



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

3 Fair Lea Road Advertising and Marketing Program

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 3 Fair Lea Road

SKY Advertising is excited to present to SIR Southampton Brokerage Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 3 Fair Lea 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 Southampton, NY.

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

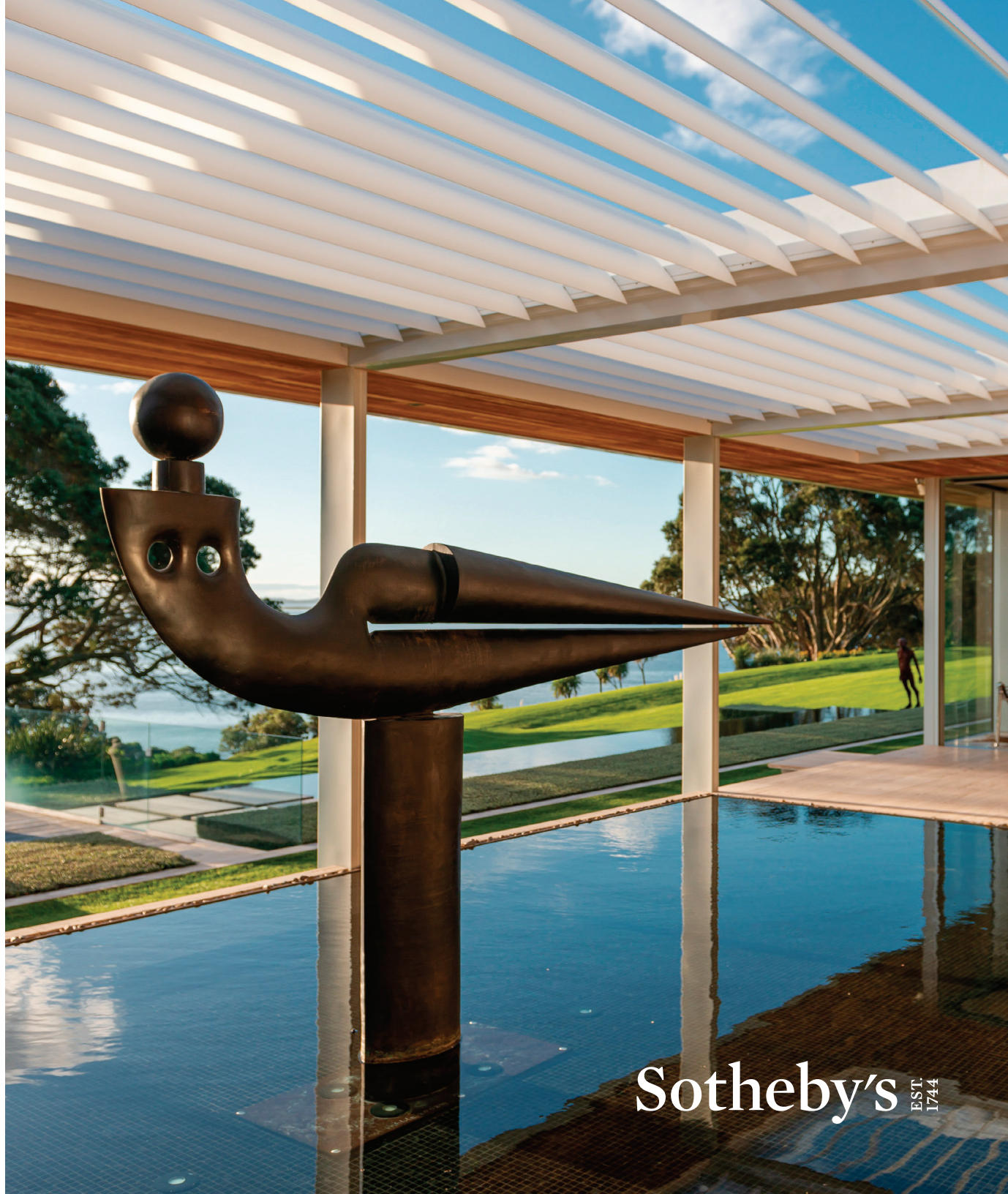
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Sotheby's
Auction House
Offerings



Sotheby's EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

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

[illegible]

SOTHEBY'S BESPOKE
EMAIL

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

PRICE: \$2,500/DEPLOYMENT



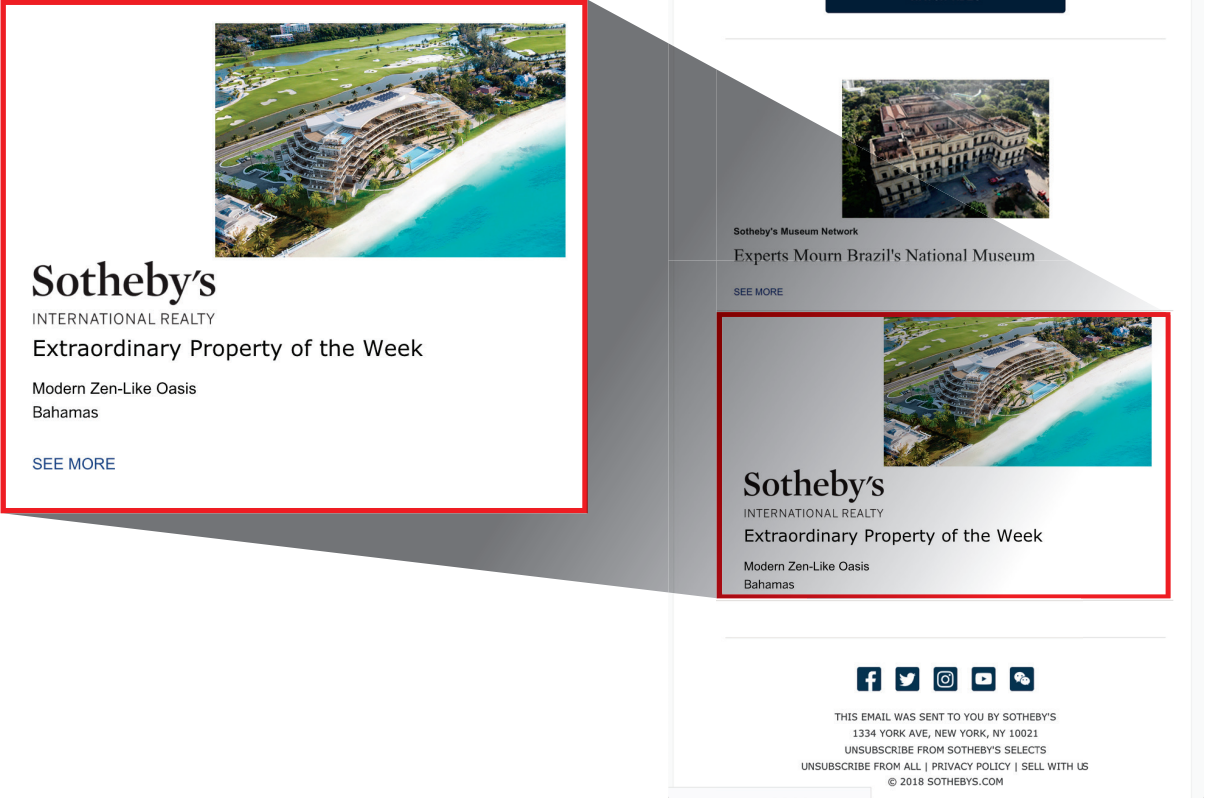
SOTHEBY'S INTERNATIONAL REALTY
Dream Big Villa, Turks & Caicos Islands
[FIND OUT MORE](#)



SOTHEBY'S SELECTS
E-NEWSLETTERS

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

PRICE: \$2,585/DEPLOYMENT



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

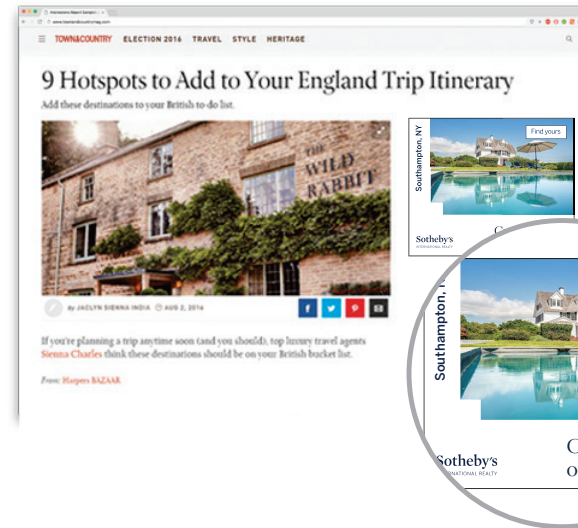
Impressions Campaign

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: **3 Fair Lea 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	



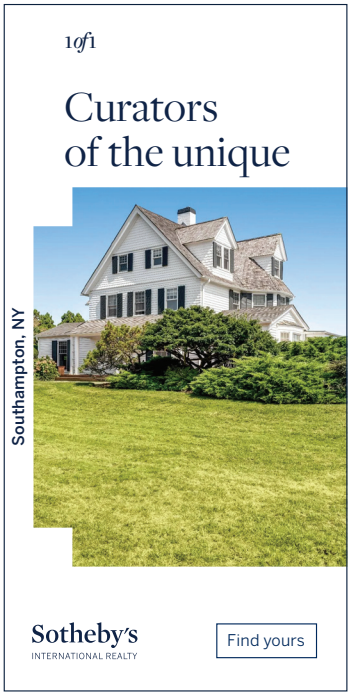
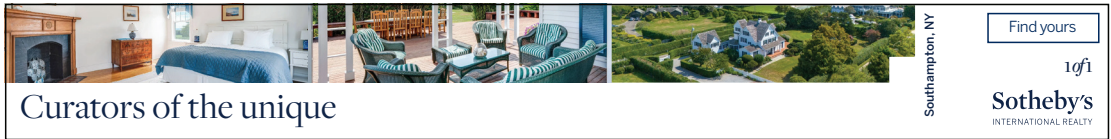
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

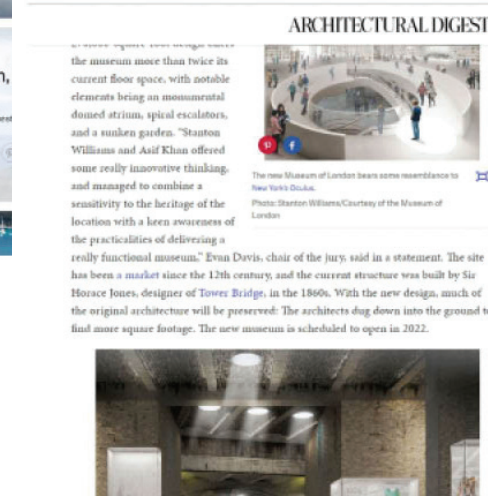
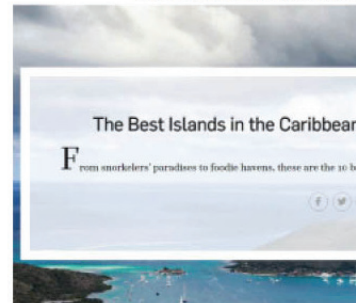
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

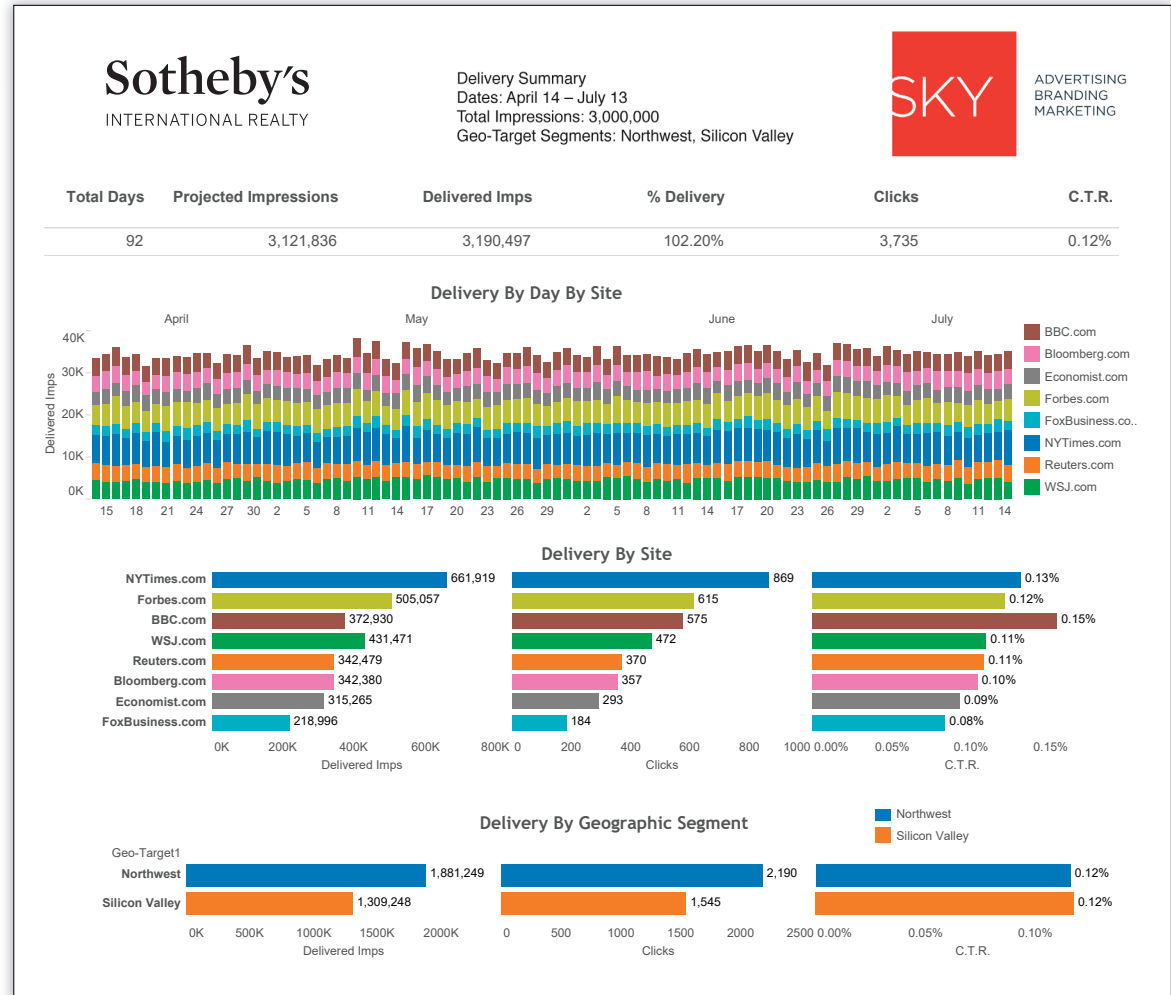


Comprehensive Reporting For Your Customized Campaign

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

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

IMPRESSIONS PROGRAM SAMPLE REPORT



Comprehensive Digital

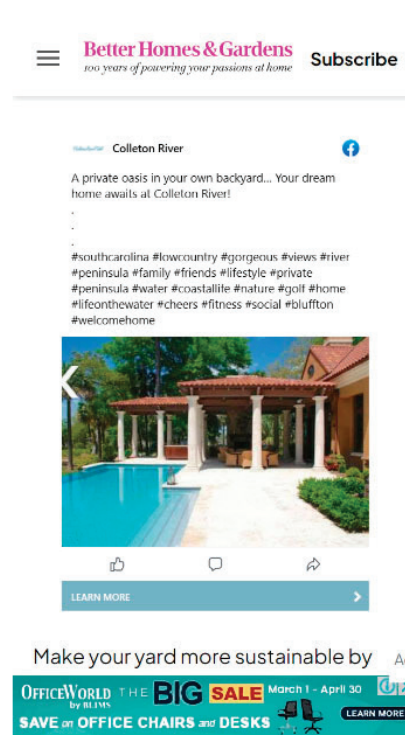
SOCIAL MIRROR ADS

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

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

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

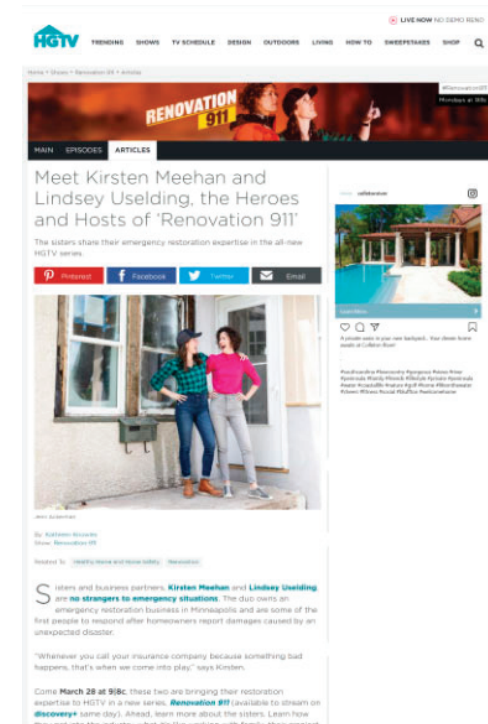
Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

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

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

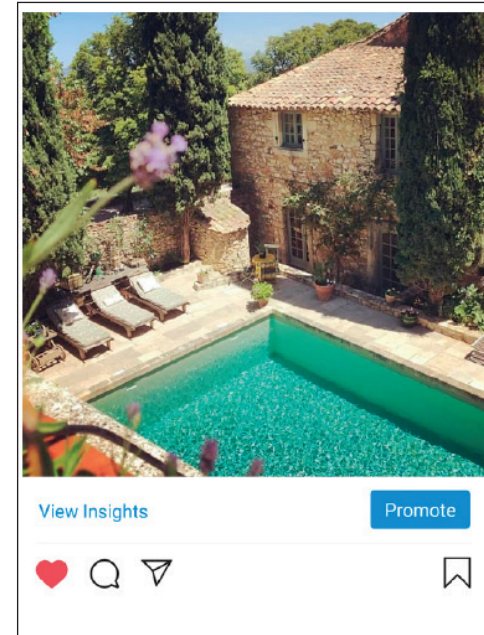


Conde Nast UK

INSTAGRAM @CONDENASTPROPERTY

Ready to jump into action on Instagram with @condenastproperty, the fastest growing account at Conde Nast Britain and consistently comes in at No 1 each week on growth and engagement. @condenastproperty has grown organically in 3 years and now has 263K followers.

INSTAGRAM POST: \$ 2,750

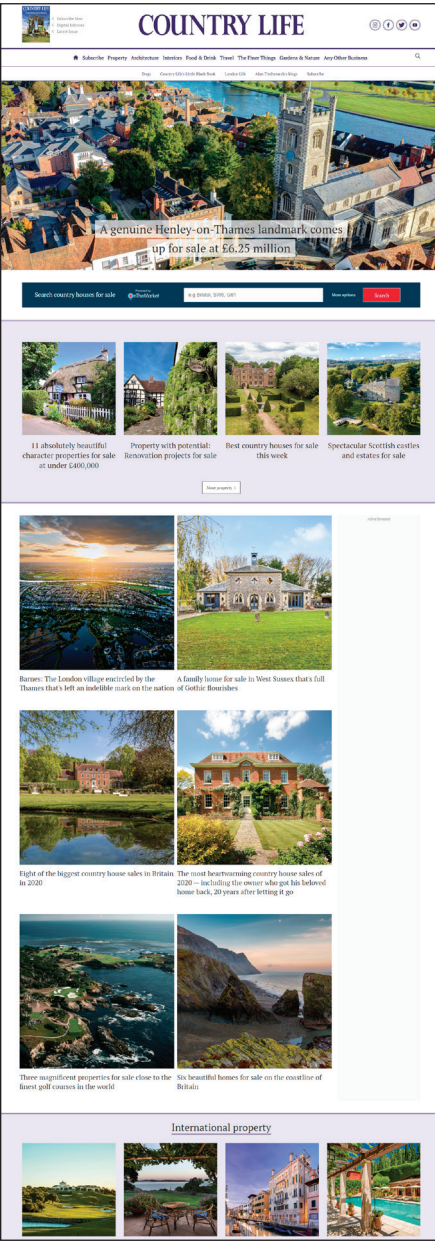


Country Life

INTERNATIONAL PROPERTY LISTING

Property listings live forever on the Country Life site until you remove the URL.

PRICE:
\$400/LISTING
\$2,500 UNLIMITED LISTINGS



Country Life

Country Life is the world's most celebrated magazine of the British way of life, its countryside, properties, and gardens.

Three core audience pillars:

Traditional country champions – wealthy empty nesters enjoying their retirement in the countryside.

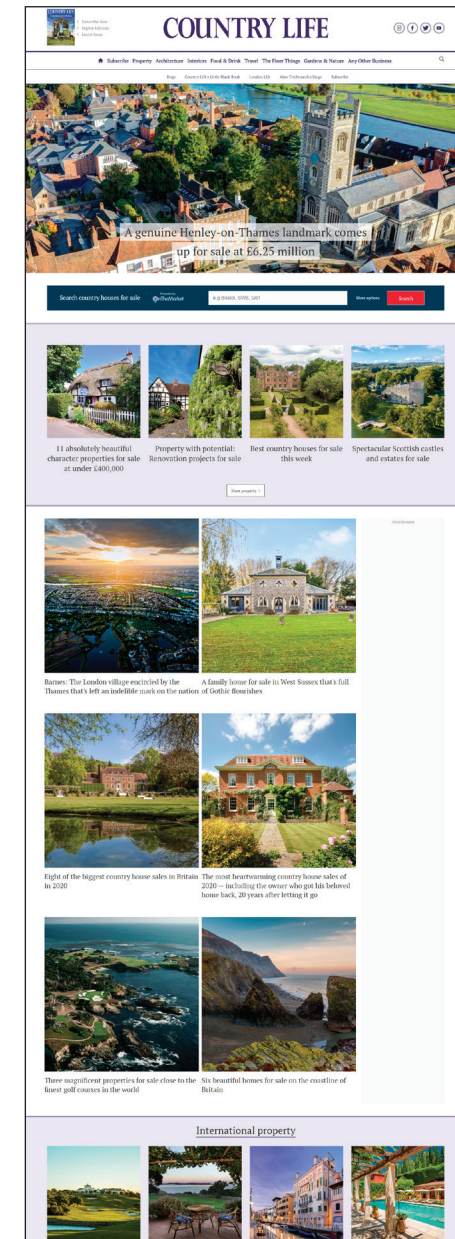
Custodians of the land – country dwellers with a deep emotional connection to the countryside.

Discerning Country – a quietly refined group, the most affluent, and willing to spend on the brands that reflect their discerning taste.

- 1.68M Global page views per month
- 352K Social Followers
- 81% Targeted HNWI Audience

E-NEWSLETTER DEDICATED SEND

PRICE: \$2,250



jamesedition.com

E-NEWSLETTER

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

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

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

• 600,000+ subscribers.

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

Location Open Rates

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

Email Engagement

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

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. Below this is a large banner for 'The Global Luxury Marketplace: Cars, Homes and more'. A section titled 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3400 trusted dealers around the world...' is followed by a grid of featured items: Ferrari 488 GTB, Chevrolet Corvette, Stunning Villa Ove..., Ram 2500, No109 - Luxury pa..., Audi S1, McLaren 650S, and Ferrari California. Below this is a 'JAMES SPOTTING' section with a photo of a duplex and a 'RICH LIST' section with a photo of a yacht. There's also a 'LATEST STORIES' section with a photo of an orange sports car. At the bottom, there's a 'Featured Agent' section for Nick Swinburne.

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. Below this is a large banner for 'The Global Luxury Marketplace: Cars, Homes and more'. A section titled 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3400 trusted dealers around the world...' is followed by a grid of featured items: Ferrari 488 GTB, Chevrolet Corvette, Stunning Villa Ove..., Ram 2500, No109 - Luxury pa..., Audi S1, McLaren 650S, and Ferrari California. Below this is a 'JAMES SPOTTING' section with a photo of a duplex and a 'RICH LIST' section with a photo of a yacht. There's also a 'LATEST STORIES' section with a photo of an orange sports car. At the bottom, there's a 'Featured Agent' section for Nick Swinburne.

jamesedition.com

ROTATING GALLERY

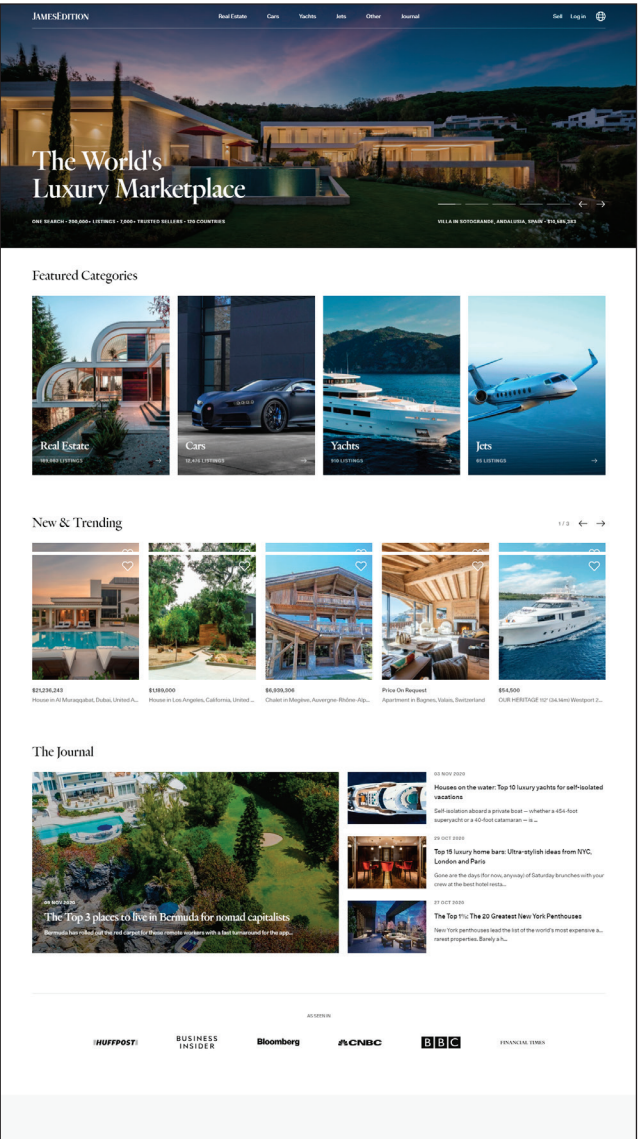
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

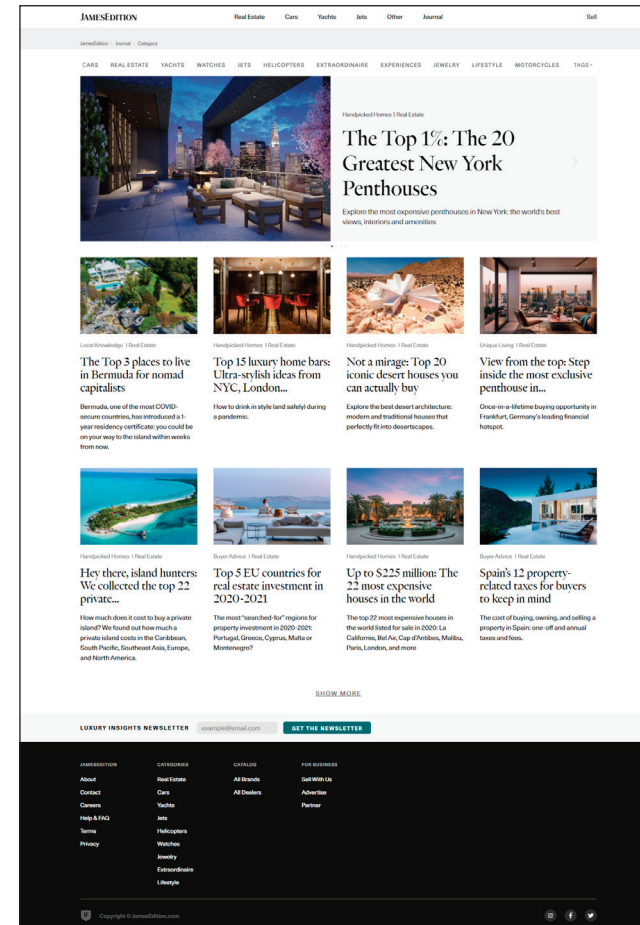
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2,000-3,500 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

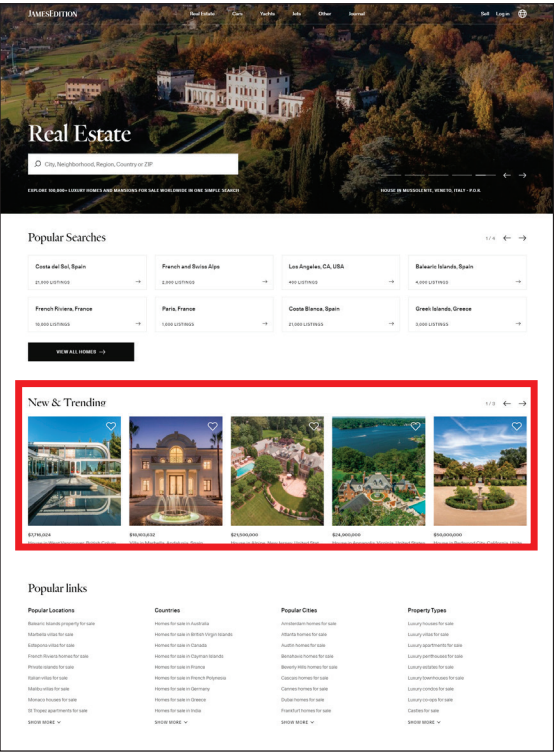
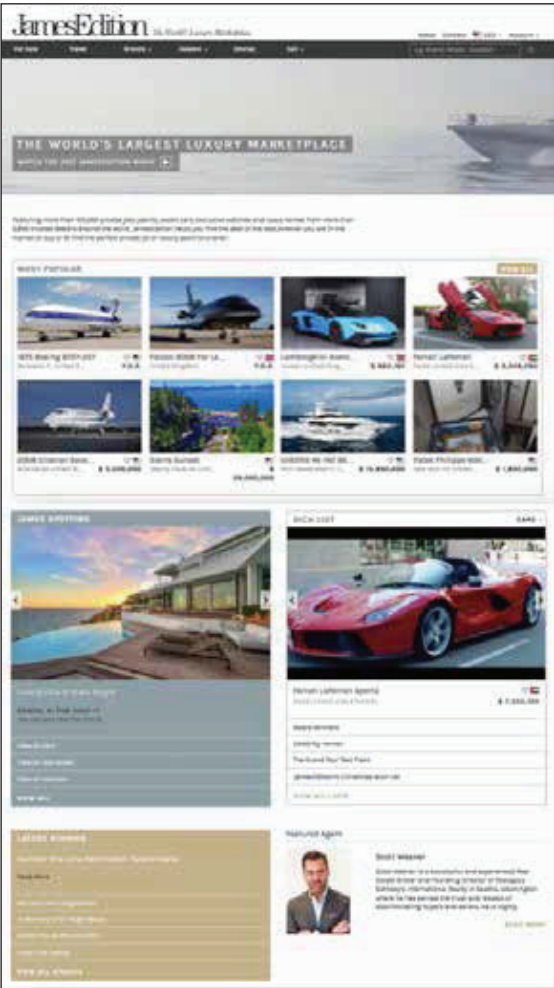
NEW & TRENDING

FEATURED LUXURY POSITION

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

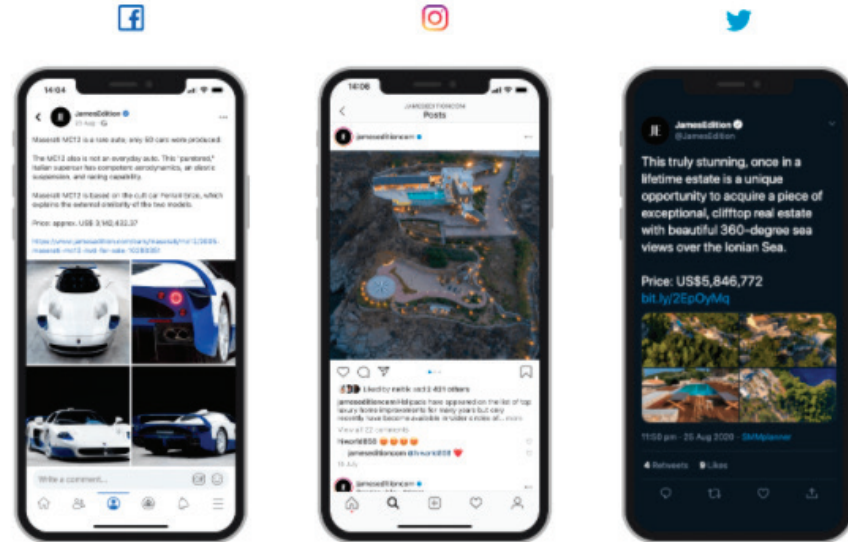


jamesedition.com

SOCIAL MEDIA POST

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

List Globally

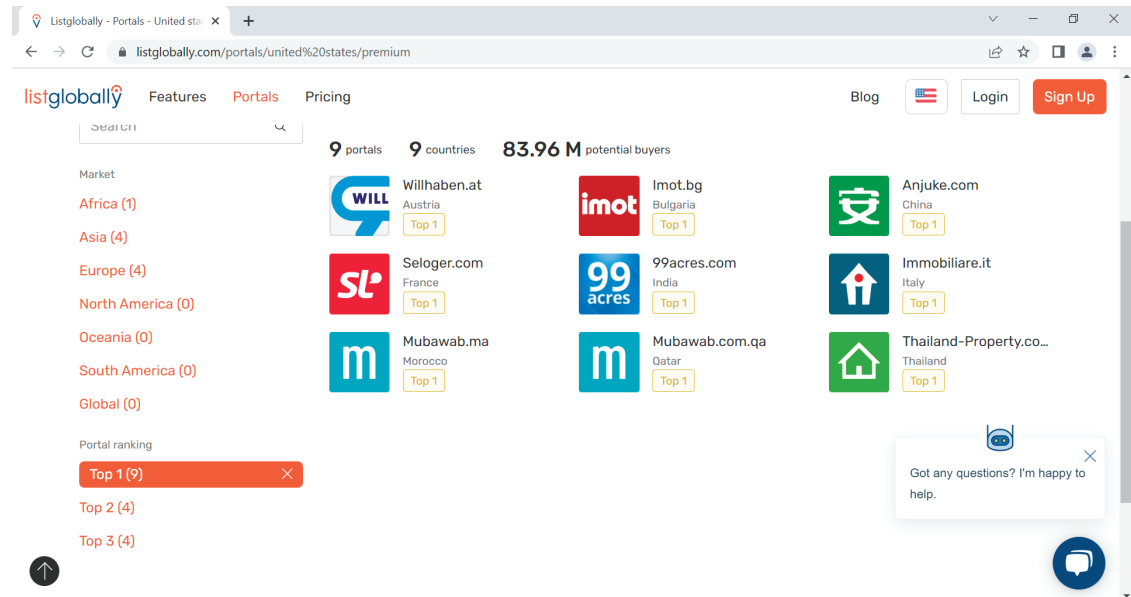
ENHANCED LISTING

ListGlobally helps real estate professionals to promote their listings worldwide. Through a network of 100+ property portals in 60+ countries.

PREMIUM PUBLICATION ON LISTGLOBALLY

- All listings published across ListGlobally's full Premium Network.
- All listings elevated in their search placement on ListGlobally network property portals.
- Agents from the office will have their photos appear on their listings in search results.
- Agents will receive the moniker "Global Agent" on their listing in search results.
- Elite Promotion
- Elite promotion moves your listing to the top of search results in your market.
- Elite promotions provide 7-times the performance for featured listings.
- The promotion can be changed as often as you like

ENHANCED AND ELEVATED LISTINGS:
\$200 PER MONTH/3 MONTH MINIMUM
ELITE PROMOTION:
\$150 PER MONTH/6 MONTH MINIMUM



Luxury Estate

LUXURY ESTATE

Luxury Estate is the leading international portal for the luxury real estate market.

With its website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- **1,900,000** visitors per month
- **18,000,000** page views per month
- **3,000,000** euro average buyer inquiry

SHOWCASE LISTING + ELITE LISTING PACKAGES PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



Simply Abu Dhabi

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

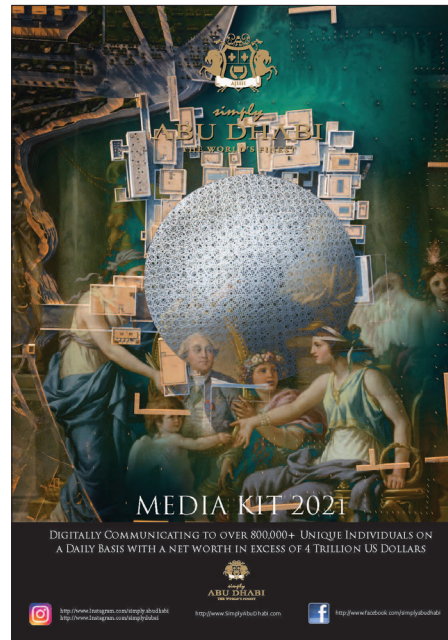
INSTAGRAM POST

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

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

PRICE: \$1,350 PER POST

2 Post Minimum



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The New York Times International Edition


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

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

QUARTER PAGE: \$3,750
 QUADRUPLE PROPERTY SPOT : \$2,600
 DOUBLE PROPERTY SPOT: \$1,300
 PROPERTY SPOT: \$650


Global






Discover the unique


sothebysrealty.com




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




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




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



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



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



212 Fifth Ave 17A
 NEW YORK, NEW YORK
 \$24,500,000
 East Side Manhattan Brokerage
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Equal Housing Opportunity

Country Life

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

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

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

HALF PAGE, COLOR: \$2,000

FULL PAGE, COLOR: \$3,300

FULL PAGE ADVERTORIAL, COLOR: \$4,500

DOUBLE PAGE SPREAD, COLOR: \$6,400

DOUBLE PAGE ADVERTORIAL, COLOR: \$8,900

International Properties Edition



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



Simply Abu Dhabi

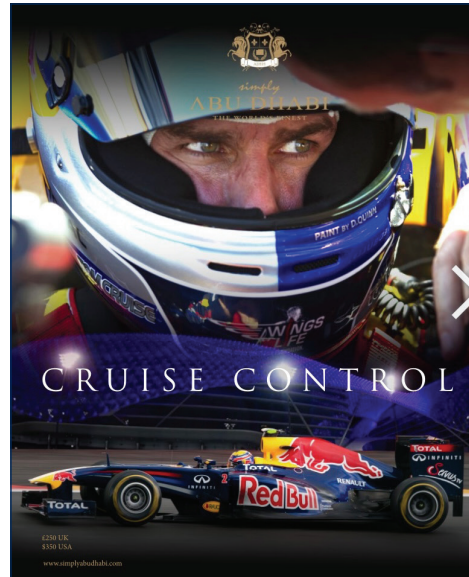
Simply Abu Dhabi is a luxury lifestyle publication that is only available by invitation to the highest echelon of society. Simply Abu Dhabi, primarily targets the elite and affluent globally. It showcases products and services available, from the most prestigious luxury brands around the globe, and it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

- **Global Distribution:** Ultra HNW audience in London, Paris, Milan, Monaco, Moscow, New York, Los Angeles, Singapore, Shanghai, Hong Kong, Mumbai & Delhi.
- **Prestigious Distribution Includes:** Royalty/Palaces/Private Royal Offices, Dignitaries & Politicians/Ministries, All Official Embassies in the UAE.
- **Private Residence Distribution Includes:** Abu Dhabi, Al Ain, Dubai: Emirates Hills, Downtown Area, The Lakes, The Palm, Jumeirah Beach Area.

- Circulation: **Print and Digital**
- Printed Copies per issue: **7,800**
- Digital: **500,000+** Subscribers
- Middle East/GCC Distribution: **5,800**
- Global Distribution: **2,000**
- Readership: **28,000**

DOUBLE PAGE SPREAD & 2 INSTAGRAM POSTS: \$7,500
DOUBLE PAGE SPREAD, 4-PAGE EDITORIAL FEATURE + 2 INSTAGRAM POSTS: \$10,625

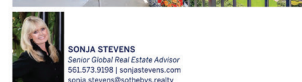
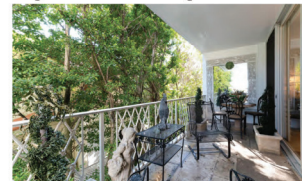
Print & Digital



Nothing compares to what's next

Exquisite Palm Beach Properties

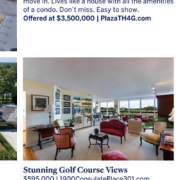
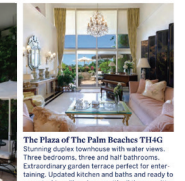
Presented by Sonja Stevens



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Senior Global Real Estate Advisor
562.573.3058 | sonjastevens.com
sonja.stevens@sothebys.realty

Outstanding Properties

Presented by Andrew Thomka-Gazdik



ANDREW THOMKA-GAZDIK
Senior Global Real Estate Advisor
561.714.8055 | andrewthomka-gazdik.com
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FOR MORE INFORMATION LOG ON TO ANDREWTHOMKA-GAZDIK.COM

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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
Sotheby's Auction House: Print								
Sotheby's Magazine	Half Page					\$ 2,630.00	\$ 2,630.00	20,000
Sotheby's Auction House: Digital								
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00					\$ 2,585.00	770,000
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00	750,000
Million Impressions	Targeting - Switzerland, Germany, England, Dubai							
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	300,000
Conde Nast UK								
Conde Nast UK	Instagram Post	\$ 2,750.00					\$ 2,750.00	200,000
Country Life								
Country Life	E-Newsletter Dedicated Send		\$ 2,250.00				\$ 2,250.00	25,000
Country Life	International Property Listing	\$ 400.00	\$ 400.00	\$ 400.00			\$ 1,200.00	
JamesEdition								
Main Home Page Rotating Gallery	Featured Banner		\$ 2,000.00				\$ 2,000.00	750,000
New & Trending Home Page Position	Featured Spot				\$ 1,200.00		\$ 1,200.00	750,000
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00					\$ 1,000.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article		\$ 5,500.00				\$ 5,500.00	292,000
E-Newsletter Featured Listing	E-Newsletter	\$ 1,000.00		\$ 1,500.00			\$ 2,500.00	384,000
Social Media	Listing Feature					\$ 1,000.00	\$ 1,000.00	148,000
ListGlobally								
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$ 200.00	\$ 200.00	\$ 200.00			\$ 600.00	
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250				\$ 3,250.00	
Simply Abu Dhabi								
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,350.00	\$ 1,350.00				\$ 2,700.00	51,200

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print						
Country Life						
Country Life	Full Page		\$ 3,300.00		\$ 3,300.00	40,000
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	\$ 3,000.00	420,914
The New York Times International Edition						
The New York Times International Edition	Quarter Page		\$ 3,750.00		\$ 3,750.00	104,301
The New York Times International Edition	Quadruple Property Spot				\$ 2,600.00 \$ 2,600.00	104,301
Simply Abu Dhabi						
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts		\$ 7,500.00		\$ 7,500.00	10,000
TOTAL					\$ 63,900.00	6,426,716

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