



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

The Serenity Project Under the Oaks Advertising and Marketing Program

Pacific | **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 The Serenity Project Under the Oaks

SKY Advertising is excited to present to Pacific Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to The Serenity Project Under the Oaks.

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 California.

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

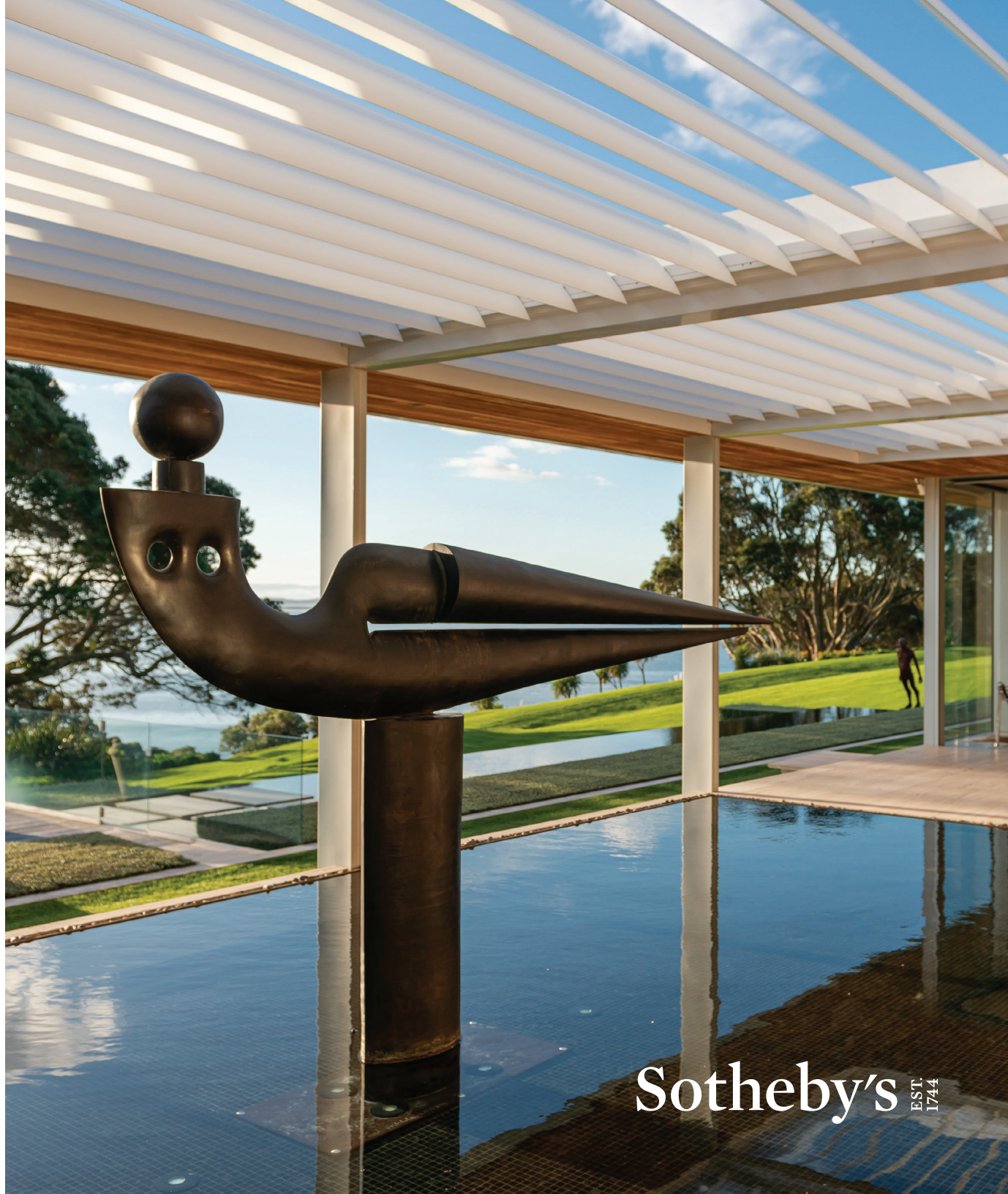
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Sotheby's
Auction House
Offerings



Sotheby's EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

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



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

Sotheby's
INTERNATIONAL REALTY

San Jose, Georgia, United States
sothebyrealty.com/us/16180003
Atlanta Five Homes
Sotheby's International Realty
Chase Mann
chase.mann@sothebyrealty.com

Co-listed with
Sotheby's International Realty
Susan Schmitt and Ben Howard
susan.schmitt@sothebyrealty.com
ben.howard@sothebyrealty.com
\$450,000,000 USD

Residence on Sankar Patel Marg
New Delhi, India
sothebyrealty.com/us/16181421

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

Price Upon Request

Duplex Apartment on Park Road
Mumbai, India
sothebyrealty.com/us/16180285

This unique home encompasses an entire floor and parking area and city views. With a carpet area of around 550 sq. ft. (5,000 sq. ft.) and two spacious bedrooms, this duplex is a gemstone.

\$3,800,000 USD

Villa in Assagao
Goa, India
sothebyrealty.com/us/16181817

5.5 car park area of 11,025 sq. ft. (1,225 sq. ft.), this fully furnished house features a modern kitchen, a swimming pool, a garden, a parking area and an exclusive beachfront. Features five bedrooms and an outdoor pool.

\$2,487,500 USD

Duplex Apartment on Sankar Patel Marg
Mumbai, India
sothebyrealty.com/us/16181817

With high-end finishes and modern amenities, this project has five bedrooms, a swimming pool, a garden and an exclusive beachfront. This duplex is located in a gated community with lush greenery.

\$2,232,000 USD

SOTHEBY'S BESPOKE
EMAIL

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

PRICE: \$2,500/DEPLOYMENT




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



SOTHEBY'S SELECTS
E-NEWSLETTERS

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


PRICE: \$2,585/DEPLOYMENT



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas
[SEE MORE](#)


Delete Junk Block ...


Sotheby's Selects | 21 September



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

[WATCH VIDEO](#)


Sotheby's Museum Network
Experts Mourn Brazil's National Museum
[SEE MORE](#)



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas

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

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

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

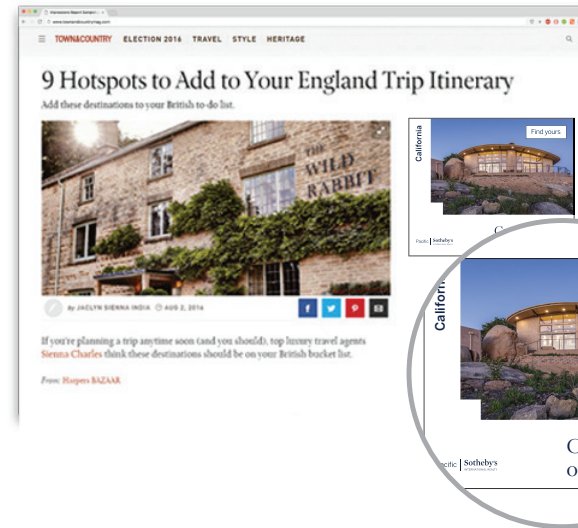
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

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

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

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **The Serenity Project Under the Oaks**
- Flight Dates: **June 2025 - August 2025**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes



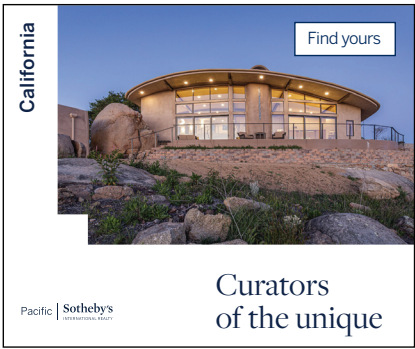
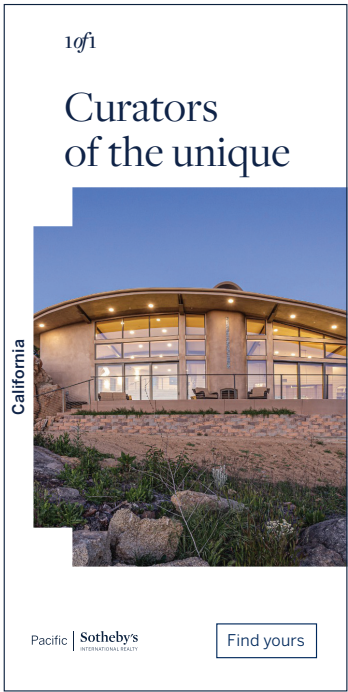
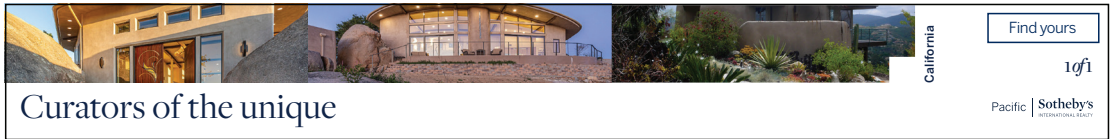
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

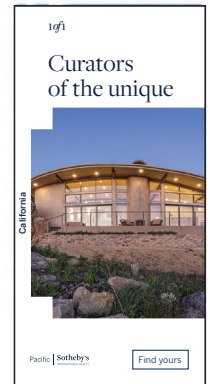
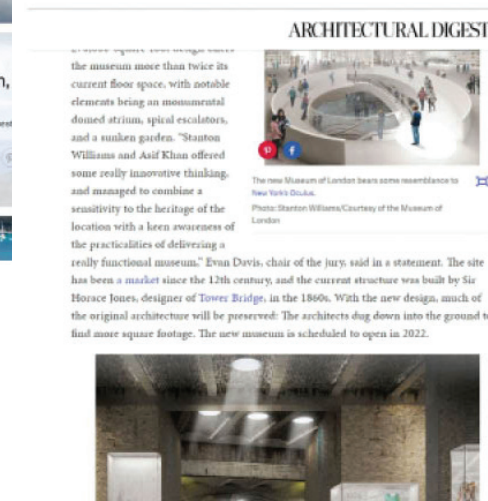
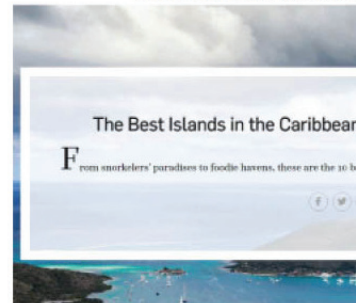
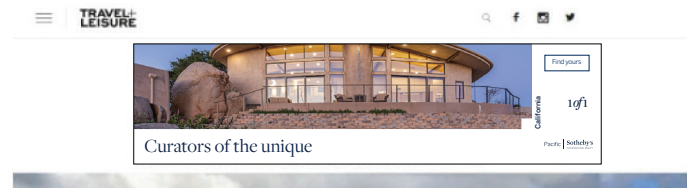
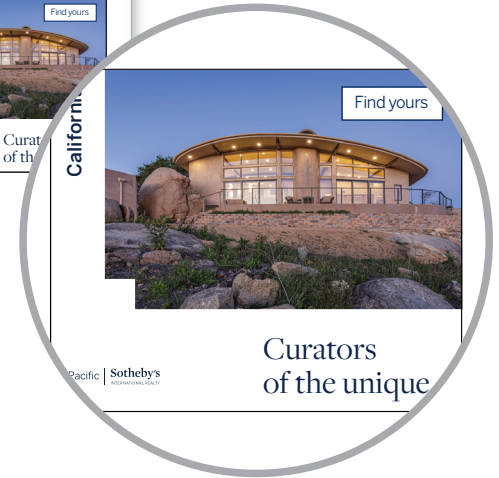
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

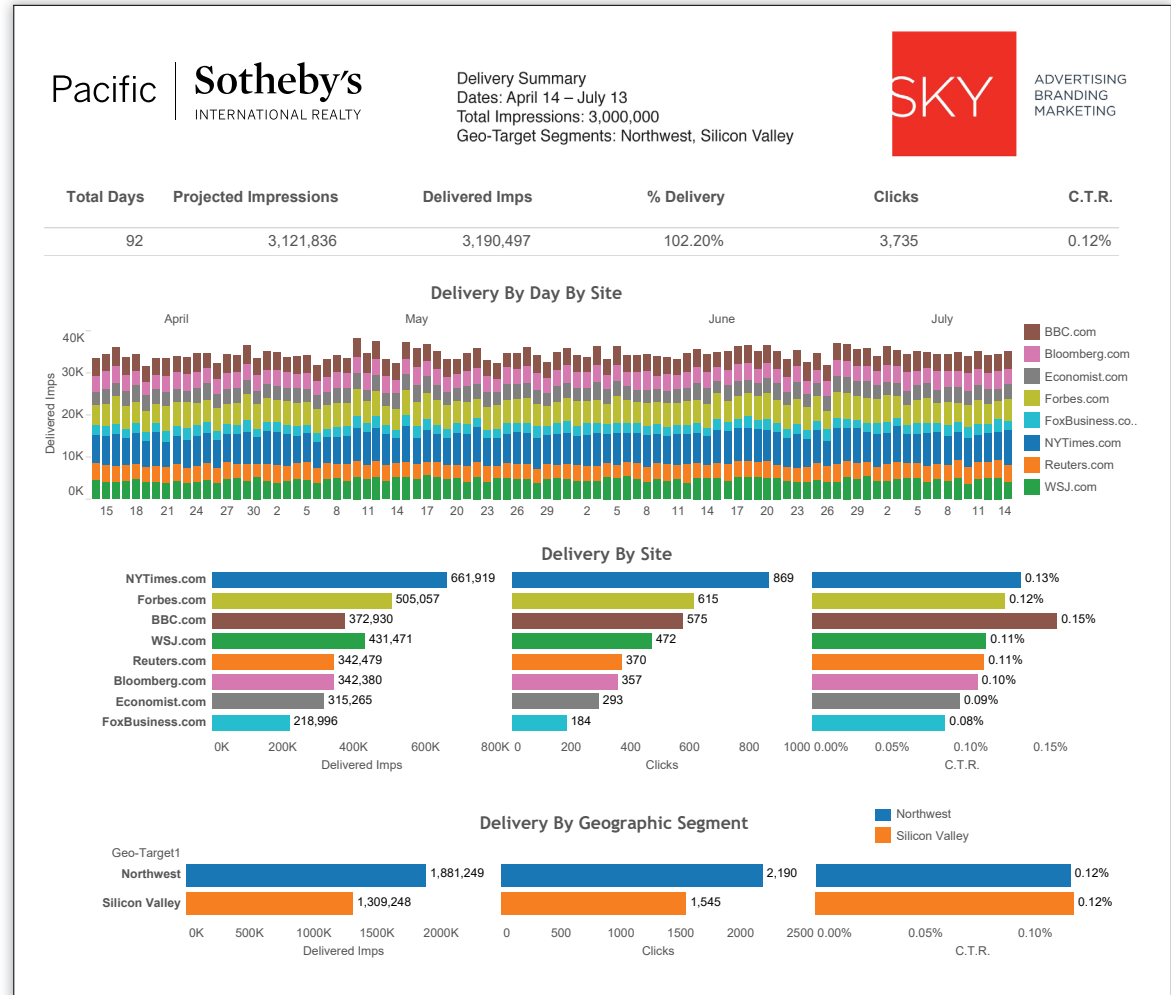


Comprehensive Reporting For Your Customized Campaign

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

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

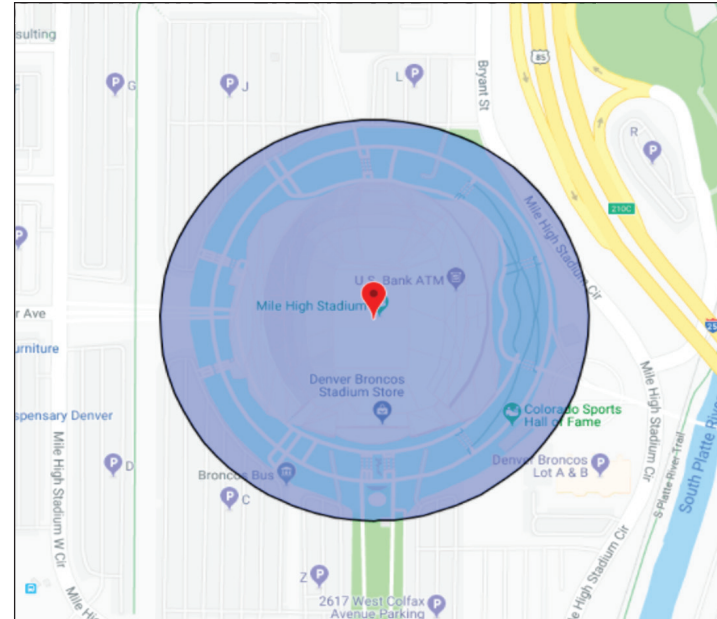
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

PRICING

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

Comprehensive Digital

NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



TARGETING OPTIONS INCLUDE:

- **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 Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
- **Cross Platform Targeting** available from Mobile Conquesting.

- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.

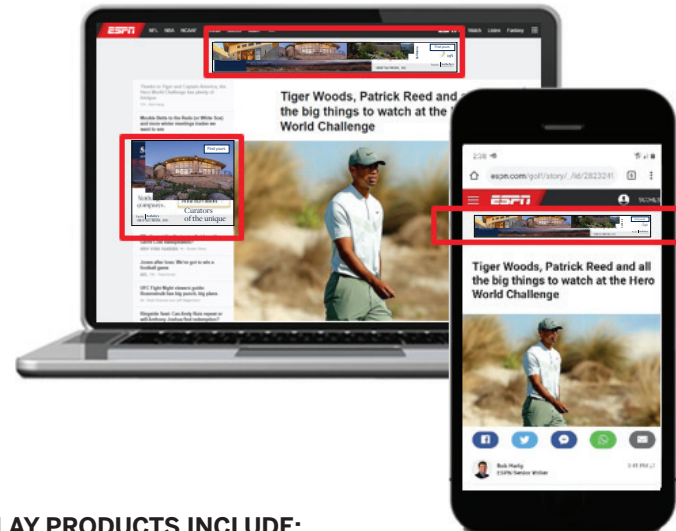
Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

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

Comprehensive Digital

DISPLAY

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



TARGETED DISPLAY PRODUCTS INCLUDE:

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

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

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

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

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

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

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

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

Cross Platform Targeting available from Mobile Conquesting.

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

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

Comprehensive Digital

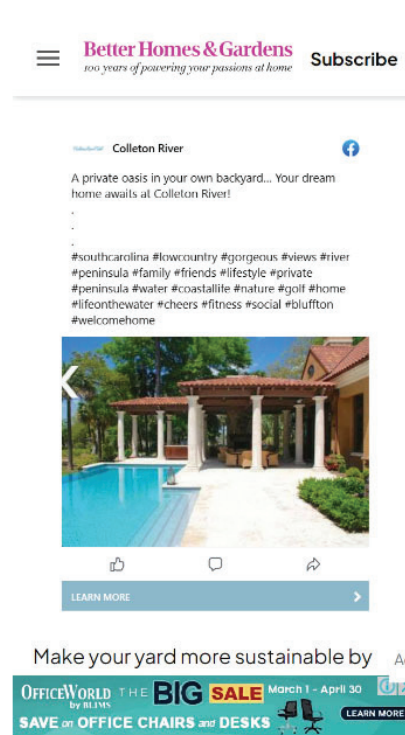
SOCIAL MIRROR ADS

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

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

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

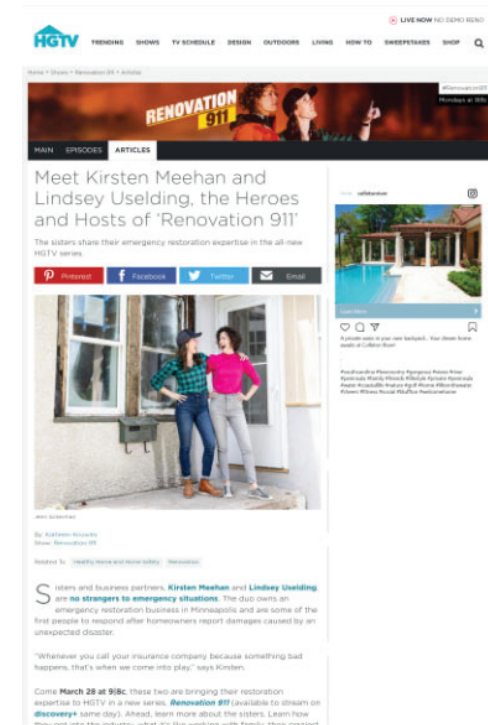
Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

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

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



Chicago Tribune

The Chicago Tribune helps Chicagoans, and those that love Chicago, stay connected to the stories and topics that affect this great city. Its award-winning stories range from an array of topics that matter most; including breaking news, politics, sports, culture, suburban coverage and engaging interactive features.

- Average Monthly Page Views: 36.6M
- Unique Monthly Visitors: 11.7M

CUSTOM EMAIL

Email deployment to target audience featuring dedicated content.

Targeting options can include:

- Geography (zip code, DMA)
- Demographic (Age, Household Income, Interest)
- Home Intenders
- First Time Homeowner
- Homeowner / Renter
- Property Type
- Home Value

CUSTOM EMAIL 50K: \$1,200

CUSTOM EMAIL 100K: \$1,950

CUSTOM EMAIL 150K: \$2,375



Dwell Real Estate

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

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

Dwell Audience Real Estate Metrics

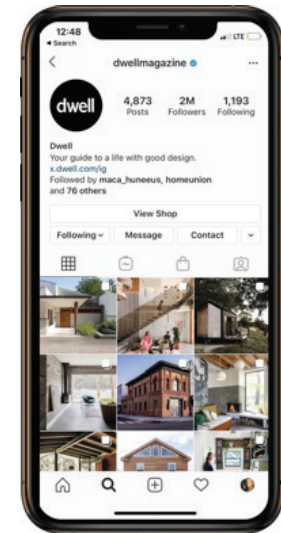
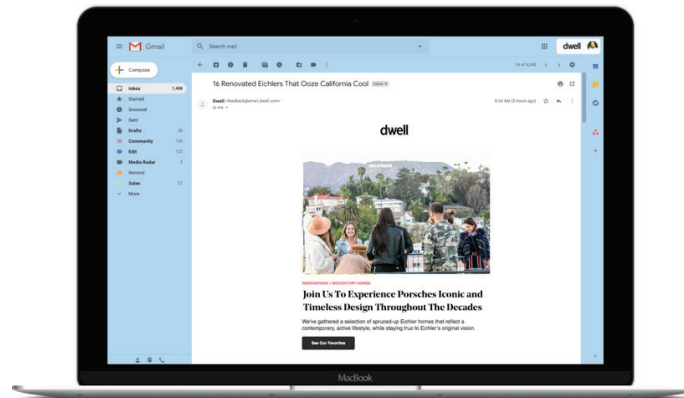
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

CUSTOM REAL ESTATE ARTICLE.

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

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

PRICE: \$6,000



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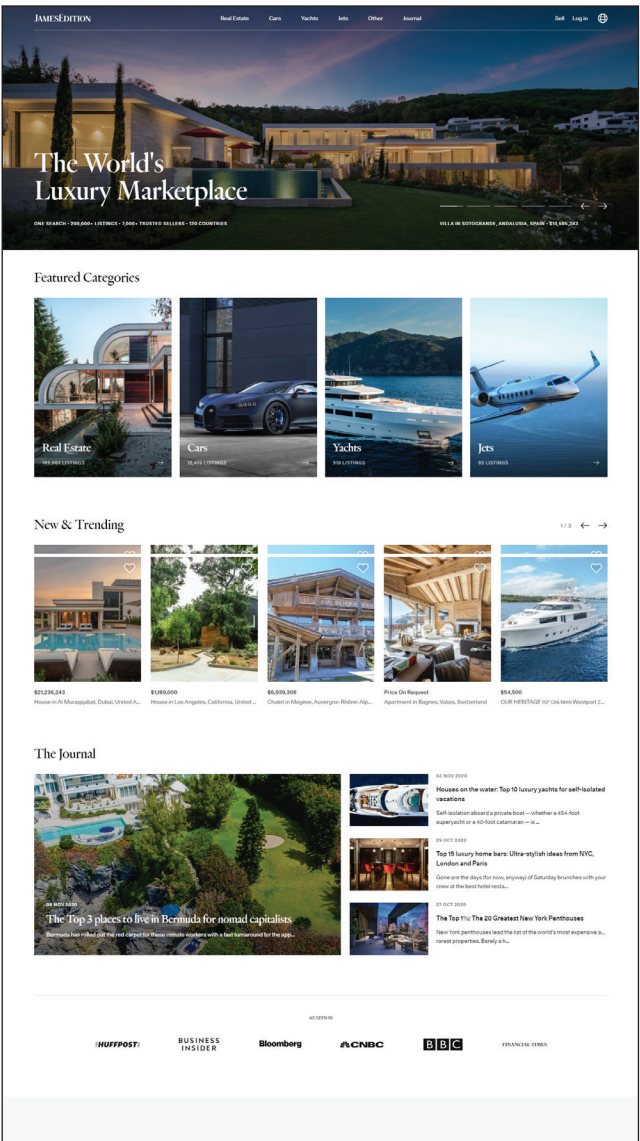
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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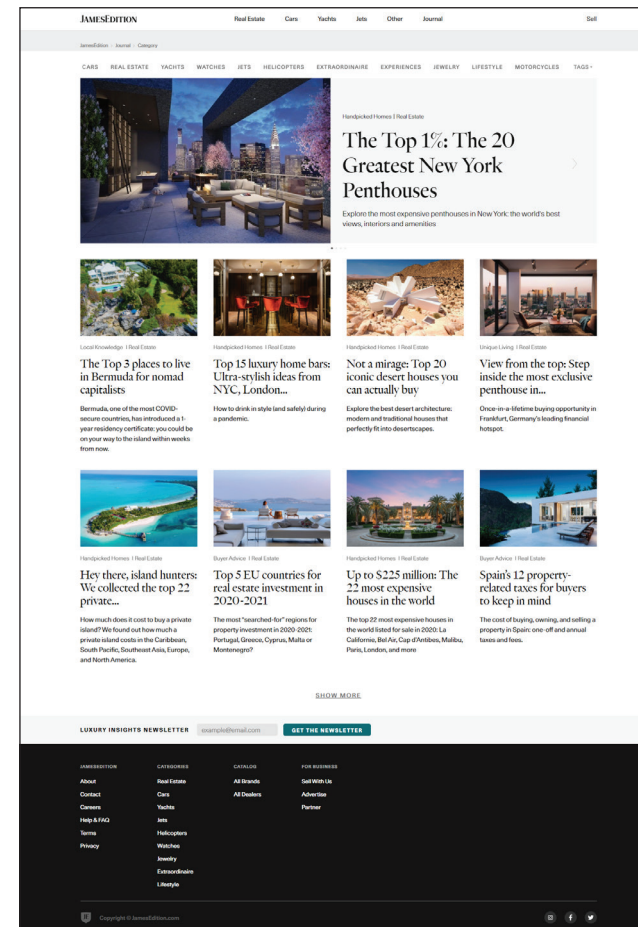
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in a Featured Story.

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



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

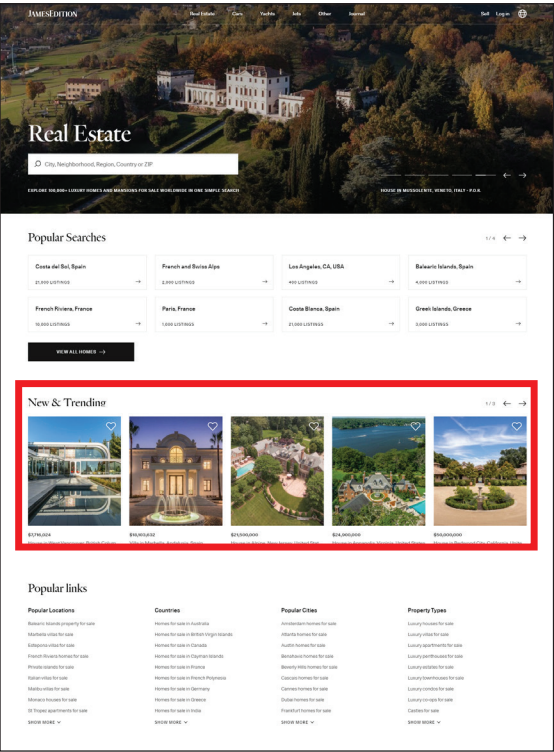
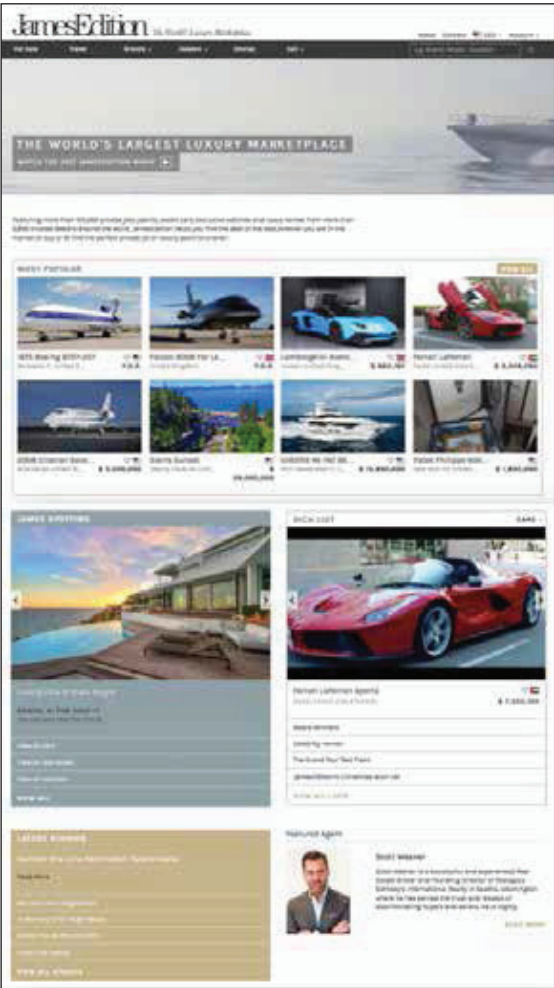
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,700

REAL ESTATE POSITION
FEATURED SPOT: \$1,400



jamesedition.com

SOCIAL MEDIA POST

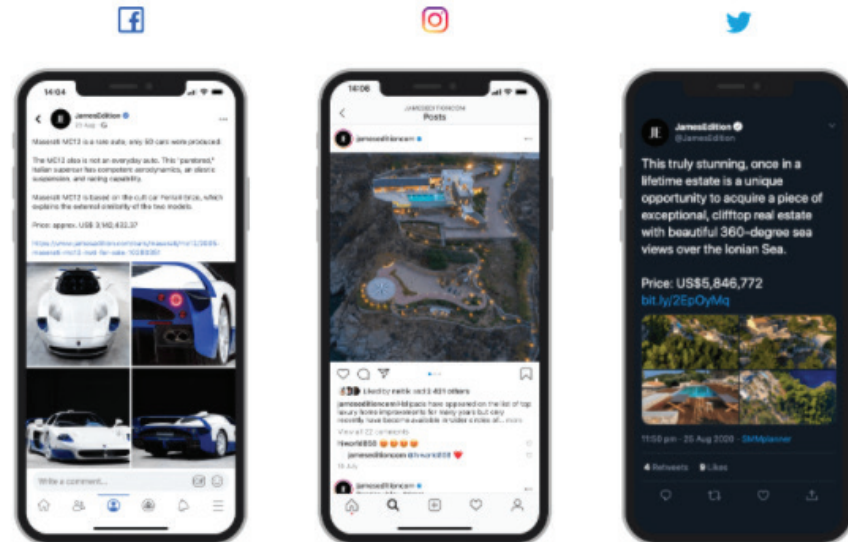
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

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



PHOTO

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

PHOTO: \$800

PHOTO PLUS

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

PHOTO PLUS: \$1,000

VIDEO

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

VIDEO: \$1,800

Land.com

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

LANDS OF AMERICA

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

LAND AND FARM

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

LAND WATCH

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



Land & Farm

Active Filters

Remove

Connecticut X

City: Waterbury X

Price

\$0 - \$49,999 6

\$50,000 - \$99,999 1

\$100,000 - \$249,999 5

\$250,000 - \$499,999 5

\$500,000 - \$749,999 2

\$750,000 - \$999,999 3

Custom Price

Parcel Size

0 - 10 Acres 17

11 - 50 Acres 3

51 - 100 Acres 1

Custom Size (Acres)

Waterbury, CT Land for Sale - Page 1 of 1

Sort

\$130,000 • 8.43 Acres

Waterbury, CT, 06701, New Haven County

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

Kadesha Thomas-Burgan

William Pitt Sotheby's Int'l

Contact

\$59,000 • 0.09 Acres

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

Peter Raider

Real Broker NY LLC

Contact

\$41,900 • 1.84 Acres

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

\$475,000 • 8.43 Acres

3 beds • 2 baths • 1,398 sqft

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

SIGNATURE LISTINGS

10Xs more Exposure

\$175/1 LISTING
\$480/3 LISTINGS

PLATINUM FEATURED PROPERTY

PRICE: \$750/30 DAYS
Featured on all 3 Land.com sites

skyad.com |

26

Land Report

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

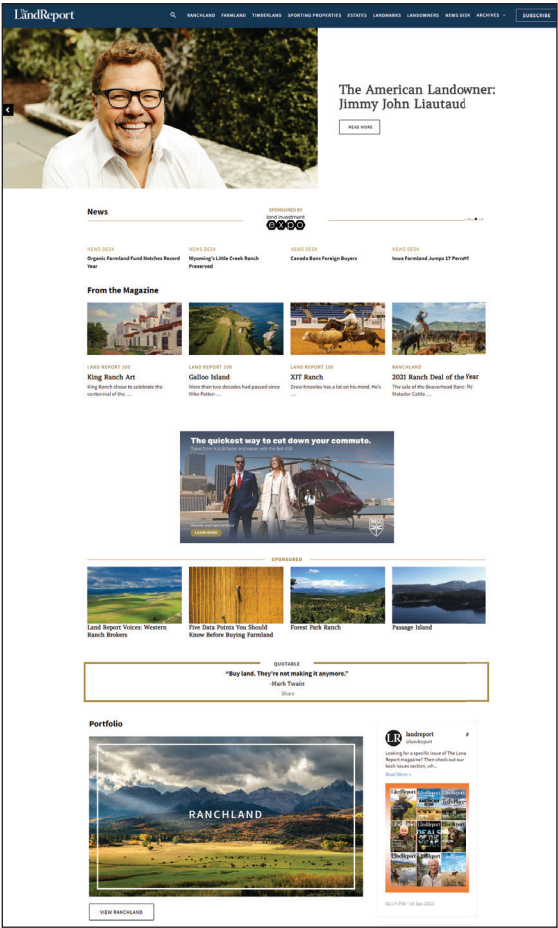
- Net Worth: **\$9.3M**
- Household Income: **\$9.2M**

Top In-Bound Markets:

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

SOCIAL MEDIA POSTS

PRICE: \$1,450/POST



PUBLISHER'S PICKS NEWSLETTER

PREMIER PLACEMENT

Dedicated social media post and a spotlight article

PRICE: \$5,885

STANDARD PLACEMENT

includes a dedicated social media post

PRICE: \$2,375

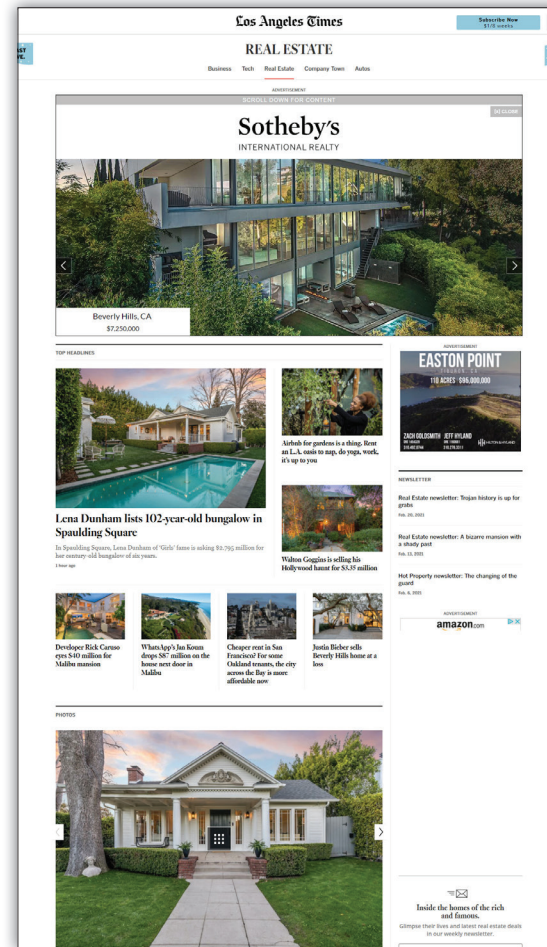
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

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



RobbReport.com

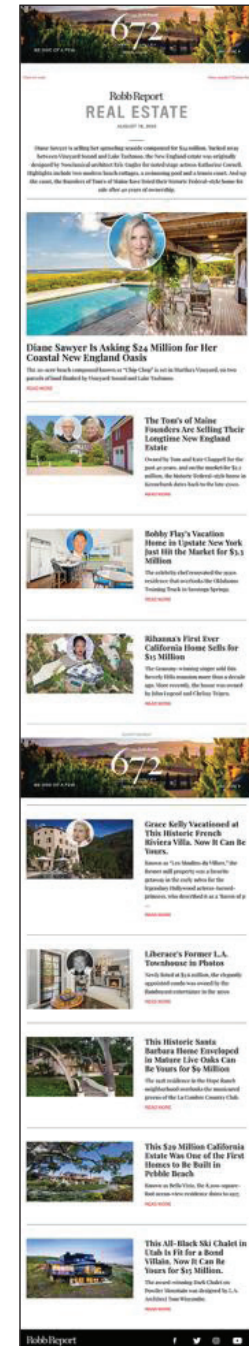
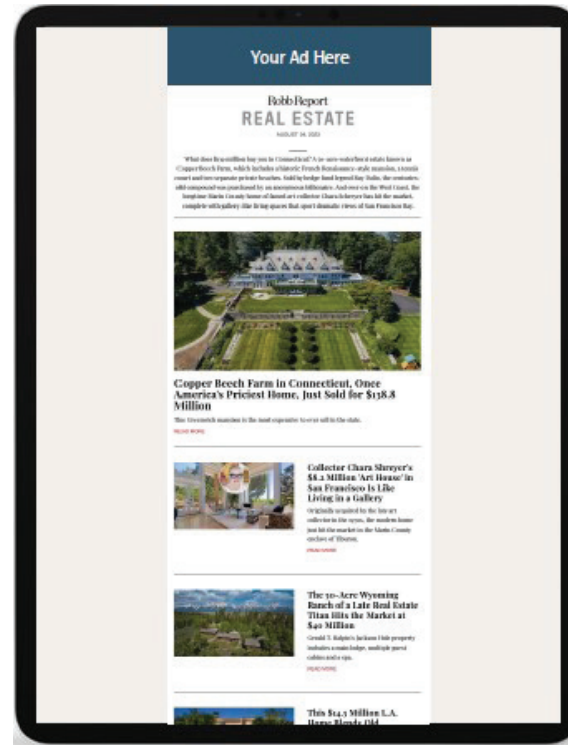
REAL ESTATE ENEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

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

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

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

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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)

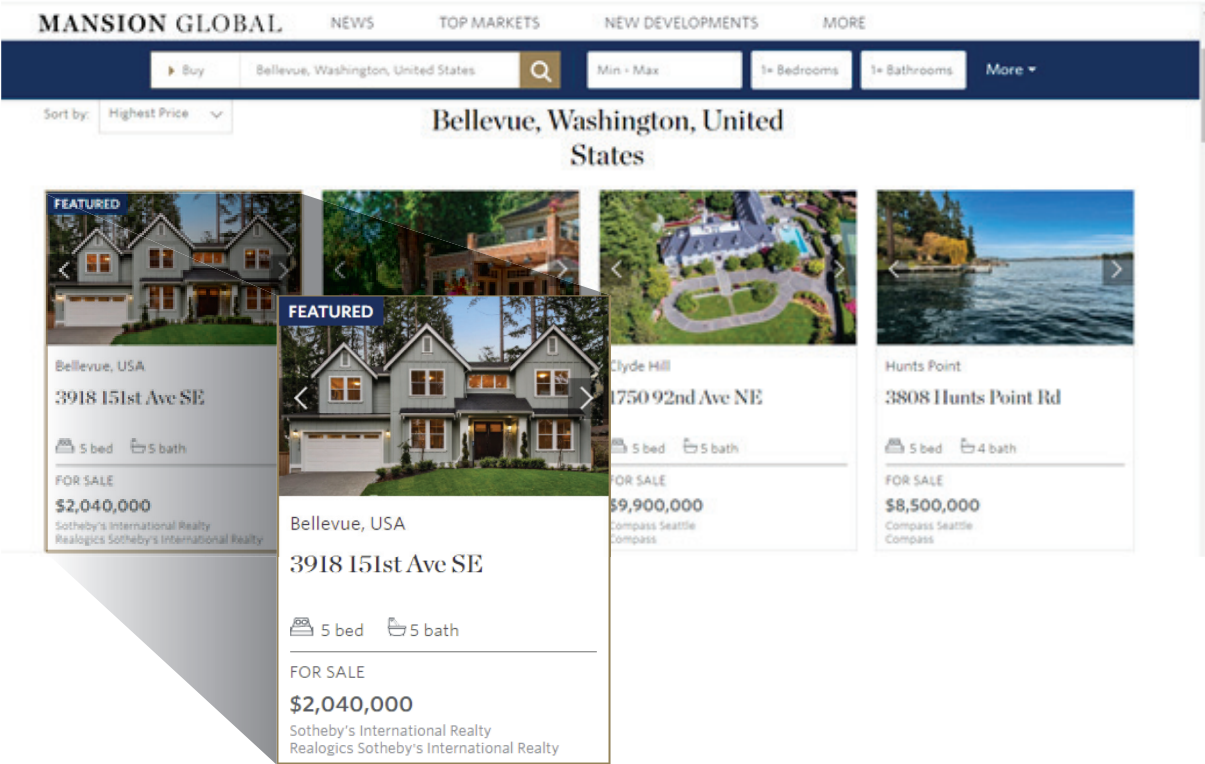
FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

10 PROPERTIES: \$1,386

Included with print placement



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. 1802 1012 St Catharines Street, Vancouver, BC	\$10,000,000
2. 48 Brudenell Park, Toronto, ON	\$10,000,000
3. 1128 North Avenue, Vancouver, BC	\$10,000,000
4. 1480 - 1011 Cantonment Street Toronto, ON	\$11,500,000
5. 1000 Park Crescent, Vancouver, BC	\$12,900,000
6. 1 Penn Blvd/1000, Suite 1000, BC	\$13,800,000
7. 412 St. Patrick, Vancouver, BC	\$15,000,000
8. 1512 1512 Ave Royale, Chateau-Richer, QC	\$15,000,000
9. 1010 1010 Ave, Toronto, ON	\$15,000,000
10. 400 Sandrine Road, Toronto, ON	\$15,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$792,976	1141	\$10,000,000
Vancouver	\$1,487,048	879	\$10,000,000
Calgary	\$667,400	122	\$20,000,000
Whisper	\$1,053,300	26	\$25,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$15,000,000
Toronto	\$868,817	882	\$15,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
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



3:26 AM - 25 May 2018

#AloneTogether [ad](#)

Staying home saves lives.

For more info visit coronavirus.gov

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

Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

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

Includes Bonus 30 Day Digital -
Featured Property Upgrade

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

MANSION

THE WALL STREET JOURNAL

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

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

Going Once, Going Twice

More wealthy homeowners are turning to the auction market, but the results don't always live up to their lofty expectations

By Kenneth Claus and E.R. Steinmetz

Randy and Robin Landman had been trying to sell their Manhattan penthouse for over a year when they turned to the auction market this summer. First listed for \$12.2 million, their triple in the sought-after Tribeca neighborhood came with more than 2,000 square feet of terrace, a floating staircase and a private elevator. At auction, the roughly 3,300-square-foot property sold for \$5 million, less than half of what they had originally asked and little more than they paid for it two decades ago. "It was obviously a weird estate," Randy said of deciding to auction the home.

More closely associated with private art or collectibles, auctions are on the rise for luxury real estate, with auction houses reporting a dramatic spike in the number of high-net-worth sellers seeking their aid since 2020. And a downturn in luxury home sales, auction companies are pitching homeowners on their ability to market unique properties in a range of deep-pocketed buyers beyond local markets and to sell them within a precise time frame.

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

Please turn to page M5

TRIBECA PENTHOUSE
New York City

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

Room for Prayer, Without Leaving Home

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

By Susan Powers

IN THE DALLAS SUBURBS, sun-dappled light fills an oil lamp in front of a wooden structure housing idols in two niches. The newly renovated area is dedicated to prayer and is tucked by gold and white tile matching the gilded trim and the white quartz counter, the 41-year-old said.

Practitioners of Hinduism, particularly in India, have long created pooja rooms or areas in their homes; the word *pooja*, sometimes spelled *puja*, refers to the Sanskrit word for worship. A *pooja* room usually has an altar, murti or idols, supporting idols and pictures of Hindu gods. They are used for solitary or communal prayer, worship and meditation, and are often decorated for special occasions during festivals such as Diwali, said Pooja Chhabra, a consultant in Dallas, Texas, a unit of architectural-design principles based on Indian tradition.

As the population of Indian-Americans in the U.S. has grown, more interior designers, home builders and developers are specializing in accommodating the demand for *pooja* rooms.

Do-it-yourself *pooja* room decoration has also become an online media. A feature on Mindy Kaling's hit Netflix comedy "Never Have I Ever," about a first-generation Indian-American teenager, went viral on social media, showing scenes of prayer in front of the Hindu deity's *pooja* room—an ornate filled with pictures.

Please turn to page M6

More U.S. builders and developers are accommodating demand for *pooja* rooms. Brenda Scharf says she's getting more interior-design inquiries after posting her *pooja*-room renovation projects on Instagram.

Homes as unique as you [sotbyrealestate.com](https://www.sotbyrealestate.com)

Queen's Place, Royal Car
Aerial view of a property with a large pool and garden.

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A modern exterior with a large pool and garden.

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10

The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

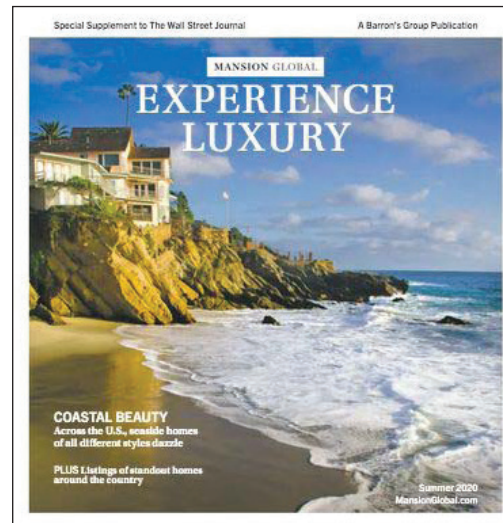
Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- 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
EIGHT PROPERTY SPOT: \$6,080

"All the News That's Fit to Print"

The New York Times

Today, every luxury real estate and design project in Sotheby's International Realty is a reflection of the unique and sophisticated lifestyle of its owners. The New York Times is 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.

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

Web's Far Right Can Hear Itself As Trump Talks

By KEVIN WOOD

On Wednesday, as Mr. Trump's first campaign rally in New York City was being held in the city's largest arena, the New York Times website was flooded with comments from readers who were angry at the president-elect. The comments were not just about Mr. Trump, but also about the New York Times, which was accused of being biased against him. The comments were also a reflection of the growing polarization in the United States, as people became more and more divided along political lines.

Edge in Polls Might Not Tip House Scales

By NICHOLAS...

As Mr. Trump's lead in the polls grows, many are predicting that he will win the White House. However, some experts believe that the House of Representatives will remain in Democratic hands, even if Trump wins the presidency. This is because the House is controlled by a coalition of Democrats and Republicans, and it is unlikely that Trump will be able to win enough Republican support to take control of the House.

Outcasts Hinge on a Handful of Trump

By NICHOLAS...

As Mr. Trump's lead in the polls grows, many are predicting that he will win the White House. However, some experts believe that the House of Representatives will remain in Democratic hands, even if Trump wins the presidency. This is because the House is controlled by a coalition of Democrats and Republicans, and it is unlikely that Trump will be able to win enough Republican support to take control of the House.

It's Not Heaven, It's Brooklyn

By NICHOLAS...

As Mr. Trump's lead in the polls grows, many are predicting that he will win the White House. However, some experts believe that the House of Representatives will remain in Democratic hands, even if Trump wins the presidency. This is because the House is controlled by a coalition of Democrats and Republicans, and it is unlikely that Trump will be able to win enough Republican support to take control of the House.

Spending Millions in a Bid to Avoid Sanctions

By NICHOLAS...

As Mr. Trump's lead in the polls grows, many are predicting that he will win the White House. However, some experts believe that the House of Representatives will remain in Democratic hands, even if Trump wins the presidency. This is because the House is controlled by a coalition of Democrats and Republicans, and it is unlikely that Trump will be able to win enough Republican support to take control of the House.

Partisan Roots Of New Query On the Census


By NICHOLAS...

As Mr. Trump's lead in the polls grows, many are predicting that he will win the White House. However, some experts believe that the House of Representatives will remain in Democratic hands, even if Trump wins the presidency. This is because the House is controlled by a coalition of Democrats and Republicans, and it is unlikely that Trump will be able to win enough Republican support to take control of the House.

Called to Serve, Utah Mayor Always Answered

By NICHOLAS...


As Mr. Trump's lead in the polls grows, many are predicting that he will win the White House. However, some experts believe that the House of Representatives will remain in Democratic hands, even if Trump wins the presidency. This is because the House is controlled by a coalition of Democrats and Republicans, and it is unlikely that Trump will be able to win enough Republican support to take control of the House.




Discover the unique

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Sotheby's INTERNATIONAL REALTY




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Ben Macky
ben.macky@sothebysrealty.com +64 219 37885




Seafair - Harbour Island
SCOTTSDALE, ARIZONA
\$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




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KEYSTONE, COLORADO
\$5,000,000 | sothebysrealty.com/id/67GK4J
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
TTR Sotheby's International Realty
Jeff Lockard | Andrew Smith
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

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

FULL PAGE, COLOR:

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

ARCHITECTURAL DIGEST

THE INTERNATIONAL DESIGN AUTHORITY FEBRUARY 2015

AD

SHONDALAND!
AT HOME IN
LOS ANGELES WITH
TV HITMAKER
SHONDA RHIMES

CITY LIVING
FAMILY STYLE
IN MIAMI, NEW YORK,
LONDON,
AND STOCKHOLM



Promote your brand and properties in style with this tabloid insert devoted to Sotheby's International Realty and delivered to high-net worth neighborhoods.

- Distribution: **Chicago Metro Area**
- Circulation: **150,000+**

Includes Digital Banner Promotion

1 of 1

Curators

of the unique

Chicago, Illinois | Represented by Lisa Huber on page 5

Sotheby's
INTERNATIONAL REALTY

March 2025 | sothebyrealty.com




Premier | Sotheby's
RESIDENTIAL REAL ESTATE

A Masterpiece of Architectural Grace

7 Suyvesant Road, Asheville, North Carolina

\$6,995,000
[southerealty.com/ad/678294](https://www.southerealty.com/ad/678294)

Originally designed by renowned architect Richard Sharp Smith for Barbara S. Culbert and remodeled by Richard Smith in the early 2000s, this English country manor sits on 4.4 manicured acres in SUYVESANT FOREST, featuring exceptional grounds, seven water features, and panoramic golf course views. The 7 bedroom, 5.2 bath home features an open floor plan ideal for gathering, showcasing fine materials and meticulous craftsmanship.

10 bedrooms
7 full, 2 half bathrooms
13,588 square feet





Marilyn Wright
 Global Real Estate Advisor
 828.275.3938
Wright.M@SIR.com

Asheville Office | 20 Brook Street, Suite 100 Asheville, North Carolina | premier@sothebysrealty.com

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Sotheby's
INTERNATIONAL REALTY

223 Coral Lane

Palm Beach, Florida | \$1,650,000+ | coralandpalmbeach.com

Serenity Palm Beach Living captures the peaceful essence of Coral Lane. This attractive 5 bedroom, 6 full bathrooms, and 2 full bathroom home offers an idyllic escape and moments from the vibrant heart of Palm Beach. Located a few blocks north of Main Street's shopping and dining, you will enjoy a quiet street with easy access to the best of the town.

13629 Treasure Cove Circle

North Palm Beach, Florida | \$1,350,000+ | waterfronttreasurecove.com

Three dreamers' insider Caribbean Kermes - Three Boats - One Building - A Remarkable Family Compound - Serene and secure enclave in a lush tropical setting ideally located along the North Palm Beach's magnificent waterway. Units also sold separately.

JB Edwards
Global Real Estate Advisor, Associate Broker
561.373.4341 | jbedwards@sothyrealety.com
jb-edwards@sothyrealety.com

Sotheby's International Realty - Palm Beach Brokerage | 1401 Regatta/Riviera Way Suite M204, North Palm Beach, Florida | sothyrealety.com

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[illegible]

Dwell

MODERN MARKET

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

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

SMALL AD: \$800

MEDIUM VERTICAL AD: \$1,300

MEDIUM HORIZONTAL AD: \$1,875

LARGE AD: \$2,500

FULL PAGE: \$4,375



Los Angeles Times Takeover

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
 - **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
 - **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
 - **32%** of readers are more likely to own a second home or real estate property.
-
- Full Page color ad using Sotheby's International Realty Design Vault template
 - Western Los Angeles coverage
 - Saturday Print Circulation: **56,000**
 - Saturday e-edition subscribers: **164,780**

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

1 of 1

Unique homes,

uniquely for you


Beverly Hills, California | Represented by Eric Lavey


INTERNATIONAL REALTY


March 2025 | sothebysrealty.com

INTERNATIONAL REALTY

Zen-like Setting in Santa Fe




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




Adrienne DuQuere
American Dream License# 43553
505.310.8053
adrienne.duquere@sothebysrealty.com

Sotheby's International Realty | Santa Fe Brokerage | 231 Washington Avenue, Santa Fe, New Mexico 87505-8585 | sothebysrealty.com


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





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




Web: Sotheby's International Realty | 800 S. Catalina Ave, Redwood Beach, CA | sothebysrealty.com

7 Bedrooms
10 Bathrooms
10,887± sq.ft







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



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



Walt Elgerton
DMC #10226272
707.234.4800
walt@stanlyranch.com



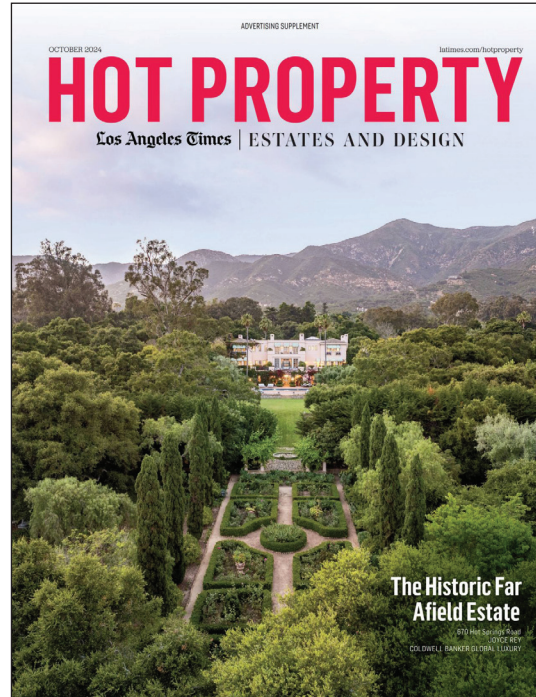
Sotheby's International Realty | Stanly Ranch Residences | 200 Stanly Court, Napa, CA

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**



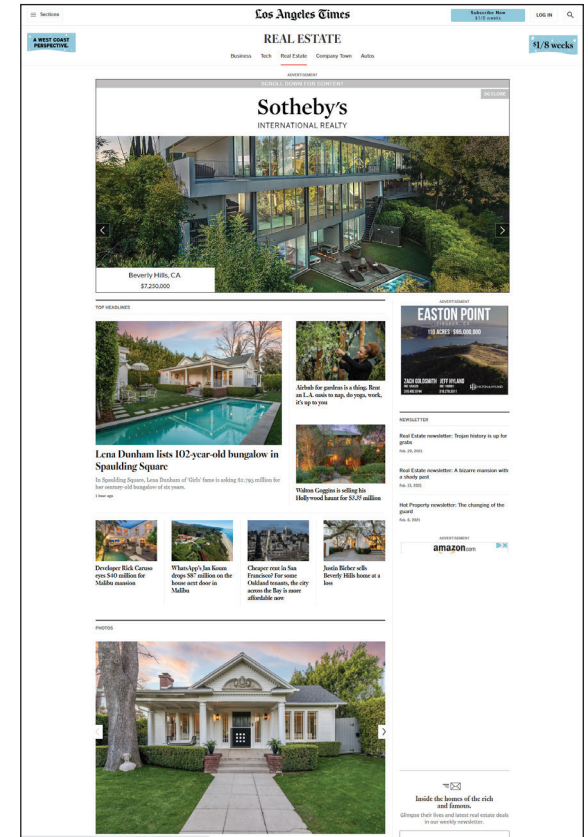
LA TIMES DIGITAL LIGHTHOUSE

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



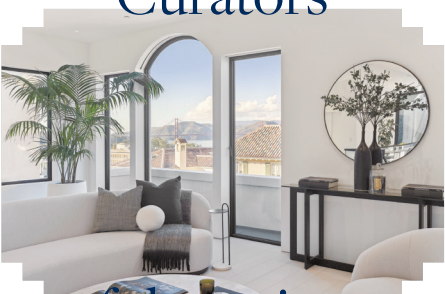
San Francisco & Silicon Valley Takeover

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

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

1 of 1

Curators





of the unique

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



Sotheby's
INTERNATIONAL REALTY

March 2025 | sothebysfvalley.com

Sotheby's
INTERNATIONAL REALTY



1272 Cantata Court
Palo Alto, California | \$4,495,000 | 1272cantata.com
4 Bedrooms | 5 Full Baths | 3,404 sq. ft. of living space on 1.384 acre lot | 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

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

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

Omarino



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

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Ben Mackay
Sales Associate
+6420191880
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



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	35,000		
Sotheby's Auction House: Digital									
Sotheby's Bespoke Emails		\$ 2,500.00				\$ 2,500.00	550,000		
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00		\$ 2,585.00	770,000		
Digital									
Million Impressions*									
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000		
Million Impressions	Targeting - CA, AZ, TX, FL, Chicago								
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		
Chicago Tribune									
Chicago Tribune	Custom Email 50k	\$ 1,200.00				\$ 1,200.00	50,000		
Dwell.com									
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00			\$ 6,000.00	1,750,000		
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		
Social Media	Listing Feature			\$ 1,000.00		\$ 1,000.00	148,000		

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus	Bonus	\$	-	850,000
Land.com							
Platinum Listings		\$	750.00		\$	750.00	
Signature Listings				\$480	\$	480.00	
Land Report							
Social Media Posts	Banners		\$	1,450.00	\$	1,450.00	60,000
Publisher's Picks Standard Placement	includes a dedicated social media post	\$	2,375.00				
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
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$	650.00	\$	650.00	\$	1,300.00
Mansion Global e-Newsletter	Daily Monday-Friday			\$	3,680.00	\$	3,680.00
Property Upgrades	10 Featured Property Upgrades			Bonus	Bonus	\$	-

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print

Chicago Tribune					
Chicago Tribune	Takeover - Full Page - October		\$ 725.00	\$ 725.00	150,000
Conde Nast Magazines					
Architectural Digest - Los Angeles / West LA	Full Page		\$ 2,870.00	\$ 2,870.00	19,000
Dwell					
Dwell	Modern Market - Large Ad		\$ 2,500.00	\$ 2,500.00	206,000
Financial Times					
Financial Times	Property Spot	\$ 750.00		\$ 750.00	210,457
The Los Angeles Times					
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00	\$ 425.00	\$ 850.00	441,560
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 1,320.00	768,000
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			\$ 53,595.00		10,278,476
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*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy

Pricing Subject to Change

Proposed Schedule, Pricing & Reach 2025

PLAN 2

Plan 2							
Media	Ad Description	June	July	August	September	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 1,315.00	\$ 1,315.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00		\$ 2,585.00	770,000
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
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 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
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus			\$ -	425,000
Land.com							
Platinum Listings		\$ 750.00				\$ 750.00	
Signature Listings				\$480		\$ 480.00	
Land Report							
Publisher's Picks Standard Placement	includes a dedicated social media post	\$ 2,375.00					
Robbreport.com							
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$ 1,875.00			\$ 1,875.00	6,000
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00				\$ 650.00	164,000
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus		\$ -	

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print

Chicago Tribune						
Chicago Tribune	Takeover - Full Page - October			\$ 725.00	\$ 725.00	150,000
Conde Nast Magazines						
Architectural Digest - Los Angeles / West LA	Full Page			\$ 2,870.00	\$ 2,870.00	19,000
Dwell						
Dwell	Modern Market - Medium Horizontal Ad			\$ 1,875.00	\$ 1,875.00	206,000
Financial Times						
Financial Times	Property Spot	\$ 750.00			\$ 750.00	210,457
The Los Angeles Times						
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00			\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 660.00	\$ 1,320.00	768,000
The New York Times						
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00			\$ 760.00	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		\$ 1,590.00	1,288,848
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert	\$ 980.00			\$ 980.00	100,000
TOTAL					\$ 29,655.00	5,939,696

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

Pricing Subject to Change

Proposed Schedule, Pricing & Reach 2025

PLAN 3

Plan 3								
Media	Ad Description	June	July	August	September	Media Total	Reach	
Sotheby's Auction House: Print								
Sotheby's Magazine	Quarter Page				\$ 1,315.00	\$ 1,315.00	20,000	
Digital								
Million Impressions*								
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000	
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	
LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus			\$ -	425,000	
Land.com								
Platinum Listings		\$ 750.00				\$ 750.00		
Signature Listings				\$480		\$ 480.00		
Land Report								
Publisher's Picks Standard Placement	includes a dedicated social media post	\$ 2,375.00						
Robbreport.com								
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$ 1,875.00			\$ 1,875.00	6,000	
WSJ.com								
Mansion Global Homepage Hero	Shared Banner	\$ 650.00				\$ 650.00	164,000	
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus		\$ -		

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print

Chicago Tribune											
Chicago Tribune	Takeover - Full Page - October			\$	725.00	\$	725.00	150,000			
Dwell											
Dwell	Modern Market - Small Ad			\$	800.00	\$	800.00	206,000			
Dwell	Modern Market - Medium Vertical Ad					\$	-	0			
Financial Times											
Financial Times	Property Spot			\$	750.00		\$	750.00	210,457		
The Los Angeles Times											
The Los Angeles Times	Hot Property - listing + digital lighthouse			\$	425.00		\$	425.00	220,780		
The Los Angeles Times	Takeover - Full Page				\$	660.00	\$	660.00	\$	1,320.00	768,000
The New York Times											
The New York Times	Property Spot - Weekday/Saturday			\$	760.00		\$	760.00	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		\$	1,590.00	1,288,848
The Wall Street Journal											
Mansion Global Experience Luxury	Weekend Property insert			\$	980.00		\$	980.00	100,000		
TOTAL									\$	17,945.00	5,073,696

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