



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Omarino Advertising and Marketing Program

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

Table of Contents

3 INTRO

4 SOTHEBY'S AUCTION HOUSE

- 5 Sotheby's Magazine
- 6 Sotheby's Bespoke Email
- 7 Sotheby's Selects e-Newsletters

8 DIGITAL

- 9 Impressions Campaign
- 14 Comprehensive Digital
- 15 Google AdWords
- 18 Cottages & Garden
- 19 Dwell Real Estate
- 20 JamesEdition.com
- 25 Land Report
- 26 LA Times
- 28 Luxury Estate
- 29 RobbReport.com

34 PRINT

- 35 The Wall Street Journal
- 37 The New York Times
- 39 The New York Times Takeover
- 40 duPont Registry
- 41 Dwell
- 42 Financial Times
- 43 The Land Report
- 44 Los Angeles Times
- 46 Robb Report
- 47 San Francisco & Silicon Valley Takeover

48 SCHEDULE, PRICING & REACH

- 49 2025



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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Omarino

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

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 New Zealand.

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

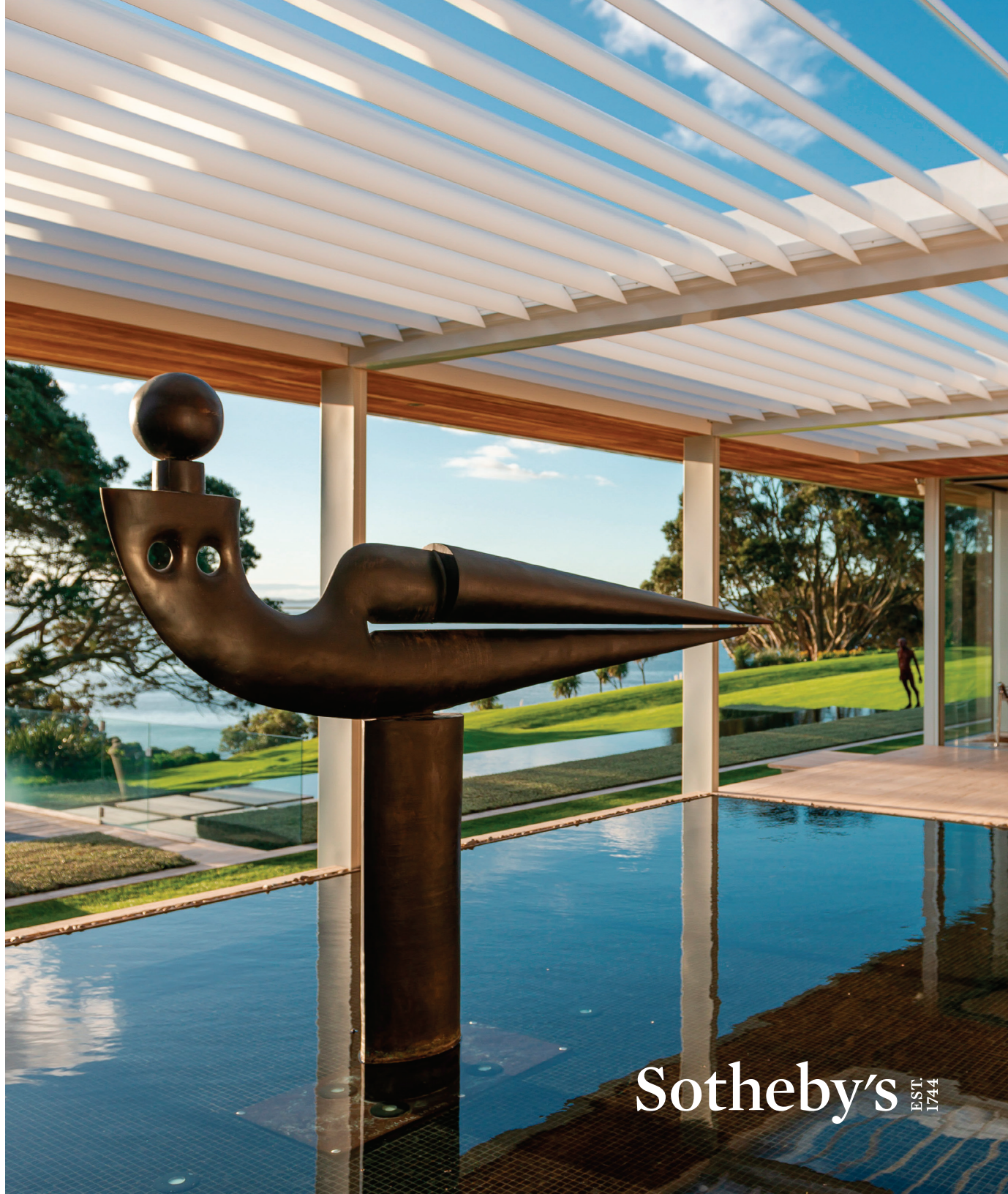
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chloe@skyad.com

Sotheby's Auction House Offerings



Sotheby's EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

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



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

Sotheby's
INTERNATIONAL REALTY

Sun Island, Georgia, United States
sothebysrealty.com/us/sun-island-3
Atlanta Fine Homes
Sotheby's International Realty
Chase Mann
chmann@sothebysrealty.com

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

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

This home for sale spans 4.1, 1,200 sq. ft. approximately 1,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an exclusive art-filled property.

Duplex Apartment on Park Road
Mumbai, India
sothebysrealty.com/in/552085

This unique home encompasses an entire floor with panoramic area and city views. With a carpet area of around 550 sq. ft. (5,500 sq. ft.) and two spacious bedrooms, this duplex is a gemstone.

\$3,80,793 USD

Villa in Annapolis
Giza, India
sothebysrealty.com/in/ANAPOLIS

2.5 car garage lot of 11,025 sq. ft. (1,225 sq. ft.), this fully furnished house is a perfect blend of modern luxury and traditional Indian architecture. Features five bedrooms and an exclusive pool.

\$2,48,254 USD

Duplex Apartment on Seidler Patel Marg
Mumbai, India
sothebysrealty.com/in/SEIDPAT

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

\$2,23,244 USD

SOTHEBY'S BESPOKE
EMAIL

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


PRICE: \$2,500/DEPLOYMENT



SOTHEBY'S SELECTS
E-NEWSLETTERS

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


PRICE: \$2,585/DEPLOYMENT



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week


Modern Zen-Like Oasis
Bahamas

[SEE MORE](#)



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

[SEE MORE](#)

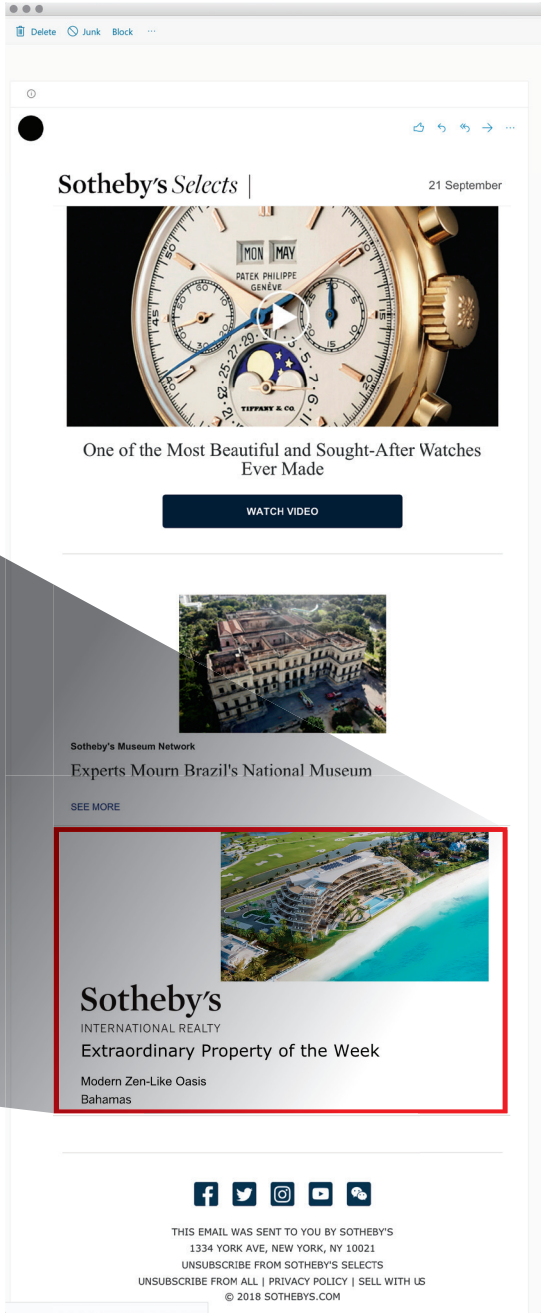


Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week

Modern Zen-Like Oasis
Bahamas

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

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



Sotheby's
INTERNATIONAL REALTY

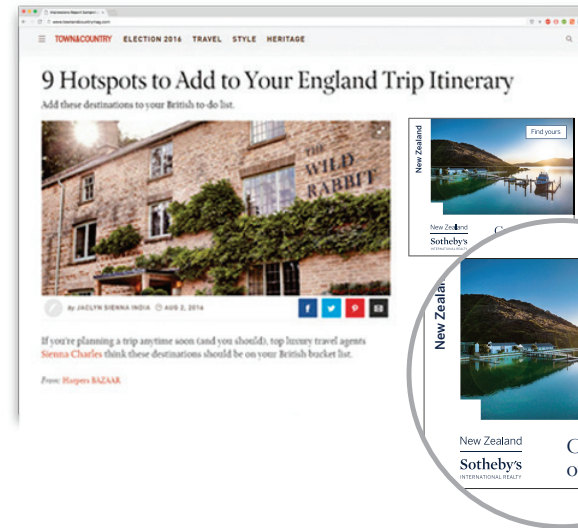
Impressions Campaign

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: **Omarino**
- Flight Dates: **June 2025 - August 2025**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes



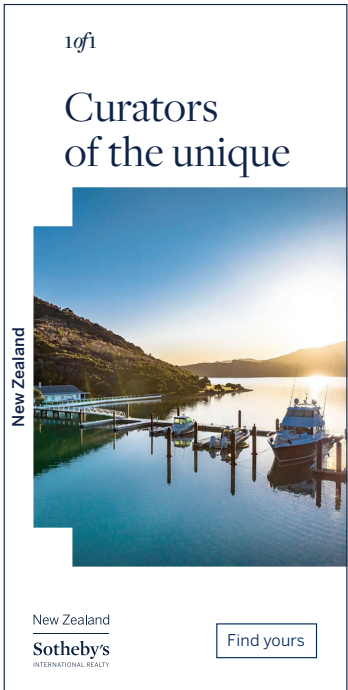
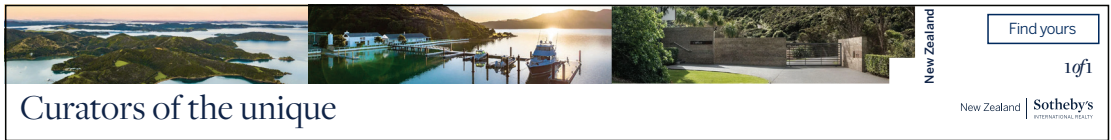
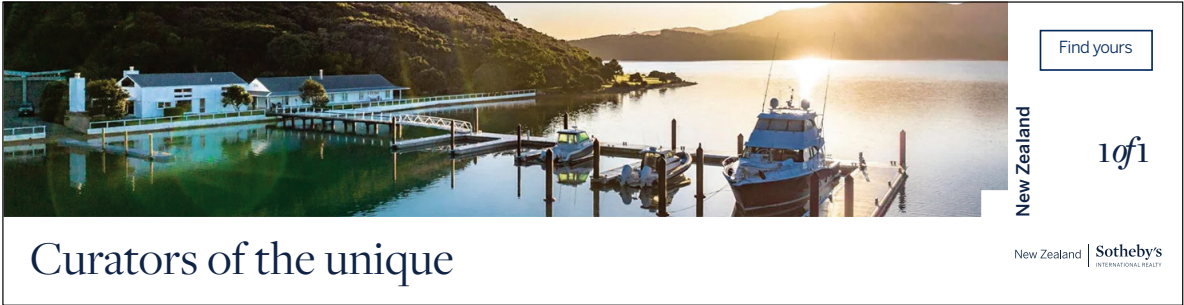
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

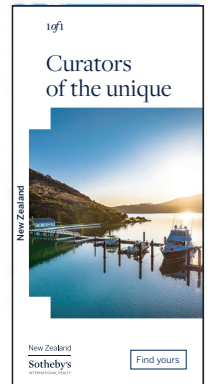
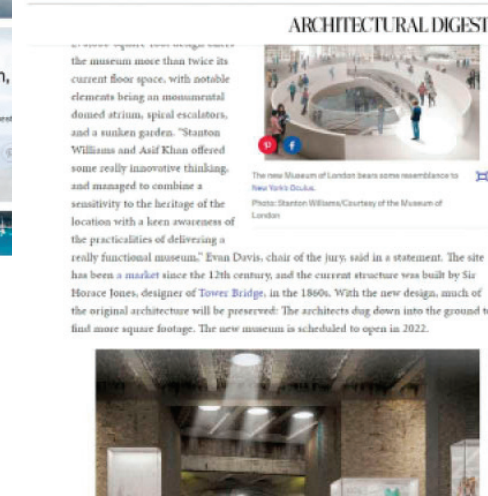
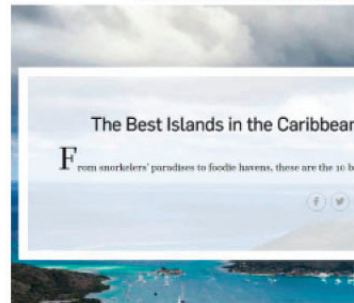
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

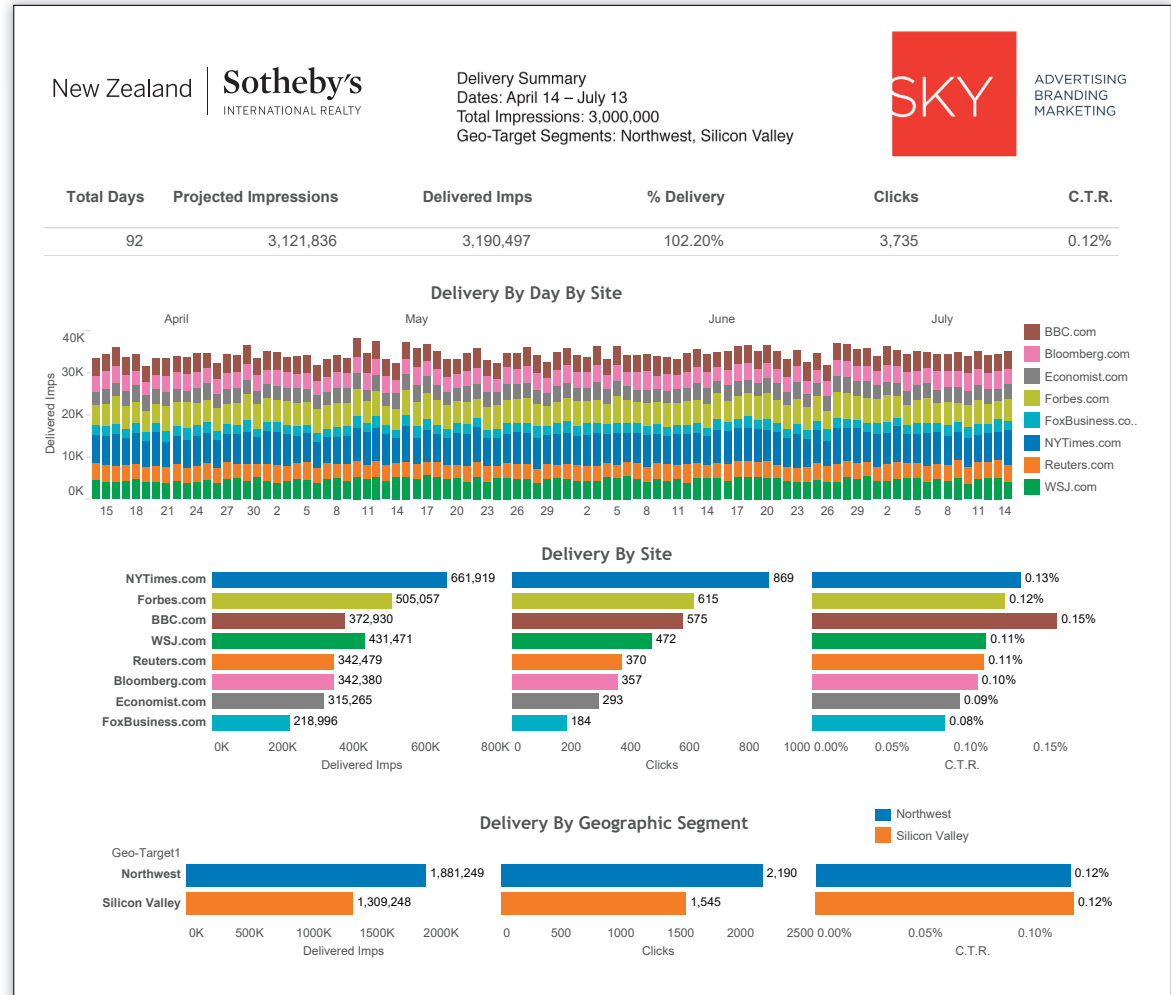


Comprehensive Reporting For Your Customized Campaign

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

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

IMPRESSIONS PROGRAM SAMPLE REPORT



Comprehensive Digital

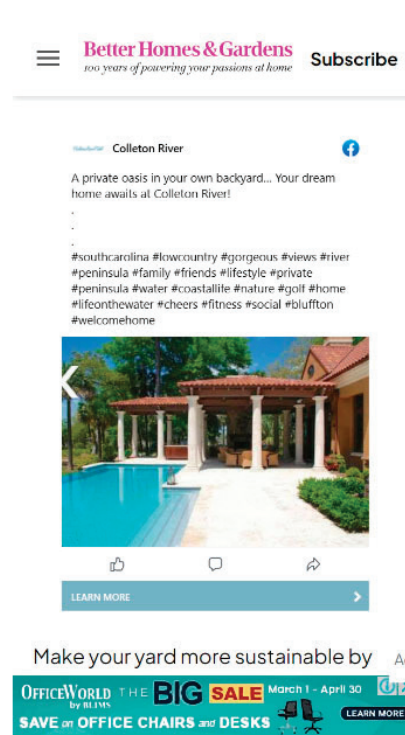
SOCIAL MIRROR ADS

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.

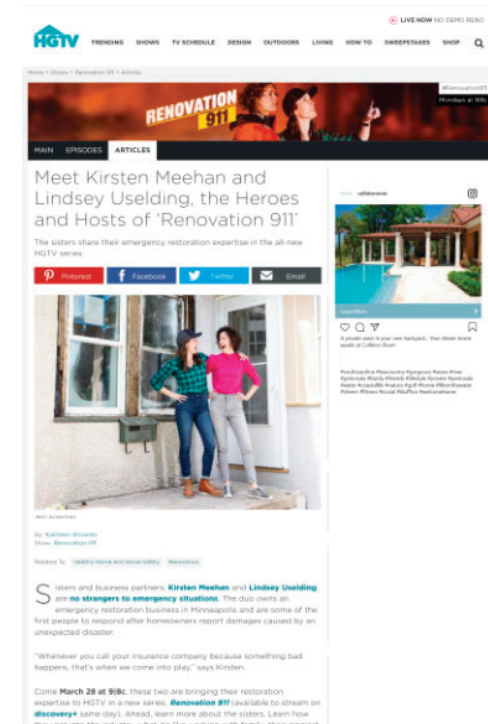
Ads can be display, video, OTT across connected TVs or carousel.



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.

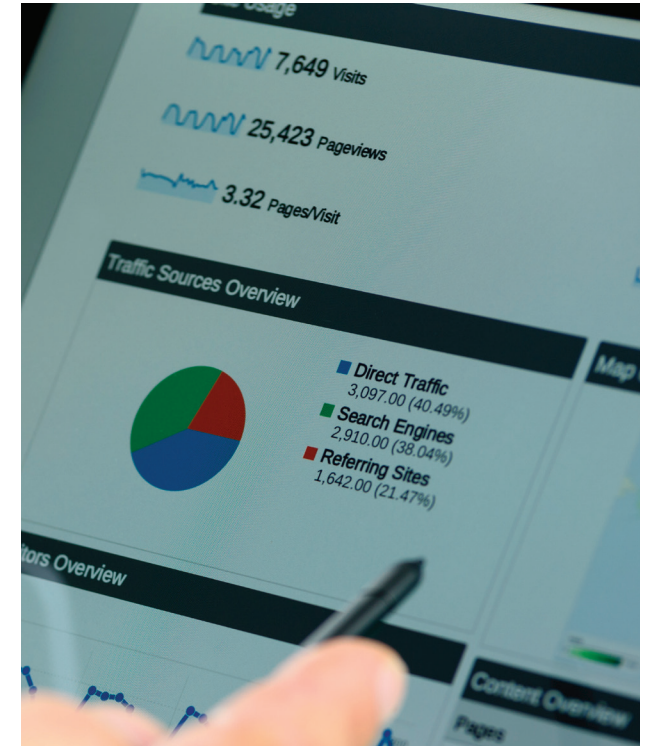


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

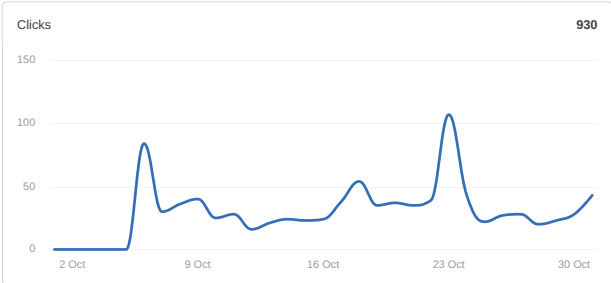
CLIENT DASHBOARD

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.



New Zealand

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



Showing 9 of 9 Rows

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

Showing 50 of 89 Rows

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

Cities

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

Google AdWords

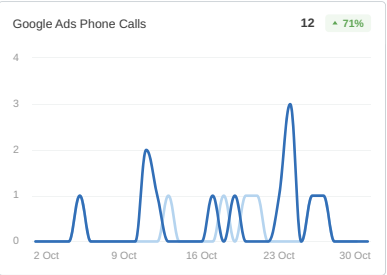
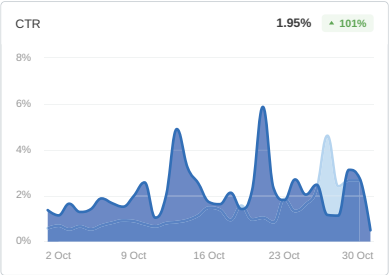
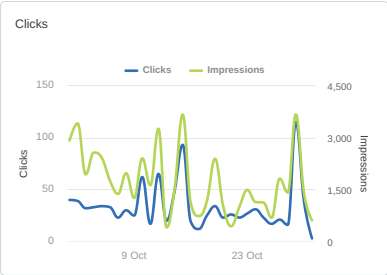
MONTHLY REPORTING

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



New Zealand

October KPI's



Total Impressions ▼ 46%	Total Clicks ▲ 9%	Phone Calls ▲ 71%	Interaction Rate ▲ 218%	CTR ▲ 101%	Average CPC ▲ 7%
53,704	1,049	12	4.17%	1.95%	\$0.94

Cities and Regions

Showing 50 of 540 Rows

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

Showing 23 of 23 Rows

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

Cottages & Garden

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

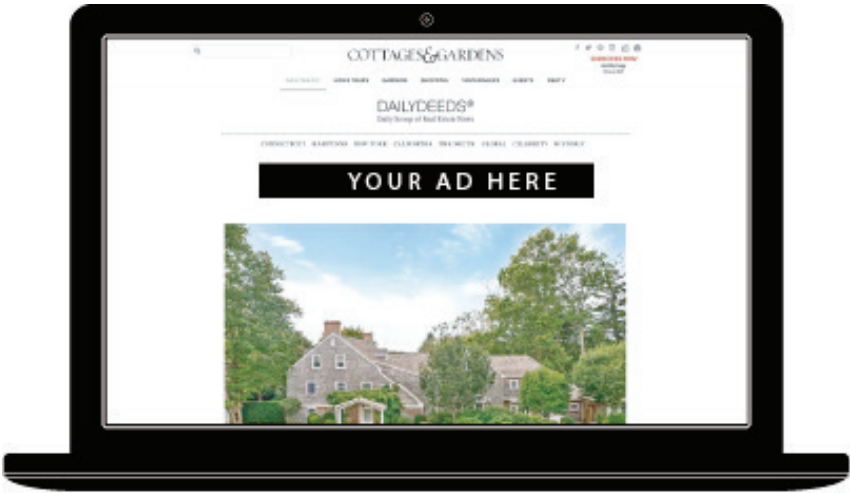
- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes


TOP 10 MARKETS

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

DAILY DEEDS


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






Floral Gift Ideas for Mother's Day

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




Check Out the Latest Design News

New shops, a showroom, and a luxury collection.




Ready, Set, Game Time!

12 fun finds that double as playful decor.



Spotlight



CALIFORNIA CLOSETS

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

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

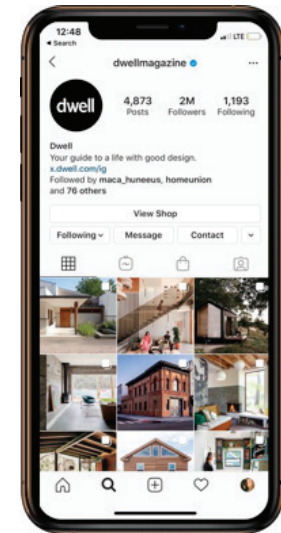
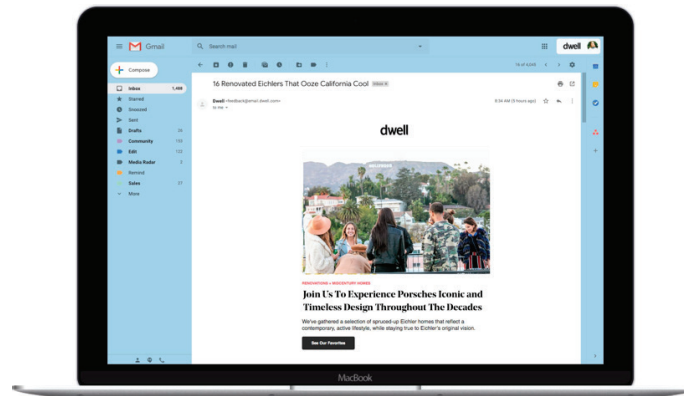
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

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



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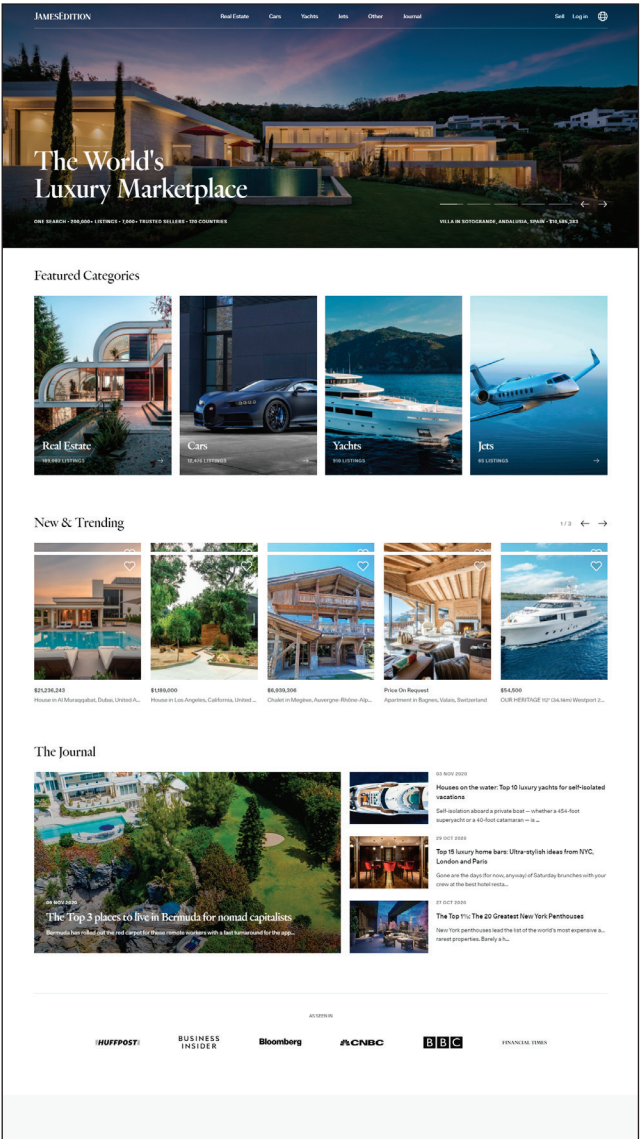
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$3,000

REAL ESTATE PAGE

FEATURED BANNER: \$2,400



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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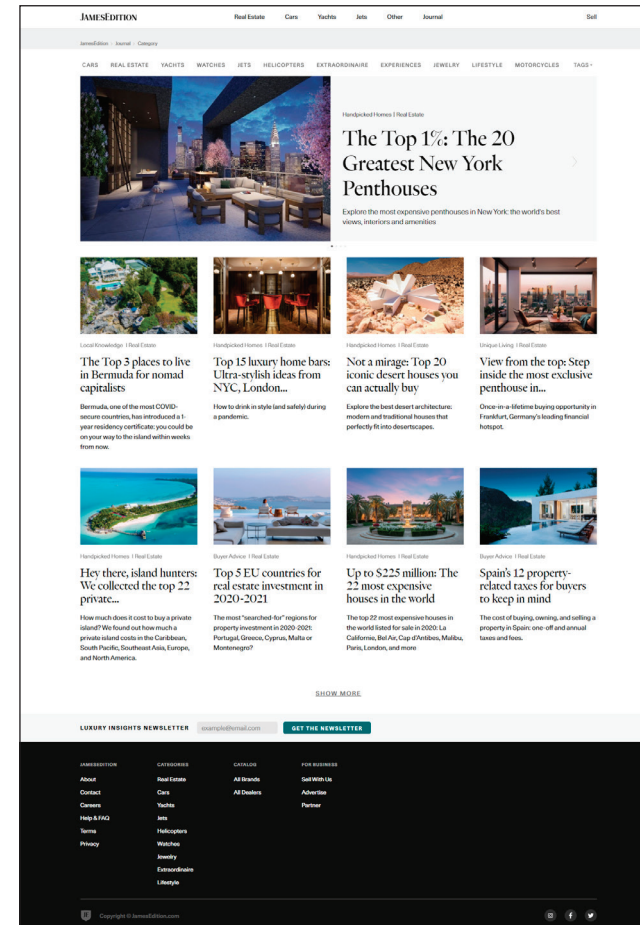
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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 FIRST FEATURE & ARTICLE
\$3,900 NEWSLETTER TRENDING & ARTICLE



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

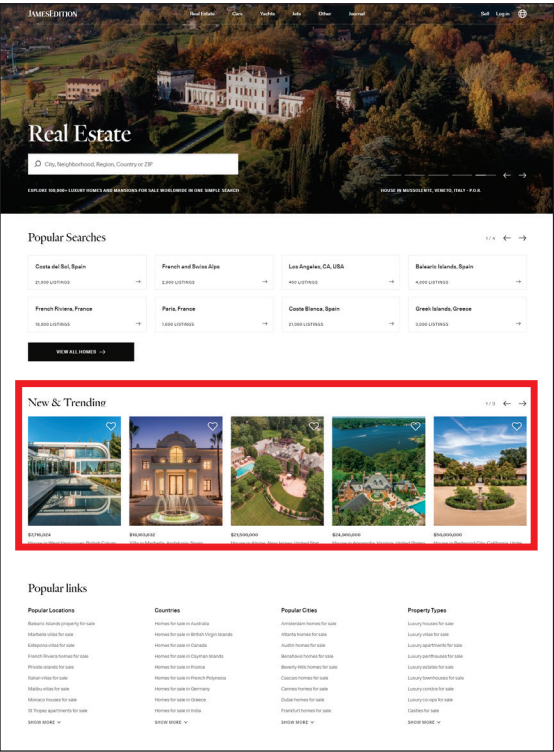
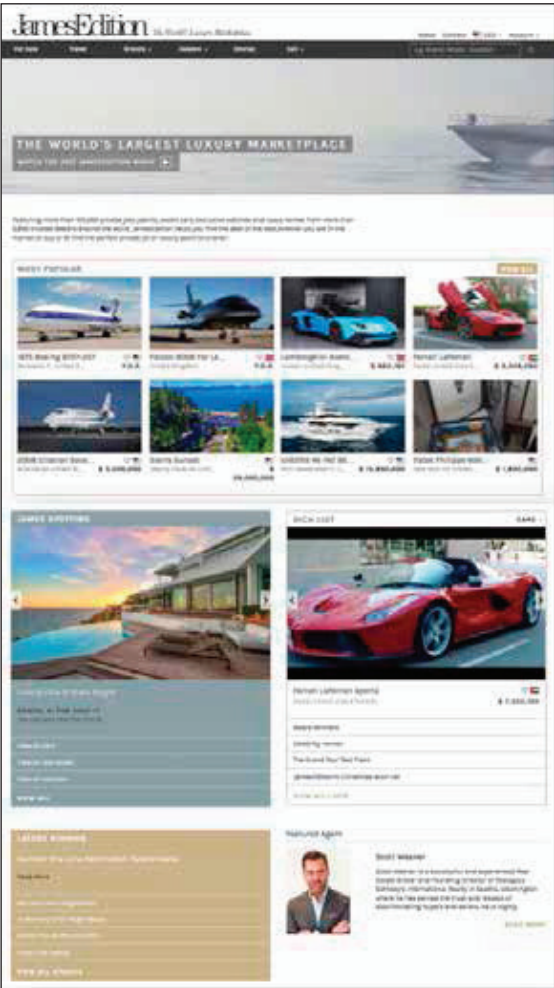
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,700/ 30 DAYS

REAL ESTATE POSITION
FEATURED SPOT: \$1,400/30 DAYS



jamesedition.com

SOCIAL MEDIA POST

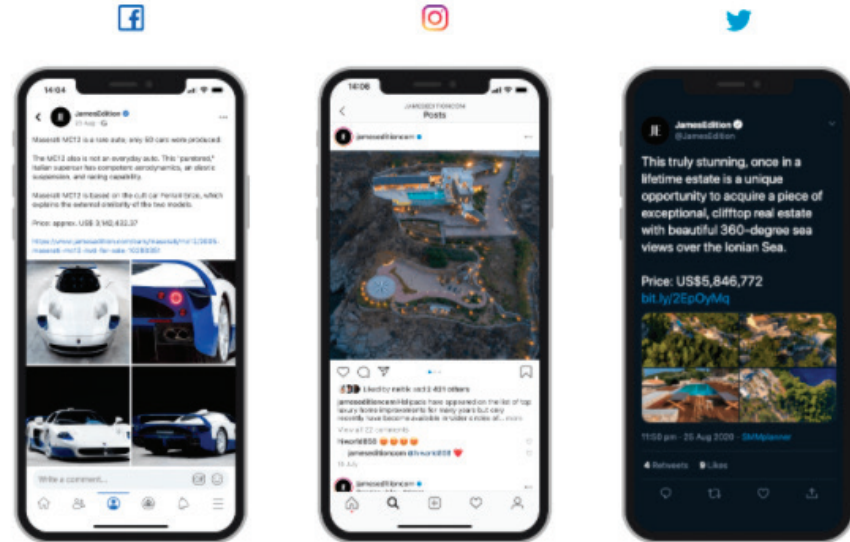
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only 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 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: **\$89.3M**
- Household Income: **\$9.2M**

Top In-Bound Markets:

- | | |
|--------------|------------------|
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PUBLISHER’S PICKS NEWSLETTER

PREMIER PLACEMENT

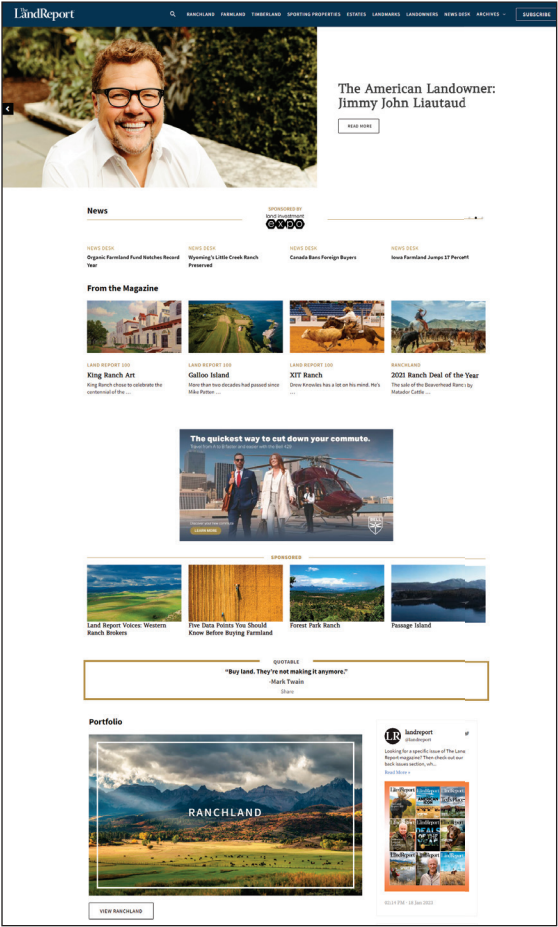
PRICE: \$5,885

dedicated social media post and a spotlight article

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PRICE: \$2,375

includes a dedicated social media post



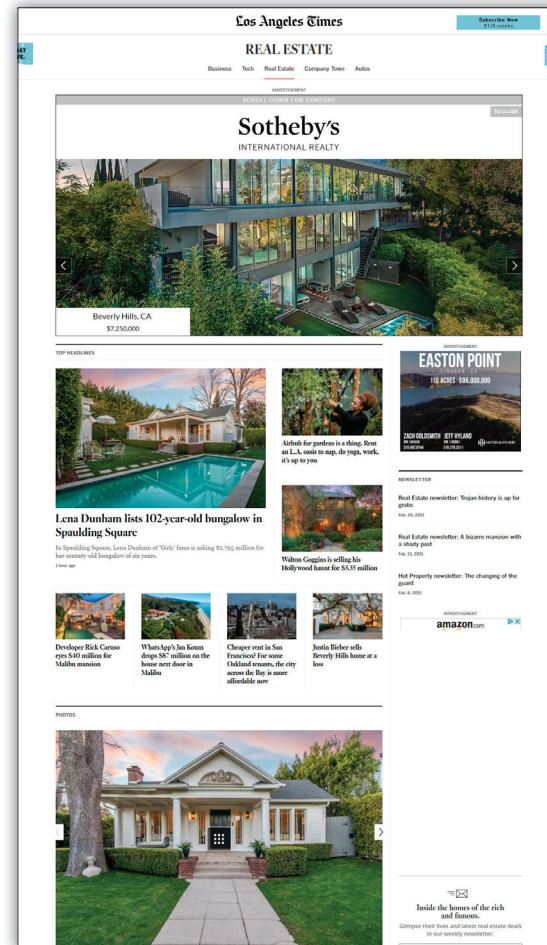
LA Times

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Los Angeles Times

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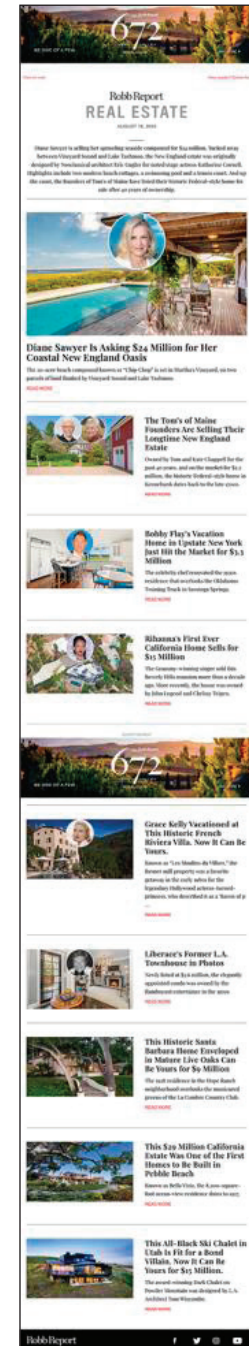
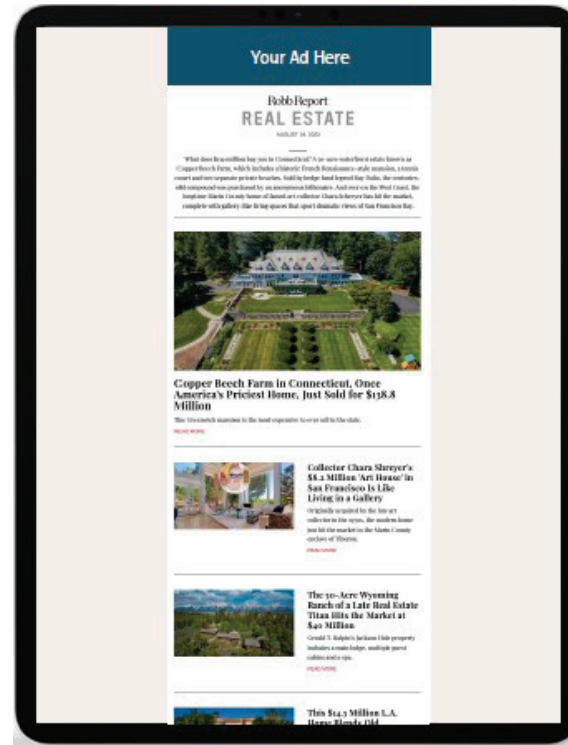
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- Open Rate – 18.5%
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NEWSLETTER: \$5,000/WEEK

3 Sends

PROPERTY LISTING: \$1,875/WEEK



RobbReport.com

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- 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

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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)

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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.

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- Share of Voice: **2.5%** (1 Slot) - STATIC

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SHARED BANNER: \$650/LISTING

Shared with 5 properties



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
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The Wall Street Journal Online (WSJ.com)

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

PRICE: \$3,680

View in your browser

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



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

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
2. 48 Bridge Park, Toronto, ON	\$10,000,000
3. 1100 North Avenue, Vancouver, BC	\$10,000,000
4. 1400 - 1011 Catherine Street Toronto, ON	\$10,000,000
5. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
6. 1. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
7. 41 St. Patrick, Vancouver, BC	\$10,000,000
8. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
9. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
10. 400 Spadina Road, Toronto, ON	\$10,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$740,000	1,141	\$10,000,000
Vancouver	\$1,407,048	879	\$10,000,000
Calgary	\$607,400	122	\$20,000,000
Whisper	\$1,053,300	26	\$25,000,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	882	\$30,000,000
Quebec	\$194,291	185	\$20,000,000
Westmount	\$1,376,900	22	\$20,000,000
Chateau-Richer	\$198,333	1	\$20,000,000

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Print Offerings



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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 C. Clark 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 a few decades ago. "It was obviously a weird outcome," 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 filters on an oil lamp in front of a wooden structure housing idols in two niches. The newly renovated area is dedicated to prayer and is tucked by gold and white tiles matching the gilded trim and the white quartz counter, 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 its supporting idols and pictures of Hindu gods. They are used for solitary or communal prayer, worship and meditation, and are often decorated for special ceremonies during festivals such as *Vishu*, said Pooja Choudhary, a consultant in Dallas, Texas, a sort 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 a social media hit. A feature on Mindy Kaling's hit Netflix comedy "Never Have I Ever" about a first-generation Indian-American teenager, was seen as a sign of the growing demand for *pooja* rooms in the U.S., said Pooja Choudhary.

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.

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The Wall Street Journal

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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.**

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- 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

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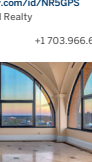
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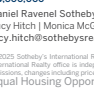
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- Circulation: **214,775**
- Geographic distribution: **Europe, Asia, Pacific, Middle East, N. Africa, Americas**
- Readership: **421,373**
- Male / Female ratio: **76% / 24%**
- Average household income: **\$367,700**
- Median age: **55**

QUADRUPLE PROPERTY SPOT: \$2,600
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1 of 1

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New York, New York | Represented by Danielle Rivoir and Kevin Brown on page 31

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April 2025 | sothebysrealty.com



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PREMIUM PUBLISHING

OVERVIEW

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

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

EDITORIAL FULL PAGE: \$3,000



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



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

Global

The Land Report







The Land Report magazine provides nationwide news, information and insight into 40,000 of America's most affluent current and potential home buyers & landowners. The Land Report profiles passionate landowners, high net-worth home & estate owners, identifies unique home-buying and land investment opportunities, explains ways to improve and conserve land, provides legislation updates, and highlights outdoor gear and equipment.

- Distribution: **40,000+ Print & Digital**
- Average HHI: **\$9.2M**
- Average NW: **\$89.3M**
- Gender Skew: **82% Male, 18% Female**

FULL PAGE: \$4,900



Sotheby's
INTERNATIONAL REALTY

 <p>35 Sutton Place, 3C New York, New York \$13,000,000 3BD 4.5 BA 35SuttonPRC.com Ana Baraj 917780-7883 Ana.Baraj@SothebyRealty</p>	 <p>16 West 40th Street, 20C New York, New York \$2,995,999 2 BD 2.5 BA TheJaredKOC.com Mara Fish-Rosen Andrew Harris 917507-7955 MaraFish@SothebyRealty</p>	 <p>105 Fifth Avenue, 7A New York, New York \$2,365,000 2 BD 2 BA 105FifthA.com Jeremy V. Stein Jennifer Hanson 917854-4401 Jeremy.Stein@SothebyRealty</p>
 <p>360 West 22nd Street, 17E New York, New York \$2,000,000 2 BD 2 BA 360West22nd@Sotheby.com Daniel Cantatore 917505-8278 Daniel.Cantatore@SothebyRealty</p>	 <p>2 River Terrace, 3F New York, New York \$2,290,000 1 BD 1.5 BA 2RiverTerrace3F.com Barbara Ireland 917505-8231 Barbara.Ireland@SothebyRealty</p>	 <p>60 West 20th Street, 4D New York, New York \$2,200,000 LOFT 1 BA 60West20th@Sotheby.com Lena O'Brien Ana Baraj 917636-9777 Lena.O'Brien@SothebyRealty</p>

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

Sotheby's
INTERNATIONAL REALTY

A Grand Duplex on Park Avenue



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

Serenia Boardman
Senior Global Real Estate Advisor, Associate Broker
212.506.7611 | sereniacboardman.com
serenia.boardman@sothebyrealty

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

Los Angeles Times Takeover

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

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

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

1 of 1

Unique homes,

uniquely for you


Beverly Hills, California | Represented by Eric Lavey


INTERNATIONAL REALTY


March 2025 | sothebysrealty.com

INTERNATIONAL REALTY

Zen-like Setting in Santa Fe




1284 Camino De Cruz Blanca, Santa Fe, New Mexico
Beautifully appointed and meticulously maintained main house with guest house on 2.57 acres is an art collector's dream. Covered foothills location yet minutes to downtown.
\$3,500,000
sothebysrealty.com/sf/28P2EN




Adrienne DuSarte
American Dream License# 43553
505.310.8053
adrienne.dusarte@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

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. The home features a grand entrance, a large open-plan living area, and a gourmet kitchen. The outdoor space is equally impressive, with a large pool, a tennis court, and a private beach. This is a rare opportunity to own a piece of the ocean. Contact me today to schedule an exclusive viewing of this rare and extraordinary property.


7 Bedrooms
10 Bathrooms
10,887± sq.ft



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

With Sotheby's International Realty | 1805 S. Catalina Ave., Redwood Beach, CA | sothebysrealty.com

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INTERNATIONAL REALTY

The Residences at Stanly Ranch
Auberge Resorts Collection
Private Residences: Starting at \$2,100K
StanlyRanchNapa.com
The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for luxury living. Each Stanly Ranch residence promises a life of a true 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



Walt Elgerton
DMC #02262972
707.254.4800
walt@stanlyranchnaa.com

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

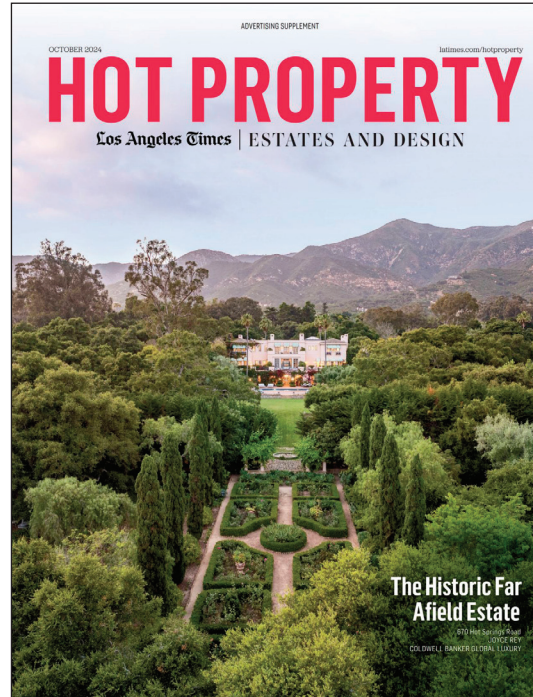
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Los Angeles Times Hot Property And Digital Lighthouse

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**



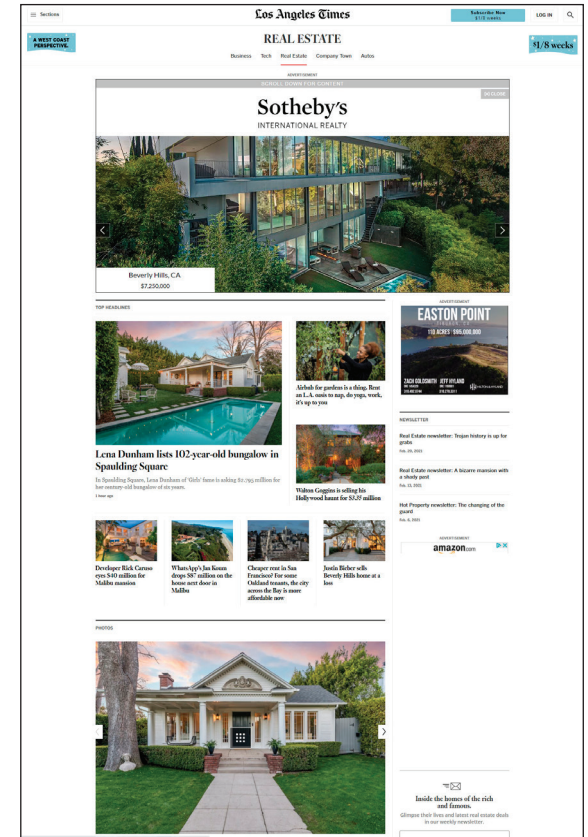
LA TIMES DIGITAL LIGHTHOUSE

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

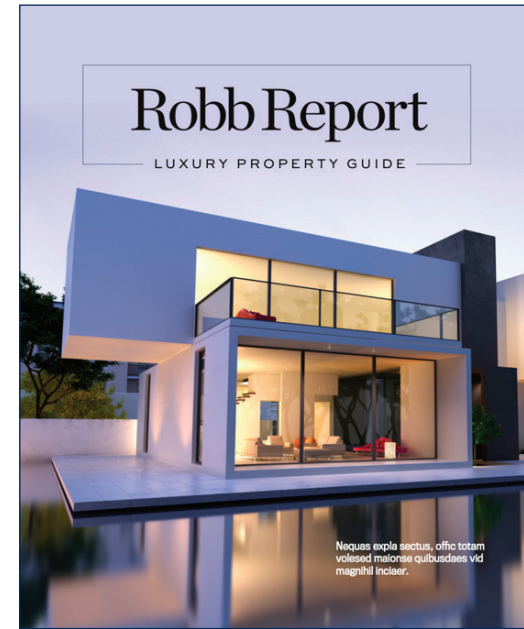
Full color with 30 day Lighthouse Placement



As a global leader in the luxury real estate market, Robb Report showcases the best of the best. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, new residences and developments.

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

PRICE: \$3,500 FULL PAGE - PROPERTY PORTFOLIO



Premier Sotheby's International Realty

Lido Shores

1067 Westway Drive, Sarasota, Florida

\$24,700,000
sothebysrealty.com/LI/825M6V



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

- 6 Bedrooms
- 7.2 Baths
- 8,929 square feet




Joel Scheinman
Global Real Estate Advisor
981.587.4894
joel.scheinman@sothebyrealealty.com

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Premier Sotheby's International Realty | 50 Central Avenue, Suite 200, Sarasota, Florida | premier.sothebysrealty.com

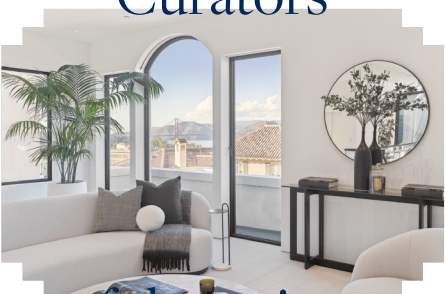
San Francisco & Silicon Valley Takeover

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

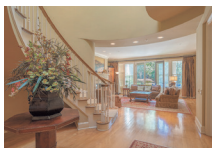

Sotheby's
INTERNATIONAL REALTY

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 | 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
info@warrinteam.com
831.241.4458

Carmel Ranches Brokerage | 3775 Via Nueva 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

Price Upon Request
sothebynewzealand.com/dp/97733P

Ben Mackay
Sales Associate
+6420191880
ben.mackay@sothebyrealestate.com

New Zealand Sotheby's International Realty North | 108 Hordern Road, Tairāhema, Auckland, New Zealand | sothebynz.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	October	November	Media Total	Reach
Sotheby's Auction House: Print									
Sotheby's Magazine	Half Page				\$ 2,630.00			\$ 2,630.00	20,000
Sotheby's Auction House: Digital									
Sotheby's Bespoke Emails		\$ 2,500.00						\$ 2,500.00	550,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				\$ 2,585.00			\$ 2,585.00	770,000
Digital									
Million Impressions*									
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00				\$ 3,585.00	750,000
Million Impressions	Targeting -Select Locations								
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
Cottages & Garden									
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00						\$ 3,000.00	60,000
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
JamesEdition									
Main Home Page Rotating Gallery	Featured Banner		\$ 3,000.00					\$ 3,000.00	750,000
New & Trending Home Page Position	Featured Spot	\$ 1,700.00						\$ 1,700.00	750,000
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
LA Times									
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus					\$ -	425,000
Custom Email	Custom Email			\$ 1,750.00				\$ 1,750.00	30,000
Land Report									
Publisher's Picks Premier Placement	dedicated social media post and a spotlight article		\$ 5,885.00					\$ 5,885.00	35,000
Publisher's Picks Standard Placement	includes a dedicated social media post				\$ 2,375.00			\$ 2,375.00	35,000
Luxury Estate									
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250					\$ 3,250.00	
Robbreport.com									
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00						\$ 1,350.00	6,000
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 5,000.00					\$ 5,000.00	60,000
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		\$ 650.00		\$ 1,950.00	492,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,100			\$1,100		\$ 2,200.00	
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00			\$ 7,360.00	34,000

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print					
Dwell					
Dwell	Modern Market - Large Ad		\$ 2,500.00	\$ 2,500.00	206,000
Dupont Registry					
Dupont Registry	Editorial Full Page		\$ 3,000.00	\$ 3,000.00	
Financial Times					
Financial Times	Quadruple Property Spot	\$ 3,000.00		\$ 3,000.00	210,457
Financial Times	Double Property Spot		\$ 1,500.00	\$ 1,500.00	210,457
Land Report					
Land Report	Full Page		\$ 4,900.00	\$ 4,900.00	40,000
The Los Angeles Times					
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00		\$ 425.00	220,780
The Los Angeles Times	Takeover - Back Cover		\$ 1,600.00	\$ 1,600.00	220,780
The New York Times					
The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00	\$ 1,520.00	423,111
The New York Times	Quadruple Property Spot - Weekday/Saturday	\$ 3,040.00		\$ 3,040.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00	\$ 750.00	165,000
The New York Times Takeover	Back Cover		\$ 1,500.00	\$ 1,500.00	168,000
The New York Times International Edition					
The New York Times International Edition	Quadruple Property Spot		\$ 2,600.00	\$ 2,600.00	104,301
The New York Times International Edition	Double Property Spot		\$ 1,300.00	\$ 1,300.00	104,301
Robb Report					
Robb Report	Robb Report Luxury Property Guide - December		\$ 3,500.00	\$ 3,500.00	107,000
San Francisco & Silicon Valley					
San Francisco & Silicon Valley	Takeover - Back Cover		\$ 1,475.00	\$ 1,475.00	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	644,424
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade	\$ 3,180.00	\$ 3,180.00	\$ 6,360.00	1,288,848
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert	\$ 1,985.00	\$ 1,985.00	\$ 3,970.00	200,000
TOTAL				\$ 114,675.00	12,686,070

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

Proposed Schedule, Pricing & Reach 2025

PLAN 2

Plan 2										
Media	Ad Description	June	July	August	September	October	November	Media Total		Reach
Sotheby's Auction House: Print										
Sotheby's Magazine	Half Page				\$ 2,630.00			\$ 2,630.00		20,000
Sotheby's Auction House: Digital										
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				\$ 2,585.00			\$ 2,585.00		770,000
Digital										
Million Impressions*										
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00				\$ 3,585.00		750,000
Million Impressions	Targeting -Select Locations									
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
Cottages & Garden										
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00						\$ 3,000.00		60,000
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
JamesEdition										
Main Home Page Rotating Gallery	Featured Banner		\$ 3,000.00					\$ 3,000.00		750,000
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
Custom Email	Custom Email			\$ 1,750.00				\$ 1,750.00		30,000
Land Report										
Publisher's Picks Standard Placement	includes a dedicated social media post		\$ 2,375.00		\$ 2,375.00			\$ 4,750.00		70,000
Luxury Estate										
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$1,100						\$ 1,100.00		
Robbreport.com										
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 5,000.00					\$ 5,000.00		60,000
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		\$ 650.00		\$ 1,950.00		492,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,100			\$1,100		\$ 2,200.00		
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00			\$ 7,360.00		34,000

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print					
Dwell					
Dwell	Modern Market - Medium Horizontal Ad		\$ 1,875.00	\$ 1,875.00	206,000
Dupont Registry					
Dupont Registry	Editorial Full Page		\$ 3,000.00	\$ 3,000.00	
Financial Times					
Financial Times	Quadruple Property Spot	\$ 3,000.00		\$ 3,000.00	210,457
Financial Times	Double Property Spot		\$ 1,500.00	\$ 1,500.00	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	\$ 3,040.00	846,222
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00	\$ 750.00	165,000
The New York Times Takeover	Back Cover			\$ 1,500.00	168,000
The New York Times International Edition					
The New York Times International Edition	Quadruple Property Spot		\$ 2,600.00	\$ 2,600.00	104,301
The New York Times International Edition	Double Property Spot		\$ 1,300.00	\$ 1,300.00	104,301
Robb Report					
Robb Report	Robb Report Luxury Property Guide - December			\$ 3,500.00	107,000
San Francisco & Silicon Valley					
San Francisco & Silicon Valley	Takeover - Back Cover		\$ 1,475.00	\$ 1,475.00	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	1,288,848
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade	\$ 3,180.00		\$ 3,180.00	644,424
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert	\$ 1,985.00	\$ 1,985.00	\$ 3,970.00	200,000
TOTAL				\$ 92,890.00	11,355,290

TOTAL
*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	October	November	Media Total		Reach
Sotheby's Auction House: Print										
Sotheby's Magazine	Quarter Page				\$ 1,315.00			\$ 1,315.00		20,000
Sotheby's Auction House: Digital										
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				\$ 2,585.00			\$ 2,585.00		770,000
Digital										
Million Impressions*										
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00		\$ 900.00				\$ 1,800.00		200,000
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
Cottages & Garden										
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00						\$ 3,000.00		60,000
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
LA Times										
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus					\$ -		425,000
Land Report										
Publisher's Picks Standard Placement	includes a dedicated social media post		\$ 2,375.00					\$ 2,375.00		35,000
Luxury Estate										
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$1,100						\$ 1,100.00		
Robbreport.com										
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 5,000.00					\$ 5,000.00		60,000
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		\$ 650.00		\$ 1,950.00		492,000
Mansion Global New Development Profile	Profile page - 3 months minimum		\$1,100			\$1,100		\$ 2,200.00		
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00			\$ 7,360.00		34,000

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print									
Dwell									
Dwell	Modern Market - Medium Horizontal Ad					\$ 1,875.00		\$ 1,875.00	206,000
Financial Times									
Financial Times	Double Property Spot	\$ 1,500.00				\$ 1,500.00		\$ 3,000.00	420,914
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					\$ 3,040.00	846,222
The New York Times Takeover	Full Page w/ Digital promotion				\$ 750.00			\$ 750.00	165,000
The New York Times Takeover	Back Cover						\$ 1,500.00	\$ 1,500.00	168,000
The New York Times International Edition									
The New York Times International Edition	Double Property Spot					\$ 1,300.00	\$ 1,300.00	\$ 2,600.00	208,602
Robb Report									
Robb Report	Robb Report Luxury Property Guide - December						\$ 3,500.00	\$ 3,500.00	107,000
San Francisco & Silicon Valley									
San Francisco & Silicon Valley	Takeover - Back Cover						\$ 1,475.00	\$ 1,475.00	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 - National	Quadruple Property Spot w/ Digital Featured Property Upgrade	\$ 3,180.00						\$ 3,180.00	644,424
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert	\$ 1,985.00						\$ 1,985.00	100,000
TOTAL								\$ 69,180.00	8,140,290
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy									
Pricing Subject to Change									