



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

144 Point Lane Advertising and Marketing Program

DeLoach | 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 Comprehensive Digital
- 17 Google AdWords
- 20 Cottages & Garden
- 21 Crain's New York Business
- 22 Dwell Real Estate
- 23 Elite Traveler
- 24 JamesEdition.com
- 29 LA Times
- 30 Luxury Estate
- 31 Ocean Home
- 32 RobbReport.com
- 34 WSJ.com

36 PRINT

- 37 The Wall Street Journal
- 39 The New York Times
- 41 Architectural Digest
- 42 Dwell
- 43 Elite Traveler
- 44 Financial Times
- 45 Los Angeles Times
- 47 Ocean Home Magazine
- 48 Private Air Luxury Homes Magazine

49 SCHEDULE, PRICING & REACH

- 50 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 144 Point Lane

SKY Advertising is excited to present to DeLoach Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the 144 Point Lane.

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 St Simons Island, GA.

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

LET'S DO
GREAT THINGS TOGETHER

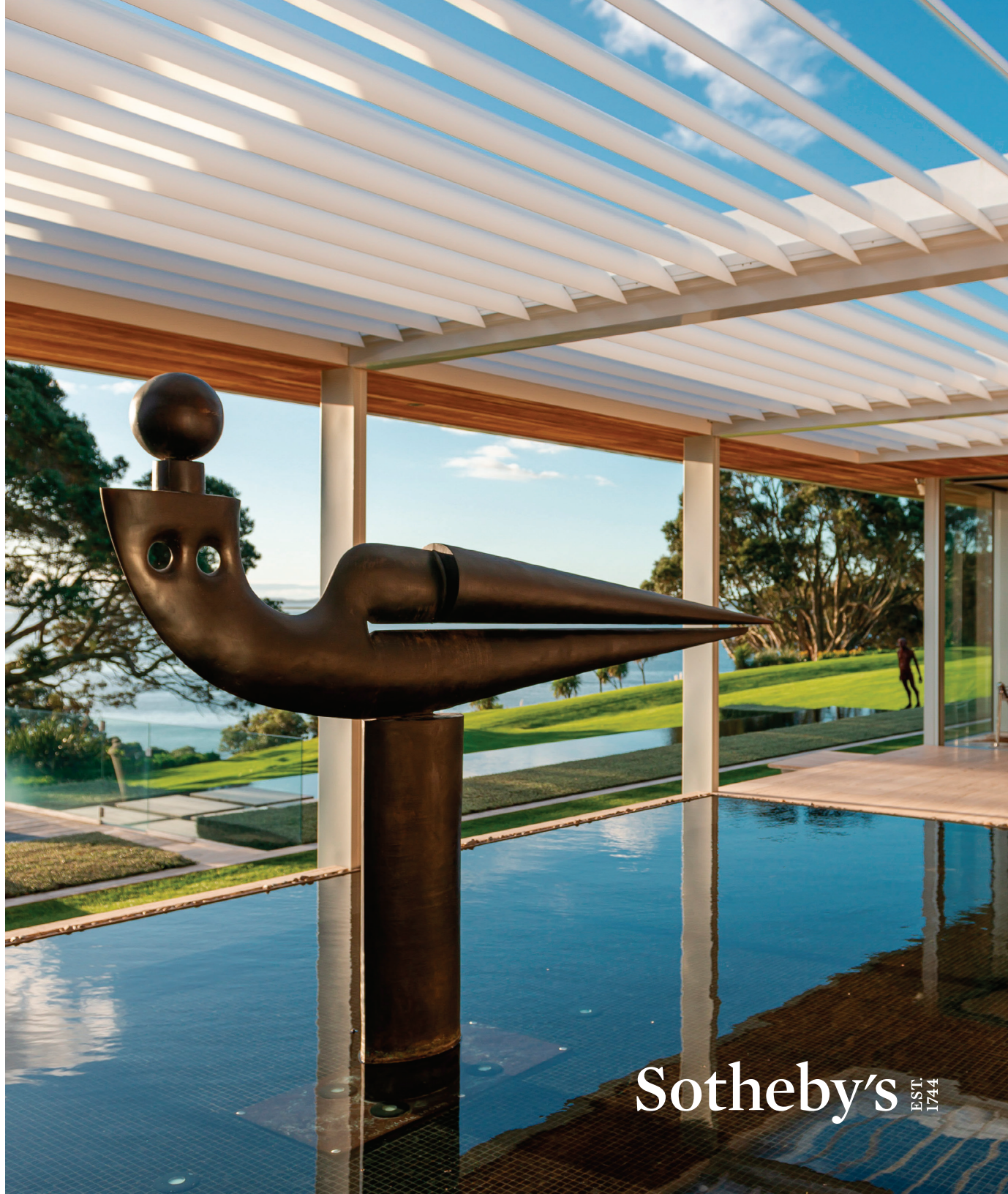
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

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

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

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

Sotheby's
Auction House
Offerings



Sotheby's EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

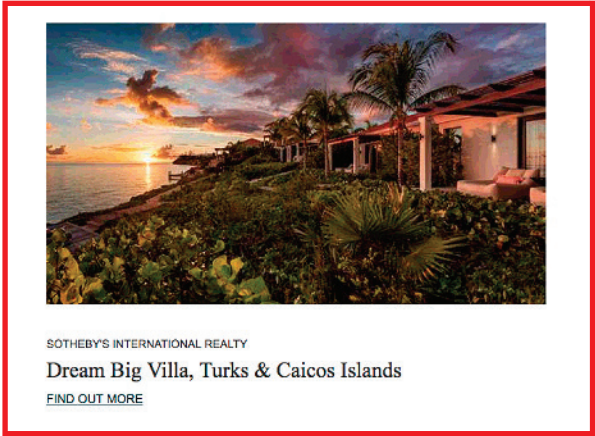
FULL PAGE: \$5,260
HALF PAGE: \$2,630
QUARTER PAGE: \$1,315
Global

[illegible]

SOTHEBY'S BESPOKE
EMAIL

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


PRICE: \$2,500/DEPLOYMENT



SOTHEBY'S SELECTS
E-NEWSLETTERS

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


PRICE: \$2,585/DEPLOYMENT



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week


Modern Zen-Like Oasis
Bahamas

[SEE MORE](#)



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

[SEE MORE](#)

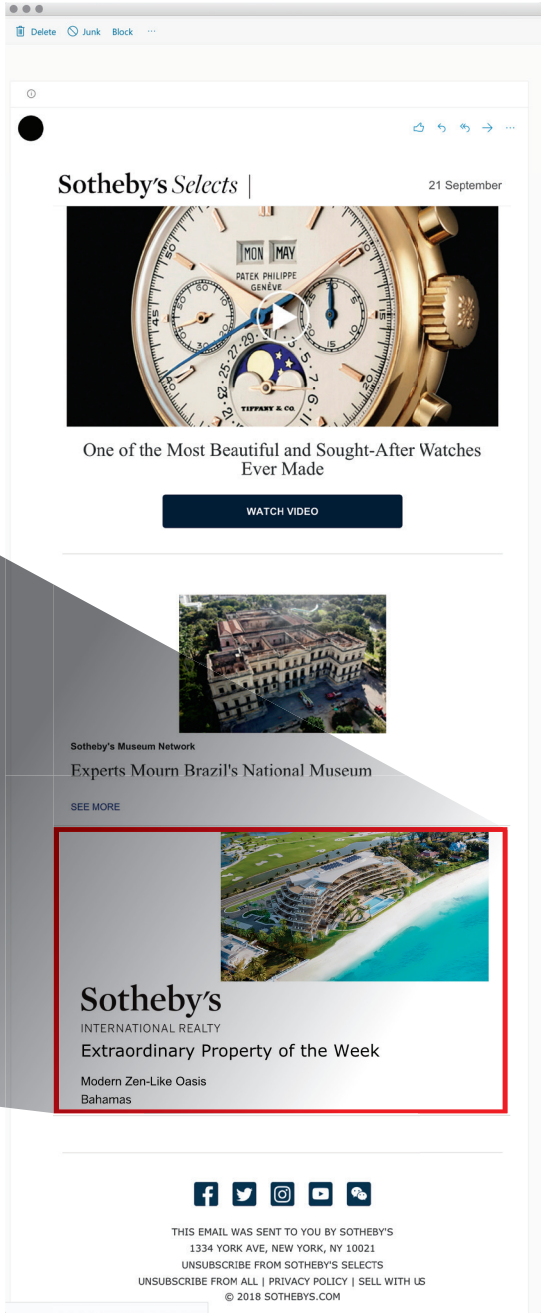


Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week

Modern Zen-Like Oasis
Bahamas

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

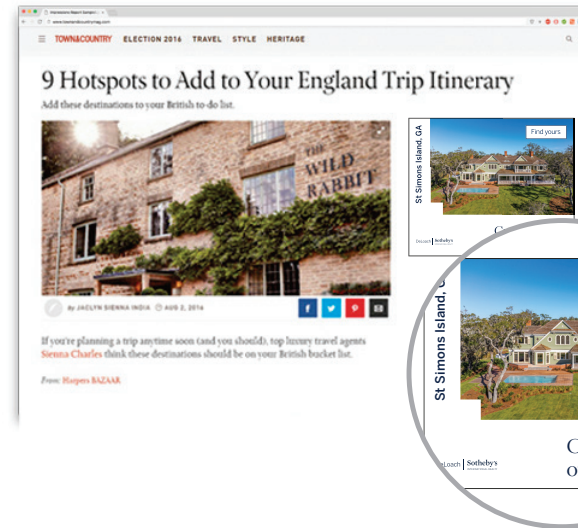
Impressions Campaign

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: **144 Point Lane**
- Flight Dates: **June - August**
- 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




St Simons Island, GA

Find yours

1 of 1

DeLoach | Sotheby's INTERNATIONAL REALTY

Curators of the unique



St Simons Island, GA

Find yours


1 of 1

DeLoach | Sotheby's INTERNATIONAL REALTY

Curators of the unique

1 of 1

Curators of the unique



St Simons Island, GA

DeLoach | Sotheby's INTERNATIONAL REALTY

Find yours

Find yours

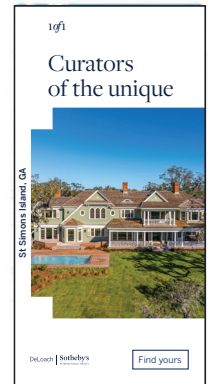
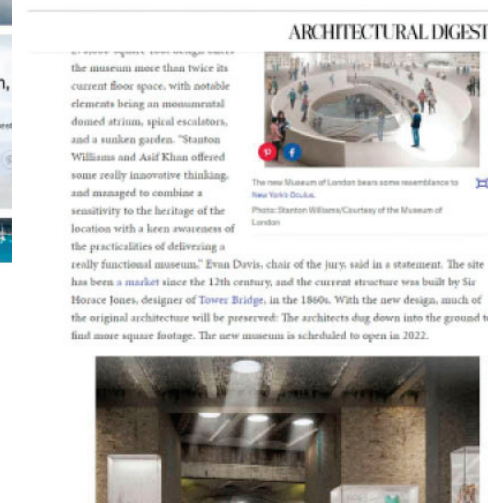
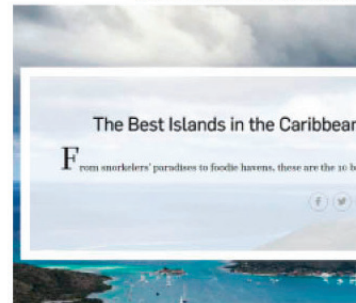


St Simons Island, GA

DeLoach | Sotheby's INTERNATIONAL REALTY

Curators of the unique

Sample Banners For Impressions Programs As They Appear On Sites

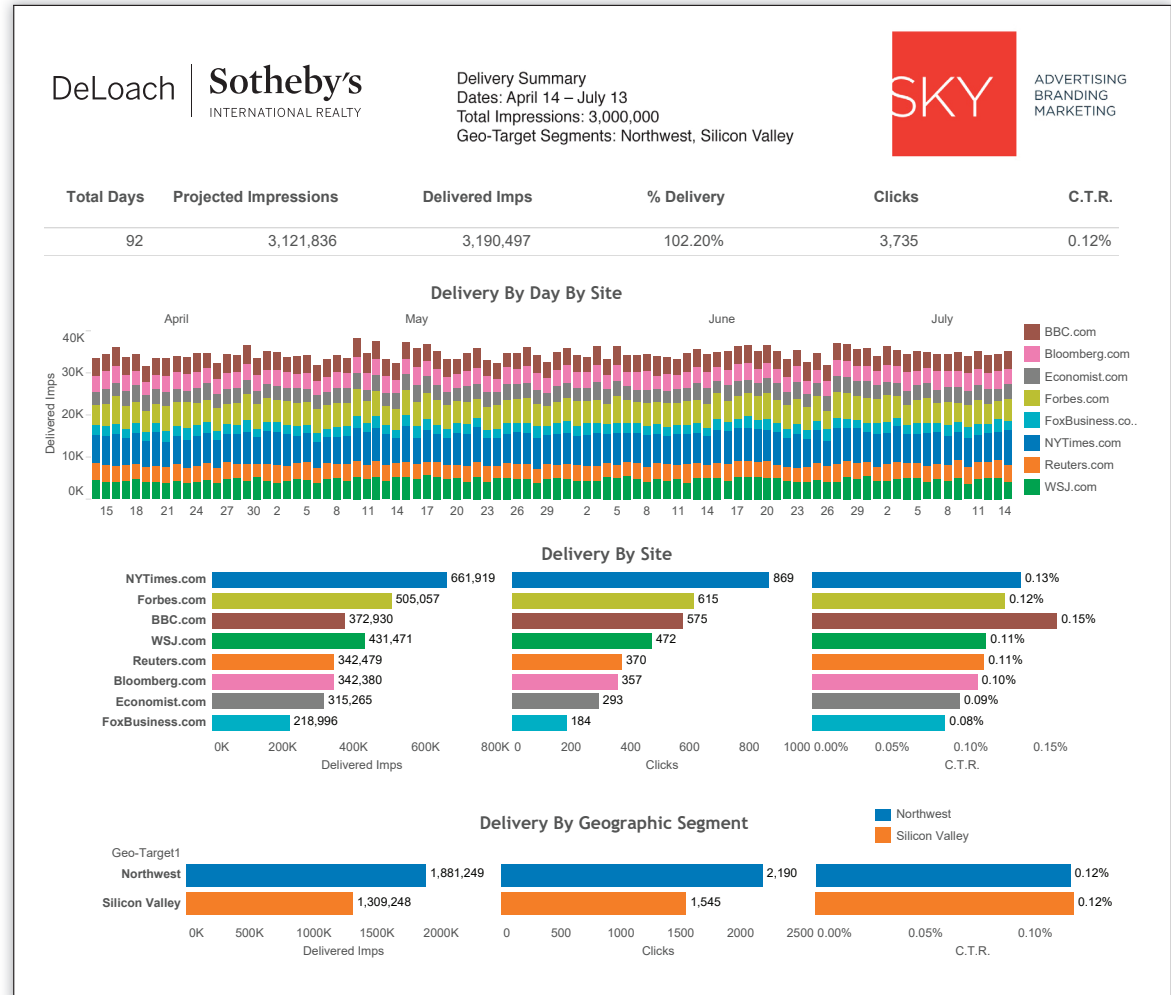


Comprehensive Reporting For Your Customized Campaign

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

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

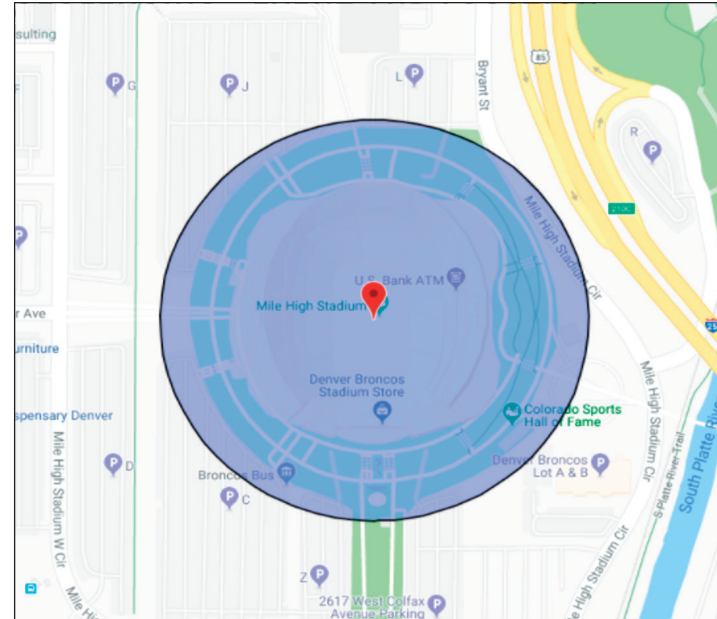
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

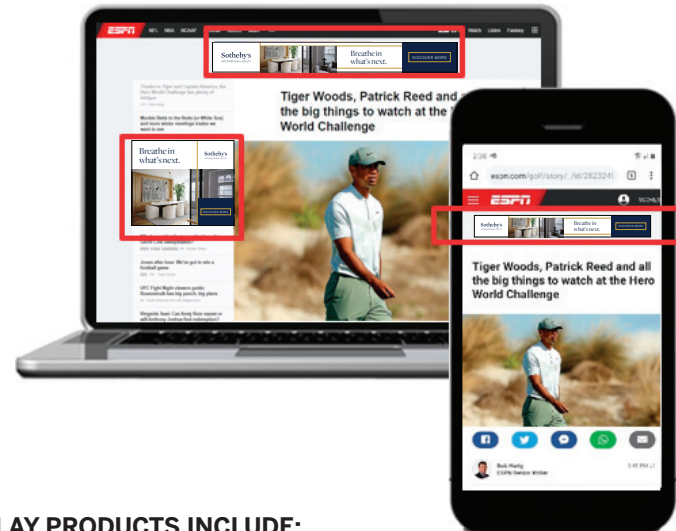
PRICING

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

Comprehensive Digital

DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences- target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH
150,000 Impressions

Comprehensive Digital

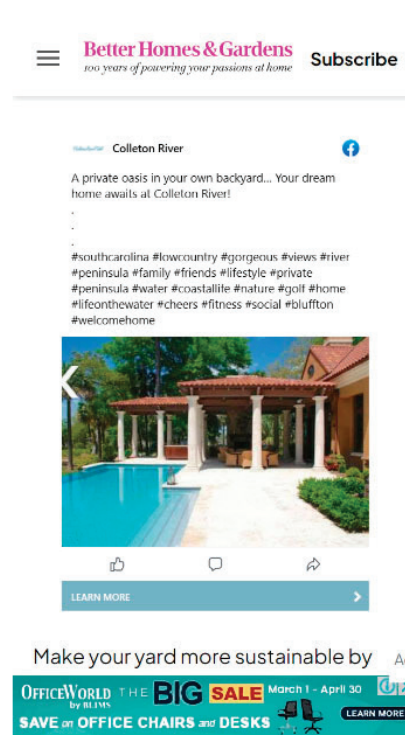
SOCIAL MIRROR ADS

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

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

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

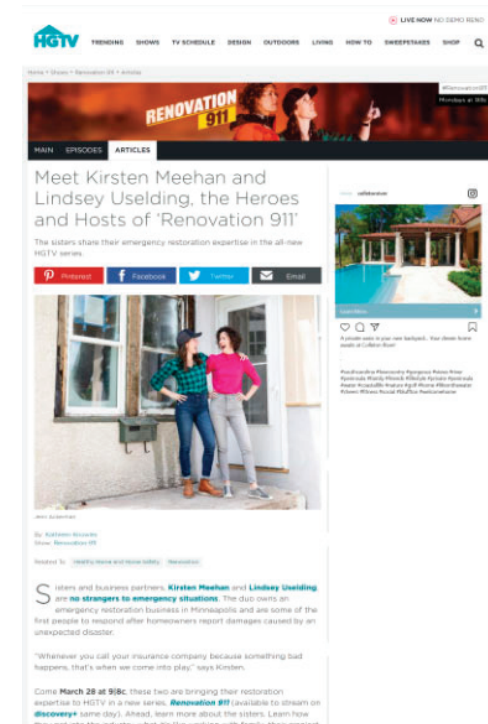
Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

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

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



Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing or website.

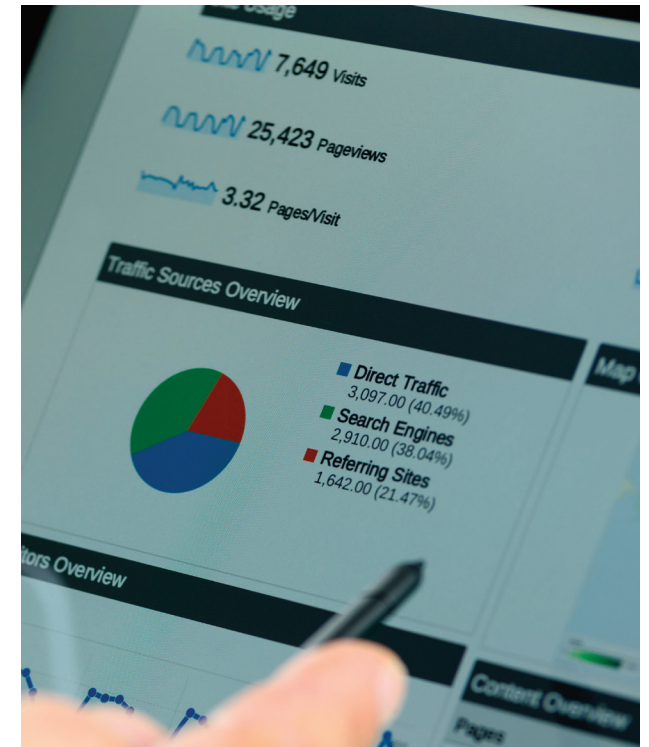


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

\$750 CAMPAIGN SET UP
STARTING AT \$850/MONTH



Google AdWords

CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.



SIR DeLoach

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

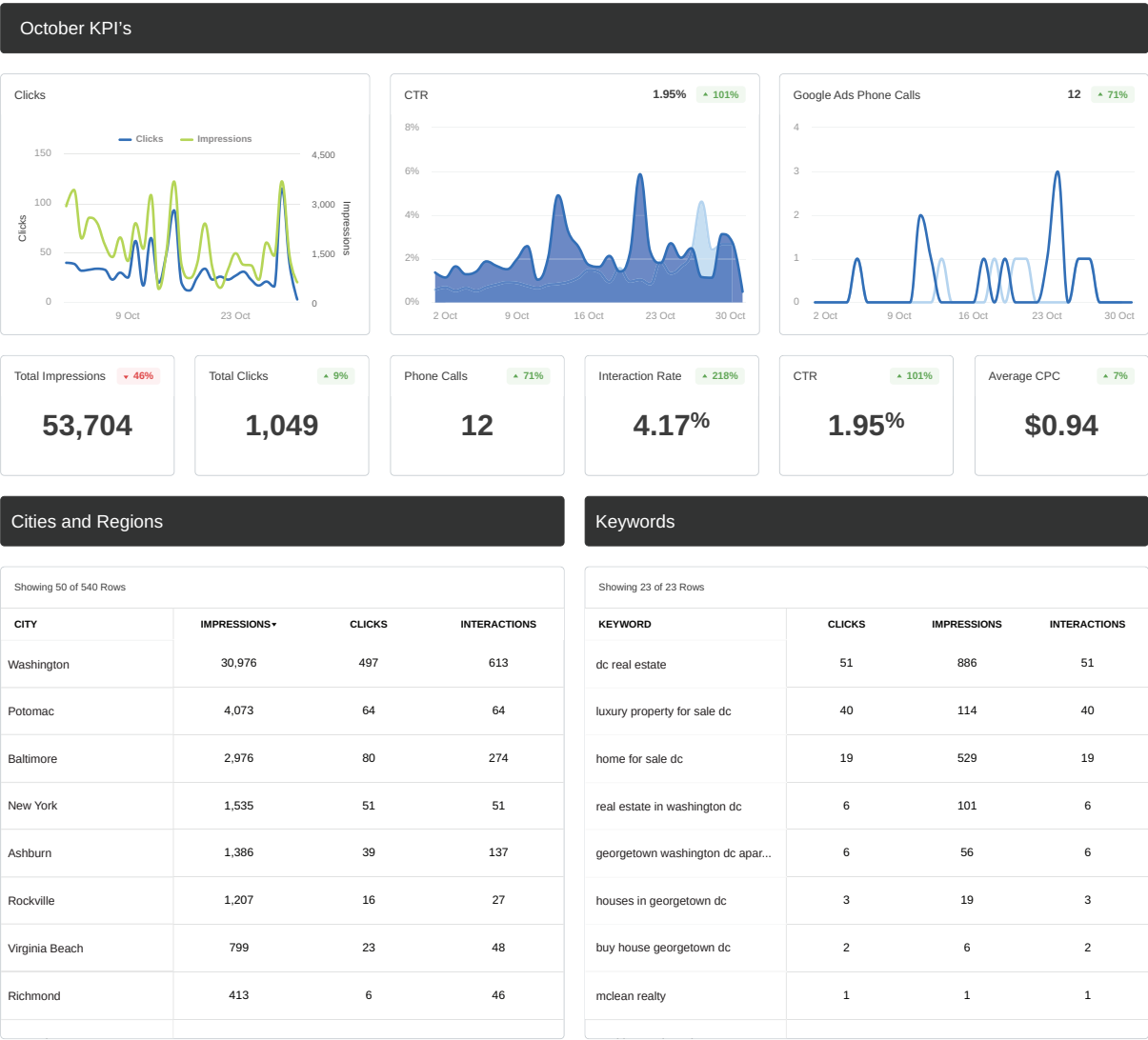
Google AdWords

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 DeLoach



Cottages & Garden

Delivering the finest luxury design and architecture content to residents of America's most affluent communities.

- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

TOP 10 MARKETS

- | | |
|---------------|-----------------|
| • New York | • Virginia |
| • California | • New Jersey |
| • Connecticut | • Illinois |
| • Florida | • Massachusetts |
| • Texas | • Pennsylvania |

SPOTLIGHT + PROPERTY OF NOTE

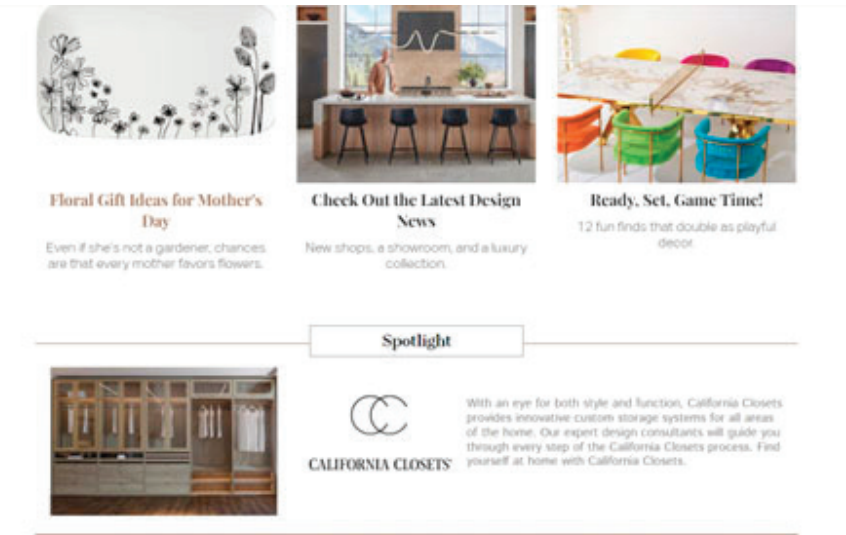
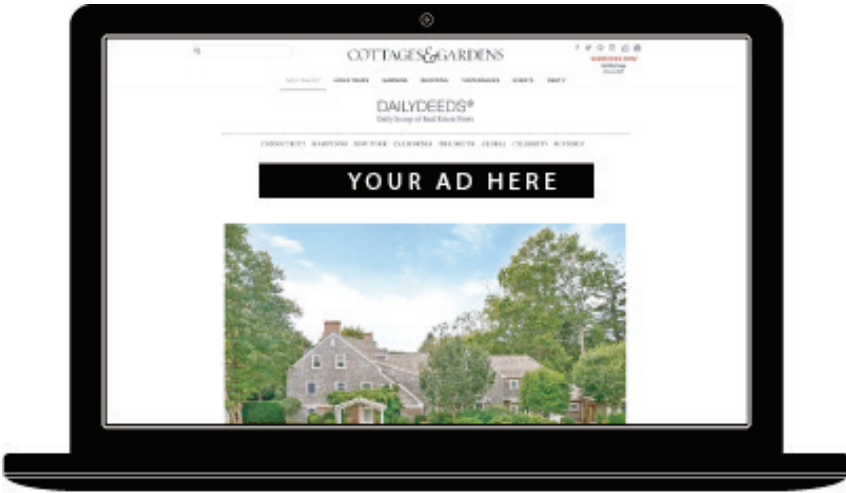
ROTATING GALLERY: \$2,950

DAILY DEEDS

E-NEWSLETTER SENT 4X PER WEEK:
\$3,000 FOR TWO WEEKS; \$5,000 PER MONTH

INSTAPARTNERSHIP

POST AND STORIES TAKEOVER: \$1,950/30 DAYS



Crain's New York Business

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

CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

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

LUXURY HOME SPOTLIGHT

PRICE: \$5,500

Dwell Real Estate

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

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

Dwell Audience Real Estate Metrics

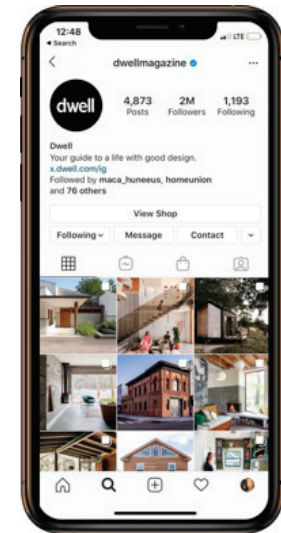
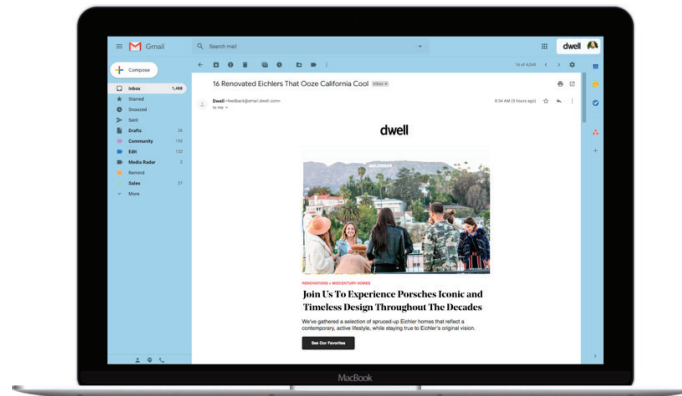
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

CUSTOM REAL ESTATE ARTICLE.

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

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

PRICE: \$6,000



Elite Traveler

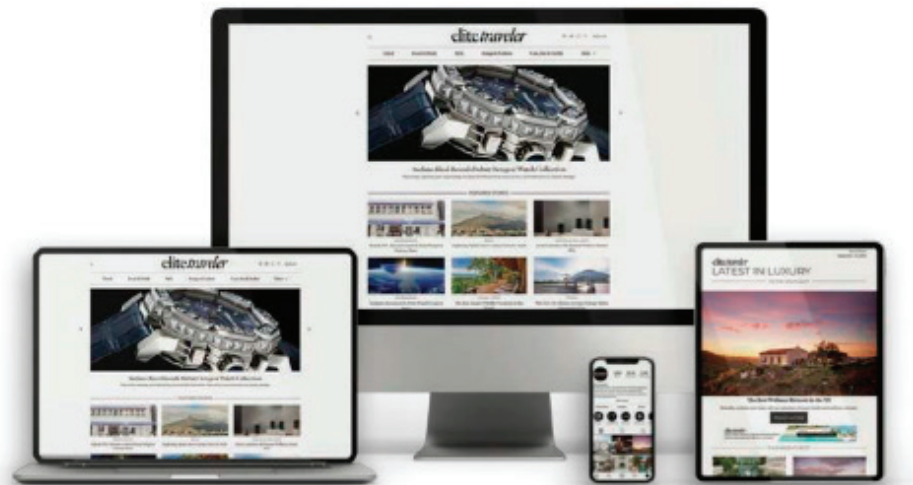
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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



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.

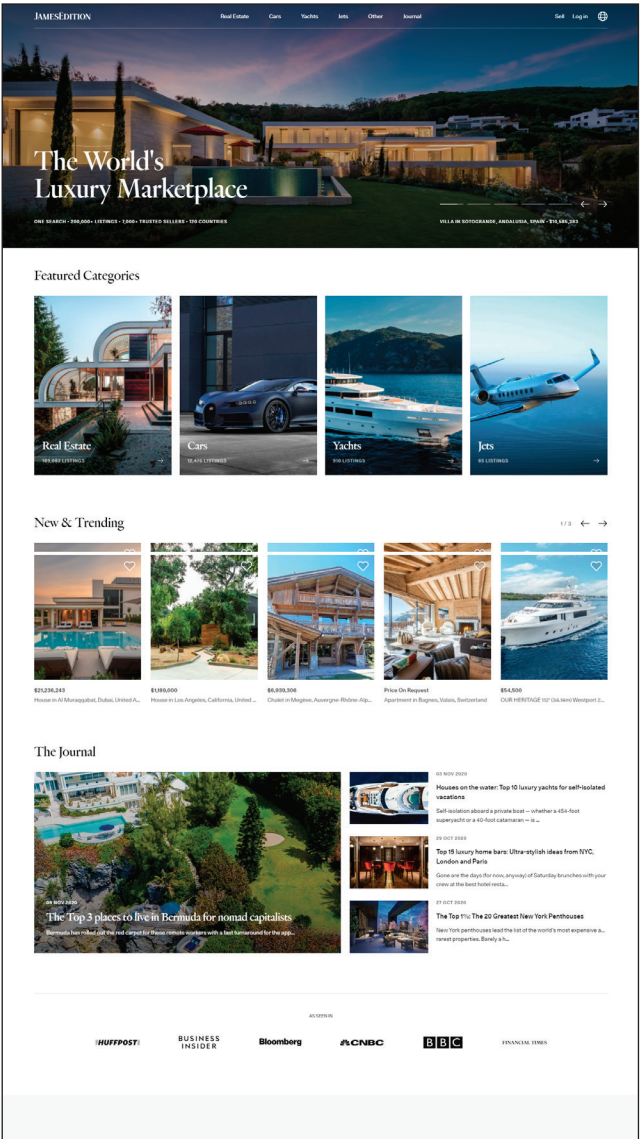
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$3,000

REAL ESTATE PAGE

FEATURED BANNER: \$2,400



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.

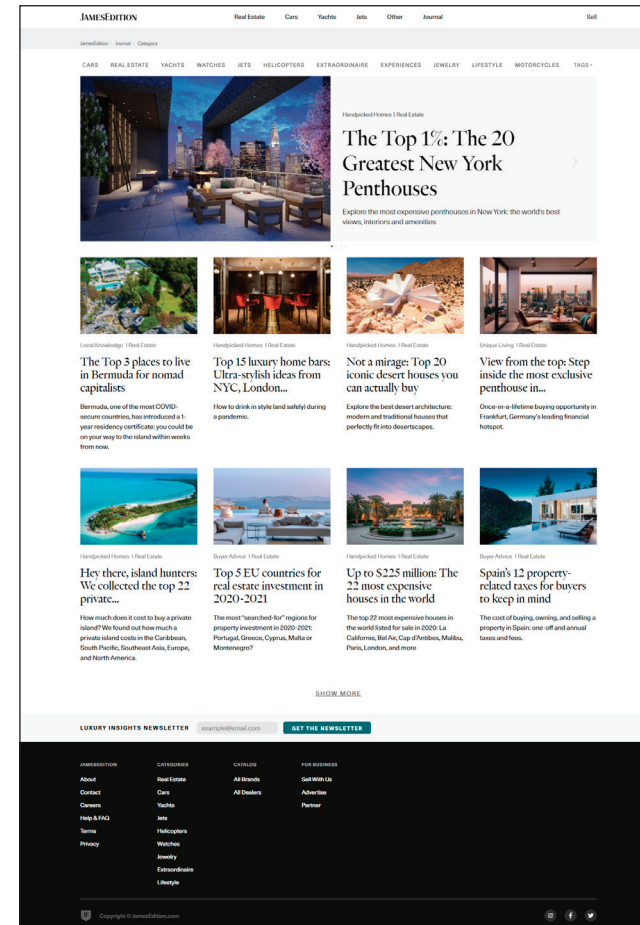
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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.

\$8,100 NEWSLETTER TOP & JOURNAL ARTICLE
\$3,900 NEWSLETTER TRENDING & ARTICLE



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

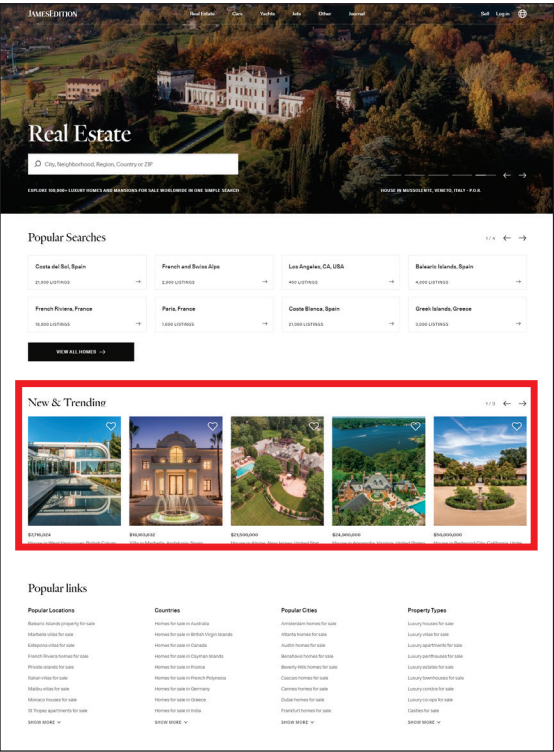
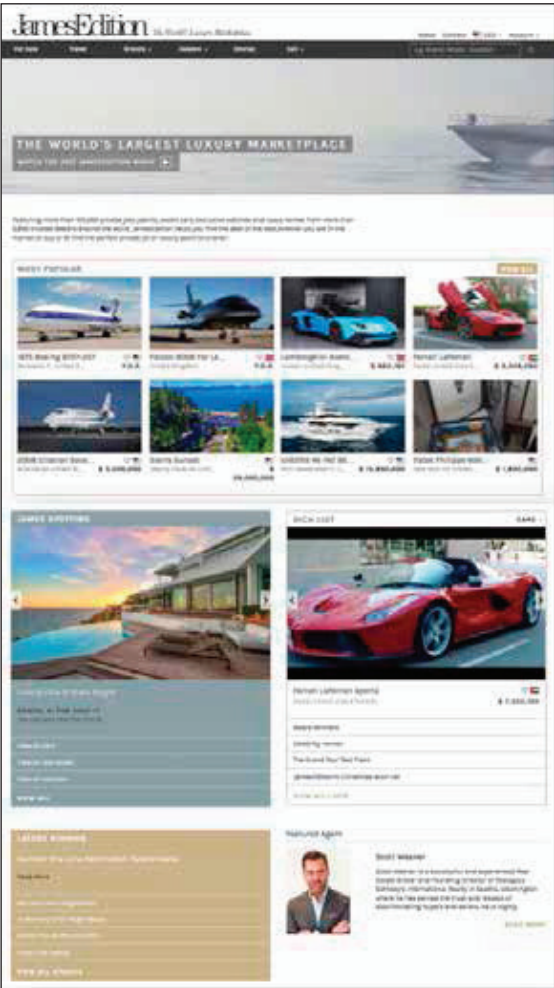
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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: \$1,700

REAL ESTATE POSITION
FEATURED SPOT: \$1,400



jamesedition.com

SOCIAL MEDIA POST

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

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

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

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- **158,000** Instagram Followers
- **36,000** Facebook Page Likes
- **136,000** TikTok Followers
- **1.5** Million Accounts Reached on Instagram / month
- **2.3M** Total Organic Likes on TikTok
- **37.5** Million Views on #JamesEdition on TikTok



PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$800

PHOTO PLUS

- 1-5 featured listings
- 1-10 photos & text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000

VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

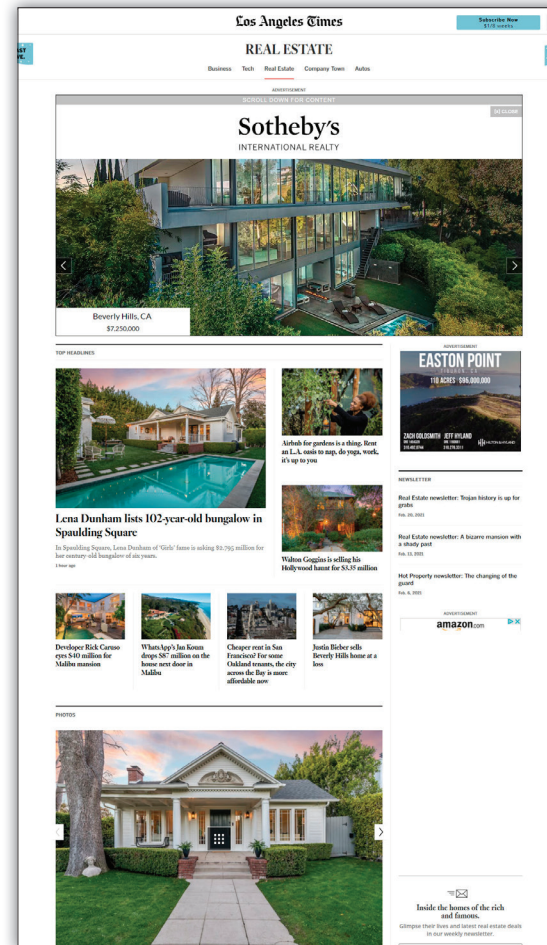
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

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



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



Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu's modern masterpieces to Montauk's shoreline cottages to Palm Beach's Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

CUSTOM EMAIL

Sent weekly on Wednesday and Sundays to Ocean Home's discerning audience of high net worth coastal home owners and elite industry professionals.

PRICE: \$2,750/WEEK



SPONSORED CONTENT

Custom article written and created by our editors to showcase your company. Posted on oceanhomemag.com, your article will be tailored to meet your marketing objectives and highlight your unique brand and properties.

- 800-1,000 words + 4-6 images.

PRICE: \$3,000

SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

INSTAGRAM: \$700

FACEBOOK: \$600

FACEBOOK/INSTAGRAM AD:
\$1,400/MONTH

OCEANHOMES
2021 MAGAZINE

OCEANHOMES
EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA

FROM A PENTHOUSE YOU CAN SEE FOREVER

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Weasterland-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500 per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

RMS

RobbReport.com

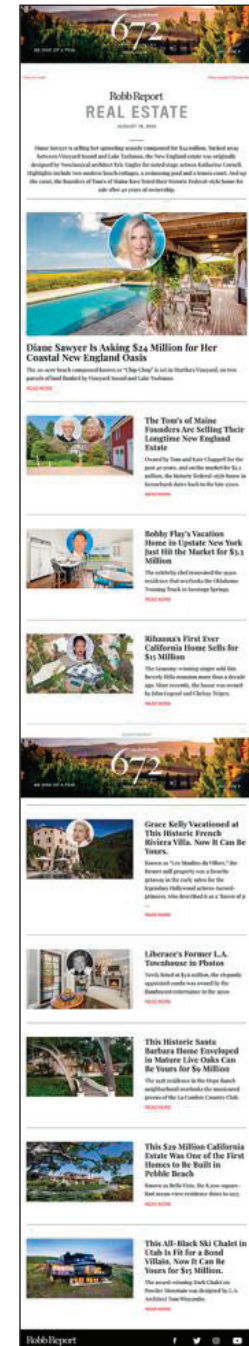
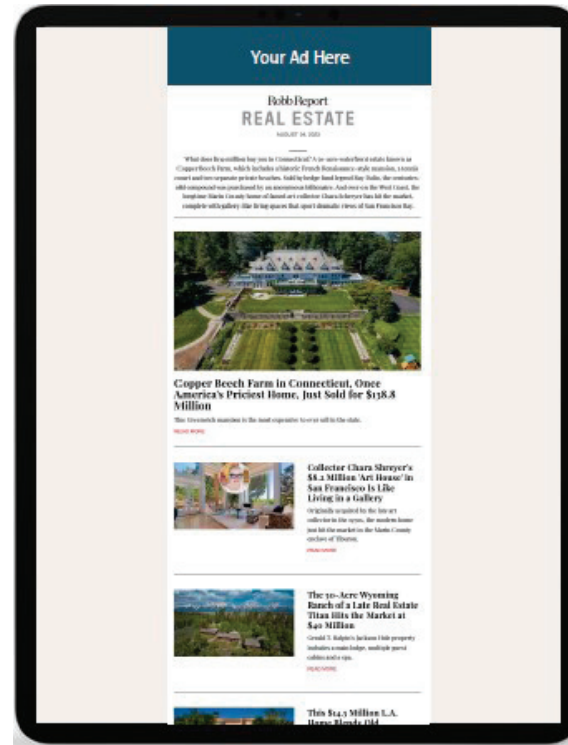
REAL ESTATE ENEWSLETTER

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

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)

MANSSION 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 1011 St Catharines Street, Vancouver, BC	\$10,000,000
2. 48 Bridge Park, Toronto, ON	\$10,000,000
3. 1100 North Avenue, Vancouver, BC	\$10,000,000
4. 1400 - 1011 Catherine Street Toronto, ON	\$10,000,000
5. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
6. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
7. 41 St. Patrick, Westmount, QC	\$10,000,000
8. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
9. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
10. 400 Sandrine Road, Toronto, ON	\$10,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$740,000	1141	\$10,000,000
Vancouver	\$1,407,048	879	\$10,000,000
Calgary	\$667,400	122	\$20,000,000
Whisper	\$1,053,300	26	\$25,000,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	932	\$30,000,000
Quebec	\$194,291	185	\$20,000,000
Westmount	\$1,376,900	22	\$20,000,000
Chateau-Richer	\$116,333	1	\$20,000,000

TRENDING TODAY

Architectural Digest @ArchDigest [Following](#)

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



3:26 AM - 25 May 2018

#AloneTogether [ad](#)

Staying home saves lives.

For more info visit coronavirus.gov

Powered by [iStockphoto](#) [AllChances](#)

Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

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

Includes Bonus 30 Day Digital -
Featured Property Upgrade

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

MANSION

THE WALL STREET JOURNAL

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

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

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. Glass and E.R. Scowcroft

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 major mistake," Randy said of deciding to auction the home.

Now closely associated with private art or collectibles, auctions are on the rise for luxury real estate, with auction houses reporting a dramatic spike in the number of high-net-worth sellers seeking their aid since 2020. And 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 see 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 filters on an oil lamp in front of a wooden structure housing idols in two niches. The newly renovated area is dedicated to prayer and is backed by gold and white tiles matching the gilded trim and the white quartz counterpane, the 41-year-old said.

Practitioners of Hinduism, particularly in India, have long created pooja rooms or areas in their homes; the word *pooja*, sometimes spelled *puja*, refers to the Sanskrit word for worship. A *pooja* room usually has an altar, mandala or table supporting idols and pictures of Hindu gods. They are used for solitary or communal prayer, worship and meditation, and are often decorated for special occasions during festivals such as *Navratri*, said Pooja Chhabra, a consultant in Tulsa, Okla., 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 tutorials are popular on social media. A feature on Mindy Kaling's hit Netflix comedy "Never Have I Ever," about a first-generation Indian-American teenager, went viral on social media, showing scenes of prayer in front of the Hindu deity's *pooja* area—an armchair filled with pillows.

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

Cherry's Place
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

Stunning View
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

Stunning View
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

Stunning View
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

Stunning View
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

Stunning View
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

Stunning View
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

Stunning View
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

Stunning View
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

Stunning View
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

Stunning View
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

Stunning View
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

Stunning View
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

Stunning View
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

Stunning View
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

Stunning View
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

Stunning View
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

Stunning View
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

Stunning View
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

Stunning View
A rare opportunity to own a piece of history in the heart of the city. **\$1,200,000**

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



Sotheby's

INTERNATIONAL REALTY

925 Park Avenue, 5/6C

5 BED | 4.5 BATH | New York, New York

\$8,400,000
[925ParkAve-5-6C.com](#)

This rarely available 5 bedroom, 4.5 bath duplex defines perfection offering all the benefits and grandeur of lower-floor living along with the convenience and services of a distinguished, luxury Park Avenue cooperative. Featuring 17'x20 to 30 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 Hemington, has it all.



Triple Mint Designer Duplex on Park Avenue





Wendy Arriz
Senior Global Real Estate Advisor
Associate Broker | 917.361.5038
[wendy.arriz@sothebysrealty](#)



Sotheby's International Realty® East Side Manhattan Brokers: 1850 Madison Avenue, 2nd Floor, New York, New York 10022 • [www.sothebysrealty.com/nyc/midtown](#)

*©2018 Sotheby's International Realty LLC. All rights reserved. Sotheby's International Realty, the Sotheby's logo and/or other marks contained herein may be trademarks of Sotheby's International Realty, Inc., its affiliates or licensors. Sotheby's International Realty is a registered trademark of Sotheby's International Realty, Inc. Sotheby's International Realty is a service mark of Sotheby's International Realty, Inc. All other marks contained herein may be trademarks of their respective owners.

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 1/2 bath penthouse residence showcases views of Park Avenue, the East River, Central Park, and the Manhattan skyline.

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

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

Sotheby's International Realty - East Side Manhattan Brokerage | 600 Madison Avenue, 2nd Floor, New York, New York 10022 | sothebyrealestate.com/ny

©2022 Sotheby's International Realty, a wholly owned subsidiary of Sotheby's, is an equal opportunity and equal housing lender. Sotheby's International Realty is a registered trademark of Sotheby's International Realty, a wholly owned subsidiary of Sotheby's. Sotheby's International Realty is a registered trademark of Sotheby's International Realty, a wholly owned subsidiary of Sotheby's. Sotheby's International Realty is a registered trademark of Sotheby's International Realty, a wholly owned subsidiary of Sotheby's. Sotheby's International Realty is a registered trademark of Sotheby's International Realty, a wholly owned subsidiary of Sotheby's.



**William
Pitt**

INTERNATIONAL REALTY



Idyllic Estate on Park-Like Grounds

637 Valley Road New Canaan, Connecticut

\$4,200,000

[sothebysrealty.com/cd/vZPQYr](#)

Experience the unparalleled 637 Valley Road estate—an majestic stone Georgian Colonial on 70+ idyllic acres along the Colchester River. This \$2,000 sq. ft. masterpiece features a chef's kitchen, stately library, en-suite bedrooms with night dressings, a billiard room, and a private guest wing. Outdoors, enjoy a pool, tennis and pickleball courts, a miniature golf, and a fire pit. The updated 2018 guest house offers a cozy retreat. Just minutes from town, the Train, and the Long Island Sound, this exceptional estate blends luxury, privacy, and convenience—an opportunity not to be missed!

6 Bedrooms

7.3 Bathrooms

12,071+ sq.ft.





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

LM Homes Team at William Pitt Sotheby's International Realty
Liane, 937.503.6273 | Marnie, 203.644.6372
[lm.homes@sothebysrealty.com](#)

© 2024 Sotheby's International Realty, LLC. Sotheby's International Realty is a registered trademark of its owner and agent(s). Carl Sotheby is a trademark of Sotheby's International Realty, Inc., a company owned and operated under the operating name Sotheby's International Realty, which is a member company of Sotheby's Auction House Group and affiliated with Sotheby's Auction House, both trademarks of Sotheby's Auction House, Inc.

FULL PAGE, COLOR
ATLANTA: \$2,340



Dwell

MODERN MARKET

Dwell is the marketplace to living with good design. A trusted authority for 20 years, connecting consumers and design professionals with inspiration, products, and the tools they need to achieve their goals. Published six times a year, each issue of Dwell Magazine includes exclusive stories on the most innovative leaders in architecture and design, presenting modern homes that encapsulate the concept of good design

- Circulation: **215,000**
- Total Reach: **917,000**
- **60%** Female/ **40%** Male
- Average Age: **48**
- Average HHI: **\$227,000**
- Source: **Google Analytics, Quantcast, and Sprout Social 2019**

SMALL AD: \$800

MEDIUM VERTICAL AD: \$1,300

MEDIUM HORIZONTAL AD: \$1,875

LARGE AD: \$2,500



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**

PRICE: STARTING AT \$4,500



- 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 main house with guest house on 2.57 acres is 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 is a member of the Sotheby's Real Estate Services Group, a leading provider of real estate services. Sotheby's Real Estate Services Group is a member of the Sotheby's Real Estate Services Group, a leading provider of real estate services. Sotheby's Real Estate Services Group is a member of the Sotheby's Real Estate Services Group, a leading provider of real estate services.



Vista

INTERNATIONAL REALTY

Vista Playa Estate

7306 Vista Del Mar Ln, Playa del Rey, CA



\$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 elite. This rare property offers a unique opportunity to own a piece of the ocean. The estate features a large, open-plan living area with a high ceiling and a large fireplace. The kitchen is a chef's dream with a large island and a walk-in pantry. The master suite is a true retreat with a large walk-in closet and a private bathroom. The estate is surrounded by lush landscaping and a large pool. Contact me today to schedule an exclusive viewing of this rare and extraordinary property.

7 Bedrooms

10 Bathrooms

10,887± sq.ft







Vincent Carban
Santa Monica License# 01840154997
310.396.0346
vincent.carban@vistarealty.com

With Sotheby's International Realty | 1005 S. Catalina Ave, Redwood Beach, CA | sothebysrealty.com

Sotheby's International Realty is a member of the Sotheby's Real Estate Services Group, a leading provider of real estate services. Sotheby's Real Estate Services Group is a member of the Sotheby's Real Estate Services Group, a leading provider of real estate services. Sotheby's Real Estate Services Group is a member of the Sotheby's Real Estate Services Group, a leading provider of real estate services.




INTERNATIONAL REALTY

The Residences at Stanly Ranch

Auberge Resorts Collection


Private Residences: Starting at \$2,100K
StanlyRanchNapa.com


The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for luxury living. Each Stanly Ranch residence promises a sense of a true retreat with Auberge's unparalleled service. Residents may enjoy access to Napa Valley's finest wineries, a large resort-style pool, 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
Napa License# 012204272
707.254.4800
walt@stanlyranchnapa.com

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

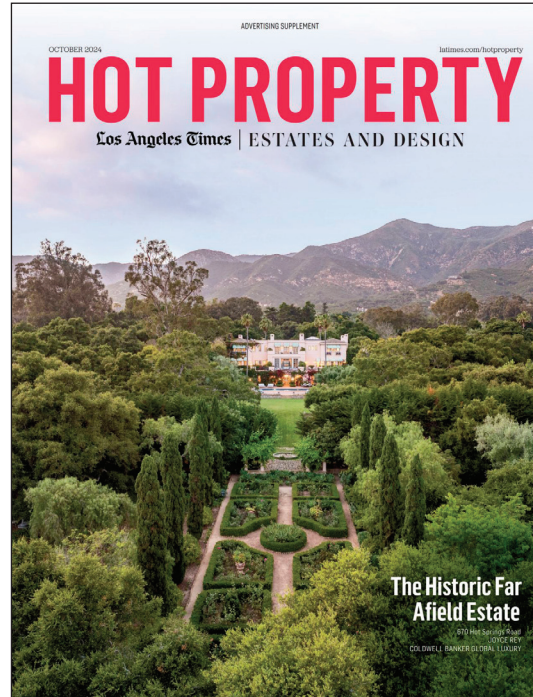
Sotheby's International Realty is a member of the Sotheby's Real Estate Services Group, a leading provider of real estate services. Sotheby's Real Estate Services Group is a member of the Sotheby's Real Estate Services Group, a leading provider of real estate services. Sotheby's Real Estate Services Group is a member of the Sotheby's Real Estate Services Group, a leading provider of real estate services.

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**



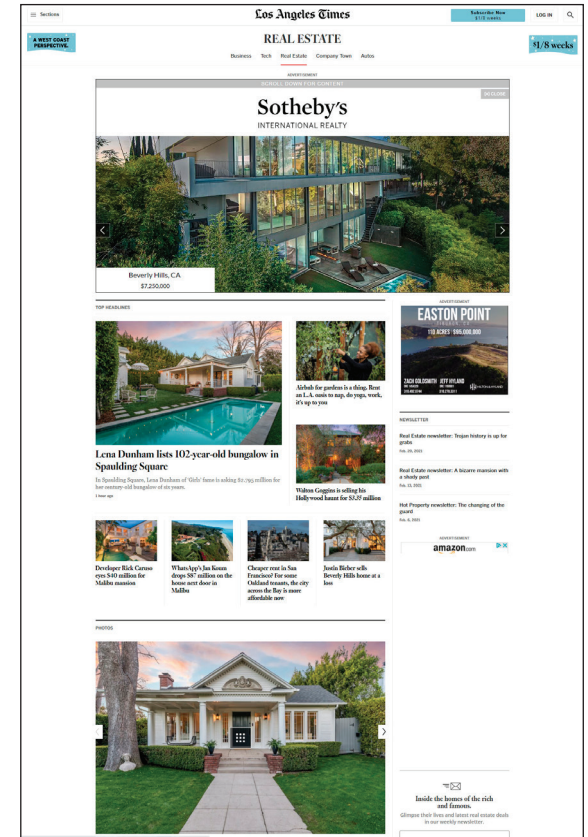
LA TIMES DIGITAL LIGHTHOUSE

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



Ocean Home is an award-winning coastal lifestyle magazine dedicated to inspiring and educating readers with in-depth articles on exclusive homes and designers, insightful, first-person reports on luxurious resorts and informative stories on must-have products and accessories.


Every issue of Ocean Home inspires and educates highly affluent readers about the world's most exceptional oceanfront architecture, interior design, exclusive resorts and luxury lifestyle.

- High Net Worth Coastal Homeowners
- Luxury Hotels & Resorts
- Private Jets & Luxury Aircraft

- Distribution: **50,000**
- Total Audience: **135,000**
- Geographic breakdown: **United States coastal areas, Canada, Caribbean**
- Average age: **51**
- Male / Female: **49% / 51%**
- Average HHI: **\$2,400,000**
- Net Worth: **\$9,600,000**
- Primary Residence value: **\$3,300,000**
- Geographic Breakdown: **US Coastal Areas – 29% Northeast, 35% Southeast, 28% West, 5% Southwest, 3% Midwest, Caribbean**

PRICE: \$440 PROPERTY SPOT, COLOR
FULL PAGE: \$2,850,
FULL PAGE E-NEWSLETTER SPOT: \$3,250

NAPA VALLEY, CALIFORNIA



CampusEstateAndVineyards.com
 \$18,500,000
 St. Helena Brokerage

ARTHUR D. GOODRICH
 arthur.goodrich@sothebys.realty

+1 415.735.8779

SEA ISLAND COUNTRY CHARM / PERFECT PALETTE ON A TEXAS BEACH

OCEAN HOME

The Luxury Coastal Lifestyle Magazine
OCTOBER • NOVEMBER 2016

TOP COASTAL

OCEAN HOME

The Luxury Coastal Lifestyle Magazine
JUNE • JULY 2016

SECOND HOME STYLE IN NEW ENGLAND / EXCEPTIONAL WATER VIEWS IN VANCOUVER

OCEAN HOME

SUMMER place

THE LUXURY COASTAL LIFESTYLE MAGAZINE
JULY • AUGUST 2016

THE FINEST COASTAL
DESIGN IDEAS
LUXURY COASTAL
LIFESTYLE
INSPIRATION
AND
DESIGN IDEAS
FOR YOUR
COASTAL HOME

THE FINEST COASTAL
DESIGN IDEAS
LUXURY COASTAL
LIFESTYLE
INSPIRATION
AND
DESIGN IDEAS
FOR YOUR
COASTAL HOME

THE FINEST COASTAL
DESIGN IDEAS
LUXURY COASTAL
LIFESTYLE
INSPIRATION
AND
DESIGN IDEAS
FOR YOUR
COASTAL HOME

[illegible]

Private Air Luxury Homes Magazine

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

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

DISTRIBUTION

65,000 private jet owners and guests

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

FULL PAGE: \$1,925

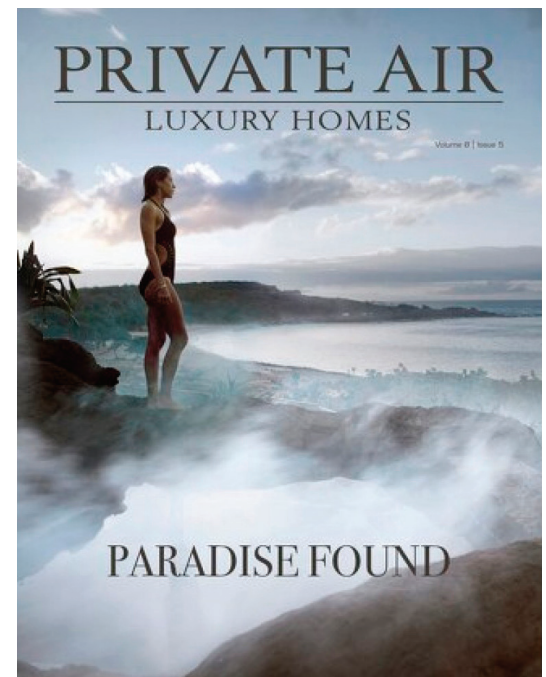
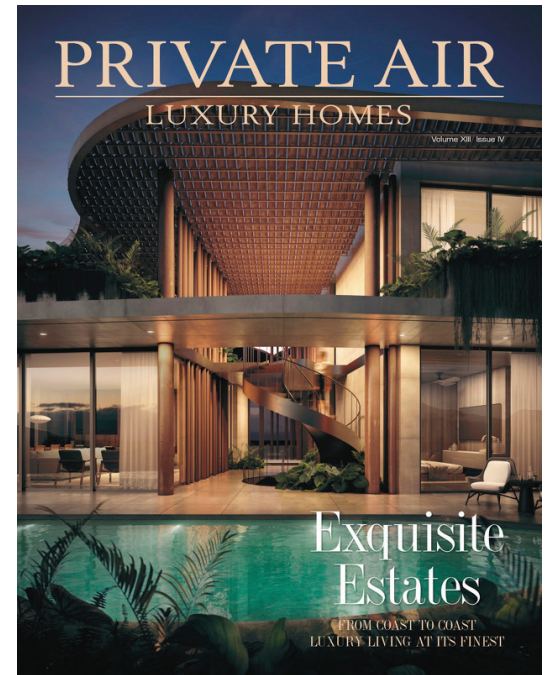
includes social media & E-Newsletter

FULL PAGE IN 3 ISSUES: \$1,550

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

FULL PAGE IN 6 ISSUES: \$1,450

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



Schedule,
Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Media	Ad Description	June	July	August	September	October	Media Total	# Insertions	Reach	Reach
Sotheby's Auction House: Print										
Sotheby's Magazine	Half Page				\$ 2,630.00		\$ 2,630.00	1	20,000	20,000
Sotheby's Auction House: Digital										
Sotheby's Bespoke Emails		\$ 2,500.00					\$ 2,500.00	1	550,000	550,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00			\$ 2,585.00	1	770,000	770,000
Digital										
Million Impressions*										
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00	3	250000	750,000
Million Impressions	Targeting - Select locations									
Google Adwords										
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00			\$ 3,750.00	3		
Comprehensive Digital										
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	3	100000	300,000
Geofencing - Event and Location										
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	2	60000	120,000
Cottages & Garden										
Spotlight + Property of Note	Rotating Gallery		\$ 2,950.00				\$ 2,950.00	1		
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00					\$ 3,000.00	1	60,000	60,000
Crain's New York Business										
Crain's New York Business	Luxury Home Spotlight - custom e-blast		\$ 5,500.00							
Dwell.com										
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB			\$ 6,000.00			\$ 6,000.00	1	1,750,000	1,750,000
Elite Traveler										
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00	1	100,000	100,000
JamesEdition										
New & Trending Home Page Position	Featured Spot	\$ 1,700.00					\$ 1,700.00	1	750,000	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article		\$ 8,100.00				\$ 8,100.00	1	292,000	292,000
E-Newsletter Featured Listing	E-Newsletter				\$ 1,500.00		\$ 1,500.00	1	192,000	192,000
Social Media	Listing Feature			\$ 1,800.00			\$ 1,800.00	1	148,000	148,000
LA Times										
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus				\$ -	1	425000	425,000
Luxury Estate										
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250				\$ 3,250.00	1		
Ocean Home										
Custom E-Mail	Custom E-Mail	\$ 2,750.00					\$ 2,750.00	1	22,000	22,000
Facebook/Instagram Ad	Facebook/Instagram Ad			\$ 1,400.00			\$ 1,400.00	1	43,400	43,400
Sponsored Content	Sponsored Content		\$ 3,000.00				\$ 3,000.00	1	38,199	38,199
Robbreport.com										
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00					\$ 1,350.00	1	6,000	6,000
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$ 1,875.00				\$ 1,875.00	1	6,000	6,000
WSJ.com										
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00				\$ 1,300.00	2	164,000	328,000
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00				\$ 3,680.00	1	17,000	17,000

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print									
Conde Nast Magazines									
Architectural Digest - Atlanta	Full Page			\$ 2,340.00		\$ 2,340.00		1	12000
Dwell									
Dwell	Modern Market - Large Ad			\$ 2,500.00		\$ 2,500.00		1	206,000
Elite Traveler									
Elite Traveler	Luxury Homes Feature			\$ 4,500.00		\$ 4,500.00		1	557,000
Financial Times									
Financial Times	Quadruple Property Spot	\$ 3,000.00				\$ 3,000.00		1	210,457
Financial Times	Double Property Spot			\$ 1,500.00		\$ 1,500.00		1	210,457
The Los Angeles Times									
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00				\$ 425.00		1	220,780
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00		\$ 1,320.00		2	384,000
The New York Times									
The New York Times	Double Property Spot - Weekday/Saturday			\$ 1,520.00		\$ 1,520.00		1	423,111
The New York Times	Quadruple Property Spot - Weekday/Saturday	\$ 3,040.00				\$ 3,040.00		1	423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00		\$ 1,500.00		2	165,000
Ocean Home									
Ocean Home	Full Page E-Newsletter Spot		\$ 3,250.00			\$ 3,250.00		1	70,000
Private Air Luxury Homes									
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00		\$ 1,925.00		1	65,000
The Wall Street Journal									
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00		\$ 4,770.00		3	644,424
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert	\$ 980.00		\$ 980.00		\$ 1,960.00		2	100,000
TOTAL						\$ 102,255.00		0	12,316,787
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change									

Proposed Schedule, Pricing & Reach 2025

PLAN 2

Plan 2											
Media	Ad Description	June	July	August	September	October	Media Total	# Insertions	Reach	Reach	
Sotheby's Auction House: Print											
Sotheby's Magazine	Quarter Page				\$ 1,315.00		\$ 1,315.00	1	20,000	20,000	
Sotheby's Auction House: Digital											
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00			\$ 2,585.00	1	770,000	770,000	
Digital											
Million Impressions*											
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00		\$ 900.00			\$ 1,800.00	2	100000	200,000	
Google Adwords											
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00			\$ 3,750.00	3			
Comprehensive Digital											
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	3	100000	300,000	
Geofencing - Event and Location											
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	2	60000	120,000	
Cottages & Garden											
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00					\$ 3,000.00	1	60,000	60,000	
Elite Traveler											
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00	1	100,000	100,000	
JamesEdition											
New & Trending Real Estate Position	Featured Spot	\$ 1,400.00					\$ 1,400.00	1	750,000	750,000	
Featured Article and E-Newsletter promotion	Newsletter Trending & Journal Article		\$ 3,900.00				\$ 3,900.00	1	292,000	292,000	
E-Newsletter Featured Listing	E-Newsletter				\$ 1,500.00		\$ 1,500.00	1	192,000	192,000	
LA Times											
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus				\$ -	1	425000	425,000	
Luxury Estate											
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00					\$ 1,100.00	1			
Ocean Home											
Custom E-Mail	Custom E-Mail	\$ 2,750.00					\$ 2,750.00	1	22,000	22,000	
Instagram Post	Instagram Post			\$ 800.00			\$ 800.00	1	21,800	21,800	
Robbreport.com											
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$ 1,875.00				\$ 1,875.00	1	6,000	6,000	
WSJ.com											
Mansion Global Homepage Hero	Shared Banner	\$ 650.00					\$ 650.00	1	164,000	164,000	
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00				\$ 3,680.00	1	17,000	17,000	

SCHEDULE AND PRICING

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print

Conde Nast Magazines

Architectural Digest - Atlanta	Full Page			\$ 2,340.00		\$ 2,340.00	1	12000		12,000
Dwell										
Dwell	Modern Market - Medium Horizontal Ad			\$ 1,875.00		\$ 1,875.00	1	206,000		206,000
Elite Traveler										
Elite Traveler	Luxury Homes Feature			\$ 4,500.00		\$ 4,500.00	1	557,000		557,000
Financial Times										
Financial Times	Double Property Spot	\$ 1,500.00				\$ 1,500.00	1	210,457		210,457
Financial Times	Property Spot			\$ 750.00		\$ 750.00	1	210,457		210,457
The Los Angeles Times										
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00				\$ 425.00	1	220,780		220,780
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00		\$ 1,320.00	2	384,000		768,000
The New York Times										
The New York Times	Property Spot - Weekday/Saturday			\$ 760.00		\$ 760.00	1	423,111		423,111
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00				\$ 1,520.00	1	423,111		423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00		\$ 1,500.00	2	165,000		330,000
Ocean Home										
Ocean Home	Full Page E-Newsletter Spot		\$ 3,250.00			\$ 3,250.00	1	70,000		70,000
Private Air Luxury Homes										
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00		\$ 1,925.00	1	65,000		65,000
The Wall Street Journal										
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade			\$ 795.00		\$ 795.00	1	644,424		644,424
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00			\$ 3,180.00	2	644,424		1,288,848
The Wall Street Journal										
Mansion Global Experience Luxury	Weekend Property insert	\$ 980.00		\$ 980.00		\$ 1,960.00	2	100,000		200,000

TOTAL

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

\$ 67,705.00 0 9,088,988

Proposed Schedule, Pricing & Reach 2025

PLAN 3

Plan 2	Media	Ad Description	June	July	August	September	October	Media Total	# Insertions	Reach	Reach
	Sotheby's Auction House: Digital										
	Sotheby's Selects E-Newsletter				\$ 2,585.00			\$ 2,585.00	1	770,000	770,000
	Digital										
	Million Impressions*										
	Impressions Blast - Two week Campaign		\$ 900.00					\$ 900.00	1	100000	100,000
	Google Adwords										
	Google Adwords		\$ 1,750.00	\$ 1,000.00	\$ 1,000.00			\$ 3,750.00	3		
	Geofencing - Event and Location										
	Geofencing - Event and Location			\$ 1,500.00				\$ 1,500.00	1	60000	60,000
	Cottages & Garden										
	Instapartnership		\$ 1,950.00					\$ 1,950.00	1	64,300	64,300
	JamesEdition										
	New & Trending Real Estate Position		\$ 1,400.00					\$ 1,400.00	1	750,000	750,000
	E-Newsletter Featured Listing			\$ 1,500.00				\$ 1,500.00	1	192,000	192,000
	LA Times										
	Lighthouse Fixed Position - Hot Property Page			Bonus				\$ -	1	425000	425,000
	Luxury Estate										
	Luxury Estate		\$ 1,100.00					\$ 1,100.00	1		
	Ocean Home										
	Instagram Post				\$ 800.00			\$ 800.00	1	21,800	21,800
	Robbreport.com										
	Robbreport.com			\$ 1,875.00				\$ 1,875.00	1	6,000	6,000
	WSJ.com										
	Mansion Global Homepage Hero		\$ 650.00					\$ 650.00	1	164,000	164,000

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print									
Conde Nast Magazines									
Architectural Digest - Atlanta	Full Page			\$	2,340.00		\$	2,340.00	1 12000
Dwell									
Dwell	Modern Market - Small Ad			\$	800.00		\$	800.00	1 206,000
Financial Times									
Financial Times	Double Property Spot	\$	1,500.00				\$	1,500.00	1 210,457
Financial Times	Property Spot			\$	750.00		\$	750.00	1 210,457
The Los Angeles Times									
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$	425.00				\$	425.00	1 220,780
The Los Angeles Times	Takeover - Full Page			\$	660.00	\$	660.00	\$	1,320.00 2 384,000
The New York Times									
The New York Times	Property Spot - Weekday/Saturday			\$	760.00		\$	760.00	1 423,111
The New York Times	Double Property Spot - Weekday/Saturday	\$	1,520.00				\$	1,520.00	1 423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$	750.00		\$	750.00		\$	1,500.00 2 165,000
The Wall Street Journal									
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade			\$	795.00		\$	795.00	1 644,424
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$	1,590.00	\$	1,590.00		\$	3,180.00	2 644,424
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert	\$	980.00		\$	980.00	\$	1,960.00	2 100,000
TOTAL									
								\$	34,860.00 0 7,490,288

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