



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

685 Elkins Road Advertising and Marketing Program

Pacific
Palisades

| 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 685 Elkins Road

SKY Advertising is excited to present to Pacific Palisades Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 685 Elkins Road.

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 Los Angeles CA .

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

LET'S DO
GREAT THINGS TOGETHER

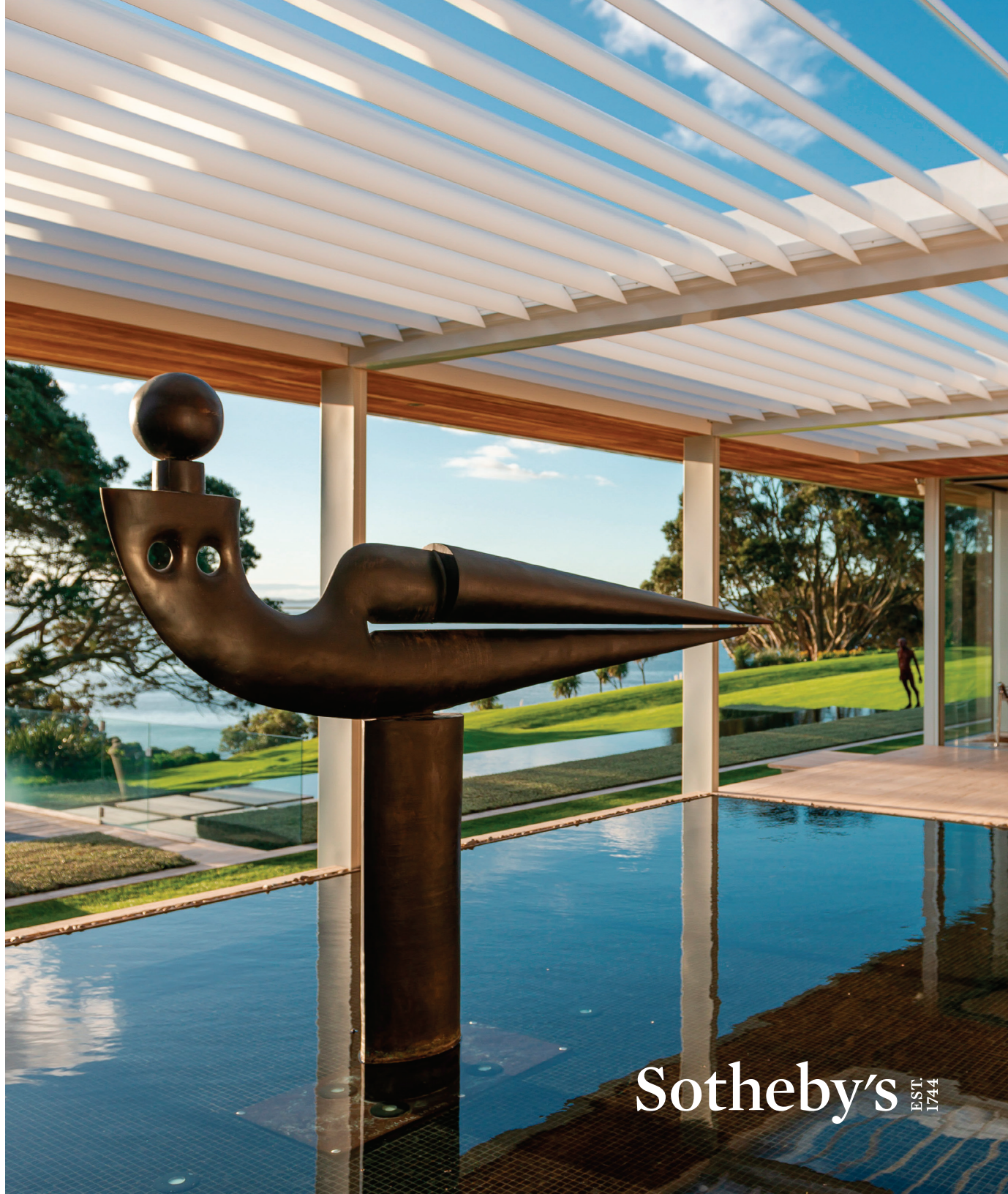
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Sotheby's
Auction House
Offerings



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**

QUARTER PAGE: \$1,315

Global



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

Sotheby's
INTERNATIONAL REALTY

San Isabel, Georgia, United States
sothebysrealty.com/us/16180493
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
\$450,000,000 USD

Residence on Saddle Point Way
New Delhi, India
sothebysrealty.com/in/16181421
This home for sale spans 4.1, 1,200 sq. ft. is 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 for a family home.

Residence on Saddle Point Way
New Delhi, India
sothebysrealty.com/in/16181421
This home for sale spans 4.1, 1,200 sq. ft. is 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 for a family home.

Residence on Saddle Point Way
New Delhi, India
sothebysrealty.com/in/16181421
This home for sale spans 4.1, 1,200 sq. ft. is 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 for a family home.

Residence on Saddle Point Way
New Delhi, India
sothebysrealty.com/in/16181421
This home for sale spans 4.1, 1,200 sq. ft. is 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 for a family home.

SOTHEBY'S BESPOKE
EMAIL

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


PRICE: \$2,500/DEPLOYMENT



SOTHEBY'S SELECTS
E-NEWSLETTERS

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


PRICE: \$2,585/DEPLOYMENT



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week


Modern Zen-Like Oasis
Bahamas

[SEE MORE](#)



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

[SEE MORE](#)



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week

Modern Zen-Like Oasis
Bahamas

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

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



Sotheby's
INTERNATIONAL REALTY

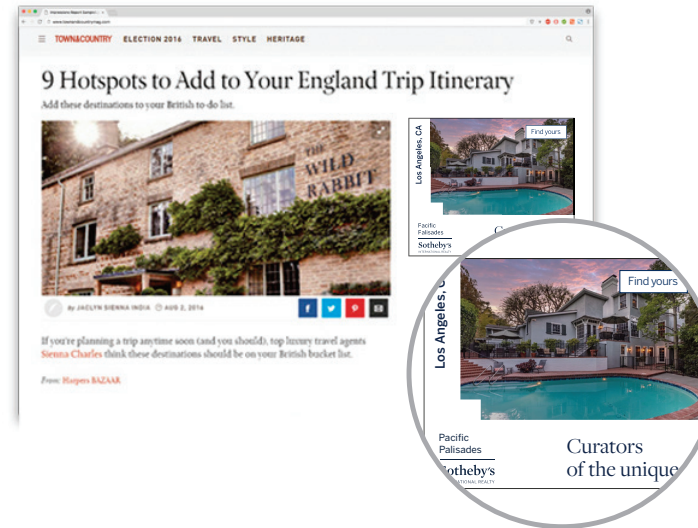
Impressions Campaign

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: **685 Elkins Road**
- 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



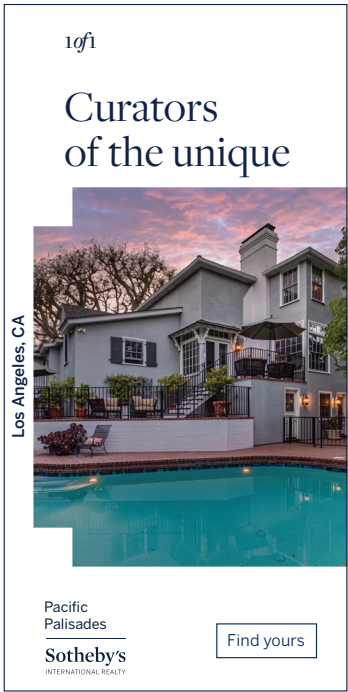
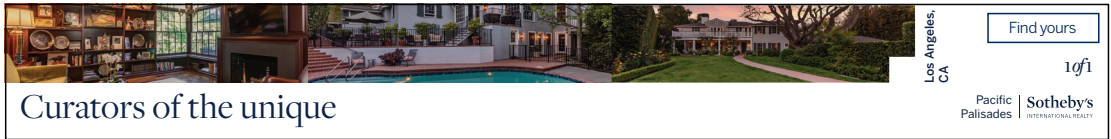
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

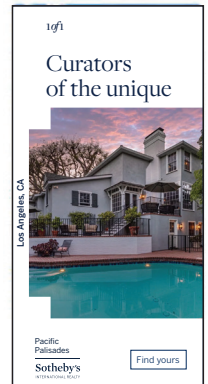
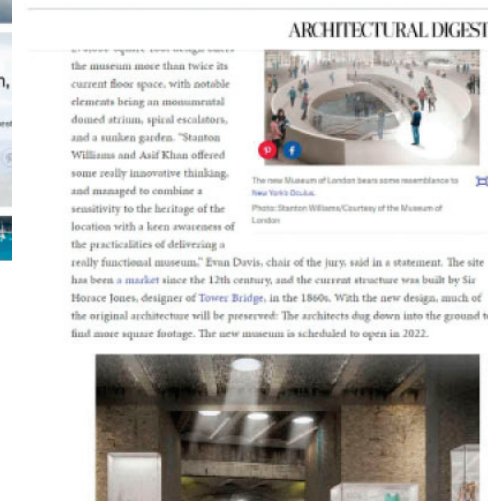
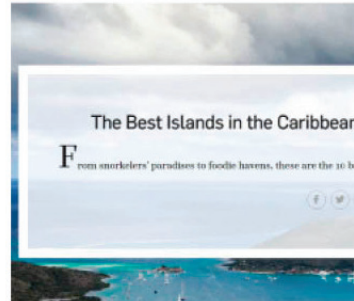
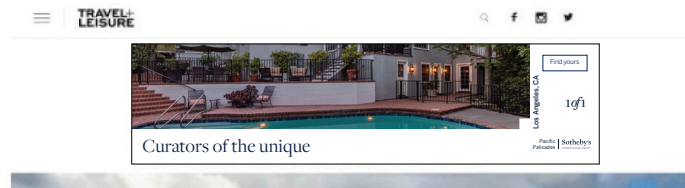
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

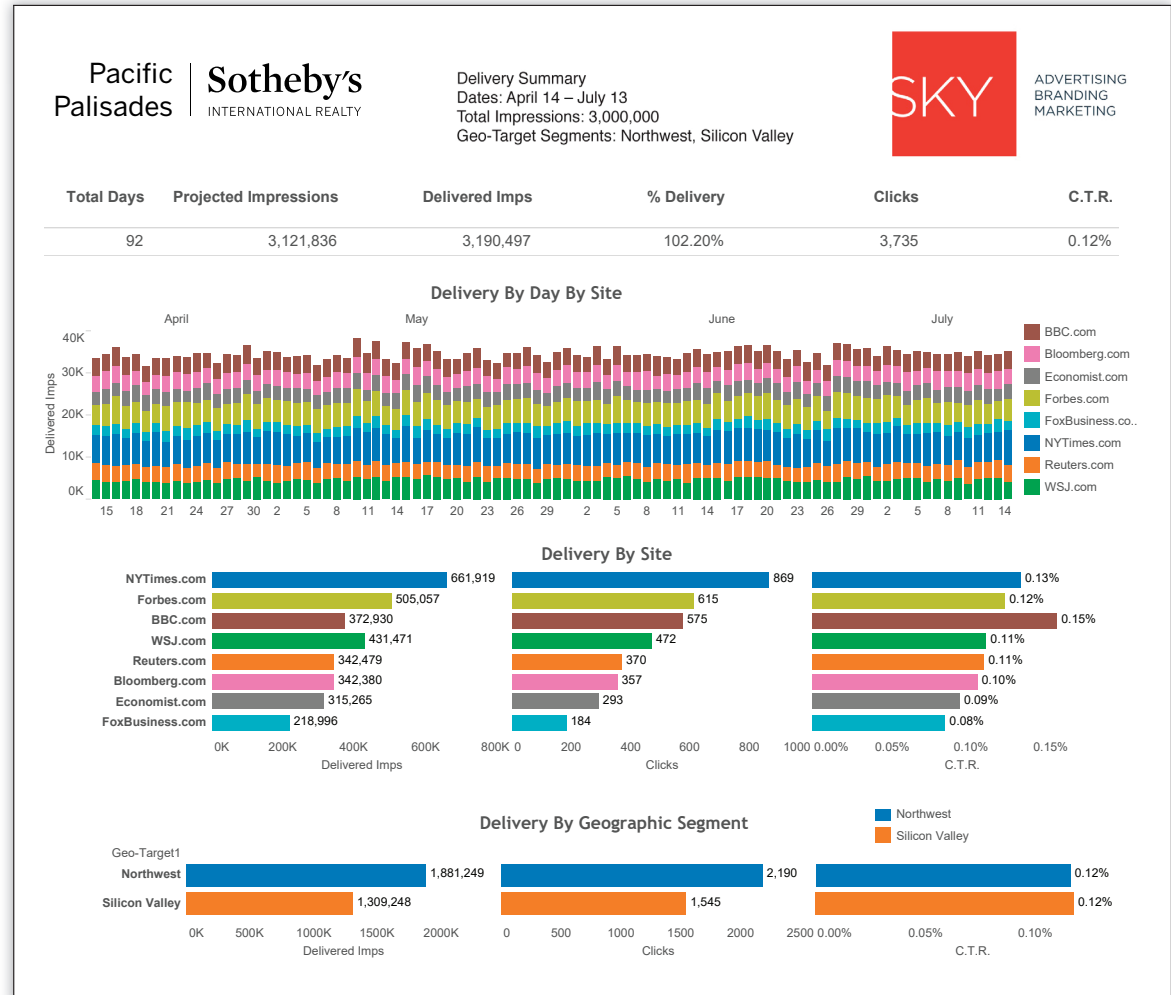


Comprehensive Reporting For Your Customized Campaign

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

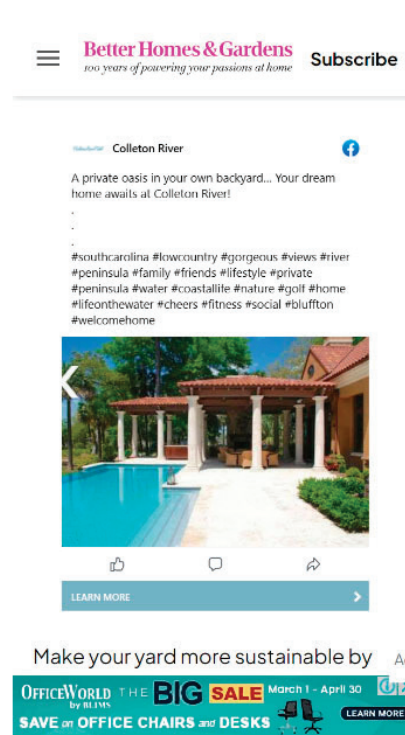
SOCIAL MIRROR ADS

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.

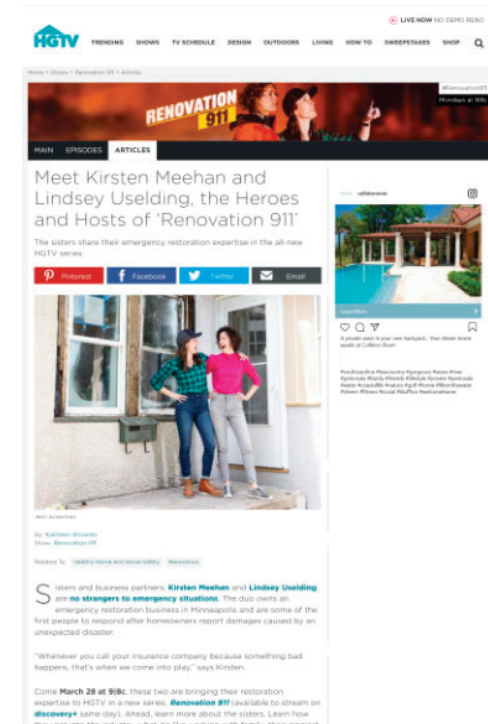
Ads can be display, video, OTT across connected TVs or carousel.



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.

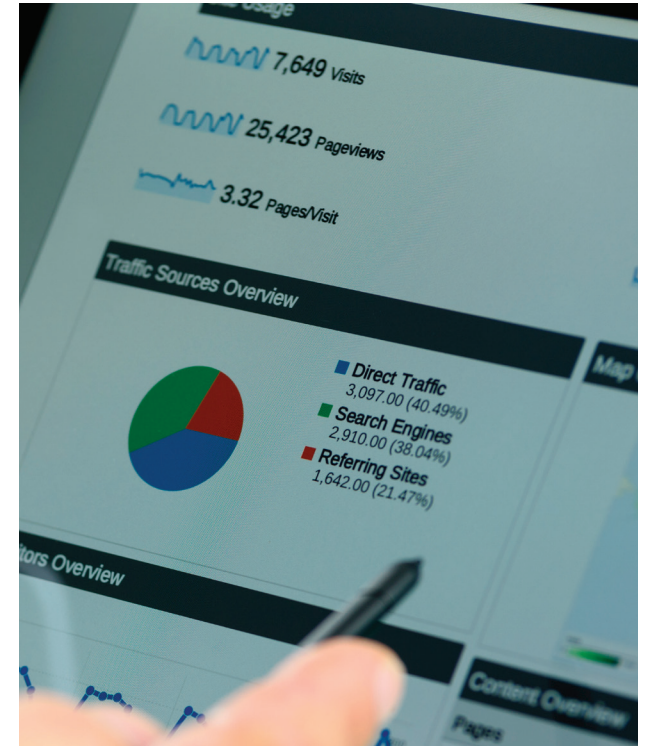


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

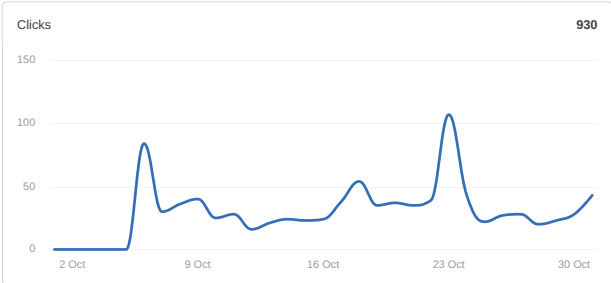
CLIENT DASHBOARD

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.



SIR Pacific Palisades

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

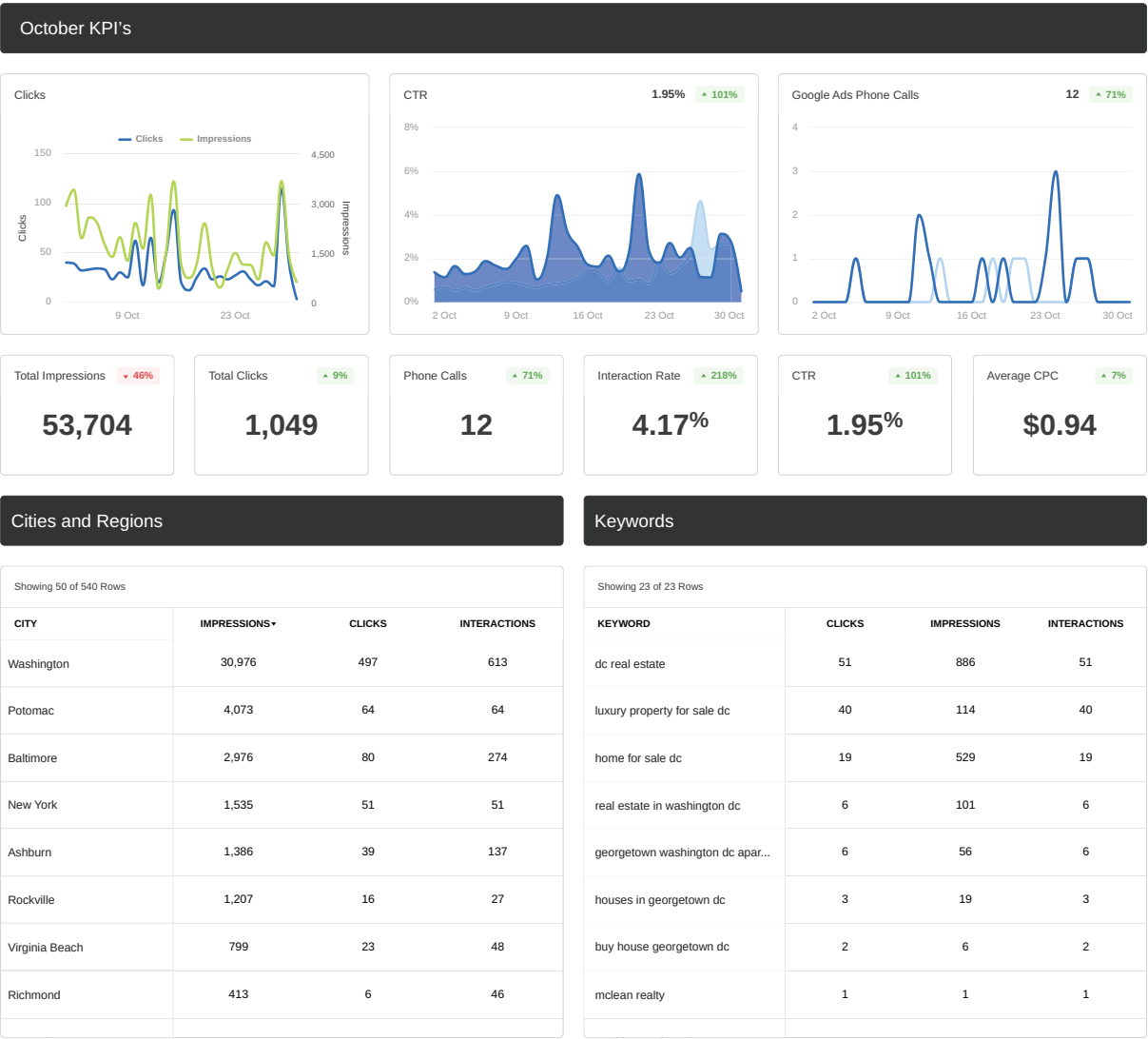
Google AdWords

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.



SIR Pacific Palisades



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

NEW & TRENDING

FEATURED LUXURY POSITION

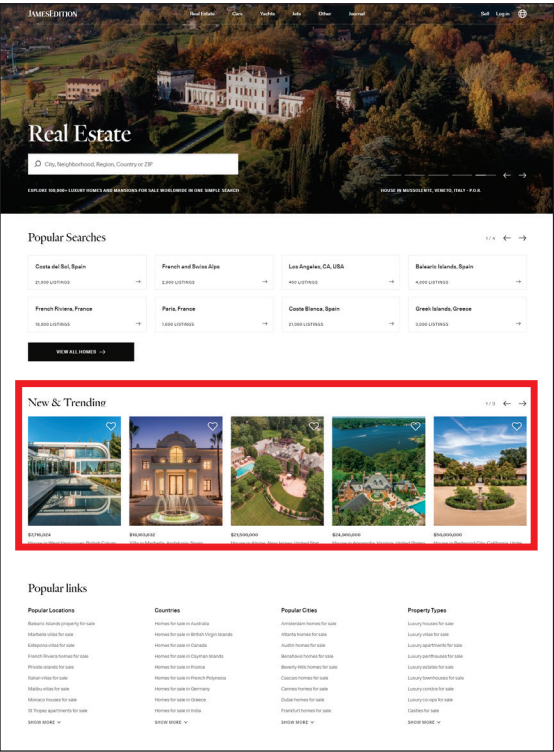
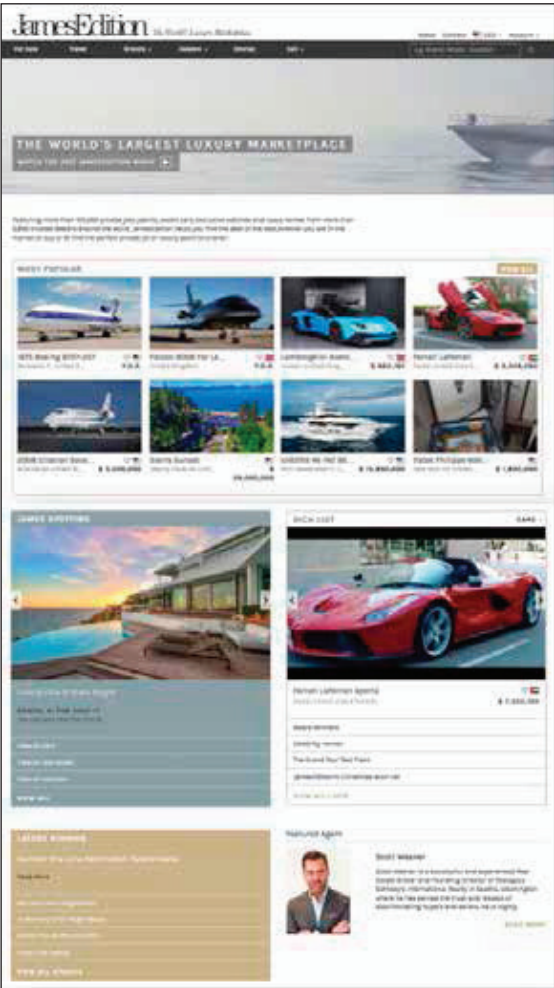
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

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

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



jamesedition.com

SOCIAL MEDIA POST

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

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

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

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

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



PHOTO

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

PHOTO: \$800

PHOTO PLUS

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

PHOTO PLUS: \$1,000

VIDEO

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

VIDEO: \$1,800

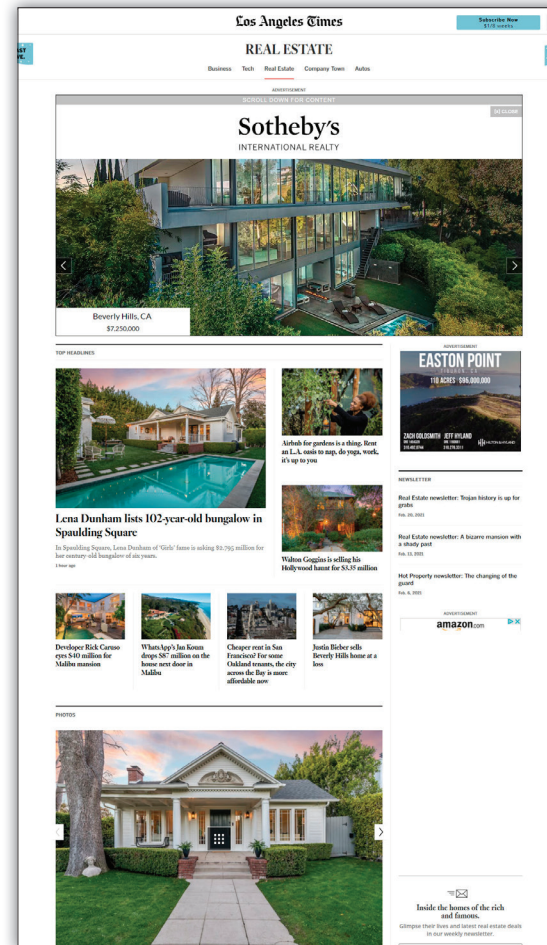
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

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



LA Times

CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

PRICE: \$1,750/DEPLOYMENT

Los Angeles Times

RobbReport.com

REAL ESTATE ENEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

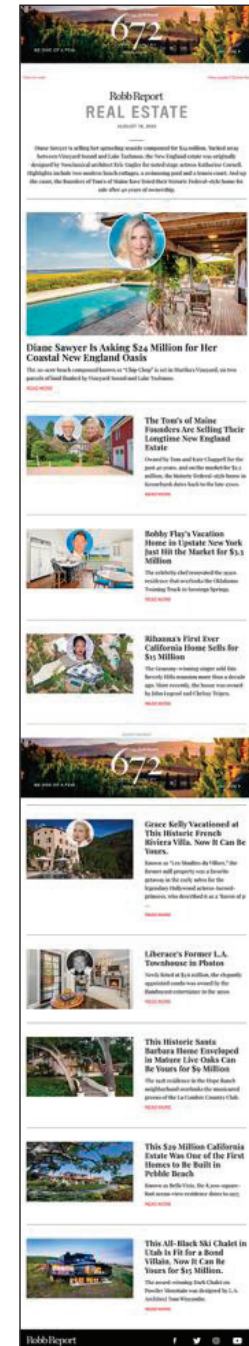
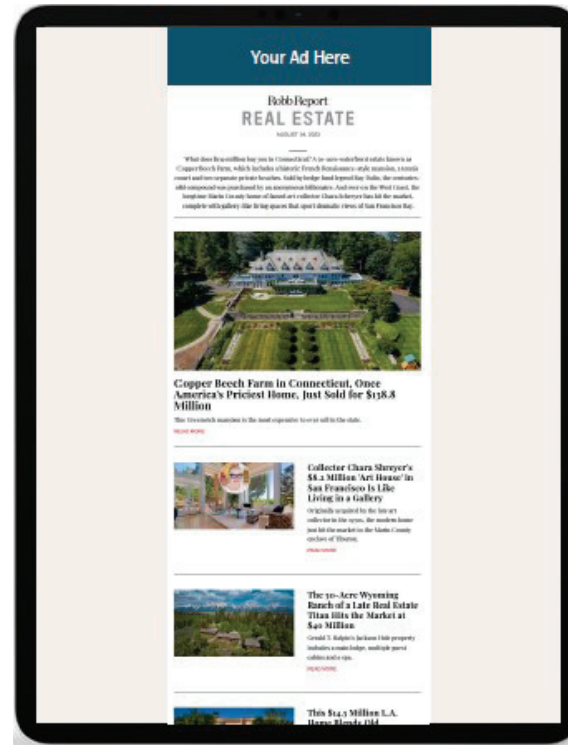
Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

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

NEWSLETTER: \$5,000/WEEK

3 Sends

PROPERTY LISTING: \$1,875/WEEK



RobbReport.com

FEATURED LISTING CAROUSEL

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

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

PRICE: \$1,350 PER MONTH

RR|R

RobbReport

SUBSCRIBE

CARS

YACHTS

AVIATION

WATCHES

STYLE

HOME

FOOD & DRINK

TRAVEL

VIDEOS

THE VAULT

REAL ESTATE

FEATURED LISTING

Vie L'Ven Luxury Resort & Residences - The Rouge Suite

\$5,284,900

Search a location

ADVERTISEMENT

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

Variety.com

Variety is the most authoritative and trusted source of entertainment business news, recognized and respected throughout the world. Since 1905, influential producers, executives and talent in entertainment and beyond have turned to Variety for award-winning daily breaking news reports, insightful award-season coverage, must-read feature spotlights and intelligent analysis of the industry's most prominent players. As the leading publication covering film, television, theater and tech with a global perspective, Variety is the vital read in every entertainment capital in over 84 countries.

CUSTOM SOCIAL POSTS: \$5,000

CUSTOM EBLAST: \$7,500



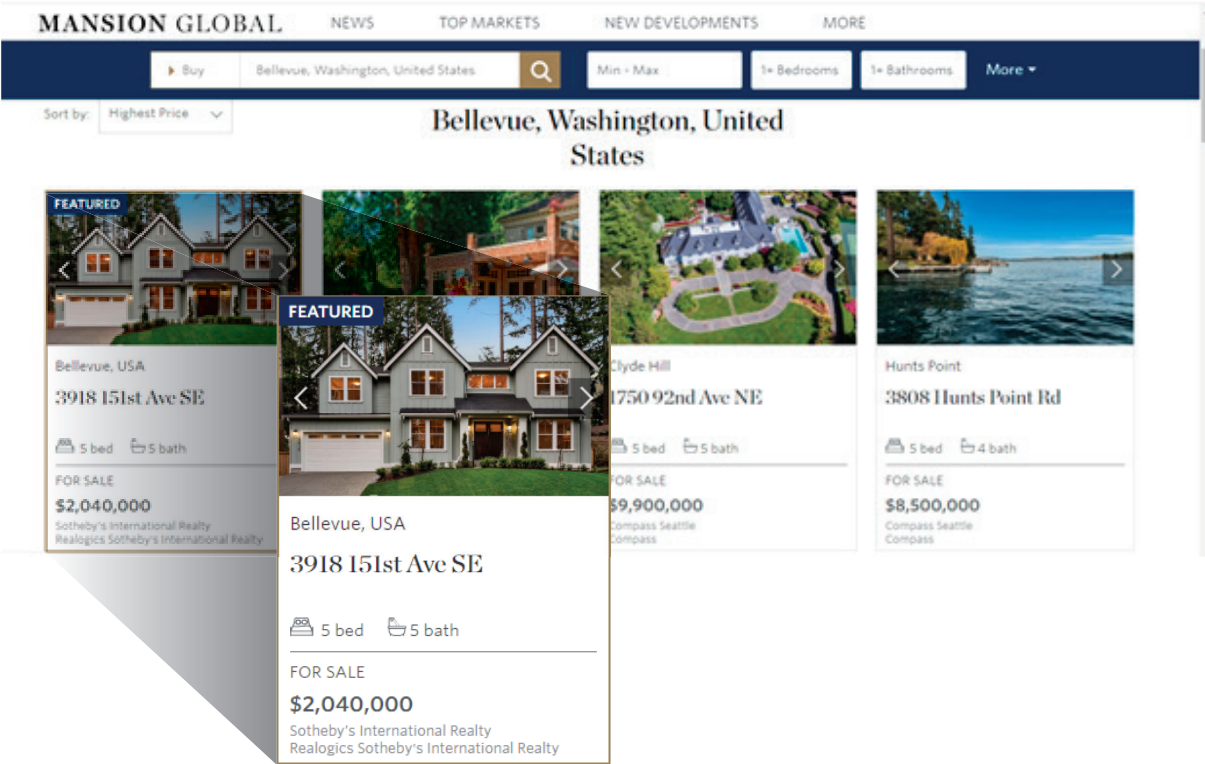
The Wall Street Journal Online (WSJ.com)

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)

MANSION GLOBAL DAILY (M-F) NEWSLETTER

- 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. 1800 101st St/Carleton Street, Vancouver, BC	\$10,000,000
2. 48 Brimley Park, Toronto, ON	\$10,000,000
3. 1120 North Avenue, Vancouver, BC	\$10,000,000
4. 1480 - 101 Carleton Street Toronto, ON	\$11,500,000
5. 3600 Park Crescent, Vancouver, BC	\$10,000,000
6. 1 Penn Blvd/Con, Bala Inlet, BC	\$10,000,000
7. 4121 14th Street, Surrey, BC	\$10,000,000
8. 1512 1512 Ave Royale, Chateau-Richer, QC	\$10,000,000
9. 2000 Maple, Toronto, ON	\$10,000,000
10. 400 Sandhill Road, Toronto, ON	\$10,000,000

Real Estate

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
Surrey	\$607,400	122	\$10,000,000
Whisper	\$1,053,300	26	\$10,000,000
Ontario	\$578,072	1,061	\$10,000,000
Toronto	\$868,817	302	\$10,000,000
Quebec	\$194,291	185	\$10,000,000
Westmount	\$1,376,900	22	\$10,000,000
Chateau-Richer	\$116,333	1	\$10,000,000

TRENDING TODAY

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3:26 AM - 25 May 2018

#AloneTogether  [ad](#)

Staying home saves lives.

For more info visit coronavirus.gov

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The Wall Street Journal Online (WSJ.com)

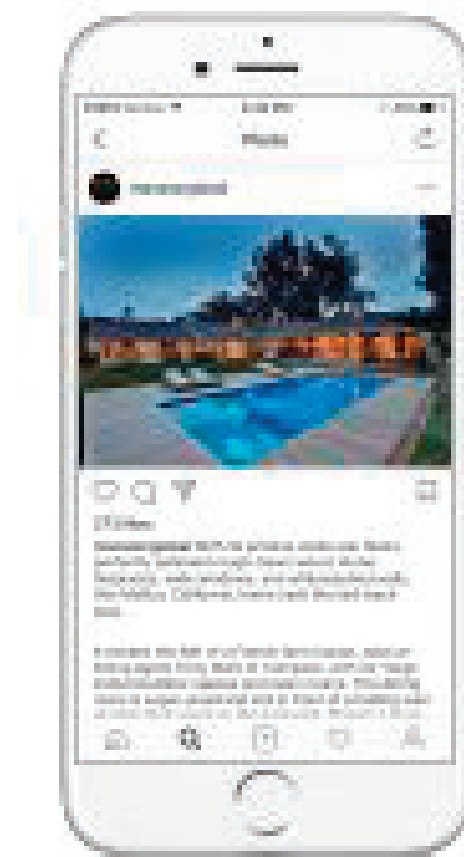
@MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

MANSION GLOBAL INSTAGRAM: \$2,000

MANSION GLOBAL INSTAGRAM + BOOST: \$7,000



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**

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

MANSION

THE WALL STREET JOURNAL

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

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. Davis 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 dozen agencies in luxury home sales, auction companies are pitching homeowners on their ability to market unique properties in a range of deep-pocketed buyers beyond local markets and to sell them within a precise time frame.

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

Please turn to page M5

TRIBECA PENTHOUSE
New York City

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

Room for Prayer, Without Leaving Home

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

By Susan Foxworth

IN THE DALLAS SUBURBS, sun-dappled light 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, usually or table 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 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 a social media hit. A feature on Mindy Kaling's hit Netflix comedy "Never Have I Ever," about a first-generation Indian-American teenager, went viral as it showed scenes of prayer in front of the Hindu deity's *pooja* area—an altar filled with pictures of Hindu gods and other

Please turn to page M6

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

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

Coastal Estate
Aerial view of a coastal property with a large pool and beach access.

Luxury Interior
A view of a luxurious interior with a large fireplace and high ceilings.

Modern House
A view of a modern house with a large pool and outdoor living area.

Elegant Dining Room
A view of an elegant dining room with a large chandelier and formal seating.

Stunning Sunset View
A view of a stunning sunset over a body of water.

Luxury Villa
A view of a luxury villa with a large pool and manicled grounds.

Modern Architecture
A view of a modern architectural structure with large glass windows.

Beachfront Property
A view of a beachfront property with a private beach and ocean access.

Large Estate
A view of a large estate with multiple buildings and extensive grounds.

Contemporary Home
A view of a contemporary home with clean lines and modern finishes.

Prestigious Neighborhood
A view of a prestigious neighborhood with large homes and mature trees.

Exclusive Waterfront Home
A view of an exclusive waterfront home with a dock and boat access.

Historic Mansion
A view of a historic mansion with ornate details and a large garden.

Secluded Mountain Retreat
A view of a secluded mountain retreat with a large deck and panoramic views.

Golf Course Estate
A view of a golf course estate with a clubhouse and private green.

Luxury Penthouse
A view of a luxury penthouse with a rooftop terrace and city views.

Elegant Living Room
A view of an elegant living room with a large sofa and art collection.

Modern Kitchen
A view of a modern kitchen with high-end appliances and a large island.

Outdoor Lounge Area
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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

Late Edition
Today's paper, a 16-page edition, includes
the following sections:
A1: News, including
the front page, which
highlights the day's top stories.
A2: World news, including
international news and
local news from around the world.
A3: Business news, including
stock market news and
corporate news.
A4: Sports news, including
professional sports and
Olympic news.
A5: Arts and culture news,
including theater, music,
and film.
A6: Health and science news,
including medical advances
and environmental news.
A7: Opinion and analysis,
including editorials and
columnists' pieces.
A8: Local news, including
news from the five boroughs
of New York City.
A9: Classified advertisements.
A10: Miscellaneous, including
birth and death notices,
weddings, and other public
records.

VOL. CLXXIII, No. 58,167 © 2010 The New York Times Company NEW YORK, MONDAY, NOVEMBER 5, 2010 \$1.00

It's Not Heaven, It's Brooklyn.

The \$6,000 rooms in this year's New York City Marathon offered blue skies, near-ideal conditions and a fast route. By F.12.

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

**BY DANIEL ROSENTHAL
AND KENNETH P. HEAL**
WASHINGTON, Nov. 4—The Obama administration is spending more than \$6 million to hire a vast army of lobbyists to help it win support for its policies in Congress and the courts, according to a new report from the Washington Post. The report, which is based on a review of the administration's budget, says that the Obama administration has hired more than 100 lobbyists to help it win support for its policies in Congress and the courts. The report also says that the administration has spent more than \$6 million to hire these lobbyists. The report says that the administration has hired lobbyists from a wide range of firms, including some of the most powerful lobbying firms in the country. The report also says that the administration has spent more than \$6 million to hire these lobbyists. The report says that the administration has hired lobbyists from a wide range of firms, including some of the most powerful lobbying firms in the country. The report also says that the administration has spent more than \$6 million to hire these lobbyists.

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Partisan Routs Of New Query On The Census

BY MICHAEL NICHOLS
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Web's Far Right Can Hear Itself As Trump Talks

Choosing the Spread of Obama-Fire

By Kevin B. Smith and Bill Clinton
WASHINGTON, Nov. 4—The Obama administration has hired more than 100 lobbyists to help it win support for its policies in Congress and the courts, according to a new report from the Washington Post. The report, which is based on a review of the administration's budget, says that the Obama administration has hired more than 100 lobbyists to help it win support for its policies in Congress and the courts. The report also says that the administration has spent more than \$6 million to hire these lobbyists. The report says that the administration has hired lobbyists from a wide range of firms, including some of the most powerful lobbying firms in the country. The report also says that the administration has spent more than \$6 million to hire these lobbyists.

NEW ANALYSIS Edge in Polls Might Not Top House Scales

Outcome Hinges on a Handful of States

By Nate Cohn
WASHINGTON, Nov. 4—The Obama administration has hired more than 100 lobbyists to help it win support for its policies in Congress and the courts, according to a new report from the Washington Post. The report, which is based on a review of the administration's budget, says that the Obama administration has hired more than 100 lobbyists to help it win support for its policies in Congress and the courts. The report also says that the administration has spent more than \$6 million to hire these lobbyists. The report says that the administration has hired lobbyists from a wide range of firms, including some of the most powerful lobbying firms in the country. The report also says that the administration has spent more than \$6 million to hire these lobbyists.

Called to Serve, U.S. Mayor Also Answered


By Alan Tanenhaus
SOUTH OGDEN, Utah, Nov. 4—The mayor of South Ogden, Utah, has been called to serve in the U.S. House of Representatives. The mayor, who is also a member of the Utah House of Representatives, has been called to serve in the U.S. House of Representatives. The mayor, who is also a member of the Utah House of Representatives, has been called to serve in the U.S. House of Representatives.

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Offering Little Fight, Republican Accuses Georgia Rural of 'Hacks'

By Thomas H. Dineen and Alan Bernier
ATLANTA, Nov. 4—The Republican Party has accused the Georgia Rural of 'hacks' for offering little fight in the upcoming election. The Republican Party has accused the Georgia Rural of 'hacks' for offering little fight in the upcoming election. The Republican Party has accused the Georgia Rural of 'hacks' for offering little fight in the upcoming election.




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 Colleen Carey
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SCOTTSDALE, ARIZONA
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 Russ Lyon Sotheby's International Realty
 Frank Azzam
 frank.azzam@sir.com +1.480.266.0240



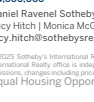
75 Hunki Dori Court, #W113
KESTONE, COLORADO
\$5,000,000 | sothebysrealty.com/id/QBTK4J
 LIV Sotheby's International Realty
 Hank Wietheke | Doyle Richmond
 doyle.richmond@sothebysrealty.com +1.970.390.9240




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



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



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



46 White Pine Canyon Road
PARK CITY, UTAH
\$18,275,000 | sothebysrealty.com/id/QWGXH8
 Summit Sotheby's International Realty
 Michael LaPay | Miriam Noel
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Architectural Digest

INSPIRE AFFLUENT BUYERS

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.

Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Architectural Digest.

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%**

FULL PAGE, COLOR

LOS ANGELES/ WEST LA: \$2,870



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. Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Vanity Fair Magazine.

- FULL PAGE, COLOR
LOS ANGELES/WEST LA: \$3,650



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

LARGE AD: \$4,375



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

Global

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. Coated foothills location yet minutes to downtown.
\$3,500,000
sothebysrealty.com/sf/28P2EN




Adrienne DuQuette
Adrienne DuQuette | Licensed # 43553
505.310.8053
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Vista Playa Estate



7306 Vista Del Mar Ln, Playa del Rey, CA
\$1,750,000
sothebysrealty.com/sf/2QW5N

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 with a large, arched doorway, a spacious living area with a large fireplace, and a gourmet kitchen with a large island. The estate is surrounded by lush landscaping and a large pool. This is a rare opportunity to own a piece of the coast. Contact me today to schedule an exclusive viewing of this rare and extraordinary property.


7 Bedrooms
10 Bathrooms
10,887± sq.ft




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Vincent Carban | Licensed # 154997
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vincent.carban@vistarealty.com

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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 a luxury getaway. Each Stanly Ranch residence promises a sense of a third retreat with Auberge's unparalleled service. Residents may enjoy access to Napa Valley's finest wineries, a large resort-style pool, spa and fitness center, swimming pool, and Auberge Resorts Collection's world-class, bespoke hospitality.

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Five-Star Resort Living
in Napa Valley



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Walt Elgerton | Licensed # 17171
707.254.4800
walt@stanlyranchnapa.com

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

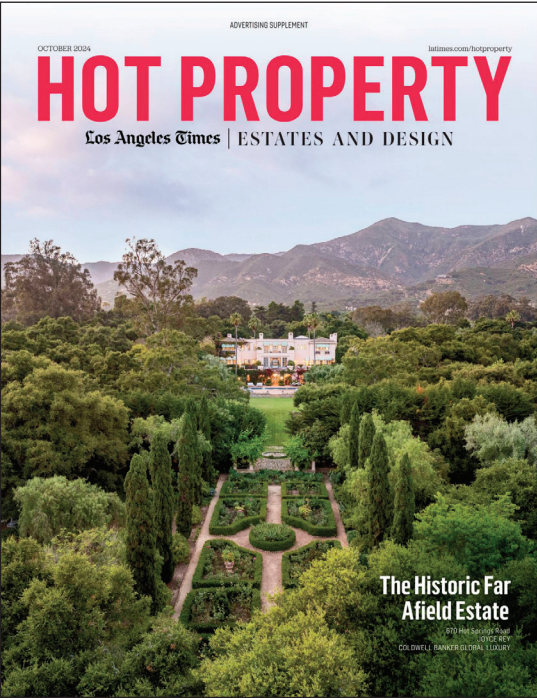
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Los Angeles Times Hot Property And Digital Lighthouse

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**



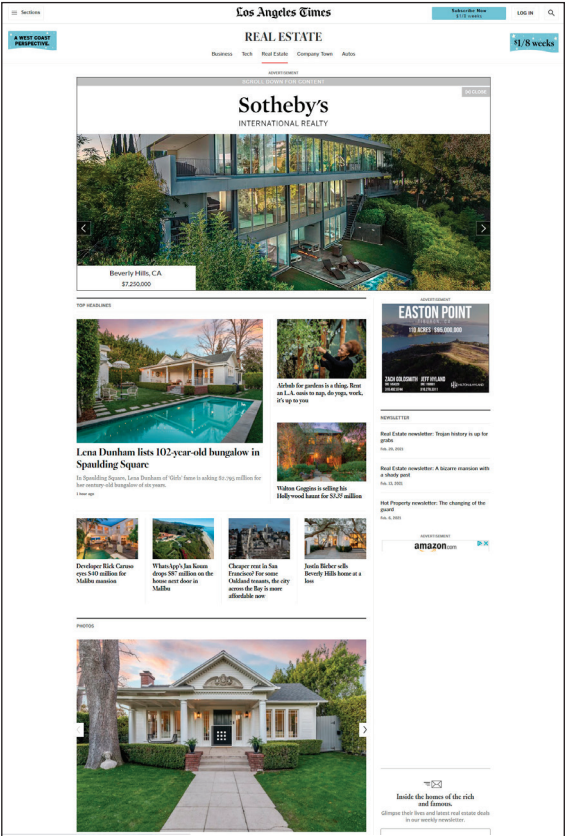
LA TIMES DIGITAL LIGHTHOUSE

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



Variety

Variety is the most authoritative and trusted source of entertainment business news, recognized and respected throughout the world. Since 1905, influential producers, executives and talent in entertainment and beyond have turned to Variety for award-winning daily breaking news reports, insightful award-season coverage, must-read feature spotlights and intelligent analysis of the industry's most prominent players. As the leading publication covering film, television, theater and tech with a global perspective, Variety is the vital read in every entertainment capital in over 84 countries..

- Circulation: **85,300**

FULL PAGE: \$5,000

SPREAD: \$10,000



Schedule,
Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1								
Media	Ad Description	June	July	August	September	October	Media Total	Reach
Sotheby's Auction House: Print								
Sotheby's Magazine	Quarter Page				\$ 1,315.00		\$ 1,315.00	20,000
Sotheby's Auction House: Digital								
Sotheby's Bespoke Emails		\$ 2,500.00					\$ 2,500.00	550,000
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00	750,000
Million Impressions	Targeting - Los Angeles Metro							
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
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
LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$ 325.00	Bonus	\$ 325.00			\$ 650.00	850,000
Custom Email	Custom Email		\$ 1,750.00				\$ 1,750.00	30,000
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
Variety								
Variety	Custom Eblast		\$ 7,500.00				\$ 7,500.00	60,000
WSJ.com								
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00			\$ 1,950.00	492,000
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00				\$ 3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus			\$ -	
Mansion Global Instagram	Mansion Global Instagram				\$ 2,000.00		\$ 2,000.00	76,200

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print					
Conde Nast Magazines					
Architectural Digest - Los Angeles/ West LA	Full Page		\$ 2,870.00	\$ 2,870.00	19,000
Vanity Fair- Los Angeles/West LA	Full Page		\$ 3,650.00	\$ 3,650.00	23,000
Dwell					
Dwell	Modern Market - Large Ad		\$ 4,375.00	\$ 4,375.00	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	768,000
The New York Times					
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00	\$ 1,520.00	\$ 3,040.00	846,222
Variety					
Variety	Full Page	\$ 5,000.00		\$ 5,000.00	10,000
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
TOTAL				\$ 72,165.00	8,109,964
*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		June	July	August	September	October	Media Total	Reach
Media	Ad Description							
Sotheby's Auction House: Print								
Sotheby's Magazine	Quarter Page				\$ 1,315.00		\$ 1,315.00	20,000
Sotheby's Auction House: Digital								
Sotheby's Bespoke Emails		\$ 2,500.00					\$ 2,500.00	550,000
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00	750,000
Million Impressions	Targeting - Los Angeles Metro							
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
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	\$ 325.00	Bonus	\$ 325.00			\$ 650.00	850,000
Custom Email	Custom Email		\$ 1,750.00				\$ 1,750.00	30,000
Robbreport.com								
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$ 1,875.00			\$ 1,875.00	6,000
Variety								
WSJ.com								
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00			\$ 1,950.00	492,000
Mansion Global e-Newsletter	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						
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	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	\$ 1,320.00	768,000
The New York Times						
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00	\$ 1,520.00		\$ 3,040.00	846,222
Variety						
Variety	Full Page	\$ 5,000.00			\$ 5,000.00	10,000
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
TOTAL					\$ 49,790.00	7,736,764

*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 2									
Media	Ad Description	June	July	August	September	October	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			\$ 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			\$ 3,000.00	200,000	
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	\$ 325.00	Bonus	\$ 325.00			\$ 650.00	850,000	
Custom Email	Custom Email		\$ 1,750.00				\$ 1,750.00	30,000	
Robbreport.com									
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$ 1,875.00			\$ 1,875.00	6,000	
Variety									
WSJ.com									
Mansion Global e-Newsletter	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 3 - CONTINUED

Print

Conde Nast Magazines

Architectural Digest - Los Angeles/ West LA	Full Page		\$ 2,870.00	\$ 2,870.00	19,000
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Dwell

Dwell	Modern Market - Medium Horizontal Ad		\$ 1,875.00	\$ 1,875.00	206,000
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Financial Times

Financial Times	Double Property Spot	\$ 1,500.00		\$ 1,500.00	210,457
Financial Times	Property Spot		\$ 750.00	\$ 750.00	210,457

The Los Angeles Times

The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00		\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page		\$ 660.00	\$ 1,320.00	768,000

The New York Times

The New York Times	Property Spot - Weekday/Saturday		\$ 760.00	\$ 760.00	423,111
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00		\$ 1,520.00	423,111

The 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

TOTAL				\$ 34,125.00	6,034,764
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*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy

Pricing Subject to Change