



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 2533 Ala Wai Boulevard, Penthouse Advertising and Marketing Program



List

| 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 2533 Ala Wai Boulevard, Penthouse

SKY Advertising is excited to present to List Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 2533 Ala Wai Boulevard, 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 Honolulu, HI.

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

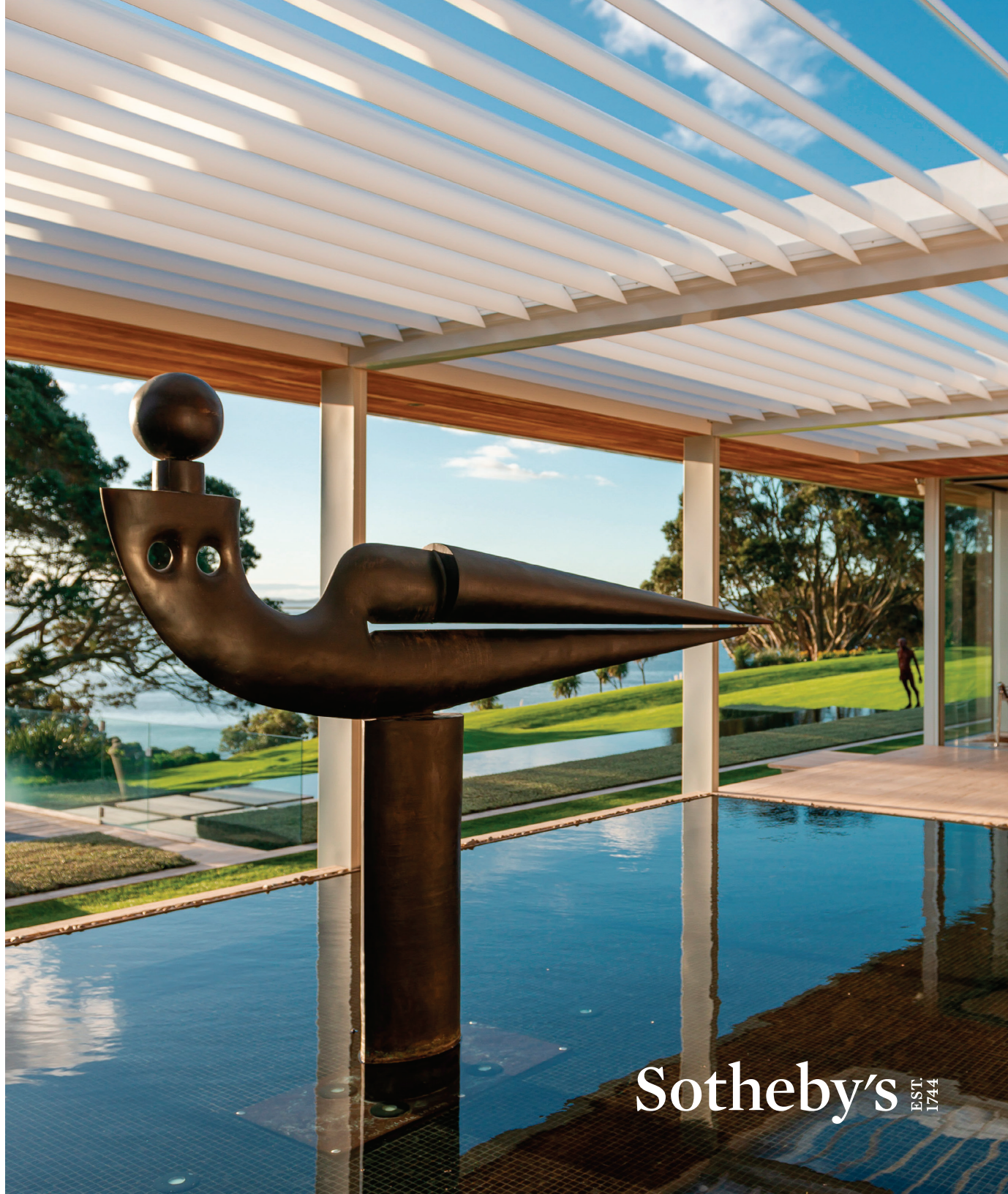
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*Account Executive*  
**212-674-2402**  
[sara@skyad.com](mailto:sara@skyad.com)

CHLOE STEELY  
*Account Executive*  
**212-677-2557**  
[chloe@skyad.com](mailto: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

**Find your one.**

Explore our exclusive collection of inspiring homes.

Sea Island, Georgia, United States  
[sothebysrealty.com/us/seaisland3](http://sothebysrealty.com/us/seaisland3)

**Artistic Fine Homes**  
**Sotheby's International Realty**  
**Chase Reed**  
[chasereed@sothebysrealty.com](http://chasereed@sothebysrealty.com)

Co-listed with  
**Sotheby's International Realty**  
**Jason Lohoff and Ann Lohoff**  
[jason.lohoff@sothebysrealty.com](http://jason.lohoff@sothebysrealty.com)  
[ann.lohoff@sothebysrealty.com](http://ann.lohoff@sothebysrealty.com)  
**\$46,000,000 USD**

**Singapore on Seiler Palm Marg**  
This luxury garden estate is 1,200 sq. ft. (approximately 1,200 sq. yds.) and is located in one of the most exclusive neighborhoods of the city. "Garden" is a traditional architectural description.

**San Diego, India**

[sothebysrealty.com/us/SJC241](http://sothebysrealty.com/us/SJC241)

**Sotheby's International Realty**

**Paul Squire +55 886 004 1995**

[and.paul.squire@sothebysrealty.in](mailto:and.paul.squire@sothebysrealty.in)

**Price Upon Request**

**Duplex Apartment in Pal Hill**  
This unique home encompasses two floors with a large garden and city views. With a carport and an area of 100 sq. m. (25,000 sq. ft.) and six spacious bedrooms, this duplex is a great find.

**Mumbai, India**

[sothebysrealty.com/in/SJG005](http://sothebysrealty.com/in/SJG005)

**Sotheby's International Realty**

**Srinivas Aggarwal +91 98 99 2158 2158**

[srinivas.aggarwal@sothebysrealty.in](mailto:srinivas.aggarwal@sothebysrealty.in)

**\$3,887,900 USD**

**Villa in Aangan**  
Set on a plot area of 1,227 sq. m. (1,227 sq. yds.), this fully furnished villa has three bedrooms, two bathrooms, a modern kitchen, a large hall, a parking area and an outdoor pool.

**Goa, India**

[sothebysrealty.com/in/SJC19C7](http://sothebysrealty.com/in/SJC19C7)

**Sotheby's International Realty**

**Karan Singh +91 999 879 1589**

[karan.singh@sothebysrealty.in](mailto:karan.singh@sothebysrealty.in)

**\$2,452,000 USD**

**Duplex Apartment in Bandra West**  
With high ceilings and modern amenities, this property has five bedrooms, separate living and dining areas, two bathrooms and an exclusive terrace. This duplex is a great find, especially with fully primary.

**Kolkata, India**

[sothebysrealty.com/in/SJC19C15](http://sothebysrealty.com/in/SJC19C15)

**Sotheby's International Realty**

**Suman Banerjee +91 986 322 0417**

[suman.banerjee@sothebysrealty.in](mailto:suman.banerjee@sothebysrealty.in)

**\$2,232,640 USD**

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SOTHEBY'S BESPOKE  
EMAIL

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

PRICE: \$2,500/DEPLOYMENT



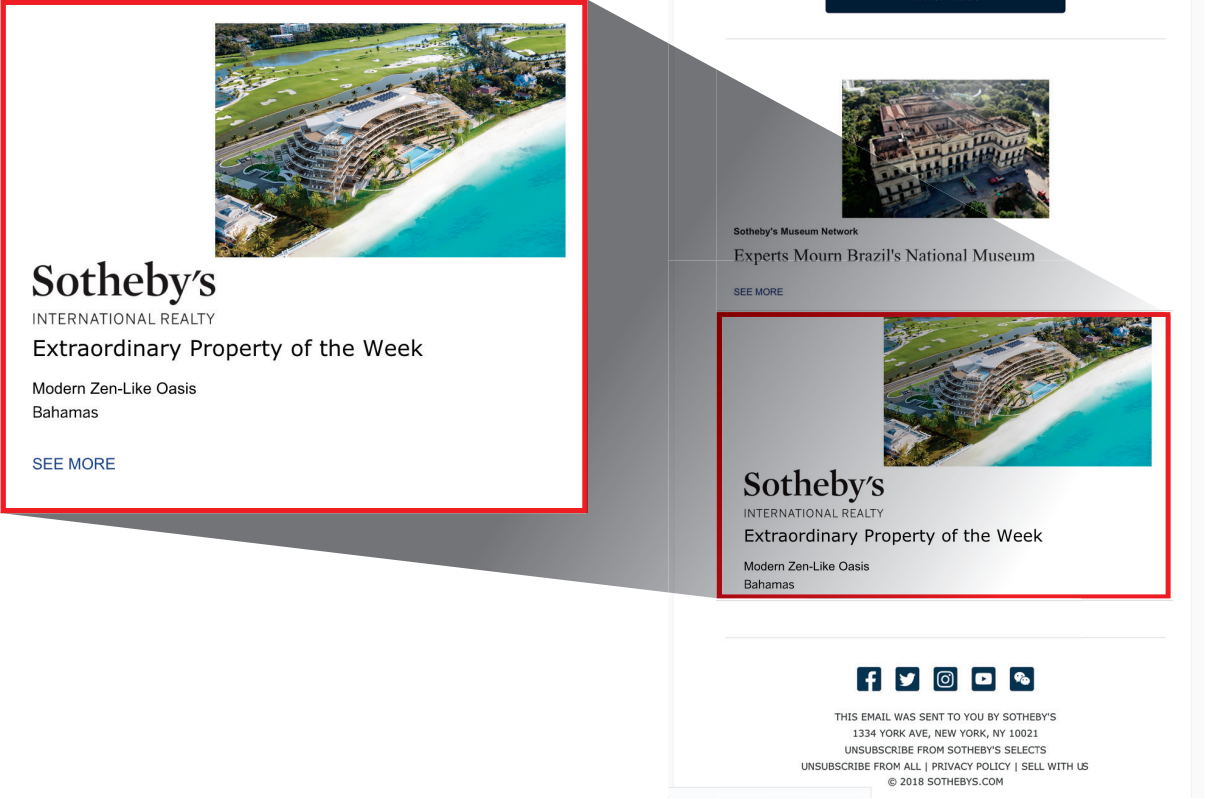
SOTHEBY'S INTERNATIONAL REALTY  
**Dream Big Villa, Turks & Caicos Islands**  
[FIND OUT MORE](#)



SOTHEBY'S SELECTS  
E-NEWSLETTERS

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

PRICE: \$2,585/DEPLOYMENT



# Digital Offerings



List

Sotheby's  
INTERNATIONAL REALTY

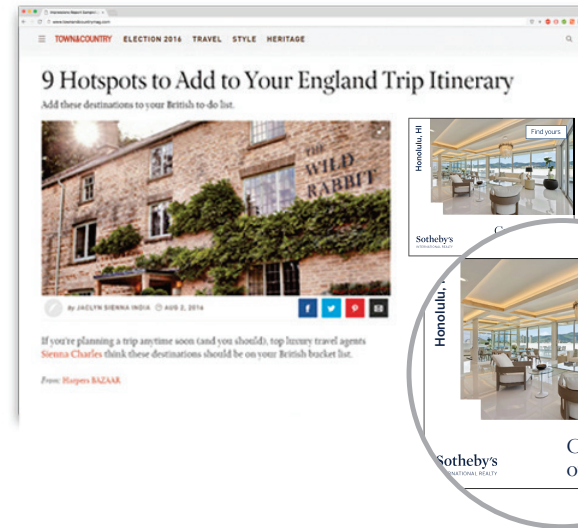
# Impressions Campaign

**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: **2533 Ala Wai Boulevard, Penthouse**
- Flight Dates: **Two Weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

<b>100K Impressions per two weeks:</b>	<b>\$900</b>
<b>250K Impressions per month:</b>	<b>\$1,195</b>
<b>500K Impressions per month:</b>	<b>\$1,625</b>
<b>1 Million Impressions per month:</b>	<b>\$2,450</b>
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**



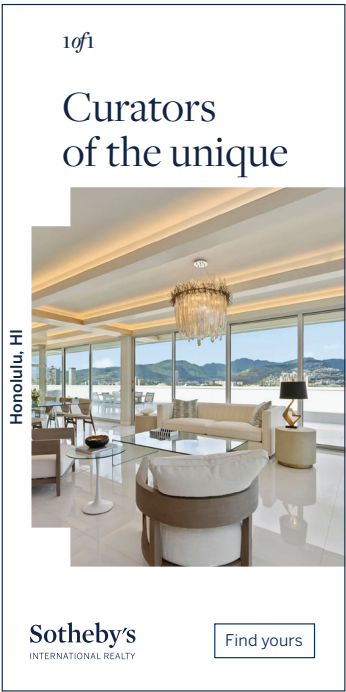
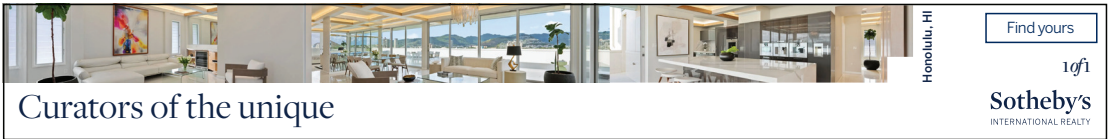
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

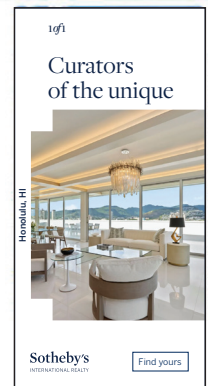
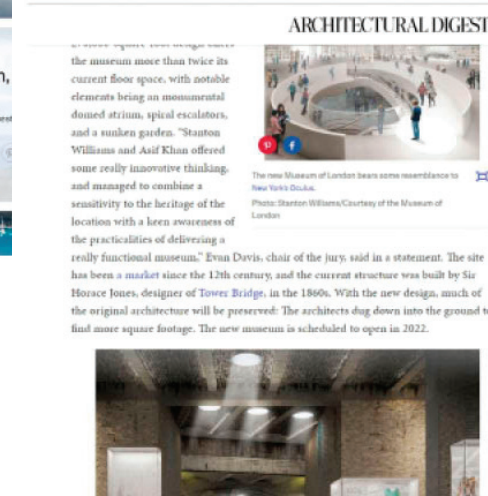
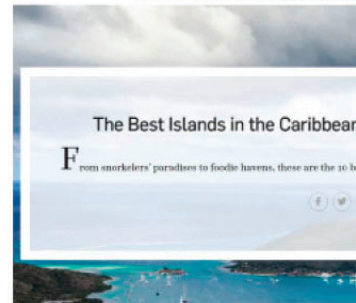
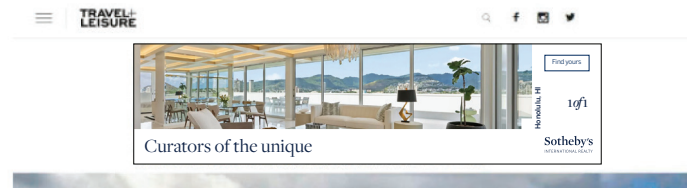
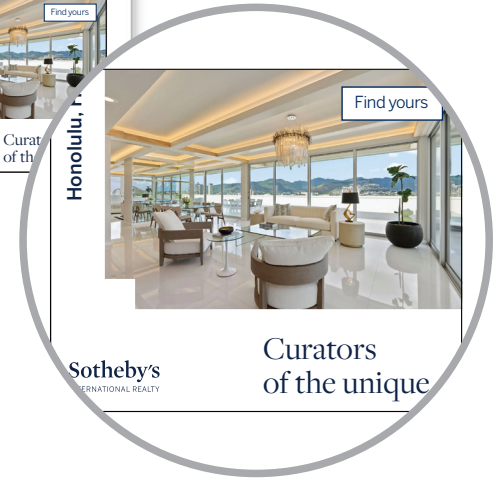
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

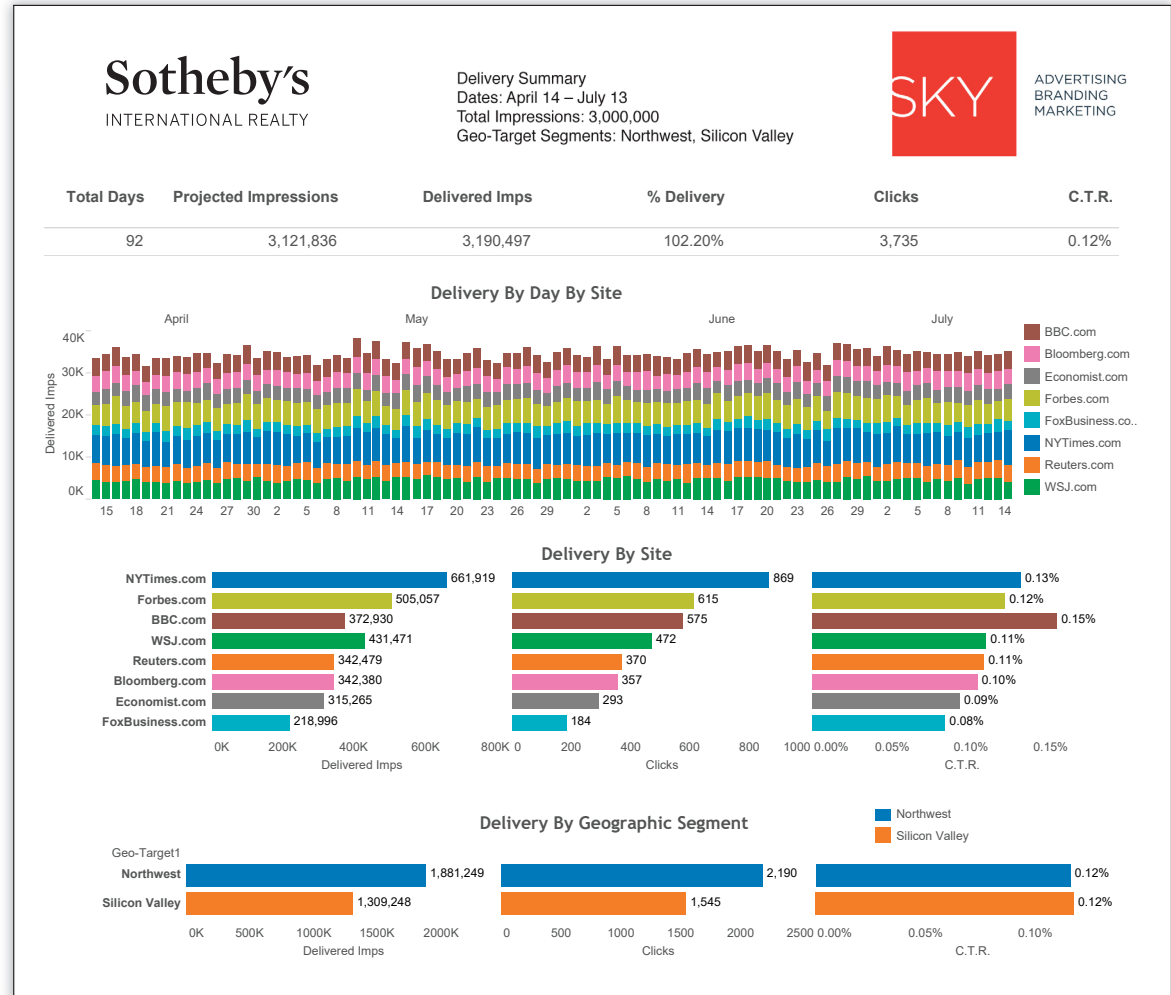


# Comprehensive Reporting For Your Customized Campaign

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.

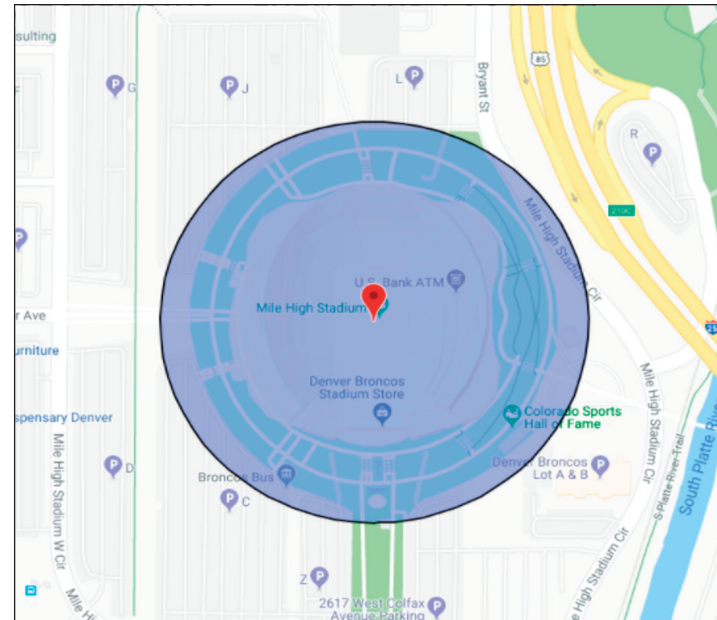
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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**

# Comprehensive Digital

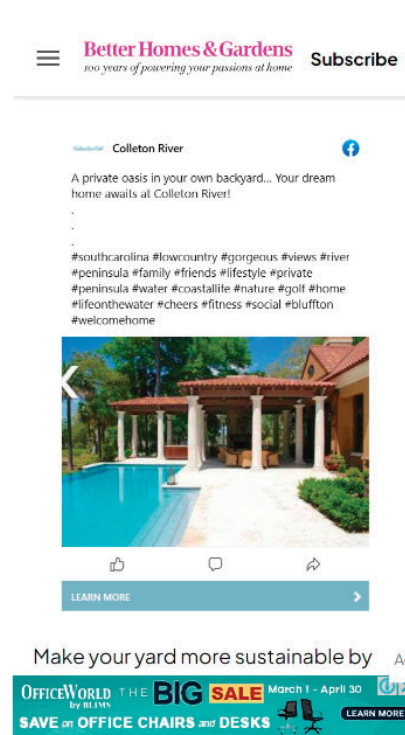
## SOCIAL MIRROR ADS

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

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

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

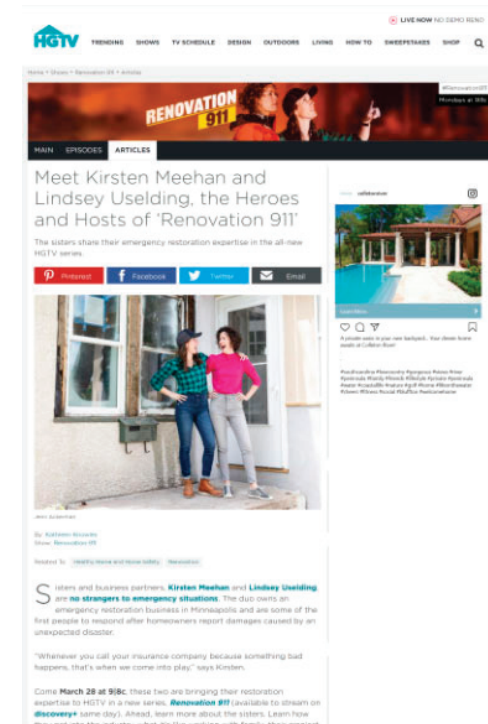
Ads can be display, video, OTT across connected TVs or carousel.



## TARGETING ABILITIES:

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

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



# Google AdWords

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

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

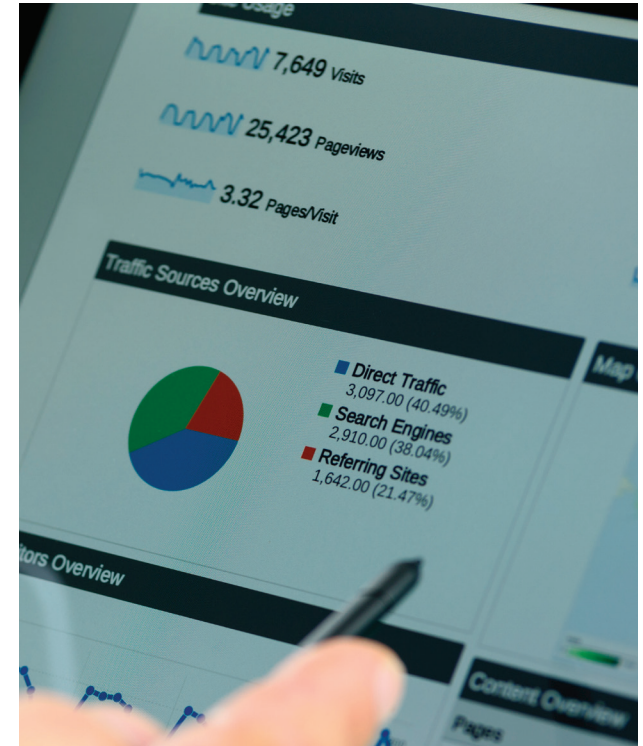


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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



# Google AdWords

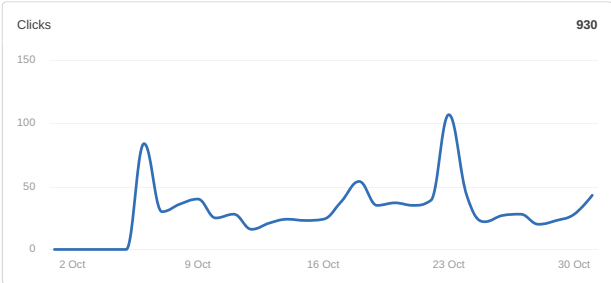
## CLIENT DASHBOARD

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



### SIR List

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



Showing 9 of 9 Rows

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

Showing 50 of 89 Rows

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

Cities

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

# Google AdWords

## MONTHLY REPORTING

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



### SIR List

October KPI's

Clicks

Total Impressions ▼ 46%  
**53,704**

CTR

Total Clicks ▲ 9%  
**1,049**

Google Ads Phone Calls

Phone Calls ▲ 71%  
**12**

Interaction Rate

Interaction Rate ▲ 218%  
**4.17%**

CTR

CTR ▲ 101%  
**1.95%**

Average CPC

Average CPC ▲ 7%  
**\$0.94**

Cities and Regions

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

Keywords

KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean reality	1	1	1

# Nob Hill Gazette

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

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

## E-NEWSLETTER

### ON THE MARKET

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

PRICE: \$500 PER LISTING

**San Francisco, Peninsula, and Silicon Valley**



# jamesedition.com

## E-NEWSLETTER

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

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

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

### • 600,000+ subscribers.

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

### Location Open Rates

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

### Email Engagement

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

LISTING FEATURE: \$1,500

# jamesedition.com

## ROTATING GALLERY

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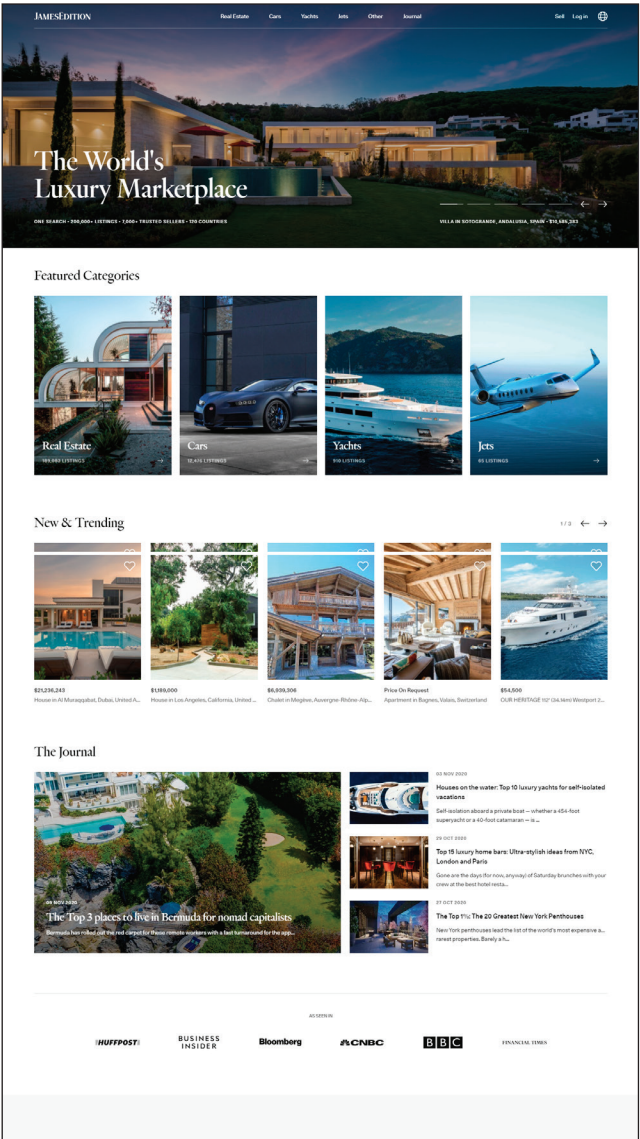
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$3,000

### REAL ESTATE PAGE

FEATURED BANNER: \$2,400



# jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

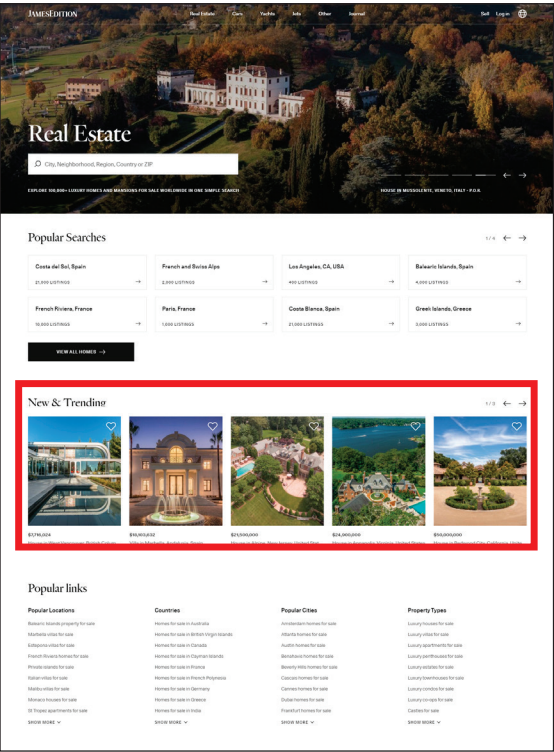
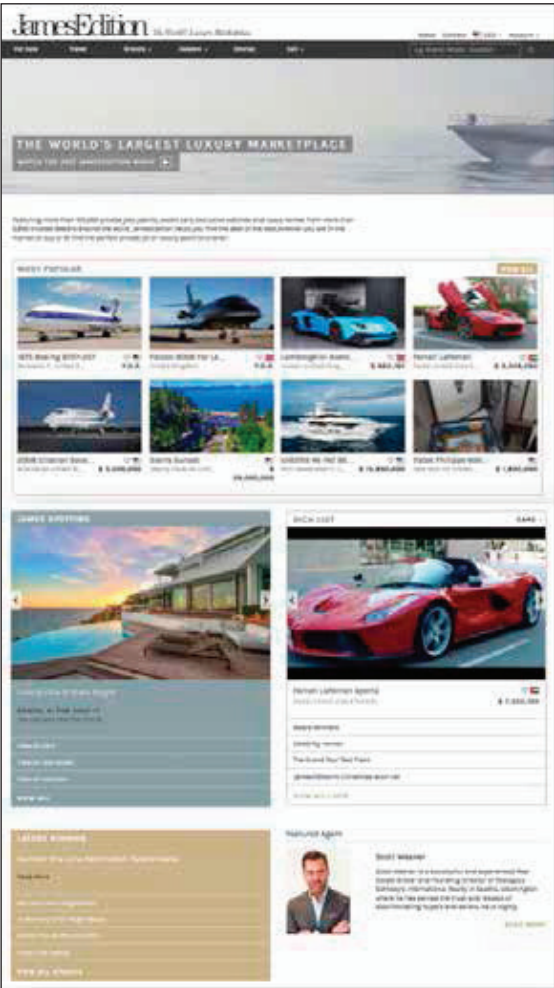
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION  
FEATURED SPOT: \$1,700

REAL ESTATE POSITION  
FEATURED SPOT: \$1,400



# jamesedition.com

## SOCIAL MEDIA POST

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

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

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

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

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



## PHOTO

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

PHOTO: \$800

## PHOTO PLUS

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

PHOTO PLUS: \$1,000

## VIDEO

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

VIDEO: \$1,800

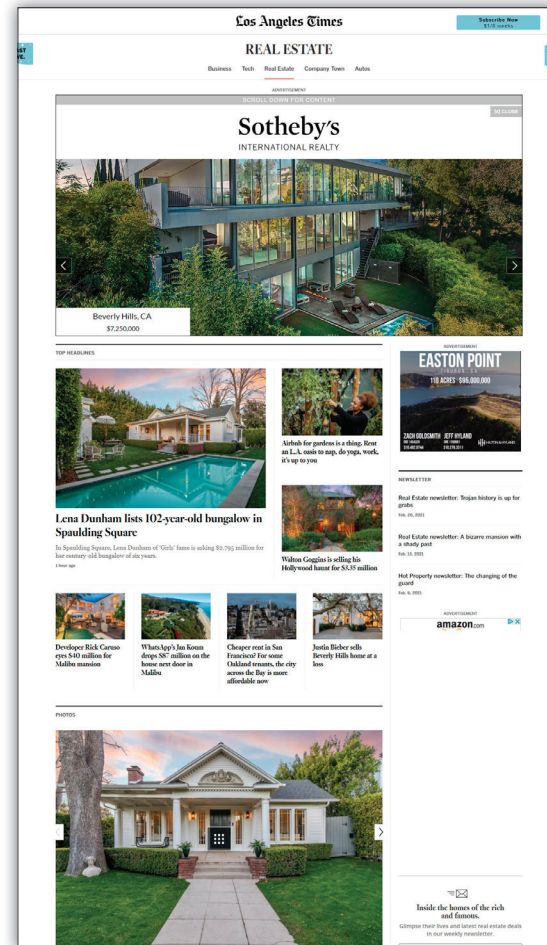
# LA Times

## LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

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



# Luxury Estate

## LUXURY ESTATE

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

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

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

### SHOWCASE LISTING + ELITE LISTING PACKAGES PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



# PropGoLuxury.com

PropGoLuxury is the leading global luxury real estate site serving affluent English and Chinese audiences that allows users to search for luxury homes based on Price and location. It offers the most effective way to reach luxury property buyers, including China's large and rapidly growing international property buyer demographic.

PropGoLuxury offers a powerful distribution network providing maximum exposure to elite property consumers. The partner network reaches an aggregate audience of 20M luxury property consumers each month.

## CIRCULATION AND DEMOGRAPHICS

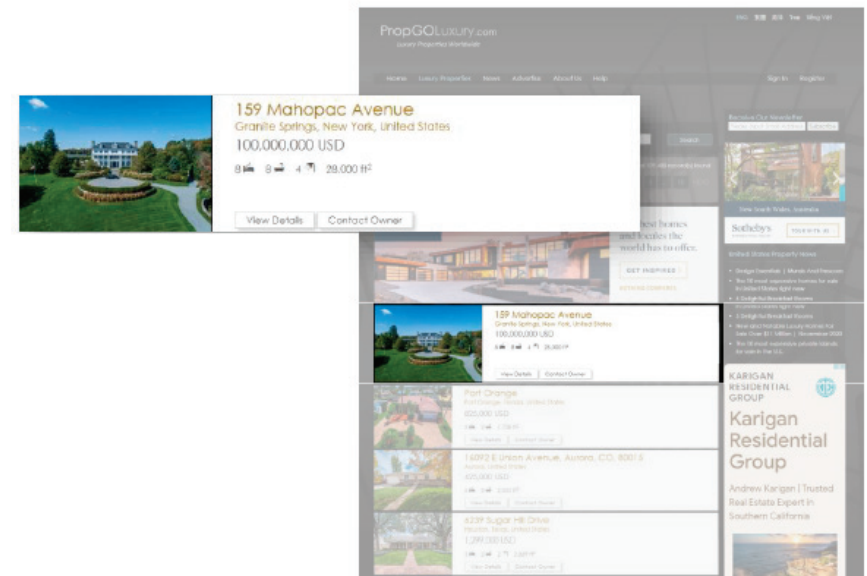
- English Average HHI: \$250,000 USD
- English Average HHNW: \$2.8M USD
- Chinese Average HHI: 6.4MM
- Chinese Average HHNW: \$4.575M USD

## FEATURED LISTING & REGIONAL SHOWCASE

Display your property prominently in search area listings and a supersized banner on the regional home page.

- Generate up to 12x more leads than standard listings

PRICE: \$750



# RobbReport.com

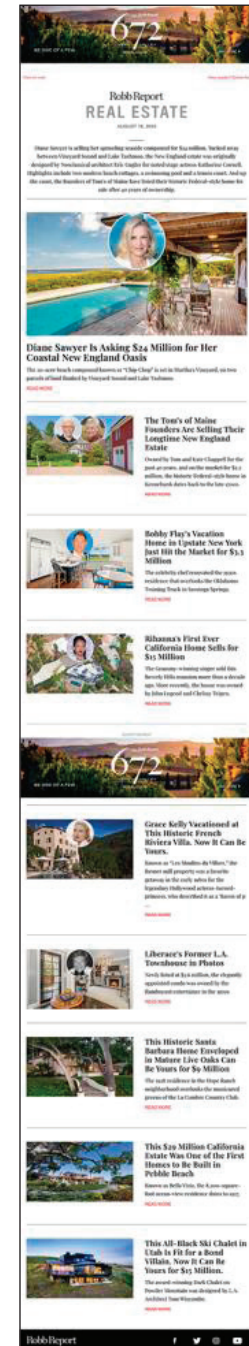
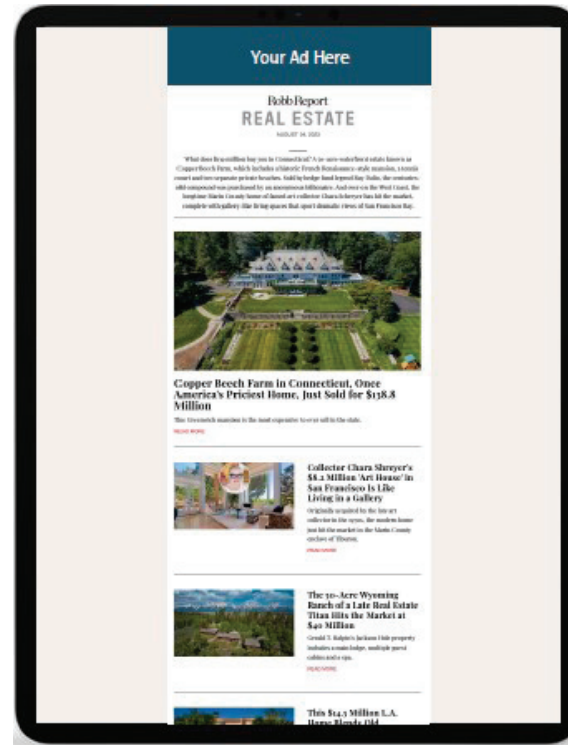
## REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

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

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

PROPERTY LISTING: \$1,875/WEEK



# RobbReport.com

## FEATURED LISTING CAROUSEL

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

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

PRICE: \$1,350 PER MONTH

RR|R

Robb Report

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REAL ESTATE NEWS




NEW CONSTRUCTION

A Brand-New Manhattan Townhouse With A Pleated Terracotta Façade Lists for \$14.5 Million

The 4-story single-family home is part of THE 74, a boutique luxury condo building going up on the Upper East Side.

By Mark David




CELEBRITY HOMES

Sylvester Stallone Drops \$25 Million in Cash on a Ritzy Hamptons Estate

Purchased by the "Tulsa King" star for his daughters, the newly built home features almost 12,000 square feet of turnkey living space decked out with hand-picked designer furnishings.

By Wendy Bowman



ART & COLLECTIBLES

Sotheby's New York Lays Off 100 Staffers Amid Disappointing Auction Results

The auction house produced lower results than last year

# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



# The Wall Street Journal Online (WSJ.com)

## MANSSION GLOBAL DAILY (M-F) ENEWSLETTER

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

PRICE: \$3,680

View in your browser

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



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

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
2. 48 Bridge Park, Toronto, ON	\$10,000,000
3. 1120 North Avenue, Vancouver, BC	\$10,000,000
4. 1400 - 1011 Cantonment Street Toronto, ON	\$11,500,000
5. 3600 Park Crescent, Vancouver, BC	\$10,000,000
6. 1 Penn Blvd, Suite 1000, Suite 1000, BC	\$10,000,000
7. 41 St. Patrick, Vancouver, BC	\$10,000,000
8. 1120 1112 Ave Royale, Chateau-Richer, QC	\$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	\$1,910,000	1,141	\$10,000,000
Vancouver	\$1,407,048	879	\$10,000,000
Calgary	\$867,400	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	\$118,333	1	\$20,000,000

TRENDING TODAY

**Architectural Digest** @ArchDigest [Following](#)

We found the most iconic building in every state in America: [archdg.co/8hz6SKy](https://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

**#AloneTogether** [ad](#)

**Staying home saves lives.**

For more info visit [coronavirus.gov](https://coronavirus.gov)

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

# Print Offerings



List

Sotheby's  
INTERNATIONAL REALTY

- 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 -  
Featured Property Upgrade**



# Homes as unique as you

sotheby'srealty.com

**Sotheby's**  
INTERNATIONAL REALTY



**Coastal estate**  
\$1,450,000



**Coastal estate**  
\$1,450,000



**Coastal estate**  
\$1,450,000



**Coastal estate**  
\$1,450,000



**Coastal estate**  
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**Coastal estate**  
\$1,450,000



**Coastal estate**  
\$1,450,000



**Coastal estate**  
\$1,450,000

# 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

## 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

"All the News That's Fit to Print"

# The New York Times

Today, Sunday, November 5, 2018  
1100 Broadway, New York, N.Y. 10036  
Phone: (212) 512-2000  
Fax: (212) 512-2100  
Web: nytimes.com

Vol. CLXVIII No. 56,137  
NEW YORK, MONDAY, NOVEMBER 5, 2018  
\$3.00

## Web's Far Right Edge in Polls Might Not Tip House Scales

By KEVIN MURPHY and ALI HUSTON  
On Wednesday, voters across the country cast their ballots in the mid-term elections. While many voters are expected to vote on the basis of the issues, the results of the election will be determined by the results of the election in the House of Representatives. The results of the election in the House of Representatives will be determined by the results of the election in the House of Representatives. The results of the election in the House of Representatives will be determined by the results of the election in the House of Representatives.

## 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-F12.

## Spending Millions in a Bid to Avoid Sanctions

By ANDREW ROSEN  
The Senate, a body not much known for its role in the government, is now spending millions of dollars to avoid sanctions. The Senate, a body not much known for its role in the government, is now spending millions of dollars to avoid sanctions. The Senate, a body not much known for its role in the government, is now spending millions of dollars to avoid sanctions.

## Called to Serve, Utah Mayor Always Answered

By JEFF TINKER  
NORTH OGDEN, Utah — The call had come again. This time, it was from the mayor of North Ogden, Utah, and it was a call that he had answered. The call was a call to serve. The call was a call to serve. The call was a call to serve.

## Offering Little Proof, Republican Accuses Georgia Rival of 'Hack'

By RICHARD HENRY  
ATLANTA — The words, from the mouth of a Republican, were not surprising. The words, from the mouth of a Republican, were not surprising. The words, from the mouth of a Republican, were not surprising.



Discover the unique [sothebysrealty.com](https://sothebysrealty.com)

**Sotheby's**  
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Omarino.co.nz  
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ben.macky@sothebysrealty.com +64 219 37885



Seafair - Harbour Island  
EULEUTHERA, 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 Aazami  
frank.aazami@sir.com +1.480.266.0240



75 Hunki Dorf Court, #W113  
KEYSTONE, COLORADO  
\$5,000,000 | sothebysrealty.com/id/61GK4J  
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/NR5GFS  
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/QHPFGD  
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lockardsmith@ttrsir.com +1.202.246.4433



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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/QWGH8  
Summit Sotheby's International Realty  
Michael LaPay | Miriam Noel  
michael.lapay@sothebysrealty.com +1.435.640.5700

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

## Global

[illegible][illegible]

# Los Angeles Times Takeover

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

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

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

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

1 of 1

Unique homes,  
  
uniquely for you


Beverly Hills, California | Represented by Eric Lavey

  
INTERNATIONAL REALTY


March 2025 | sothebysrealty.com

INTERNATIONAL REALTY

Zen-like Setting in Santa Fe




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



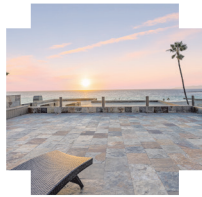
Adrienne DuQuarre  
Associate Broker | Licensed # 43553  
505.310.8053  
adrienne.duquarre@sothebysrealty.com

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

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Vista  
Sotheby's  
INTERNATIONAL REALTY




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

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

7 Bedrooms  
10 Bathrooms  
10,887± sq.ft







Vincent Carban  
Sales Associate | 916.840.1549  
916.840.1548  
vincent.carban@vistaplaya.com

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

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Sotheby's  
INTERNATIONAL REALTY




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

The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for a luxury lifestyle. Each Stanly Ranch residence promises a sense of a third retreat with Auberge's unparalleled service. Residents may enjoy access to Napa Valley's finest wineries, a world-class golf course, spa and fitness center, swimming pool, and Auberge Resorts Collection's world-class, bespoke hospitality.

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





Matt Elgerton  
DRE # 02282972  
707.254.4800  
matt@stanlyranch.com

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

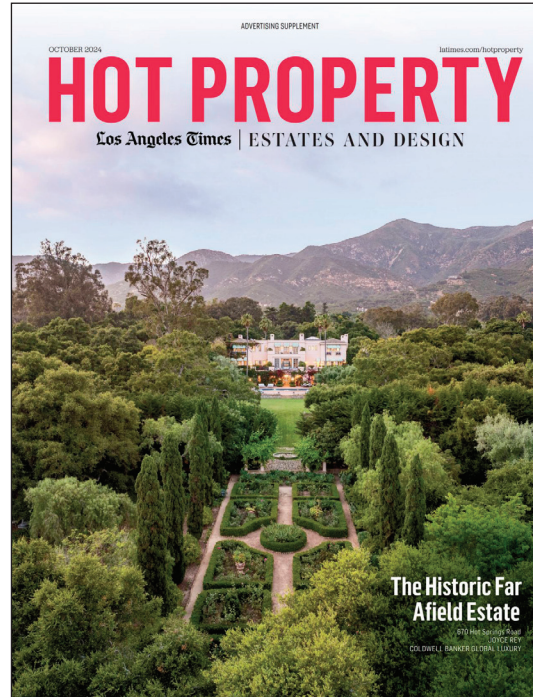
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# Los Angeles Times Hot Property And Digital Lighthouse

## 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**



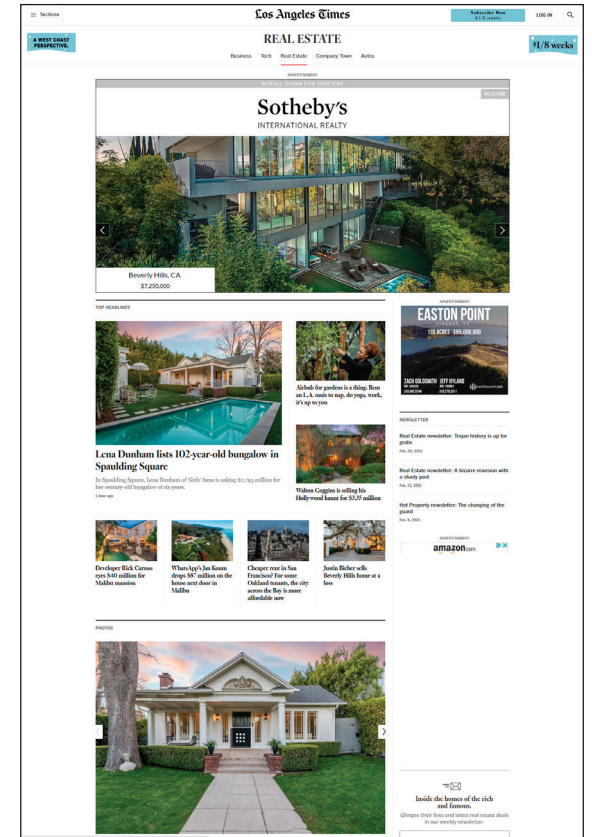
## LA TIMES DIGITAL LIGHTHOUSE

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**

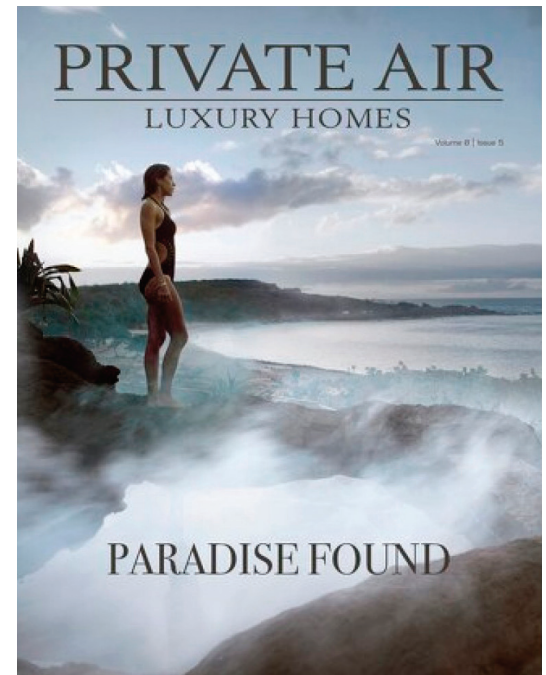
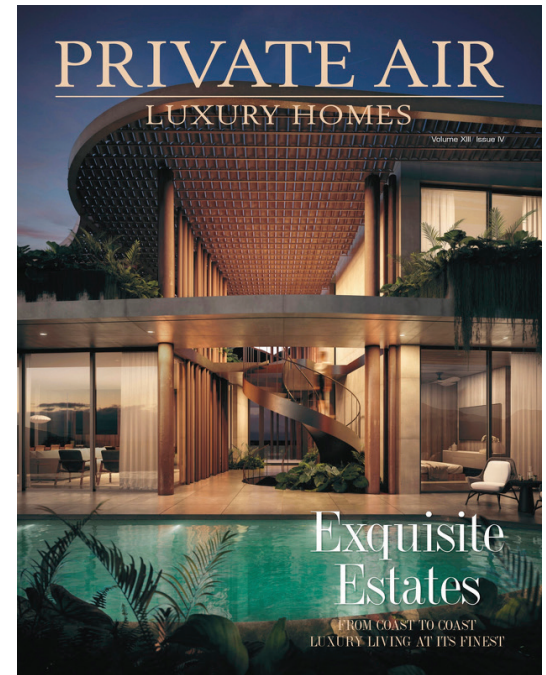
**includes social media & E-Newsletter**

**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**



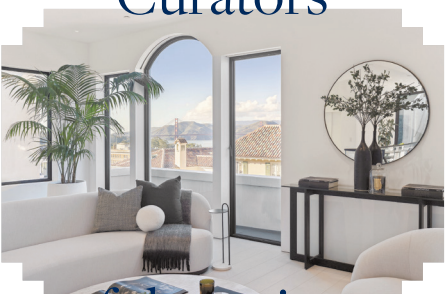
# San Francisco & Silicon Valley Takeover

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

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

1 of 1

# Curators





## of the unique

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

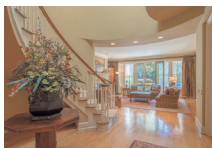

**Sotheby's**  
INTERNATIONAL REALTY

March 2025 | sothebysf.com

**Sotheby's**  
INTERNATIONAL REALTY



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



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


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

No Coating  
Sales Associate License #01099355  
sothebyshomesf.com  
831.241.4458

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

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

# Omarino



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

Price Upon Request  
sothebysnz.com/dp/97733P

Ben Mackay  
Sales Associate  
+642011880  
ben.mackay@sothebyrealty.com

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

**Sotheby's**  
INTERNATIONAL REALTY

# The Residences at Stanly Ranch

Auberge Resorts Collection

Private Residences Starting at \$2.95M  
StanlyRanchNapa.com

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

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

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



Mark Ellingson  
DRE# 0208272  
707.224.8000  
mark@stanlyranchnapa.com

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

# Schedule, Pricing & Reach



List | Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1							
Media	Ad Description	June	July	August	September	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 1,315.00	\$ 1,315.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Bespoke Emails		\$ 2,500.00				\$ 2,500.00	550,000
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00			\$ 1,800.00	200,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00		\$ 3,750.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00			\$ 1,000.00	13,000
JamesEdition							
New & Trending Home Page Position	Featured Spot	\$ 1,700.00				\$ 1,700.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
Social Media	Listing Feature			\$ 1,800.00		\$ 1,800.00	148,000
Prop Go Luxury							
Featured Listing & Regional Showcase	Regional Featured Listing + Large Banner	\$ 750.00					
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 Carousel - 1 Property	\$ 1,350.00				\$ 1,350.00	6,000
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$ 1,875.00			\$ 1,875.00	6,000
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00			\$ 1,300.00	328,000
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000

# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - 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	384,000
The New York Times									
The New York Times	Double Property Spot - Weekday/Saturday	\$	1,520.00			\$	1,520.00	423,111	
Private Air Luxury Homes									
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)				\$	1,925.00	\$	1,925.00	65,000
San Francisco & Silicon Valley									
San Francisco & Silicon Valley	Takeover - Full Page - October				\$	725.00	\$	725.00	36,500
The Wall Street Journal									
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$	1,590.00	\$	1,590.00		\$	3,180.00	1,288,848
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert	\$	980.00			\$	980.00	100,000	
TOTAL							\$	42,335.00	5,954,153

\*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 Bespoke Emails		\$ 2,500.00				\$ 2,500.00		550,000
Digital								
Million Impressions*								
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00			\$ 1,800.00		200,000
Google Adwords								
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00		\$ 3,750.00		
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00			\$ 1,000.00		13,000
JamesEdition								
New & Trending Real Estate Position	Featured Spot	\$ 1,400.00				\$ 1,400.00		750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00		192,000
Prop Go Luxury								
Featured Listing & Regional Showcase	Regional Featured Listing + Large Banner	\$ 750.00						
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
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00		17,000

# Proposed Schedule, Pricing & Reach 2025

PLAN 2 - 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	384,000
The New York Times									
The New York Times	Double Property Spot - Weekday/Saturday	\$	1,520.00			\$	1,520.00	423,111	
Private Air Luxury Homes									
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)				\$	1,925.00	\$	1,925.00	65,000
San Francisco & Silicon Valley									
San Francisco & Silicon Valley	Takeover - Full Page - October				\$	725.00	\$	725.00	36,500
The Wall Street Journal									
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$	1,590.00	\$	1,590.00		\$	3,180.00	1,288,848
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert	\$	980.00			\$	980.00	100,000	
TOTAL						\$	32,885.00	5,440,153	
*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 Bespoke Emails		\$ 2,500.00				\$ 2,500.00		550,000
Digital								
Million Impressions*								
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00		100,000
Google Adwords								
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00		\$ 3,750.00		
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00		60,000
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00			\$ 1,000.00		13,000
JamesEdition								
New & Trending Real Estate Position	Featured Spot	\$ 1,400.00				\$ 1,400.00		750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00		192,000
Prop Go Luxury								
Featured Listing & Regional Showcase	Regional Featured Listing + Large Banner	\$ 750.00						
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

# 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	384,000
The New York Times				
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00	\$ 1,520.00	423,111
San Francisco & Silicon Valley				
San Francisco & Silicon Valley	Takeover - Full Page - October		\$ 725.00 \$ 725.00	36,500
The Wall Street Journal				
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	644,424
The Wall Street Journal - 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			\$ 27,085.00	5,318,153
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy				
Pricing Subject to Change				