



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Eureka Penthouse Advertising and Marketing Program

New Zealand | **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 Comprehensive Digital
- 16 Country Life
- 17 Elite Traveler
- 18 JamesEdition.com
- 23 Le Figaro
- 24 Luxury Estate
- 25 RobbReport.com
- 27 Simply Abu Dhabi
- 28 WSJ.com

29 PRINT

- 30 The Wall Street Journal
- 32 The New York Times
- 35 Country Life
- 36 Financial Times
- 37 Propriétés Le Figaro

38 SCHEDULE, PRICING & REACH

- 39 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 Eureka Penthouse

SKY Advertising is excited to present to New Zealand Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the Eureka Penthouse.

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 Auckland, NZ.

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

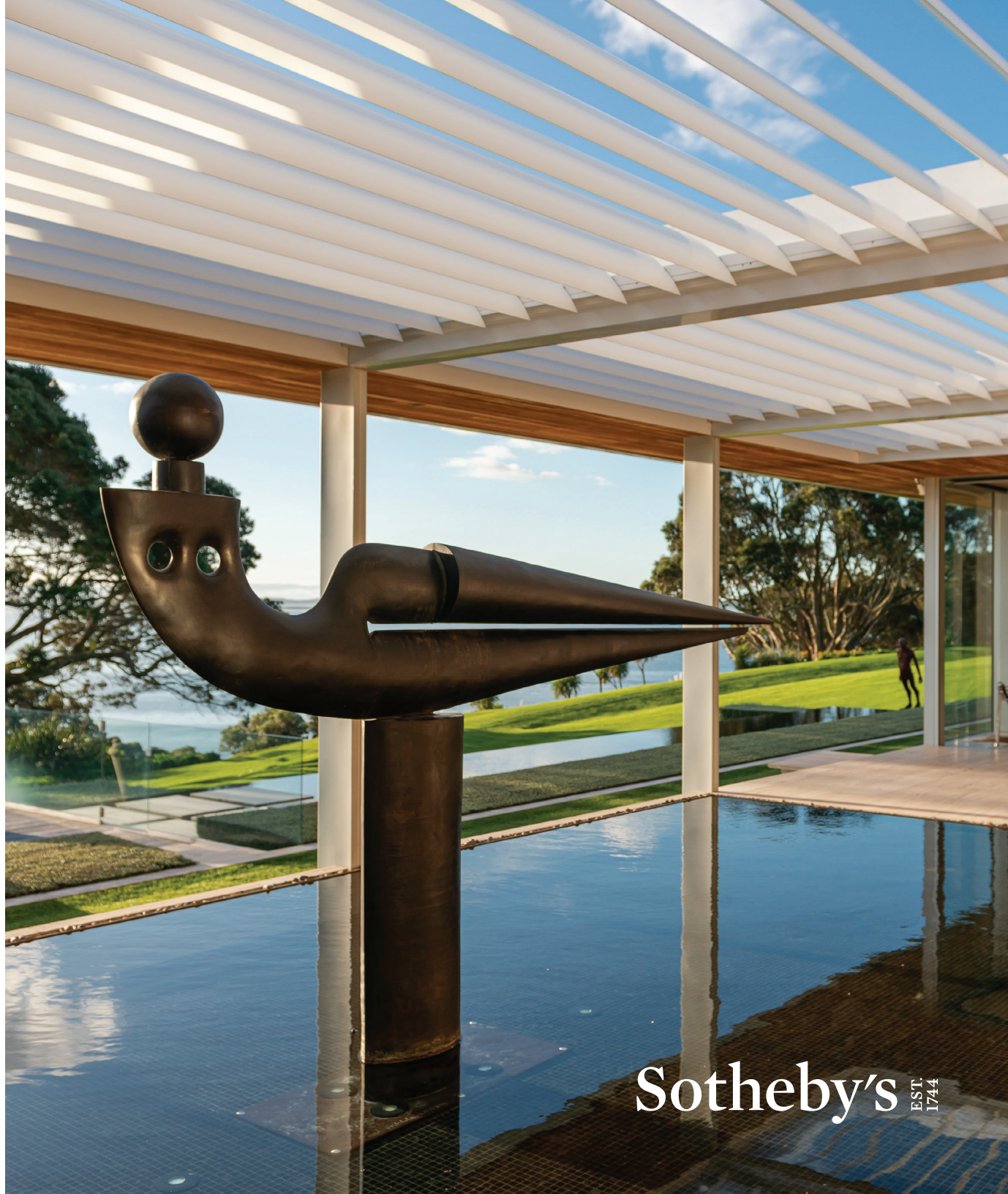
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

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

Sun Island, Georgia, United States
sothebyrealty.com/us/sun-island-5
Atlanta Fine Homes
Sotheby's International Realty
Chase Mann
chmann@sothebyrealty.com

Co-listed with
Sotheby's International Realty
Susan Schell and Ben Howard
susan.schell@sothebyrealty.com
ben.howard@sothebyrealty.com
\$4,500,000 USD

Residence on Seidler Patel Marg
New Delhi, India
sothebyrealty.com/in/SEIDPAT

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

Residence on Seidler Patel Marg
New Delhi, India
sothebyrealty.com/in/SEIDPAT

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

Residence on Seidler Patel Marg
New Delhi, India
sothebyrealty.com/in/SEIDPAT

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

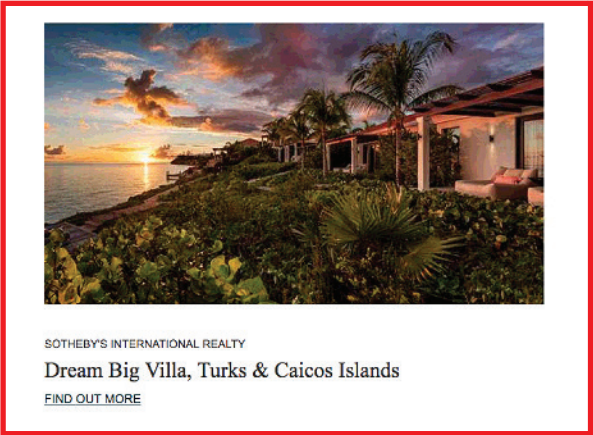
Residence on Seidler Patel Marg
New Delhi, India
sothebyrealty.com/in/SEIDPAT

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

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

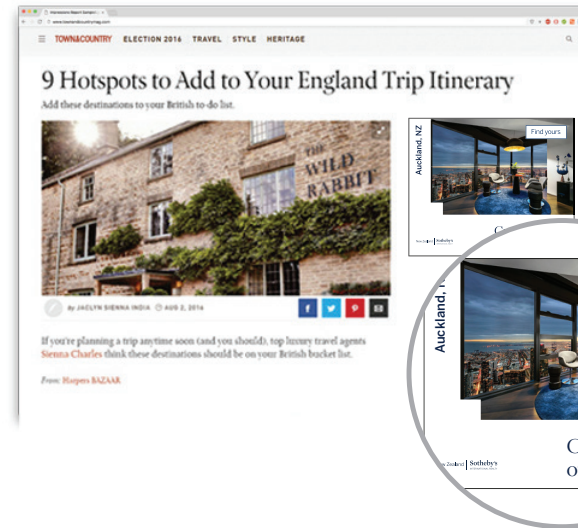
Impressions Campaign

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: **Eureka Penthouse**
- 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



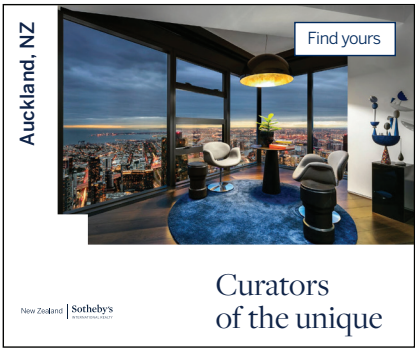
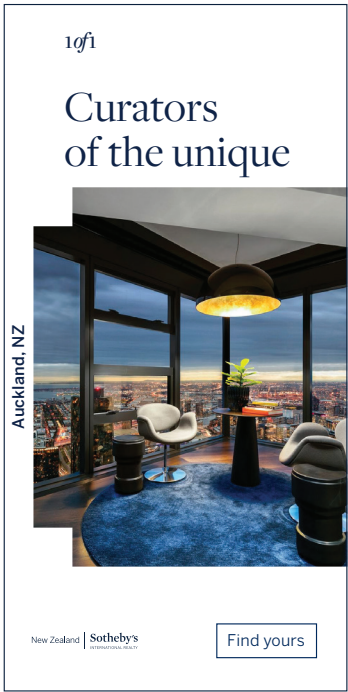
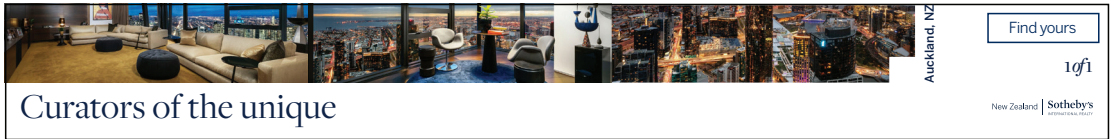
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

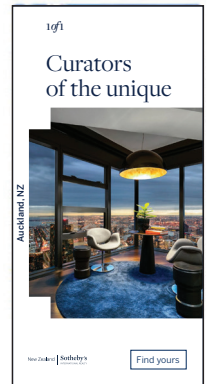
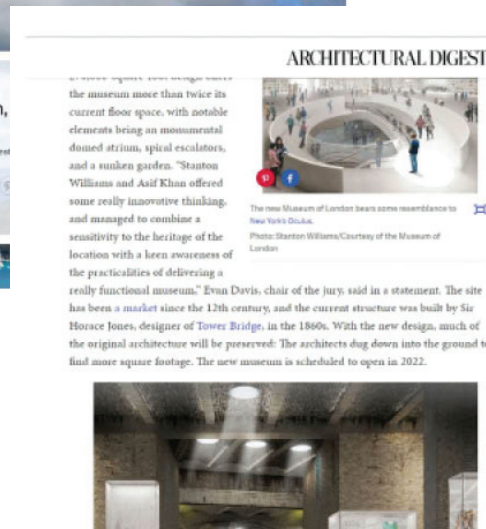
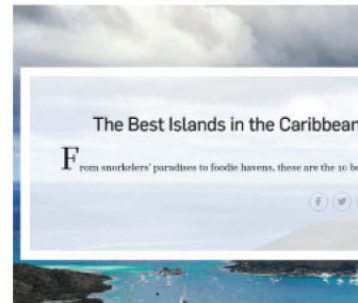
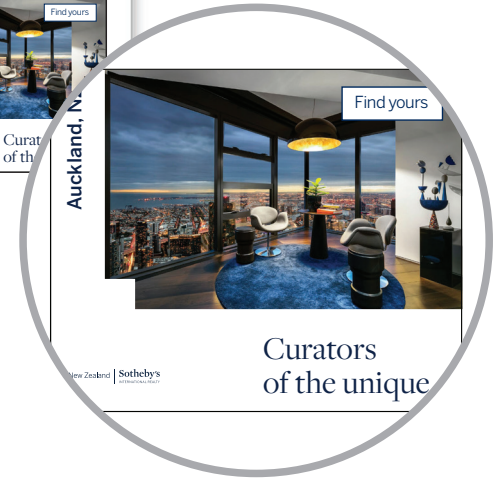
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

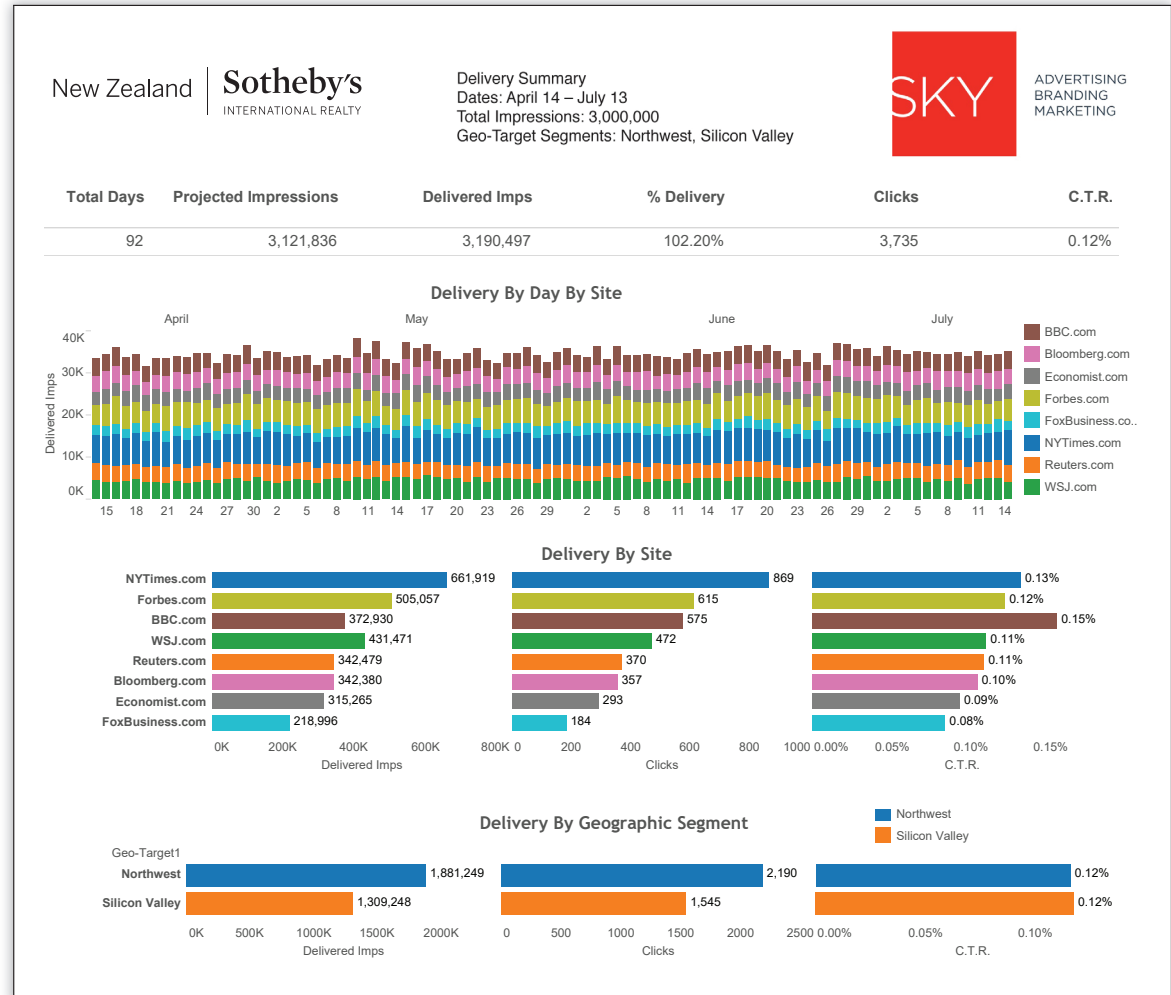


Comprehensive Reporting For Your Customized Campaign

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.

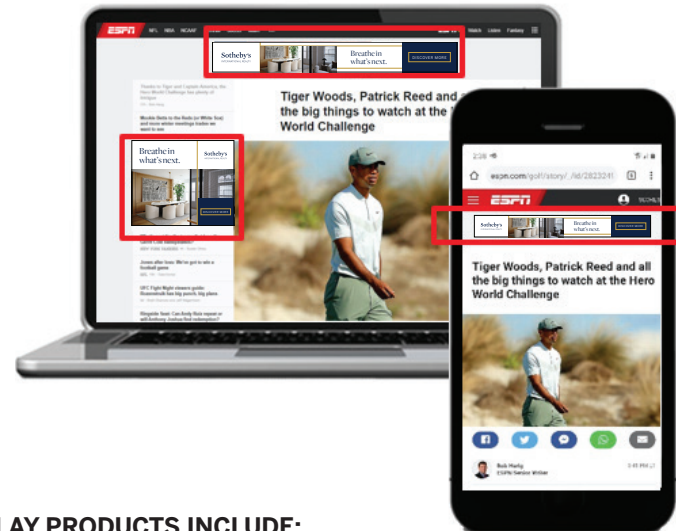
IMPRESSIONS PROGRAM SAMPLE REPORT



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

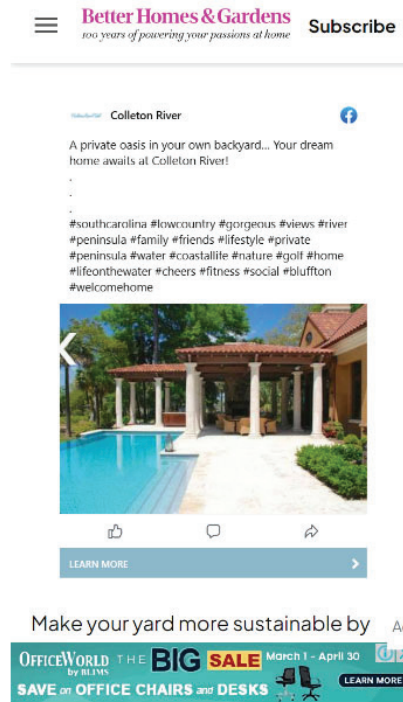
SOCIAL MIRROR ADS

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.

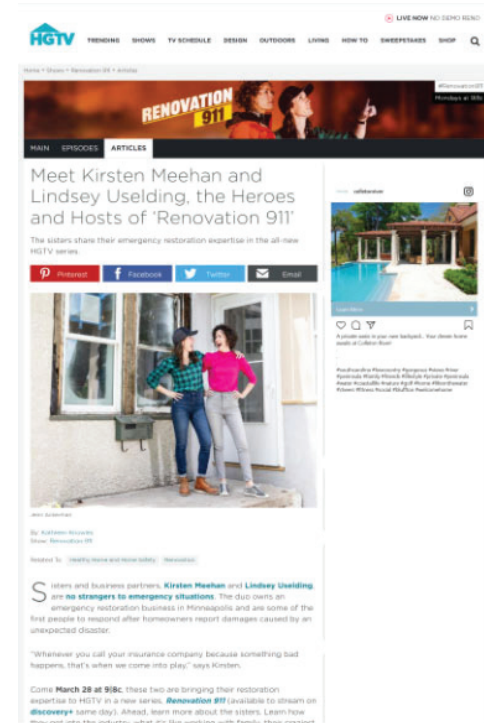
Ads can be display, video, OTT across connected TVs or carousel.



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



Country Life

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

Three core audience pillars:

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

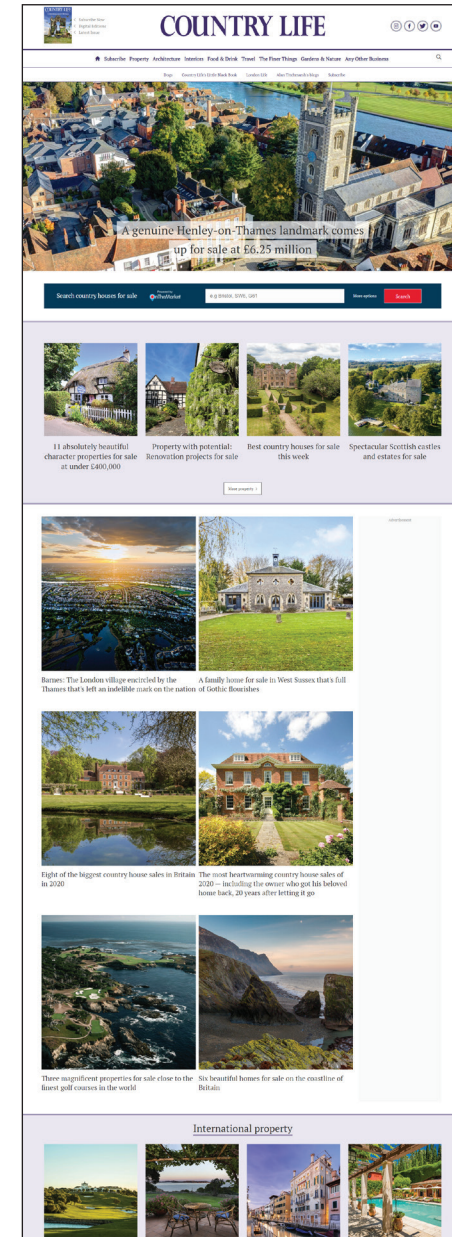
Custodians of the land – country dwellers with a deep emotional connection to the countryside.

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

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

E-NEWSLETTER DEDICATED SEND

PRICE: \$2,250



Elite Traveler

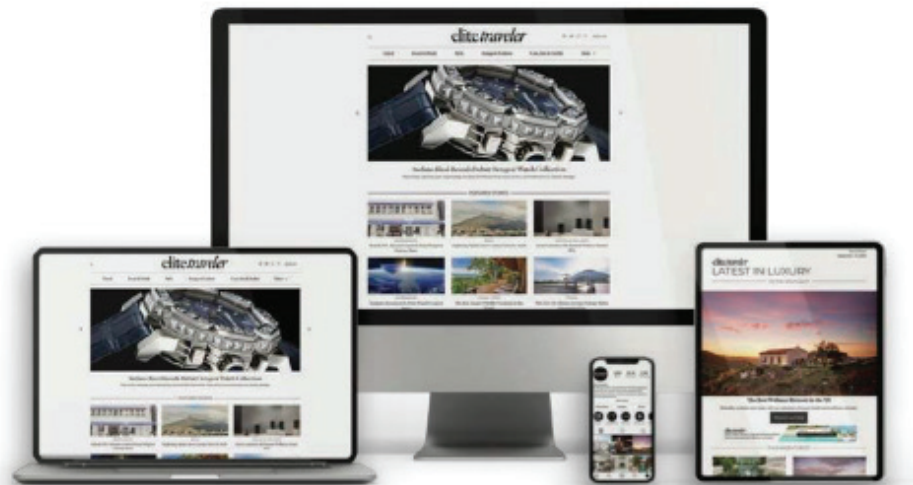
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

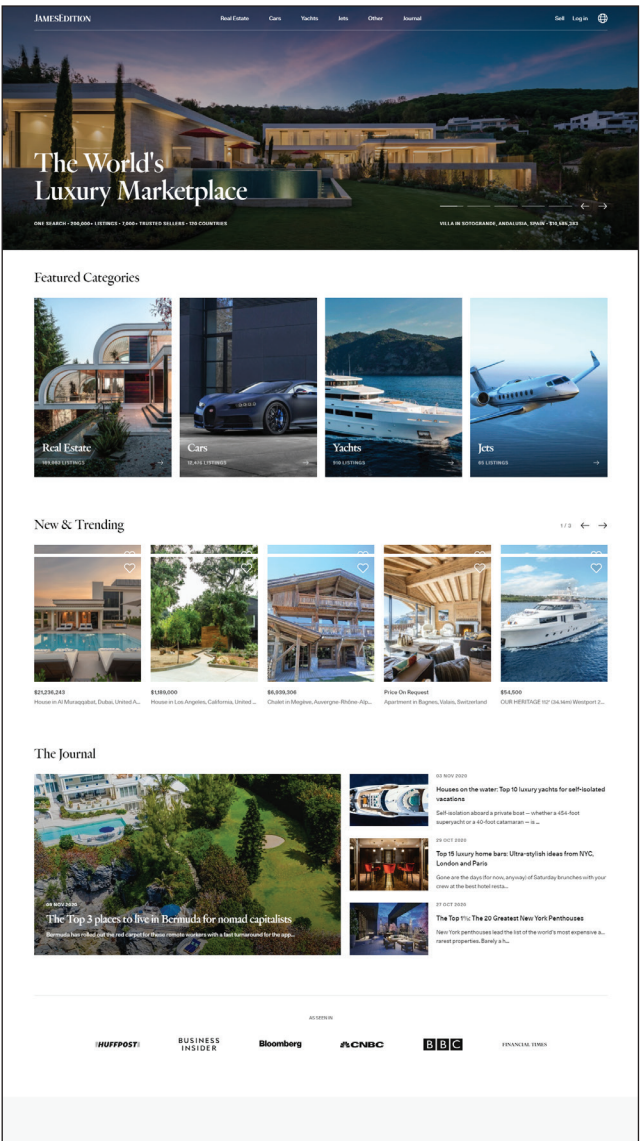
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$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.

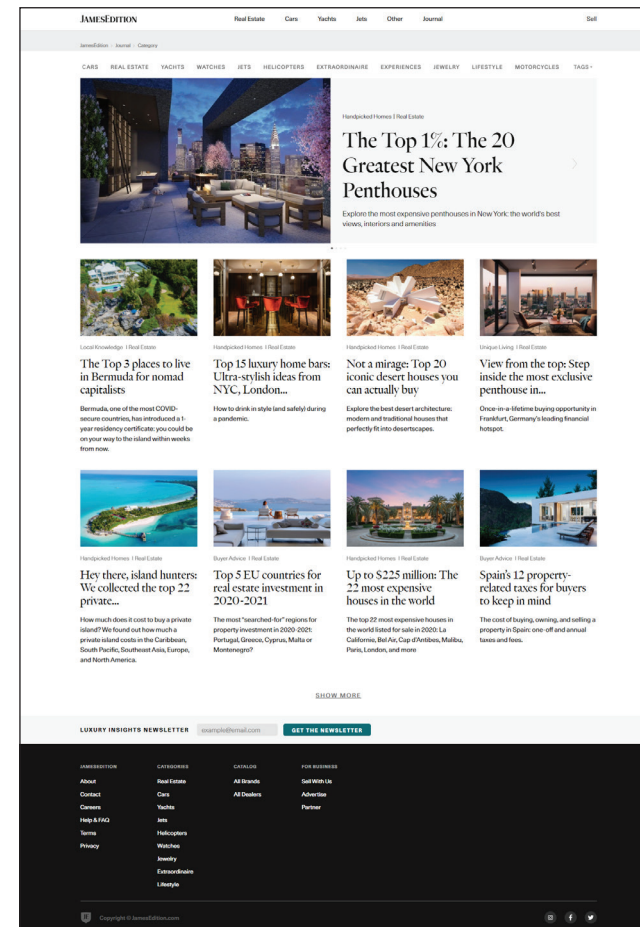
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

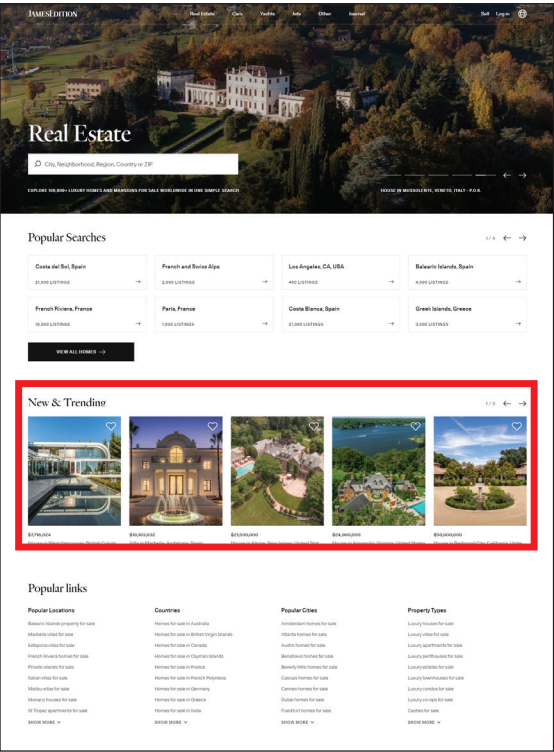
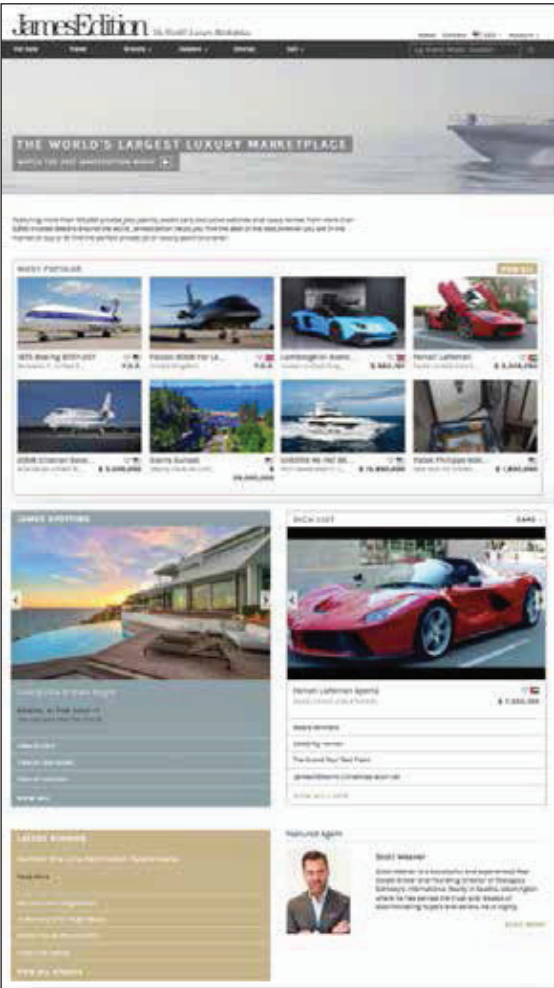
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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

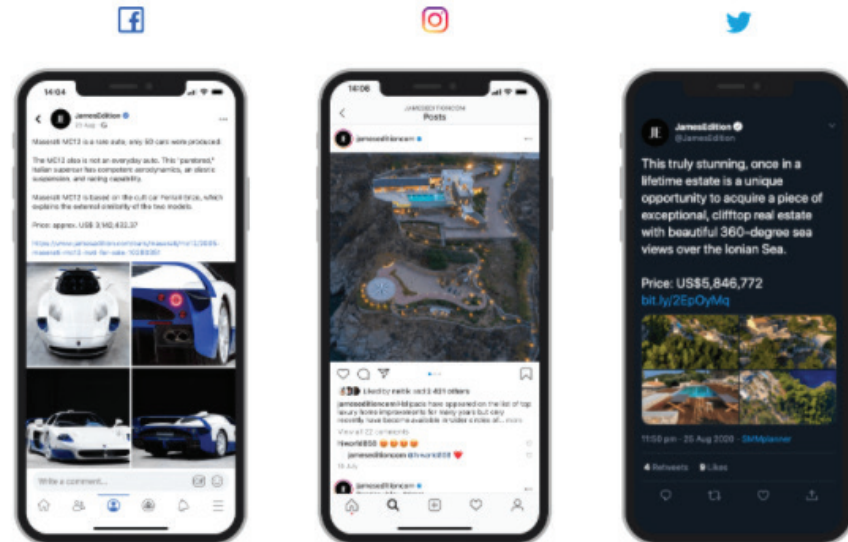
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

Le Figaro

The finest selection of properties to buy and to rent, in France and abroad.

PROPRIÉTÉS LE FIGARO.COM – FRANCE

- **2.1 million** sessions per month
- International audience: **22%**
(Top 5 audience: US, UK, Belgium, Switzerland, Germany)

PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

- **180,000** sessions per month
(top 5 audience: US, UK, France, Canada, Australia)

HEADLINE SEARCH

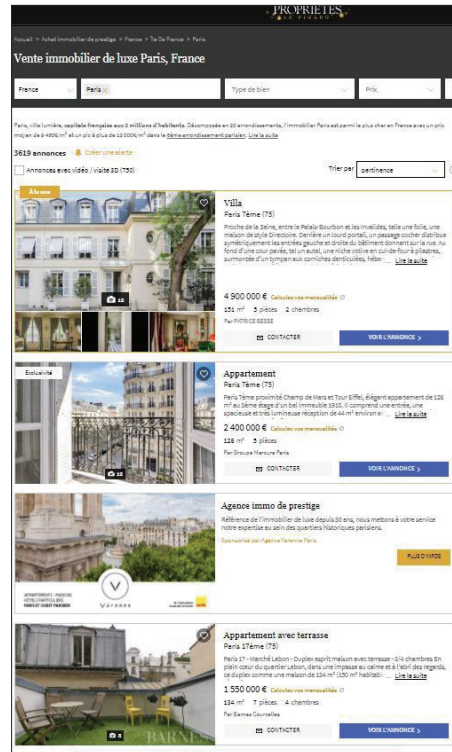
Position your property at the very top of the results page.

FEATURED CITY: \$795/CITY/MONTH

NATIVE AD

Premium display format increases visibility among search results. These placements are also able to appear to users with specific search criteria – castles, manors, etc.

NATIVE PLACEMENT BY CITY: \$500/CITY/MONTH



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



RobbReport.com

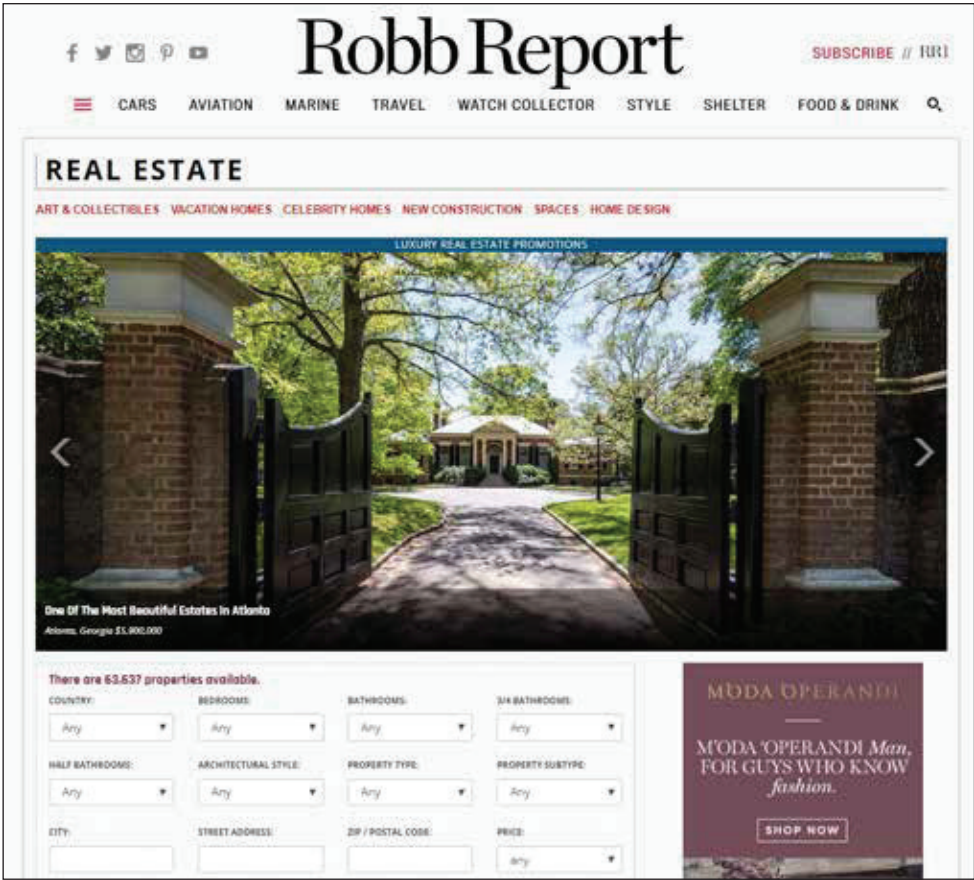
REAL ESTATE MEDIA BAR

Placement on the Real Estate Media Bar provides outstanding visibility and click-through for high impact awareness.

Limited Space available: only 10 properties per month are permitted

- Above average click through rate
- Can click directly to provided url or landing page (built by robbreport.com)
- Property is live within 24-48 hours of receiving materials.

PRICE: \$1,350



RobbReport.com

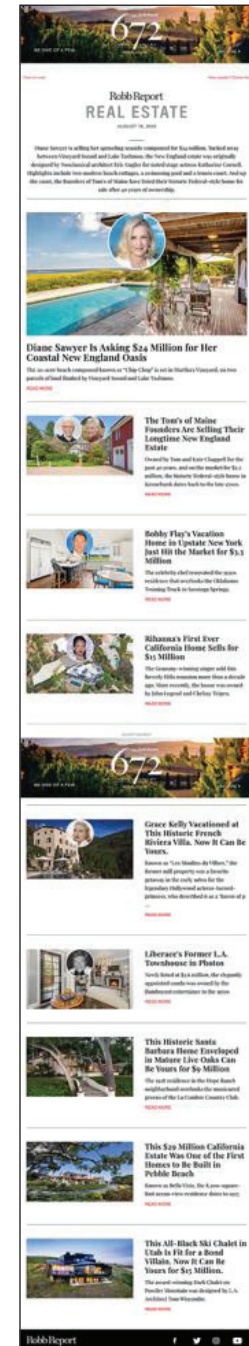
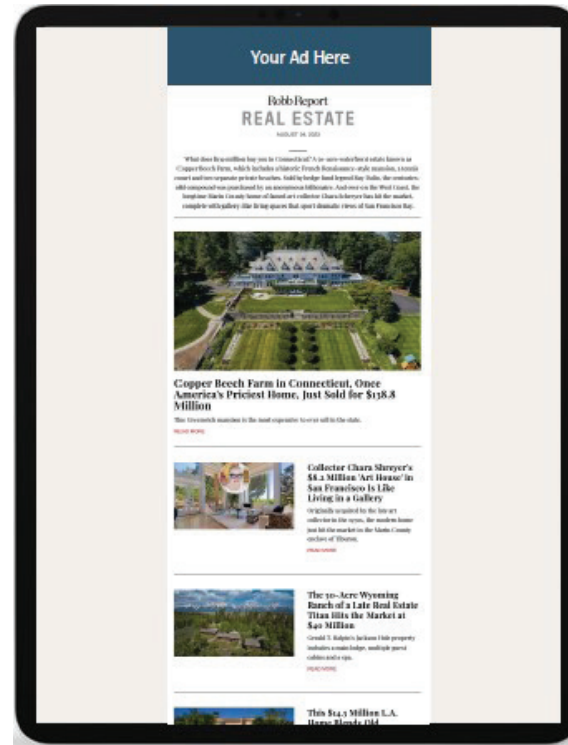
REAL ESTATE ENEWSLETTER

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



Simply Abu Dhabi

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

INSTAGRAM POST

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

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



PRICE: \$1,350 PER POST

2 Post Minimum

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer.

- **164,000** Unique Visitors
- **1.75%** Click-Through Rate
- **2.5%** Share of Voice
- Can rotate up to **5** properties
- Approximate Total Annual Impressions: **300,000**
- 2024 Overall Average CTR: **4.24%**
- Share of Voice: **2.5%** (1 Slot) - STATIC

PRICE: \$2,150/MONTH OR \$2,650 W/VIDEO

SHARED BANNER: \$650/LISTING

Shared with 5 properties



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

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

Includes Bonus 30 Day Digital -
Featured Property Upgrade

\$36 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 Claus and E.R. Sotomayor

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 outlier," 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 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 Foxworth

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 tucked by gold and white tiles matching the gilded trim and the white quartz counter tops, 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 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 Karp's hit Netflix comedy "The Mindy Project" about a first-generation Indian-American housewife was seen as a sign of the growing demand for *pooja* rooms in the U.S., said Chhabra.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Stunning Views
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

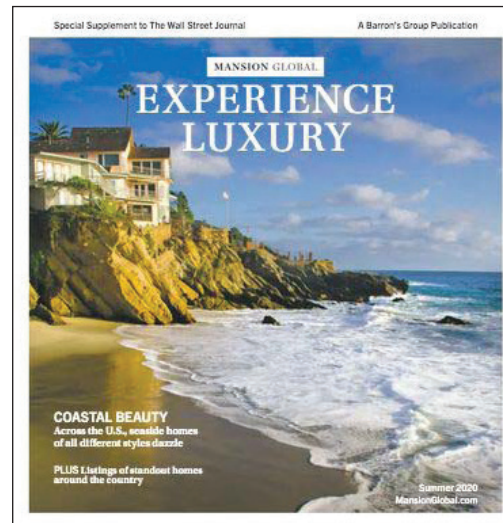
Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- 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



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

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

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

"All the News
That's Fit to Print"

The New York Times

© 2010 The New York Times Company

NEW YORK, MONDAY, NOVEMBER 5, 2010

VOL. CLXXIII, No. 58,167

\$1.00

LEADER EDITION
 Today's paper, which is published daily except on Sundays and public holidays, is available in print and online. For more information, visit www.nytimes.com.
 © 2010 The New York Times Company. All rights reserved. Reproduction in whole or in part without permission is prohibited. Printed in the USA.

It's Not Heaven, It's Brooklyn.

The \$6,000 rooms in this new Park City Mountain resort offer blue skies, near-idyllic conditions and a hot room. By F.12.

Spending Millions in a Bid to Save Army of Lobbyists to Stay Washington

**BY DANIEL ROSENTHAL
 AND BENJAMIN SVETKEY**

WASHINGTON — In a move that has drawn sharp criticism from the public and some lawmakers, the Obama administration is spending millions of dollars to hire a large number of lobbyists to help it navigate the complex and often hostile environment of Washington, D.C. The move is part of a broader strategy to ensure that the administration's policies are effectively implemented and that its interests are protected in the face of powerful opposition.

Obeged Budgets Small
Army of Lobbyists to Stay Washington

The move is part of a broader strategy to ensure that the administration's policies are effectively implemented and that its interests are protected in the face of powerful opposition. The administration is spending millions of dollars to hire a large number of lobbyists to help it navigate the complex and often hostile environment of Washington, D.C.

by hired firms outside of Washington, D.C. The move is part of a broader strategy to ensure that the administration's policies are effectively implemented and that its interests are protected in the face of powerful opposition. The administration is spending millions of dollars to hire a large number of lobbyists to help it navigate the complex and often hostile environment of Washington, D.C.

Partisan Roots Of New Query On The Census

BY MICHAEL NICHOLS
WASHINGTON

WASHINGTON — A new survey of the public's views on the census is being conducted by a group of researchers who are affiliated with a partisan organization. The survey is intended to provide information on the public's attitudes toward the census and its administration.

Web's Far Right Can Hear Itself As Trump Talks Choosing the Spread of Once-Fried

**BY KEVIN BROWN
 AND ALI WINSTON**

On Wednesday, President Trump gave an interview to a conservative radio host, during which he made several statements that were widely reported. The statements were seen as a sign of the president's growing influence on the media and the public. The president's comments were seen as a sign of the president's growing influence on the media and the public.

NEW ANATOMY Edge in Polls Might Not Top House Scales

BY NATE CUNY

WASHINGTON — A new poll of the public's views on the anatomy of the human body has been conducted. The poll is intended to provide information on the public's attitudes toward the anatomy of the human body and its administration.

Outcome Hinges on a Handful of Trumps

BY NATE CUNY

WASHINGTON — A new poll of the public's views on the outcome of the 2012 presidential election has been conducted. The poll is intended to provide information on the public's attitudes toward the outcome of the 2012 presidential election and its administration.

Called to Serve, Utah Mayor Asked Whether Any Ansel

**BY BLAKE THURMONT
 SOUTHERN OREGON, U.S.**

WASHINGTON — A new poll of the public's views on the outcome of the 2012 presidential election has been conducted. The poll is intended to provide information on the public's attitudes toward the outcome of the 2012 presidential election and its administration.


WASHINGTON — A new poll of the public's views on the outcome of the 2012 presidential election has been conducted. The poll is intended to provide information on the public's attitudes toward the outcome of the 2012 presidential election and its administration.

Offering Little Fight, Republican Accuses Georgia Real of Hack

**BY DANIEL ROSENTHAL
 AND BENJAMIN SVETKEY**


WASHINGTON — A new poll of the public's views on the outcome of the 2012 presidential election has been conducted. The poll is intended to provide information on the public's attitudes toward the outcome of the 2012 presidential election and its administration.

WASHINGTON — A new poll of the public's views on the outcome of the 2012 presidential election has been conducted. The poll is intended to provide information on the public's attitudes toward the outcome of the 2012 presidential election and its administration.




Discover the unique


sothebysrealty.com




Omarino.co.nz
PRICE UPON REQUEST
 New Zealand Sotheby's International Realty
 Ben Mackay
 ben.mackay@sothebysrealty.com +64 219.37885




Scalfair - Harbour Island
ELUTEHERA, THE BAHAMAS
\$15,950,000 | sirbahamas.com/id/61421
 Bahamas Sotheby's International Realty
 Colleen Carey
 colleen.carey@sirbahamas.com +1.242.818.6038



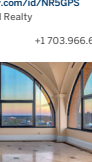
10244 E Hualapai Drive
SCOTTSDALE, ARIZONA
\$14,000,000 | sothebysrealty.com/id/6830744
 Russ Lyon Sotheby's International Realty
 Frank Azzam
 frank.azzam@sir.com +1.480.266.0240



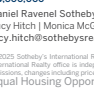
75 Hunki Dori Court, #W113
KESTONE, COLORADO
\$5,000,000 | sothebysrealty.com/id/QBTK4J
 LIV Sotheby's International Realty
 Hank Wietheke | Doyle Richmond
 doyle.richmond@sothebysrealty.com +1.970.390.9240




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



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



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



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

© 2025 Sotheby's International Realty. All Rights Reserved. Sotheby's International Realty is a registered trademark and used with permission. Each Sotheby's International Realty office is independently owned and operated, except those operated by Sotheby's International Realty, Inc. All offerings are subject to error. Equal Housing Opportunity.

The New York Times International Edition

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

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

PROPERTY SPOT: \$650
DOUBLE PROPERTY SPOT: \$1,300
QUADRUPLE PROPERTY SPOT: \$2,600

Global



Discover the unique

sothebysrealty.com

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

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

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

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

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


212 Fifth Ave 17A
NEW YORK, NEW YORK
\$24,500,000
East Side Manhattan Brokerage
Matthew J. Perceval | Mara Flash Blum | Nikki Field
matt.perceval@sothebysrealty.com +1 212.606.7790

© 2025 Sotheby's International Realty. All Rights Reserved. Sotheby's International Realty® is a registered trademark and used with permission. Each Sotheby's International Realty office is independently owned and operated, except those operated by Sotheby's International Realty, Inc. All offerings are subject to terms, conditions, changes including price or withdrawal without notice.

Equal Housing Opportunity

- 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



Sutby & Realty

INTERNATIONAL REALTY





Wendy Anis
 Senior Global Real Estate Advisor
 Associate Broker | 517.361.5038
[wendy.anis@sutby.com](mailto>wendy.anis@sutby.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 7'20 to 10' floor 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 Hemphill, has it all.

Triple Mint Designer Duplex on Park Avenue






Wendy Anis
 Senior Global Real Estate Advisor
 Associate Broker | 517.361.5038
wendy.anis@sutby.com



Sutby & International Realty - East Side Manhattan Brokerage | 650 Madison Avenue, 2nd Floor, New York, New York www.sutby.com/contactus

© 2014 Sutby & International Realty, 10 Park Avenue, New York, New York 10022. All rights reserved. All trademarks and service marks are the property of their respective owners. Each listing is intended to provide information only and is not intended to constitute an offer of real estate. Each listing is intended to provide information only and is not intended to constitute an offer of real estate. Each listing is intended to provide information only and is not intended to constitute an offer of real estate.

Sotheby's

INTERNATIONAL REALTY

1130 Park Avenue, P1E-A
New York, New York | \$6,050,000 | 1130ParkAvenue@PIA.com
 This masterfully renovated 3 bedroom, 3.5 bath penthouse residence showcases views of Park Avenue, the East River, Central Park, and the Manhattan skyline.

850 Park Avenue, 6S
New York, New York | \$4,750,000 | 850ParkAve@si.com
 This highly desirable, one of a kind home delivers perfection with the ultimate features in luxury: being incredible views, grand proportions and prime location.

Wendy Ariz
 Senior Global Real Estate Advisor
 Associate Broker | 917.361.5038
wendy.ariz@sothebyrealty.com

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

INTERNATIONAL REALTY



Idyllic Estate on Park-Like Grounds

637 Valley Road New Canaan, Connecticut

\$4,200,000

[sothebyshy.com/rs/zVPCQY](#)

Experience the unparalleled 37-acre Idyllic Estate on 104 quiet acres along the Silvermine River. This \$2,000 sq. ft. 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.







Janine Fisher
Licensed Real Estate Salesperson
203.858.0749
[janine.horne@sothebyrealty.com](#)



LM Homes Team at William Pitt Sotheby's International Realty
Laurie: 937.505.6273 | Marnie: 203.644.6372
[lmhomes@sothebyrealty.com](#)



William Pitt Sotheby's International Realty | 195 Post Road East, Westport, Connecticut | sothebyrealty.com

© 2022 Sotheby's International Realty, Inc. Rights Reserved. Sotheby's International Realty® is a registered trademark and service mark of Sotheby's International Realty, Inc. All other trademarks are the property of their respective owners. Certain Sotheby's International Realty agents may independently own and operate related real estate brokerage businesses. Sotheby's International Realty does not represent or warrant the quality of work performed by its independent contractors or affiliates. Sotheby's International Realty is not responsible for the actions of its independent contractors or affiliates. Sotheby's International Realty is not a franchise. Sotheby's International Realty is not affiliated with any other company or organization. Sotheby's International Realty is not a real estate broker. Sotheby's International Realty is not a real estate agent. Sotheby's International Realty is not a real estate salesperson. Sotheby's International Realty is not a real estate licensee. Sotheby's International Realty is not a real estate professional. Sotheby's International Realty is not a real estate expert. Sotheby's International Realty is not a real estate advisor. Sotheby's International Realty is not a real estate consultant. Sotheby's International Realty is not a real estate analyst. Sotheby's International Realty is not a real estate researcher. Sotheby's International Realty is not a real estate writer. Sotheby's International Realty is not a real estate publisher. Sotheby's International Realty is not a real estate distributor. Sotheby's International Realty is not a real estate provider. Sotheby's International Realty is not a real estate creator. Sotheby's International Realty is not a real estate owner. Sotheby's International Realty is not a real estate manager. Sotheby's International Realty is not a real estate operator. Sotheby's International Realty is not a real estate administrator. Sotheby's International Realty is not a real estate executive. Sotheby's International Realty is not a real estate director. Sotheby's International Realty is not a real estate officer. Sotheby's International Realty is not a real estate partner. Sotheby's International Realty is not a real estate associate. Sotheby's International Realty is not a real estate representative. Sotheby's International Realty is not a real estate affiliate. Sotheby's International Realty is not a real estate subsidiary. Sotheby's International Realty is not a real estate division. Sotheby's International Realty is not a real estate department. Sotheby's International Realty is not a real estate branch. Sotheby's International Realty is not a real estate office. Sotheby's International Realty is not a real estate location. Sotheby's International Realty is not a real estate area. Sotheby's International Realty is not a real estate region. Sotheby's International Realty is not a real estate zone. Sotheby's International Realty is not a real estate district. Sotheby's International Realty is not a real estate ward. Sotheby's International Realty is not a real estate parish. Sotheby's International Realty is not a real estate county. Sotheby's International Realty is not a real estate state. Sotheby's International Realty is not a real estate country. Sotheby's International Realty is not a real estate world.

Country Life

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

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

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

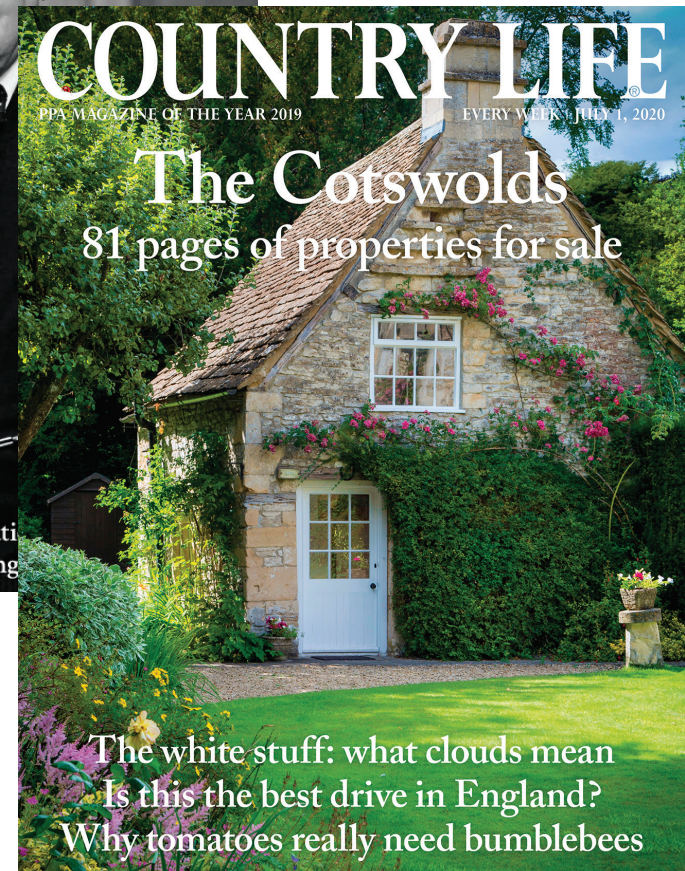
HALF PAGE: \$2,000

FULL PAGE: \$3,300

DOUBLE PAGE SPREAD: \$6,400

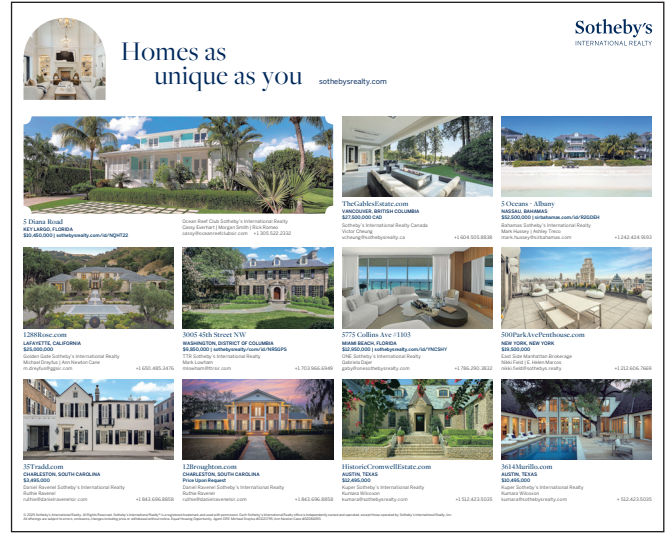
FULL PAGE ADVERTORIAL: \$4,500

International Properties Edition



- Circulation: **214,151**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

Global



Propriétés Le Figaro

Propriétés Le Figaro is the finest selection of luxury properties to buy and to rent in France and around the world- in print and online. Propriétés Le Figaro embodies the essence of the French way of life, with a property magazine published bi-monthly. Your properties will be seen by the wealthiest people in France, executives of CAC 40 companies, and executives from the Top Management network. In addition to print, there is an online edition and mobile app.

- Readers: **1.4 million**
- Web Visitors: **93,000 per month**
- Page Views: **890,000 per month**
- Distribution: **U.S.A. 32%, U.K. 19%, France 12%, Canada 3%, Australia 3%**

PRICE: \$2,500 FULL PAGE
\$3,000 FULL PAGE ADVERTORIAL

**PROPRIÉTÉS
LE FIGARO**

Le plus grand choix de **BELLES MAISONS** et de **BEAUX APPARTEMENTS**

**BELLES
MAISONS
DE VACANCES**

Résidence secondaire ou semi-principale, location de luxe, les tendances, les opportunités... région par région.

9 1995 1844 - Juin 2022 - 10€
FRANCE & INTERNATIONAL
proprietes.lefigaro.fr

**Sotheby's
INTERNATIONAL REALTY**

35 Sutton Place, 3C
New York, New York | \$8,300,000
3BD | 4.5 BA | 35SuttonPRC.com
Ana Baranji
917292-7863 | Ana.Baranji@sothebysrealty.com

16 West 40th Street, 20C
New York, New York | \$2,095,999
2 BD | 2.5 BA | TheJansKOCC.com
Mara Rush Blum | Andrew Harris
917507-7955 | MaraBlum@sothebysrealty.com

105 Fifth Avenue, 7A
New York, New York | \$2,360,000
2 BD | 2 BA | 105FifthNY.com
Jeremy V. Stein | Jennifer Hanson
917854-4401 | Jeremy.Stein@sothebysrealty.com

360 West 22nd Street, 17E
New York, New York | \$2,000,000
2 BD | 2 BA | 360West22ndNY.com
Daniel Cantatore
917507-4578 | Daniel.Cantatore@sothebysrealty.com

2 River Terrace, 3F
New York, New York | \$2,290,000
1 BD | 1.5 BA | 2RiverTerraceNY.com
Barbara Ireland
917505-4231 | Barbara.Ireland@sothebysrealty.com

60 West 20th Street, 4D
New York, New York | \$1,200,000
LOFT | 1 BA | 60West20thNY.com
Lisa Osherson | Ana Baranji
917636-9777 | Lisa.Osherson@sothebysrealty.com

Sotheby's International Realty - Downtown Manhattan Brokerage | 140 Fifth Avenue, 4th Floor, New York, New York | sothebysrealty.com/nyc

**Sotheby's
INTERNATIONAL REALTY**

A Grand Duplex on Park Avenue

515 Park Avenue 36/37 | New York, New York
\$22,000,000
515ParkAve36-37.com

Serena Boardman
Senior Global Real Estate Advisor, Associate Broker
212.506.7611 | serenaboardman.com
serena.boardman@sothebysrealty.com

Sotheby's International Realty - East Side Manhattan Brokerage | 610 Madison Avenue, 2nd Floor, New York, New York 10022 | sothebysrealty.com/ny

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	Half Page				\$ 2,630.00	\$ 2,630.00	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 - International Locations							
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000	
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	450,000	
Country Life								
Country Life	E-Newsletter Dedicated Send		\$ 2,250.00			\$ 2,250.00	25,000	
Elite Traveler								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000	
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	
Social Media	Listing Feature			\$ 1,000.00		\$ 1,000.00	148,000	
Le Figaro								
Headline Search	Featured City	\$ 795.00		\$ 795.00		\$ 1,590.00		
Native Ad	Native placement by City		\$ 500.00			\$ 500.00		
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250			\$ 3,250.00		
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	60,000	
Simply Abu Dhabi								
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,350.00	\$ 1,350.00			\$ 2,700.00	51,200	
WSJ.com								
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 1,300.00	328,000	

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print						
Country Life						
Country Life	Full Page			\$ 3,300.00	\$ 3,300.00	40,000
Financial Times						
Financial Times	Property Spot	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	631,371
Le Figaro						
Full Page	Full Page			\$ 2,500.00	\$ 2,500.00	50,000
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
The New York Times International Edition						
The New York Times International Edition	Double Property Spot			\$ 1,300.00	\$ 1,300.00	104,301
The Wall Street Journal						
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade		\$ 1,590.00	\$ 1,590.00	\$ 3,180.00	1,288,848
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00		\$ 980.00	100,000
TOTAL				\$ 60,095.00		7,467,831
*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	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	770,000
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00			\$ 1,800.00	200,000
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Country Life							
Country Life	E-Newsletter Dedicated Send		\$ 2,250.00			\$ 2,250.00	25,000
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
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
Le Figaro							
Headline Search	Featured City	\$ 795.00				\$ 795.00	
Native Ad	Native placement by City		\$ 500.00			\$ 500.00	
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00				\$ 1,100.00	
Robbreport.com							
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$ 1,875.00			\$ 1,875.00	60,000
Simply Abu Dhabi							
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,350.00	\$ 1,350.00			\$ 2,700.00	51,200
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					
Country Life					
Country Life	Half Page			\$ 2,000.00	\$ 2,000.00
					40,000
Financial Times					
Financial Times	Property Spot	\$ 1,500.00		\$ 1,500.00	\$ 3,000.00
Financial Times	Property Spot		\$ 750.00		\$ 750.00
					210,457
Le Figaro					
Full Page	Full Page			\$ 2,500.00	\$ 2,500.00
					50,000
The New York Times					
The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00		\$ 1,520.00
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00	\$ 1,500.00
					423,111
The New York Times International Edition					
The New York Times International Edition	Double Property Spot			\$ 1,300.00	\$ 1,300.00
					330,000
The Wall Street Journal					
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade		\$ 795.00		\$ 795.00
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				\$ 41,855.00	5,763,831

*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	
Sotheby's Auction House: Digital								
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00		\$ 2,585.00	770,000	
Digital								
Million Impressions*								
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00			\$ 1,800.00	200,000	
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000	
JamesEdition								
New & Trending Real Estate Position	Featured Spot	\$ 1,000.00				\$ 1,000.00	750,000	
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000	
Le Figaro								
Headline Search	Featured City	\$ 795.00				\$ 795.00		
Native Ad	Native placement by City		\$ 500.00			\$ 500.00		
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00				\$ 1,100.00		
Robbreport.com								
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$ 1,875.00			\$ 1,875.00	60,000	
Simply Abu Dhabi								
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,350.00	\$ 1,350.00			\$ 2,700.00	51,200	
WSJ.com								
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 1,300.00	328,000	

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print									
Financial Times									
Financial Times	Property Spot	\$	1,500.00	\$	1,500.00	\$	3,000.00	420,914	
Financial Times	Property Spot		\$	750.00		\$	750.00	210,457	
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
The New York Times International Edition									
The New York Times International Edition	Double Property Spot				\$	1,300.00	\$	1,300.00	104,301
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 - 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							\$	32,405.00	5,548,831
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy									
Pricing Subject to Change									