



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

47 & 51 Via Los Altos Advertising and Marketing Program

Golden
Gate

| Sotheby's
INTERNATIONAL REALTY

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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure 47 & 51 Via Los Altos

SKY Advertising is excited to present to Golden Gate Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 47 & 51 Via Los Altos.

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 Tiburon, CA.

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

LET'S DO
GREAT THINGS TOGETHER

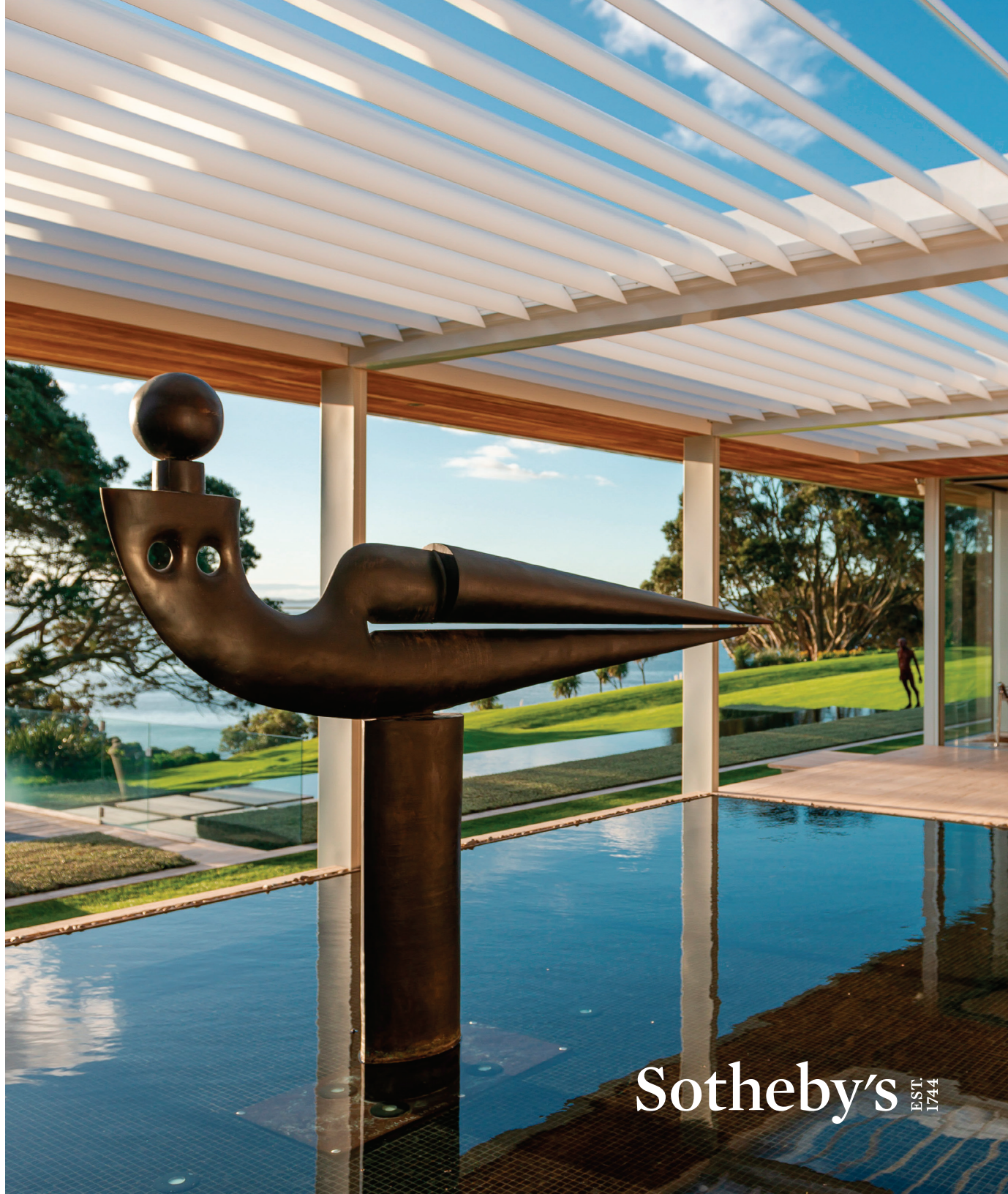
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Account Executive
212-677-2557
chloe@skyad.com

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



Sotheby's
INTERNATIONAL REALTY

San Island, Georgia, United States

southisland@sothebyrealty.com

Atlanta Free Homes:
Sotheby's International Realty
Charmé Boudier

Co listed with:
DeLacour
Sotheby's International Realty
Susan Wendell and Ann Harrell

annand@southislandsothebyrealty.com
and susan@southislandsothebyrealty.com

\$400,000 USD

Find your one.

Explore our exclusive collection of inspiring homes.

**Sanjour on
Sanibel Palmetto**

southisland@sothebyrealty.com

Sanjour on Sanibel Palmetto

This home is a rare find in a prime location, with a large lot and a beautiful view of the Gulf of Mexico. It is a perfect place to live or invest.

\$400,000 USD

\$400,000 USD

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Sanjour on Sanibel Palmetto

southisland@sothebyrealty.com

Sanjour on Sanibel Palmetto

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\$400,000 USD

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](#)

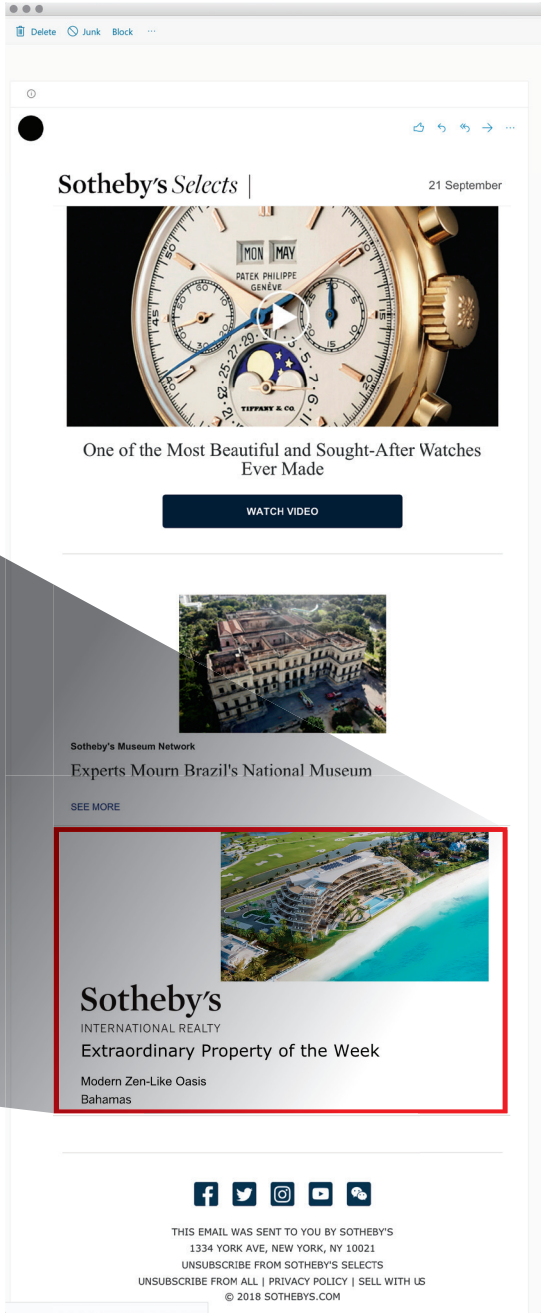


Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week

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](#)
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Digital Offerings



Golden Gate | Sotheby's
INTERNATIONAL REALTY

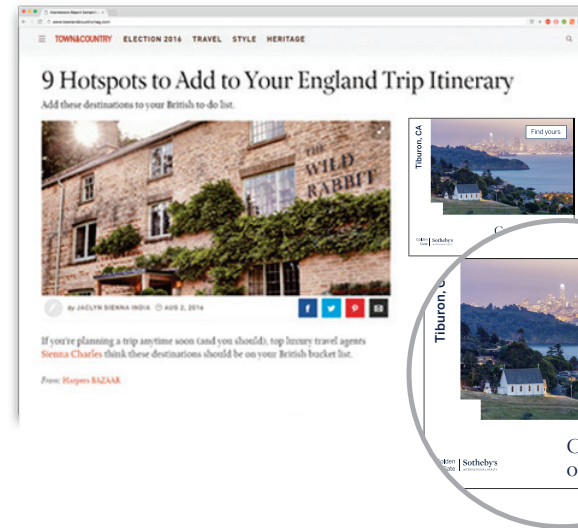
Impressions Campaign

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: **47 & 51 Via Los Altos**
- Flight Dates: **September 2025 - November 2025**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes



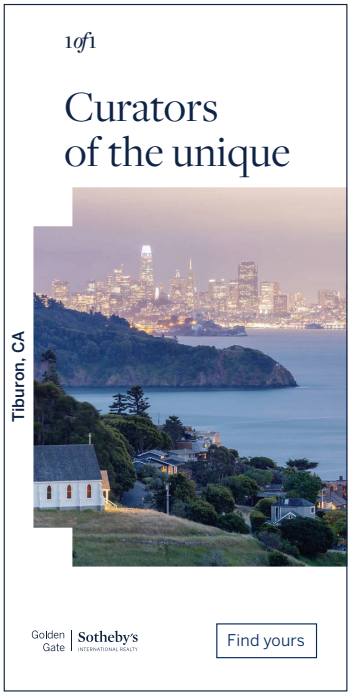
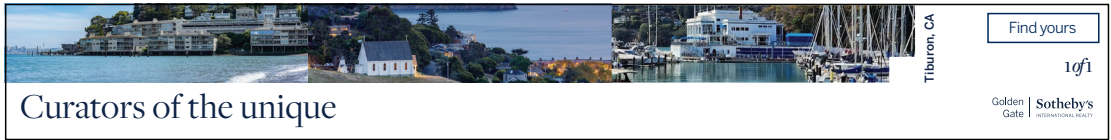
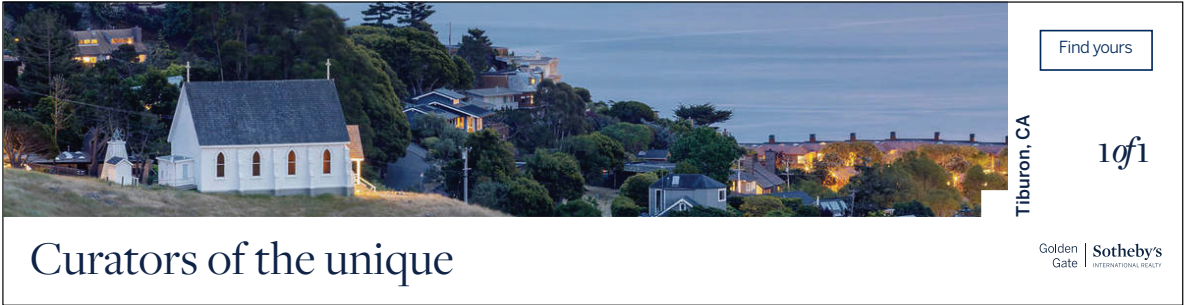
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

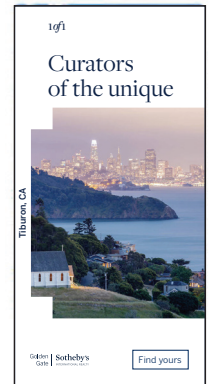
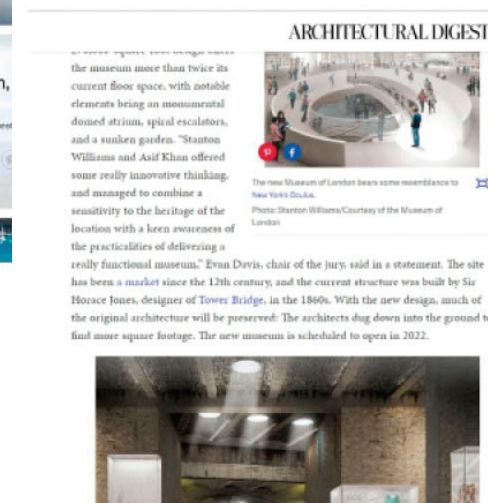
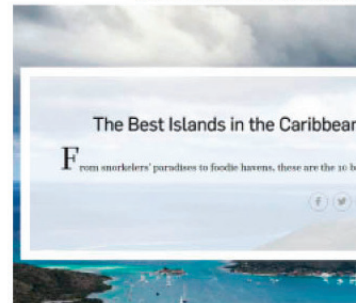
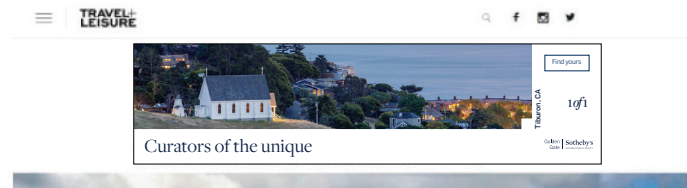
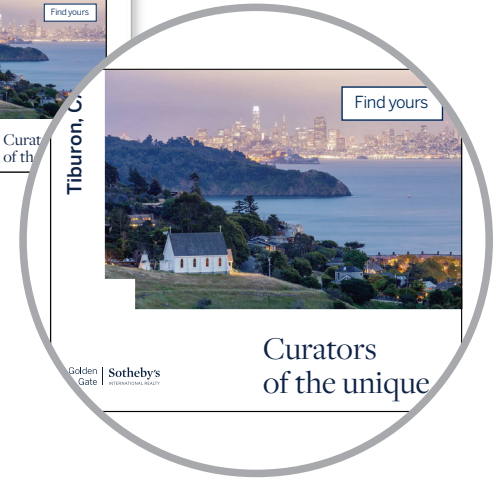
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

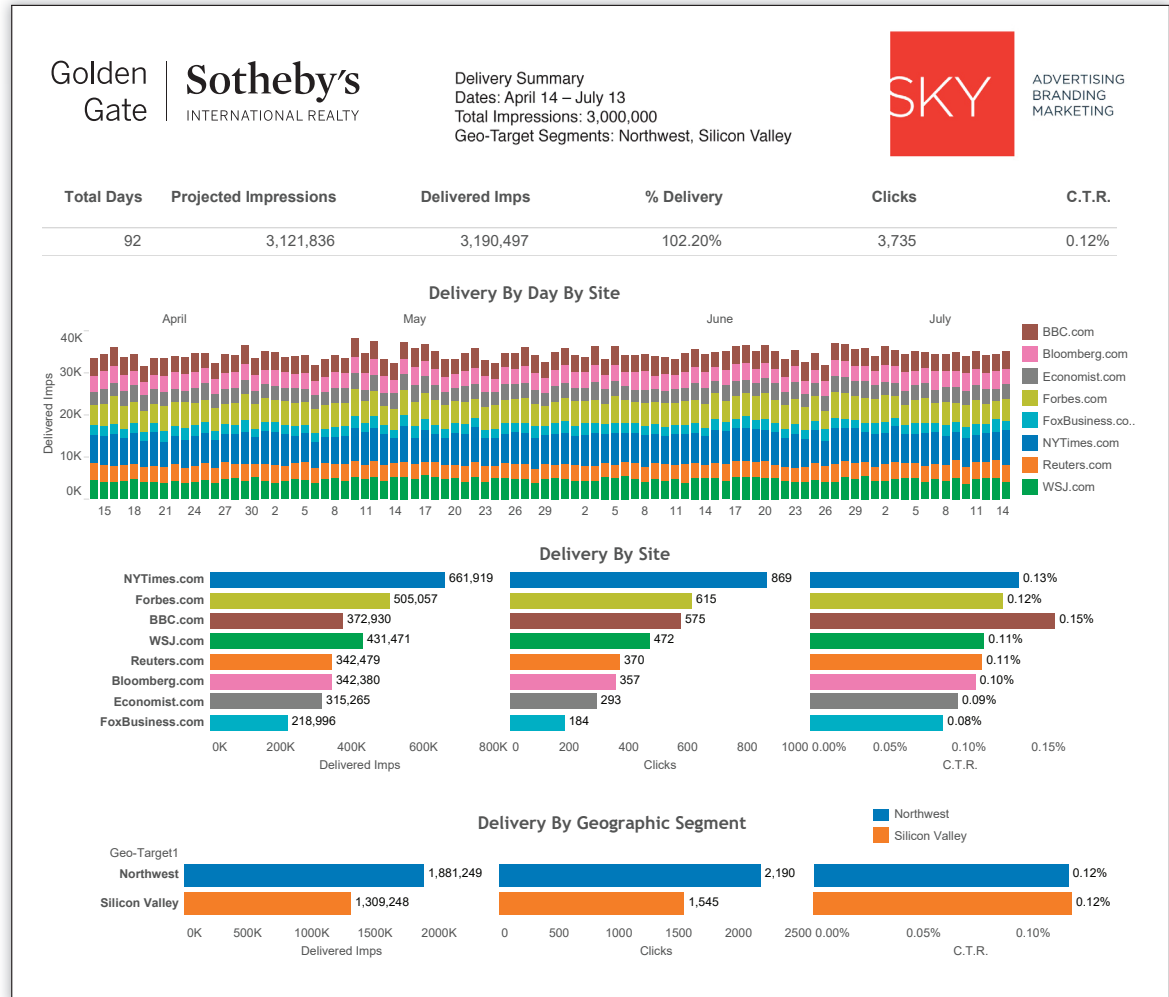


Comprehensive Reporting For Your Customized Campaign

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

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

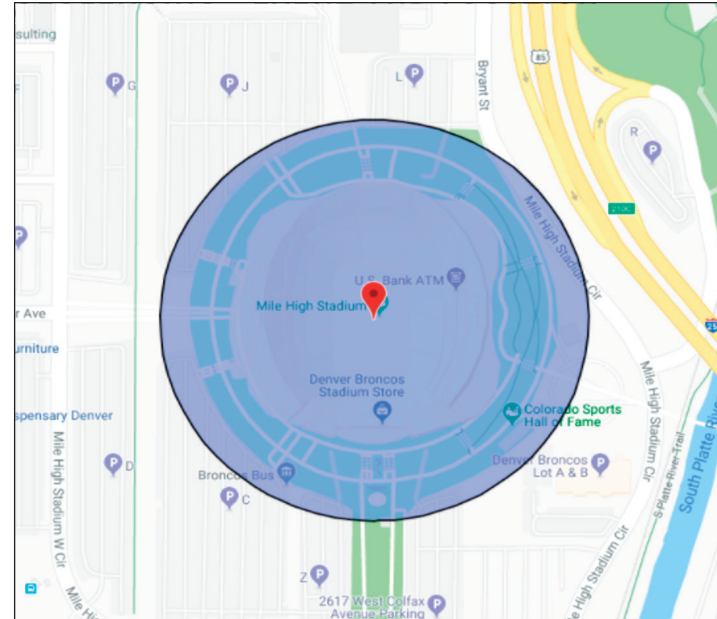
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

PRICING

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

Billionaire Magazine

Billionaire is an award-winning luxury publication distributed to a curated list of Ultra High Net Worth (UHNW) readers, globally.

DIGITAL AUDIENCE

- **29% Millionaires**

Readership stats

- Total Print Readership – **32,000**
- Online Monthly Unique Audience – **129,000**
- Online Monthly Page Views – **244,000**
- Social Media Reach – **130,000**
- Newsletter Database – **25,000**

1x Online content piece - will sit on the site indefinitely and pick up organic views

1x Newsletter inclusion (25k subscribers) - drive content piece via newsletter

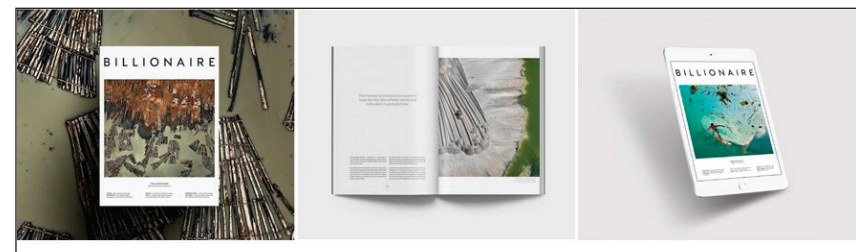
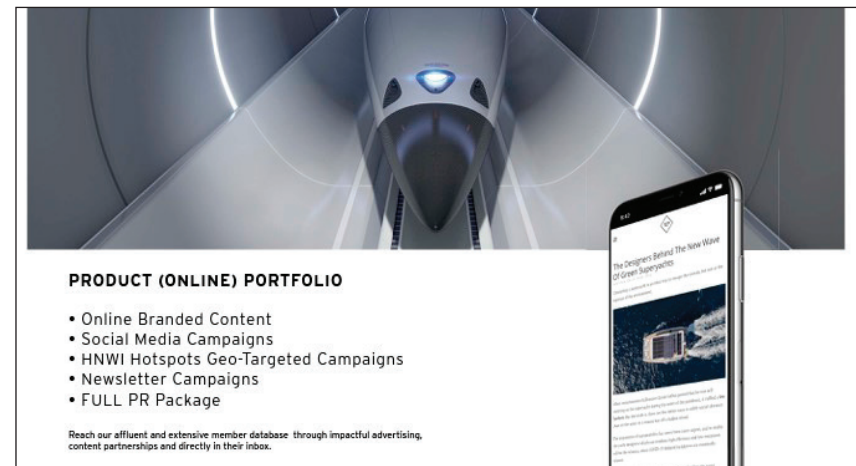
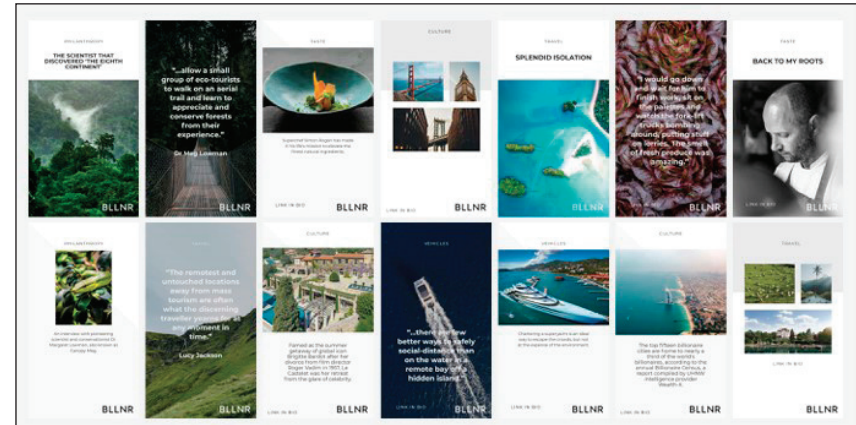
1x hyper-targeted social media campaign (4 weeks) - target UHNW's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

CUSTOM CONTENT + ENEWSLETTER:

PRICE: \$4,500

CUSTOM CONTENT + SOCIAL CAMPAIGN:

PRICE: \$6,000



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
- California
- Connecticut
- Florida
- Texas
- Virginia
- New Jersey
- Illinois
- Massachusetts
- Pennsylvania

SPOTLIGHT + PROPERTY OF NOTE

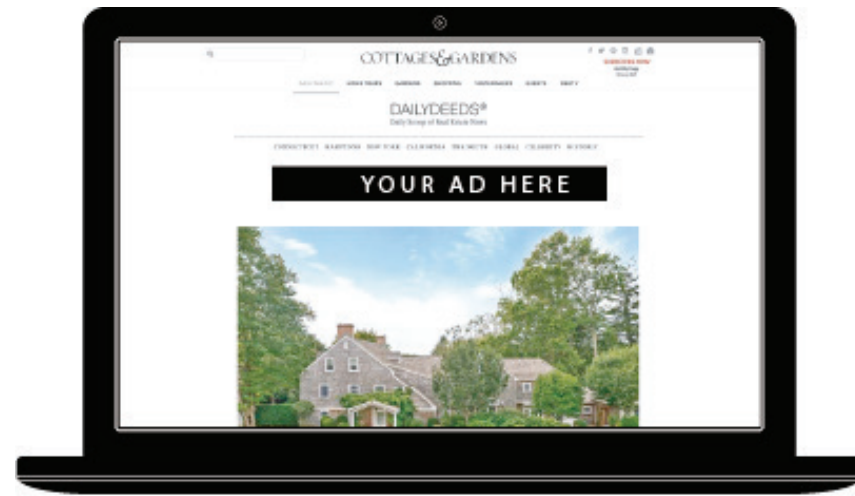
ROTATING GALLERY: \$2,950

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



Floral Gift Ideas for Mother's Day

Even if she's not a gardener, chances are that every mother favors flowers.



Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



Ready, Set, Game Time!

12 fun finds that double as playful decor.

Spotlight



CALIFORNIA CLOSETS

With an eye for both style and function, California Closets provides innovative custom storage systems for all areas of the home. Our expert design consultants will guide you through every step of the California Closets process. Find yourself at home with California Closets.

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

Elite Traveler

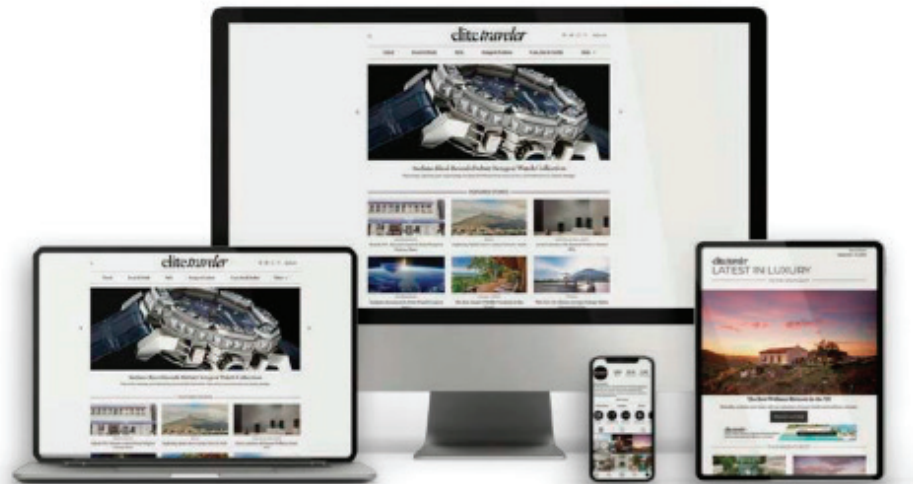
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

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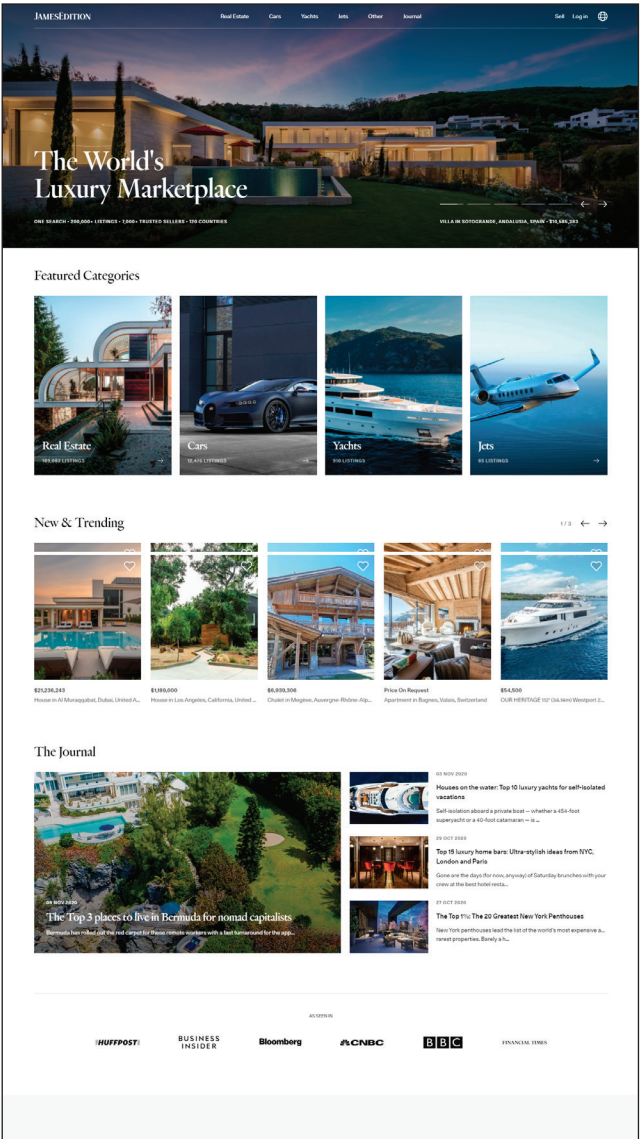
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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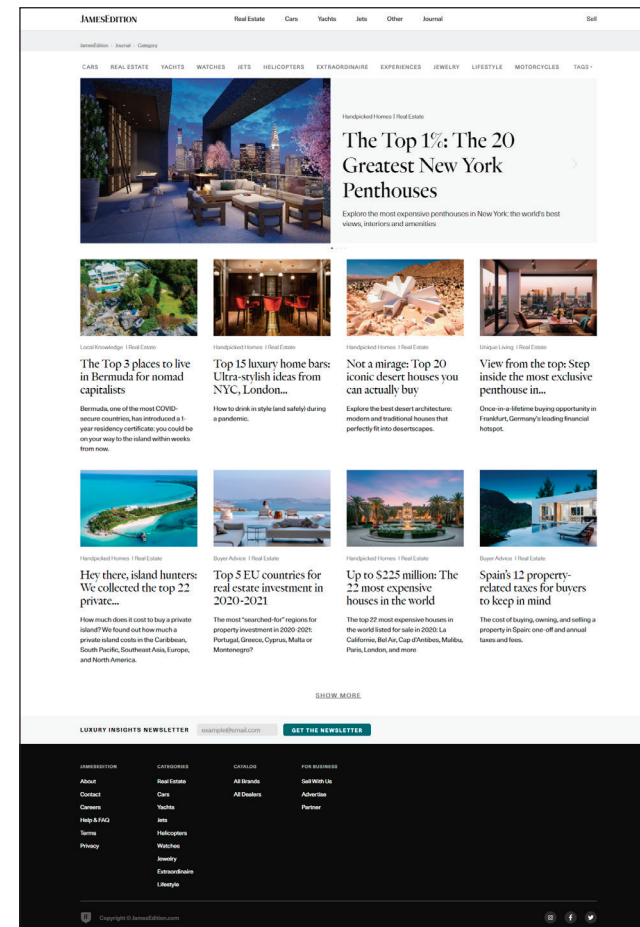
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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 TOP & JOURNAL ARTICLE
\$3,300 NEWSLETTER TRENDING & ARTICLE



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

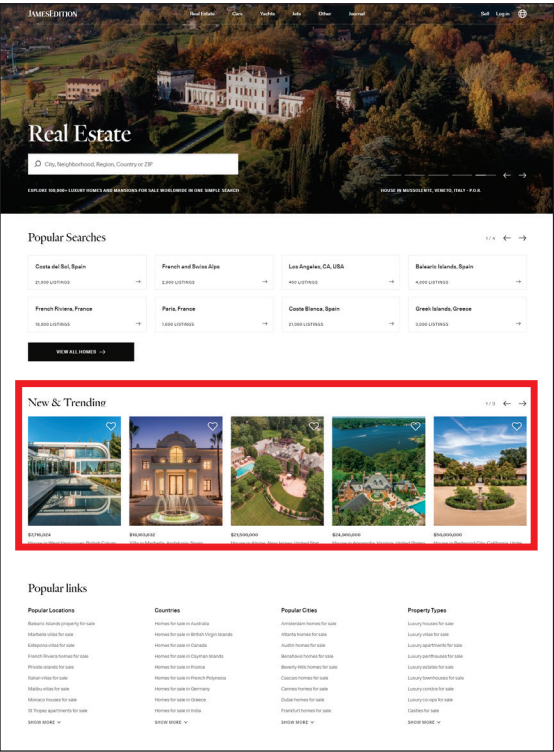
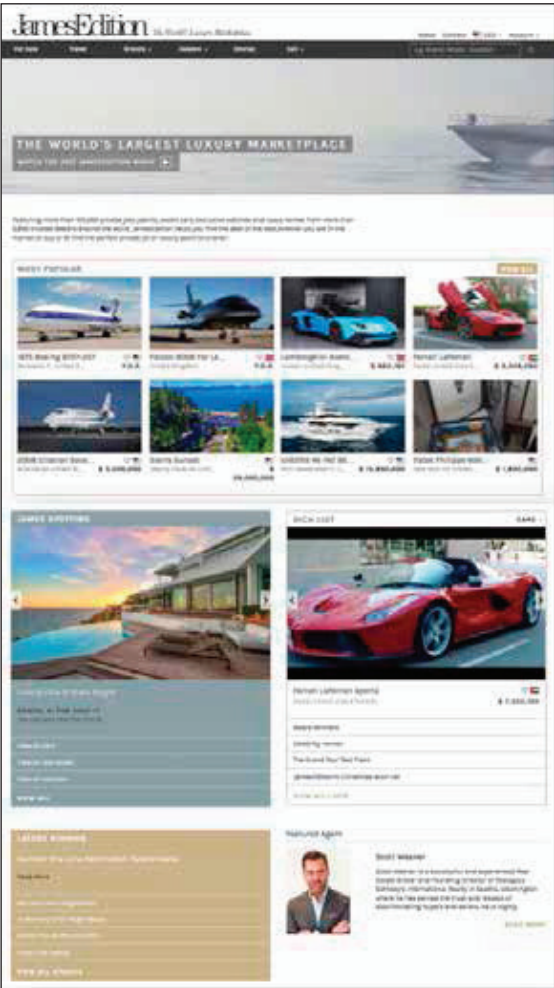
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

juwai.com

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 6 million property listings spanning 111 countries.



HOT PROPERTY UPGRADE

With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

PRICING SPECIAL: \$425 FOR 30 DAYS.

Usually \$725

Global

FEATURED PLACEMENT PROPERTY LISTING

- Juwai Luxe Channel
- Connects you to UHNW (Ultra High Net Worth) Chinese consumers.

PRICE: \$425 FOR 6 MONTHS

For properties \$2M+

Global

juwai.com

CREATIVE EDITORIAL & SOCIAL MEDIA POSTING

Professionally crafted content written in close conjunction with your marketing team.

Appears on the Juwai Home Page, and relevant country pages

Boosted on Juwai Social Media Accounts including Wechat and Weibo

PRICE: \$1,600 PER ARTICLE AND POSTING



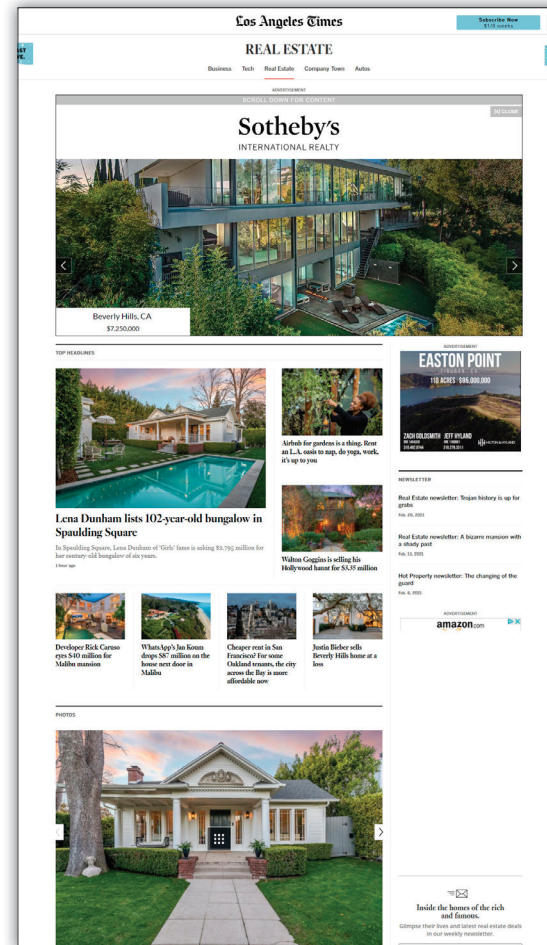
LA Times

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



RobbReport.com

REAL ESTATE ENEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

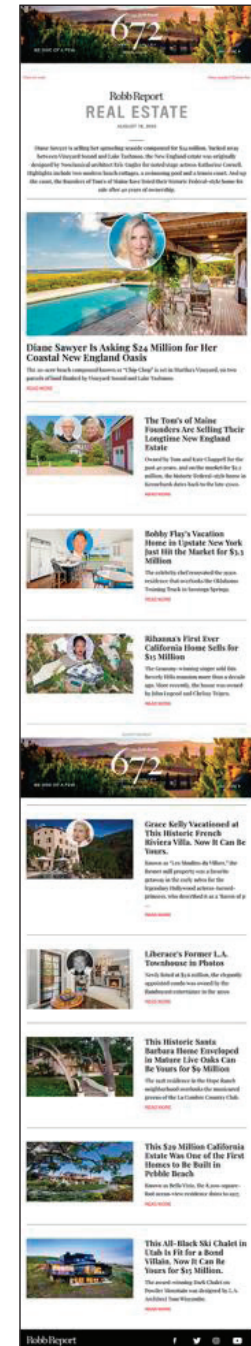
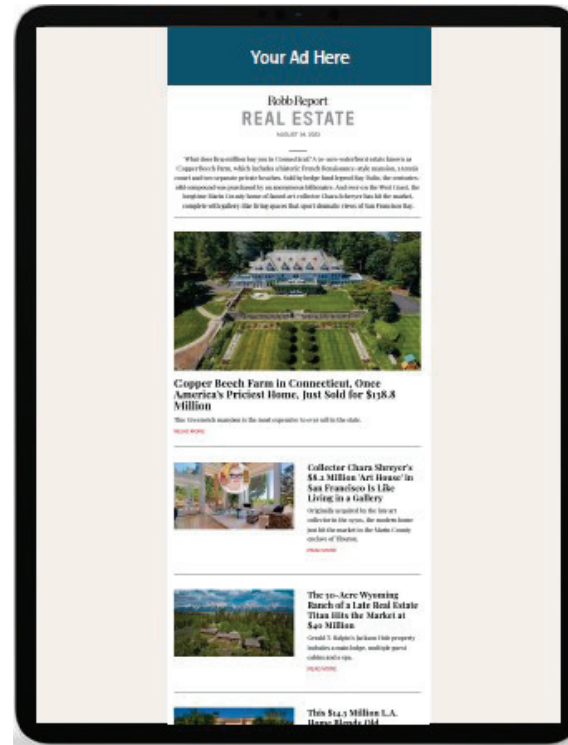
Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

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

NEWSLETTER: \$5,000/WEEK

3 Sends

PROPERTY LISTING: \$1,875/WEEK



RobbReport.com

FEATURED LISTING CAROUSEL

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Circulation: 107,000+
- Average Age: 43
- Male / Female Ratio: 77% / 23%
- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

PRICE: \$1,350 PER MONTH

RR|R

RobbReport

SUBSCRIBE

CARS

YACHTS

AVIATION

WATCHES

STYLE

HOME

FOOD & DRINK

TRAVEL

VIDEOS

THE VAULT

REAL ESTATE

FEATURED LISTING

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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

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

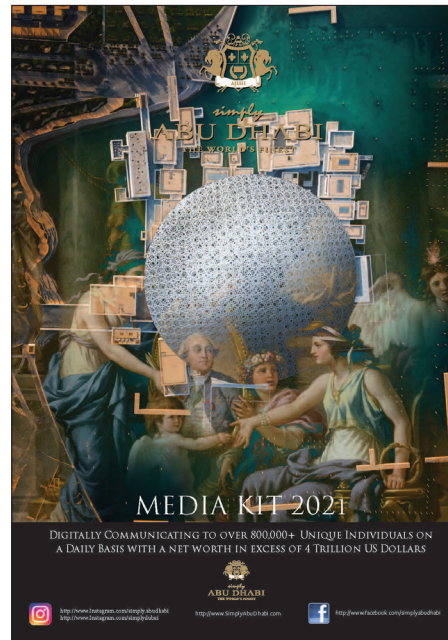
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The Wall Street Journal Online (WSJ.com)

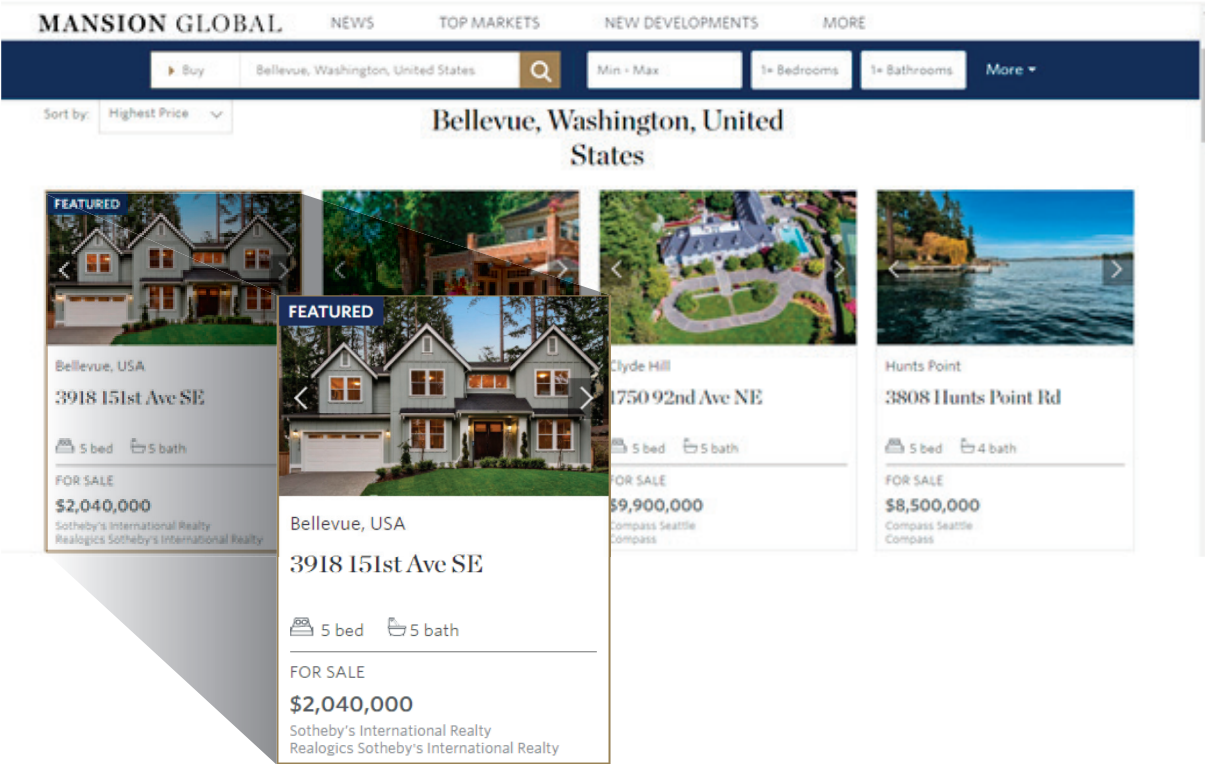
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Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.



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. 1. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
7. 41 St. Patrick, Westmount, QC	\$10,000,000
8. 1100 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	1,141	\$10,000,000
Vancouver	\$1,407,048	879	\$10,000,000
Calgary	\$607,400	122	\$20,000,000
Whisper	\$1,053,300	26	\$25,000,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	882	\$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

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Boat International e-Newsletter

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

PRICE: \$750



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BOAT BRIEFING

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Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus

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Print Offerings



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

**Includes Bonus 30 Day Digital -
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The Wall Street Journal

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The New York Times

IN THE FRIDAY MAIN NEWS SECTION

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

Today, during heavy rain and dark clouds, the sun broke through, casting a bright light on the city. The sun was shining brightly, and the rain was still falling. The sun was shining brightly, and the rain was still falling. The sun was shining brightly, and the rain was still falling.

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Web's Far Right Can Hear Itself As Trump Talks

Chorus of the Spread of Once-Fringe Views

By KEVIN WEXLER and ALI MITCHELL

On Wednesday, as news outlets reported on President Trump's decision to fire James Comey, the New York Times website was flooded with comments. Many of them were from the far right, and they were all saying the same thing: "Trump is the only one who can fix this country." "He's the only one who can fix this country." "He's the only one who can fix this country."

Edge in Polls Might Not Tip House Scales

Outcomes Hinge on a Handful of Swing States

By NICHOLAS...

As the 2020 election draws near, the race for the U.S. House of Representatives is becoming increasingly competitive. While President Trump's party has a lead in the polls, the outcome will ultimately be determined by the results in a handful of swing states.

It's Not Heaven, It's Brooklyn

The 10,000+ runners in this year's New York City Marathon enjoyed blue skies, near ideal conditions and a fast course. Pages F7-F22.

Spending Millions in a Bid to Avoid Sanctions

Oligarchs Deploy Small Army of Lobbyists to Sway Washington

By ANDREW ROSEN...

As the U.S. government considers imposing sanctions on Russian oligarchs, a small but powerful group of lobbyists is working to sway Washington. These lobbyists are spending millions of dollars to influence the decision.

Partisan Roots Of New Query On the Census


By MICHAEL MORRIS

The U.S. Census Bureau is facing a new challenge as it prepares for the 2020 census. The bureau is being asked to provide information that is more detailed than in previous years, and this has led to a new query on the census.

Called to Serve, Utah Mayor Always Answered

By JEFFREY...


A Utah mayor who has served his community for many years has been called to serve in a new capacity. The mayor has always answered the call, and he is now being called to serve in a new capacity.



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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**

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

Global

SMOGGY CITIES
LONDON LESSONS
FOR INDIA'S AIR
PAGE 18 | SCIENCE

ZADIE SMITH
THE WRITER ON
THE JOY OF DANCE
PAGE 28 | CULTURE

A PIONEER OF KINETIC ART
JULIO LE PARC FINDS NEW
AUDIENCES IN THE U.S.
PAGE 18 | CULTURE

The New York Times

INTERNATIONAL EDITION | WEDNESDAY, NOVEMBER 16, 2016

Berlusconi, and a lesson for America

By Stephen Scalet
Contributing Writer

IT'S NOT EASY to see the Italian prime minister, Silvio Berlusconi, in a good light. He has been a controversial figure for years, and his recent return to power has only made matters worse. But in a recent interview, he made a point that is worth listening to. He said that the Italian people have a right to know what their government is doing, and that the media has a duty to report on it. This is a message that should resonate in America, where the same issues are often debated. Berlusconi's return to power is a reminder that the media has a responsibility to keep the public informed, even if it means reporting on the less-than-ideal actions of those in power.

Conflicts arise when president is also tycoon


By [Name]
Contributing Writer

As the Italian prime minister, Silvio Berlusconi, has been a controversial figure for years, and his recent return to power has only made matters worse. But in a recent interview, he made a point that is worth listening to. He said that the Italian people have a right to know what their government is doing, and that the media has a duty to report on it. This is a message that should resonate in America, where the same issues are often debated. Berlusconi's return to power is a reminder that the media has a responsibility to keep the public informed, even if it means reporting on the less-than-ideal actions of those in power.

Vast, pristine and endangered


By [Name]
Contributing Writer

Along the coast of the Italian peninsula, there is a stretch of coastline that is both beautiful and endangered. It is a place of natural beauty, with clear waters and sandy beaches. But it is also a place where the environment is under threat. The coastline is being eroded by the sea, and the land is being lost to development. This is a tragedy that should not be allowed to happen. The coastline is a treasure that should be protected, and the government has a duty to ensure that it is preserved for future generations.




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- 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

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Boat International

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

US NATIONAL ISSUE

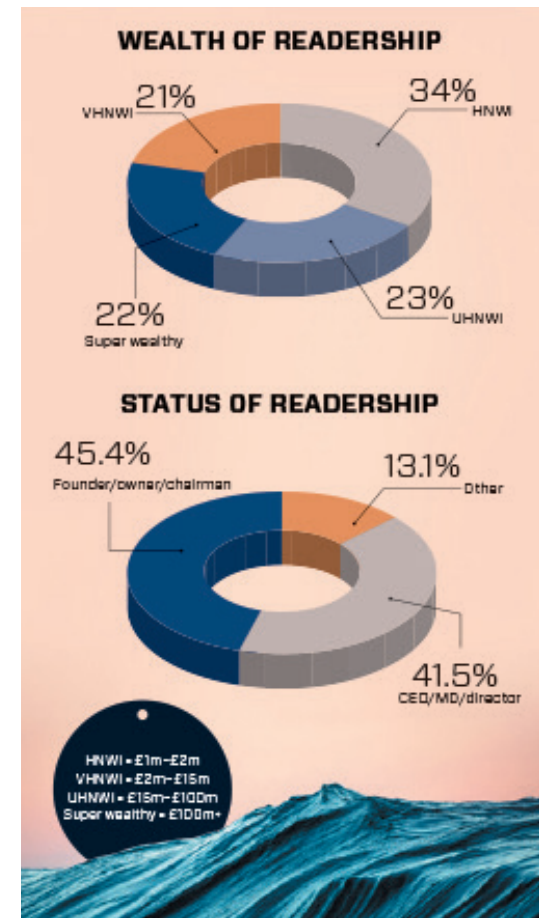
FULL PAGE: \$4,650

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PREMIUM PUBLISHING

OVERVIEW

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

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

EDITORIAL FULL PAGE: \$3,000



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

- 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**

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 \$3,300,000
sothebysrealty.com/sf/28PESN




Adrienne DeGuerre
 Associate Broker, License# 42363
 505.351.8953
adrienne.deguerre@sothebysrealty.com

Sotheby's International Realty - Santa Fe Brokerage | (31) Washington Avenue, Santa Fe, New Mexico | 505.988.9368 | sothebysrealty.com

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Vincent Sarhan
Sales Associate CNE #1254957
214.555.6548
vincent.sarhan@compass.com

Vista Playa Estate
7306 Vista Del Mar Ln, Playa del Rey, CA

\$17500,000
esth@compass.com 161-0298709

A grand modern estate with unparalleled views: the Vista Playa Estate is a true masterpiece of luxury and design for the discerning sophisticated leading-edge private, sophisticated, and discerning. This custom built Playa Del Rey mansion offers unparalleled 220 degree ocean views spanning multiple blocks, all within the immediate 10 to 15 minute drive. Contact me today for a scheduled an exclusive showing of this one of a kind property.

7 Bedrooms
10 Bathrooms
10,887+ sq.ft

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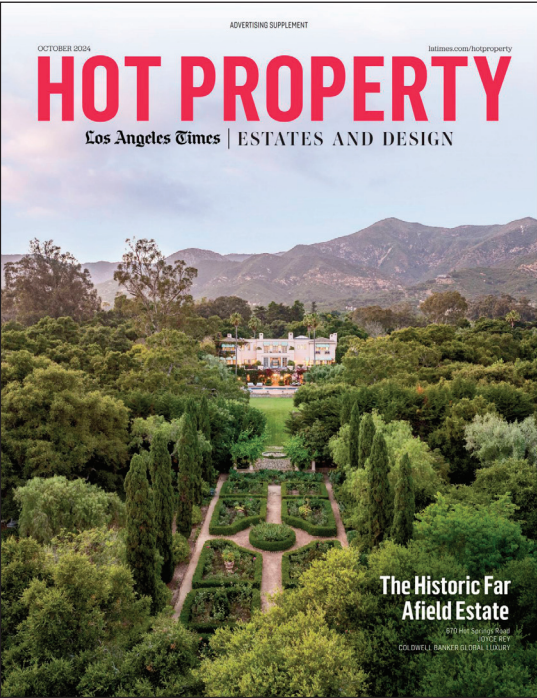
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Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



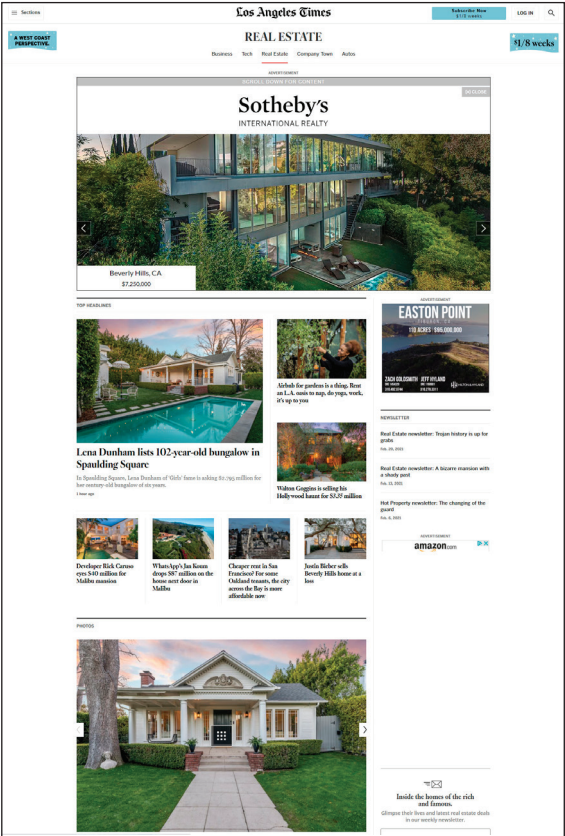
LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

Full color with 30 day Lighthouse Placement



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

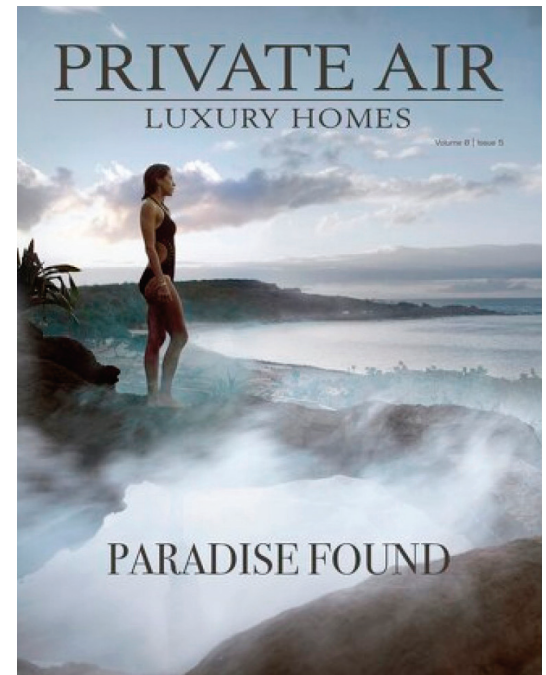
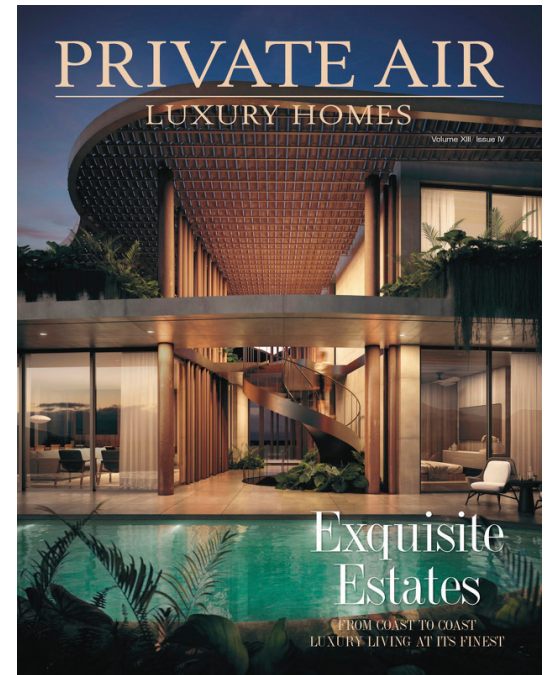
includes social media & E-Newsletter

FULL PAGE IN 3 ISSUES: \$1,550

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

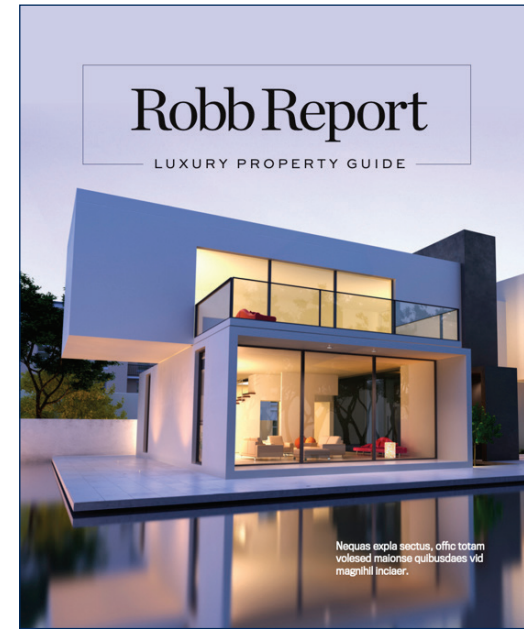
FULL PAGE IN 6 ISSUES: \$1,450


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




- **\$555K** average HHI
- **\$1,8MM** highest total real estate value

Global





KIPKER
INTERNATIONAL REALTY




Kumara Wilcoxon

"T Agent in Austin, Texas"

Kumara is a distinguished figure in Austin's luxury real estate, recognized as a top-producing buyer and seller with the city's finest properties. With over \$3 billion in career sales, she ranks among the top agents globally for Sotheby's International Realty. The Austin Business Journal has recognized her as the #1 agent in Austin. Through her expertise and dominance in the market, her strategic insights and dedication to achieving the best outcomes have established her as a trusted advisor, making her an essential partner for those navigating the Austin market.

kumarawilcoxon.com


Kumara Wilcoxon
Global Real Estate Advisor
kumarailsothebysrealty.com



Cromwell Hill Estate

\$12,495,000

nelsoncromwellrealestate.com



Expansive Tarrytown Estate Overlooking Reed Park

\$6,995,000

35xsmurill.com

Kipker Sotheby's International Realty

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Premier Sotheby's International Realty

Lido Shores

1067 Westway Drive, Sarasota, Florida

\$34,700,000
sothebysrealty.com/id/R255MEV

Perched along the iconic shores of Lido Key Beach, 1067 Westway Drive is a masterpiece of coastal luxury, offering breathtaking Gulf views, seamless indoor-outdoor living, and an array of exceptional amenities. From the grand three-story entrance and soaring great hall to the infinity-edge pool, rooftop deck, and resort-style primary suite, every detail has been meticulously designed for both relaxation and entertaining in an unparalleled beachfront setting.

6 Bedrooms

7.2 Baths

8,929 square feet





Joel Schemmel
Global Real Estate Advisor
941.387.4834
joel.schemmel@sothebysrealty.com

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San Francisco & Silicon Valley Takeover

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

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

1 of 1

Curators

of the unique

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

Sotheby's

INTERNATIONAL REALTY

March 2025 | sothebysfvalley.com

Sotheby's

INTERNATIONAL REALTY

1272 Cantabria Court

Palmdale, California | \$4,495,000 | 1272Cantabria.com

4 Bedrooms | 5 Full Baths | 3,404 sq. ft. of living space on 1.384 acre lot | Indoor heated pool with wet bar | Beautifully landscaped grounds

4077 Los Altos Drive

Palmdale, California | \$2,695,000

3 Bedrooms | 2 Full, 1 Half Baths | 4077LosAltosDrive.com

64 Spanish Bay Circle

Palmdale, California | \$4,495,000

4 Bedrooms | 4 Full, 1 Half Baths | 64SpanishBay.com

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New Zealand

Sotheby's

INTERNATIONAL REALTY

Omarino

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

Price Upon Request

sothebysfvalley.com/dp/97733P

Ben Mackay

Sales Associate

+6420191880

ben.mackay@sothebyrealty.com

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

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Sotheby's

INTERNATIONAL REALTY

The Residences at Stanly Ranch

Auberge Resorts Collection

Private Residences Starting at \$2.95M

StanlyRanchNapa.com

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

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

Move-in Ready

Five-Star Resort Living

in Napa Valley

Maui Ellingson

ORCA 0208272

707.224.8000

maui@stanlyranchnapa.com

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

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skyad.com | 49

Schedule, Pricing & Reach



Golden Gate | Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1								
Media	Ad Description	September	October	November	December	Media Total	Reach	
Sotheby's Auction House: Print								
Sotheby's Magazine	Half Page		\$ 2,630.00			\$ 2,630.00	20,000	
Sotheby's Auction House: Digital								
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter	\$ 2,585.00				\$ 2,585.00	770,000	
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000	
Million Impressions	Targeting - SF, LA, NYC							
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000	
Billionaire								
Billionaire	Custom Content + E-Newsletter		\$ 4,500.00			\$ 4,500.00	50,000	
Cottages & Garden								
Instapartnership	Post and Stories takeover			\$ 1,950.00		\$ 1,950.00	64,300	
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00		
Daily Deeds	E-Newsletter sent 4X per week		\$ 3,000.00			\$ 3,000.00	60,000	
Crain's New York Business								
Crain's New York Business	Luxury Home Spotlight - custom e-blast		\$ 5,500.00					
Elite Traveler								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000	
JamesEdition								
Main Home Page Rotating Gallery	Featured Banner			\$ 2,000.00		\$ 2,000.00	750,000	
New & Trending Home Page Position	Featured Spot	\$ 1,200.00				\$ 1,200.00	750,000	
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000	
Juwai.com								
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00				\$ 425.00	2,300,000	
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		\$425			\$ 425.00	2,300,000	
Creative Editorial & Social Media Posting	Article and posts		\$ 1,600.00			\$ 1,600.00	2,300,000	
LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	Bonus			\$ -	850,000	
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250			\$ 3,250.00		

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Robbreport.com								
Robbreport.com	Featured Listing Carousel - 1 Property	\$	1,350.00		\$	1,350.00	6,000	
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$	1,875.00	\$	1,875.00	6,000
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
Mansion Global e-Newletter	Daily Monday-Friday	\$	3,680.00			\$	3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades	Bonus		Bonus		Bonus	\$	-
Yachting E-Newsletter								
Boat International	Boat International	\$	750.00	\$	750.00	\$	1,500.00	51,200

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print

Boat International									
US National issue	Full Page + E-Newsletter	\$	5,100.00		\$	5,100.00	25,600		
Dupont Registry									
Dupont Registry	Editorial Full Page			\$	3,000.00				
Elite Traveler									
Elite Traveler	Luxury Homes Feature	\$	4,500.00		\$	4,500.00	557,000		
Financial Times									
Financial Times	Double Property Spot	\$	1,500.00	\$	1,500.00	\$	3,000.00		
Financial Times	Property Spot				\$	750.00	\$	750.00	
The Los Angeles Times									
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$	425.00	\$	425.00	\$	850.00	441,560	
The Los Angeles Times	Takeover - Full Page	\$	660.00		\$	660.00	\$	1,320.00	
The New York Times									
The New York Times	Property Spot - Weekday/Saturday				\$	760.00	\$	760.00	
The New York Times	Double Property Spot - Weekday/Saturday	\$	1,520.00	\$	1,520.00	\$	3,040.00	846,222	
The New York Times Takeover	Full Page w/ Digital promotion	\$	750.00		\$	750.00	\$	750.00	
The New York Times International Edition									
The New York Times International Edition	Double Property Spot	\$	1,300.00	\$	1,300.00	\$	2,600.00	208,602	
The New York Times International Edition	Property Spot					\$	650.00	\$	650.00
Private Air Luxury Homes									
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$	1,925.00		\$	1,925.00	\$	3,850.00	130,000
Robb Report									
Robb Report	Robb Report Luxury Property Guide				\$	3,500.00	\$	3,500.00	107,000
San Francisco & Silicon Valley									
San Francisco & Silicon Valley	Takeover - Full Page			\$	725.00		\$	725.00	36,500
The Wall Street Journal									
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade				\$	795.00	\$	795.00	644,424
The Wall Street Journal - 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 \$ 85,855.00 18,583,239

*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	September	October	November	December	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*							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - SF, LA, NYC						
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
Cottages & Garden							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week		\$ 3,000.00			\$ 3,000.00	60,000
Crain's New York Business							
Crain's New York Business	Luxury Home Spotlight - custom e-blast		\$ 5,500.00				
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
Juwai.com							
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00				\$ 425.00	2,300,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months			\$425		\$ 425.00	2,300,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	Bonus			\$ -	850,000
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00				\$ 1,100.00	

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Robbreport.com						
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$	1,875.00	\$	1,875.00
Simply Abu Dhabi						6,000
Instagram Post	Instagram Post (2 Post Minimum)	\$	1,350.00	\$	1,350.00	
WSJ.com						51,200
Mansion Global Homepage Hero	Shared Banner	\$	650.00	\$	650.00	
Property Upgrades	10 Featured Property Upgrades	Bonus		Bonus		328,000
Yachting E-Newsletter						
Boat International	Boat International	\$	750.00	\$	750.00	
				\$	1,500.00	51,200

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print

Boat International							
US National issue	Full Page + E-Newsletter	\$	5,100.00		\$	5,100.00	25,600
Dupont Registry							
Dupont Registry	Editorial Full Page			\$	3,000.00		
Elite Traveler							
Elite Traveler	Luxury Homes Feature	\$	4,500.00		\$	4,500.00	557,000
Financial Times							
Financial Times	Double Property Spot	\$	1,500.00		\$	1,500.00	210,457
Financial Times	Property Spot			\$	750.00	\$ 750.00	420,914
The Los Angeles Times							
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$	425.00	\$	425.00	\$ 850.00	441,560
The Los Angeles Times	Takeover - Full Page	\$	660.00		\$	660.00	768,000
The New York Times							
The New York Times	Property Spot - Weekday/Saturday				\$	760.00	423,111
The New York Times	Double Property Spot - Weekday/Saturday	\$	1,520.00	\$	1,520.00	\$ 3,040.00	846,222
The New York Times Takeover	Full Page w/ Digital promotion	\$	750.00		\$	750.00	495,000
The New York Times International Edition							
The New York Times International Edition	Double Property Spot	\$	1,300.00		\$	1,300.00	104,301
The New York Times International Edition	Property Spot			\$	650.00	\$ 650.00	208,602
Private Air Luxury Homes							
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$	1,925.00		\$	1,925.00	65,000
Robb Report							
Robb Report	Robb Report Luxury Property Guide				\$	3,500.00	107,000
San Francisco & Silicon Valley							
San Francisco & Silicon Valley	Takeover - Full Page		\$	725.00		\$ 725.00	36,500
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade				\$	795.00	644,424
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 \$ 63,985.00 15,330,939

*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	September	October	November	December	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
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
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
Juwai.com							
Hot Property Upgrade	Hot property upgrade - 30 days	\$ 425.00				\$ 425.00	2,300,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		\$425			\$ 425.00	2,300,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus			\$ -	425,000
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	6,000
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 1,300.00	328,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus		\$ -	
Yachting E-Newsletter							
Boat International	Boat International	\$ 750.00	\$ 750.00			\$ 1,500.00	51,200

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print

Financial Times											
Financial Times	Double Property Spot	\$	1,500.00		\$	1,500.00	210,457				
Financial Times	Property Spot			\$	750.00	\$	750.00	210,457			
The Los Angeles Times											
The Los Angeles Times	Hot Property - listing + digital lighthouse			\$	425.00	\$	425.00	220,780			
The Los Angeles Times	Takeover - Full Page	\$	660.00		\$	660.00	\$	1,320.00	768,000		
The New York Times											
The New York Times	Property Spot - Weekday/Saturday			\$	760.00	\$	760.00	423,111			
The New York Times	Double Property Spot - Weekday/Saturday	\$	1,520.00			\$	1,520.00	423,111			
The New York Times Takeover	Full Page w/ Digital promotion	\$	750.00		\$	750.00	\$	750.00	\$	2,250.00	495,000
The New York Times International Edition											
The New York Times International Edition	Double Property Spot	\$	1,300.00			\$	1,300.00	104,301			
The New York Times International Edition	Property Spot			\$	650.00	\$	650.00	104,301			
Private Air Luxury Homes											
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$	1,925.00			\$	1,925.00	65,000			
San Francisco & Silicon Valley											
San Francisco & Silicon Valley	Takeover - Full Page			\$	725.00	\$	725.00	36,500			
The Wall Street Journal											
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade			\$	795.00	\$	795.00	\$	1,590.00	1,288,848	
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								\$	34,610.00	12,536,490	

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