



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Kukio 95 Advertising and Marketing Program

Aloha | 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 Kukio 95

SKY Advertising is excited to present to Aloha Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Kukio 95.

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 Kailua Kona, HI.

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

LET'S DO
GREAT THINGS TOGETHER

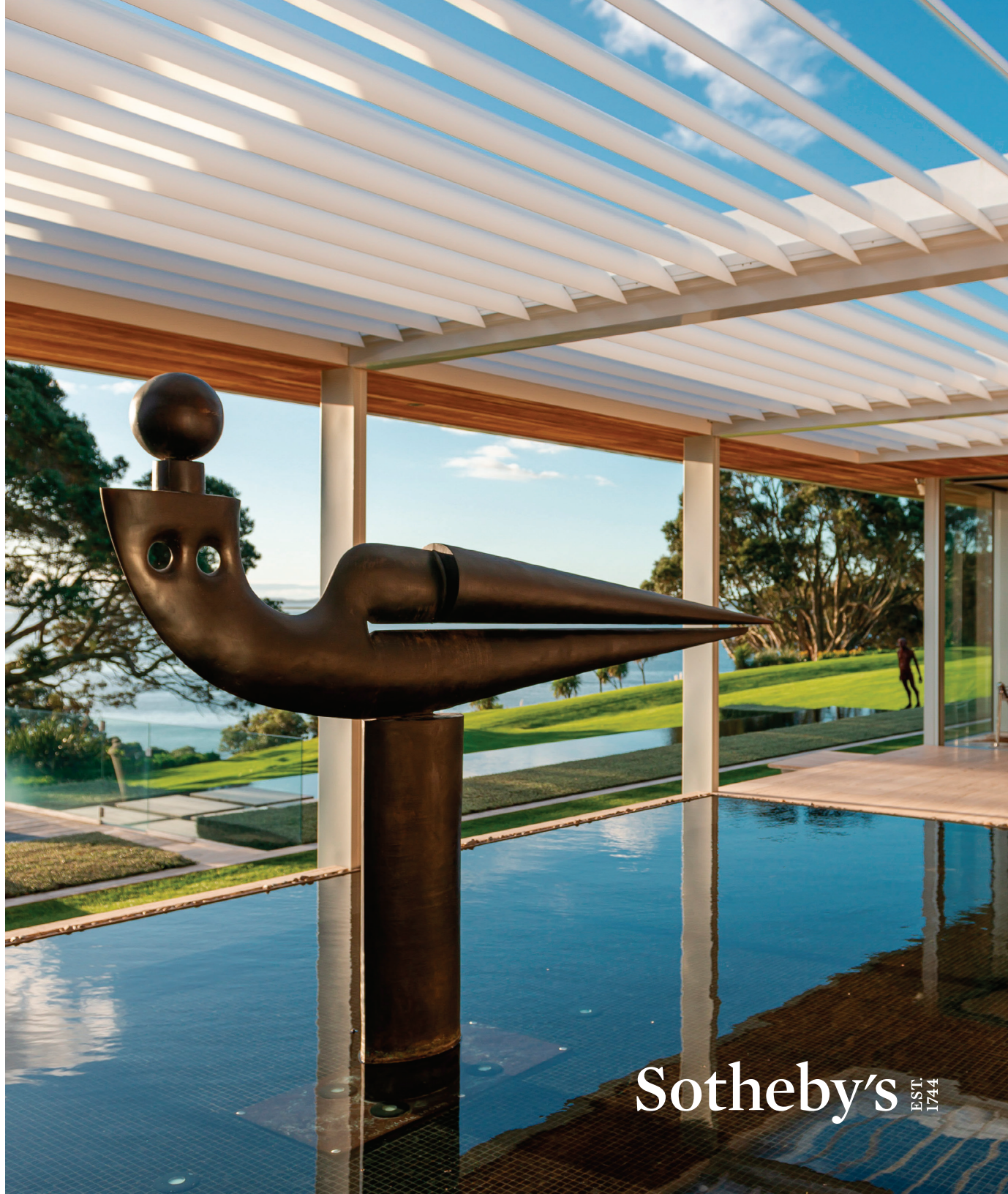
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Sotheby's
Auction House
Offerings



Sotheby's EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

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



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

Sotheby's
INTERNATIONAL REALTY

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

Co-listed with
Sotheby's International Realty
Susan Smith and Ben Howard
susan.smith@sothebysrealty.com
ben.howard@sothebysrealty.com
\$400,000,000 USD

Residence on Sankar Patel Marg
New Delhi, India
sothebysrealty.com/in/NEWDELHI

This home for sale spans 4.1,000 sq. ft. approximately 1,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an ideal location for investment or as a residence.

Price Upon Request

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

This unique home encompasses an entire floor with panoramic area and city views. With a carpet area of around 500 sq. ft. (4,500 sq. ft.) and two spacious bedrooms, this duplex is a gemstone.

\$3,800,000 USD

Villa in Assagao
Goa, India
sothebysrealty.com/in/GOA

Set on a plot of 11,000 sq. ft. (1,200 sq. ft.), this fully furnished house features a modern design and an exclusive terrace with a swimming pool. Features five bedrooms and an outdoor pool.

\$2,400,000 USD

Duplex Apartment on Sankar Patel Marg
Mumbai, India
sothebysrealty.com/in/MUMBAI

This unique home encompasses an entire floor with panoramic area and city views. With a carpet area of around 500 sq. ft. (4,500 sq. ft.) and two spacious bedrooms, this duplex is a gemstone.

\$3,800,000 USD

SOTHEBY'S BESPOKE
EMAIL

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

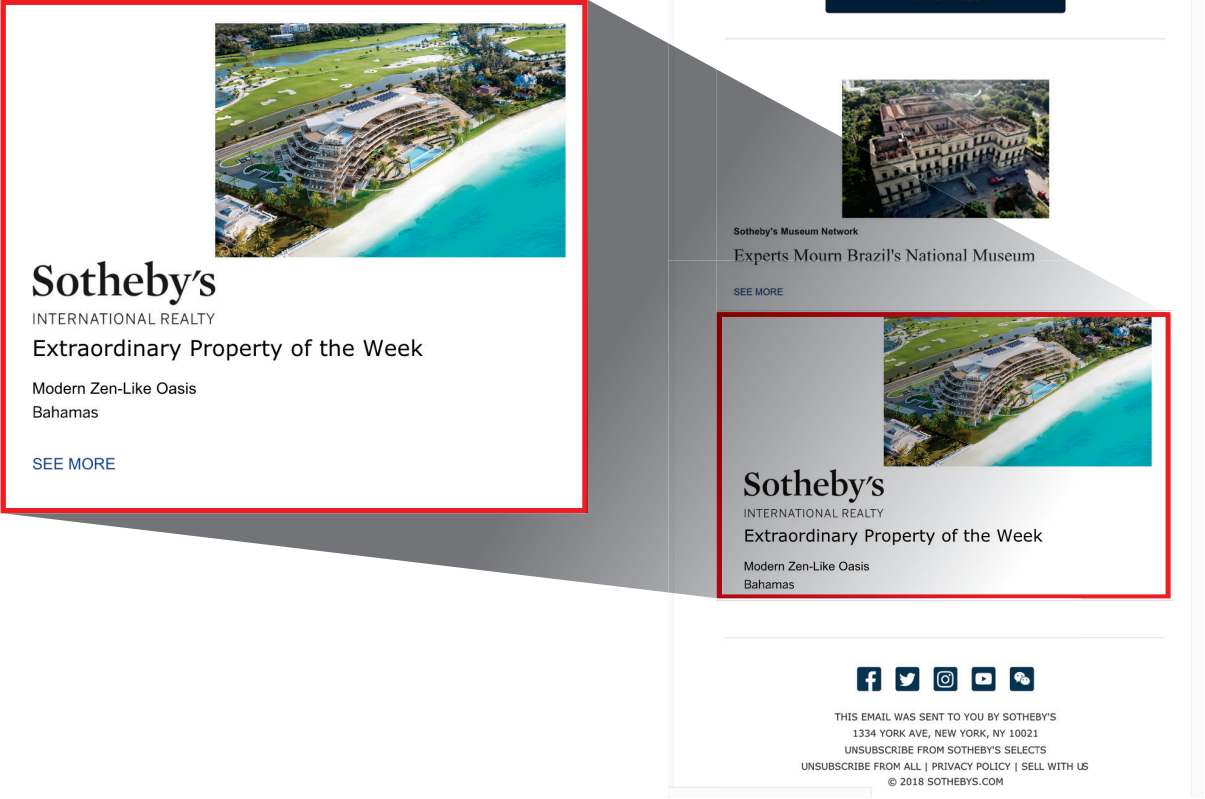
PRICE: \$2,500/DEPLOYMENT



SOTHEBY'S SELECTS
E-NEWSLETTERS

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

PRICE: \$2,585/DEPLOYMENT



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

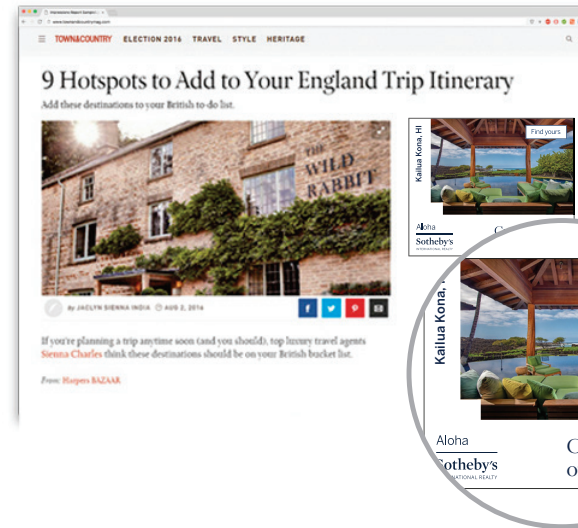
Impressions Campaign

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: **Kukio 95**
- 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




Find yours

Kailua Kona, HI

1 of 1

Aloha | Sotheby's INTERNATIONAL REALTY

Curators of the unique



Find yours

Kailua Kona, HI

1 of 1

Aloha | Sotheby's INTERNATIONAL REALTY

Curators of the unique

1 of 1

Curators of the unique



Kailua Kona, HI

Aloha | Sotheby's INTERNATIONAL REALTY

Find yours

Kailua Kona, HI

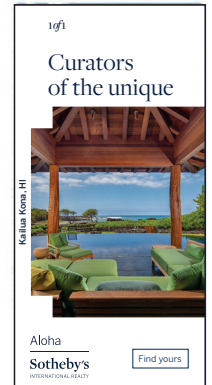
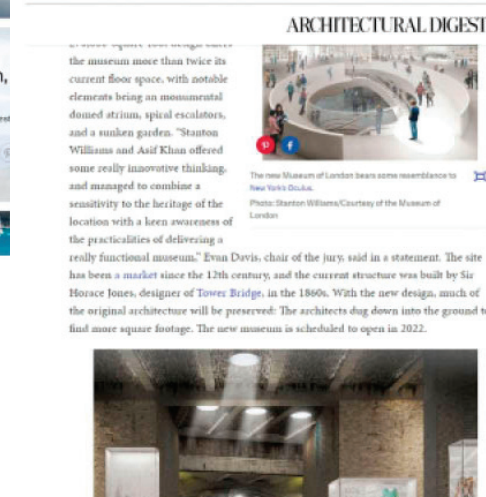
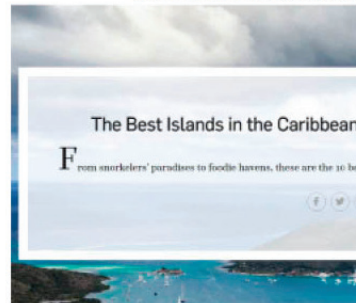
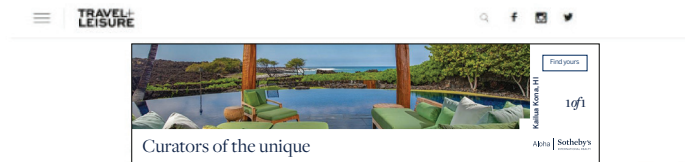
Find yours



Aloha | Sotheby's INTERNATIONAL REALTY

Curators of the unique

Sample Banners For Impressions Programs As They Appear On Sites

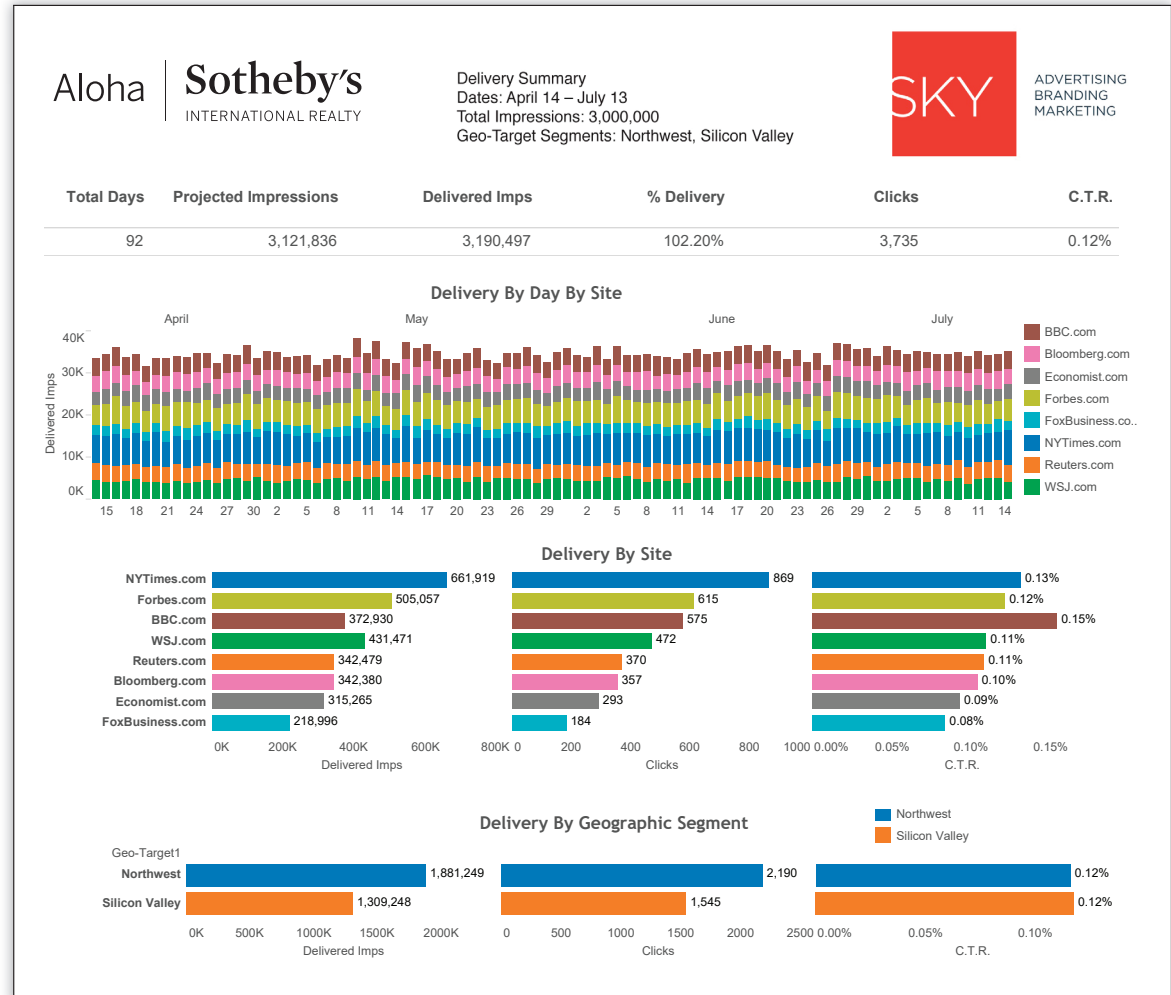


Comprehensive Reporting For Your Customized Campaign

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

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

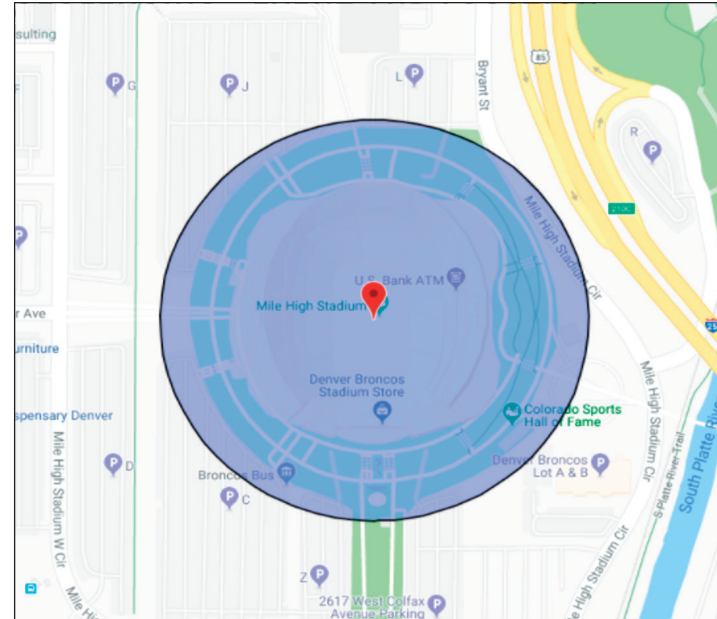
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

PRICING

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

Comprehensive Digital

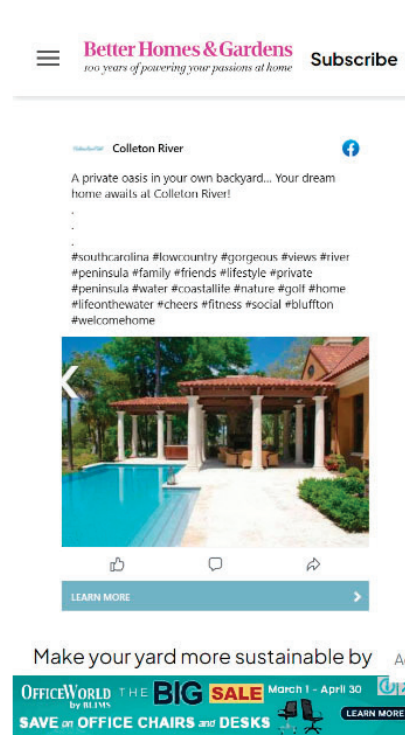
SOCIAL MIRROR ADS

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

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

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

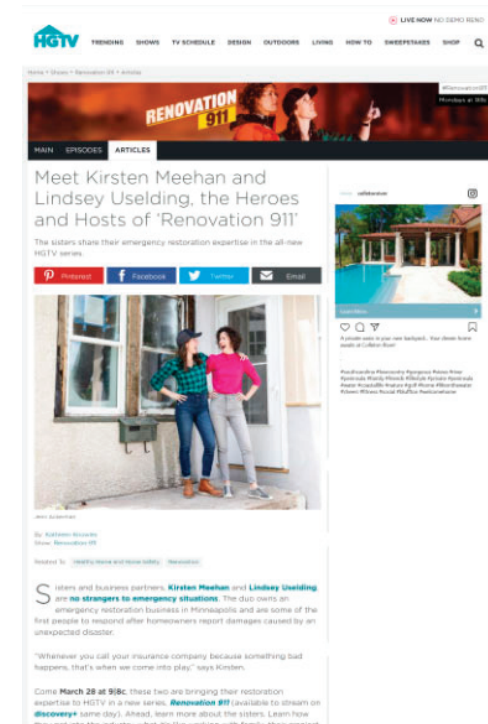
Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

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

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



Google AdWords

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

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

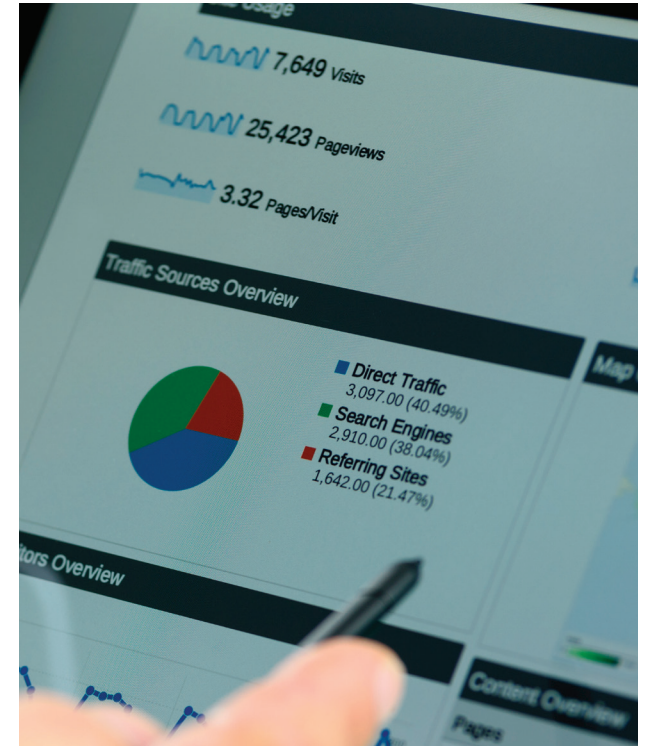


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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



Google AdWords

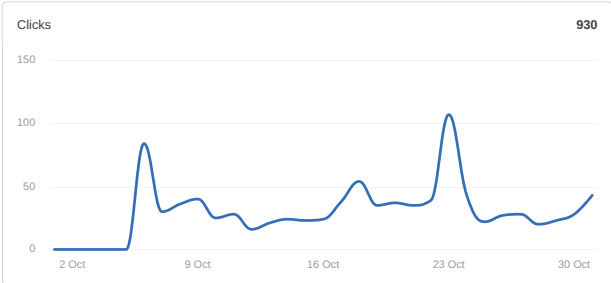
CLIENT DASHBOARD

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



SIR Aloha

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

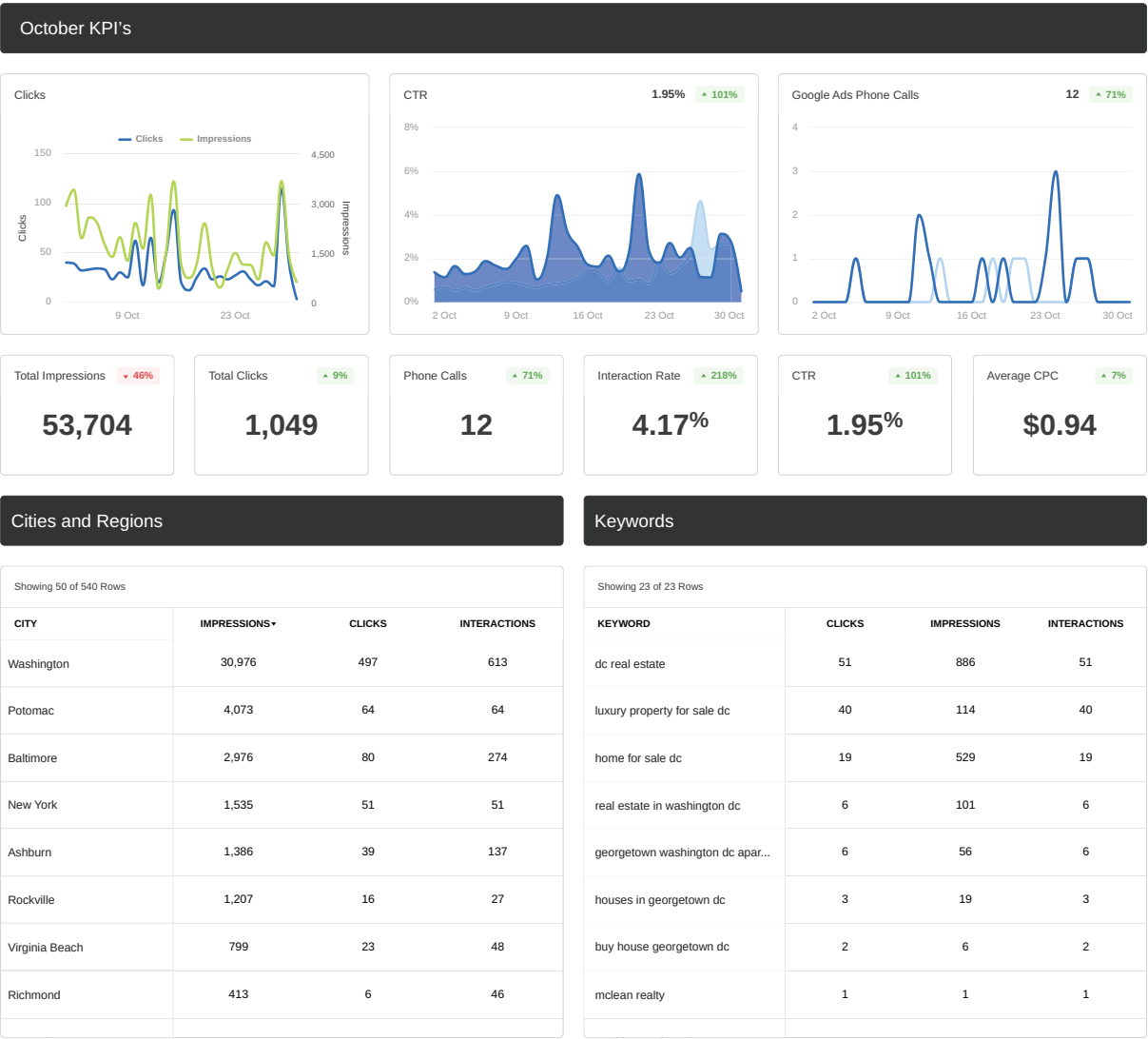
Google AdWords

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 Aloha



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 |

SPOTLIGHT + PROPERTY OF NOTE

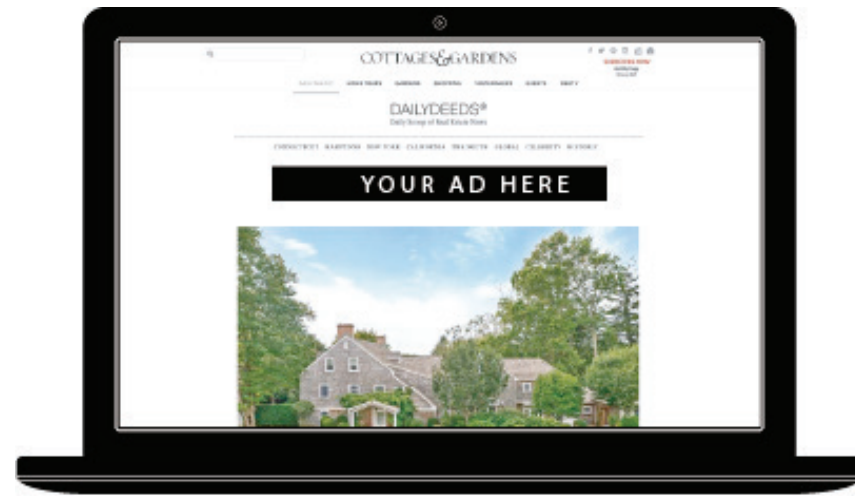
ROTATING GALLERY: \$2,950

DAILY DEEDS

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

INSTAPARTNERSHIP

POST AND STORIES TAKEOVER: \$1,950/30 DAYS



Floral Gift Ideas for Mother's Day

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



Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



Ready, Set, Game Time!

12 fun finds that double as playful decor.

Spotlight



CALIFORNIA CLOSETS

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

BANNERS

ROS DISPLAY: \$2,250/MONTH
300,000 Impressions

C&G STORIES

CONTENT DEVELOPMENT: \$5,295

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

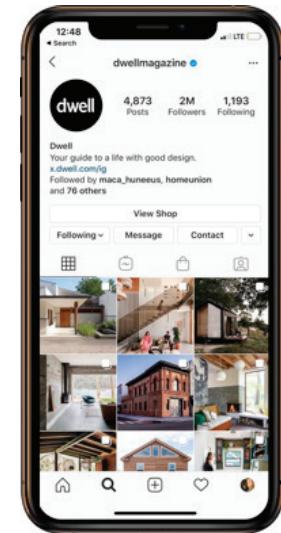
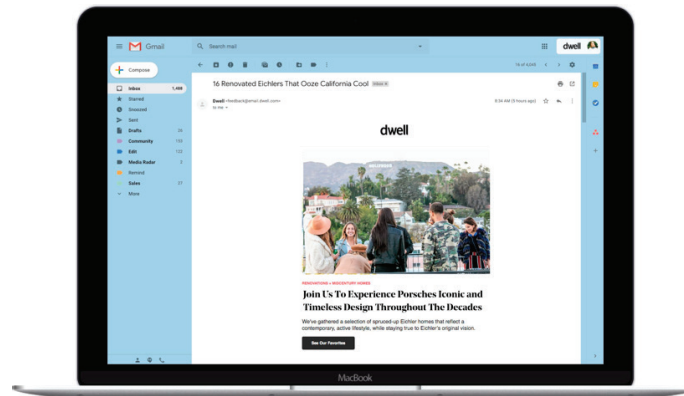
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

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



Elite Traveler

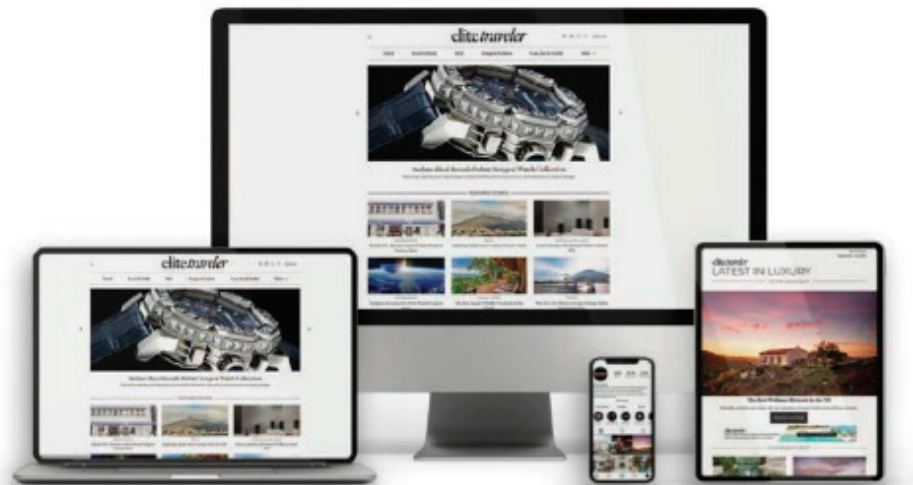
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9M**
- Average Net Worth **\$32M**
- **318,661** Unique Browsers

ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR

Half price with full page print purchase



Nob Hill Gazette

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

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

E-NEWSLETTER

ON THE MARKET

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

PRICE: \$500 PER LISTING

San Francisco, Peninsula, and Silicon Valley



jamesedition.com

E-NEWSLETTER

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

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

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

• 600,000+ subscribers.

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

Location Open Rates

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

Email Engagement

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

LISTING FEATURE: \$1,500

jamesedition.com

ROTATING GALLERY

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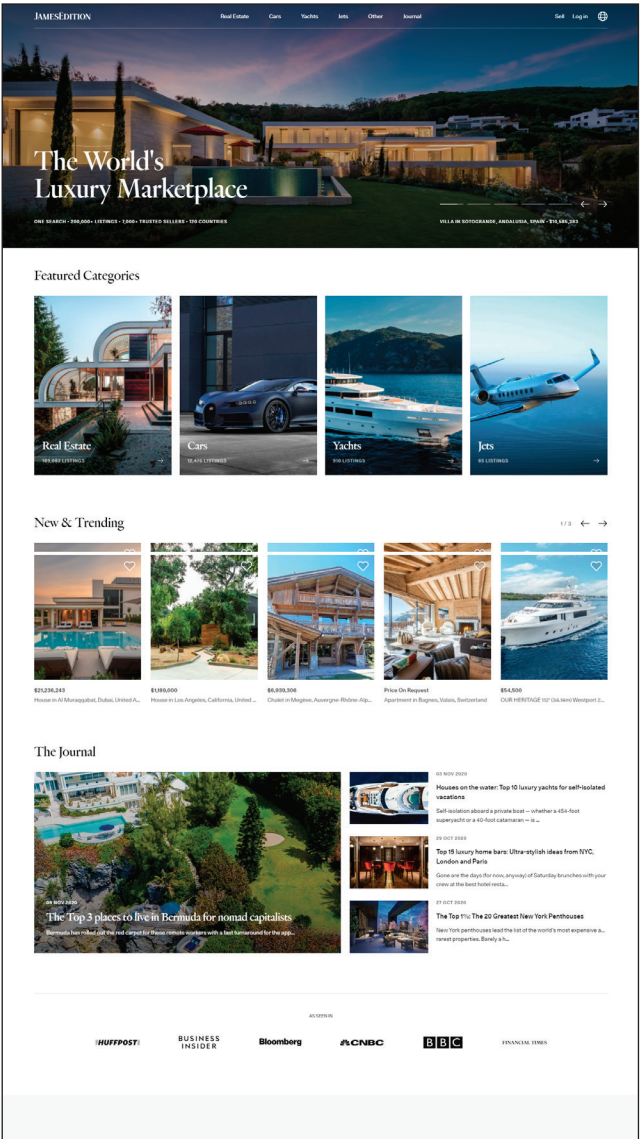
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$3,000

REAL ESTATE PAGE

FEATURED BANNER: \$2,400



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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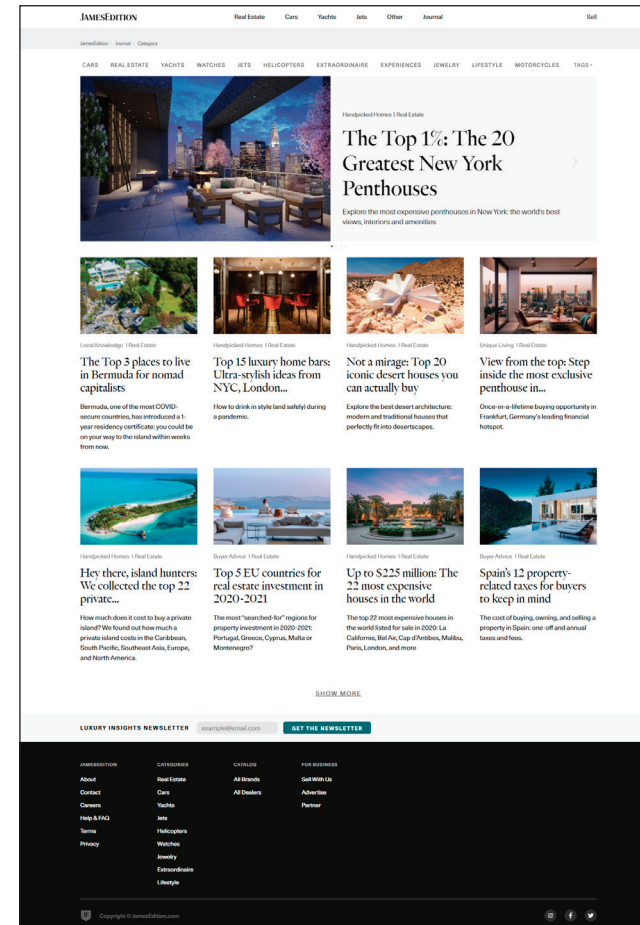
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

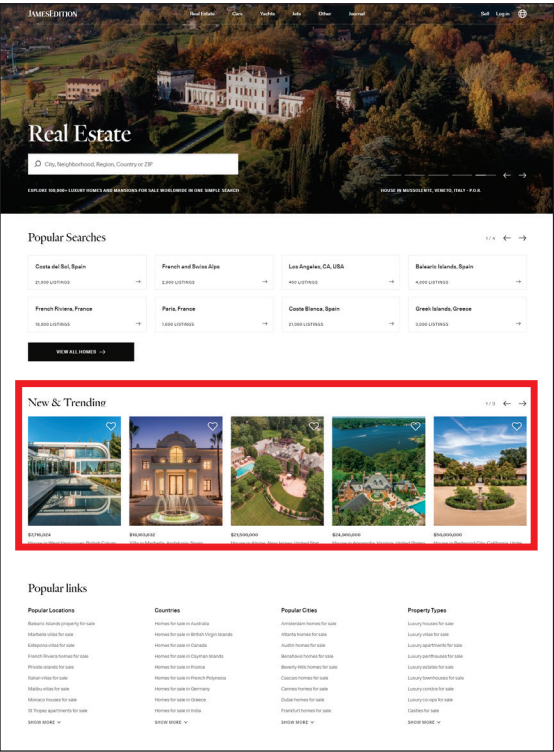
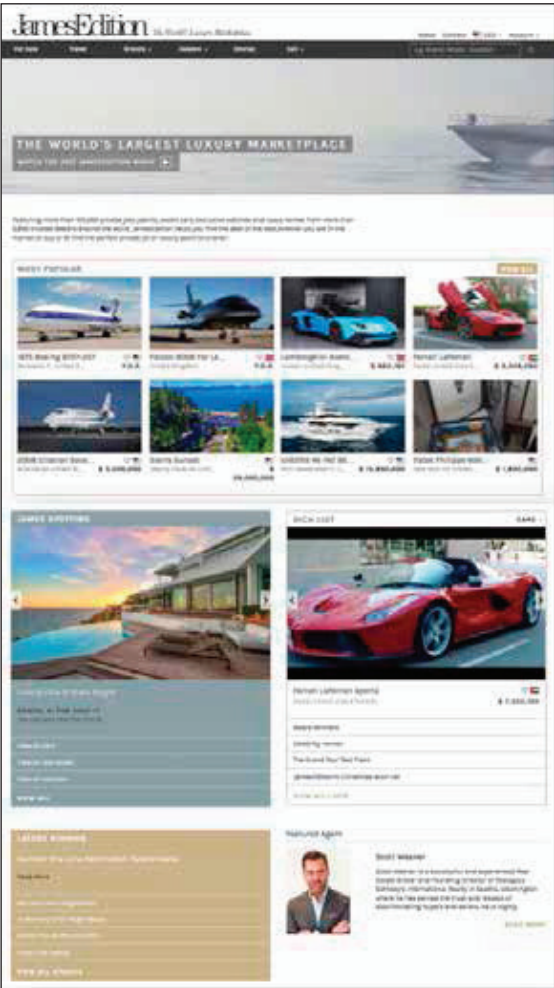
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

HOME PAGE POSITION
FEATURED SPOT: \$1,700

REAL ESTATE POSITION
FEATURED SPOT: \$1,400



jamesedition.com

SOCIAL MEDIA POST

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

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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

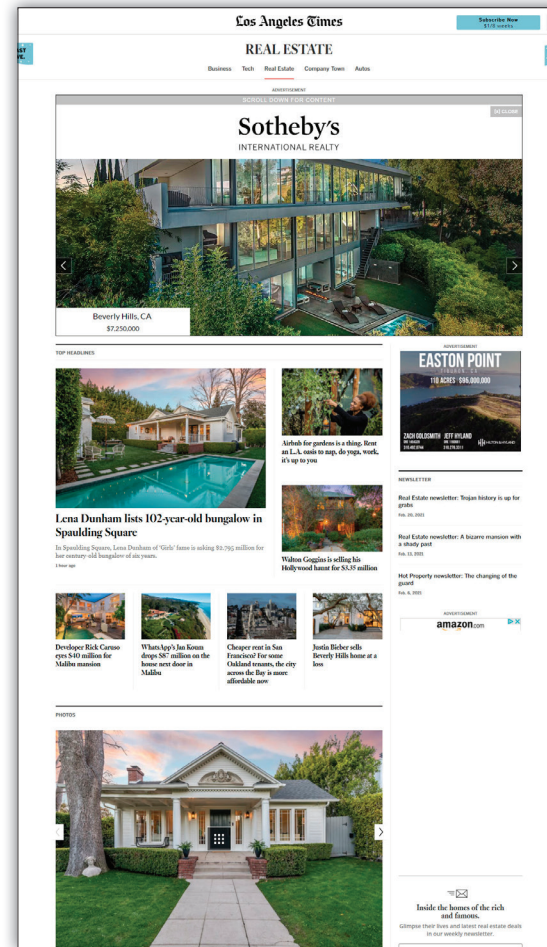
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

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



Luxury Estate

LUXURY ESTATE

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

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

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

SHOWCASE LISTING + ELITE LISTING PACKAGES PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu's modern masterpieces to Montauk's shoreline cottages to Palm Beach's Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

EXCLUSIVE EMAIL

Sent weekly on Wednesday and Sundays to Ocean Home's discerning audience of high net worth coastal home owners and elite industry professionals.

PRICE: \$2,750 PER WEEK

SPONSORED CONTENT

Custom article written and created by our editors to showcase your company. Posted on oceanhomemag.com, your article will be tailored to meet your marketing objectives and highlight your unique brand and properties.

- 800-1,000 words + 4-6 images.

PRICE: \$3,000



OCEAN HOME MAGAZINE
2021

OCEANHOMES
EXCLUSIVE

FOUR SEASONS
PRIVATE RESIDENCES

**FROM A PENTHOUSE
YOU CAN SEE FOREVER**

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Wearstler-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maule Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

**OCEAN HOME MAGAZINE
EXCLUSIVE E-MAIL CAMPAIGN**

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500 per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

RMS

SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

FACEBOOK POST: \$675 PER POST

INSTAGRAM POST: \$800 PER POST

FACEBOOK/INSTAGRAM AD: \$1,400 PER MONTH



PropGoLuxury.com

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

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

CIRCULATION AND DEMOGRAPHICS

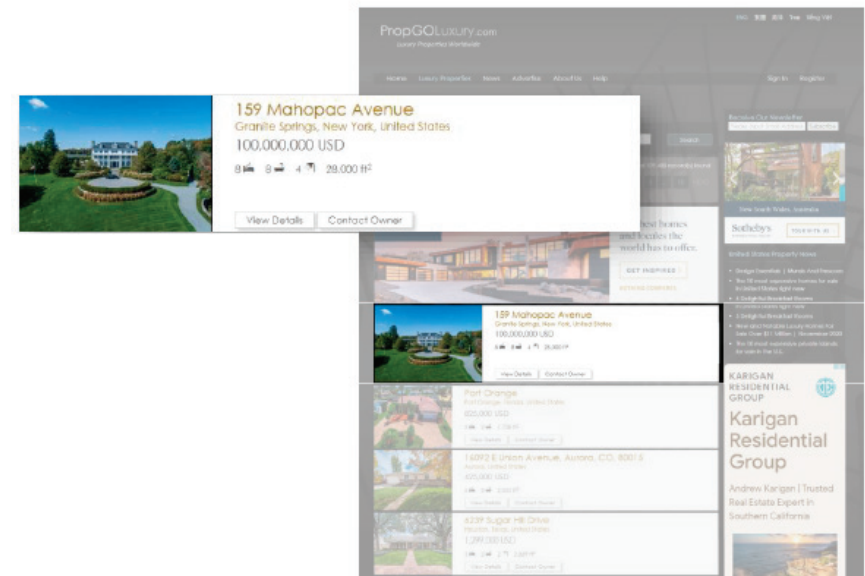
- English Average HHI: \$250,000 USD
- English Average HHNW: \$2.8M USD
- Chinese Average HHI: 6.4MM
- Chinese Average HHNW: \$4.575M USD

FEATURED LISTING & REGIONAL SHOWCASE

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

- Generate up to 12x more leads than standard listings

PRICE: \$750/MONTH



RobbReport.com

REAL ESTATE ENEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

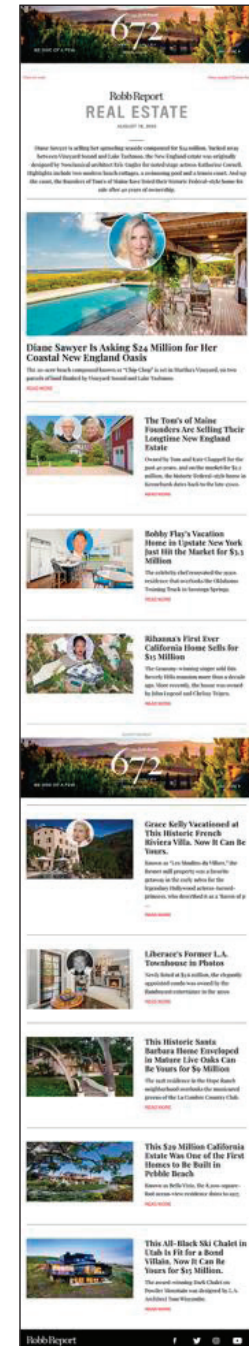
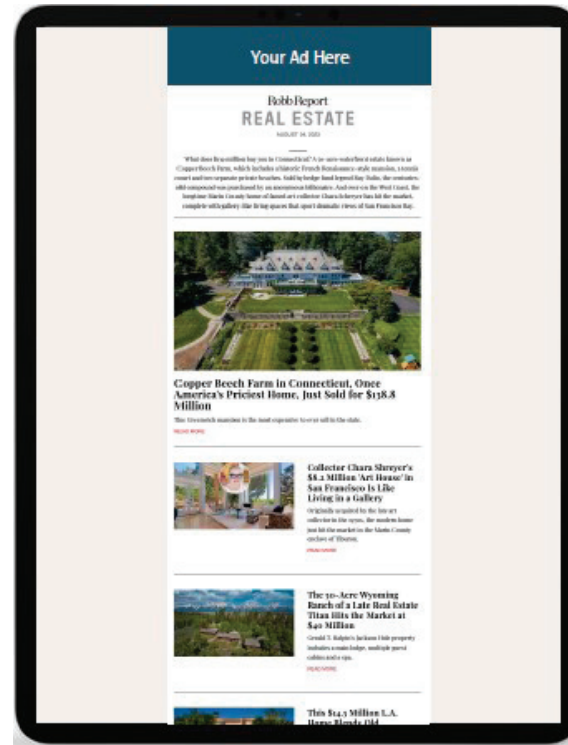
Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

- 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

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REAL ESTATE

FEATURED LISTING

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

\$5,284,900

Search a location

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REAL ESTATE NEWS

NEW CONSTRUCTION

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

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

By Mark David

CELEBRITY HOMES

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

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

By Wendy Bowman

ART & COLLECTIBLES

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

The auction house produced lower results than last year

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



The Wall Street Journal Online (WSJ.com)

MANSSION GLOBAL DAILY (M-F) ENEWSLETTER

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

PRICE: \$3,680

View in your browser

Manission 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. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
7. 41 St. Patrick, Westmount, QC	\$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 Sandrine Road, Toronto, ON	\$10,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$740,000	1141	\$10,000,000
Vancouver	\$1,407,048	879	\$10,000,000
Calgary	\$667,400	122	\$20,000,000
Whisper	\$1,053,300	26	\$25,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	882	\$35,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$194,291	185	\$20,000,000
Westmount	\$1,376,900	22	\$20,000,000
Chateau-Richer	\$193,333	1	\$20,000,000

TRENDING TODAY

Architectural Digest @ArchDigest [Following](#)

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether [ad](#)

Staying home saves lives.

For more info visit coronavirus.gov

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

The Wall Street Journal Online (WSJ.com)

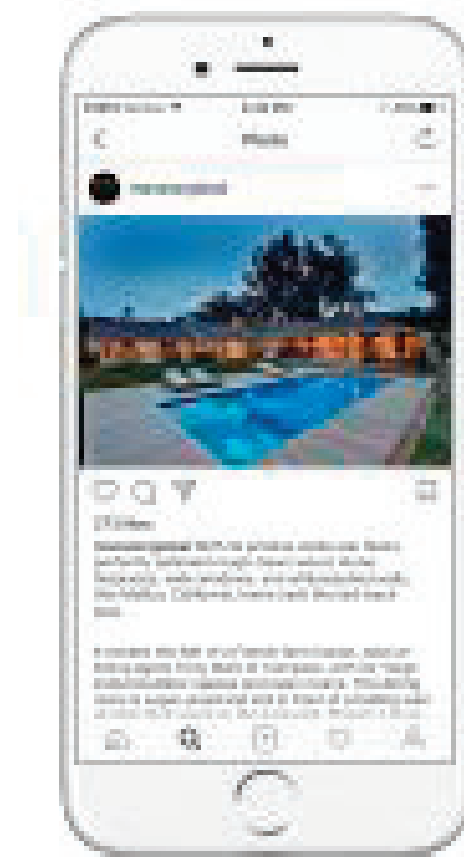
@MANSIONGLOBAL INSTAGRAM

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**

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. Glass and E.R. Scowen

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 saw 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 idols, supporting idols and pictures of Hindu gods. They are used for solitary or communal prayer, worship and meditation, and are often decorated for special occasions during festival such as *Navratri*, said Pooja Chhabra, a consultant in Tulsa, Okla., a unit of architectural-design principles based on Indian tradition.

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

Do-it-yourself *pooja* room decoration has also become an online media. A feature on Mindy Kaling's hit Netflix comedy "Never Have I Ever," about a first-generation Indian-American teenager, went viral as an online *pooja* room—on a terrace filled with pictures of Hindu gods and other

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

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

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

St. John's Church
Interior view of a property with a large pool and garden.

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The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

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

- Distribution: **100,000** Wall Street Journal print subscribers of the Weekend Journal
- Top zip codes in: **New York, Los Angeles, San Francisco, Chicago, Denver, Seattle, Phoenix, Boston, Dallas and Austin.**

FULL PAGE:

\$980/TEMPLATE

\$1,985/CUSTOM



IN THE FRIDAY MAIN NEWS SECTION

- 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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Sotheby's

INTERNATIONAL REALTY

Omarino.co.nz
BAY OF ISLANDS, NEW ZEALAND
Price Under Request
 New Zealand Sotheby's International Realty
 Ben Macky
 ben.macky@sothebysrealty.com +64 219.37885

Seafair - Harbour Island
ELUETHERA, THE BAHAMAS
\$15,950,000 | sirbahamas.com/id/61421
 Bahamas Sotheby's International Realty
 Colleen Carey
 colleen.carey@sirbahamas.com +1242.818.6038

10244 E Hualapai Drive
SCOTTSDALE, ARIZONA
\$14,000,000 | sothebysrealty.com/id/6830744
 Russ Lyon Sotheby's International Realty
 Frank Azzami
 frank.azzami@sir.com +1480.266.0240

75 Hunki Dori Court, #W113
KEYSTONE, COLORADO
\$5,000,000 | sothebysrealty.com/id/BGKT4J
 LIV Sotheby's International Realty
 Hank Wietshake | Doyle Richmond
 doyle.richmond@sothebysrealty.com +1970.390.9240

3005 45th Street NW
WASHINGTON, DISTRICT OF COLUMBIA
\$9,850,000 | sothebysrealty.com/id/NRSGPS
 TTR Sotheby's International Realty
 Mark Lowham
 mark.lowham@ttrsir.com +1 703.966.6949

1350 27th Street NW
WASHINGTON, DISTRICT OF COLUMBIA
\$3,950,000 | sothebysrealty.com/id/QHPDFD
 TTR Sotheby's International Realty
 Jeff Lockard | Andrew Smith
 lockardsmith@ttrsir.com +1202.246.4433

300Bull-704.com
SAVANNAH, GEORGIA
\$4,600,000
 Daniel Ravenel Sotheby's International Realty
 Lucy Hitch | Monica McColebrick
 larry.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
 michael.lapay@sothebysrealty.com +1435.640.5700

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The New York Times International Edition

The New York Times International Edition is a sophisticated and comprehensive daily report for opinion leaders and decision makers around the world. The mission of the New York Times International Edition is to enhance the global community by creating, collecting and distributing high-quality news and entertainment. Its readers have levels of income and investment that can hardly be described as average; much like the newspaper they enjoy reading, these levels reflect their highly mobile and affluent status. New York Times International Edition readers are people whose tastes tend toward the deluxe, leading active and upscale lifestyles.

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

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



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Harbour Drive
LYFORD CAY, THE BAHAMAS
\$28,000,000 USD | [sirbahamas.com/id/87551](#)
Bahamas Sotheby's International Realty
George Damianos
[george.damianos@sirbahamas.com](#) +1 242.362.4211

White Nights Two
SAN SALVADOR, THE BAHAMAS
\$2,350,000 USD | [sirbahamas.com/id/57472](#)
Bahamas Sotheby's International Realty
Sarah Cherny
[sarah.cherny@sirbahamas.com](#) +1 242.322.2305

The Gables Estate.com
BRITISH COLUMBIA, CANADA
\$27,500,000 CAD
Sotheby's International Realty Canada
Victor Cheung
[vcheung@sothebysrealty.ca](#) +1 604.505.8838

5226 E Desert Vista Rd
PARADISE VALLEY, ARIZONA
\$9,995,000 | [sothebysrealty.com/id/MBNNR2](#)
Russ Lyon Sotheby's International Realty
Frank Azzami
[frank.azzami@sir.com](#) +1 480.266.0240

201 Trophy Bull Road
GALLATIN GATEWAY, MONTANA
\$3,490,000 | [sothebysrealty.com/id/XNY328](#)
Big Sky Sotheby's International Realty
Tory Cyr
[tory@bigskysir.com](#) +1 406.577.6337

212 Fifth Ave 17A.com
NEW YORK, NEW YORK
\$24,500,000
East Side Manhattan Brokerage
Matthew J. Perceval | Mara Flash Blum | Nikki Field
[matt.perceval@sothebysrealty.com](#) +1 212.606.7790

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Equal Housing Opportunity

duPont Registry

Experience luxury with duPont REGISTRY, connecting elite buyers and sellers for nearly 40 years. Elevate your brand through exclusive collaborations, bespoke campaigns, and luxury showcases.

The duPont Registry captivates the world's wealthiest individuals with premium content on the most coveted luxury items. The magazine, distributed monthly, reaches private jet owners and guests across 350+ FBOs, while the digital platform garners over 13 million monthly views.

The duPont Registry audience includes the elite you need to reach: professional athletes, A-list celebrities, Fortune 500 executives, top luxury dealerships, and the ultra-affluent.

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

LARGE AD: \$4,375



Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

ELITE TRAVELER AUDIENCE

- Circulation: **89,361**
- Average Age: **40**
- Male/Female Skew: **65% / 35%**
- Average HHI: **\$992,205**
- Average HHNW: **\$3.9M**

LUXURY HOMES FEATURE: STARTING AT \$4,500



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

Global

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

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

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

Sotheby's
INTERNATIONAL REALTY

March 2025 | sothebysrealty.com

Zen-like Setting in Santa Fe

1284 Camino De Cruz Blanca, Santa Fe, New Mexico
 Beautifully appointed and meticulously maintained pool home with guest house on 2.87 acres is an art collector's dream. Crowded fourth location yet minutes to downtown.
 \$3,300,000
sothebyspauld.com/d/2RPSN

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

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

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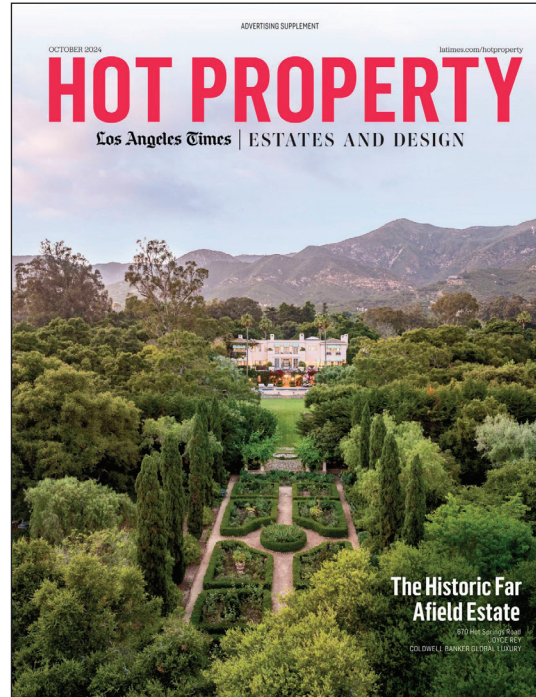
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Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

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

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



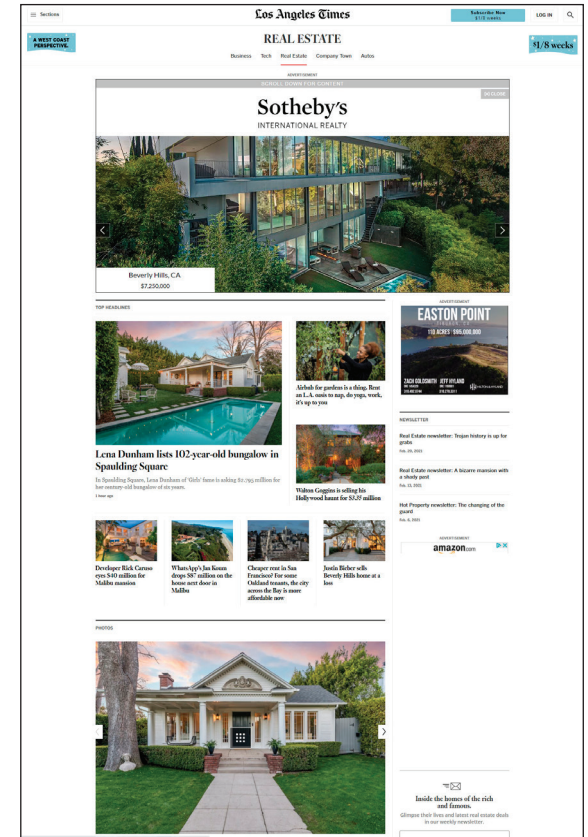
LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

Full color with 30 day Lighthouse Placement



Private Air Luxury Homes Magazine

Private Air Luxury Homes Magazine is published exclusively for the world's most discerning travelers. Distributed through Private Jet Terminals throughout the world, our readers include C-Level executives, royalty, heads of state, celebrities, captains of industry, and private aircraft owners; all of whom expect the highest standards of excellence.

The readers of Private Air Luxury Homes Magazine are some of the world's wealthiest individuals. They come from all over the globe and typically have a collection of homes, an extensive portfolio, a sophisticated interest in arts and culture, as well as a passion for luxury products and travel. This world-class publication caters to their wants with a unique perspective and a genuine grasp of what interests its reader - the world's most exclusive real estate, investments, fine art, and collectibles.

DISTRIBUTION

65,000 private jet owners and guests

Readers encompass professional athletes, A-list celebrities, Fortune 500 executives, politicians, and entrepreneurs

FULL PAGE: \$1,925

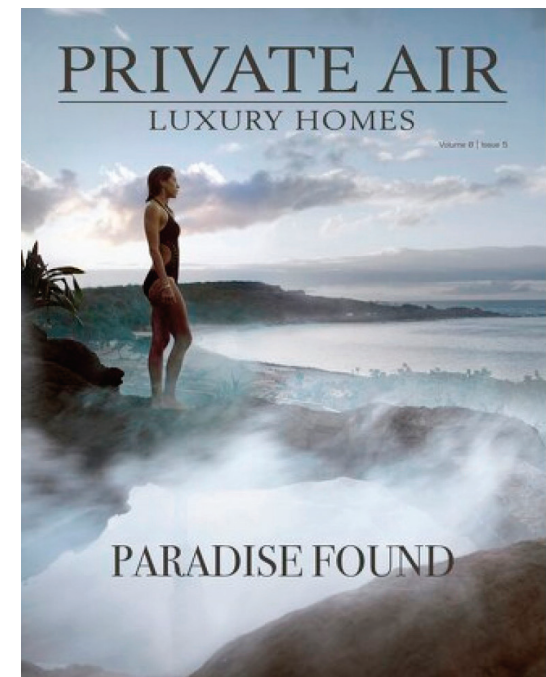
includes social media & E-Newsletter

FULL PAGE IN 3 ISSUES: \$1,550

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

FULL PAGE IN 6 ISSUES: \$1,450

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



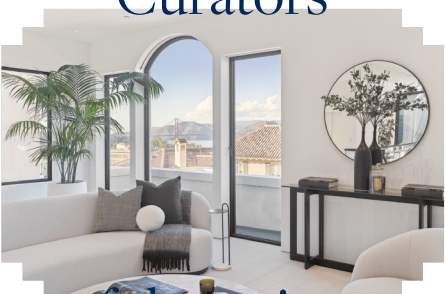
San Francisco & Silicon Valley Takeover

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

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

1 of 1

Curators





of the unique

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

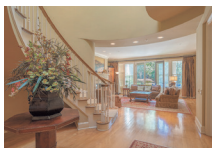

Sotheby's
INTERNATIONAL REALTY

March 2025 | sothebysfvalley.com

Sotheby's
INTERNATIONAL REALTY



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



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


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

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sothebyssanfrancisco.com
833.241.4458

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

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

Omarino



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

Price Upon Request
sothebysnz.com.au/dp/97733P

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

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

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	Media Total	Reach
Sotheby's Auction House: Print								
Sotheby's Magazine	Full Page				\$ 5,260.00		\$ 5,260.00	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 - Selct 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
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	120,000
Cottages & Garden								
Instapartnership	Post and Stories takeover				\$ 1,950.00		\$ 1,950.00	64,300
Spotlight + Property of Note	Rotating Gallery		\$ 2,950.00				\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week	\$ 5,000.00					\$ 5,000.00	60,000
C&G Stories	Content development			\$ 5,295.00			\$ 5,295.00	11,510,000
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
Elite Traveler								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00	100,000
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00		\$ 2,000.00	26,000
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
Featured Article and E-Newsletter promotion	Newsletter First Feature & Journal Article		\$ 8,100.00				\$ 8,100.00	292,000
E-Newsletter Featured Listing	E-Newsletter					\$ 1,500.00	\$ 1,500.00	192,000
Social Media	Listing Feature				\$ 1,800.00		\$ 1,800.00	148,000

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Prop Go Luxury								
Featured Listing & Regional Showcase	Regional Featured Listing + Large Banner	\$ 750.00	\$ 750.00					
LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus		\$ -			425,000
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250		\$ 3,250.00			
Ocean Home								
Custom E-Mail	Custom E-Mail		\$ 2,750.00		\$ 2,750.00			22,000
Instagram Post	Instagram Post			\$ 800.00	\$ 800.00			21,800
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00			\$ 1,400.00			43,400
Sponsored Content	Sponsored Content			\$ 3,000.00	\$ 3,000.00			38,199
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 e-Newsletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00			17,000
Mansion Global Instagram	Mansion Global Instagram			\$ 2,000.00	\$ 2,000.00			76,200

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print

Dwell						
Dwell	Modern Market - Large Ad			\$ 4,375.00	\$ 4,375.00	206,000
Dupont Registry						
Dupont Registry	Editorial Full Page			\$ 3,000.00		
Elite Traveler						
Elite Traveler	Luxury Homes Feature			\$ 4,500.00	\$ 4,500.00	557,000
Financial Times						
Financial Times	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	\$ 1,320.00	768,000
The New York Times						
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00			\$ 1,520.00	423,111
The New York Times	Quadruple Property Spot - Weekday/Saturday			\$ 3,040.00	\$ 3,040.00	423,111
The New York Times International Edition						
The New York Times International Edition	Quadruple Property Spot			\$ 2,600.00	\$ 2,600.00	104,301
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00	\$ 1,925.00	65,000
San Francisco & Silicon Valley						
San Francisco & Silicon Valley	Takeover - Full Page			\$ 725.00	\$ 725.00	36,500
The Wall Street Journal						
The Wall Street Journal - National	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			\$ 980.00	\$ 980.00	100,000
TOTAL					\$ 127,700.00	25,367,888

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	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 - Selct 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	
Geofencing - Event and Location									
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	120,000	
Cottages & Garden									
Spotlight + Property of Note	Rotating Gallery		\$ 2,950.00				\$ 2,950.00		
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00					\$ 3,000.00	60,000	
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	
Elite Traveler									
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00	100,000	
Nob Hill Gazette									
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00		\$ 2,000.00	26,000	
JamesEdition									
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	
Featured Article and E-Newsletter promotion	Newsletter Trending & Journal Article		\$ 3,900.00				\$ 3,900.00	292,000	
E-Newsletter Featured Listing	E-Newsletter					\$ 1,500.00	\$ 1,500.00	192,000	
Prop Go Luxury									
Featured Listing & Regional Showcase	Regional Featured Listing + Large Banner	\$ 750.00	\$ 750.00						

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus			\$ -		425,000
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00			\$ 1,100.00		
Ocean Home							
Custom E-Mail	Custom E-Mail	\$ 2,750.00			\$ 2,750.00		22,000
Instagram Post	Instagram Post				\$ 800.00		21,800
Robbreport.com							
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00			\$ 1,350.00		6,000
Robbreport.com	Featured Listing in Real Estate E-Newsletter				\$ 1,875.00		6,000
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		17,000

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - 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			
Elite Traveler							
Elite Traveler	Luxury Homes Feature			\$ 4,500.00		\$ 4,500.00	557,000
Financial Times							
Financial Times	Double Property Spot	\$ 1,500.00		\$ 1,500.00		\$ 3,000.00	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
The New York Times International Edition							
The New York Times International Edition	Double Property Spot			\$ 1,300.00		\$ 1,300.00	104,301
Private Air Luxury Homes							
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)			\$ 1,925.00		\$ 1,925.00	65,000
San Francisco & Silicon Valley							
San Francisco & Silicon Valley	Takeover - Full Page				\$ 725.00	\$ 725.00	36,500
The Wall Street Journal							
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00		\$ 4,770.00	1,933,272
The Wall Street Journal							
Mansion Global Experience Luxury	Weekend Property insert				\$ 980.00	\$ 980.00	100,000
TOTAL						\$ 82,990.00	12,127,789

*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	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	
Geofencing - Event and Location									
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	120,000	
Cottages & Garden									
Spotlight + Property of Note	Rotating Gallery		\$ 2,950.00				\$ 2,950.00		
Elite Traveler									
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00	100,000	
Nob Hill Gazette									
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00		\$ 500.00			\$ 1,000.00	13,000	
JamesEdition									
New & Trending Real Estate Position	Featured Spot	\$ 1,400.00					\$ 1,400.00	750,000	
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00			\$ 1,500.00	192,000	
Prop Go Luxury									
Featured Listing & Regional Showcase	Regional Featured Listing + Large Banner	\$ 750.00	\$ 750.00						
LA Times									
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus				\$ -	425,000	
Luxury Estate									
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00					\$ 1,100.00		
Ocean Home									
Facebook Post	Facebook Post			\$ 675.00			\$ 675.00	21,600	
Instagram Post	Instagram Post		\$ 800.00				\$ 800.00	21,800	
Robbreport.com									
Robbreport.com	Featured Listing in Real Estate E-Newsletter				\$ 1,875.00		\$ 1,875.00	6,000	
WSJ.com									
Mansion Global Homepage Hero	Shared Banner	\$ 650.00		\$ 650.00			\$ 1,300.00	328,000	
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00				\$ 3,680.00	17,000	

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print

Dwell	Modern Market - Medium Horizontal Ad									
Dwell				\$	1,875.00		\$	1,875.00	206,000	
Elite Traveler										
Elite Traveler	Luxury Homes Feature			\$	4,500.00		\$	4,500.00	557,000	
Financial Times										
Financial Times	Double Property Spot			\$	1,500.00		\$	1,500.00	210,457	
Financial Times	Property Spot					\$	750.00	\$	750.00	
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	
The Los Angeles Times							\$	1,320.00	768,000	
The New York Times										
The New York Times	Property Spot - Weekday/Saturday					\$	760.00	\$	760.00	
The New York Times	Double Property Spot - Weekday/Saturday			\$	1,520.00		\$	1,520.00	423,111	
The New York Times									423,111	
The New York Times International Edition										
The New York Times International Edition	Double Property Spot					\$	1,300.00	\$	1,300.00	
Private Air Luxury Homes									104,301	
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)					\$	1,925.00	\$	1,925.00	
Private Air Luxury Homes									65,000	
San Francisco & Silicon Valley										
San Francisco & Silicon Valley	Takeover - Full Page						\$	725.00	\$	725.00
San Francisco & Silicon Valley									36,500	
The Wall Street Journal										
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade					\$	795.00	\$	795.00	
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade			\$	1,590.00	\$	1,590.00	\$	3,180.00	
The Wall Street Journal									1,288,848	
Mansion Global Experience Luxury	Weekend Property insert						\$	980.00	\$	980.00
Mansion Global Experience Luxury									100,000	

TOTAL

\$ 57,285.00 8,542,389

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

Pricing Subject to Change