



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

The Flying C Ranch Advertising and Marketing Program

Big Sky | Sotheby's
INTERNATIONAL REALTY

Table of Contents

3 INTRO

4 SOTHEBY'S AUCTION HOUSE

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

8 DIGITAL

- 9 Impressions Campaign
- 14 Geofencing - Event and Location
- 15 Google AdWords
- 18 Elite Traveler
- 19 Nob Hill Gazette
- 20 JamesEdition.com
- 25 Land.com
- 26 Land Report
- 27 LA Times
- 28 RobbReport.com
- 30 WSJ.com

32 PRINT

- 33 The Wall Street Journal
- 35 The New York Times
- 37 duPont Registry
- 38 Financial Times
- 39 Los Angeles Times
- 41 Private Air Luxury Homes Magazine
- 42 San Francisco & Silicon Valley Takeover

43 SCHEDULE, PRICING & REACH

- 44 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 The Flying C Ranch

SKY Advertising is excited to present to Big Sky Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to The Flying C Ranch.

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 Montana.

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

LET'S DO
GREAT THINGS TOGETHER

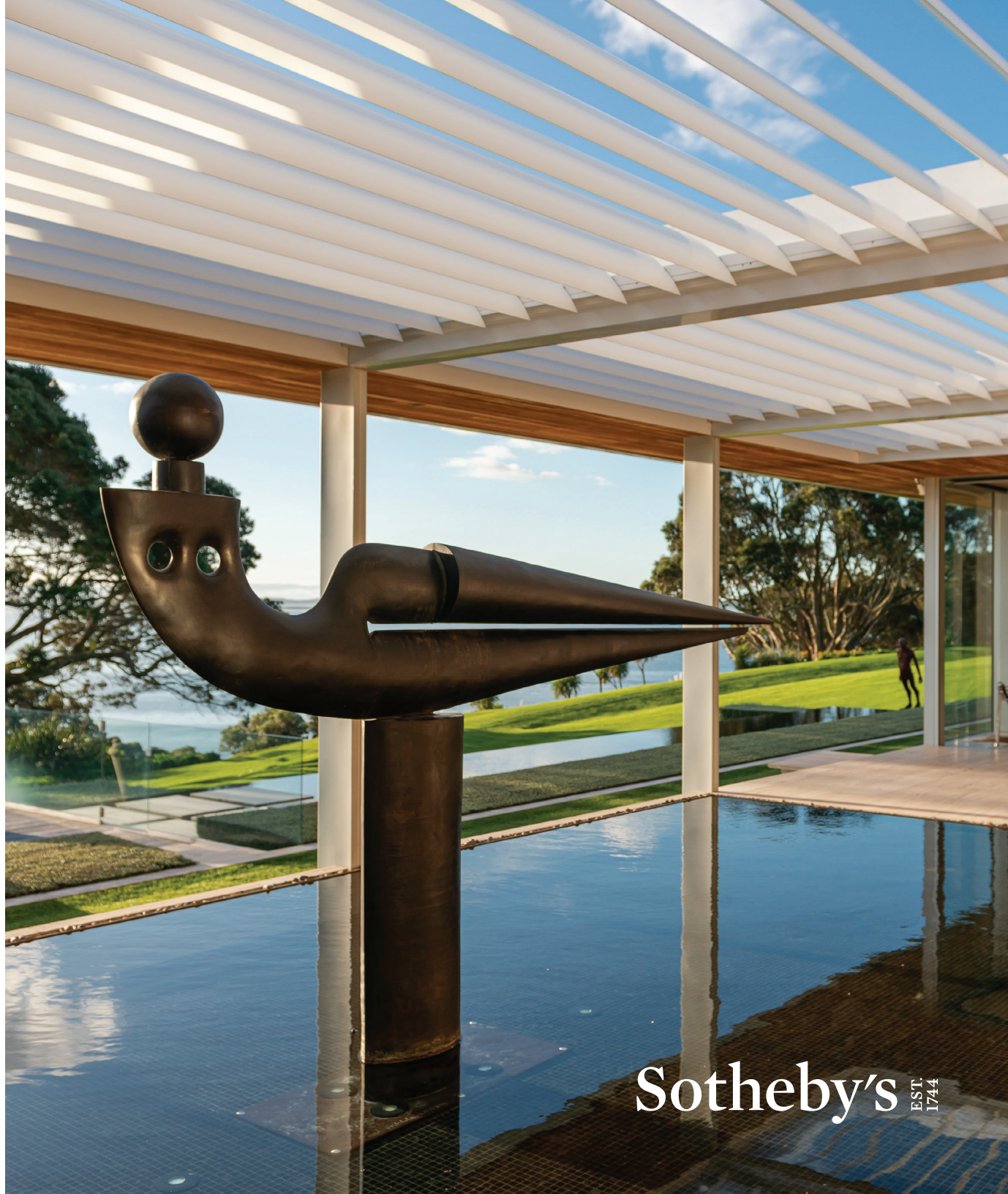
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

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

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

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

Sotheby's
Auction House
Offerings



Sotheby's EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

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



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

Sotheby's
INTERNATIONAL REALTY

San Jose, Georgia, United States
sothebyrealty.com/us/41840003
Atlanta Five Homes
Sotheby's International Realty
Chase Mann
chase.mann@sothebyrealty.com

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

Residence on Sander Patel Marg
New Delhi, India
sothebyrealty.com/us/41840003

This home for sale, priced at \$1,200,000, is approximately 1,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an ideal location for those who want to live in a prime location.

Residence on Sander Patel Marg
New Delhi, India
sothebyrealty.com/us/41840003

This home for sale, priced at \$1,200,000, is approximately 1,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an ideal location for those who want to live in a prime location.

Residence on Sander Patel Marg
New Delhi, India
sothebyrealty.com/us/41840003

This home for sale, priced at \$1,200,000, is approximately 1,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an ideal location for those who want to live in a prime location.

Residence on Sander Patel Marg
New Delhi, India
sothebyrealty.com/us/41840003

This home for sale, priced at \$1,200,000, is approximately 1,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an ideal location for those who want to live in a prime location.

SOTHEBY'S BESPOKE
EMAIL

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

PRICE: \$2,500/DEPLOYMENT




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



SOTHEBY'S SELECTS
E-NEWSLETTERS

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

PRICE: \$2,585/DEPLOYMENT




Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week

Modern Zen-Like Oasis
Bahamas

[SEE MORE](#)


Delete Junk Block ...

Sotheby's Selects | 21 September




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

[WATCH VIDEO](#)



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

[SEE MORE](#)



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week

Modern Zen-Like Oasis
Bahamas

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

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

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

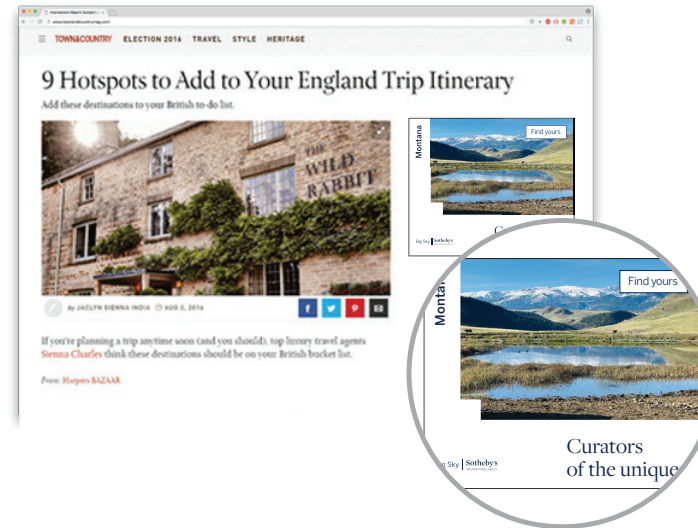
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

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

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

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **The Flying C Ranch**
- Flight Dates: **June 2025 - August 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



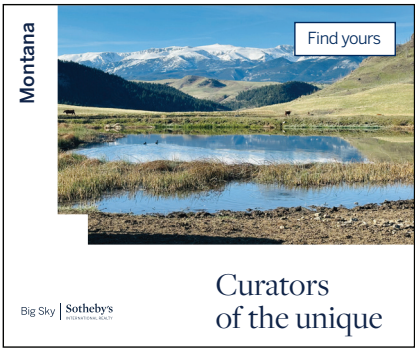
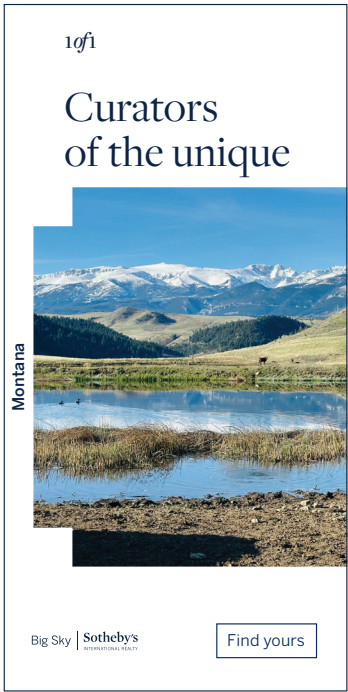
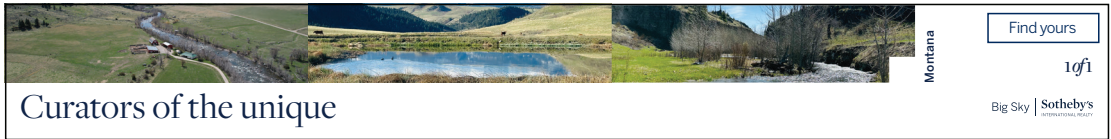
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

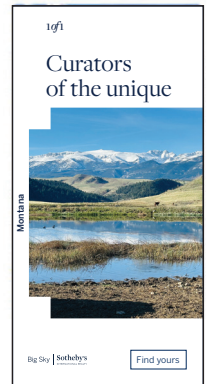
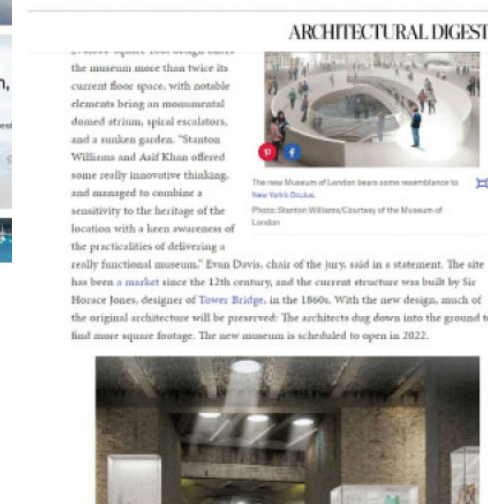
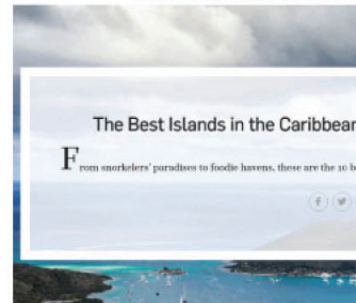
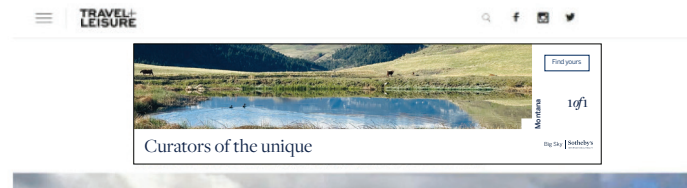
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

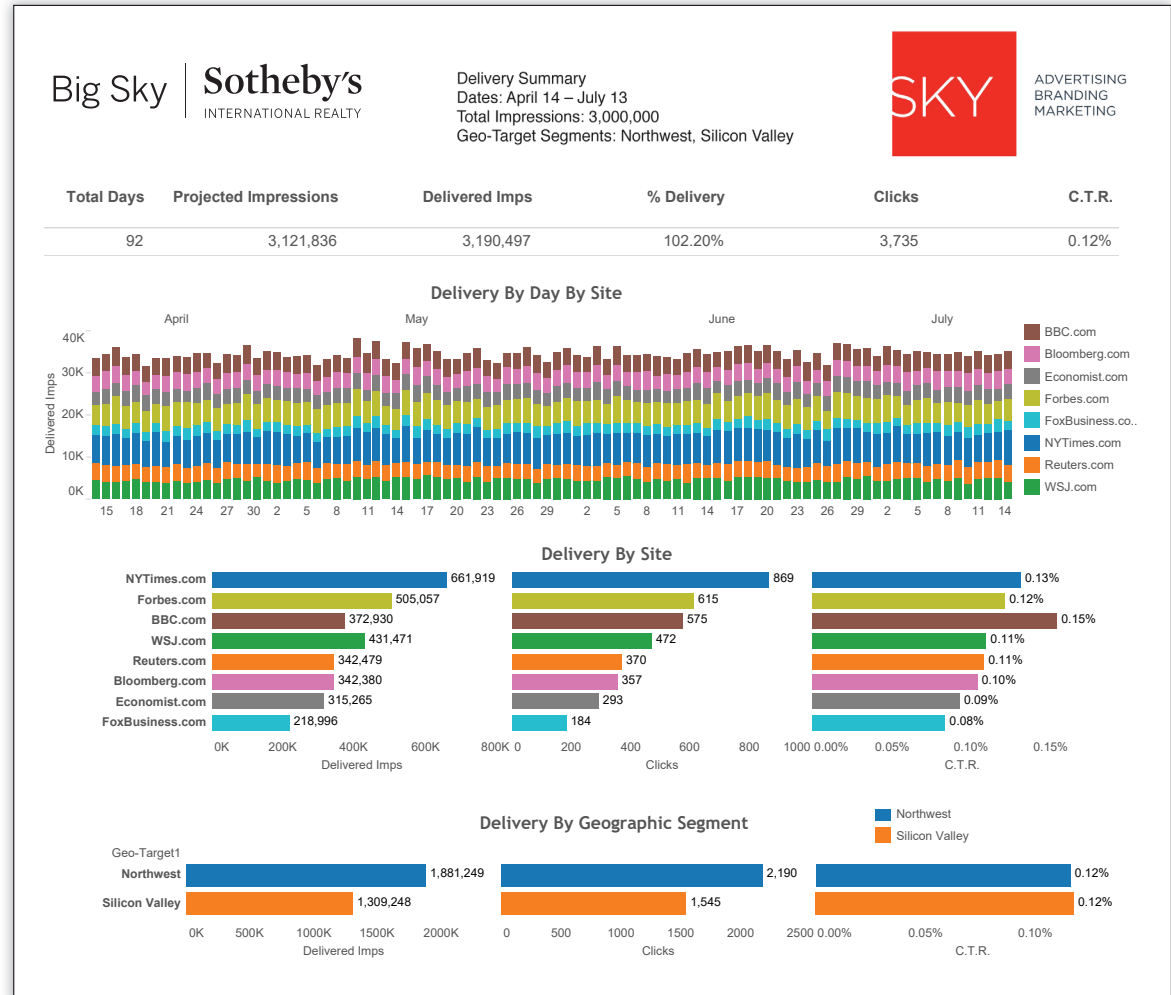


Comprehensive Reporting For Your Customized Campaign

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.

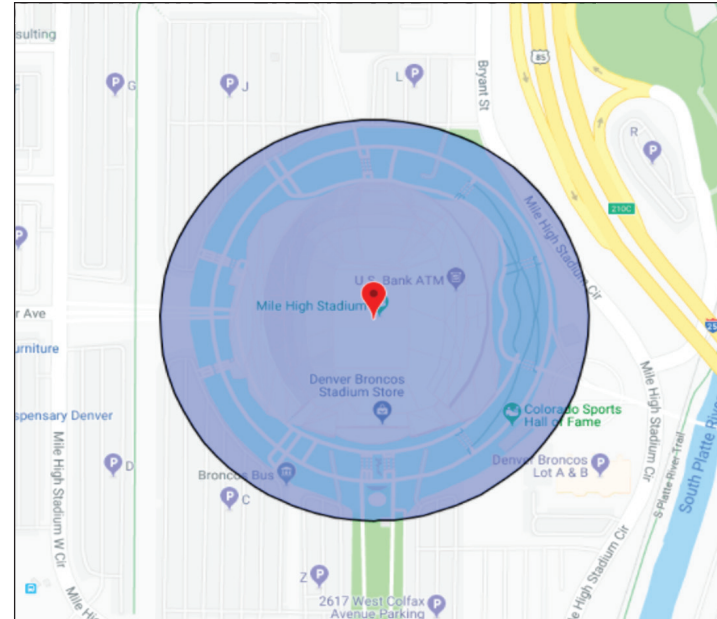
IMPRESSIONS PROGRAM SAMPLE REPORT



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**

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.

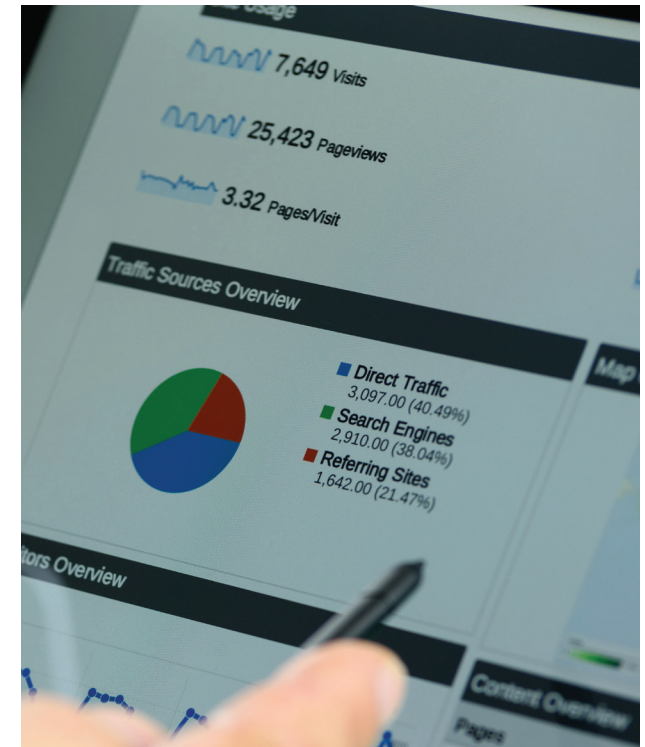


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

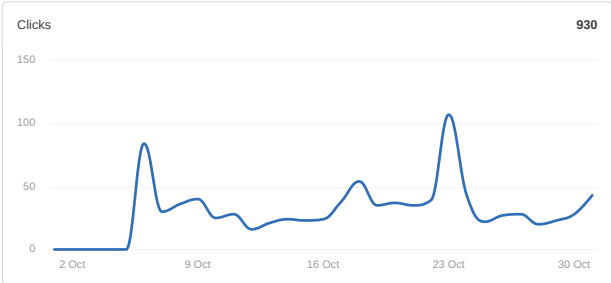
CLIENT DASHBOARD

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 Big Sky

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



Showing 9 of 9 Rows

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

Showing 50 of 89 Rows

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

Cities

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

Google AdWords

MONTHLY REPORTING

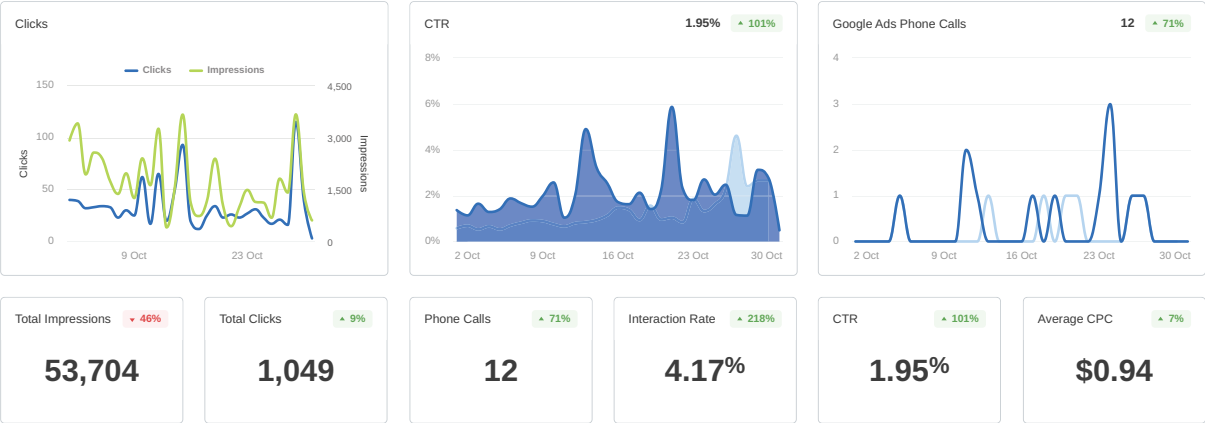
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



SIR

Big Sky

October KPI's



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

Elite Traveler

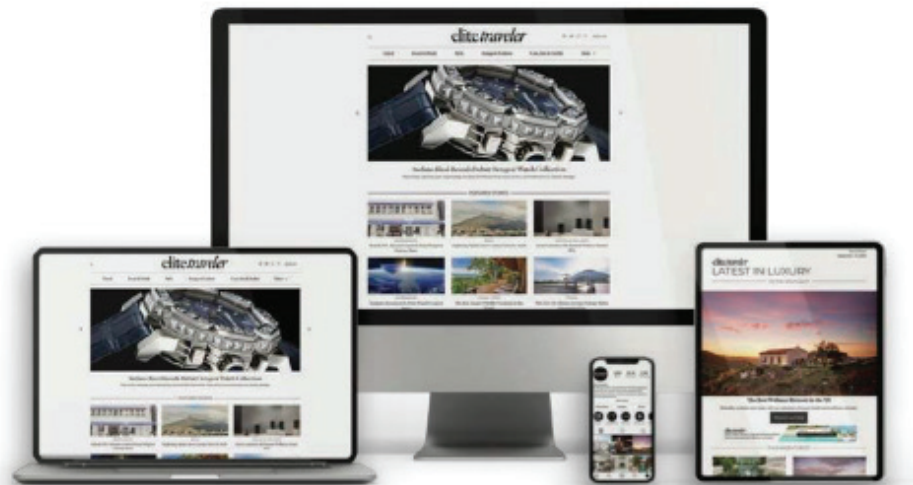
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9M**
- Average Net Worth **\$32M**
- **318,661** Unique Browsers

ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR

Half price with full page print purchase



Nob Hill Gazette

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

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

E-NEWSLETTER

ON THE MARKET

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

PRICE: \$500 PER LISTING

San Francisco, Peninsula, and Silicon Valley



jamesedition.com

E-NEWSLETTER

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

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

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

• 600,000+ subscribers.

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

Location Open Rates

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

Email Engagement

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

LISTING FEATURE: \$1,500

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.

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 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.

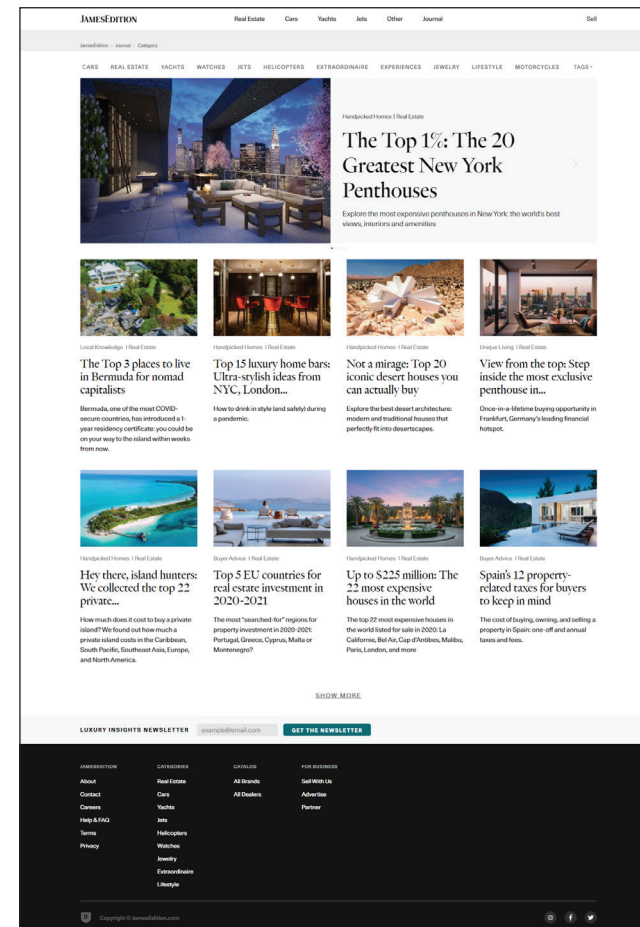
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

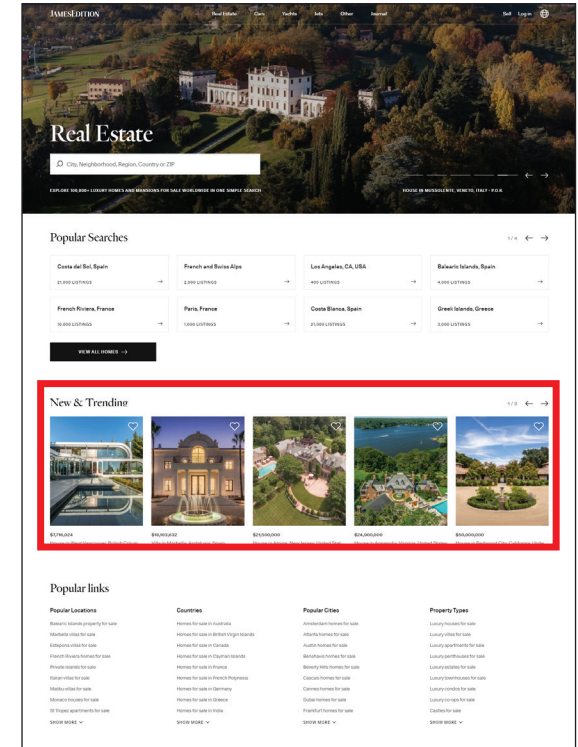
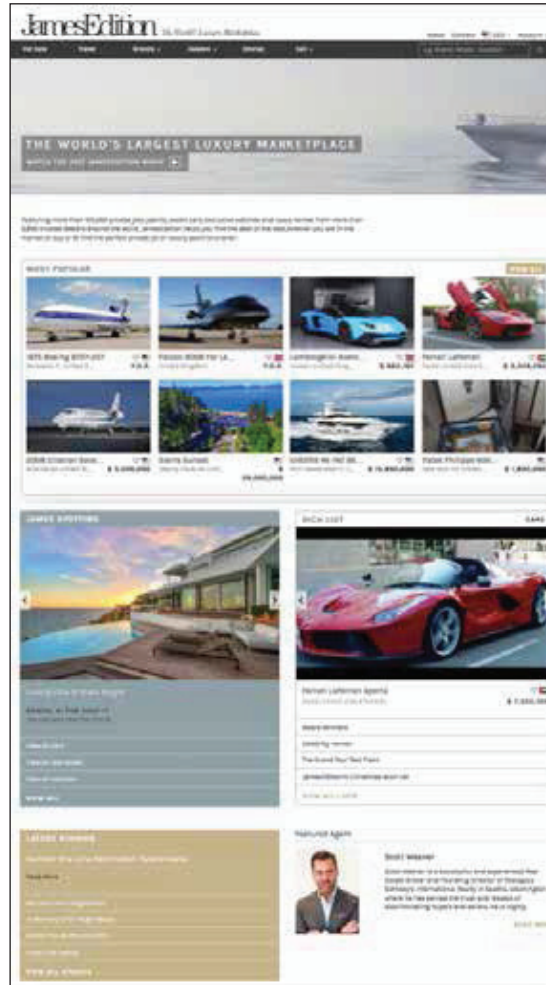
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

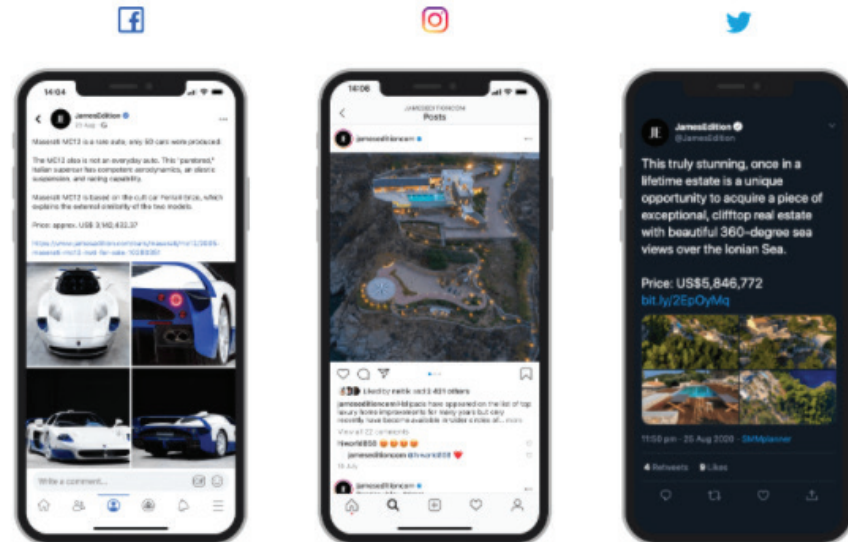
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

Land.com

The Land.com Network is the largest online marketplace for discovering, buying and selling rural real estate.

LANDS OF AMERICA

Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

LAND AND FARM

A top-tier rural property marketplace, Land And Farm receives more than 2 million visits and 16 million page views monthly.

LAND WATCH

LandWatch is an online leader in rural properties and land for sale, including home sites for vacation, recreation or investment.



Land & Farm

🔍 Waterbury, CT ✕

Enter a City, County, State, or ID

Search

Save Search

Active Filters

Remove

Connecticut ✕ City: Waterbury ✕

Price

\$0 - \$49,9996

\$50,000 - \$99,9991

\$100,000 - \$249,9995

\$250,000 - \$499,9995

\$500,000 - \$749,9992

\$750,000 - \$999,9993

Custom Price

Min

—

Max

Add

Parcel Size

0 - 10 Acres17

11 - 50 Acres3

51 - 100 Acres1

Custom Size (Acres)

Min

—

Max

Add

Waterbury, CT Land for Sale - Page 1 of 1

Sort ▾

\$130,000 • 8.43 Acres

Waterbury, CT, 06701, New Haven County

Uncover an overlooked opportunity poised on a quiet cul-de-sac-an expansive eight-acre residential lot with access to public utilities. Conveniently located just off Route 8 these...

Kadesha Thomas-Burgan
William Pitt Sotheby's Int'l

Contact

\$59,000 • 0.09 Acres

36 Crown Street, Waterbury, CT, 06704, New Haven County

Peter Raider
Real Broker NY LLC

Contact

\$41,900 • 1.84 Acres

40 Decicco Road, Waterbury, CT, 06705, New Haven County

\$475,000 • 8.43 Acres

3 beds • 2 baths • 1,398 sqft

Tbd Chester Avenue, Waterbury, CT, 06701, New Haven County

SIGNATURE LISTINGS

10Xs more Exposure

\$125/ONE LISTING
\$330/3 LISTINGS
\$1200/12 LISTINGS

PLATINUM FEATURED PROPERTY

PRICE: \$700
Featured on all 3 Land.com sites

skyad.com | 25

Land Report

TheLandReport.com is the official Web site for The Land Report Magazine and serves as a daily guidebook for American landowners, featuring a database full of credible and relevant stories gathered daily from media outlets around the country. The daily headlines are a must-read for landowners who want to stay up-to-date on topics that matter most to them.

- Net Worth: **\$89.3M**
- Household Income: **\$9.2M**

Top In-Bound Markets:

- | | |
|--------------|------------------|
| • Texas | • Illinois |
| • California | • Georgia |
| • Florida | • North Carolina |
| • Colorado | • Pennsylvania |
| • New York | • South Carolina |

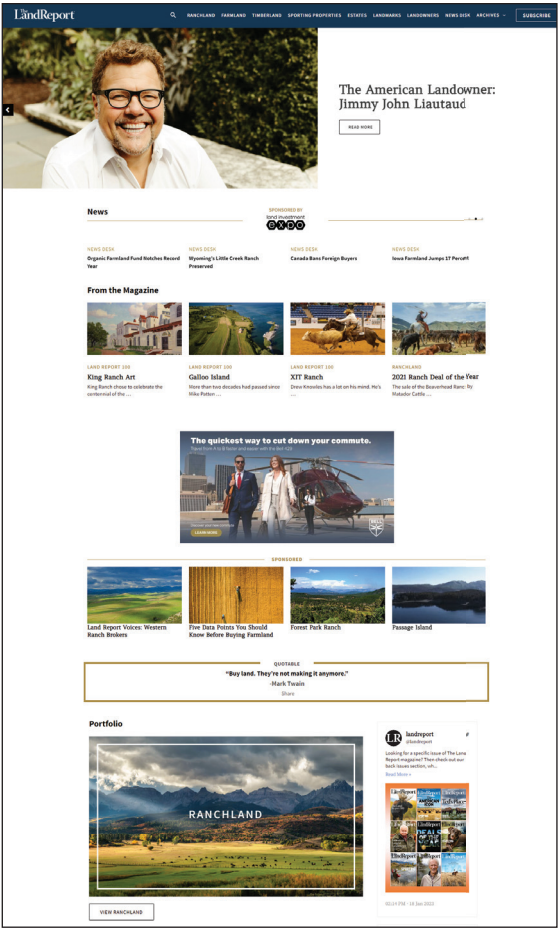
SOCIAL MEDIA POSTS

PRICE: \$1,450/POST

**EDITOR’S DESK ON THE MARKET
DISPLAY ADS**

Featured wrap around content at the beginning of the e-newsletter

PRICE: \$2,950



**PUBLISHER’S PICKS PREMIER
PLACEMENT**

Dedicated social media post and a spotlight article

PRICE: \$5,885

**PUBLISHER’S PICKS STANDARD
PLACEMENT**

Includes a dedicated social media post

PRICE: \$2,375

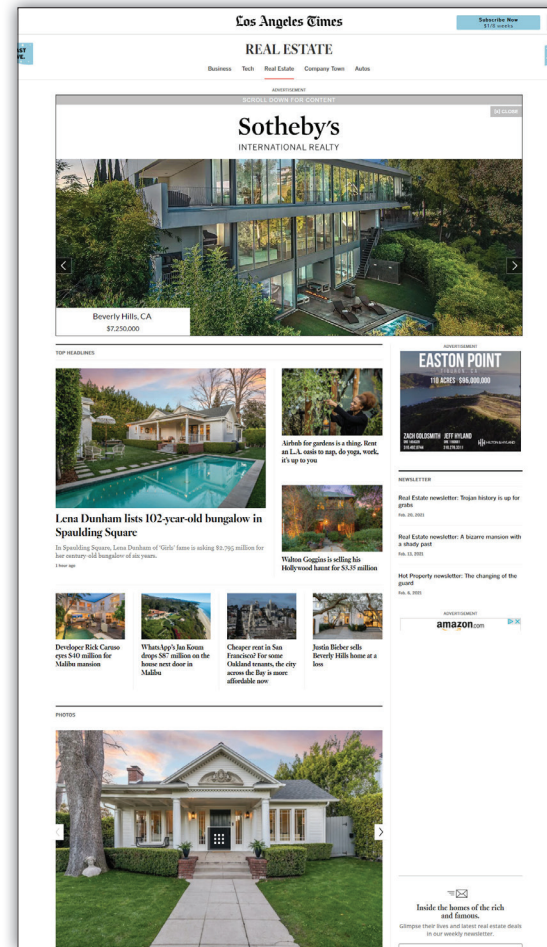
LA Times

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 ENEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

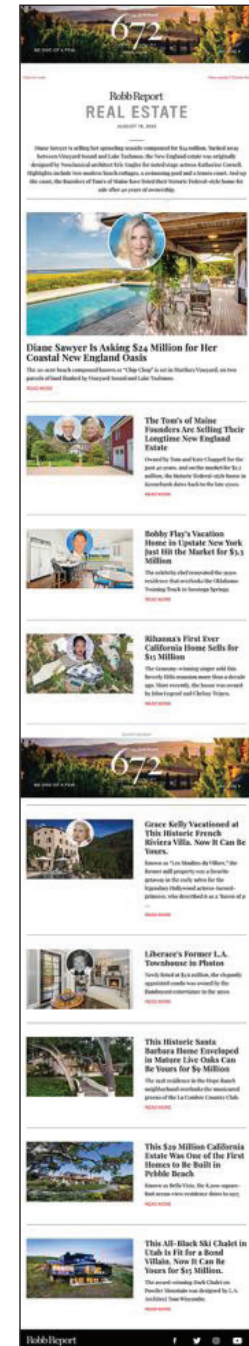
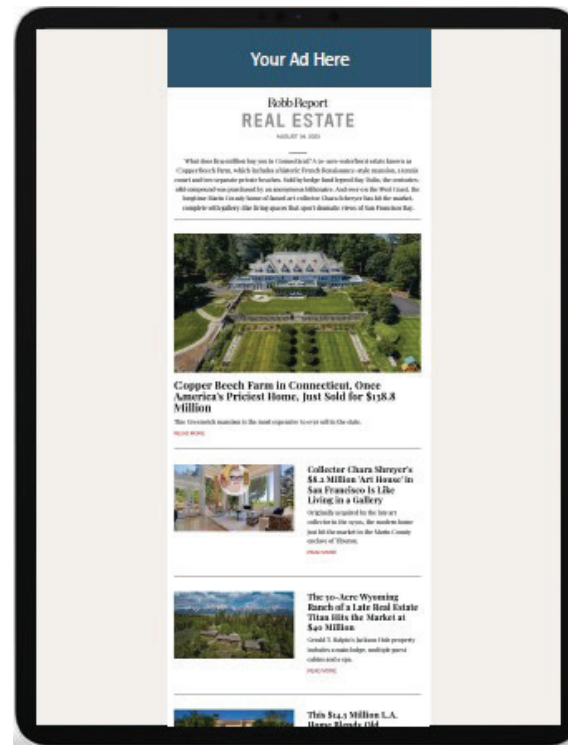
Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

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

NEWSLETTER: \$5,000/WEEK

3 Sends

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

Robb Report

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)

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



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL DAILY (M-F) ENEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **19,765** Opt in subscribers

PRICE: \$3,680

View in your browser

Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.



Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?
A snapshot and look at where prices are going. [Read More](#)

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 1000 101st St, Toronto, ON	\$10,000,000
2. 48 Brimley Ave, Toronto, ON	\$10,000,000
3. 1100 York Ave, Toronto, ON	\$10,000,000
4. 1400-1500 Dundas Street West, Toronto, ON	\$10,000,000
5. 1000 York Ave, Toronto, ON	\$10,000,000
6. 1000 York Ave, Toronto, ON	\$10,000,000
7. 41 St. Patrick, Toronto, ON	\$10,000,000
8. 1000 York Ave, Toronto, ON	\$10,000,000
9. 1000 York Ave, Toronto, ON	\$10,000,000
10. 1000 York Ave, Toronto, ON	\$10,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$1,912,125	1,141	\$10,000,000
Vancouver	\$1,487,048	879	\$10,000,000
Calgary	\$667,400	122	\$20,000,000
Whisper	\$1,053,300	26	\$25,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$10,000,000
Toronto	\$668,817	882	\$10,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$194,291	185	\$20,000,000
Montreal	\$1,376,900	22	\$20,000,000
Chateau-Richer	\$194,333	1	\$20,000,000

TRENDING TODAY

Architectural Digest @ArchDigest

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether

Staying home saves lives.

For more info visit coronavirus.gov

Powered by [LiveIntent](#) AllChromes

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

Includes Bonus 30 Day Digital -
Featured Property Upgrade

\$36 Million
Brazilian soccer star Neymar has bought land in Miami. **M3**

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

MANSION

THE WALL STREET JOURNAL

Friday, November 1, 2024 | **M1**

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. Scowen

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, their triple in the sought-after Tribeca neighborhood came with more than 2,000 square feet of terrace, a floating staircase and a private elevator. At auction, the roughly 3,300-square-foot property sold for \$5 million, less than half of what they had originally asked and little more than they paid for it two decades ago. "It was obviously a weird estate," Randy said of deciding to auction the home.

More 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 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.

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

Please turn to page M5

TRIBECA PENTHOUSE
New York City

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

Room for Prayer, Without Leaving Home

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

By Susan Powers

IN THE DALLAS SUBURBS, sun-dappled light fills 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, devotion and meditation, and are often decorated for special ceremonies during festivals such as Diwali, said Pooja Chhabra, a consultant in Dallas, Texas, a unit of architectural-design principles based on Indian tradition.

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 decoration has also become a social media hit. A feature on Mindy Kaling's hit Netflix comedy "Never Have I Ever" about a first-generation Indian-American teenager, was seen as a sign of the growing interest in the Hindu faith among Americans, an architect filled with pictures of the room.

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

Coastal Estate
Aerial view of a coastal property with a large pool and beach access.

Luxury Interior
A view of a luxurious interior with a large fireplace and high ceilings.

Swimming Pool
A view of a large swimming pool with a modern design.

Modern House
A view of a modern house at night with large windows and a balcony.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

Large Estate
A view of a large estate with a pool and a large house.

Modern House
A view of a modern house with a pool and a large house.

<

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



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

- 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@nycsothebyrealty

Sotheby's International Realty® East Side Manhattan Brokerage | 850 Madison Avenue, 2nd Floor, New York, New York 10022 | www.sothebysrealty.com/nycny

© 2018 Sotheby's International Realty, LLC. All rights reserved. Sotheby's International Realty, the Sotheby's logo and the Sotheby's International Realty logo are registered trademarks of Sotheby's International Realty, LLC. All other trademarks are the property of their respective owners. Equal Housing Opportunity.

Sotheby's

INTERNATIONAL REALTY

1130 Park Avenue, P11-A
New York, New York | \$6,000,000 | 1130ParkAvenue@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 | \$4,700,000 | 850ParkAve@i.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

Sotheby's International Realty - East Side Manhattan Brokerage | 600 Madison Avenue, 2nd Floor, New York, New York 10022 | sothebysrealty.com/ny
 Sotheby's International Realty, a leading name in luxury real estate, is pleased to announce the opening of Sotheby's International Realty's new office in New York City. Sotheby's International Realty is a leading name in luxury real estate, and is pleased to announce the opening of Sotheby's International Realty's new office in New York City.


**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 104 idyllic acres along the Silvermine River. This \$2,000,000+ 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 poloball 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



Jukime Fisher
Licensed Real Estate Salesperson
203.858.0749
[jannee.fisher@sothebysrealty.com](#)



**LH Homes Team at William Pitt Sotheby's
International Realty**
Laurie: 937.505.6273 | Marnie: 203.644.6372
[lhhomes@sothebysrealty.com](#)





© 2022 William Pitt Sotheby's International Realty (195 Post Road East, Westport, Connecticut) | [sothebysrealty.com](#)

LLC is a member company of Sotheby's International Realty Inc., a U.S. equal opportunity employer and real estate licensee. Equal Housing Opportunity. Certain Sotheby's International Realty affiliated companies may also be licensed as real estate brokers or salespersons in other jurisdictions.

duPont Registry

Experience luxury with duPont REGISTRY, connecting elite buyers and sellers for nearly 40 years. Elevate your brand through exclusive collaborations, bespoke campaigns, and luxury showcases.

The duPont Registry captivates the world's wealthiest individuals with premium content on the most coveted luxury items. The magazine, distributed monthly, reaches private jet owners and guests across 350+ FBOs, while the digital platform garners over 13 million monthly views.

The duPont Registry audience includes the elite you need to reach: professional athletes, A-list celebrities, Fortune 500 executives, top luxury dealerships, and the ultra-affluent.

PREMIUM PUBLISHING

OVERVIEW

Discover the ultimate luxury lifestyle with the newly redesigned duPont REGISTRY magazine. Featuring a sleek, modern design with dual covers—one for newsstands and an exclusive version for subscribers—the magazine offers a fresh format with dedicated sections for buying, driving, living, and selling.

Enhanced with premium materials for a more luxurious reading experience, each issue provides valuable insights for car enthusiasts and luxury lifestyle seekers. With targeted distribution to FBO's, millionaires, billionaires, luxury yacht owners, waterfront property owners, and wealth management groups, the magazine connects with a high-net-worth audience.

EDITORIAL FULL PAGE: \$3,000



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

Global

Los Angeles Times Takeover

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.

- Full Page color ad using Sotheby's International Realty Design Vault template
- Western Los Angeles coverage
- Saturday Print Circulation: **56,000**
- Saturday e-edition subscribers: **164,780**

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

1 of 1

Unique homes,

uniquely for you


Beverly Hills, California | Represented by Eric Lavey


INTERNATIONAL REALTY


March 2025 | sothebysrealty.com

INTERNATIONAL REALTY

Zen-like Setting in Santa Fe




1284 Camino De Cruz Blanca, Santa Fe, New Mexico
Beautifully appointed and meticulously maintained masterpiece with gated access on 2.57 acres in an art collector's dream. Coated foothills location yet minutes to downtown.
\$3,500,000
sothebysrealty.com/sf/29P2EN




Adrienne DuQuarre
American Dream License# 43553
505.310.8053
adrienne.duquarre@sothebysrealty.com

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

Sotheby's International Realty, the Sotheby's International Realty logo, and the Sotheby's International Realty tagline are trademarks of Sotheby's International Realty Inc. All other trademarks are the property of their respective owners. © 2025 Sotheby's International Realty Inc. All rights reserved.






Vista

INTERNATIONAL REALTY

Vista Playa Estate
7306 Vista Del Mar Ln, Playa del Rey, CA
\$1,750,000
sothebysrealty.com/sf/Q2W5N

A grand coastal estate with an unmatched view—the Vista Playa Estate is a true masterpiece of luxury and design for the discerning professional seeking a rare, private, and unobtainable property. This modern luxury Playa del Rey residence offers unparalleled views of the Pacific Ocean, the Santa Monica Mountains, and the Los Angeles city skyline. The estate is a true masterpiece of luxury and design for the discerning professional seeking a rare, private, and unobtainable property. This modern luxury Playa del Rey residence offers unparalleled views of the Pacific Ocean, the Santa Monica Mountains, and the Los Angeles city skyline. The estate is a true masterpiece of luxury and design for the discerning professional seeking a rare, private, and unobtainable property. This modern luxury Playa del Rey residence offers unparalleled views of the Pacific Ocean, the Santa Monica Mountains, and the Los Angeles city skyline.

7 Bedrooms
10 Bathrooms
10,887± sq.ft






Vincent Carban
Santa Monica License# 154997
310.596.0346
vincent.carban@vistarealty.com

Wine Sotheby's International Realty | 100 S. California Ave, Redwood Beach, CA | sothebysrealty.com

Sotheby's International Realty, the Sotheby's International Realty logo, and the Sotheby's International Realty tagline are trademarks of Sotheby's International Realty Inc. All other trademarks are the property of their respective owners. © 2025 Sotheby's International Realty Inc. All rights reserved.




INTERNATIONAL REALTY

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

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

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





Walt Elgerton
CR# 10226272
707.254.4800
walt@stanlyranch.com

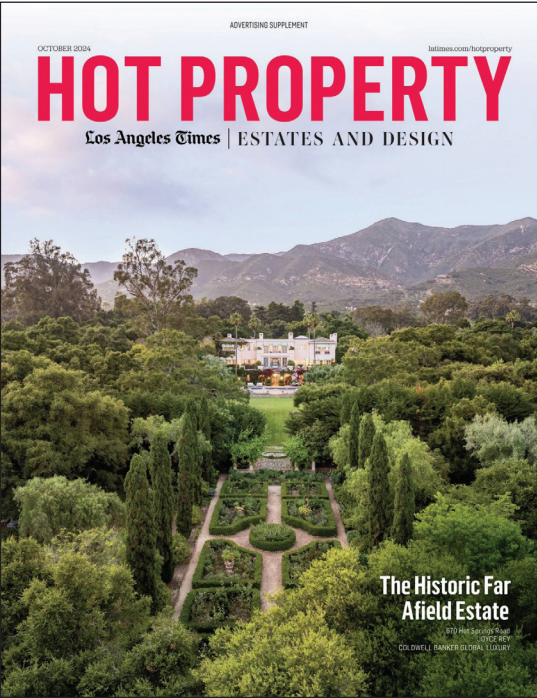
Sotheby's International Realty | Stanly Ranch Residences | 200 Stanly Court, Napa, CA

Sotheby's International Realty, the Sotheby's International Realty logo, and the Sotheby's International Realty tagline are trademarks of Sotheby's International Realty Inc. All other trademarks are the property of their respective owners. © 2025 Sotheby's International Realty Inc. All rights reserved.

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**



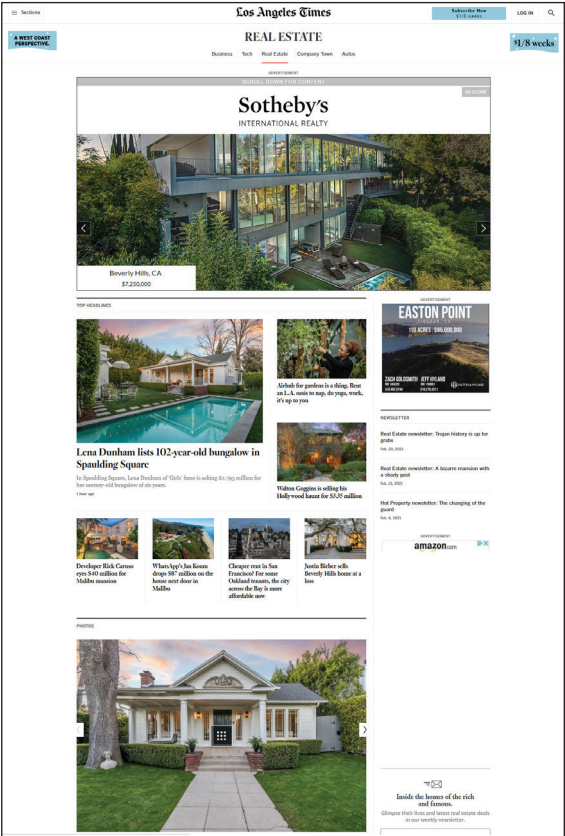
LA TIMES DIGITAL LIGHTHOUSE

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



Private Air Luxury Homes Magazine

Private Air Luxury Homes Magazine is published exclusively for the world's most discerning travelers. Distributed through Private Jet Terminals throughout the world, our readers include C-Level executives, royalty, heads of state, celebrities, captains of industry, and private aircraft owners; all of whom expect the highest standards of excellence.

The readers of Private Air Luxury Homes Magazine are some of the world's wealthiest individuals. They come from all over the globe and typically have a collection of homes, an extensive portfolio, a sophisticated interest in arts and culture, as well as a passion for luxury products and travel. This world-class publication caters to their wants with a unique perspective and a genuine grasp of what interests its reader - the world's most exclusive real estate, investments, fine art, and collectibles.

DISTRIBUTION

65,000 private jet owners and guests

Readers encompass professional athletes, A-list celebrities, Fortune 500 executives, politicians, and entrepreneurs

FULL PAGE: \$1,925

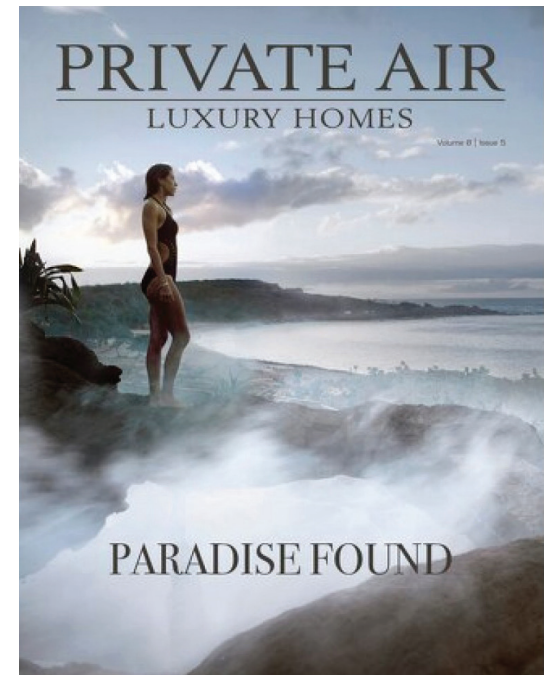
includes social media & E-Newsletter

FULL PAGE IN 3 ISSUES: \$1,550

**includes social media, E-Newsletter
& Exclusive Estate Showcase Editorials**

FULL PAGE IN 6 ISSUES: \$1,450

**includes social media & E-Newsletter
& Exclusive Estate Showcase Editorials**



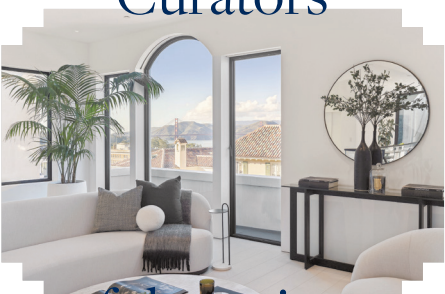
San Francisco & Silicon Valley Takeover

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

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

1 of 1

Curators





of the unique

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

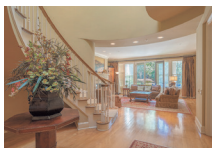

Sotheby's
INTERNATIONAL REALTY

March 2025 | sothebysfvalley.com

Sotheby's
INTERNATIONAL REALTY



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



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


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

No Coating
Sales Associate License #01099355
sothebyssanfrancisco.com
833.241.4458

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

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

Omarino



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

Price Upon Request
sothebysnz.com/dp/97733P

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

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

Sotheby's
INTERNATIONAL REALTY

The Residences at Stanly Ranch

Auberge Resorts Collection

Private Residences Starting at \$2.95M
StanlyRanchNapa.com

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

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

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



Mark Ellingson
DRE# 0208272
707.224.8000
mark@stanlyranchnapa.com

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

Schedule,
Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1							
Media	Ad Description	June	July	August	September	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 1,315.00	\$ 1,315.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Bespoke Emails		\$ 2,500.00				\$ 2,500.00	550,000
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 - TX, CA, FL, WAS, NY, MA, GA, Chicago						
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	60,000
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00				\$ 500.00	6,500
JamesEdition							
New & Trending Home Page Position	Featured Spot		\$ 1,200.00			\$ 1,200.00	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		Bonus			\$ -	425,000
Land.com							
Platinum Listings		\$ 750.00				\$ 750.00	
Signature Listings				\$480.00		\$ 480.00	
Land Report							
Editor's Desk On the Market Display Ads	Featured wrap around content at the beginning of the e-newsletter			\$ 2,950.00		\$ 2,950.00	
Publisher's Picks Standard Placement	includes a dedicated social media post	\$ 2,375.00				\$ 2,375.00	
Robbreport.com							
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00				\$ 1,350.00	6,000
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$ 1,875.00			\$ 1,875.00	6,000
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 1,300.00	328,000
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00		\$ 3,680.00	17,000

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print					
Dupont Registry					
Dupont Registry	Editorial Full Page		\$ 3,000.00	\$ 3,000.00	
Financial Times					
Financial Times	Property Spot	\$ 1,500.00		\$ 1,500.00	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	384,000
The New York Times					
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00		\$ 1,520.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00 \$ 1,500.00	330,000
Private Air Luxury Homes					
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00		\$ 1,925.00	65,000
San Francisco & Silicon Valley					
San Francisco & Silicon Valley	Takeover - Full Page - October		\$ 725.00	\$ 725.00	36,500
The Wall Street Journal					
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00		\$ 1,590.00	644,424
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert	\$ 980.00		\$ 980.00	100,000
TOTAL				\$ 49,070.00	6,394,772
*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 1							
Media	Ad Description	June	July	August	September	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 1,315.00	\$ 1,315.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				\$ 2,585.00	\$ 2,585.00	370,000
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00			\$ 1,800.00	200,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00				\$ 500.00	6,500
JamesEdition							
New & Trending Real Estate Position	Featured Spot		\$ 1,000.00			\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter	\$ 1,500.00				\$ 1,500.00	192,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus			\$ -	425,000
Land.com							
Platinum Listings		\$ 750.00				\$ 750.00	
Signature Listings				\$480.00		\$ 480.00	
Land Report							
Social Media Posts	Banners			\$ 1,450.00		\$ 1,450.00	60,000
Publisher's Picks Standard Placement	includes a dedicated social media post	\$ 2,375.00				\$ 2,375.00	60,000
Robbreport.com							
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$ 1,875.00			\$ 1,875.00	6,000
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 1,300.00	328,000

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print									
Financial Times									
Financial Times	Property Spot		\$	1,500.00	\$	1,500.00	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	384,000	
The New York Times									
The New York Times	Double Property Spot - Weekday/Saturday		\$	1,520.00	\$	1,520.00	423,111		
The New York Times Takeover	Full Page w/ Digital promotion	\$	750.00		\$	750.00	\$	1,500.00	330,000
Private Air Luxury Homes									
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$	1,925.00	\$	1,925.00	65,000		
San Francisco & Silicon Valley									
San Francisco & Silicon Valley	Takeover - Full Page - October				\$	725.00	\$	725.00	36,500
The Wall Street Journal									
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade		\$	1,590.00	\$	1,590.00	644,424		
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert		\$	980.00	\$	980.00	100,000		
TOTAL					\$	33,555.00	4,931,772		

*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	June	July	August	September	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 1,315.00	\$ 1,315.00	20,000
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	
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00				\$ 500.00	6,500
JamesEdition							
New & Trending Real Estate Position	Featured Spot		\$ 1,000.00			\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter	\$ 1,500.00				\$ 1,500.00	192,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus			\$ -	425,000
Land.com							
Signature Listings			\$480.00			\$ 480.00	
Land Report							
Publisher's Picks Standard Placement	includes a dedicated social media post	\$ 2,375.00				\$ 2,375.00	
Robbreport.com							
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$ 1,875.00			\$ 1,875.00	6,000
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00				\$ 650.00	164,000

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print										
Financial Times										
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	384,000	
The New York Times										
The New York Times	Property Spot - Weekday/Saturday		\$	760.00		\$	760.00	423,111		
The New York Times Takeover	Full Page w/ Digital promotion		\$	750.00		\$	750.00	\$	1,500.00	330,000
Private Air Luxury Homes										
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$	1,925.00		\$	1,925.00	65,000		
San Francisco & Silicon Valley										
San Francisco & Silicon Valley	Takeover - Full Page - October					\$	725.00	\$	725.00	36,500
The Wall Street Journal										
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade		\$	795.00		\$	795.00	644,424		
The Wall Street Journal										
Mansion Global Experience Luxury	Weekend Property insert		\$	980.00		\$	980.00	100,000		
TOTAL							\$	23,315.00	4,177,772	
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy										
Pricing Subject to Change										