



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 148 Lightship Drive Advertising and Marketing Program

Premier | 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 148 Lightship Drive

SKY Advertising is excited to present to Premier Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 148 Lightship Drive.

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 Mooresville, NC.

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**

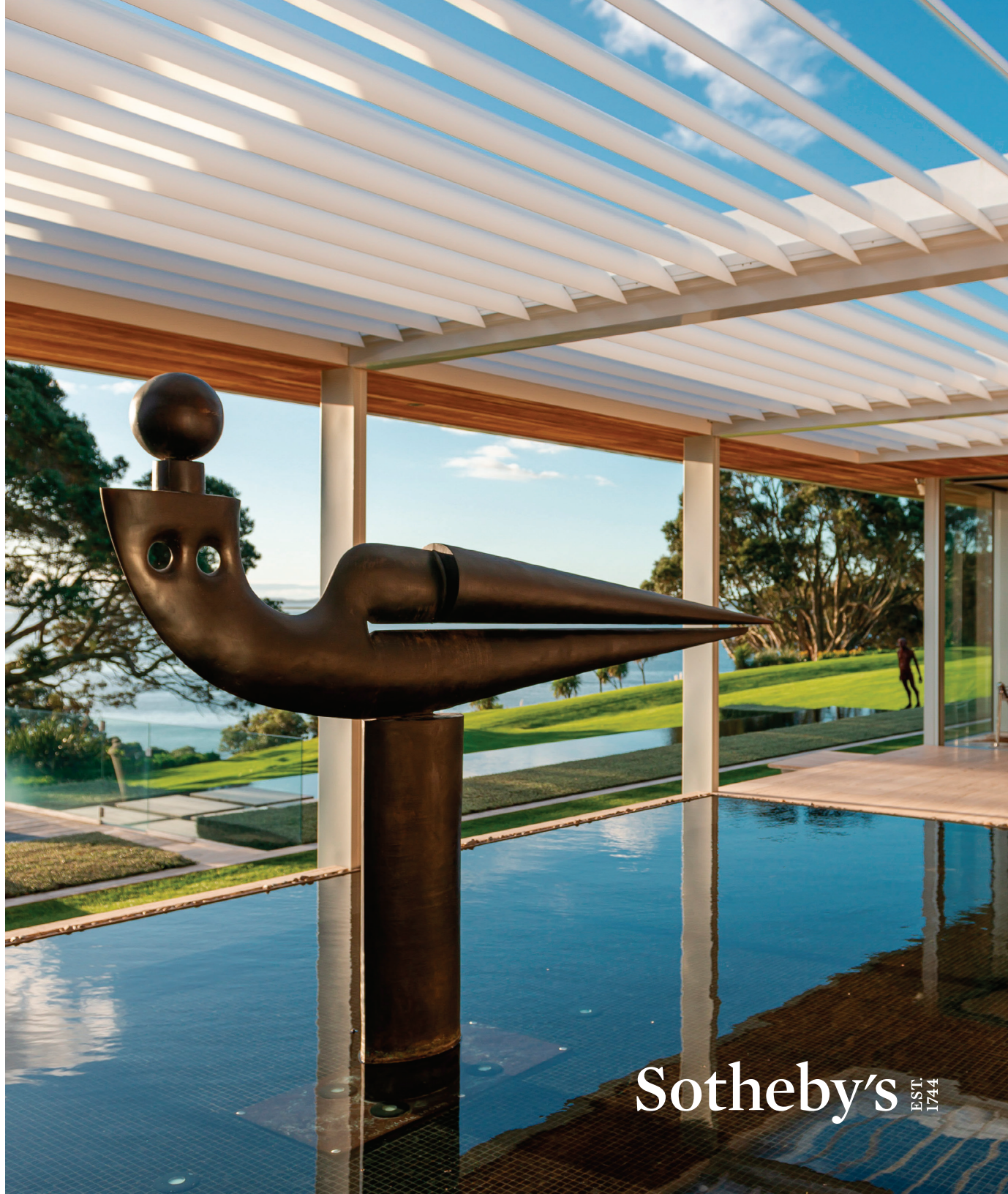
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*Account Executive*  
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[chloe@skyad.com](mailto:chloe@skyad.com)

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

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

**Residence on Sankar Patel Marg**  
New Delhi, India  
sothebyrealty.com/in/NEWDELHI

This home for sale spans 4.1, 1,200 sq. ft. approximately 1,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an ideal location for investment.

**Duplex Apartment on Park Road**  
Mumbai, India  
sothebyrealty.com/in/9502085

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

**\$3,800,000 USD**

**Villa in Assagao**  
Goa, India  
sothebyrealty.com/in/ATVICT

2,225 sq. ft. (1,225 sq. ft.), this fully furnished house is located in Assagao, a beautiful and exclusive locality. Features five bedrooms and an exclusive pool.

**\$2,480,000 USD**

**Duplex Apartment on Sankar Patel Marg**  
Mumbai, India  
sothebyrealty.com/in/9502085

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

**\$3,800,000 USD**

SOTHEBY'S BESPOKE  
EMAIL

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


PRICE: \$2,500/DEPLOYMENT



SOTHEBY'S SELECTS  
E-NEWSLETTERS

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


PRICE: \$2,585/DEPLOYMENT



**Sotheby's**  
INTERNATIONAL REALTY  
Extraordinary Property of the Week


Modern Zen-Like Oasis  
Bahamas

[SEE MORE](#)



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

[SEE MORE](#)

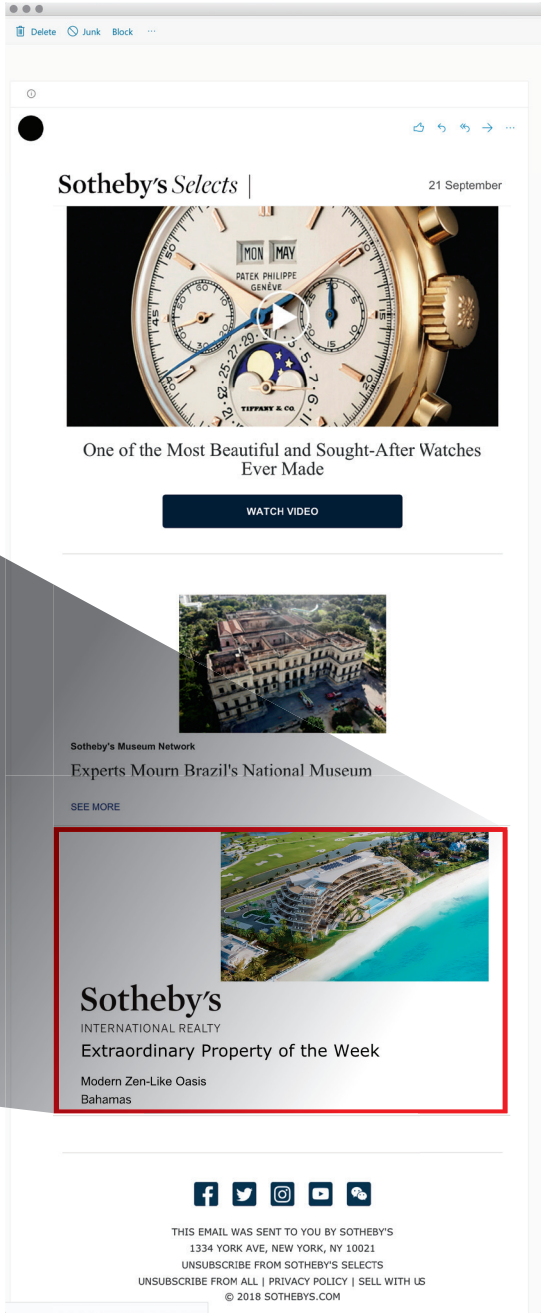


**Sotheby's**  
INTERNATIONAL REALTY  
Extraordinary Property of the Week

Modern Zen-Like Oasis  
Bahamas

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

THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S  
1334 YORK AVE, NEW YORK, NY 10021  
UNSUBSCRIBE FROM SOTHEBY'S SELECTS  
UNSUBSCRIBE FROM ALL | [PRIVACY POLICY](#) | [SELL WITH US](#)  
© 2018 SOTHEBYS.COM





# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



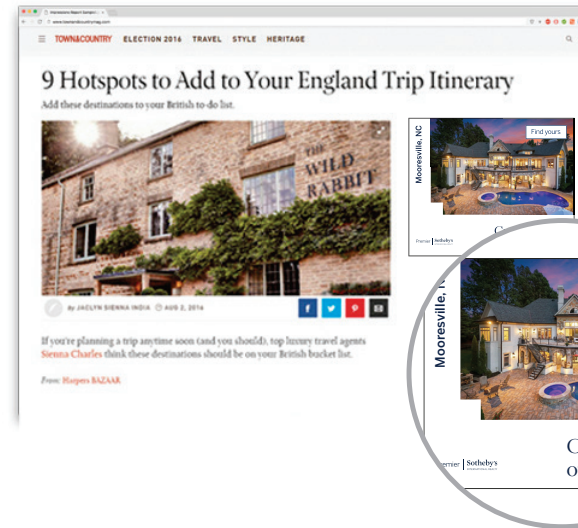
# Impressions Campaign

**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: **148 Lightship Drive**
- 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**





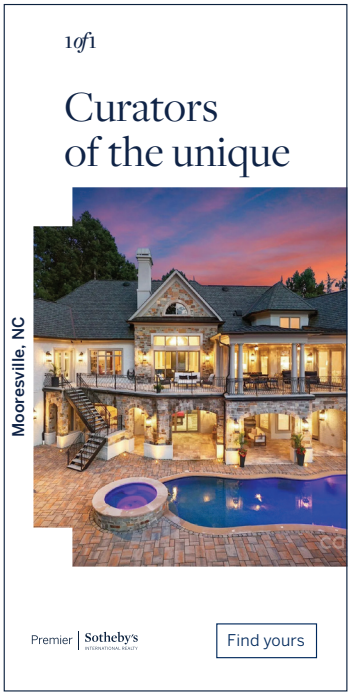
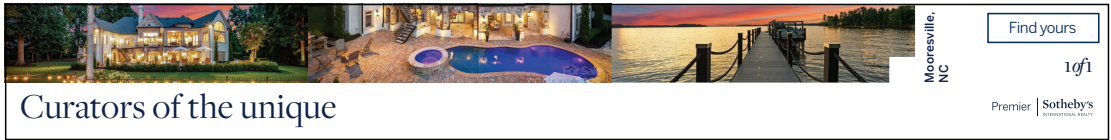
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

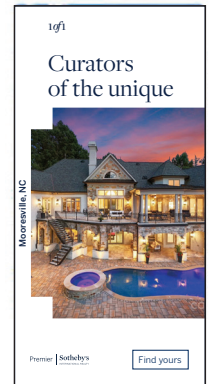
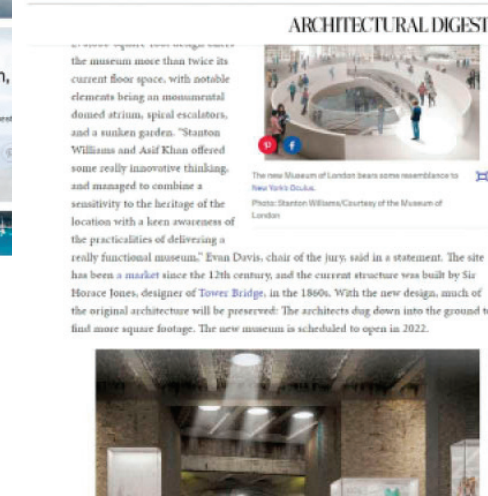
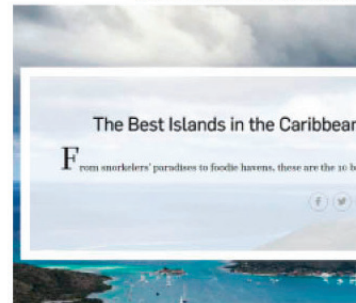
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

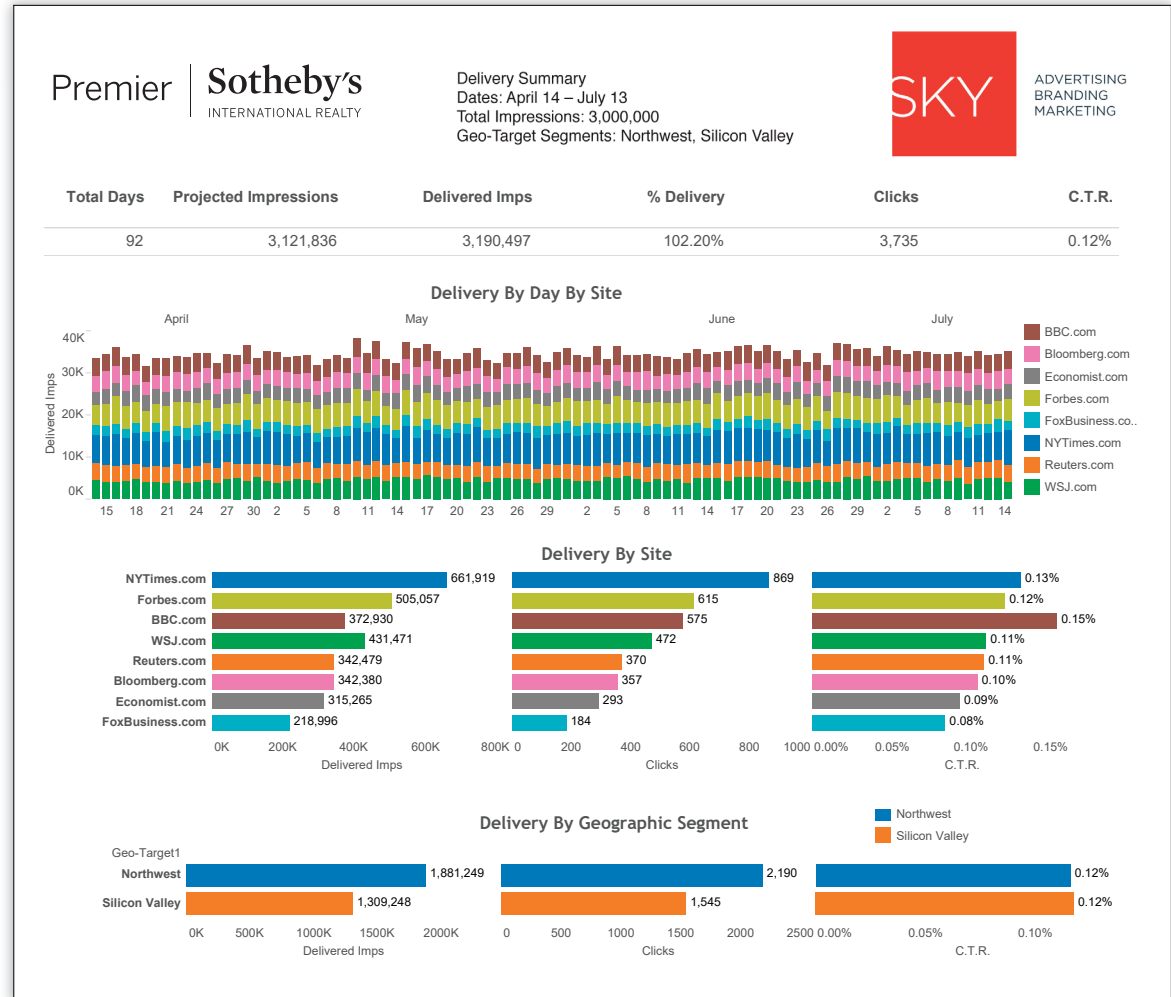


# Comprehensive Reporting For Your Customized Campaign

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.

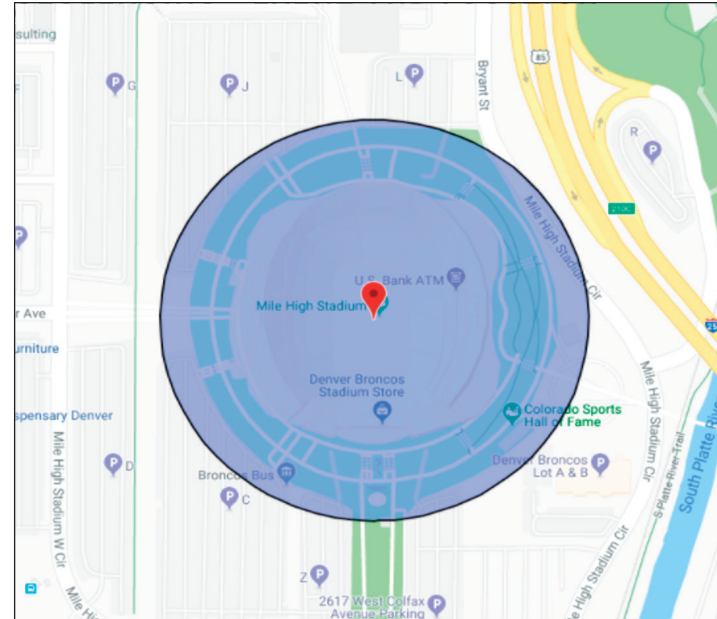
## IMPRESSIONS PROGRAM SAMPLE REPORT



# Digital Event Targeting

## GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



## GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

### PRICING

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

# Comprehensive Digital

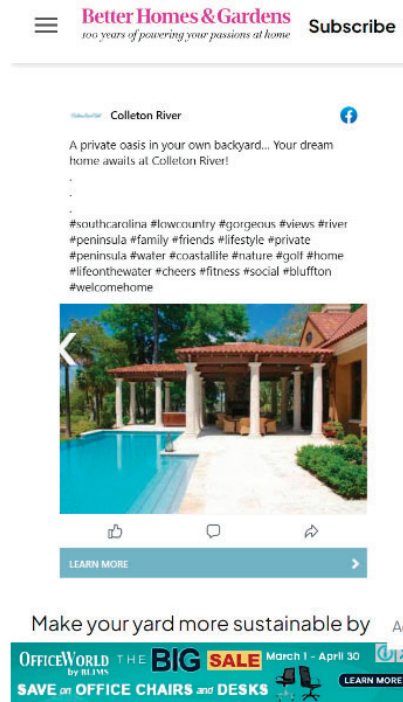
## SOCIAL MIRROR ADS

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.

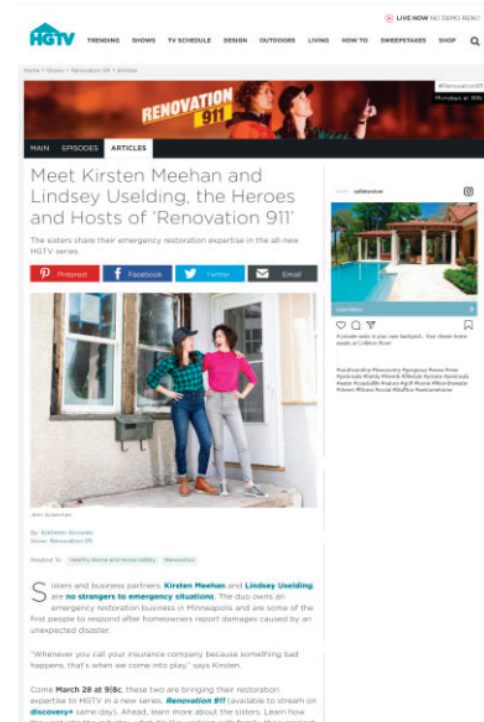
Ads can be display, video, OTT across connected TVs or carousel.



## 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

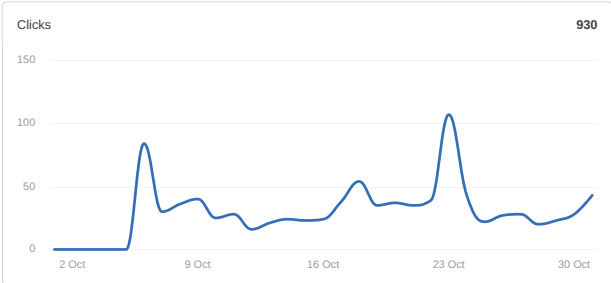
## CLIENT DASHBOARD

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 Premier

|                        |                   |                |                        |                        |                             |
|------------------------|-------------------|----------------|------------------------|------------------------|-----------------------------|
| 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 Premier

October KPI's

Clicks

Clicks: 150, Impressions: 4,500

CTR

CTR: 1.95% (▲ 101%)

Google Ads Phone Calls

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            |



# jamesedition.com

## E-NEWSLETTER

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

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

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

### • 600,000+ subscribers.

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

### Location Open Rates

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

### Email Engagement

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

LISTING FEATURE: \$1,500

# jamesedition.com

## ROTATING GALLERY

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

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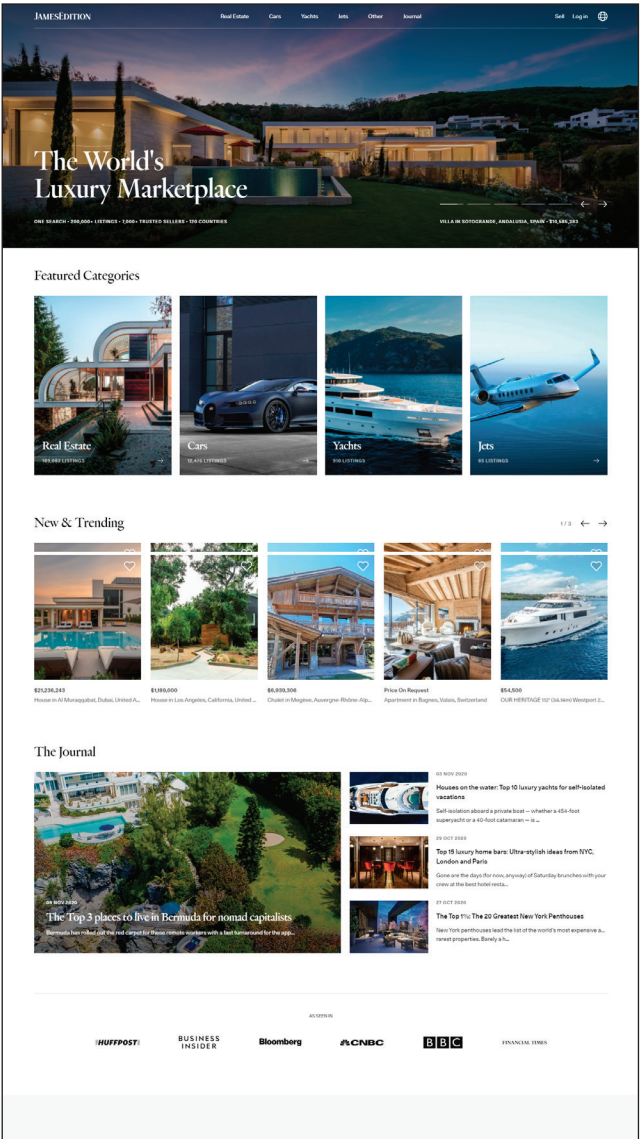
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

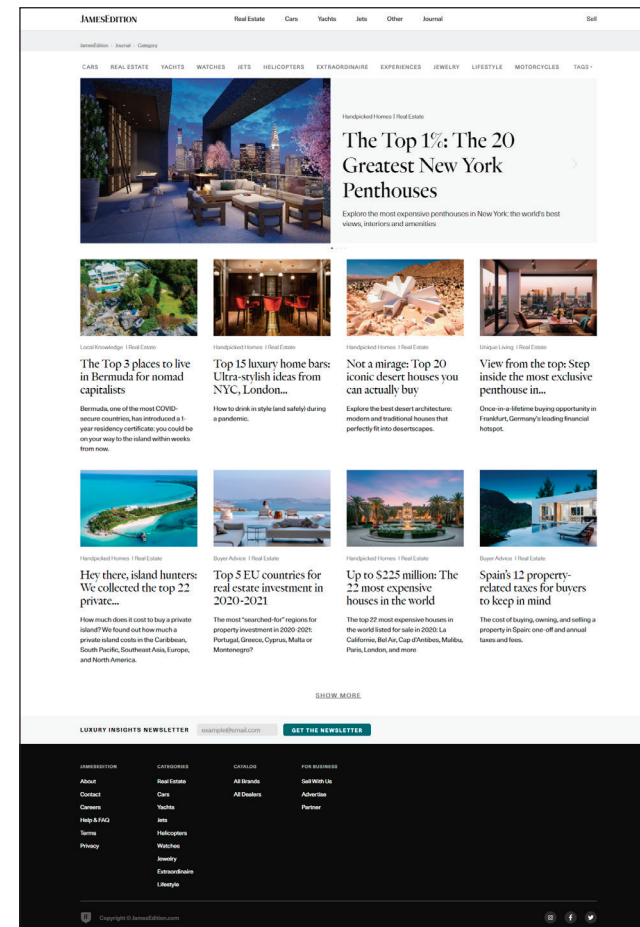
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

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





# jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

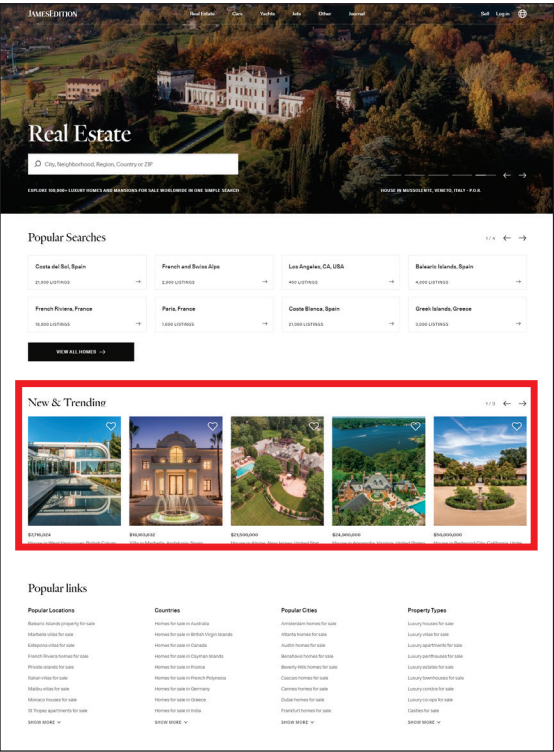
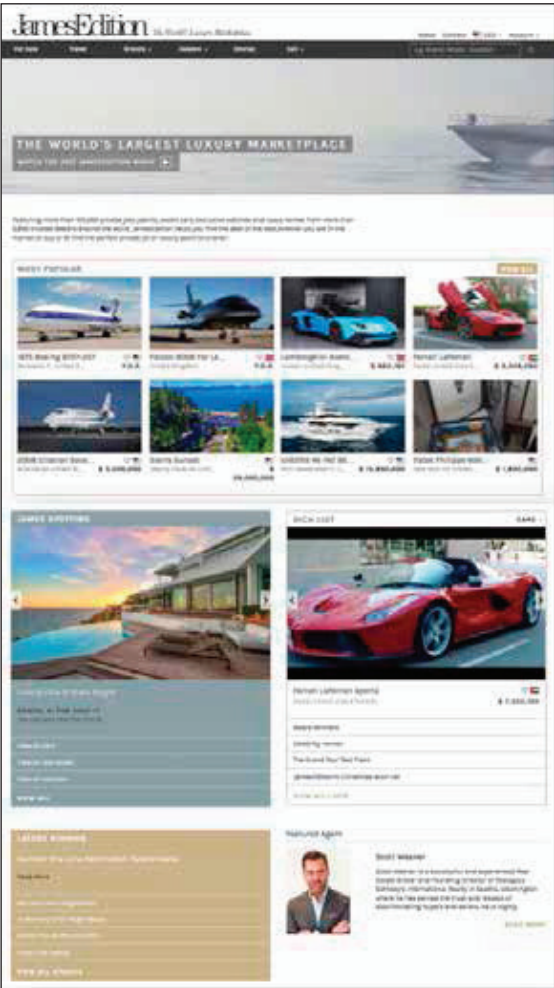
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

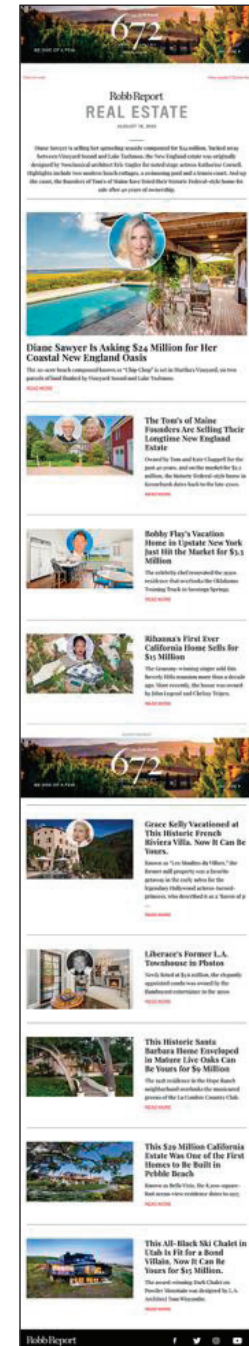
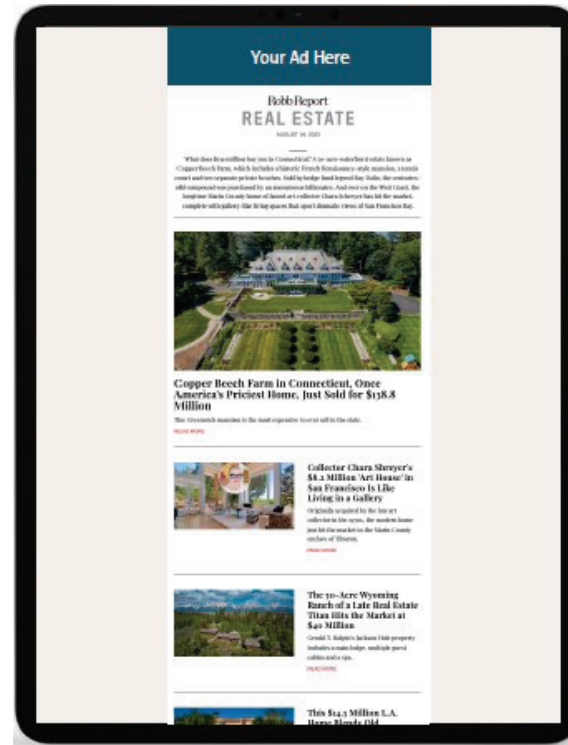
## REAL ESTATE NEWSLETTER

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

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

\$5,284,900

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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)

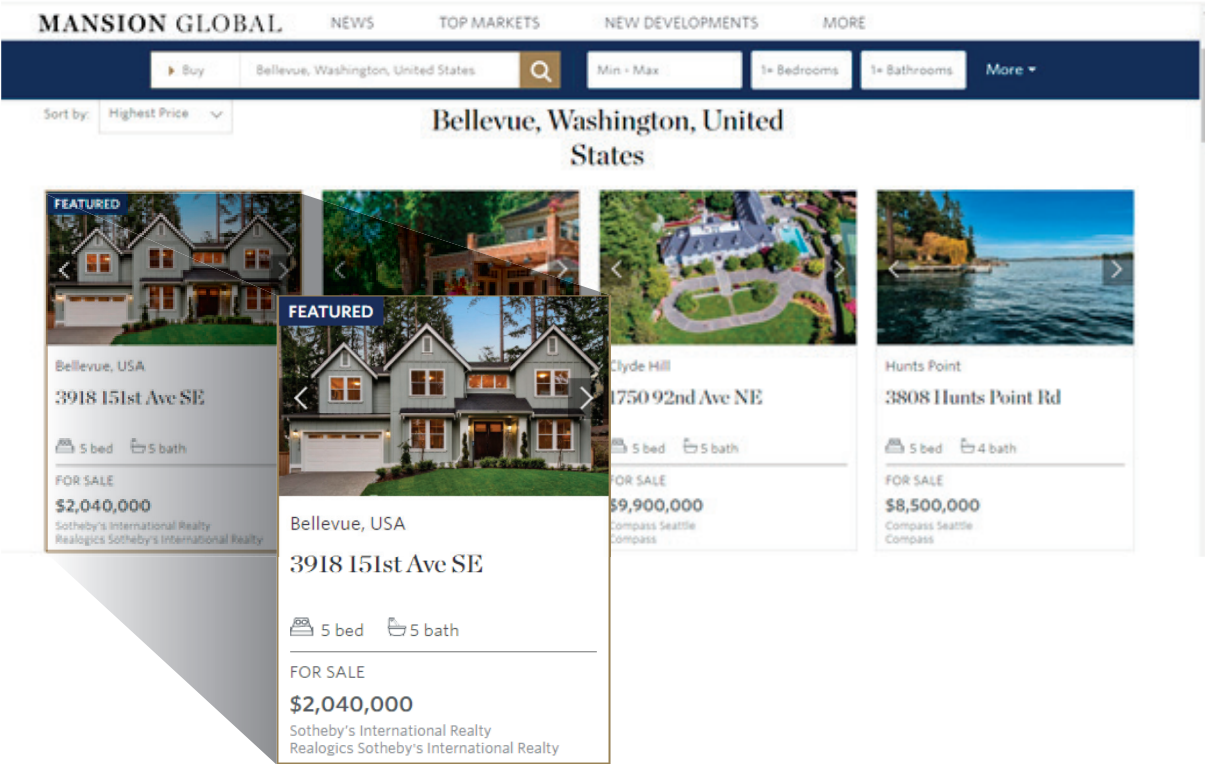
## FEATURED PROPERTY UPGRADES

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



# The Wall Street Journal

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

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

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

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

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

# MANSION

THE WALL STREET JOURNAL

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

HOUSES | MARKETS | PEOPLE | REPAIRS | SALES

## Going Once, Going Twice

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

**By Kenneth C. Clark and E.R. Sussman**

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

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

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

Please turn to page M5

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

**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 butterfly lights on an oil 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, *murti* or idols supporting idols and pictures of Hindu gods. They are used for solitary or communal prayer, worship and meditation, and are often decorated for special ceremonies during festivals such as *Vishu*, said Pankaj Chhabra, a consultant in Texas. Chhabra, a part 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 Vishnu family's *pooja* area—an armchair filled with pictures of Hindu gods.

Please turn to page M6

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

## Homes as unique as you

sothebysrealty.com

**Chino's Point Lyford City**  
NASSAU, THE BAHAMAS | \$14,760,000 USD  
whitneywallace.com/CT0787

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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:

\$980/TEMPLATE

\$1,985/CUSTOM



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

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

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

# Discover the unique

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INTERNATIONAL REALTY

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**Price Upon Request**  
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 ben.macky@sothebysrealty.com +64 219.37885

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**\$15,950,000 | sirbahamas.com/id/61421**  
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 doyle.richmond@sothebysrealty.com +1.970.390.9240

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

**Includes Digital promotion and Digital Flipbook**



1 of 1

# Expect exceptional

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

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INTERNATIONAL REALTY

April 2025 | [sothebysrealty.com](https://sothebysrealty.com)



# Sotheby's

INTERNATIONAL REALTY

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## 925 Park Avenue, 5/6C

**5 BED | 4.5 BATH | New York, New York**

**\$8,400,000**  
**925ParkAve-5-6C.com**

This rarely available 5 bedroom, 4.5 bath duplex defines perfection offering all the benefits and grandeur of lower-floor living along with the convenience and services of a distinguished, luxury Park Avenue cooperative. Featuring 17'10" to 20' foot ceilings, stunning hardwood floors and through the wall air conditioning are additional features throughout this extraordinary home. Simply stated, this incredible home, designed by renowned interior decorator Anne Hempleton, has it all.

---

## Triples Designer Duplex on Park Avenue






**Wendy Ariz**  
Senior Global Real Estate Advisor  
Associate Broker | 917.361.5038  
[wendy.ariz@sothebysrealty](#)



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INTERNATIONAL REALTY

**1150 Park Avenue, P1E-A**  
New York, New York | \$9,600,000 | [1150ParkAvenue@PIR.com](mailto:1150ParkAvenue@PIR.com)  
This masterfully renovated 3 bedroom, 3 1/2 bath penthouse residence showcases views of Park Avenue, the East River, Central Park, and the Manhattan skyline.

**850 Park Avenue, 6S**  
New York, New York | \$4,700,000 | [850ParkAve@si.com](mailto: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](mailto:wendy.ariz@sothebysrealty.com)

**Sotheby's International Realty - East Side Manhattan Brokerage** | 600 Madison Avenue, 2nd Floor, New York, New York 10022 | [sothebysrealty.com/ny](http://sothebysrealty.com/ny)  
Sotheby's International Realty, a leading name in luxury real estate, is pleased to announce the opening of our new East Side Manhattan office. Our office is a modern, well-appointed space that is designed to provide our clients with the highest level of service and expertise. Our office is located in the heart of the East Side Manhattan neighborhood, which is one of the most desirable and vibrant areas in New York City. Our office is a perfect blend of modern design and classic elegance, creating a sophisticated and professional atmosphere. Our office is a testament to our commitment to excellence and our dedication to providing our clients with the best possible experience. Our office is a reflection of our values and our passion for real estate. Our office is a source of pride and a testament to our success. Our office is a reflection of our commitment to excellence and our dedication to providing our clients with the best possible experience. Our office is a reflection of our values and our passion for real estate. Our office is a source of pride and a testament to our success.



**William  
Pitt**

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INTERNATIONAL REALTY



## Idyllic Estate on Park-Like Grounds

637 Valley Road New Canaan, Connecticut

\$4,200,000  
[southeyrealealty.com/cd/vZPQOY](https://southeyrealealty.com/cd/vZPQOY)

Experience the unparalleled 637 Valley Road estate—an majestic stone Georgian Colonial on 7.04 city acre along the Colchester River. This \$2,000 sq. ft. masterpiece features a chef's kitchen, stately library, en-suite bedrooms with night dressings, a billiard room, and a private guest wing. Outdoors, enjoy a pool, tennis and pickleball courts, a miniature golf, and a fire pit. The updated 2018 guest house offers a cozy retreat. Just minutes from town, the Train, and the Long Island Sound, this exceptional estate blends luxury, privacy, and convenience—an opportunity not to be missed!

**6 Bedrooms**  
**7.3 Bathrooms**  
**12,071+ sq.ft.**





**Joanne Fisher**  
Licensed Real Estate Salesperson  
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# Elite Traveler

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

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

## ELITE TRAVELER AUDIENCE

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

LUXURY HOMES FEATURE:  
STARTING AT \$4,500



# Financial Times


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

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

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

Global







## Homes as unique as you

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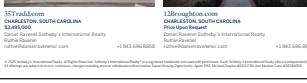
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# Private Air Luxury Homes Magazine

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**

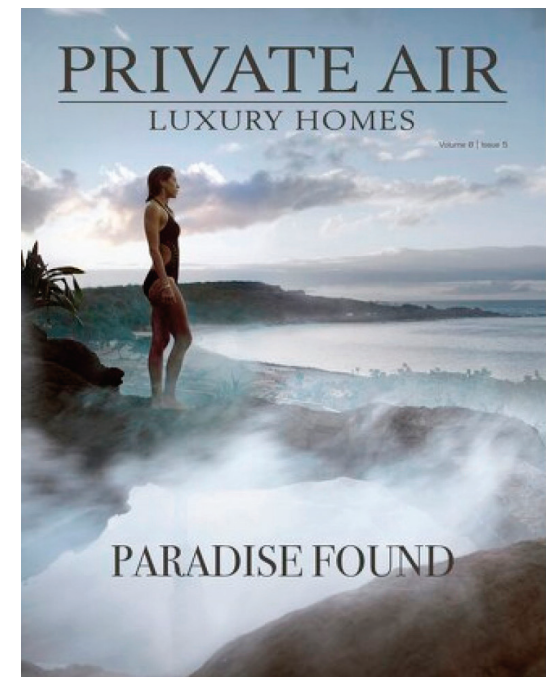
**includes social media & E-Newsletter**

**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**



# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY



# Proposed Schedule, Pricing & Reach 2025

PLAN 1

| Media                                   | Ad Description                               | May         | June        | July        | August | September   | Media Total | Reach   |
|---|--|-------------|-------------|-------------|--------|-------------|-------------|---------|
| <b>Sotheby's Auction House: Print</b>   |  |             |             |             |        |             |             |         |
| Sotheby's Magazine                      | Quarter Page                                 |             |             |             |        | \$ 1,315.00 | \$ 1,315.00 | 35,000  |
| <b>Sotheby's Auction House: Digital</b> |  |             |             |             |        |             |             |         |
| Sotheby's Selects E-Newsletter          | Sotheby's Selects E-Newsletter               | \$ 2,585.00 |             |             |        |             | \$ 2,585.00 | 300,000 |
| <b>Digital</b>                          |  |             |             |             |        |             |             |         |
| <b>Million Impressions*</b>             |  |             |             |             |        |             |             |         |
| Impressions Blast - Two week Campaign   | Digital Banner Program - 100K Impression     | \$ 900.00   | \$ 900.00   |             |        |             | \$ 1,800.00 | 200,000 |
| <b>Google Adwords</b>                   |  |             |             |             |        |             |             |         |
| Google Adwords                          | Digital PPC program                          | \$ 1,600.00 | \$ 850.00   | \$ 850.00   |        |             | \$ 3,300.00 |         |
| <b>Comprehensive Digital</b>            |  |             |             |             |        |             |             |         |
| Social Mirror Ads                       | Mirroring Social Post                        | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 |        |             | \$ 4,500.00 | 300,000 |
| <b>Geofencing - Event and Location</b>  |  |             |             |             |        |             |             |         |
| Geofencing - Event and Location         | Target specific events and locations         |             | \$ 1,500.00 | \$ 1,500.00 |        |             | \$ 3,000.00 | 120,000 |
| <b>JamesEdition</b>                     |  |             |             |             |        |             |             |         |
| 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 |
| <b>Robbreport.com</b>                   |  |             |             |             |        |             |             |         |
| 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   |
| <b>WSJ.com</b>                          |  |             |             |             |        |             |             |         |
| Mansion Global Homepage Hero            | Shared Banner                                | \$ 650.00   | \$ 650.00   |             |        |             | \$ 1,300.00 | 328,000 |
| Property Upgrades                       | 10 Featured Property Upgrades                |             | Bonus       |             |        |             | \$ -        |         |

# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

|                                    |   |    |          |    |           |
|------------------------------------|---|----|----------|----|-----------|
| Print                              |   |    |          |    |           |
| Elite Traveler                     |   |    |          |    |           |
| Elite Traveler                     | Luxury Homes Feature                                      | \$ | 4,500.00 | \$ | 4,500.00  |
|                                    |   |    |          |    | 557,000   |
| Financial Times                    |   |    |          |    |           |
| Financial Times                    | Double Property Spot                                      | \$ | 1,500.00 | \$ | 1,500.00  |
|                                    |   |    |          |    | 210,457   |
| The New York Times                 |   |    |          |    |           |
| The New York Times                 | Double Property Spot - Weekday/Saturday                   | \$ | 1,520.00 | \$ | 1,520.00  |
| The New York Times Takeover        | Full Page w/ Digital promotion                            | \$ | 750.00   | \$ | 750.00    |
|                                    |   |    |          |    | 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 | Double Property Spot w/ Digital Featured Property Upgrade | \$ | 1,590.00 | \$ | 1,590.00  |
|                                    |   |    |          |    | 3,180.00  |
| The Wall Street Journal            |   |    |          |    |           |
| Mansion Global Experience Luxury   | Weekend Property insert                                   | \$ | 980.00   | \$ | 980.00    |
|                                    |   |    |          |    | 100,000   |
| TOTAL                              |   |    |          | \$ | 38,630.00 |
|                                    |   |    |          |    | 5,211,416 |

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