



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

102 South Shore Road Advertising and Marketing Program



Sotheby's
INTERNATIONAL REALTY

Table of Contents

3 INTRO

4 SOTHEBY'S AUCTION HOUSE

- 5 Sotheby's Bespoke Email
- 6 Sotheby's Selects e-Newsletters

7 DIGITAL

- 8 Impressions Campaign
- 13 Geofencing - Event and Location
- 14 Comprehensive Digital
- 15 Google AdWords
- 18 Dwell Real Estate
- 19 JamesEdition.com
- 24 LA Times
- 25 RobbReport.com
- 27 WSJ.com

29 PRINT

- 30 The Wall Street Journal
- 31 The New York Times
- 34 Financial Times
- 35 Los Angeles Times

37 SCHEDULE, PRICING & REACH

- 38 2025



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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure 102 South Shore Road

SKY Advertising is excited to present to William Plitt Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 102 South Shore Road.

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 Salisbury, CT.

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**

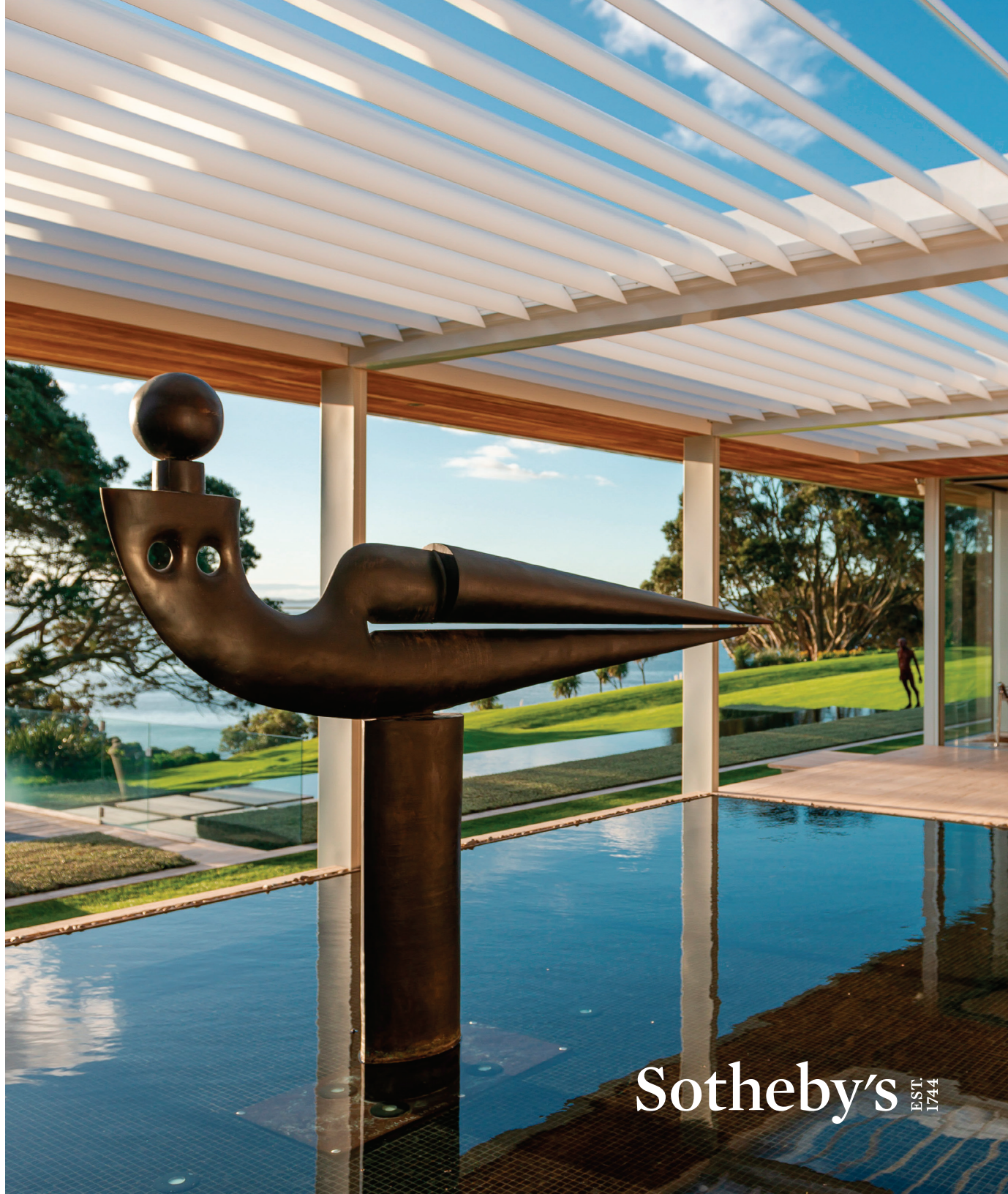
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Account Executive
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chloe@skyad.com

Sotheby's
Auction House
Offerings



Sotheby's EST. 1744

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

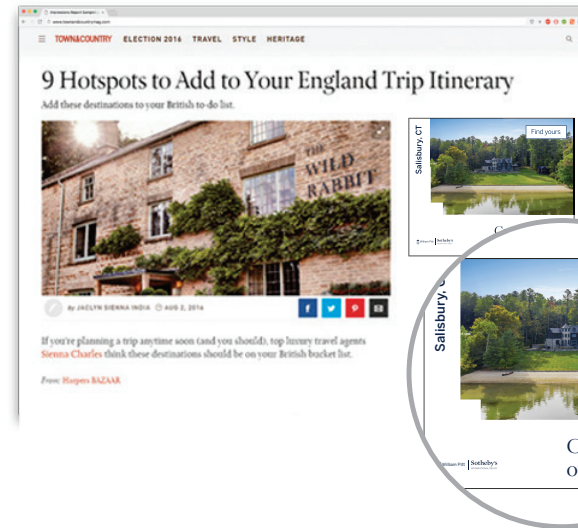
Impressions Campaign

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: **102 South Shore Road**
- Flight Dates: **May 2025 - July 2025**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes



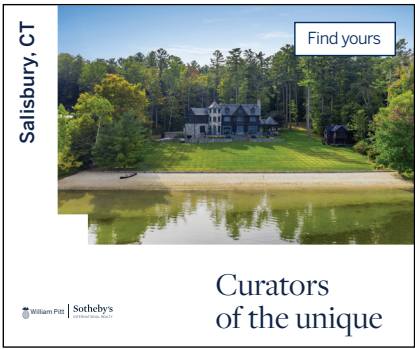
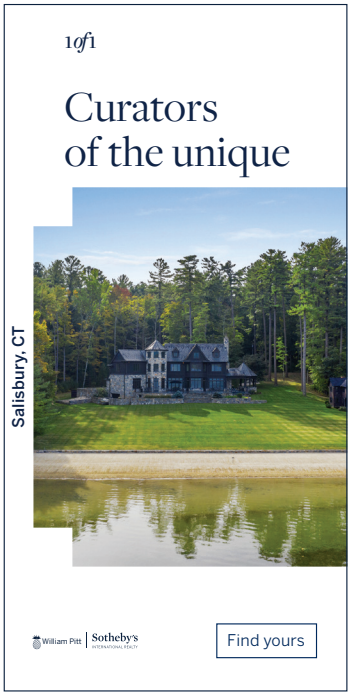
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

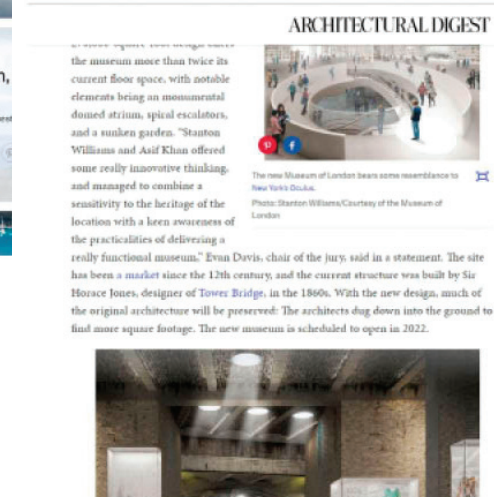
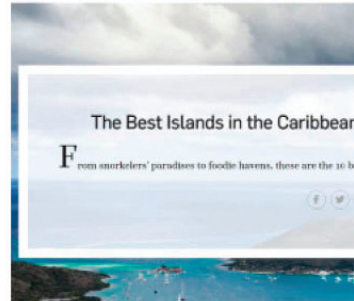
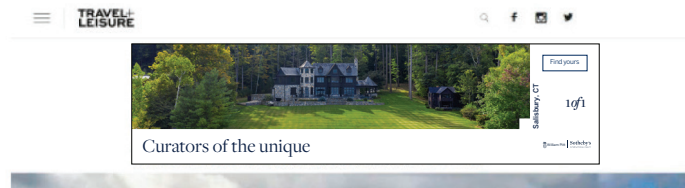
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

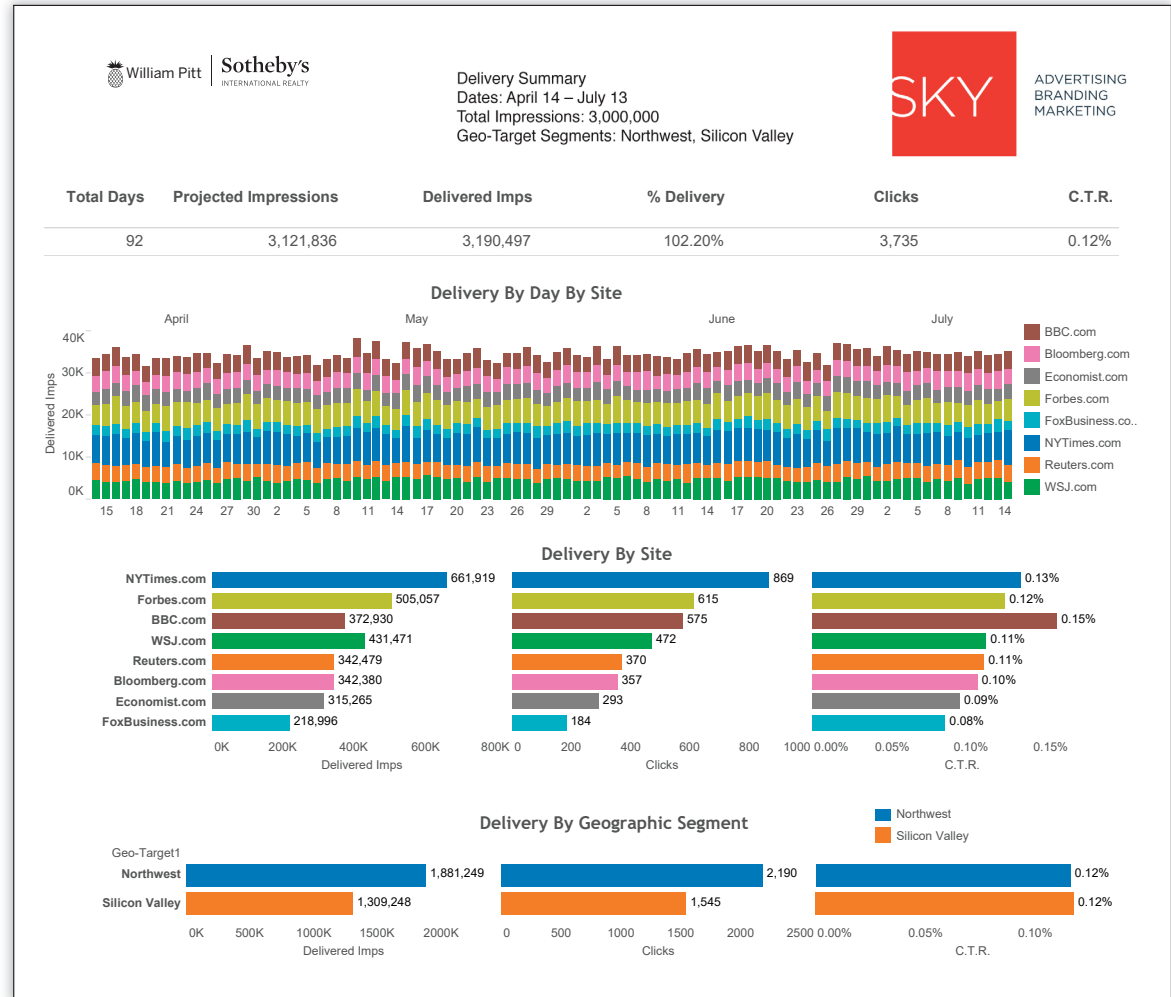


Comprehensive Reporting For Your Customized Campaign

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

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

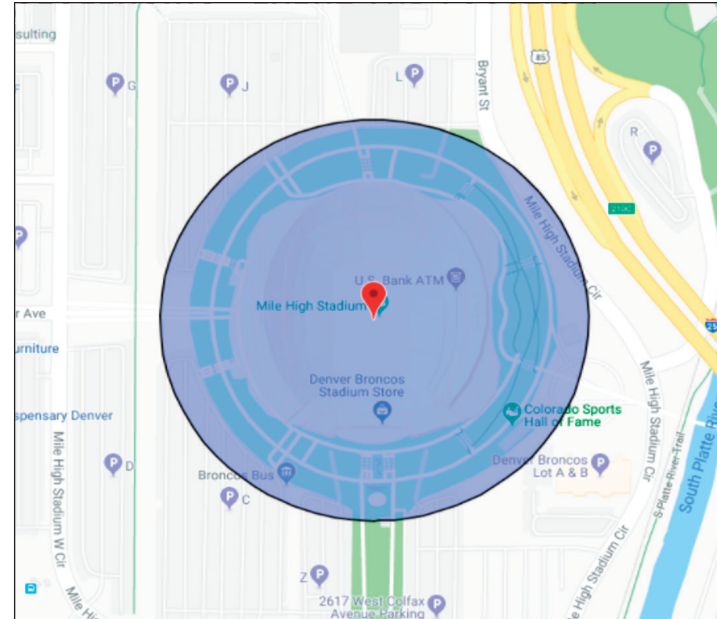
IMPRESSIONS PROGRAM SAMPLE REPORT



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

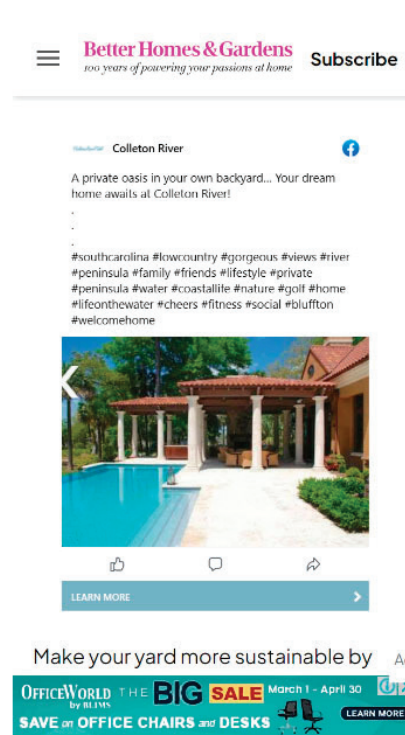
SOCIAL MIRROR ADS

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.

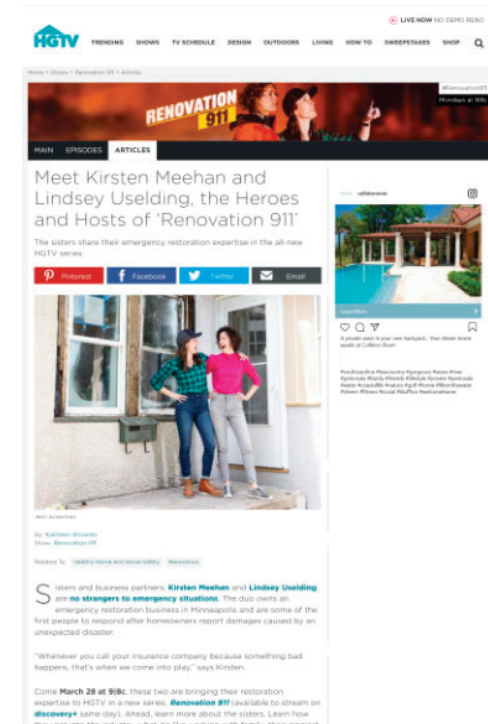
Ads can be display, video, OTT across connected TVs or carousel.



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.

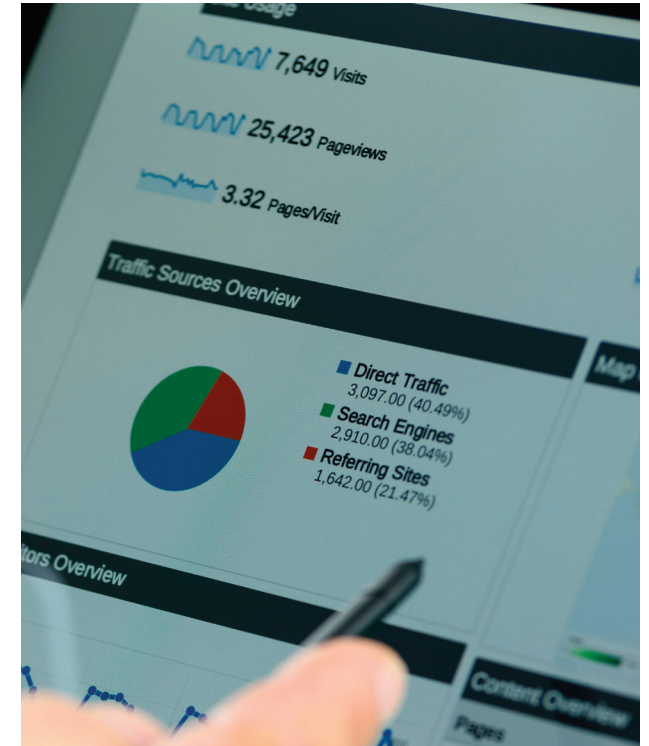


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

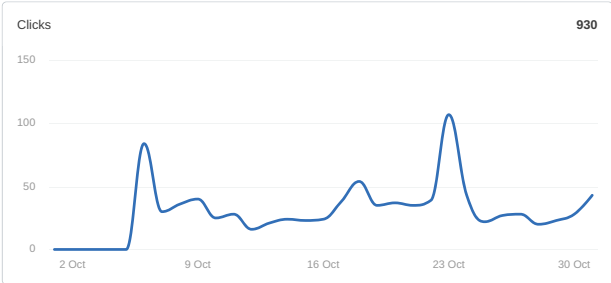
CLIENT DASHBOARD

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 William Pltt

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.



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October KPI's

Clicks

Clicks

Impressions

CTR

1.95% ▲ 101%

CTR

Google Ads Phone Calls

12 ▲ 71%

Google Ads Phone Calls

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

Dwell Real Estate

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

- Readership of 11 million
 - 917K – Magazine
 - 4.2 M – Dwell.com
 - 5.4 M – Social
 - 669K – Email
- Average Age: 46
- Average HHI – \$178K

Dwell Audience Real Estate Metrics

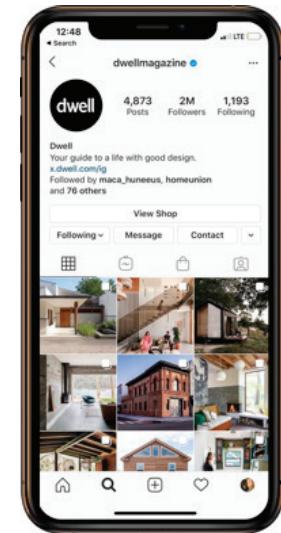
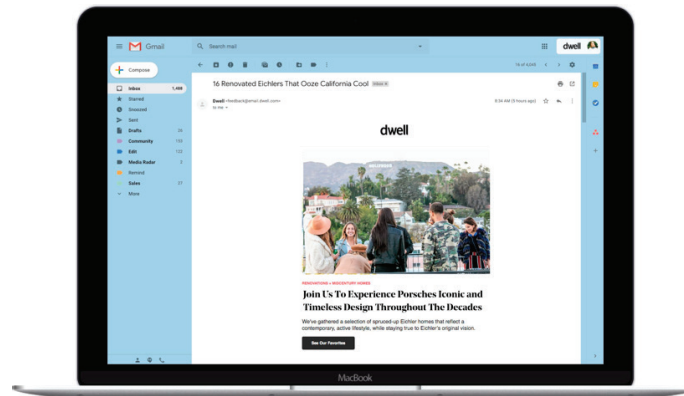
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

CUSTOM REAL ESTATE ARTICLE.

This article permanently live will live in the Dwell.com Real Estate Channel.

- Promotion on Dwell.com Homepage through a promo tile.
- Promotion in the Dwell Email Newsletter.
- Promotion on the Dwell Facebook.

PRICE: \$6,000



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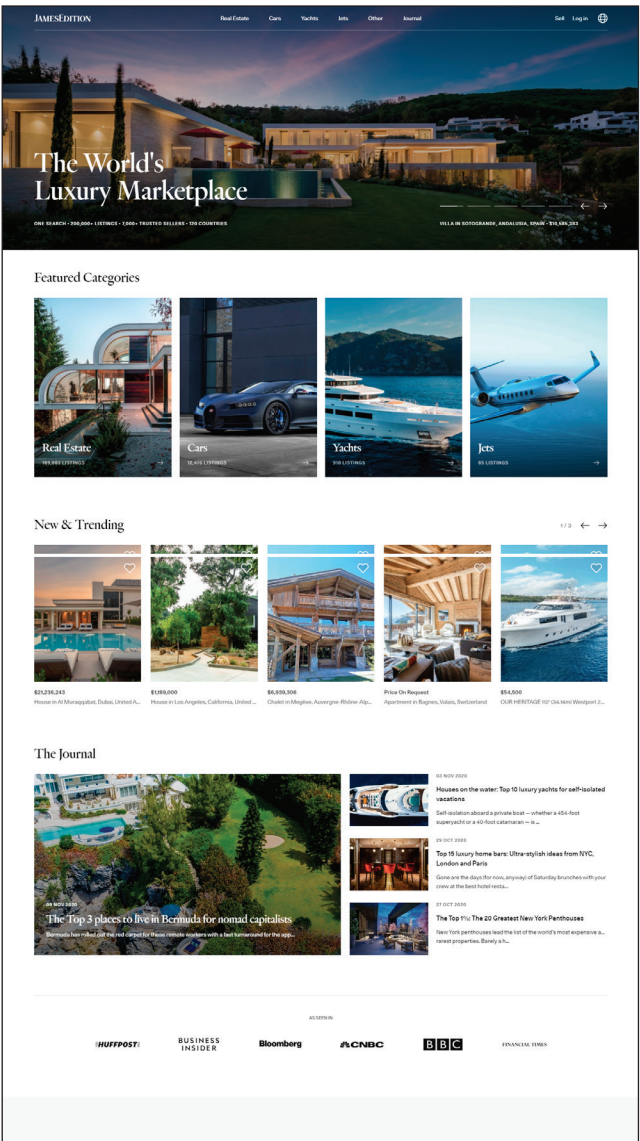
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

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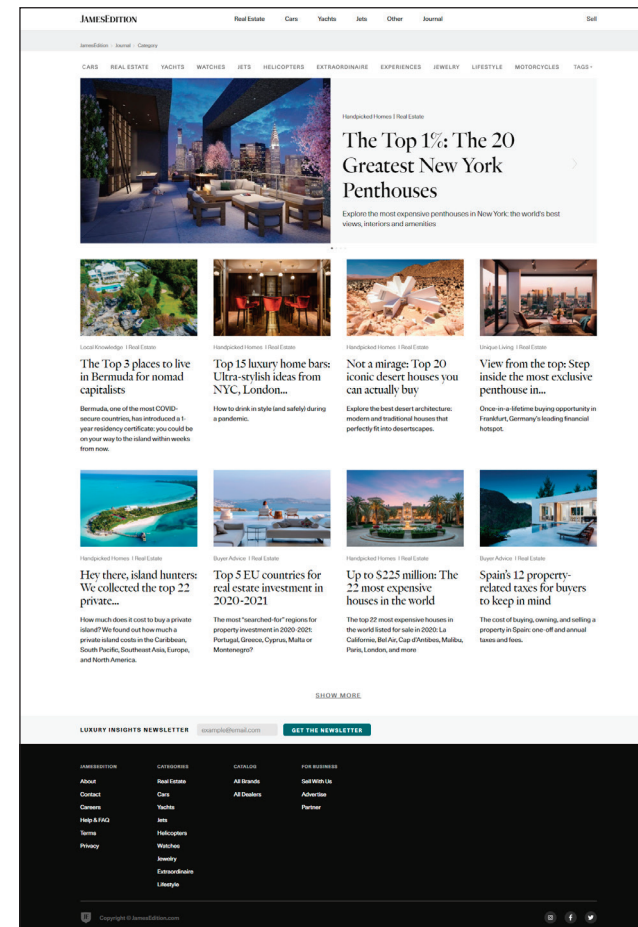
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

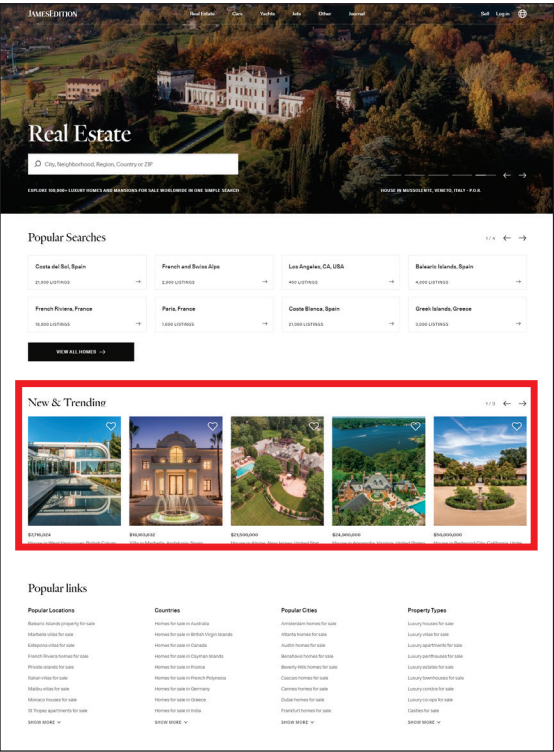
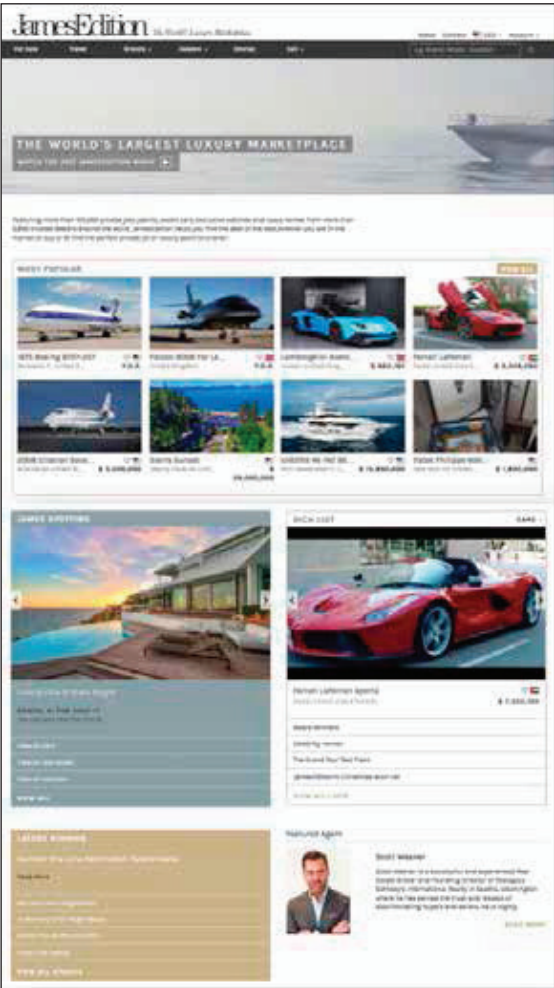
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

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

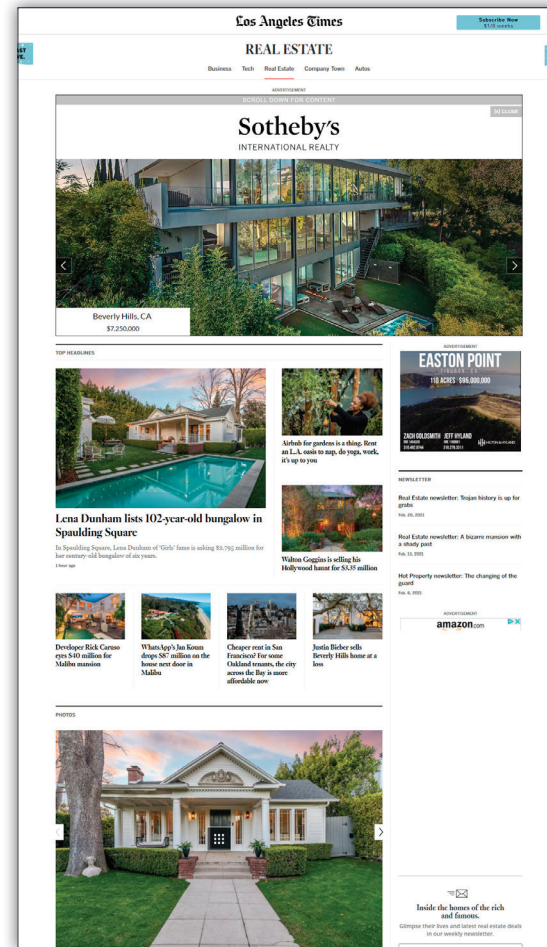
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

Promote your property with a large banner placement on the top of the LATimes.com Real Estate, Home Page, Real Estate Content pages and ROS.

PRICE: \$325/MONTH

**Maximum 30 featured properties
Included with the Hot Property Print Placement**



RobbReport.com

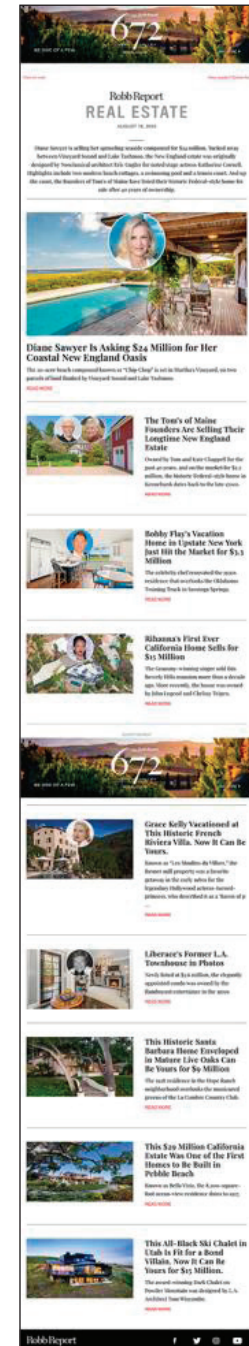
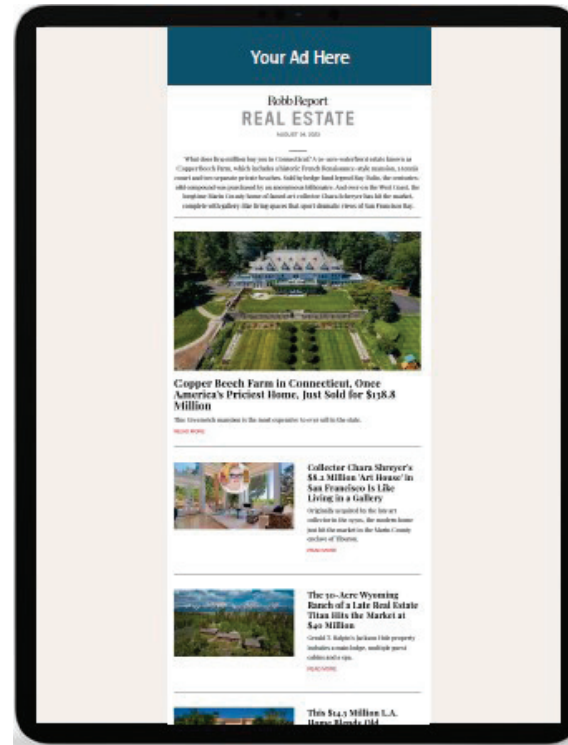
REAL ESTATE NEWSLETTER

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)

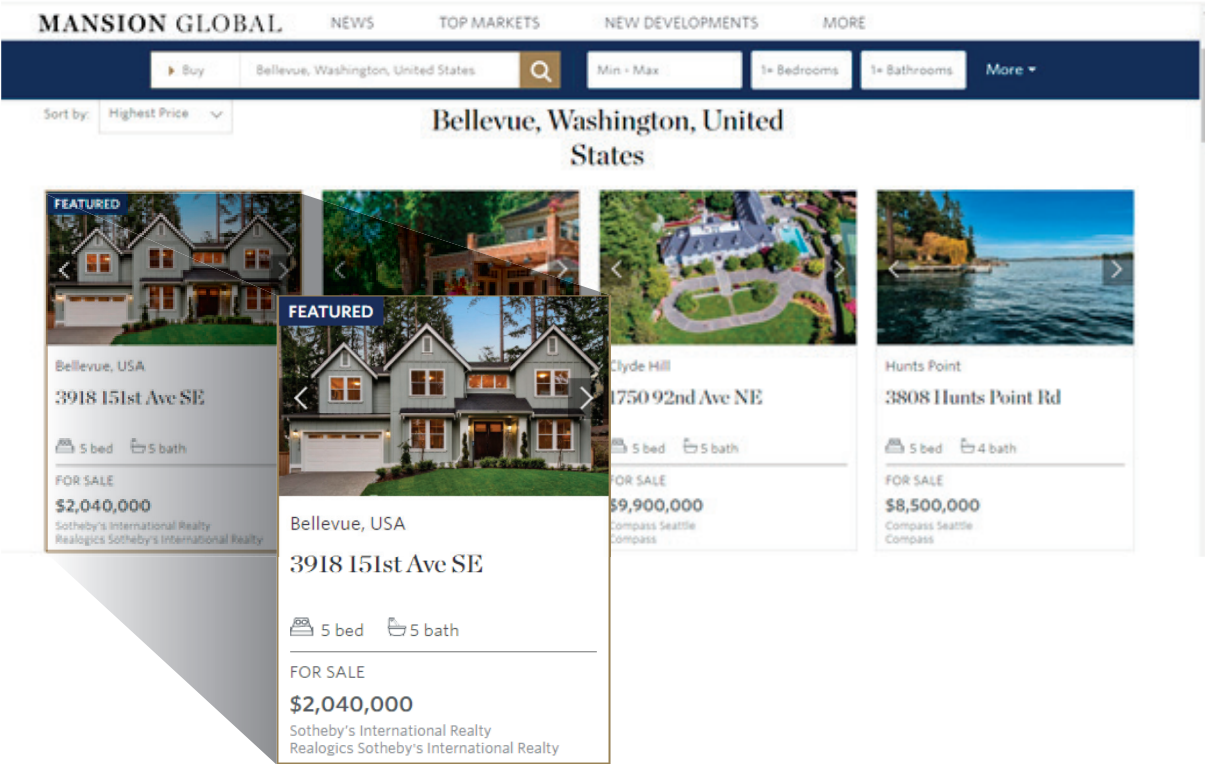
FEATURED PROPERTY UPGRADES

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**


skyad.com | 30

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

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


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

[illegible]




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 Ben Mackay
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 Bahamas Sotheby's International Realty
 Colleen Carey
 colleen.carey@sirbahamas.com +1.242.818.6038




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



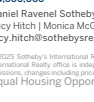
75 Hunki Dori Court, #W113
KESTONE, COLORADO
\$5,000,000 | sothebysrealty.com/id/QBKT4J
 LIV Sotheby's International Realty
 Hank Wietheke | Doyle Richmond
 doyle.richmond@sothebysrealty.com +1.970.390.9240




3005 45th Street NW
WASHINGTON, DISTRICT OF COLUMBIA
\$9,850,000 | sothebysrealty.com/id/NR5GPS
 TTR Sotheby's International Realty
 Mark Lowham
 mlowham@ttrsir.com +1.703.966.6949



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



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



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

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The New York Times


THE SUNDAY REAL ESTATE

Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.


- Circulation: **403,748**
- Sunday: **972,774**
- Male / Female ratio: **51% / 49%**
- Median HHI: **\$193,586**
- Average HHI: **\$359,826**
- Median Age: **50**

PRICE:
\$760/SINGLE SPOT, SUNDAY, COLOR
\$1,520/DOUBLE PROPERTY SPOT, COLOR

A HOT NEW ADVICE
When you're looking to escape the 'brunet blackout,' a summer home. Yes, it does matter what you drink your coffee out of.



IN THE HOME
Seeking a better deal along the Hudson River waterfront. A must-to-read. Who needs an open floor plan? Bring back that wall!









OWNERS | BUYERS | RENTERS

RealEstate

The New York Times

SECOND HOMES

THE HAMPTONS NORTH?




By JULIE SACROW
For decades now, the Hudson Valley has appeared to be a hot real estate market. The region's growing number of second homes is drawing attention to the area. The region's growing number of second homes is drawing attention to the area. The region's growing number of second homes is drawing attention to the area.

THE HUDSON VALLEY IS STARTING TO RESEMBLE THAT STRETCH OF LONG ISLAND.


The region recently bought a small cottage with a wraparound porch, or property with a creek, in Stony Bridge, N.Y.

THE HUDSON VALLEY IS STARTING TO RESEMBLE THAT STRETCH OF LONG ISLAND.


The region recently bought a small cottage with a wraparound porch, or property with a creek, in Stony Bridge, N.Y.




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Bahamas Sotheby's International Realty
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KEYSTONE, COLORADO
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skyad.com | 32

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

Includes Digital promotion and Digital Flipbook



1 of 1

Expect

exceptional

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

Sotheby's
INTERNATIONAL REALTY

April 2025 | sothebysrealty.com



925 Park Avenue, 5/6C

5 BED | 4.5 BATH | New York, New York

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

This rarely available 5 bedroom, 4.5 bath duplex delivers perfection offering all the benefits and grandeur of townhouse living along with the convenience and services of a distinguished, luxury Park Avenue cooperative. Featuring 1720 to 20 foot ceilings, stunning hardwood floors and through the wall air conditioning are additional features throughout this extraordinary home. Simply stated, this incredible home, designed by renowned interior decorator, Anne Hemplett, 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, P11-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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**William
Pitt**

**Sotheby's
REALTY**



Idyllic Estate on Park-Like Grounds

637 Valley Road New Canaan, Connecticut

\$4,200,000
sothebysrealty.com/cd/v2PCQY

Experience the unparalleled 3700 sqft Valley Road estate—a majestic stone Georgian Colonial on 10.4 idyllic acres along the Silvermine River. This \$2,000,000+ 8+ masterpiece features a chef's kitchen, stately library, ensuite bedrooms with eight fireplaces, a billiards room, and a private game wing. Outdoors, enjoy a pool, tennis and polo/ski courts, bluestone patios, and a fire pit. The updated 2010 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







Jasmine Fisher
Licensed Real Estate Salesperson
203.858.0749
janne@sothebysrealty.com



**LM Home Team at William Pitt Sotheby's
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Laurie: 937.505.6273 | Marnie: 203.444.6372
lmhometeam@sothebysrealty.com



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

Global

[illegible]

Homes are unique as you

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INTERNATIONAL REALTY

**5 Plaza Road
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\$51,000.00**
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www.12808rce.com

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www.hawthornescove.com

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www.3610hillcountry.com

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- 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

Sotheby's
INTERNATIONAL REALTY

March 2025 | sothebysrealty.com

Zen-like Setting in Santa Fe

12504 Camino De Cruz Blanca, Santa Fe, New Mexico

Breathtakingly appointed and meticulously maintained main house with guest house and 2.87 acres is an art collector's dream. Covered bath/s with private minutes to downtown.




\$1,900,000




sothebysrealty.com/sf/2P2FEN




Adrienne DeGusse
 Associate Broker | 42063
 505.313.8003
adrienne.degusse@sothebysrealty.com




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Sotheby's
Real Estate

The Residences at Stanly Ranch

Auderge Resorts Collection

Private Residences Starting at \$2,550
StanlyRanchHomes.com

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

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

Mark Ellinger
 CREA 02000202
 707.248.8800
mark@stanlyranchhomes.com

Stanly's Incredible Ready Party Ranch Residences | 200 Stanly, Concord, Napa, CA

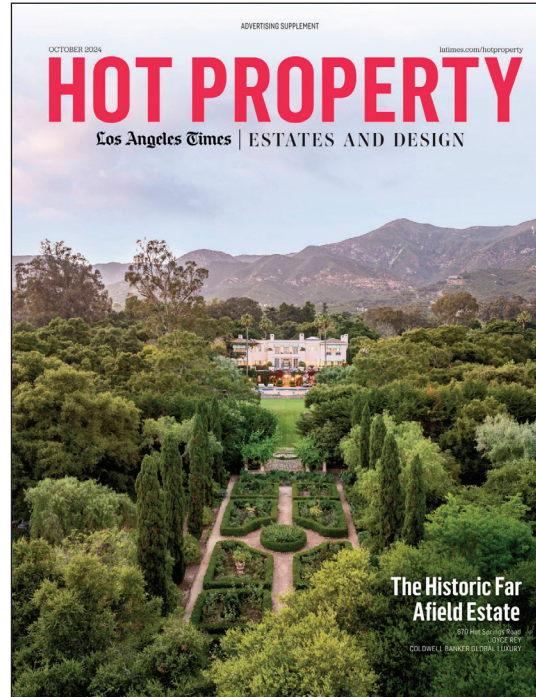
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Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

The Los Angeles Times weekly Hot Property section features the most up-to-date real estate news — including Hot Property (celebrity transactions), neighborhood spotlights, buying/selling tips, home décor and improvement trends.

- 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.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



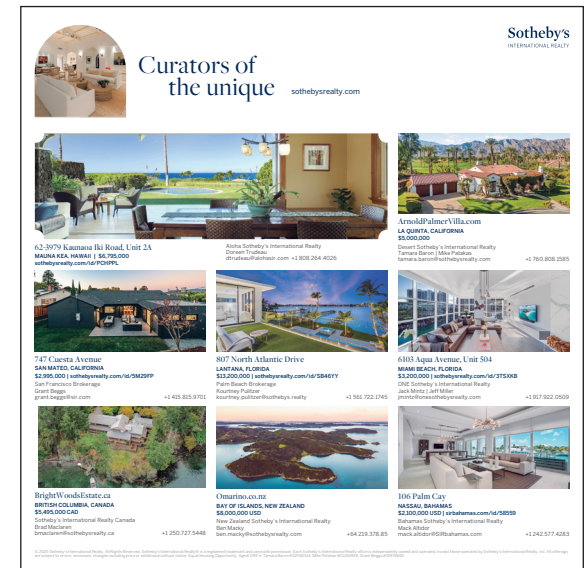
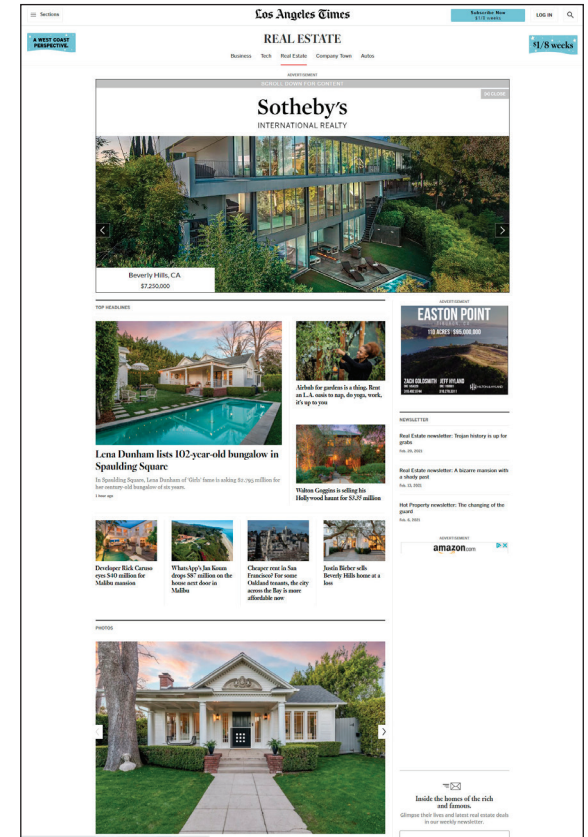
LA TIMES DIGITAL LIGHTHOUSE

The Sotheby's International Realty LA Times Digital Lighthouse showcases 27-30 properties monthly and owns 100% SOV at the top of the LA Times Real Estate section.

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

Full color with 30 day Lighthouse Placement



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: Digital								
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00					\$ 2,585.00	770,000
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00	750,000
Million Impressions	Targeting - Metro NY, LA							
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
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00		\$ 1,500.00			\$ 3,000.00	120,000
Dwell.com								
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00				\$ 6,000.00	1,750,000
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			\$ 1,800.00			\$ 1,800.00	148,000
LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		\$ 325.00	Bonus			\$ 325.00	425,000
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	Double Property Spot	\$	1,500.00		\$	1,500.00	210,457		
Financial Times	Property Spot		\$	750.00		\$	750.00	210,457	
The Los Angeles Times									
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$	425.00		\$	425.00	220,780	
The Los Angeles Times	Takeover - Full Page	\$	660.00		\$	660.00	\$	1,320.00	768,000
The New York Times									
The New York Times	Property Spot - Weekday/Saturday		\$	760.00		\$	760.00	423,111	
The New York Times	Double Property Spot - Weekday/Saturday	\$	1,520.00		\$	1,520.00	\$	3,040.00	846,222
The New York Times	Double Property Spot - Sunday			\$	1,520.00		\$	1,520.00	381,268
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	Double Property Spot w/ Digital Featured Property Upgrade	\$	1,590.00	\$	1,590.00		\$	3,180.00	1,288,848
TOTAL							\$	46,115.00	10,224,143
*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
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00	750,000
Million Impressions	Targeting - Metro NY, LA							
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
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00		\$ 1,500.00			\$ 3,000.00	120,000
JamesEdition								
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00					\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00				\$ 1,500.00	192,000
LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		\$ 325.00	Bonus			\$ 325.00	425,000
Robbreport.com								
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$ 1,875.00				\$ 1,875.00	60,000
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	Double Property Spot		\$	1,500.00		\$	1,500.00	210,457			
Financial Times	Property Spot			\$	750.00		\$	750.00	210,457		
The Los Angeles Times											
The Los Angeles Times	Hot Property - listing + digital lighthouse			\$	425.00		\$	425.00	220,780		
The Los Angeles Times	Takeover - Full Page		\$	660.00		\$	660.00	\$	1,320.00	768,000	
The New York Times											
The New York Times	Property Spot - Weekday/Saturday				\$	760.00		\$	760.00	423,111	
The New York Times	Double Property Spot - Weekday/Saturday		\$	1,520.00			\$	1,520.00	\$	3,040.00	846,222
The New York Times	Double Property Spot - Sunday					\$	1,520.00		\$	1,520.00	381,268
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	Double Property Spot w/ Digital Featured Property Upgrade		\$	1,590.00	\$	1,590.00		\$	3,180.00	1,288,848	
TOTAL								\$	34,380.00	7,604,143	
*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
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
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
LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		\$ 325.00	Bonus			\$ 325.00	425,000
Robbreport.com								
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$ 1,875.00				\$ 1,875.00	60,000
WSJ.com								
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus			\$ -	

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print

Financial Times

Financial Times	Property Spot	\$ 750.00	\$ 750.00	\$ 1,500.00	420,914
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The Los Angeles Times

The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00	\$ 425.00	220,780
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The Los Angeles Times	Takeover - Full Page	\$ 660.00	\$ 660.00	\$ 1,320.00	768,000
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The New York Times

The New York Times	Property Spot - Weekday/Saturday		\$ 760.00	\$ 760.00	423,111
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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	Double Property Spot - Sunday		\$ 1,520.00	\$ 1,520.00	381,268
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The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00 \$ 1,500.00	330,000
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The Wall Street Journal

The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade		\$ 795.00	\$ 795.00	644,424
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The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00		\$ 1,590.00	644,424
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TOTAL				\$ 23,730.00	6,003,032
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*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy

Pricing Subject to Change