



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

300 Ridgcrest Drive Advertising and Marketing Program

Dielmann | 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 300 Ridgecrest Drive

SKY Advertising is excited to present to Dielmann Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 300 Ridgecrest Drive.

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 Saddlebrook, MO.

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

LET'S DO
GREAT THINGS TOGETHER

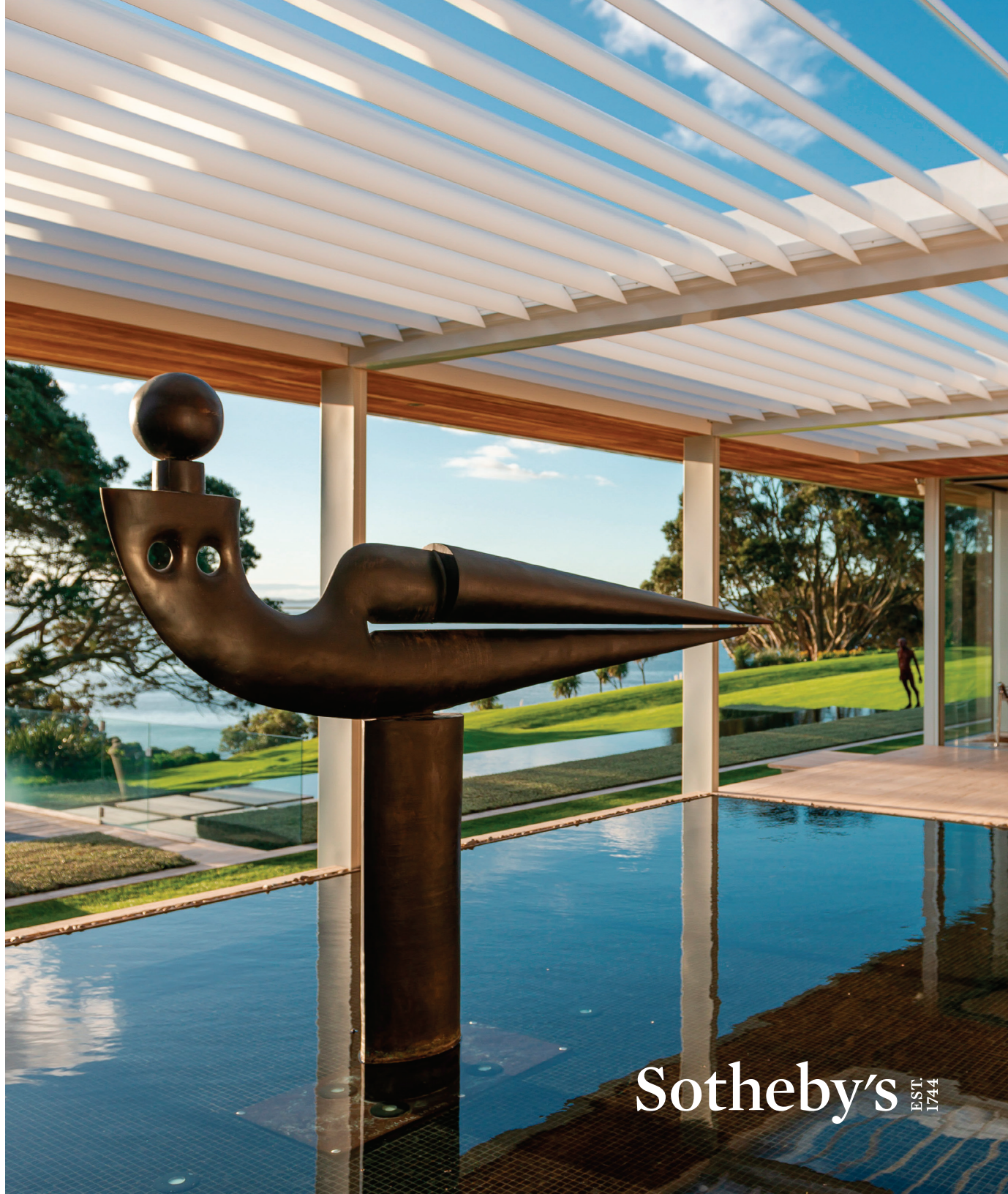
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Sotheby's
Auction House
Offerings



Sotheby's EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

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

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

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



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

Sotheby's
INTERNATIONAL REALTY

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

Co-listed with
Sotheby's International Realty
Susan Schell and Ben Schell
susan.schell@sothebyrealty.com
ben.schell@sothebyrealty.com
\$400,000,000 USD

Residence on Sankar Patel Marg
New Delhi, India
sothebyrealty.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
sothebyrealty.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
sothebyrealty.com/in/GOA

2,400 sq. ft. plot area 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
sothebyrealty.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

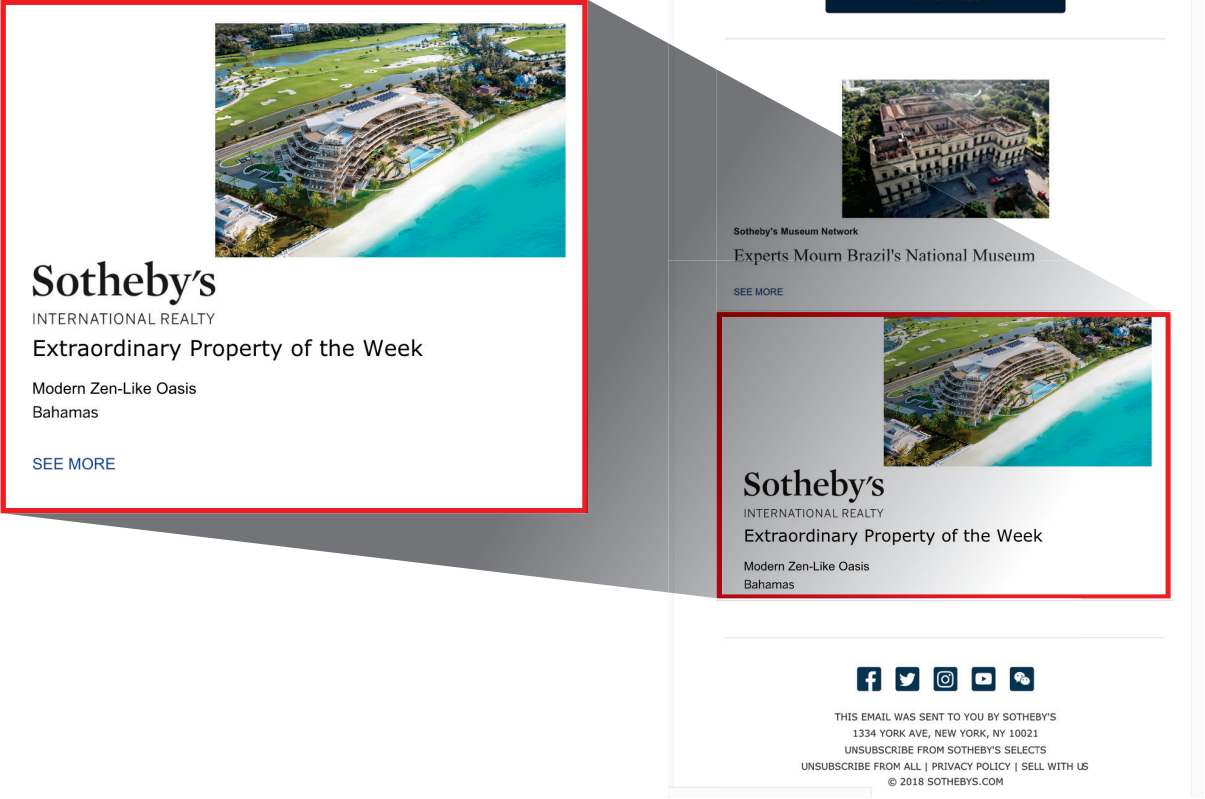
PRICE: \$2,500/DEPLOYMENT



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

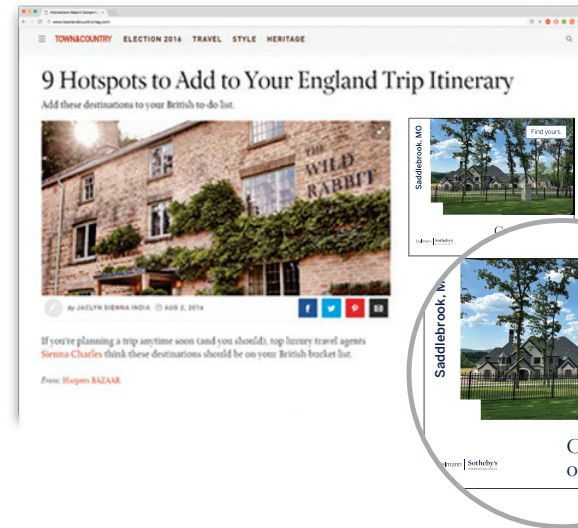
Impressions Campaign

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: **300 Ridgecrest Drive**
- Flight Dates: **Two weeks**
- Impressions: **100,000**
- 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

ARCHITECTURAL DIGEST



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

Saddlebrook, MO

1 of 1

Dielmann | Sotheby's INTERNATIONAL REALTY



Find yours

Saddlebrook, MO

1 of 1

Dielmann | Sotheby's INTERNATIONAL REALTY

1 of 1

Curators of the unique



Saddlebrook, MO

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Find yours

Saddlebrook, MO

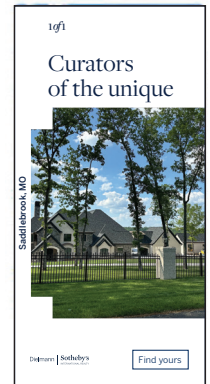
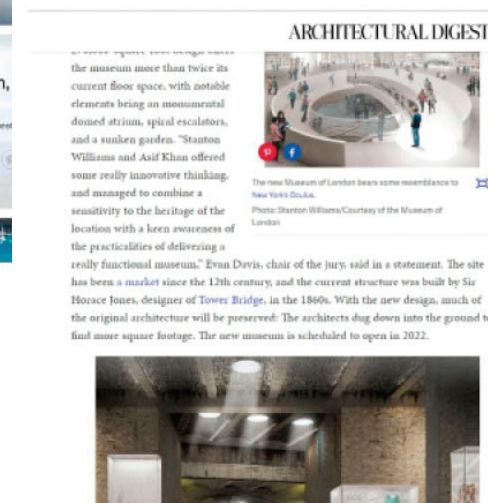
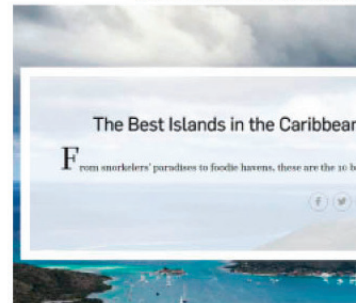
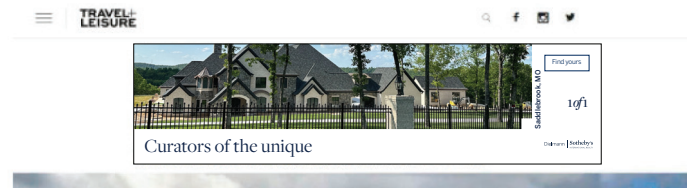
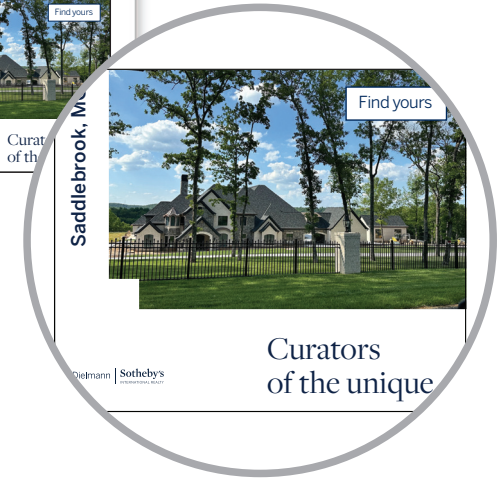
Find yours



Dielmann | Sotheby's INTERNATIONAL REALTY

Curators of the unique

Sample Banners For Impressions Programs As They Appear On Sites

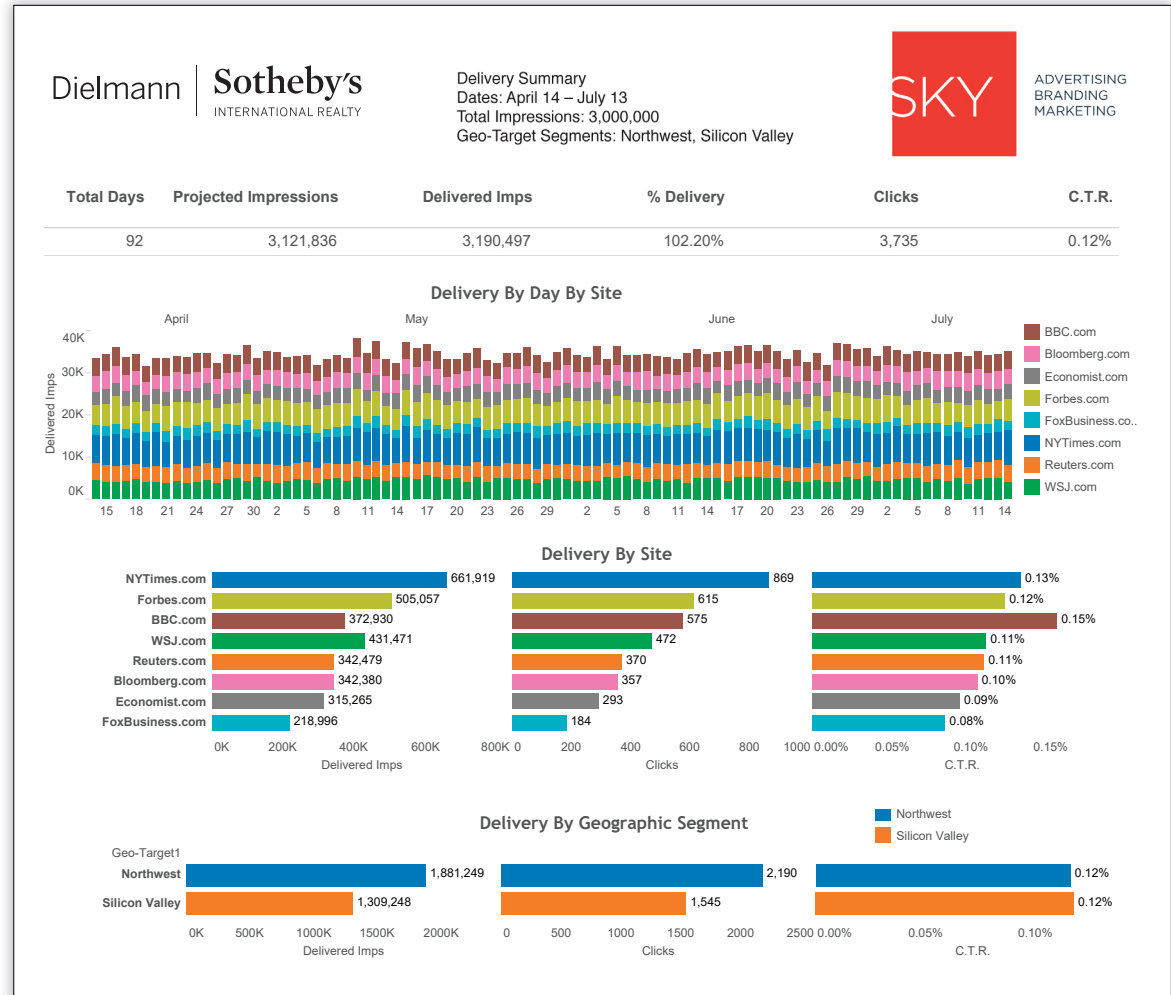


Comprehensive Reporting For Your Customized Campaign

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.

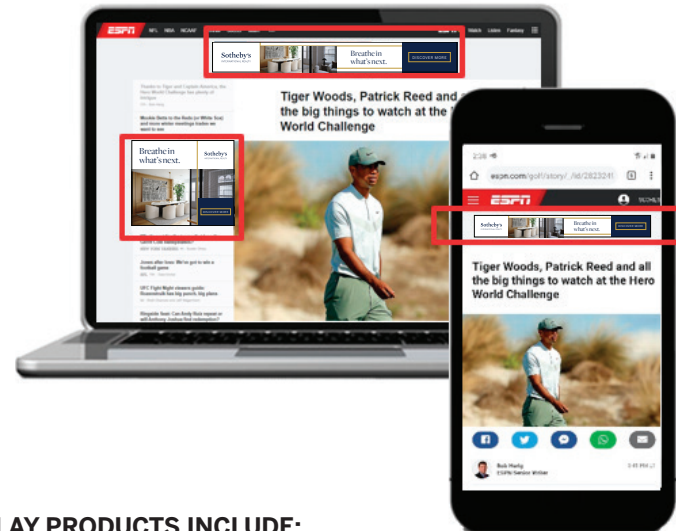
IMPRESSIONS PROGRAM SAMPLE REPORT



Comprehensive Digital

DISPLAY

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



TARGETED DISPLAY PRODUCTS INCLUDE:

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

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

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

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

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

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

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

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

Cross Platform Targeting available from Mobile Conquesting.

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

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

Comprehensive Digital

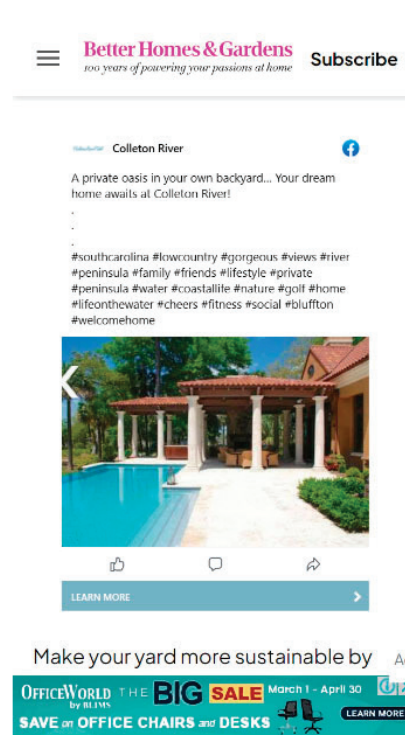
SOCIAL MIRROR ADS

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

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

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

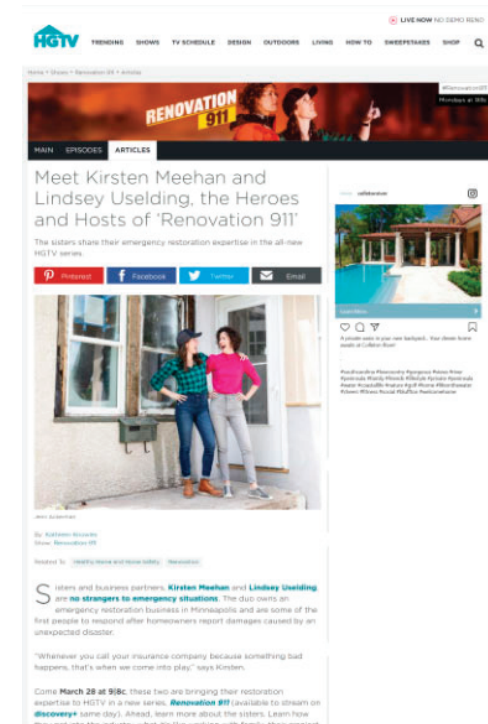
Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

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

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



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.

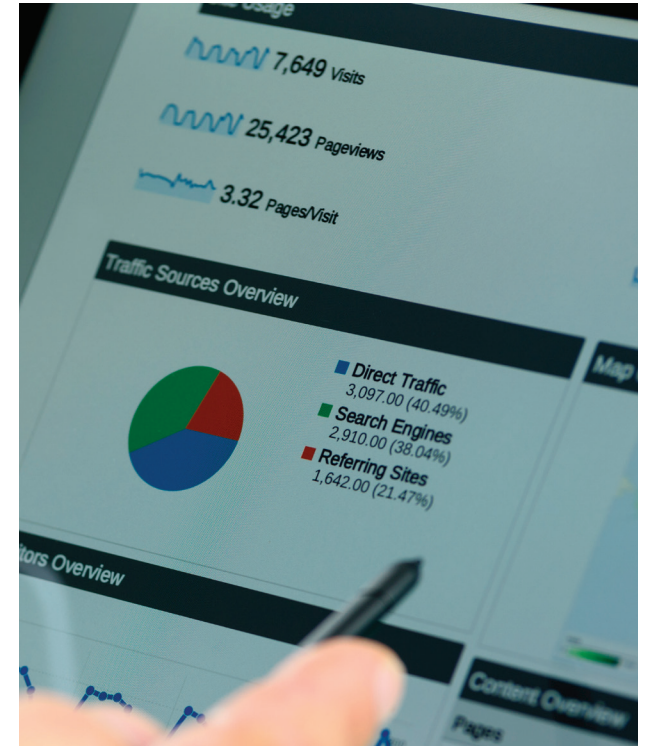


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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 Dielmann

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.



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October KPI's

Clicks

Total Impressions ▼ 46%
53,704

CTR

Total Clicks ▲ 9%
1,049

Google Ads Phone Calls

Phone Calls ▲ 71%
12

Interaction Rate

Interaction Rate ▲ 218%
4.17%

CTR

CTR ▲ 101%
1.95%

Average CPC

Average CPC ▲ 7%
\$0.94

Cities and Regions

Showing 50 of 540 Rows

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

Keywords

Showing 23 of 23 Rows

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

Billionaire Magazine

Billionaire is an award-winning luxury publication distributed to a curated list of Ultra High Net Worth (UHNW) readers, globally.

DIGITAL AUDIENCE

- **29% Millionaires**

Readership stats

- Total Print Readership – **32,000**
- Online Monthly Unique Audience – **129,000**
- Online Monthly Page Views – **244,000**
- Social Media Reach – **130,000**
- Newsletter Database – **25,000**

1x Online content piece - will sit on the site indefinitely and pick up organic views

1x Newsletter inclusion (25k subscribers) - drive content piece via newsletter

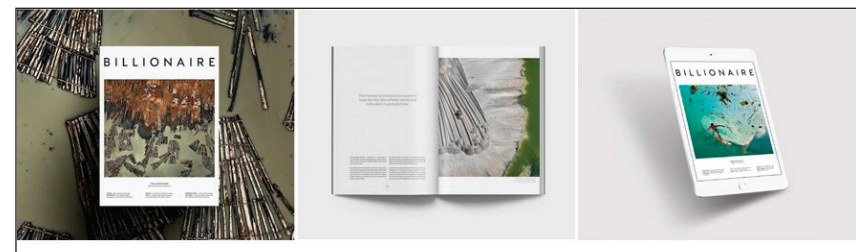
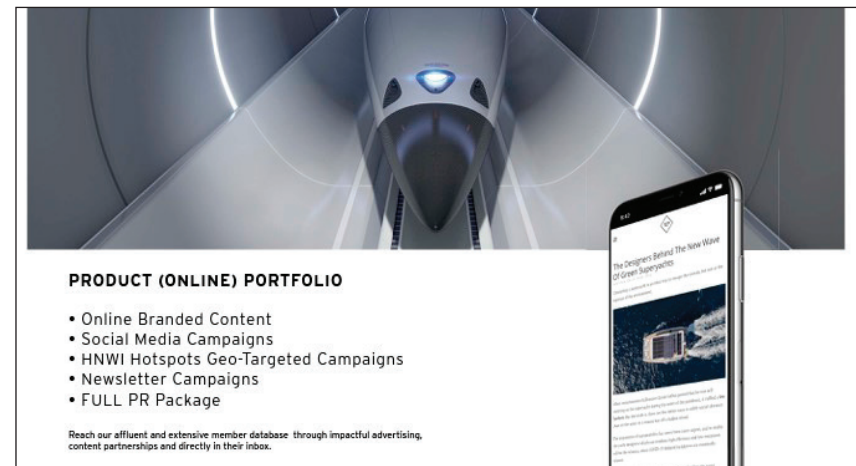
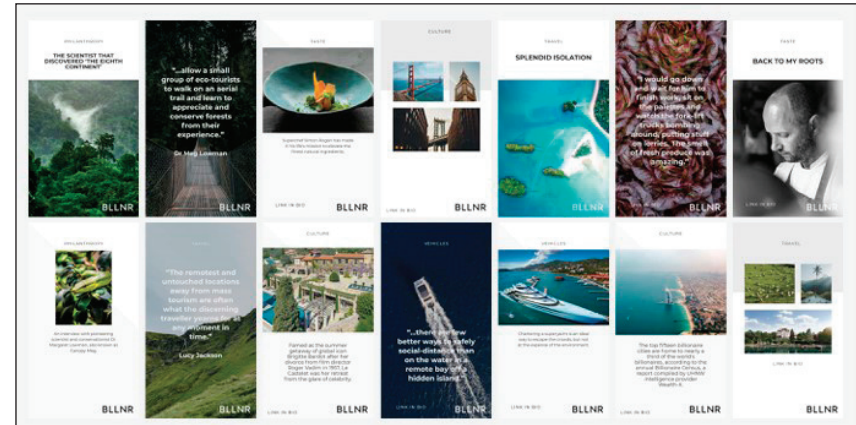
1x hyper-targeted social media campaign (4 weeks) - target UHNW's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

CUSTOM CONTENT + ENEWSLETTER:

PRICE: \$4,500

CUSTOM CONTENT + SOCIAL CAMPAIGN:

PRICE: \$6,000



Chicago Tribune

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

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

CUSTOM EMAIL

Email deployment to target audience featuring dedicated content.

Targeting options can include:

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

CUSTOM EMAIL 50K: \$1,200

CUSTOM EMAIL 100K: \$1,950

CUSTOM EMAIL 150K: \$2,375



Country Life

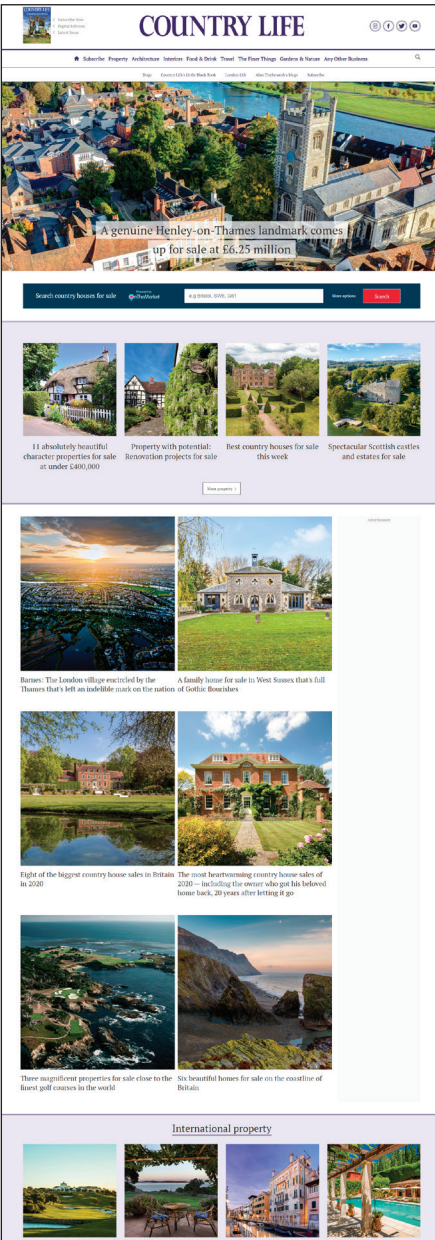
Country Life is the world's most celebrated magazine of the British way of life, its countryside, properties, and gardens

Three core audience pillars:

- Traditional country champions – wealthy empty nesters enjoying their retirement in the countryside.
 - Custodians of the land – country dwellers with a deep emotional connection to the countryside.
 - Discerning Country – a quietly refined group, the most affluent, and willing to spend on the brands that reflect their discerning taste.
- 1.68M Global page views per month
 - 352K Social Followers
 - 81% Targeted HNWI Audience

E-NEWSLETTER DEDICATED SEND

PRICE: \$2,250



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

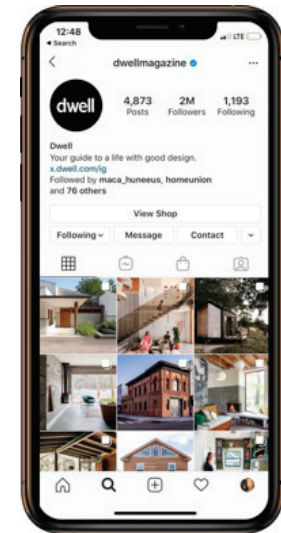
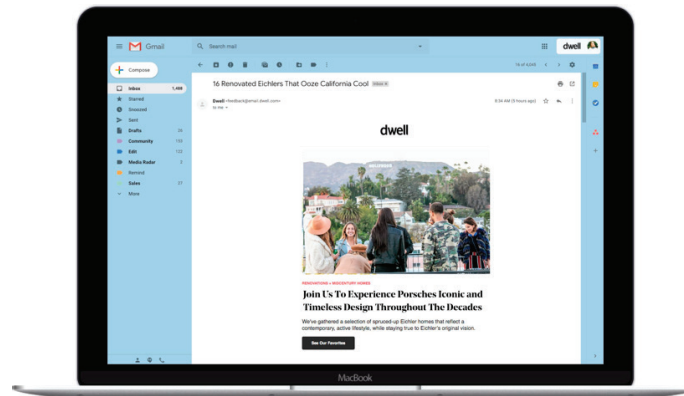
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

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



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.

ADDED VALUE

- Branded Content Post
- Newsletter Inclusion - 77,000 email subscribers
- Luxury Lifestyle Newsletter Inclusion - 2,500 email subscribers
- duPont REGISTRY Discovery Posting

POST: \$1,295/POST

BONUS

WEEKLY NEWSLETTER

LUXURY LIFESTYLE NEWSLETTER

POSTING

SPONSORED

RM Sotheby's Arizona: 2005 Porsche Carrera GT

INDUSTRY REPORTS

2021 Was Rolls-Royce's Best Year Ever

SPONSORED

When Was the Last Time You Did Something for the First Time?

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RM Sotheby's Arizona: 2005 Porsche Carrera GT

INDUSTRY REPORTS

2021 Was Rolls-Royce's Best Year Ever

SPONSORED

When Was the Last Time You Did Something for the First Time?

FOR SALE

The Best 80's Cars You Can Buy Today

DEALER NEWS

Maserati Westlake Vignale Delivers One of the First MC20s in the U.S.

FOR SALE

Check The Spec: A 2019 Porsche 911 GT3 RS With a \$140K Special With Customization Package

WATCHES

Bell & Ross Releases The New Limited-Edition BR 03-92 Military Oliver

WATCHES

Discover Ulysse Nardin's New Limited-Edition Torpilleur Tourbillon

WATCHES

Discover Ulysse Nardin's New Limited-Edition Torpilleur Tourbillon

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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

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.

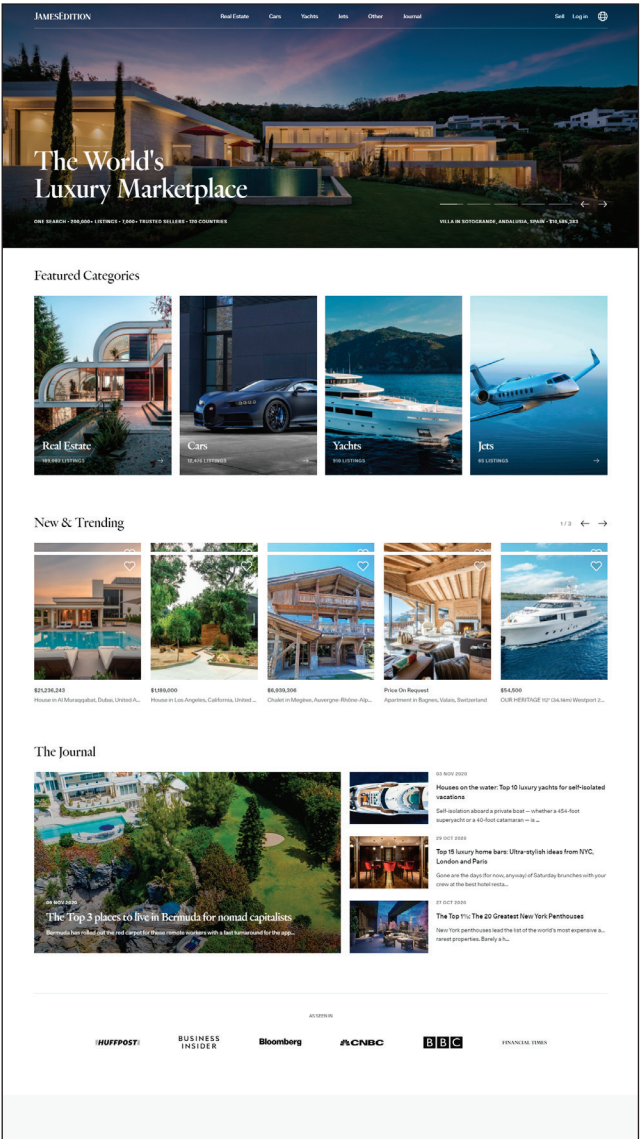
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$3,000

REAL ESTATE PAGE

FEATURED BANNER: \$2,400



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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.

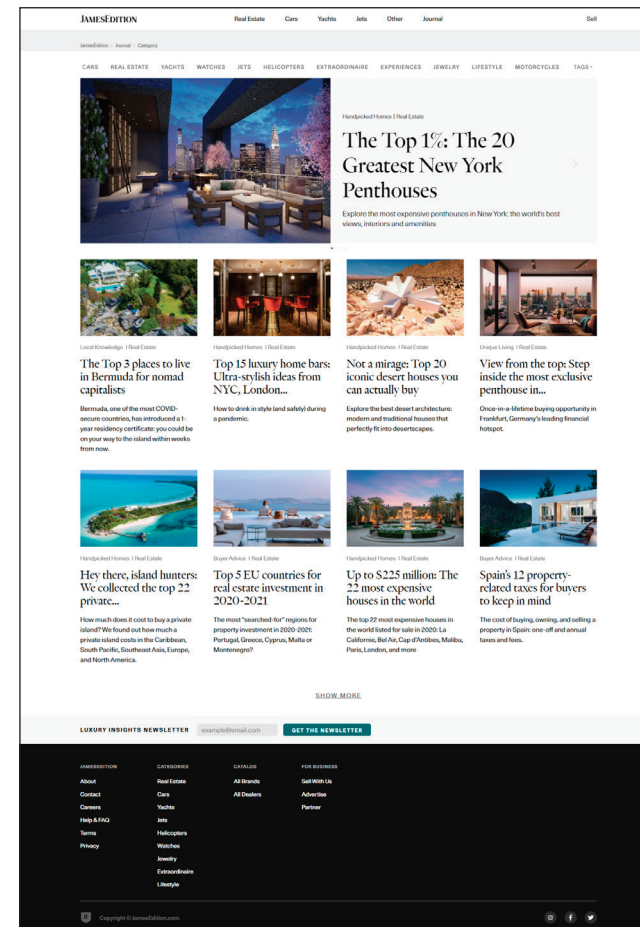
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

\$8,100 NEWSLETTER TOP & JOURNAL ARTICLE
\$3,300 NEWSLETTER TRENDING & JOURNAL ARTICLE



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

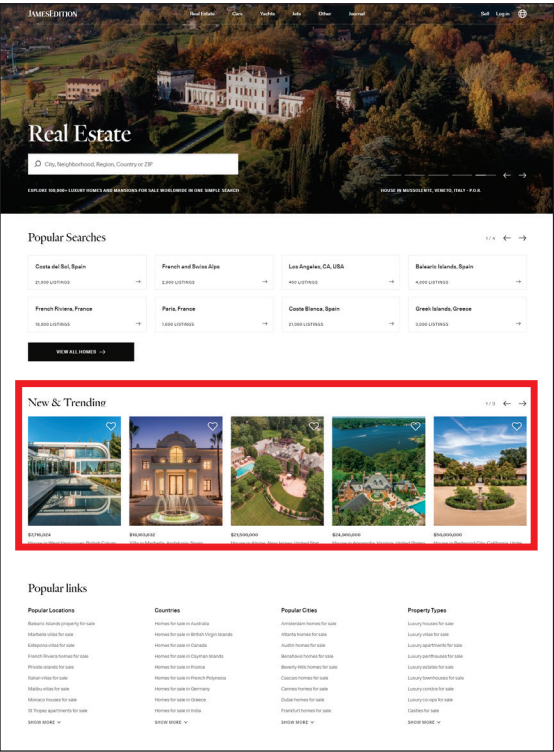
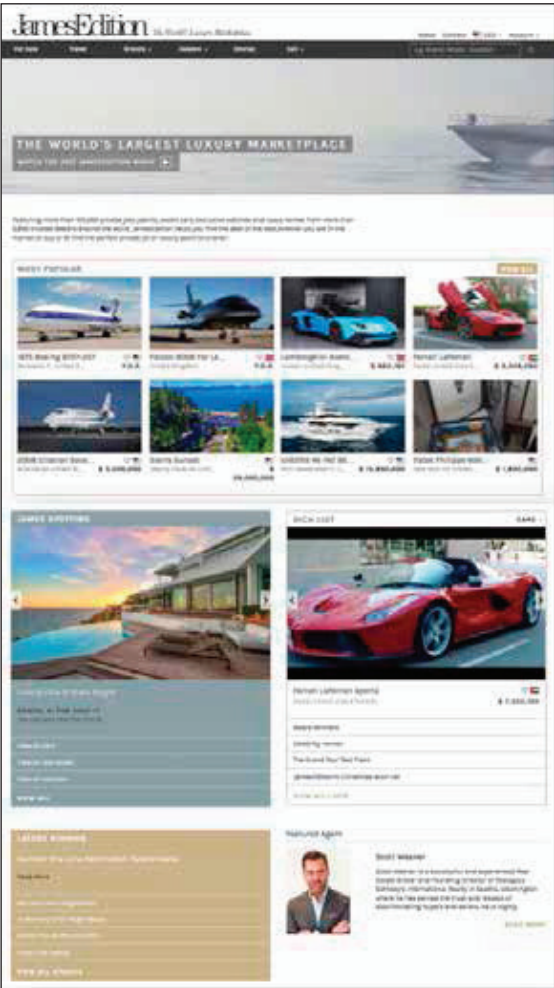
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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.

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

EMAIL

Subscriber Profile

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

- 1 Million monthly page views
- 170K unique visitors

PRICE \$2,500/YEAR

2 shared email blasts plus 12 month web feature (\$10,000 value)

skyad.com | 29

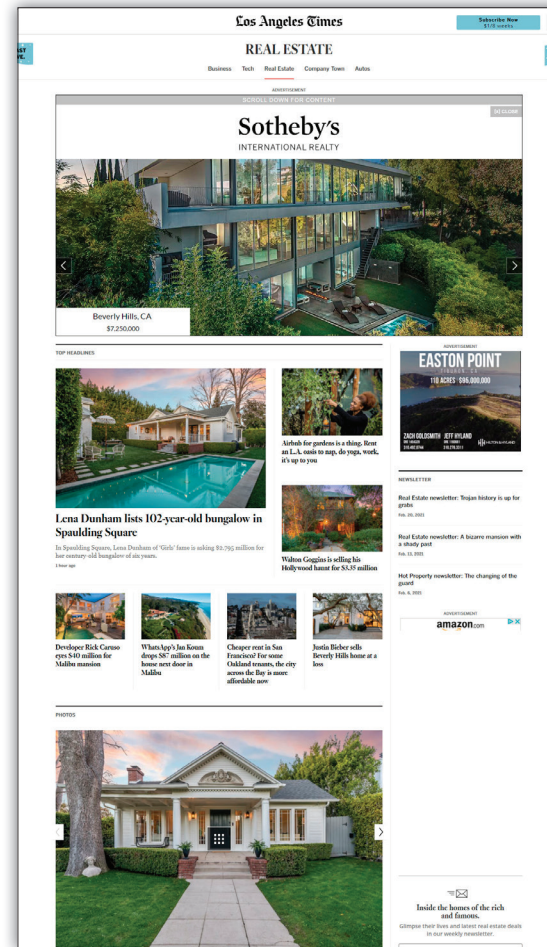
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

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



RobbReport.com

REAL ESTATE ENEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

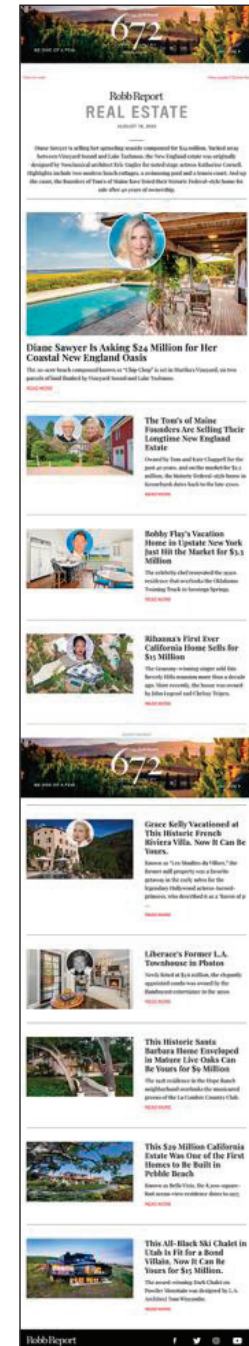
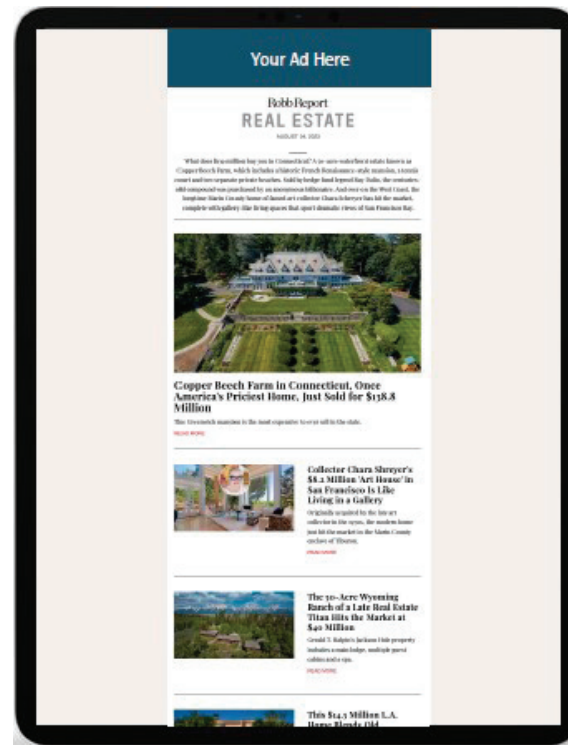
Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

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

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

HOME PAGE PRICE: \$1,350/MONTH
ARTICLE PAGE PRICE: \$3,000/MONTH

RR|R

Robb Report

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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

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 Brudenell Park, Toronto, ON	\$10,000,000
3. 1100 North Avenue, Vancouver, BC	\$10,000,000
4. 1400 - 1011 Cantonment Street Toronto, ON	\$11,500,000
5. 1000 Park Crescent, Vancouver, BC	\$10,000,000
6. 1. Fernhill Court, Bala, ON	\$10,000,000
7. 4100 1011 Street, Toronto, ON	\$10,000,000
8. 1010 1011 St Catharines Street, Vancouver, BC	\$10,000,000
9. 1010 1011 St Catharines Street, Vancouver, BC	\$10,000,000
10. 1010 1011 St Catharines Street, Vancouver, BC	\$10,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$1,910,000	1,141	\$10,000,000
Vancouver	\$1,407,048	879	\$10,000,000
Calgary	\$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	\$10,000,000
Toronto	\$868,817	882	\$10,000,000

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

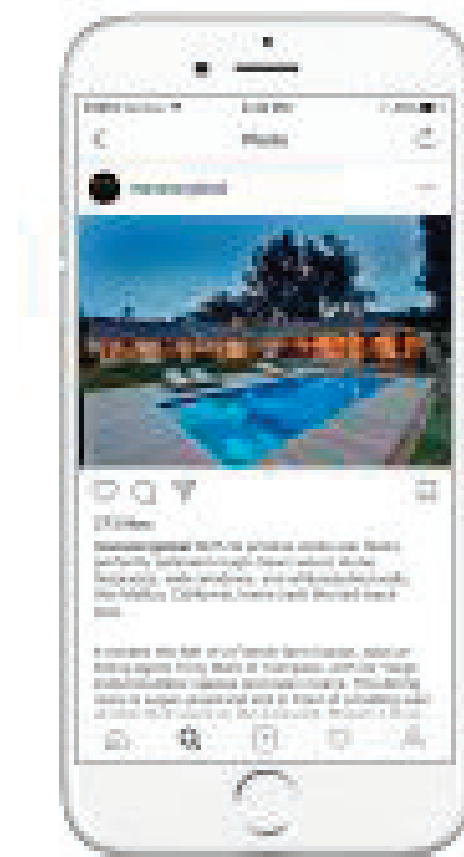
The Wall Street Journal Online (WSJ.com)

@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**

PRICE: \$2,000



Print Offerings



Sotheby's
INTERNATIONAL REALTY

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

**Includes Bonus 30 Day Digital -
Featured Property Upgrade**

[illegible]

The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

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

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

FULL PAGE:

\$980/TEMPLATE

\$1,985/CUSTOM



The New York Times

IN THE FRIDAY MAIN NEWS SECTION

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

PROPERTY SPOT, COLOR: \$760
DOUBLE PROPERTY SPOT, COLOR: \$1,520
QUADRUPLE PROPERTY SPOT, COLOR: \$3,040
EIGHT PROPERTY SPOT, COLOR: \$6,080

"All the News That's Fit to Print"

The New York Times

Today, during heavy rain and dark clouds, the sun is visible in the distance, as seen from the top of the Empire State Building. The sun is visible in the distance, as seen from the top of the Empire State Building. The sun is visible in the distance, as seen from the top of the Empire State Building.

Vol. CLXVIII ... No. 56,137 ... 11-01-2018 The New York Times Company NEW YORK, MONDAY, NOVEMBER 5, 2018 \$3.00

Web's Far Right Can Hear Itself As Trump Talks

Chorus of the Spread of Once-Fringe Views

By KEVIN WAGNER and ALI MITCHELL

On Wednesday, as news of President Trump's second term spread across the country, a chorus of voices on the far right of the Web began to speak out. They were not just the usual suspects of the far right, but a new crop of voices, many of whom were once considered fringe. They were the voices of the "alt-right," a term that has become a shorthand for a collection of ideas and people that have been on the fringes of the American mainstream for years. They were the voices of people who had been on the fringes of the American mainstream for years, and who were now being heard. They were the voices of people who had been on the fringes of the American mainstream for years, and who were now being heard. They were the voices of people who had been on the fringes of the American mainstream for years, and who were now being heard.

Edge in Polls Might Not Tip House Scales

Outcomes Hang on a Handful of Seats

By NICHOLAS...

As the 2018 congressional elections near their climax, the race for the U.S. House of Representatives is shaping up to be a close one. While the Republicans have a significant lead in the polls, the Democrats are not far behind. The outcome of the election will depend on a handful of key races, which are expected to be very competitive. The outcome of the election will depend on a handful of key races, which are expected to be very competitive. The outcome of the election will depend on a handful of key races, which are expected to be very competitive.

It's Not Heaven, It's Brooklyn

The 10,000 runners in this year's New York City Marathon enjoyed blue skies, near ideal conditions and a fast course. Pages F7-F12.

Spending Millions in a Bid to Avoid Sanctions

Oligarch Disputes Small Army of Lobbyists to Sway Washington

By ANDREW ROSEN and KENNETH R. FOLGER

The oligarch, a Russian-born businessman, is spending millions of dollars to sway Washington. He is hiring a large number of lobbyists to represent him in front of Congress. He is also hiring a large number of lobbyists to represent him in front of Congress. He is also hiring a large number of lobbyists to represent him in front of Congress.

Partisan Roots Of New Query On The Census

By MICHAEL WAGNER

The question of how to count the population is a long-standing one. It is a question that has been debated for centuries. It is a question that has been debated for centuries. It is a question that has been debated for centuries.

Called to Serve, Utah Mayor Always Answered

By JEFFREY...

The mayor of a small town in Utah has been called to serve in the military. He has always answered the call. He has always answered the call. He has always answered the call.



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Billionaire Magazine

Billionaire is a sophisticated, extremely high-end luxury publication curated for a controlled and selected subscriber list of UHNWIs globally. The core values of the publication consist of Philanthropy, Sustainability, The Finest Artists and Craftspeople, Investments, as well as exploring unique travel experiences and high-end luxury products globally for our readers. Billionaire provides indepth articles on meaningful projects, initiatives, and peer-to-peer conversations on UHNW-relevant issues.

- Circulation: **14,791**
 - **10,791** mailed to individuals that have a minimum net worth of **\$39 million**
 - **238** Royal Families receive the Magazine globally
 - **4,000** Copies are distributed exclusively to top fine Art Galleries, private Banks, Yacht Clubs, Polo clubs, private Jet Terminals all over the world
- Average Household Net Worth: **\$106,000,000**
- Total Print Readership: **33,000**
- Total Digital Magazine Readership: **11,800**
- Readers have an average net-worth of **\$97 million**
- **238** Royal Families receive the magazine globally

FULL PAGE COLOR: \$8,125

Global



FULL PAGE, COLOR
MISSOURI: \$6,490



Country Life

Launched in 1897, Country Life Magazine is one of Britain's best known and respected magazine that has, for 120 years, celebrated the greatest British architecture, property, interior design and gardens.

Country Life International offers beautiful advertising pages showcasing the latest properties for sale. Not only this, its dedicated editorial team provides opinion and thought-provoking content and stunning photography that is critical to anyone seriously interested in realising their dream of living in a beautiful home abroad. Its content is fresh and relevant, ensuring readers return to the magazine time and time again. Buyers can find the best new villas and luxury houses for sale in Europe, North America, the Caribbean and beyond.

- Circulation: **41,000**
- Male/Female: **50/50**
- Average Age: **55**
- HNW Audience: **85%**

HALF PAGE: \$2,000

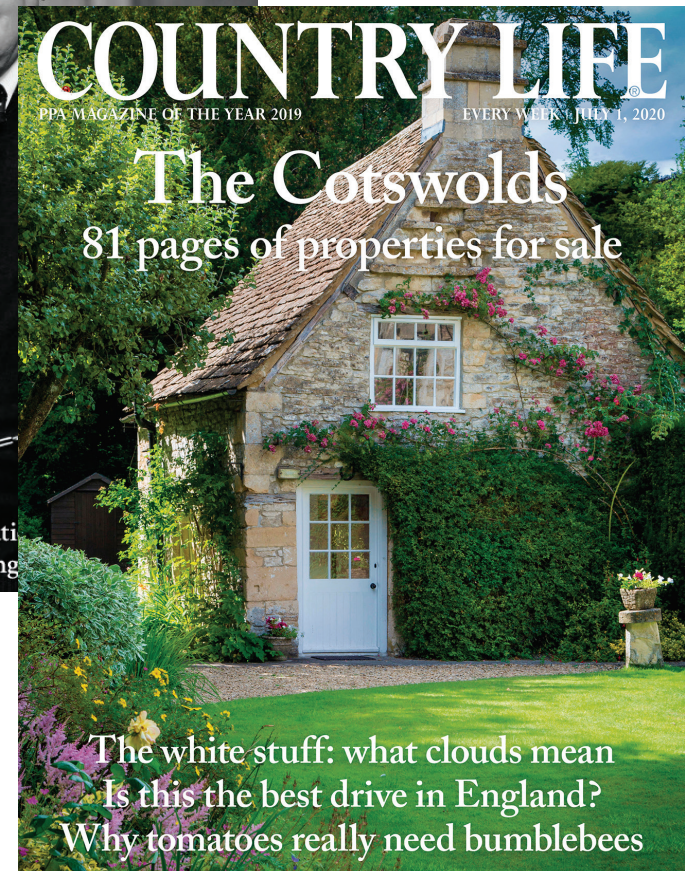
FULL PAGE: \$3,300

DOUBLE PAGE SPREAD: \$6,400

FULL PAGE ADVERTORIAL: \$4,500

DOUBLE PAGE ADVERTORIAL: \$8,900

International Properties Edition



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

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

FULL PAGE, COLOR: \$725
INSIDE FRONT COVER, COLOR: \$975
INSIDE BACK COVER, COLOR: \$975
BACK COVER, COLOR: \$1,300

Includes Digital Banner Promotion



1 of 1

Curators

of the unique

Chicago, Illinois | Represented by Lisa Huber on page 5

Sotheby's
INTERNATIONAL REALTY

March 2025 | sothebyrealty.com



Premier | Sotheby's
RESIDENTIAL REAL ESTATE

A Masterpiece of Architectural Grace

7 Suyvesant Road, Asheville, North Carolina

\$6,995,000
sothebysrealty.com/id/678264

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



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





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

Asheville Office | 10 Brook Street, Suite 103 Asheville, North Carolina | jennifersmithsotheby.com

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223 Coral Lane
Palm Beach, Florida | \$1,650,000 coraltrampalmbeach.com
 Serene Palm Beach Living nestled in the tropical enclave of Coral Lane, this attractive 5 bedroom, 6 full bathrooms, and 2 full bathroom home offers an idyllic escape and true moments from the vibrant heart of Palm Beach. Located a few blocks north of Palm Shores shopping and dining, you will enjoy a quiet street with easy access to the best of the town.



13029 Treasure Cove Circle
North Palm Beach, Florida | \$9,150,000 waterfronttreasurecove.com
 Three townhomes in the historic Carriage Houses, Three Docks - One Building - A Memorable Family Compound! Serene and secure enclave in a true tropical setting ideally located along the North Palm Beach emerald-shoreline, Units also sold separately.



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 Global Real Estate Advisor - Associate Broker
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Naples, Florida

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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, COLOR: \$800

MEDIUM VERTICAL AD, COLOR: \$1,300

MEDIUM HORIZONTAL AD, COLOR: \$1,875

LARGE AD, COLOR: \$2,500

SMALL AD, COLOR: \$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

- 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 house with guest house on 2.87 acres is an architect's dream. Covered fourth location just minutes to downtown.

\$3,300,000


sothebysrealty.com/sf/28PESN



Adrienne DeGuerre
Associate Broker, License# 42363
505.351.8093
adrienne.deguerre@sothebysrealty.com

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

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Sotheby's
International Realty

The Residences at Stanly Ranch

Auberge Resorts Collection

Private Residences Starting at \$2.95M
StanlyRanch.com

The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for a luxury lifestyle. Each suite is a fully furnished private residence with a chef's kitchen, Auberge's unparalleled service. Residents may enjoy access to luxury spa treatments, including their own private, spa and fitness center, swimming pool, and Auberge Resorts Collection's world-class, bespoke hospitality.

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

Matt Elgerton
CRA 02000702
707.253.8600
ourstanlyranch.com

Sotheby's International Realty® Napa Valley Private Residences | 200 Davis, Diamond, Napa, CA

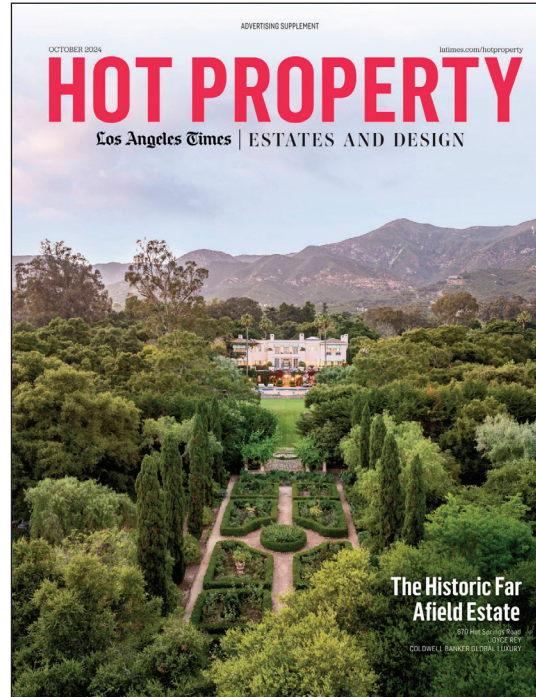
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Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

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

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



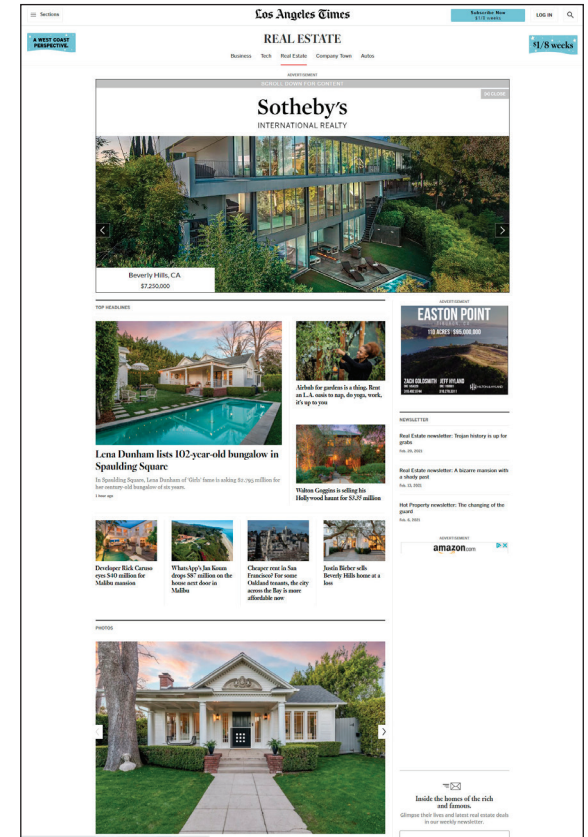
LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

Full color with 30 day Lighthouse Placement



Private Air Luxury Homes Magazine

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

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

DISTRIBUTION

65,000 private jet owners and guests

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

FULL PAGE: \$1,925

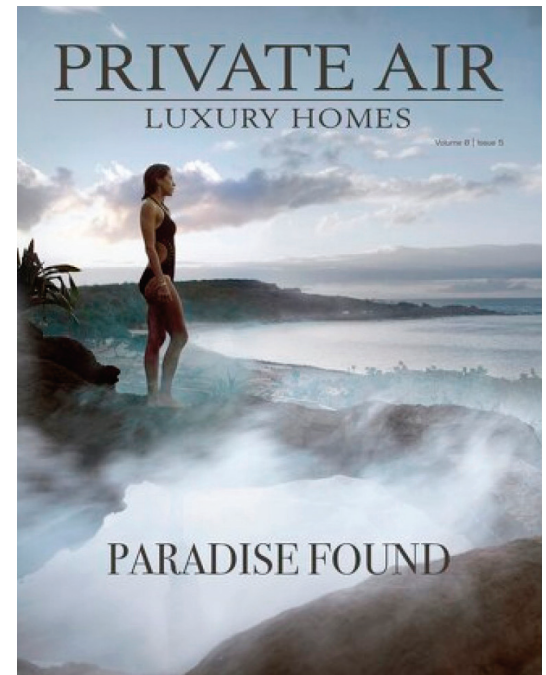
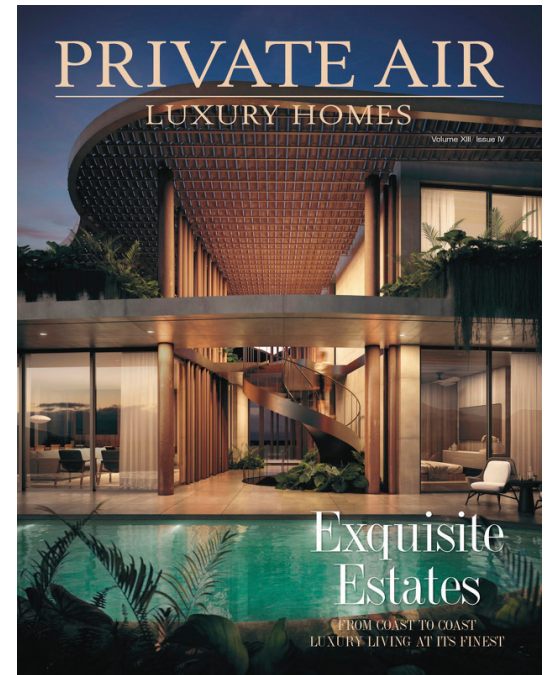
includes social media & E-Newsletter

FULL PAGE IN 3 ISSUES: \$1,550

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

FULL PAGE IN 6 ISSUES: \$1,450

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



Robb Report

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. 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: **101,000+**
- Audience: **324,000**
- Average Age: **43**
- Male / Female Ratio: **77/23**
- Average HHI: **\$548,000**
- Average HNW: **\$3.5M**

FULL PAGE, COLOR: \$8,500

Global







Serving the Beautiful Jersey Shore

After a successful career as a real estate and land use attorney in the home building industry, Michael has reinvented himself as a top producing trusted real estate advisor. He looks forward to partnering with you to enhance your lifestyle at the beautiful Jersey Shore.

Michael Shea
Broker Associate
732.272.5898 Cell
mshea@wardwight.com

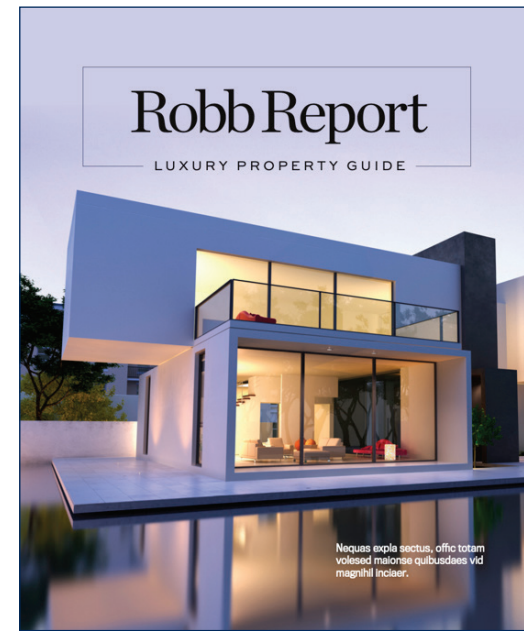



New Construction | 327 South Boulevard
Spring Lake, NJ | \$5,500,000
7302 | 5/2 BA | sothebyrealety.com/4/Q9F6F


Ward Wight Sotheby's International Realty | 1127 3rd Avenue, Spring Lake, NJ 07762 | wardwight.com

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

Global








Kumara Wilcoxon

"I Agent in Austin, Texas"


Kumara is a distinguished figure in Austin's luxury real estate, specializing in connecting discerning buyers and sellers with the city's finest properties. With over \$3 billion in career sales, she ranks among the top agents globally for Sotheby's International Realty. The Austin Business Journal has recognized her as the #1 Agent in Austin, Texas, underscoring her expertise and dominance in the market. Her strategic insights and dedication to achieving the best outcomes have established her as a trusted advisor, making her an essential partner for those navigating the Austin market.

kumarawilcoxon.com

Kumara Wilcoxon
Global Real Estate Advisor
[kumarad@sothebysrealty.com](#)



Cromwell Hill Estate
\$12,495,000
[nelsoncromwellestate.com](#)



Expansive Tarrytown Estate Overlooking Reed Park
\$10,495,000
[363elmsouth.com](#)

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Premier

Sotheby's

INTERNATIONAL REALTY



Lido Shores

1067 Westway Drive, Sarasota, Florida

\$24,700,000

sothebysrealty.com/rs/6223M5V

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

6 Bedrooms

7.2 Baths

8,929 square feet





Joel Schenkel
Global Real Estate Advisor
941.587.4800
joel.schenkel@sothebysrealty.com

Premier Sotheby's International Realty | 50 Central Avenue, Suite 100, Sarasota, Florida | premier.sothebysrealty.com

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Schedule,
Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1								
Media	Ad Description	August	September	October	November	December	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 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	\$ 1,000.00		\$ 4,750.00	
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Display	Digital Banner Program			\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
Billionaire								
Billionaire	Custom Content + E-Newsletter		\$ 4,500.00				\$ 4,500.00	50,000
Chicago Tribune								
Chicago Tribune	Custom Email 50k		\$ 1,200.00	\$ 1,200.00			\$ 2,400.00	100,000
Country Life								
Country Life	E-Newsletter Dedicated Send		\$ 2,250.00				\$ 2,250.00	25,000
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
Dupont Registry								
Branded Content Post	Custom content article		\$ 1,295.00				\$ 1,295.00	
Daily Newsletter			Bonus				\$ -	77,000
Luxury Lifestyle Newsletter			Bonus				\$ -	2,500
JamesEdition								
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
Social Media	Listing Feature					\$ 1,000.00	\$ 1,000.00	148,000
JetSet Magazine								
JetSet Magazine	Annual Global Campaign			\$ 2,500			\$ 2,500.00	2,140,000
LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		Bonus				\$ -	425,000

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Robbreport.com							
Robbreport.com	Featured Listing Carousel - 1 Property - Real Estate home page			\$ 1,350.00	\$ 1,350.00		6,000
Robbreport.com	Featured Listing Carousel - 1 Property - Real Estate article pages		\$ 3,000.00		\$ 3,000.00		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

Billionaire Magazine							
Billionaire Magazine	Full Page		\$ 8,125.00		\$ 8,125.00		14,791
Chicago Tribune							
Chicago Tribune	Takeover - Back Cover			\$ 1,300.00	\$ 1,300.00		150,000
Conde Nast Magazines							
Architectural Digest - Missouri	Full Page		\$ 6,490.00		\$ 6,490.00		14,000
Country Life							
Country Life	Full Page		\$ 3,300.00		\$ 3,300.00		40,000
Dwell							
Dwell	Modern Market - Large Ad			\$ 2,500.00	\$ 2,500.00		206,000
Dwell	Modern Market - Small Ad		\$ 4,375.00		\$ 4,375.00		206,000
Dupont Registry							
Dupont Registry	Editorial Full Page		\$ 3,000.00		\$ 3,000.00		35,000
Financial Times							
Financial Times	Double Property Spot		\$ 1,500.00	\$ 1,500.00	\$ 3,000.00		420,914
The Los Angeles Times							
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00		\$ 425.00		220,780
The Los Angeles Times	Takeover - Full Page			\$ 660.00	\$ 660.00		384,000
The Los Angeles Times	Takeover - Back Cover		\$ 1,600.00		\$ 1,600.00		220,780
The New York Times							
The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00	\$ 1,520.00	\$ 1,520.00	\$ 4,560.00	1,269,333
Private Air Luxury Homes							
Private Air Luxury Homes	Full Page in 6 Issues (includes social media & E-Newsletter)		\$ 1,450.00		\$ 1,450.00		65,000
Robb Report							
Robb Report	Full Page		\$ 8,500.00		\$ 8,500.00		107,000
Robb Report	Robb Report Luxury Property Guide			\$ 3,500.00	\$ 3,500.00		107,000
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	\$ 6,360.00	2,577,696
The Wall Street Journal							
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00		\$ 980.00	\$ 1,960.00	200,000

TOTAL \$ 130,100.00 14,592,994

*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	September	October	November	December	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 Selects E-Newsletter	Sotheby's Selects E-Newsletter		\$ 2,585.00			\$ 2,585.00	770,000	
Digital								
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	
Display	Digital Banner Program		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000	
Chicago Tribune								
Chicago Tribune	Custom Email 50k	\$ 1,200.00	\$ 1,200.00			\$ 2,400.00	100,000	
Country Life								
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00				\$ 2,250.00	25,000	
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	
Dupont Registry								
Branded Content Post	Custom content article	\$ 1,295.00				\$ 1,295.00		
Daily Newsletter		Bonus				\$ -	77,000	
Luxury Lifestyle Newsletter		Bonus				\$ -	2,500	
JamesEdition								
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	
JetSet Magazine								
JetSet Magazine	Annual Global Campaign		\$2,500			\$ 2,500.00	2,140,000	
LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus				\$ -	425,000	
Robbreport.com								
Robbreport.com	Featured Listing Carousel - 1 Property - Real Estate article pages		\$ 3,000.00			\$ 3,000.00	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		\$ 1,300.00	328,000	
Mansion Global e-Newsletter	Daily Monday-Friday	\$ 3,680.00				\$ 3,680.00	17,000	

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print

Billionaire Magazine							
Billionaire Magazine	Full Page	\$	8,125.00		\$	8,125.00	14,791
Chicago Tribune							
Chicago Tribune	Takeover - Full Page				\$	725.00 \$ 725.00	150,000
Conde Nast Magazines							
Architectural Digest - Missouri	Full Page	\$	6,490.00		\$	6,490.00	14,000
Country Life							
Country Life	Full Page		\$ 3,300.00		\$	3,300.00	40,000
Dwell							
Dwell	Modern Market - Large Ad	\$	2,500.00	\$ 2,500.00	\$	5,000.00	412,000
Dupont Registry							
Dupont Registry	Editorial Full Page	\$	3,000.00		\$	3,000.00	35,000
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 \$ 1,520.00	\$	4,560.00	1,269,333
Private Air Luxury Homes							
Private Air Luxury Homes	Full Page in 6 Issues (includes social media & E-Newsletter)	\$	1,450.00		\$	1,450.00	65,000
Robb Report							
Robb Report	Full Page	\$	8,500.00		\$	8,500.00	107,000
Robb Report	Robb Report Luxury Property Guide				\$ 3,500.00	\$ 3,500.00	107,000
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 \$ 1,590.00	\$	6,360.00	2,577,696
The Wall Street Journal							
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00		\$ 980.00	\$ 1,960.00	200,000

TOTAL \$ 114,410.00 14,112,014

*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	September	October	November	December	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 Selects E-Newsletter	Sotheby's Selects E-Newsletter		\$ 2,585.00			\$ 2,585.00	770,000
Digital							
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00		\$ 3,750.00	
Comprehensive Digital							
Display	Digital Banner Program		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
Chicago Tribune							
Chicago Tribune	Custom Email 50k	\$ 1,200.00	\$ 1,200.00			\$ 2,400.00	100,000
Country Life							
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00				\$ 2,250.00	25,000
Dupont Registry							
Branded Content Post	Custom content article	\$ 1,295.00				\$ 1,295.00	
Daily Newsletter		Bonus				\$ -	77,000
Luxury Lifestyle Newsletter		Bonus				\$ -	2,500
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
JetSet Magazine							
JetSet Magazine	Annual Global Campaign		\$2,500			\$ 2,500.00	2,140,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus				\$ -	425,000
Robbreport.com							
Robbreport.com	Featured Listing Carousel - 1 Property - Real Estate article pages		\$ 3,000.00			\$ 3,000.00	6,000
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$ 1,875.00		\$ 1,875.00	6,000
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00		\$ 650.00		\$ 1,300.00	328,000

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print

Billionaire Magazine							
Billionaire Magazine	Full Page	\$	8,125.00		\$	8,125.00	14,791
Chicago Tribune							
Chicago Tribune	Takeover - Full Page			\$	725.00	\$ 725.00	150,000
Conde Nast Magazines							
Architectural Digest - Missouri	Full Page	\$	6,490.00		\$	6,490.00	14,000
Country Life							
Country Life	Full Page		\$ 3,300.00		\$	3,300.00	40,000
Dwell							
Dwell	Modern Market - Large Ad	\$	2,500.00		\$	2,500.00	206,000
Dupont Registry							
Dupont Registry	Editorial Full Page	\$	3,000.00		\$	3,000.00	35,000
Financial Times							
Financial Times	Double Property Spot	\$	1,500.00		\$	1,500.00	210,457
Financial Times	Property Spot		\$ 750.00		\$	750.00	210,457
The Los Angeles Times							
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$	425.00		\$	425.00	220,780
The Los Angeles Times	Takeover - Full Page	\$	660.00		\$ 660.00	\$ 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		\$ 3,040.00	846,222
Private Air Luxury Homes							
Private Air Luxury Homes		\$	1,450.00		\$	1,450.00	65,000
Robb Report							
Robb Report	Full Page in 6 Issues (includes social media & E-Newsletter)						
Robb Report	Full Page	\$	8,500.00		\$	8,500.00	107,000
Robb Report	Robb Report Luxury Property Guide				\$ 3,500.00	\$ 3,500.00	107,000
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade			\$	795.00	\$ 795.00 \$ 1,590.00	1,288,848
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$	1,590.00	\$ 1,590.00		\$ 3,180.00	1,288,848
The Wall Street Journal							
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00		\$ 980.00	\$ 1,960.00	200,000

TOTAL \$ 85,730.00 11,487,014

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