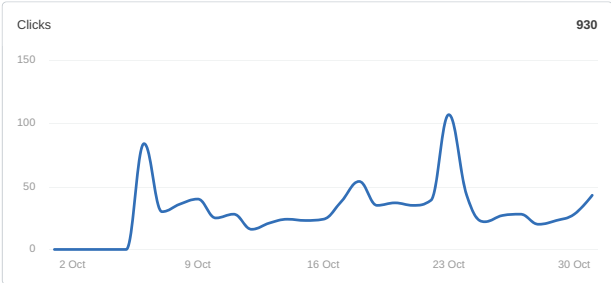
CLIENT DASHBOARD

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
SKY - SMART	459	\$312.71	\$39.09	74,095
SKY - PMAX	290	\$359.88	\$179.94	8,209
SKY - General	75	\$278.65	\$0.00	1,432
SKY - Boulder	53	\$293.25	\$293.25	1,145
SKY - Trademark	38	\$134.26	\$134.26	259
SKY - Niwot	11	\$33.94	\$0.00	69
SKY - Longmont	4	\$19.24	\$0.00	16
SKY - Golden	0	\$0.00	\$0.00	3
SKY - Superior	0	\$0.00	\$0.00	1

Showing 50 of 89 Rows

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

Cities

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

Google AdWords

MONTHLY REPORTING

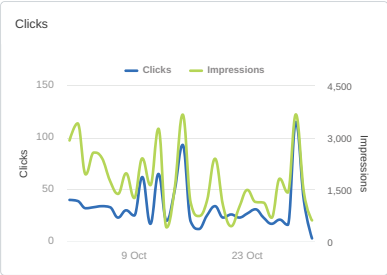
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



SIR ONE

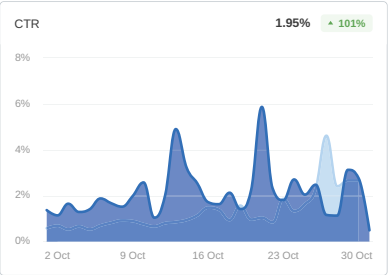
October KPI's

Clicks



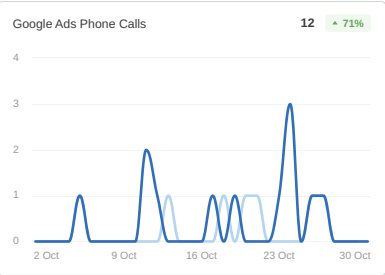
CTR

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

Crain's New York Business

Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **78%** are Top Management Professionals
- **60%** are C-Suite Level Executives
- **41%** serve on a Corporate or Non-Profit Board
- **87%** influence Capital Expenditures, Leasing, or Purchasing

LUXURY HOME SPOTLIGHT

PRICE: \$5,500

jamesedition.com

E-NEWSLETTER

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

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

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

• 600,000+ subscribers.

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

Location Open Rates

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

Email Engagement

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

LISTING FEATURE: \$1,500

jamesedition.com

ROTATING GALLERY

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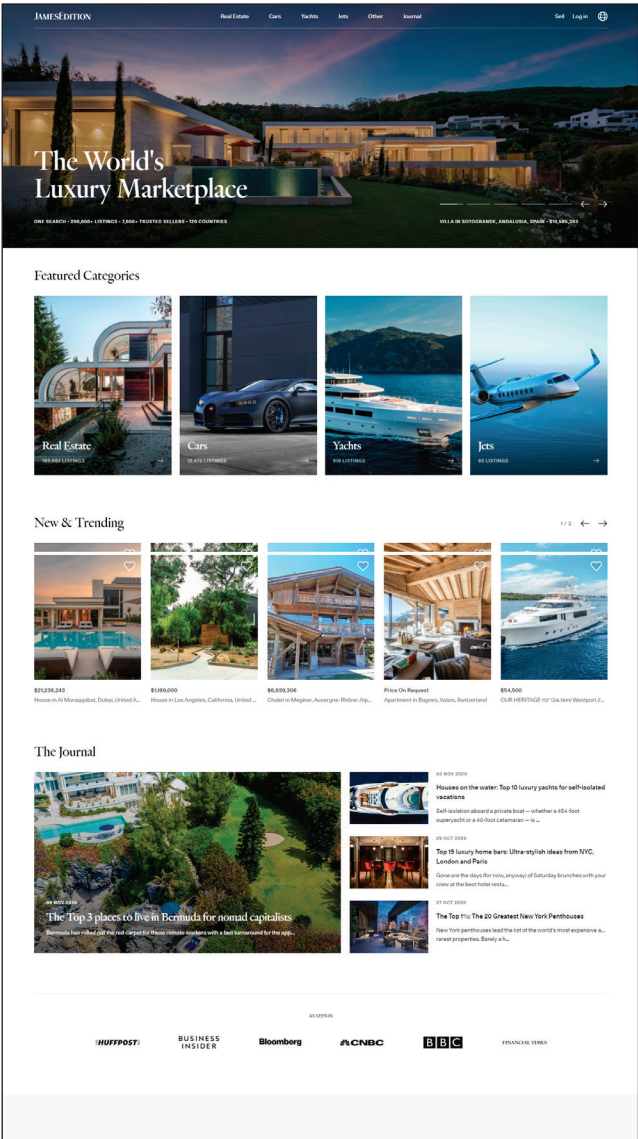
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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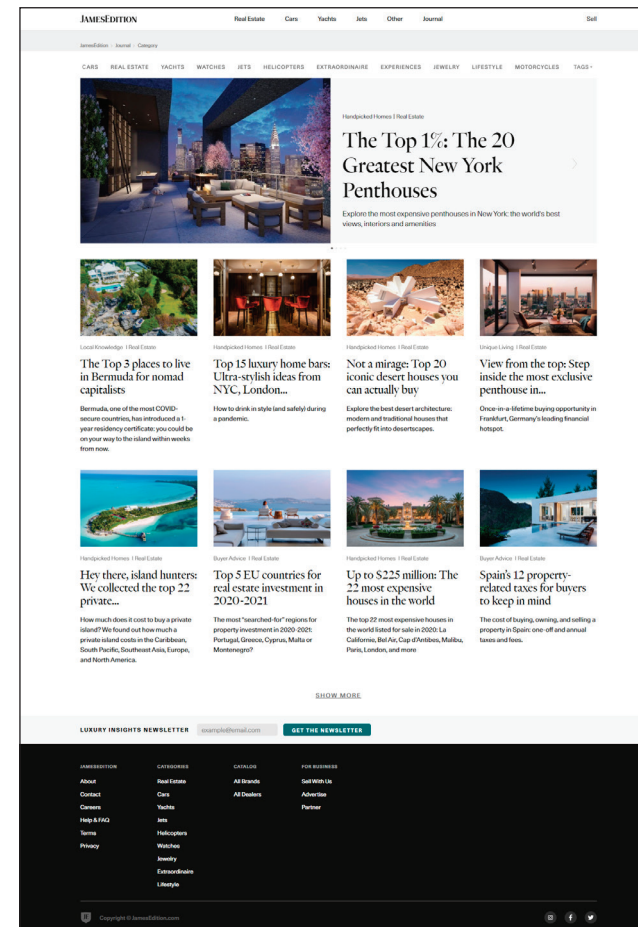
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

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

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



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

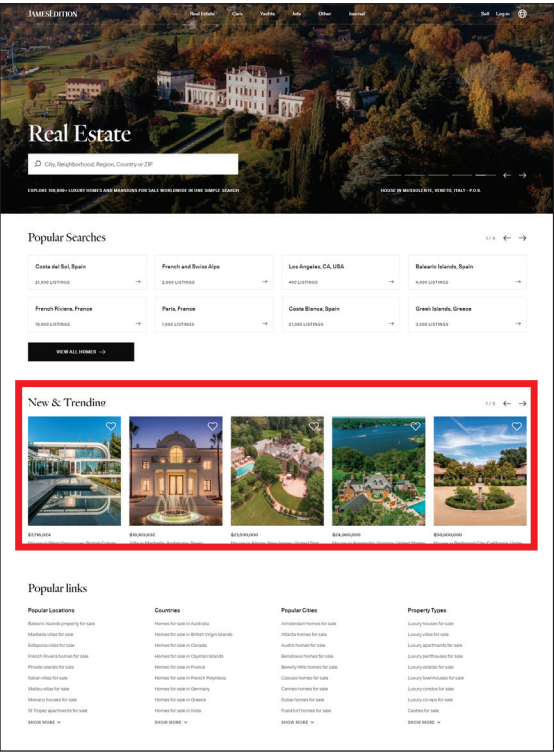
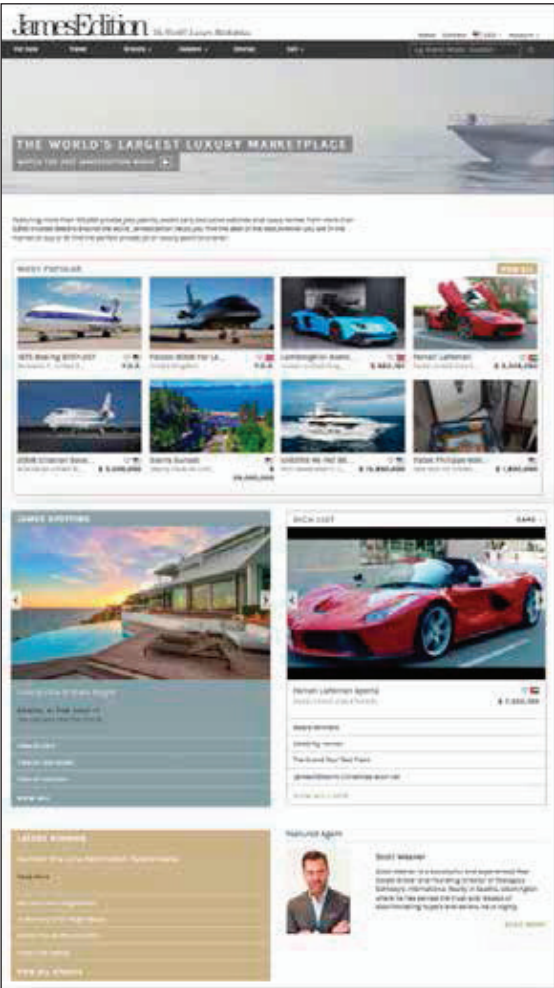
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

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

RobbReport.com

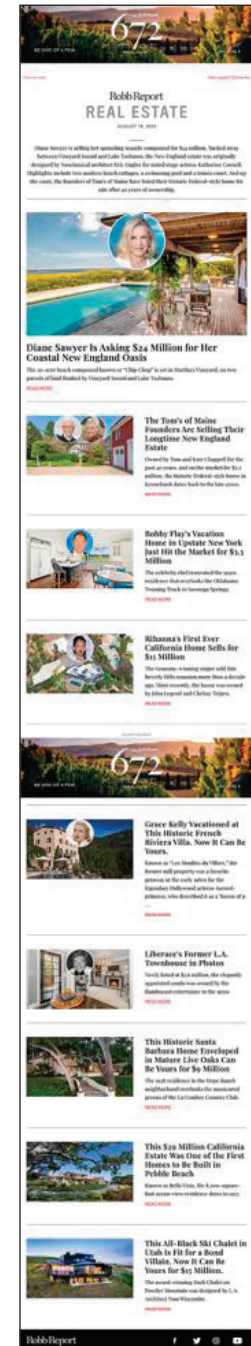
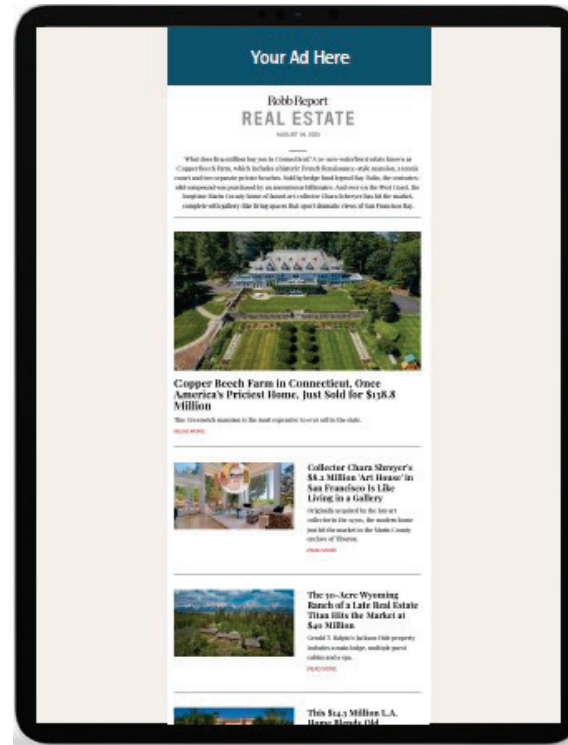
REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

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

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

PROPERTY LISTING: \$1,875/WEEK



RobbReport.com

FEATURED LISTING CAROUSEL

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

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

PRICE: \$1,350 PER MONTH

RR|R

RobbReport

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

The Wall Street Journal Online (WSJ.com)

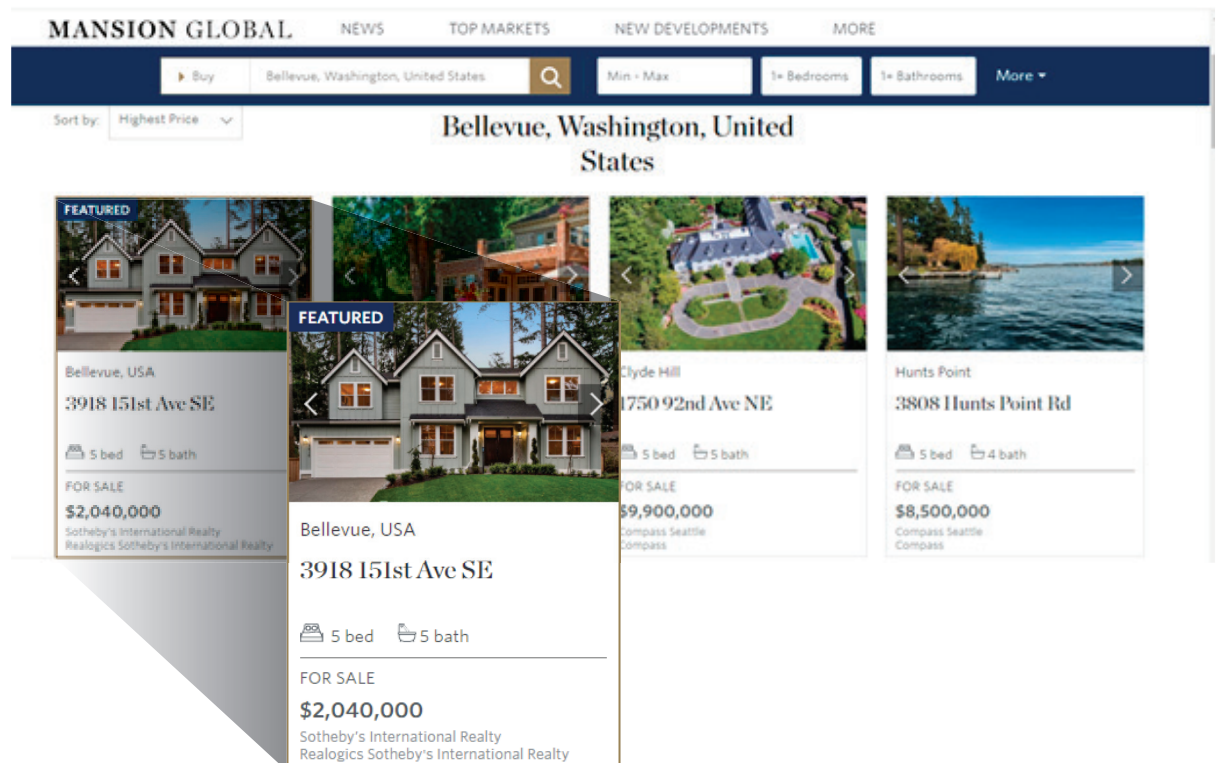
FEATURED PROPERTY UPGRADES

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

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

10 PROPERTIES: \$1,386

Included with print placement



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties




Print Offerings



Sotheby's
INTERNATIONAL REALTY

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


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




Homes as unique as you

sotthebysrealty.com


Sottheby's
INTERNATIONAL REALTY




Chatterbox on the Hill
407 2ND FLOOR, NEW ZEALAND
\$3,000,000 USD




New Zealand Sottheby's International Realty
New Zealand
ben.sottheby@sotthebysrealty.com +64 21 537 8700




42 Spade Fish Lane
425 LAUREL CLAYTON, LA
NEAR THE BEACHES | \$24,700,000 USD
www.sotthebysrealty.com/42spade




Signature Sottheby's International Realty
New Zealand
ben.sottheby@sotthebysrealty.com +1 242 362 4225




21 South Bridge Lane
21 SOUTH BRIDGE, NEW ZEALAND
\$3,000,000 USD




New Zealand Sottheby's International Realty
New Zealand
ben.sottheby@sotthebysrealty.com +64 21 537 8700




2341 Lake Stone Circle
2341 LAKE STONE, LA
ARROYO VISTA | \$25,900,000
www.sotthebysrealty.com/2341lake




Signature Sottheby's International Realty
New Zealand
ben.sottheby@sotthebysrealty.com +1 242 362 4461




21 South Bridge Lane
21 SOUTH BRIDGE, NEW ZEALAND
\$3,000,000 USD




New Zealand Sottheby's International Realty
New Zealand
ben.sottheby@sotthebysrealty.com +64 21 537 8700




2341 Lake Stone Circle
2341 LAKE STONE, LA
ARROYO VISTA | \$25,900,000
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21 South Bridge Lane
21 SOUTH BRIDGE, NEW ZEALAND
\$3,000,000 USD




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
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Arroyo Viejo Villa
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\$3,000,000
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Portcharlotte Hill
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\$6,700,000
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Arroyo Viejo Villa
ARROYO VIEJO, CALIFORNIA
\$3,000,000
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Portcharlotte Hill
PORTCHARLOTTE, CONNECTICUT
\$6,700,000
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Arroyo Viejo Villa
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Portcharlotte Hill
PORTCHARLOTTE, CONNECTICUT
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\$34,000,000 | sothebysrealty.com/id/6830744
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\$5,000,000 | sothebysrealty.com/id/BGTK4J
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\$9,850,000 | sothebysrealty.com/id/NR5GSPS
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1 of 1

Expect exceptional

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

Sotheby's
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April 2025 | sothebysrealty.com



925 Park Avenue, 5/6C

5 BED | 4.5 BATH | New York, New York

\$8,400,000
925ParkAve5-6C.com

This rarely available 5 bedroom, 4.5 bath duplex delivers perfection offering all the benefits and grandeur of townhouse living along with the convenience and services of a distinguished, luxury Park Avenue cooperative. Featuring 1720 to 2020 foot ceilings, stunning hardwood floors and through the wall air conditioning are additional features throughout this extraordinary home. Simply stated, this incredible home, designed by renowned interior decorator, Anne Hempleton, has it all.



Triple Mint Designer Duplex on Park Avenue






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

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Sotheby's
INTERNATIONAL REALTY

1150 Park Avenue, P1E-A
New York, New York | \$6,050,000 | 1150ParkAvenue@PIR.com
 This masterfully renovated 3 bedroom, 3.5 bath penthouse residence showcases views of Park Avenue, the East River, Central Park, and the Manhattan skyline.

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

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Idyllic Estate on Park-Like Grounds

637 Valley Road New Canaan, Connecticut

\$4,200,000
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6 Bedrooms
7.3 Bathrooms
12,071+ sq.ft







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

Global

[illegible][illegible]

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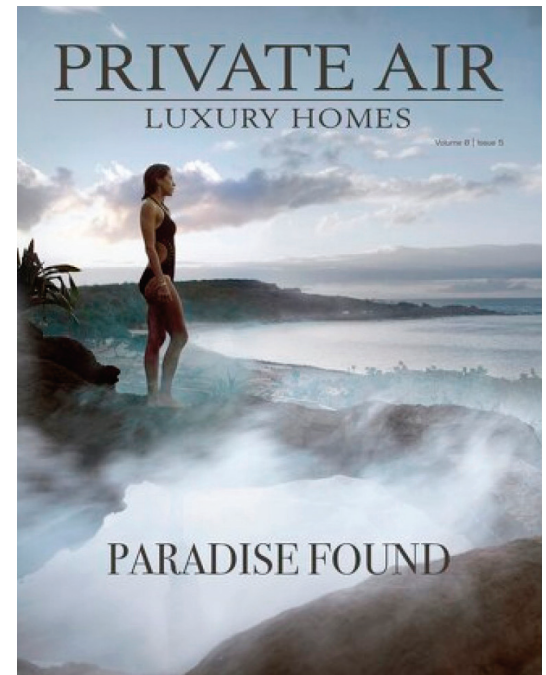
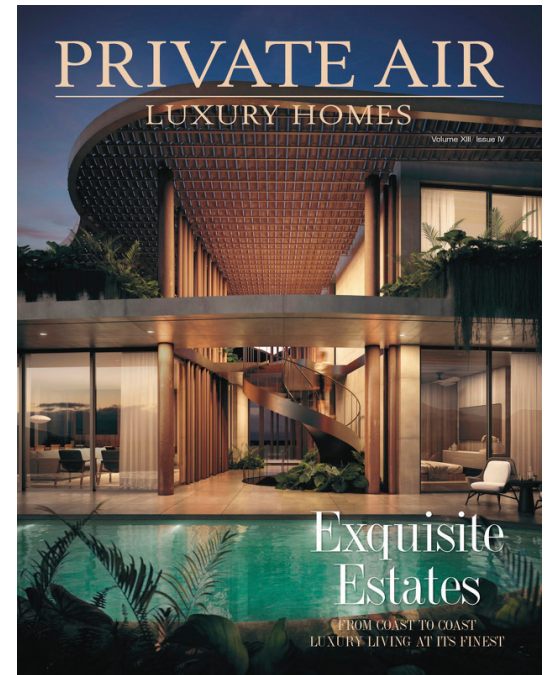
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Schedule, Pricing & Reach



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		20,000
Sotheby's Auction House: Digital									
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00					\$ 2,585.00		770,000
Digital									
Million Impressions*									
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00				\$ 1,800.00		200,000
Google Adwords									
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00		
Geofencing - Event and Location									
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00				\$ 3,000.00		120,000
Crain's New York Business									
Crain's New York Business	Luxury Home Spotlight - custom e-blast		\$ 5,500.00						
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
Social Media	Listing Feature			\$ 1,000.00			\$ 1,000.00		148,000
Robbreport.com									
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00					\$ 1,350.00		6,000
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$ 1,875.00				\$ 1,875.00		6,000
WSJ.com									
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00				\$ 1,300.00		328,000
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus			\$ -		

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print									
Financial Times									
Financial Times	Property Spot		\$	750.00	\$	750.00	210,457		
The New York Times									
The New York Times	Property Spot - Weekday/Saturday				\$	-	0		
The New York Times	Double Property Spot - Weekday/Saturday		\$	1,520.00		\$	1,520.00	423,111	
The New York Times Takeover	Full Page w/ Digital promotion		\$	750.00	\$	750.00	\$	1,500.00	330,000
Private Air Luxury Homes									
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$	1,925.00	\$	1,925.00	65,000	
The Wall Street Journal									
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade			\$	795.00	\$	795.00	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							\$	29,085.00	4,957,416

*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

Jan 2									
Media	Ad Description	May	June	July	August	September	Media Total		Reach
Sotheby's Auction House: Print									
Sotheby's Magazine	Quarter Page					\$ 1,315.00	\$ 1,315.00		20,000
Sotheby's Auction House: Digital									
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00					\$ 2,585.00		770,000
Digital									
Million Impressions*									
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00				\$ 1,800.00		200,000
Google Adwords									
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00		
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
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
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus			\$ -		

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print					
Financial Times					
Financial Times	Property Spot	\$	750.00	\$	750.00
					210,457
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
					1,500.00
Private Air Luxury Homes					
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$	1,925.00	\$	1,925.00
					65,000
The Wall Street Journal					
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$	795.00	\$	795.00
					1,590.00
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert	\$	980.00	\$	980.00
					100,000
TOTAL				\$	22,180.00
					4,683,416

*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				\$ 1,800.00	200,000	
JamesEdition									
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00				\$ 1,500.00	192,000	
WSJ.com									
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus			\$ -		
Print									
Financial Times									
Financial Times	Property Spot		\$ 750.00				\$ 750.00	210,457	
The New York Times									
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00				\$ 760.00	423,111	
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00			\$ 750.00	\$ 1,500.00	330,000	
The Wall Street Journal									
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade		\$ 795.00	\$ 795.00			\$ 1,590.00	1,288,848	
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert			\$ 980.00			\$ 980.00	100,000	
TOTAL							\$ 11,465.00	3,514,416	
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy									
Pricing Subject to Change									